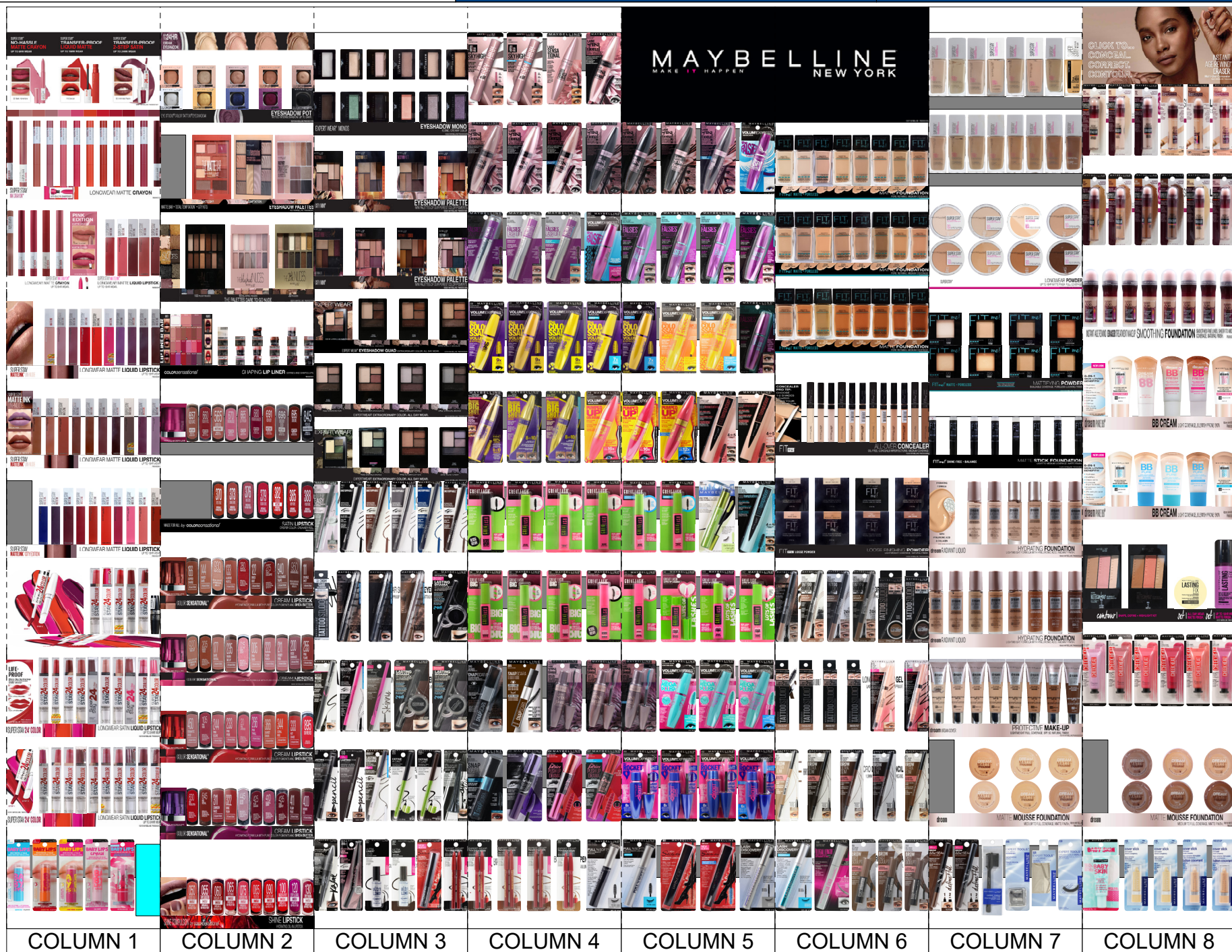




COLUMN 1

COLUMN 2

COLUMN 3

COLUMN 4

COLUMN 5

COLUMN 6

COLUMN 7

COLUMN 8



## NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0872UULH\_NOPDQAA\_IS21.psa

Column: 1 - Row: 01 Notch: 27 Fixture Type: CHROME SIGN UR Fixture Description: SS LIP FRANCHISE 6X12 \*\*  
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:  
 Graphic Re-Order Code: PM0000037407 SS Holder Re-Order Code:  
 CHROME SIGN UR : PL2000000039 CHROME SIGN UR Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 02 Notch: 18 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: 11 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: 4 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: 37 Fixture Type: TRAYS Fixture Description: SS MATTE INK UNNUDES 1.1 \*\*  
 Shade Chart Re-Order Code: PM0000028529 SS Graphic Re-Order Code: PM0000028632  
 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 |
|--------|-----|-----------|--------------|---------------------|------------|---------|------------|
| 33     | 1   | 322112243 | 041554543698 | SUPERSTAY MATTE INK | DRIVER     | 55      |            |
| 34     | 1   | 322113100 | 041554543681 | SUPERSTAY MATTE INK | POET       | 60      |            |
| 35     | 1   | 322112081 | 041554543650 | SUPERSTAY MATTE INK | SEDUCTRESS | 65      |            |
| 36     | 1   | 322112112 | 041554543711 | SUPERSTAY MATTE INK | AMAZONIAN  | 70      |            |
| 37     | 1   | 322112641 | 041554543674 | SUPERSTAY MATTE INK | FIGHTER    | 75      |            |
| 38     | 1   | 322113215 | 041554543643 | SUPERSTAY MATTE INK | RULER      | 80      |            |
| 39     | 1   | 322113419 | 041554543667 | SUPERSTAY MATTE INK | PROTECTOR  | 85      |            |
| 40     | 1   | 322112015 | 041554543636 | SUPERSTAY MATTE INK | HUNTRESS   | 90      |            |
| 41     | 1   | 322112227 | 041554543704 | SUPERSTAY MATTE INK | VISIONARY  | 95      |            |

Row: 01

Lower Notch: 27

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 23

Row: 08

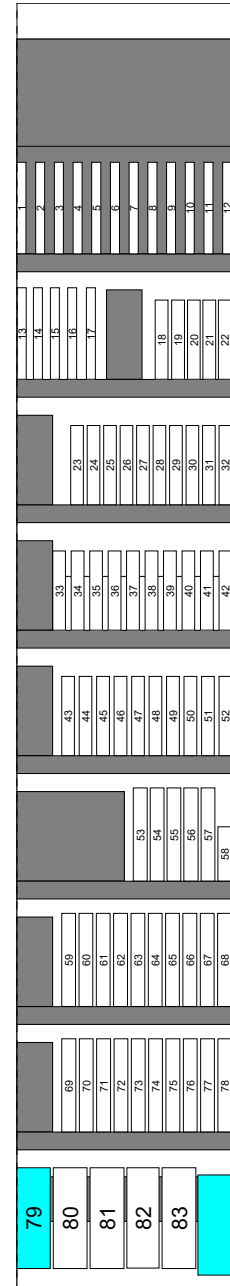
Lower Notch: 16

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 5



## NOTCH SCHEMATIC

| WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021 |   |           |              |                     |             |     |
|-----------------------------------------------------------------------|---|-----------|--------------|---------------------|-------------|-----|
| 42                                                                    | 1 | 322112219 | 041554543728 | SUPERSTAY MATTE INK | PHILOSOPHER | 100 |

| Column: 1 - Row: 06                     |     | Notch: 30                 | Fixture Type: TRAYS | Fixture Description: SS MATTE INK CITY ED 1.1 ** |                |         |
|-----------------------------------------|-----|---------------------------|---------------------|--------------------------------------------------|----------------|---------|
| Shade Chart Re-Order Code: PM0000028765 |     |                           |                     | SS Graphic Re-Order Code: PM0000028766           |                |         |
| Graphic Re-Order Code: PM0000028767     |     |                           |                     | 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 # |
| 43                                      | 1   | 322210318                 | 041554554458        | SUPERSTAY MATTE INK CITY EDITION                 | EXPLORER       | 105     |
| 44                                      | 1   | 322210376                 | 041554554465        | SUPERSTAY MATTE INK CITY EDITION                 | ORIGINATOR     | 110     |
| 45                                      | 1   | 322210384                 | 041554554540        | SUPERSTAY MATTE INK CITY EDITION                 | COMPOSER       | 112     |
| 46                                      | 1   | 322210342                 | 041554554472        | SUPERSTAY MATTE INK CITY EDITION                 | FOUNDER        | 115     |
| 47                                      | 1   | 322210368                 | 041554554526        | SUPERSTAY MATTE INK CITY EDITION                 | GROUND-BREAKER | 117     |
| 48                                      | 1   | 322210334                 | 041554554533        | SUPERSTAY MATTE INK CITY EDITION                 | DANCER         | 118     |
| 49                                      | 1   | 322210350                 | 041554554489        | SUPERSTAY MATTE INK CITY EDITION                 | ARTIST         | 120     |
| 50                                      | 1   | 322210326                 | 041554554496        | SUPERSTAY MATTE INK CITY EDITION                 | INSPIRER       | 125     |
| 51                                      | 1   | 322210300                 | 041554554502        | SUPERSTAY MATTE INK CITY EDITION                 | SELF-STARTER   | 130     |
| 52                                      | 1   | 322210295                 | 041554554519        | SUPERSTAY MATTE INK CITY EDITION                 | GLOBETROTTER   | 135     |

| Column: 1 - Row: 07                     |     | Notch: 23                 | 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 # |
| 53                                      | 1   | 322113435                 | 041554237757        | SS 2 STEP 24 HR LIPCOLOR                          | Continuous Coral | 020     |
| 54                                      | 1   | N/A                       | 041554558876        | SuperStay 24 Smile Brightners                     | Crisp Magenta    | 305     |
| 55                                      | 1   | 322114091                 | 041554237788        | SS 2 STEP 24 HR LIPCOLOR                          | Keep It Red      | 035     |
| 56                                      | 1   | 322117196                 | 041554494969        | SUPERSTAY SUPER IMPACT                            | ETERNAL CHERRY   | 200     |
| 57                                      | 1   | N/A                       | 041554558890        | SuperStay 24 Smile Brightners                     | Optic Ruby       | 310     |
| 58                                      | 1   | 322117099                 | 041554494891        | SUPERSTAY ERASER                                  | SUPERSTAY ERASER | 00      |

| Column: 1 - Row: 08                     |     | Notch: 16                 | 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 # |
| 59                                      | 1   | 322112918                 | 041554237764        | SS 2 STEP 24 HR LIPCOLOR                          | Keep Up The Flame | 025     |
| 60                                      | 1   | 322113299                 | 041554237740        | SS 2 STEP 24 HR LIPCOLOR                          | All Day Cherry    | 015     |
| 61                                      | 1   | 322113029                 | 041554237726        | SS 2 STEP 24 HR LIPCOLOR                          | Everlasting Wine  | 005     |
| 62                                      | 1   | 322113087                 | 041554237948        | SS 2 STEP 24 HR LIPCOLOR                          | Forever Chestnut  | 115     |
| 63                                      | 1   | 322112675                 | 041554238006        | SS 2 STEP 24 HR LIPCOLOR                          | Constant Cocoa    | 145     |
| 64                                      | 1   | 322116158                 | 041554335927        | SS 2 STEP 24 HR LIPCOLOR                          | Constant Toast    | 136     |
| 65                                      | 1   | 322114067                 | 041554238280        | SS 2 STEP 24 HR LIPCOLOR                          | Timeless Toffee   | 150     |
| 66                                      | 1   | 322113095                 | 041554237931        | SS 2 STEP 24 HR LIPCOLOR                          | So Pearly Pink    | 110     |
| 67                                      | 1   | 322114122                 | 041554237924        | SS 2 STEP 24 HR LIPCOLOR                          | Blush On          | 105     |
| 68                                      | 1   | 322112617                 | 041554494945        | SUPERSTAY SUPER IMPACT                            | PINK GOES ON      | 215     |

| Column: 1 - Row: 09                     |     | Notch: 9                  | 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 # |
| 69                                      | 1   | 322116831                 | 041554494983        | SUPERSTAY SUPER IMPACT                            | 24/7 FUSCHIA      | 220     |
| 70                                      | 1   | 322113273                 | 041554237917        | SS 2 STEP 24 HR LIPCOLOR                          | Very Cranberry    | 100     |
| 71                                      | 1   | 322113061                 | 041554237894        | SS 2 STEP 24 HR LIPCOLOR                          | Timeless Rose     | 090     |
| 72                                      | 1   | N/A                       | 041554558883        | SuperStay 24 Smile Brightners                     | Frosted Mauve     | 300     |
| 73                                      | 1   | 322112667                 | 041554237801        | SS 2 STEP 24 HR LIPCOLOR                          | Wear On Wildberry | 045     |
| 74                                      | 1   | 322113778                 | 041554237870        | SS 2 STEP 24 HR LIPCOLOR                          | Infinite Petal    | 080     |
| 75                                      | 1   | 322112926                 | 041554237825        | SS 2 STEP 24 HR LIPCOLOR                          | Perpetual Plum    | 055     |
| 76                                      | 1   | N/A                       | 041554558906        | SuperStay 24 Smile Brightners                     | Frozen Rose       | 315     |
| 77                                      | 1   | 322113037                 | 041554237818        | SS 2 STEP 24 HR LIPCOLOR                          | Unlimited Raisin  | 050     |
| 78                                      | 1   | 322113053                 | 041554237955        | SS 2 STEP 24 HR LIPCOLOR                          | Always Heather    | 120     |

| Column: 1 - Row: 10                   |     | 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 # |
| 79                                    | 1   | N/A                                    | 041554586404            | Baby Lips Quenched                                | Quenched    | 005     |
| 80                                    | 1   | 322181292                              | 041554264548            | BABY LIPS                                         | CHERRY ME   | 15      |
| 81                                    | 1   | 322181276                              | 041554264562            | BABY LIPS                                         | PINK PUNCH  | 25      |
| 82                                    | 1   | 322181519                              | 041554424591            | BABY LIPS CRYSTAL                                 | Pink Quartz | 140     |

Row: 01

Lower Notch: 27

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 23

Row: 08

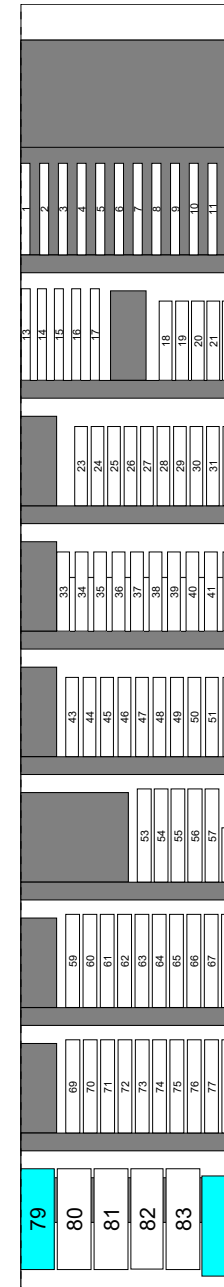
Lower Notch: 16

Row: 09

Lower Notch: 9

Row: 10

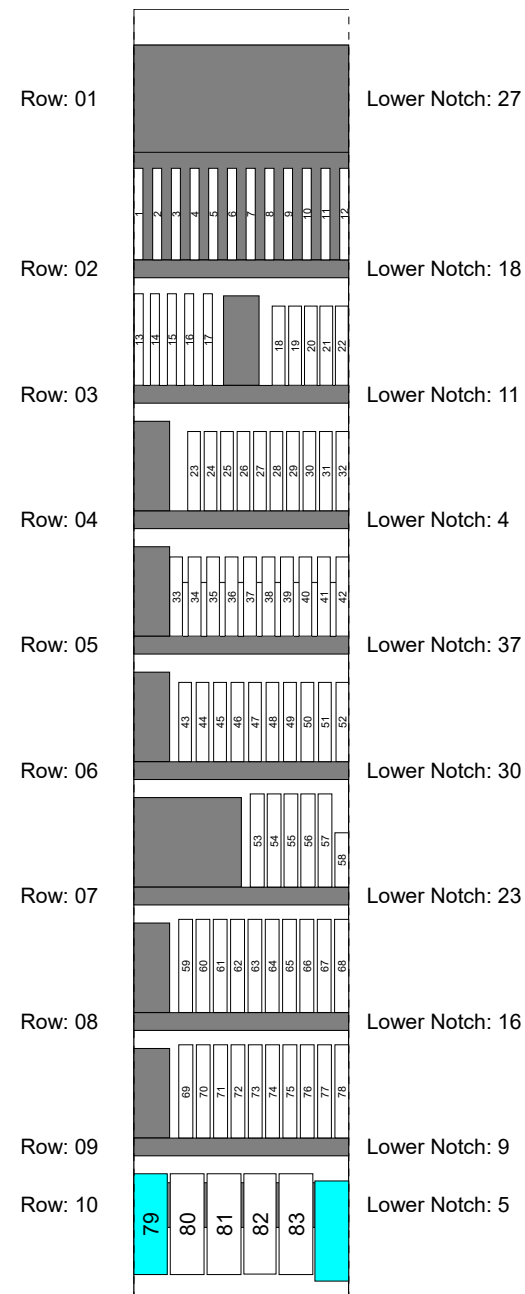
Lower Notch: 5



## NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021

|    |   |           |              |           |         |    |
|----|---|-----------|--------------|-----------|---------|----|
| 83 | 1 | 322180076 | 041554483123 | BABY LIPS | MY PINK | 01 |
|----|---|-----------|--------------|-----------|---------|----|





## NOTCH SCHEMATIC

## WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0872UULH\_NOPDQAA\_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                               |  |  |
| 84                                                   | 1   | N/A       | 041554567953 | COLOR TATTOO POTS | V.I.P                     | 10      |                                          |  |  |
| 85                                                   | 1   | N/A       | 041554567915 | COLOR TATTOO POTS | CHILL GIRL                | 35      |                                          |  |  |
| 86                                                   | 1   | N/A       | 041554567885 | COLOR TATTOO POTS | FRONT RUNNER              | 15      |                                          |  |  |
| 87                                                   | 1   | N/A       | 041554567939 | COLOR TATTOO POTS | GOLDEN GIRL               | 40      |                                          |  |  |
| 88                                                   | 1   | N/A       | 041554567892 | COLOR TATTOO POTS | SOCIALITE                 | 20      |                                          |  |  |
| 89                                                   | 1   | N/A       | 041554567977 | COLOR TATTOO POTS | TRAILBLAZER               | 45      |                                          |  |  |
| 90                                                   | 1   | N/A       | 041554567922 | COLOR TATTOO POTS | URBANITE                  | 25      |                                          |  |  |
| 91                                                   | 1   | N/A       | 041554567946 | COLOR TATTOO POTS | KNOCKOUT                  | 50      |                                          |  |  |
| 92                                                   | 1   | N/A       | 041554567908 | COLOR TATTOO POTS | HIGH ROLLER               | 30      |                                          |  |  |
| 93                                                   | 1   | N/A       | 041554567960 | COLOR TATTOO POTS | RISK MAKER                | 55      |                                          |  |  |

| Column: 2 - 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 |            |                                                          |  |                              |  |
| Graphic Re-Order Code:                  |     |           |              |                                          |                               | SS Holder Re-Order Code: PM0000013510  |            |                                                          |  |                              |  |
| 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 |                                                          |  |                              |  |
| 94                                      | 1   | N/A       | 041554563290 | The Matte Bar Eyeshadow Palette          | The Matte Bar                 | 300                                    |            |                                                          |  |                              |  |
| 95                                      | 1   | 322210017 | 041554545043 | Total Temptation Eye + Highlight Palette | Total Temptation Eye + Hig... | 140                                    |            |                                                          |  |                              |  |
| 96                                      | 1   | 322210059 | 041554545869 | The City Kits                            | Kit #2 Pink Edge              | 160                                    |            |                                                          |  |                              |  |

| Column: 2 - Row: 03    Notch: 10    Fixture Type: TRAYS |     |           |              | Fixture Description: EYE PALETTES 1.1 ** |                    |                              |            |
|---------------------------------------------------------|-----|-----------|--------------|------------------------------------------|--------------------|------------------------------|------------|
| Shade Chart Re-Order Code: PM0000028434                 |     |           |              | SS Graphic Re-Order Code: PM0000033846   |                    |                              |            |
| Graphic Re-Order Code:                                  |     |           |              | SS Holder Re-Order Code: PM0000013510    |                    |                              |            |
| 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 |
| 97                                                      | 1   | 322117374 | 041554419184 | THE PALETTES                             | The Nudes          | 02                           |            |
| 98                                                      | 1   | 322110178 | 041554434866 | THE PALETTES                             | The Blushed Nudes  | 06                           |            |
| 99                                                      | 1   | 322113045 | 041554490848 | 24KT NUDES PALETTE                       | 24KT NUDES PALETTE | 120                          |            |

| Column: 2 - Row: 04                     |     | Notch: 4  | 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 |
| 100                                     | 1   | 322119431 | 041554486032                       | COLOR SENSATIONAL MECHANICAL LIN...    | CLEAR                        | 100     |            |
| 101                                     | 1   | 322119457 | 041554486049                       | COLOR SENSATIONAL MECHANICAL LIN...    | NUDE WHISPER                 | 105     |            |
| 102                                     | 1   | 322119481 | 041554486094                       | COLOR SENSATIONAL MECHANICAL LIN...    | DUSTY ROSE                   | 130     |            |
| 103                                     | 1   | 322119520 | 041554486131                       | COLOR SENSATIONAL MECHANICAL LIN...    | BRICK RED                    | 150     |            |
| 104                                     | 1   | 322119449 | 041554486056                       | COLOR SENSATIONAL MECHANICAL LIN...    | PURELY NUDE                  | 110     |            |
| 105                                     | 1   | 322114376 | 041554549287                       | Color Sensational Shaping Lip Liner    | Almond Rose                  | 132     |            |
| 106                                     | 1   | 322119554 | 041554486148                       | COLOR SENSATIONAL MECHANICAL LIN...    | WILD VIOLETS                 | 155     |            |
| 107                                     | 1   | 322114368 | 041554549300                       | Color Sensational Shaping Lip Liner    | Beige Babe                   | 102     |            |
| 108                                     | 1   | 322119473 | 041554486063                       | COLOR SENSATIONAL MECHANICAL LIN...    | TOTALLY TOFFEE               | 115     |            |
| 109                                     | 1   | 322114821 | 041554549348                       | Color Sensational Shaping Lip Liner    | Pink Wink                    | 134     |            |
| 110                                     | 1   | 322114863 | 041554549324                       | Color Sensational Shaping Lip Liner    | Divine Wine                  | 153     |            |
| 111                                     | 1   | 322114651 | 041554549355                       | Color Sensational Shaping Lip Liner    | Raw Chocolate                | 118     |            |
| 112                                     | 1   | 322119465 | 041554486100                       | COLOR SENSATIONAL MECHANICAL LIN...    | PALEST PINK                  | 135     |            |
| 113                                     | 1   | 322119546 | 041554492859                       | COLOR SENSATIONAL MECHANICAL LIN...    | RICH WINE                    | 160     |            |
| 114                                     | 1   | 322114847 | 041554549331                       | Color Sensational Shaping Lip Liner    | Gone Grieve                  | 104     |            |
| 115                                     | 1   | 322119499 | 041554486070                       | COLOR SENSATIONAL MECHANICAL LIN...    | RICH CHOCOLATE               | 120     |            |
| 116                                     | 1   | 322119512 | 041554486117                       | COLOR SENSATIONAL MECHANICAL LIN...    | PINK CORAL                   | 140     |            |
| 117                                     | 1   | 322119504 | 041554492866                       | COLOR SENSATIONAL MECHANICAL LIN...    | PLUM PASSION                 | 165     |            |
| 118                                     | 1   | 322113320 | 041554486087                       | COLOR SENSATIONAL MECHANICAL LIN...    | MAGNETIC MAUVE               | 125     |            |
| 119                                     | 1   | 322119538 | 041554486124                       | COLOR SENSATIONAL MECHANICAL LIN...    | VERY CHERRY                  | 145     |            |
| 120                                     | 1   | 322115623 | 041554549317                       | Color Sensational Shaping Lip Liner    | Concrete Jungle              | 170     |            |

| Column: 2 - Row: 05                                  |     | Notch: 38 |              | 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   |
| 121                                                  | 1   | 322118142 | 041554453645 | COLOR SEN THE MATTES                   | Nude Nuance    | 657                                        | PM0000014866 |
| 122                                                  | 1   | 322118875 | 041554429893 | COLOR SEN THE MATTES                   | Touch of Spice | 660                                        | PM0000013399 |
| 123                                                  | 1   | 322114601 | 041554496574 | COLOR SEN THE MATTES                   | ALMOND ROSE    | 565                                        | PM0000020654 |

|         |       |       |       |       |       |                 |
|---------|-------|-------|-------|-------|-------|-----------------|
| Row: 01 | 85 84 | 87 86 | 89 88 | 91 90 | 93 92 | Lower Notch: 24 |
| Row: 02 | 94    | 95    | 96    |       |       | Lower Notch: 17 |
| Row: 03 | 97    | 98    | 99    |       |       | Lower Notch: 10 |
| Row: 04 |       |       |       |       |       | Lower Notch: 4  |
| Row: 05 | 121   | 122   | 123   | 124   | 125   | Lower Notch: 38 |
| Row: 06 | 131   | 132   | 133   | 134   | 135   | Lower Notch: 32 |
| Row: 07 | 136   | 137   | 138   | 139   | 140   | Lower Notch: 26 |
| Row: 08 | 141   | 142   | 143   | 144   | 145   | Lower Notch: 20 |
| Row: 09 | 146   | 147   | 148   | 149   | 150   | Lower Notch: 14 |
| Row: 10 | 151   | 152   | 153   | 154   | 155   | Lower Notch: 8  |
| Row: 11 | 156   | 157   | 158   | 159   | 160   | Lower Notch: 1  |

## NOTCH SCHEMATIC

| WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021 |   |           |              |                                |                     |     |              |
|-----------------------------------------------------------------------|---|-----------|--------------|--------------------------------|---------------------|-----|--------------|
| 124                                                                   | 1 | 322118859 | 041554429916 | COLOR SEN THE MATTES           | Ravishing Rose      | 670 | PM0000013401 |
| 125                                                                   | 1 | 322114708 | 041554429909 | COLOR SEN THE MATTES           | Lust for Blush      | 665 | PM0000013400 |
| 126                                                                   | 1 | 322118833 | 041554429930 | COLOR SEN THE MATTES           | Mesmerizing Magenta | 680 | PM0000013403 |
| 127                                                                   | 1 | 322118134 | 041554453638 | COLOR SEN THE MATTES           | Rich Ruby           | 691 | PM0000014865 |
| 128                                                                   | 1 | 322118168 | 041554453690 | COLOR SEN THE MATTES           | Burgundy Blush      | 696 | PM0000014871 |
| 129                                                                   | 1 | 322118817 | 041554429961 | COLOR SEN THE MATTES           | Divine Wine         | 695 | PM0000013406 |
| 130                                                                   | 1 | 322111938 | 041554488777 | COLOR SENSATIONAL LOADED BOLDS | Pitch Black         | 845 | PM0000018204 |

|                                                        |  |                                        |                     |                                             |
|--------------------------------------------------------|--|----------------------------------------|---------------------|---------------------------------------------|
| Column: 2 - Row: 06                                    |  | Notch: 32                              | 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 |
|--------|-----|-----------|--------------|-----------------|----------------|---------|------------|
| 131    | 1   | 322210570 | 041554564839 | CS MADE FOR YOU | SPICE FOR ME   | 370     |            |
| 132    | 1   | 322210596 | 041554564815 | CS MADE FOR YOU | MAUVE FOR ME   | 373     |            |
| 133    | 1   | 322210619 | 041554566772 | CS MADE FOR YOU | PINK FOR ME    | 376     |            |
| 134    | 1   | 322210601 | 041554564860 | CS MADE FOR YOU | FUCHSIA FOR ME | 379     |            |
| 135    | 1   | 322210635 | 041554564846 | CS MADE FOR YOU | RED FOR ME     | 382     |            |
| 136    | 1   | 322210627 | 041554564853 | CS MADE FOR YOU | RUBY FOR ME    | 385     |            |
| 137    | 1   | 322210588 | 041554564877 | CS MADE FOR YOU | PLUM FOR ME    | 388     |            |

|                                                       |  |                                        |                     |                                            |
|-------------------------------------------------------|--|----------------------------------------|---------------------|--------------------------------------------|
| Column: 2 - Row: 07                                   |  | Notch: 26                              | Fixture Type: TRAYS | Fixture Description: CS CREAMS 1.4 RENO ** |
| Shade Chart Re-Order Code: PM0000034378, PM0000034481 |  | 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   |
|--------|-----|-----------|--------------|--------------------|------------------|---------|--------------|
| 138    | 1   | N/A       | 041554578348 | COLOR SEN LIPSTICK | COPPER CHARGE    | 166     |              |
| 139    | 1   | N/A       | 041554578324 | COLOR SEN LIPSTICK | NAKED DARE       | 144     |              |
| 140    | 1   | 322117366 | 041554408492 | COLOR SEN BUFFS    | TRUFFLE TEASE    | 930     | PM0000011891 |
| 141    | 1   | N/A       | 041554578317 | COLOR SEN LIPSTICK | ALMOND HUSTLE    | 133     |              |
| 142    | 1   | 322113477 | 041554264630 | COLOR SEN LIPSTICK | Rum Riche        | 280     | PM0000007184 |
| 143    | 1   | N/A       | 041554578331 | COLOR SEN LIPSTICK | BRICK BEAT       | 122     |              |
| 144    | 1   | 322110770 | 041554198645 | COLOR SEN LIPSTICK | Crazy For Coffee | 275     | PM0000006187 |
| 145    | 1   | 322116899 | 041554413236 | COLOR SEN BUFFS    | TOUCHABLE TAUPE  | 940     | PM0000011893 |
| 146    | 1   | 322116904 | 041554408577 | COLOR SEN BUFFS    | UNTAINTED SPICE  | 950     | PM0000011895 |
| 147    | 1   | N/A       | 041554578300 | COLOR SEN LIPSTICK | DOUBLE SHOT      | 111     |              |

|                                                       |  |                                        |                     |                                            |
|-------------------------------------------------------|--|----------------------------------------|---------------------|--------------------------------------------|
| Column: 2 - Row: 08                                   |  | Notch: 20                              | Fixture Type: TRAYS | Fixture Description: CS CREAMS 2.4 RENO ** |
| Shade Chart Re-Order Code: PM0000034379, PM0000034482 |  | 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   |
|--------|-----|-----------|--------------|--------------------|--------------|---------|--------------|
| 148    | 1   | 322117285 | 041554408546 | COLOR SEN BUFFS    | NUDE LUST    | 920     | PM0000011889 |
| 149    | 1   | 322110291 | 041554198560 | COLOR SEN LIPSTICK | Nearly There | 205     | PM0000006180 |
| 150    | 1   | N/A       | 041554578355 | COLOR SEN LIPSTICK | BARE REVEAL  | 177     |              |
| 151    | 1   | 322110453 | 041554198591 | COLOR SEN LIPSTICK | Warm Me Up   | 235     | PM0000006183 |
| 152    | 1   | 322110526 | 041554198232 | COLOR SEN LIPSTICK | Born With It | 15      | PM0000006169 |
| 153    | 1   | 322110518 | 041554198225 | COLOR SEN LIPSTICK | Pink Sand    | 005     |              |
| 154    | 1   | N/A       | 041554578249 | COLOR SEN LIPSTICK | FLUSH PUNCH  | 222     |              |
| 155    | 1   | N/A       | 041554578263 | COLOR SEN LIPSTICK | ROSEY RISK   | 211     |              |
| 156    | 1   | N/A       | 041554578256 | COLOR SEN LIPSTICK | ROSE EMBRACE | 200     |              |
| 157    | 1   | N/A       | 041554578287 | COLOR SEN LIPSTICK | PINK FLARE   | 255     |              |

|                                                       |  |                                        |                     |                                            |
|-------------------------------------------------------|--|----------------------------------------|---------------------|--------------------------------------------|
| Column: 2 - Row: 09                                   |  | Notch: 14                              | Fixture Type: TRAYS | Fixture Description: CS CREAMS 3.4 RENO ** |
| Shade Chart Re-Order Code: PM0000034380, PM0000034483 |  | SS Graphic Re-Order Code: PM0000033917 |                     |                                            |
| Graphic Re-Order Code: PM0000033916, PM0000033918     |  | 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   |
|--------|-----|-----------|--------------|----------------------|---------------|---------|--------------|
| 158    | 1   | 322119415 | 041554470994 | COLOR SEN LIPSTICK   | Romantic Rose | 450     | PM0000016238 |
| 159    | 1   | 322110623 | 041554198300 | COLOR SEN LIPSTICK   | Pink Wink     | 105     | PM0000006175 |
| 160    | 1   | N/A       | 041554578232 | COLOR SEN LIPSTICK   | PINK SCORE    | 244     |              |
| 161    | 1   | N/A       | 041554578294 | COLOR SEN LIPSTICK   | PINK POSE     | 233     |              |
| 162    | 1   | 322112845 | 041554248913 | COLOR SEN LIPSTICK   | Pink & Proper | 20      | PM0000006081 |
| 163    | 1   | N/A       | 041554578270 | COLOR SEN LIPSTICK   | PINK THRILL   | 266     |              |
| 164    | 1   | N/A       | 041554578379 | COLOR SEN LIPSTICK   | SUNSET SPARK  | 366     |              |
| 165    | 1   | N/A       | 041554578362 | COLOR SEN LIPSTICK   | CORAL RISE    | 344     |              |
| 166    | 1   | N/A       | 041554578409 | COLOR SEN LIPSTICK   | HOT CHASE     | 333     |              |
| 167    | 1   | 322114693 | 041554294996 | COLOR SEN LIP VIVIDS | ON FIRE RED   | 895     | PM0000009774 |

Row: 01

|    |    |    |    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|----|----|----|
| 85 | 84 | 87 | 86 | 89 | 88 | 91 | 90 | 93 | 92 |
|----|----|----|----|----|----|----|----|----|----|

Lower Notch: 24

Row: 02

|    |    |    |
|----|----|----|
| 94 | 95 | 96 |
|----|----|----|

Lower Notch: 17

Row: 03

|    |    |    |
|----|----|----|
| 97 | 98 | 99 |
|----|----|----|

Lower Notch: 10

Row: 04

|     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 121 | 122 | 123 | 124 | 125 | 126 | 127 | 128 | 129 | 130 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

Lower Notch: 4

Row: 05

|     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|
| 131 | 132 | 133 | 134 | 135 | 136 | 137 |
|-----|-----|-----|-----|-----|-----|-----|

Lower Notch: 38

Row: 06

|     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 138 | 139 | 140 | 141 | 142 | 143 | 144 | 145 | 146 | 147 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

Lower Notch: 32

Row: 07

|     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 148 | 149 | 150 | 151 | 152 | 153 | 154 | 155 | 156 | 157 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

Lower Notch: 26

Row: 08

|     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 158 | 159 | 160 | 161 | 162 | 163 | 164 | 165 | 166 | 167 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

Lower Notch: 20

Row: 09

|     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 168 | 169 | 170 | 171 | 172 | 173 | 174 | 175 | 176 | 177 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

Lower Notch: 14

Row: 10

|     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 178 | 179 | 180 | 181 | 182 | 183 | 184 | 185 | 186 | 187 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

Lower Notch: 8

Row: 11

|     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 178 | 179 | 180 | 181 | 182 | 183 | 184 | 185 | 186 | 187 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

Lower Notch: 1

### NOTCH SCHEMATIC

#### WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021

| Column: 2 - Row: 10                                  |     | Notch: 8  | Fixture Type: TRAYS       |                    | Fixture Description: CS CREAMS 4.4 RENO ** |       |         |              |
|------------------------------------------------------|-----|-----------|---------------------------|--------------------|--------------------------------------------|-------|---------|--------------|
| Shade Chart Re-Order Code: PM0000034381,PM0000034484 |     |           |                           |                    | SS Graphic Re-Order Code: PM0000033914     |       |         |              |
| Graphic Re-Order Code: PM0000033913,PM0000033915     |     |           |                           |                    | 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   |
| 168                                                  | 1   | 322112722 | 041554248906              | COLOR SEN LIPSTICK | Red Revolution                             |       | 630     | PM0000006148 |
| 169                                                  | 1   | 322111043 | 041554198553              | COLOR SEN LIPSTICK | Red Revival                                |       | 645     | PM0000006209 |
| 170                                                  | 1   | N/A       | 041554578386              | COLOR SEN LIPSTICK | CRIMSON RACE                               |       | 311     |              |
| 171                                                  | 1   | N/A       | 041554578393              | COLOR SEN LIPSTICK | WINE RUSH                                  |       | 322     |              |
| 172                                                  | 1   | 322110924 | 041554198423              | COLOR SEN LIPSTICK | On The Mauve                               |       | 445     | PM0000006200 |
| 173                                                  | 1   | 322110908 | 041554198409              | COLOR SEN LIPSTICK | Plum Paradise                              |       | 425     | PM0000006198 |
| 174                                                  | 1   | 322112439 | 041554283426              | COLOR SEN LIPSTICK | Blissful Berry                             |       | 410     | PM0000009174 |
| 175                                                  | 1   | 322110916 | 041554198416              | COLOR SEN LIPSTICK | Plum Perfect                               |       | 435     | PM0000006199 |
| 176                                                  | 1   | N/A       | 041554578416              | COLOR SEN LIPSTICK | PLUM RULE                                  |       | 411     |              |
| 177                                                  | 1   | N/A       | 041554578423              | COLOR SEN LIPSTICK | BERRY GO                                   |       | 400     |              |

| Column: 2 - Row: 11                     |     | Notch: 1                           | 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 |
| 178                                     | 1   | 322117463                          | 041554549270        | Color Sensational Shine Compulsion | Baddest Beige                                | 050     |            |
| 179                                     | 1   | 322117489                          | 041554549140        | Color Sensational Shine Compulsion | Taupe Seduction                              | 055     |            |
| 180                                     | 1   | 322117544                          | 041554549133        | Color Sensational Shine Compulsion | Chocolate Lust                               | 060     |            |
| 181                                     | 1   | 322117471                          | 041554549263        | Color Sensational Shine Compulsion | Spicy Mauve                                  | 065     |            |
| 182                                     | 1   | 322117528                          | 041554549225        | Color Sensational Shine Compulsion | Undressed Pink                               | 075     |            |
| 183                                     | 1   | 322117502                          | 041554549249        | Color Sensational Shine Compulsion | Pink Fetish                                  | 085     |            |
| 184                                     | 1   | 322117510                          | 041554549232        | Color Sensational Shine Compulsion | Scarlet Flame                                | 090     |            |
| 185                                     | 1   | 322117536                          | 041554549164        | Color Sensational Shine Compulsion | Magenta Affair                               | 100     |            |
| 186                                     | 1   | 322117455                          | 041554549089        | Color Sensational Shine Compulsion | Berry Blackmail                              | 120     |            |
| 187                                     | 1   | 322117497                          | 041554549256        | Color Sensational Shine Compulsion | Spicy Sangria                                | 130     |            |

|         |       |       |       |       |       |                 |
|---------|-------|-------|-------|-------|-------|-----------------|
| Row: 01 | 85 84 | 87 86 | 89 88 | 91 90 | 93 92 | Lower Notch: 24 |
| Row: 02 |       | 94    | 95    | 96    |       | Lower Notch: 17 |
| Row: 03 |       | 97    | 98    | 99    |       | Lower Notch: 10 |
| Row: 04 |       |       |       |       |       | Lower Notch: 4  |
| Row: 05 |       | 121   | 122   | 123   | 124   | Lower Notch: 38 |
| Row: 06 |       |       | 131   | 132   | 133   | Lower Notch: 32 |
| Row: 07 |       | 138   | 139   | 140   | 141   | Lower Notch: 26 |
| Row: 08 |       | 148   | 149   | 150   | 151   | Lower Notch: 20 |
| Row: 09 |       | 158   | 159   | 160   | 161   | Lower Notch: 14 |
| Row: 10 |       | 168   | 169   | 170   | 171   | Lower Notch: 8  |
| Row: 11 |       | 178   | 179   | 180   | 181   | Lower Notch: 1  |



## NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021

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|                                                                                                         |     |                           |              |                              |                  |         |            |
|---------------------------------------------------------------------------------------------------------|-----|---------------------------|--------------|------------------------------|------------------|---------|------------|
| Column: 3 - Row: 01    Notch: 23    Fixture Type: TRAYS    Fixture Description: EW MONOS 1.1 (2TIER) ** |     |                           |              |                              |                  |         |            |
| Shade Chart Re-Order Code: PM0000028848,PM0000028849                                                    |     |                           |              | SS Graphic Re-Order Code:    |                  |         |            |
| Graphic Re-Order Code: PM0000033870                                                                     |     |                           |              | SS Holder Re-Order Code:     |                  |         |            |
| TRAYS Re-Order Code: PL2000000442                                                                       |     | TRAYS Rolled Up Code: N/A |              | UPC Blade Code: PM0000021665 |                  |         |            |
| Loc ID                                                                                                  | Fac | Acct Code                 | UPC          | Description                  | Shade            | Shade # | Chip Codes |
| 188                                                                                                     | 1   | 322115102                 | 041554492644 | New Expertwear Monos         | Vanilla          | 100S    |            |
| 189                                                                                                     | 1   | 322115542                 | 041554492682 | New Expertwear Monos         | Made for Mocha   | 140S    |            |
| 190                                                                                                     | 1   | 322115453                 | 041554490749 | New Expertwear Monos         | Soft Pearl       | 10S     |            |
| 191                                                                                                     | 1   | 322115461                 | 041554490824 | New Expertwear Monos         | Forest Green     | 80S     |            |
| 192                                                                                                     | 1   | 322115479                 | 041554490763 | New Expertwear Monos         | Seashell         | 30S     |            |
| 193                                                                                                     | 1   | 322115576                 | 041554492651 | New Expertwear Monos         | Night Sky        | 110S    |            |
| 194                                                                                                     | 1   | 322115152                 | 041554490770 | New Expertwear Monos         | Nude Glow        | 40S     |            |
| 195                                                                                                     | 1   | 322112984                 | 041554552201 | New Expertwear Monos         | Dusty Rose       | 200S    |            |
| 196                                                                                                     | 1   | 322115487                 | 041554490756 | New Expertwear Monos         | Linen            | 20S     |            |
| 197                                                                                                     | 1   | 322115144                 | 041554490787 | New Expertwear Monos         | Tastefully Taupe | 50S     |            |
| 198                                                                                                     | 1   | 322115136                 | 041554490794 | New Expertwear Monos         | The Glo Down     | 60S     |            |
| 199                                                                                                     | 1   | 322115518                 | 041554492712 | New Expertwear Monos         | Humdrum Plum     | 170S    |            |

|                                                                                                           |     |                           |              |                              |                       |         |            |
|-----------------------------------------------------------------------------------------------------------|-----|---------------------------|--------------|------------------------------|-----------------------|---------|------------|
| Column: 3 - Row: 02    Notch: 17    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 |
| 200                                                                                                       | 1   | 322149818                 | 041554540772 | CITY MINI PALETTES           | MATTE ABOUT TOWN      | 480     |            |
| 201                                                                                                       | 1   | 322115665                 | 041554499742 | CITY MINI PALETTES           | Rooftop Bronzes       | 400     |            |
| 202                                                                                                       | 1   | 322115348                 | 041554499735 | CITY MINI PALETTES           | Chill Brunch Neutrals | 410     |            |
| 203                                                                                                       | 1   | 322115770                 | 041554499766 | CITY MINI PALETTES           | Downtown Sunrise      | 430     |            |

|                                                                                                           |     |                           |              |                              |                    |         |            |
|-----------------------------------------------------------------------------------------------------------|-----|---------------------------|--------------|------------------------------|--------------------|---------|------------|
| Column: 3 - Row: 03    Notch: 11    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 |
| 204                                                                                                       | 1   | 322115356                 | 041554540758 | CITY MINI PALETTES           | Gramercy Decadence | 460     |            |
| 205                                                                                                       | 1   | 322149826                 | 041554552492 | CITY MINI PALETTES           | Blushed Avenue     | 510     |            |
| 206                                                                                                       | 1   | 322115657                 | 041554552515 | CITY MINI PALETTES           | Hi-Rise Sunset     | 530     |            |
| 207                                                                                                       | 1   | N/A                       | 041554563306 | CITY MINI PALETTES           | Diamond District   | 540     |            |

|                                                                                                 |     |                           |              |                                        |                |         |            |
|-------------------------------------------------------------------------------------------------|-----|---------------------------|--------------|----------------------------------------|----------------|---------|------------|
| Column: 3 - Row: 04    Notch: 6    Fixture Type: TRAYS    Fixture Description: EW SHAD Q 1.3 ** |     |                           |              |                                        |                |         |            |
| Shade Chart Re-Order Code: PM0000028430                                                         |     |                           |              | SS Graphic Re-Order Code: PM0000033844 |                |         |            |
| 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 |
| 208                                                                                             | 1   | 322111491                 | 041554409093 | EXPERT WEAR QUADS                      | Natural Smokes | 2Q      |            |
| 209                                                                                             | 1   | 322118566                 | 041554409161 | EXPERT WEAR QUADS                      | Chai Latte     | 22Q     |            |
| 210                                                                                             | 1   | 322111873                 | 041554409123 | EXPERT WEAR QUADS                      | Sunlit Bronze  | 50Q     |            |

|                                                                                                     |     |                           |              |                              |                     |         |            |
|-----------------------------------------------------------------------------------------------------|-----|---------------------------|--------------|------------------------------|---------------------|---------|------------|
| Column: 3 - Row: 05    Notch: 1    Fixture Type: TRAYS    Fixture Description: EW SHAD Q 2.9/7/6 ** |     |                           |              |                              |                     |         |            |
| 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 |
| 211                                                                                                 | 1   | 322118558                 | 041554409116 | EXPERT WEAR QUADS            | Mocha Motion        | 10Q     |            |
| 212                                                                                                 | 1   | 322112968                 | 041554409130 | EXPERT WEAR QUADS            | Designer Chocolates | 40Q     |            |
| 213                                                                                                 | 1   | 322118524                 | 041554409192 | EXPERT WEAR QUADS            | Lavender Smokes     | 8Q      |            |
| 214                                                                                                 | 1   | 322118574                 | 041554409147 | EXPERT WEAR QUADS            | Charcoal Smokes     | 4Q      |            |

|                                                                                                 |     |                           |              |                                        |                |         |            |
|-------------------------------------------------------------------------------------------------|-----|---------------------------|--------------|----------------------------------------|----------------|---------|------------|
| Column: 3 - Row: 06    Notch: 36    Fixture Type: TRAYS    Fixture Description: EW QUADS 3.3 ** |     |                           |              |                                        |                |         |            |
| Shade Chart Re-Order Code: PM0000028433                                                         |     |                           |              | SS Graphic Re-Order Code: PM0000033845 |                |         |            |
| 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 |
| 215                                                                                             | 1   | 322112104                 | 041554409239 | EXPERT WEAR QUADS                      | Emerald Smokes | 48Q     |            |
| 216                                                                                             | 1   | 322112138                 | 041554409260 | EXPERT WEAR QUADS                      | Autumn Coppers | 44Q     |            |
| 217                                                                                             | 1   | 322118516                 | 041554409178 | EXPERT WEAR QUADS                      | Velvet Crush   | 20Q     |            |

Row: 01

Row: 02

Row: 03

Row: 04

Row: 05

Row: 06

Row: 07

Row: 08

Row: 09

Row: 10

Row: 11

|     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|
| 188 | 190 | 192 | 194 | 196 | 198 |
| 189 | 191 | 193 | 195 | 197 | 199 |
| 200 | 201 | 202 | 203 |     |     |
| 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 | 236 | 237 | 238 | 239 |
| 240 | 241 | 242 | 243 | 244 | 245 |

Lower Notch: 23

Lower Notch: 17

Lower Notch: 11

Lower Notch: 6

Lower Notch: 1

Lower Notch: 36

Lower Notch: 33

Lower Notch: 26

Lower Notch: 19

Lower Notch: 12

Lower Notch: 5

## NOTCH SCHEMATIC

| WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021 |     |           |                               |                               |                                                           |                              |            |
|-----------------------------------------------------------------------|-----|-----------|-------------------------------|-------------------------------|-----------------------------------------------------------|------------------------------|------------|
| Column: 3 - Row: 07                                                   |     | Notch: 33 | Fixture Type: HOOK BARS       |                               | Fixture Description: 6HK UNSTOPPABLE (DEMO) HKBR UNLIT ** |                              |            |
| Shade Chart Re-Order Code:                                            |     |           | SS Graphic Re-Order Code:     |                               |                                                           |                              |            |
| Graphic Re-Order Code: PM00000035835                                  |     |           | 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 |
| 218                                                                   | 1   | N/A       | 041554578607                  | HYPER EASY LIQUID LINER       | PITCH BLACK                                               | 800                          |            |
| 219                                                                   | 1   | 322182816 | 041554513493                  | UNSTOPPABLE EYELINER - CARDED | Onyx                                                      | 10                           |            |
| 220                                                                   | 1   | 322182824 | 041554513523                  | UNSTOPPABLE EYELINER - CARDED | Cinnabar                                                  | 20                           |            |
| 221                                                                   | 1   | 322182832 | 041554513530                  | UNSTOPPABLE EYELINER - CARDED | Pewter                                                    | 30                           |            |
| 222                                                                   | 1   | 322182840 | 041554513547                  | UNSTOPPABLE EYELINER - CARDED | Sapphire                                                  | 40                           |            |
| 223                                                                   | 1   | 322182858 | 041554513561                  | UNSTOPPABLE EYELINER - CARDED | Espresso                                                  | 60                           |            |

| Column: 3 - Row: 08                   |     | Notch: 26 | Fixture Type: HOOK BARS       |                            | Fixture Description: 5HK TS GEL LNR (DEMO) HKBR UNLIT ** |                              |            |
|---------------------------------------|-----|-----------|-------------------------------|----------------------------|----------------------------------------------------------|------------------------------|------------|
| Shade Chart Re-Order Code:            |     |           | SS Graphic Re-Order Code:     |                            |                                                          |                              |            |
| Graphic Re-Order Code: PM00000029016  |     |           | SS Holder Re-Order Code:      |                            |                                                          |                              |            |
| HOOK BARS Re-Order Code: PL2000000145 |     |           | HOOK BARS Rolled Up Code: N/A |                            |                                                          | UPC Blade Code: PM0000008588 |            |
| Loc ID                                | Fac | Acct Code | UPC                           | Description                | Shade                                                    | Shade #                      | Chip Codes |
| 224                                   | 1   | N/A       | 041554549416                  | TATTOO STUDIO LIQUID LINER | BLACK                                                    | 001                          |            |
| 225                                   | 1   | 322210392 | 041554563337                  | TATTOO STUDIO LINER        | DEEP ONYX                                                | 900                          |            |
| 226                                   | 1   | 322210449 | 041554563344                  | TATTOO STUDIO LINER        | INTENSE CHARCOAL                                         | 901                          |            |
| 227                                   | 1   | N/A       | 041554563351                  | TATTOO STUDIO LINER        | BOLD BROWN                                               | 910                          |            |
| 228                                   | 1   | 322180686 | 041554220186                  | EYE STUDIO GEL LINER       | Blackest Black                                           | 50                           |            |

| Column: 3 - Row: 09                   |     | Notch: 19 | Fixture Type: HOOK BARS       |                                | Fixture Description: 5HK LD GEL LNR POT HKBR UNLIT ** |                              |            |
|---------------------------------------|-----|-----------|-------------------------------|--------------------------------|-------------------------------------------------------|------------------------------|------------|
| Shade Chart Re-Order Code:            |     |           | SS Graphic Re-Order Code:     |                                |                                                       |                              |            |
| Graphic Re-Order Code: PM00000035829  |     |           | SS Holder Re-Order Code:      |                                |                                                       |                              |            |
| HOOK BARS Re-Order Code: PL2000000145 |     |           | HOOK BARS Rolled Up Code: N/A |                                |                                                       | UPC Blade Code: PM0000008588 |            |
| Loc ID                                | Fac | Acct Code | UPC                           | Description                    | Shade                                                 | Shade #                      | Chip Codes |
| 229                                   | 1   | 322113891 | 041554568226                  | EYE STUDIO MASTER PREC ALL DAY | Black                                                 | 110                          |            |
| 230                                   | 1   | 322119392 | 041554460834                  | MASTER PRECISE SKINNY          | Defining Black                                        | 210                          |            |
| 231                                   | 1   | 322119407 | 041554460841                  | MASTER PRECISE SKINNY          | Sharp Brown                                           | 220                          |            |
| 232                                   | 1   | 322180694 | 041554220193                  | EYE STUDIO GEL LINER           | Brown                                                 | 52                           |            |
| 233                                   | 1   | 322180709 | 041554220209                  | EYE STUDIO GEL LINER           | Gunmetal                                              | 54                           |            |

| Column: 3 - Row: 10                   |     | Notch: 12 | Fixture Type: HOOK BARS       |                               | Fixture Description: 6HK LD GEL PENCIL (DEMO) HKBR UNLIT ** |                              |            |
|---------------------------------------|-----|-----------|-------------------------------|-------------------------------|-------------------------------------------------------------|------------------------------|------------|
| Shade Chart Re-Order Code:            |     |           | SS Graphic Re-Order Code:     |                               |                                                             |                              |            |
| Graphic Re-Order Code: PM00000028361  |     |           | 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 |
| 234                                   | 1   | 322118011 | 041554434804                  | LASTING DRAMA GEL PENCIL      | SLEEK ONYX                                                  | 601                          |            |
| 235                                   | 1   | 322118053 | 041554434835                  | LASTING DRAMA GEL PENCIL      | GLAZED TOFFEE                                               | 604                          |            |
| 236                                   | 1   | 322117065 | 041554546361                  | Lasting Drama Eyelights Liner | TWINKLE BLACK                                               | 850                          |            |
| 237                                   | 1   | 322183448 | 041554009071                  | DEFINE A LINE                 | Ebony Black                                                 | 1                            |            |
| 238                                   | 1   | 322183422 | 041554009095                  | DEFINE A LINE                 | Brownish Black                                              | 3                            |            |
| 239                                   | 1   | 322181048 | 041554294231                  | MASTER DUO LINER              | Black Lacquer                                               | 500                          |            |

| Column: 3 - Row: 11                   |     | Notch: 5  | Fixture Type: HOOK BARS       |                                    | Fixture Description: 6HK CURVITUDE LNR (DEMO) HKBR UNLIT ** |                              |            |
|---------------------------------------|-----|-----------|-------------------------------|------------------------------------|-------------------------------------------------------------|------------------------------|------------|
| Shade Chart Re-Order Code:            |     |           | SS Graphic Re-Order Code:     |                                    |                                                             |                              |            |
| Graphic Re-Order Code: PM00000028356  |     |           | 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 |
| 240                                   | 1   | 322116190 | 041554415438                  | EYE STUDIO MASTER KAJAL LINER      | Onyx Rush                                                   | 510                          |            |
| 241                                   | 1   | 322117104 | 041554494198                  | CURVITUDE LINER                    | BLACK                                                       | 410                          |            |
| 242                                   | 1   | 322182963 | 041554533156                  | LINEWORKS ULTRA LINER WATERPROOF   | Black                                                       | 1                            |            |
| 243                                   | 1   | 322183121 | 041554533163                  | LINEWORKS ULTRA LINER WATERPROOF   | Dark Brown                                                  | 2                            |            |
| 244                                   | 1   | 322181006 | 041554209440                  | LINE STILETTO LIQUID LINER         | Blackest Black                                              | 1                            |            |
| 245                                   | 1   | 322184509 | 041554530179                  | ELVET EYES TWIN BROW & EYE PENC... | Velvet Black                                                | 01                           |            |

Row: 01

Lower Notch: 23

Row: 02

Lower Notch: 17

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 1

Row: 06

Lower Notch: 36

Row: 07

Lower Notch: 33

Row: 08

Lower Notch: 26

Row: 09

Lower Notch: 19

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

|     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|
| 188 | 190 | 192 | 194 | 196 | 198 |
| 189 | 191 | 193 | 195 | 197 | 199 |
| 200 | 201 | 202 | 203 |     |     |
| 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 | 236 | 237 | 238 | 239 |
| 240 | 241 | 242 | 243 | 244 | 245 |

## WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0872UULH\_NOPDQAA\_IS21.psa

Column: 4 - Row: 01 Notch: 28 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 |
|--------|-----|-----------|--------------|---------------------------|----------------|---------|------------|
| 246    | 1   | N/A       | 041554590517 | LASH SENSATIONAL SKY HIGH | Blackest Black | 800     |            |
| 247    | 1   | N/A       | 041554590913 | LASH SENSATIONAL SKY HIGH | VERY BLACK     | 802     |            |
| 248    | 1   | N/A       | 041554584219 | LASH SENSATIONAL          | Midnight Black | 252     |            |
| 249    | 1   | 322118906 | 041554420616 | LASH SENSATIONAL          | Blackest Black | 00      |            |

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:

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 |
|--------|-----|-----------|--------------|---------------------------|--------------------|---------|------------|
| 250    | 1   | 322118922 | 041554420623 | LASH SENSATIONAL          | Very Black         | 01      |            |
| 251    | 1   | 322118914 | 041554420630 | LASH SENSATIONAL          | Brownish Black     | 02      |            |
| 252    | 1   | 322118948 | 041554420647 | LASH SENSATIONAL WP       | Very Black         | 01      |            |
| 253    | 1   | 322119180 | 041554460247 | LASH SENSATIONAL LUSCIOUS | Blackest Black WSH | 00      |            |

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 |
|--------|-----|-----------|--------------|------------------------------|------------------|---------|------------|
| 254    | 1   | N/A       | 041554578478 | FALSIES SALON LIFT           | Blackest Black   | 200     |            |
| 255    | 1   | N/A       | 041554578485 | FALSIES SALON LIFT           | VERY BLACK       | 201     |            |
| 256    | 1   | N/A       | 041554578492 | FALSIES SALON LIFT WTP       | VERY BLACK (WTP) | 202     |            |
| 257    | 1   | 322114059 | 041554240337 | FALSIES BLACK DRAMA WASHABLE | Black Drama      | 10      |            |

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 |
|--------|-----|-----------|--------------|----------------------------|----------------------|---------|------------|
| 258    | 1   | 322181755 | 041554050899 | VOLUM' EXPRESS COLOSSAL    | Glam Black           | 00      |            |
| 259    | 1   | 322181763 | 041554050905 | VOLUM' EXPRESS COLOSSAL    | Classic Black        | 01      |            |
| 260    | 1   | 322181917 | 041554056761 | VOLUM' EXPRESS COLOSSAL    | Glam Brown (Brn/Blk) | 2       |            |
| 261    | 1   | 322180034 | 041554197037 | VOLUM' EXPRESS COLOSSAL WP | Glam Black           | 00      |            |

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 |
|--------|-----|-----------|--------------|-------------------------|--------------------|---------|------------|
| 262    | 1   | 322113223 | 041554493719 | COLOSSAL BIG SHOT       | Blackest Black WSH | 223     |            |
| 263    | 1   | 322113249 | 041554493726 | COLOSSAL BIG SHOT       | VERY BLACK WSH     | 224     |            |
| 264    | 1   | 322113150 | 041554493856 | COLOSSAL BIG SHOT WTP   | VERY BLACK WTP     | 226     |            |
| 265    | 1   | 322118338 | 041554409291 | PUMPED UP! COLOSSAL WSH | Glam Black         | 00      |            |

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 |
|--------|-----|-----------|--------------|--------------------|----------------|---------|------------|
| 266    | 1   | 322186006 | 041554670745 | GREAT LASH MASCARA | Blackest Black | 00      |            |
| 267    | 1   | 322183896 | 041554532722 | GREAT LASH MASCARA | Very Black     | 1       |            |
| 268    | 1   | 322183935 | 041554532807 | GREAT LASH MASCARA | Brownish Black | 2       |            |
| 269    | 1   | 322183294 | 041554532982 | GREAT LASH MASCARA | Dark Brown     | 3       |            |

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 |
|--------|-----|-----------|--------------|-----------------------------------|----------------|---------|------------|
| 270    | 1   | 322181103 | 041554209310 | GREAT LASH BIG                    | Blackest Black | 00      |            |
| 271    | 1   | 322181111 | 041554209327 | GREAT LASH BIG                    | Very Black     | 01      |            |
| 272    | 1   | 322181129 | 041554209334 | GREAT LASH BIG                    | Brownish Black | 02      |            |
| 273    | 1   | 322182078 | 041554672237 | CURVED BRUSH GREAT LASH WASHAB... | Blackest Black | 00      |            |

Row: 01

|     |     |     |     |
|-----|-----|-----|-----|
| 246 | 247 | 248 | 249 |
|-----|-----|-----|-----|

Lower Notch: 28

Row: 02

|     |     |     |     |
|-----|-----|-----|-----|
| 250 | 251 | 252 | 253 |
|-----|-----|-----|-----|

Lower Notch: 21

Row: 03

|     |     |     |     |
|-----|-----|-----|-----|
| 254 | 255 | 256 | 257 |
|-----|-----|-----|-----|

Lower Notch: 14

Row: 04

|     |     |     |     |
|-----|-----|-----|-----|
| 258 | 259 | 260 | 261 |
|-----|-----|-----|-----|

Lower Notch: 7

Row: 05

|     |     |     |     |
|-----|-----|-----|-----|
| 262 | 263 | 264 | 265 |
|-----|-----|-----|-----|

Lower Notch: 40

Row: 06

|     |     |     |     |
|-----|-----|-----|-----|
| 266 | 267 | 268 | 269 |
|-----|-----|-----|-----|

Lower Notch: 33

Row: 07

|     |     |     |     |
|-----|-----|-----|-----|
| 270 | 271 | 272 | 273 |
|-----|-----|-----|-----|

Lower Notch: 26

Row: 08

|     |     |     |     |
|-----|-----|-----|-----|
| 274 | 275 | 276 | 277 |
|-----|-----|-----|-----|

Lower Notch: 19

Row: 09

|     |     |     |     |
|-----|-----|-----|-----|
| 278 | 279 | 280 | 281 |
|-----|-----|-----|-----|

Lower Notch: 12

Row: 10

|     |     |     |     |     |
|-----|-----|-----|-----|-----|
| 282 | 283 | 284 | 285 | 286 |
|-----|-----|-----|-----|-----|

Lower Notch: 5



### NOTCH SCHEMATIC

#### WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021

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:

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 |
|--------|-----|-----------|--------------|----------------------------|-----------------|---------|------------|
| 274    | 1   | N/A       | 041554539912 | SNPSACARA                  | PITCH BLACK     | 300     |            |
| 275    | 1   | N/A       | 041554539950 | SNPSACARA                  | BOLD BROWN      | 305     |            |
| 276    | 1   | 322115869 | 041554496185 | LASH SENSATIONAL CURVITUDE | Blkst Black WSH | 710     |            |
| 277    | 1   | 322116108 | 041554496192 | LASH SENSATIONAL CURVITUDE | Very Black WSH  | 720     |            |

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 |
|--------|-----|-----------|--------------|-----------------------------|-------------------|---------|------------|
| 278    | 1   | N/A       | 041554578539 | SNPSACARA                   | PITCH BLACK (WTP) | 340     |            |
| 279    | 1   | 322112277 | 041554459890 | FALSIES PUSH UP DRAMA ANGEL | Blackest Black    | 00      |            |
| 280    | 1   | 322118249 | 041554443462 | PUSH UP DRAMA WSH           | Blackest Black    | 00      |            |
| 281    | 1   | 322118281 | 041554443493 | PUSH UP DRAMA WTP           | Very Black        | 01      |            |

Column: 4 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 5HK 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: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

| Loc ID | Fac | Acct Code | UPC          | Description                         | Shade        | Shade # | Chip Codes |
|--------|-----|-----------|--------------|-------------------------------------|--------------|---------|------------|
| 282    | 1   | 322184494 | 041554530254 | EXPERT EYES TWIN BROW & EYE PENC... | Dark Brown   | 02      |            |
| 283    | 1   | 322184486 | 041554530667 | EXPERT EYES TWIN BROW & EYE PENC... | Medium Brown | 03      |            |
| 284    | 1   | 322184478 | 041554530339 | EXPERT EYES TWIN BROW & EYE PENC... | Light Brown  | 04      |            |
| 285    | 1   | 322184444 | 041554507379 | EXPERT EYES TWIN BROW & EYE PENC... | Blonde       | 7       |            |
| 286    | 1   | 322183901 | 041554699159 | FULL 'N SOFT WASHABLE               | Very Black   | 1       |            |

Row: 01

|     |     |     |     |
|-----|-----|-----|-----|
| 246 | 247 | 248 | 249 |
|-----|-----|-----|-----|

Lower Notch: 28

Row: 02

|     |     |     |     |
|-----|-----|-----|-----|
| 250 | 251 | 252 | 253 |
|-----|-----|-----|-----|

Lower Notch: 21

Row: 03

|     |     |     |     |
|-----|-----|-----|-----|
| 254 | 255 | 256 | 257 |
|-----|-----|-----|-----|

Lower Notch: 14

Row: 04

|     |     |     |     |
|-----|-----|-----|-----|
| 258 | 259 | 260 | 261 |
|-----|-----|-----|-----|

Lower Notch: 7

Row: 05

|     |     |     |     |
|-----|-----|-----|-----|
| 262 | 263 | 264 | 265 |
|-----|-----|-----|-----|

Lower Notch: 40

Row: 06

|     |     |     |     |
|-----|-----|-----|-----|
| 266 | 267 | 268 | 269 |
|-----|-----|-----|-----|

Lower Notch: 33

Row: 07

|     |     |     |     |
|-----|-----|-----|-----|
| 270 | 271 | 272 | 273 |
|-----|-----|-----|-----|

Lower Notch: 26

Row: 08

|     |     |     |     |
|-----|-----|-----|-----|
| 274 | 275 | 276 | 277 |
|-----|-----|-----|-----|

Lower Notch: 19

Row: 09

|     |     |     |     |
|-----|-----|-----|-----|
| 278 | 279 | 280 | 281 |
|-----|-----|-----|-----|

Lower Notch: 12

Row: 10

|     |     |     |     |     |
|-----|-----|-----|-----|-----|
| 282 | 283 | 284 | 285 | 286 |
|-----|-----|-----|-----|-----|

Lower Notch: 5

### NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0872UULH\_NOPDQAA\_IS21.psa

Column: 5 - 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: 5 - 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:        |   | HOOK BARS Re-Order Code: 041554984507 |              | HOOK BARS Rolled Up Code: 041554984507            |                    |
| UPC                           |   | Description                           |              | Shade                                             |                    |
| Loc ID                        |   | Fac                                   |              | Acct Code                                         |                    |
| UPC                           |   | Description                           |              | Shade                                             |                    |
| Shade #                       |   | Chip Codes                            |              |                                                   |                    |
| 287                           | 1 | 322119164                             | 041554460254 | LASH SENSATIONAL LUSCIOUS                         | Very Black WSH     |
| 288                           | 1 | 322119172                             | 041554460261 | LASH SENSATIONAL LUSCIOUS                         | Brownish Black WSH |
| 289                           | 1 | 322119156                             | 041554460278 | LASH SENSATIONAL LUSCIOUS WATER...                | Very Black WTP     |
| 290                           | 1 | 322184606                             | 041554268706 | FALSIES FLARED                                    | Blackest Black     |

| Column: 5 - 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:             |              | SS Holder Re-Order Code:                          |                |
| Graphic Re-Order Code:        |   | HOOK BARS Re-Order Code: 041554984507 |              | HOOK BARS Rolled Up Code: 041554984507            |                |
| UPC                           |   | Description                           |              | Shade                                             |                |
| Loc ID                        |   | Fac                                   |              | Acct Code                                         |                |
| UPC                           |   | Description                           |              | Shade                                             |                |
| Shade #                       |   | Chip Codes                            |              |                                                   |                |
| 291                           | 1 | 322180157                             | 041554217957 | FALSIES MASCARA                                   | Blackest Black |
| 292                           | 1 | 322180262                             | 041554217964 | FALSIES MASCARA                                   | Very Black     |
| 293                           | 1 | 322180343                             | 041554217971 | FALSIES MASCARA                                   | Brownish Black |
| 294                           | 1 | 322180424                             | 041554217988 | FALSIES MASCARA WP                                | Very Black     |

| Column: 5 - 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:       |   | HOOK BARS Re-Order Code: 041554984507 |              | HOOK BARS Rolled Up Code: 041554984507            |                |
| UPC                          |   | Description                           |              | Shade                                             |                |
| Loc ID                       |   | Fac                                   |              | Acct Code                                         |                |
| UPC                          |   | Description                           |              | Shade                                             |                |
| Shade #                      |   | Chip Codes                            |              |                                                   |                |
| 295                          | 1 | 322180042                             | 041554197044 | VOLUM' EXPRESS COLOSSAL WP                        | Classic Black  |
| 296                          | 1 | 322210025                             | 041554288254 | CAT EYES MASCARA                                  | Glam Black     |
| 297                          | 1 | 322210033                             | 041554288261 | CAT EYES MASCARA WP                               | Glam Black     |
| 298                          | 1 | 322180466                             | 041554217995 | FALSIES MASCARA WP                                | Brownish Black |

| Column: 5 - 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:             |              | SS Holder Re-Order Code:                          |               |
| Graphic Re-Order Code:        |   | HOOK BARS Re-Order Code: 041554984507 |              | HOOK BARS Rolled Up Code: 041554984507            |               |
| UPC                           |   | Description                           |              | Shade                                             |               |
| Loc ID                        |   | Fac                                   |              | Acct Code                                         |               |
| UPC                           |   | Description                           |              | Shade                                             |               |
| Shade #                       |   | Chip Codes                            |              |                                                   |               |
| 299                           | 1 | 322118346                             | 041554409284 | PUMPED UP! COLOSSAL WSH                           | Classic Black |
| 300                           | 1 | 322118320                             | 041554409321 | PUMPED UP! COLOSSAL WTP                           | Classic Black |
| 301                           | 1 | 322111831                             | 041554522556 | FALSIES TEMPTATION                                | BLKST BLK     |
| 302                           | 1 | 322111899                             | 041554522570 | FALSIES TEMPTATION                                | BROWNISH BLK  |

| Column: 5 - 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:             |              | SS Holder Re-Order Code:                          |                |
| Graphic Re-Order Code:        |   | HOOK BARS Re-Order Code: 041554984507 |              | HOOK BARS Rolled Up Code: 041554984507            |                |
| UPC                           |   | Description                           |              | Shade                                             |                |
| Loc ID                        |   | Fac                                   |              | Acct Code                                         |                |
| UPC                           |   | Description                           |              | Shade                                             |                |
| Shade #                       |   | Chip Codes                            |              |                                                   |                |
| 303                           | 1 | 322185880                             | 041554626964 | GREAT LASH WATERPROOF                             | Very Black     |
| 304                           | 1 | 322185903                             | 041554626988 | GREAT LASH WATERPROOF                             | Brownish Black |
| 305                           | 1 | 322182248                             | 041554007503 | DEFINE-A-LASH LENGTH MASCARA                      | Very Black     |
| 306                           | 1 | 322116239                             | 041554522679 | FALSIES TEMPTATION WTP                            | VERY BLACK WTP |

| Column: 5 - 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                           |   | Description                           |              | Shade                                             |                |
| Loc ID                        |   | Fac                                   |              | Acct Code                                         |                |
| UPC                           |   | Description                           |              | Shade                                             |                |
| Shade #                       |   | Chip Codes                            |              |                                                   |                |
| 307                           | 1 | 322183561                             | 041554565294 | CURVED BRUSH GREAT LASH WASHAB...                 | Very Black     |
| 308                           | 1 | 322180181                             | 041554239423 | Great Lash Lots of Lashes                         | Blackest Black |
| 309                           | 1 | 322180173                             | 041554239416 | Great Lash Lots of Lashes                         | Very Black     |
| 310                           | 1 | 322180165                             | 041554269062 | Great Lash Lots of Lashes                         | Brownish Black |

| Column: 5 - 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                           |  | Shade                                             |  |
| Loc ID                        |  | Fac                                   |  | Acct Code                                         |  |
| UPC                           |  | Description                           |  | Shade                                             |  |
| Shade #                       |  | Chip Codes                            |  |                                                   |  |

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

|     |     |     |     |
|-----|-----|-----|-----|
| 287 | 288 | 289 | 290 |
| 291 | 292 | 293 | 294 |
| 295 | 296 | 297 | 298 |
| 299 | 300 | 301 | 302 |
| 303 | 304 | 305 | 306 |
| 307 | 308 | 309 | 310 |
| 311 | 312 | 313 | 314 |
| 315 | 316 | 317 | 318 |
| 319 | 320 | 321 | 322 |

### NOTCH SCHEMATIC

| WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021 |     |           |              |                                |                |         |            |
|-----------------------------------------------------------------------|-----|-----------|--------------|--------------------------------|----------------|---------|------------|
| Loc ID                                                                | Fac | Acct Code | UPC          | Description                    | Shade          | Shade # | Chip Codes |
| 311                                                                   | 1   | 322116069 | 041554496260 | LASH SENSATIONAL CURVITUDE WTP | Very Black WTP | 740     |            |
| 312                                                                   | 1   | 322111378 | 041554281446 | MEGA PLUSH MASCARA             | Blackest Black | 00      |            |
| 313                                                                   | 1   | 322111239 | 041554281460 | MEGA PLUSH MASCARA             | Very Black     | 01      |            |
| 314                                                                   | 1   | 322111784 | 041554281484 | MEGA PLUSH MASCARA WP          | Very Black     | 01      |            |

Column: 5 - 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 |
|--------|-----|-----------|--------------|----------------------|----------------|---------|------------|
| 315    | 1   | 322115283 | 041554288384 | VE ROCKET MASCARA    | Blackest Black | 00      |            |
| 316    | 1   | 322115259 | 041554288377 | VE ROCKET MASCARA    | Very Black     | 01      |            |
| 317    | 1   | 322115241 | 041554288391 | VE ROCKET MASCARA    | Brownish Black | 02      |            |
| 318    | 1   | 322115267 | 041554288452 | VE ROCKET MASCARA WP | Very Black     | 01      |            |

Column: 5 - 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 |
|--------|-----|-----------|--------------|-------------------------|------------|---------|------------|
| 319    | 1   | 322181137 | 041554605228 | FULL 'N SOFT WATERPROOF | Very Black | 1       |            |
| 320    | 1   | 322181925 | 041554054156 | LASH STILETTO           | Very Black | 1       |            |
| 321    | 1   | 322180628 | 041554208832 | LASH STILETTO WP        | Very Black | 01      |            |
| 322    | 1   | 322180238 | 041554647372 | LASH DISCOVERY WASHABLE | 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

|     |     |     |     |
|-----|-----|-----|-----|
|     |     |     |     |
| 287 | 288 | 289 | 290 |
| 291 | 292 | 293 | 294 |
| 295 | 296 | 297 | 298 |
| 299 | 300 | 301 | 302 |
| 303 | 304 | 305 | 306 |
| 307 | 308 | 309 | 310 |
| 311 | 312 | 313 | 314 |
| 315 | 316 | 317 | 318 |
| 319 | 320 | 321 | 322 |



## NOTCH SCHEMATIC

## WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0872UULH\_NOPDQAA\_IS21.psa

Column: 5 - 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:

| Loc ID | Fac | Acct Code | UPC          | Description                | Shade        | Shade # | Chip Codes |
|--------|-----|-----------|--------------|----------------------------|--------------|---------|------------|
| 323    | 1   | 322114172 | 041554433418 | FitMe MATTE+PORELESS FNDTN | Porcelain    | 110     |            |
| 324    | 1   | 322119017 | 041554433425 | FitMe MATTE+PORELESS FNDTN | Ntrl Ivory   | 112     |            |
| 325    | 1   | 322119009 | 041554433432 | FitMe MATTE+PORELESS FNDTN | Ivory        | 115     |            |
| 326    | 1   | 322119033 | 041554433449 | FitMe MATTE+PORELESS FNDTN | Clsc Ivory   | 120     |            |
| 327    | 1   | 322111734 | 041554466454 | FitMe MATTE+PORELESS FNDTN | CREAMY BEIGE | 122     |            |
| 328    | 1   | 322115908 | 041554433456 | FitMe MATTE+PORELESS FNDTN | Nude Beige   | 125     |            |
| 329    | 1   | 322116019 | 041554438161 | FitMe MATTE+PORELESS FNDTN | Warm Nude    | 128     |            |
| 330    | 1   | 322114198 | 041554433463 | FitMe MATTE+PORELESS FNDTN | Buff Beige   | 130     |            |

| Loc ID | Fac | Acct Code | UPC          | Description                | Shade       | Shade # | Chip Codes |
|--------|-----|-----------|--------------|----------------------------|-------------|---------|------------|
| 331    | 1   | 322119059 | 041554433470 | FitMe MATTE+PORELESS FNDTN | Ntrl Beige  | 220     |            |
| 332    | 1   | 322111742 | 041554466461 | FitMe MATTE+PORELESS FNDTN | TRUE BEIGE  | 222     |            |
| 333    | 1   | 322114237 | 041554438178 | FitMe MATTE+PORELESS FNDTN | Soft Tan    | 228     |            |
| 334    | 1   | 322119067 | 041554433487 | FitMe MATTE+PORELESS FNDTN | Ntrl Buff   | 230     |            |
| 335    | 1   | 322114473 | 041554433494 | FitMe MATTE+PORELESS FNDTN | Pure Beige  | 235     |            |
| 336    | 1   | 322114392 | 041554438185 | FitMe MATTE+PORELESS FNDTN | Rich Tan    | 238     |            |
| 337    | 1   | 322114897 | 041554433500 | FitMe MATTE+PORELESS FNDTN | Sun Beige   | 310     |            |
| 338    | 1   | 322111679 | 041554466478 | FitMe MATTE+PORELESS FNDTN | NATURAL TAN | 320     |            |

| Loc ID | Fac | Acct Code | UPC          | Description                | Shade          | Shade # | Chip Codes |
|--------|-----|-----------|--------------|----------------------------|----------------|---------|------------|
| 339    | 1   | 322119041 | 041554438192 | FitMe MATTE+PORELESS FNDTN | Warm Honey     | 322     |            |
| 340    | 1   | 322114431 | 041554433517 | FitMe MATTE+PORELESS FNDTN | Toffee         | 330     |            |
| 341    | 1   | 322111645 | 041554466485 | FitMe MATTE+PORELESS FNDTN | GOLDEN CARAMEL | 332     |            |
| 342    | 1   | 322111687 | 041554466492 | FitMe MATTE+PORELESS FNDTN | CLASSIC TAN    | 335     |            |
| 343    | 1   | 322111768 | 041554466508 | FitMe MATTE+PORELESS FNDTN | SPICY BROWN    | 338     |            |
| 344    | 1   | 322111085 | 041554466515 | FitMe MATTE+PORELESS FNDTN | CAPUCCINO      | 340     |            |
| 345    | 1   | 322119025 | 041554433524 | FitMe MATTE+PORELESS FNDTN | Coconut        | 355     |            |
| 346    | 1   | 322111726 | 041554466522 | FitMe MATTE+PORELESS FNDTN | MOCHA          | 360     |            |

| Loc ID | Fac | Acct Code | UPC          | Description     | Shade       | Shade # | Chip Codes |
|--------|-----|-----------|--------------|-----------------|-------------|---------|------------|
| 347    | 1   | N/A       | 041554580631 | FitMe CONCEALER | COOL IVORY  | 01      |            |
| 348    | 1   | 322116912 | 041554550450 | FitMe CONCEALER | IVORY       | 05      |            |
| 349    | 1   | 322112780 | 041554247701 | FitMe CONCEALER | Fair        | 10      |            |
| 350    | 1   | N/A       | 041554580648 | FitMe CONCEALER | VANILLA     | 11      |            |
| 351    | 1   | 322112552 | 041554247718 | FitMe CONCEALER | Light       | 15      |            |
| 352    | 1   | 322112861 | 041554247732 | FitMe CONCEALER | Sand        | 20      |            |
| 353    | 1   | N/A       | 041554580679 | FitMe CONCEALER | WHEAT       | 22      |            |
| 354    | 1   | 322112853 | 041554247725 | FitMe CONCEALER | Med         | 25      |            |
| 355    | 1   | 322112235 | 041554247749 | FitMe CONCEALER | Deep        | 35      |            |
| 356    | 1   | 322112798 | 041554247756 | FitMe CONCEALER | Cafe        | 50      |            |
| 357    | 1   | N/A       | 041554581492 | FitMe CONCEALER | WALNUT      | 57      |            |
| 358    | 1   | N/A       | 041554581515 | FitMe CONCEALER | DARK COFFEE | 70      |            |

| Loc ID | Fac | Acct Code | UPC          | Description     | Shade       | Shade # | Chip Codes |
|--------|-----|-----------|--------------|-----------------|-------------|---------|------------|
| 359    | 1   | N/A       | 041554581515 | FitMe CONCEALER | DARK COFFEE | 70      |            |

## NOTCH SCHEMATIC

| WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021 |     |           |              |                     |              |         |
|-----------------------------------------------------------------------|-----|-----------|--------------|---------------------|--------------|---------|
| Loc ID                                                                | Fac | Acct Code | UPC          | Description         | Shade        | Shade # |
| 359                                                                   | 1   | 322114871 | 041554501995 | FIT ME LOOSE POWDER | FAIR         | 05      |
| 360                                                                   | 1   | 322116920 | 041554502046 | FIT ME LOOSE POWDER | MEDIUM       | 25      |
| 361                                                                   | 1   | 322116742 | 041554502015 | FIT ME LOOSE POWDER | FAIR LIGHT   | 10      |
| 362                                                                   | 1   | 322116807 | 041554503036 | FIT ME LOOSE POWDER | MEDIUM DEEP  | 30      |
| 363                                                                   | 1   | 322116946 | 041554502022 | FIT ME LOOSE POWDER | LIGHT        | 15      |
| 364                                                                   | 1   | 322116726 | 041554503043 | FIT ME LOOSE POWDER | DEEP         | 35      |
| 365                                                                   | 1   | 322116938 | 041554502039 | FIT ME LOOSE POWDER | LIGHT MEDIUM | 20      |
| 366                                                                   | 1   | 322114889 | 041554503050 | FIT ME LOOSE POWDER | DARK         | 40      |

Column: 6 - 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 # |
|--------|-----|-----------|--------------|----------------------------|--------------|---------|
| 367    | 1   | 322113710 | 041554545012 | TATTOOSTUDIO BROW TINT PEN | Blonde       | 350     |
| 368    | 1   | 322113744 | 041554545029 | TATTOOSTUDIO BROW TINT PEN | Soft Brown   | 355     |
| 369    | 1   | 322114148 | 041554545036 | TATTOOSTUDIO BROW TINT PEN | Medium Brown | 360     |
| 370    | 1   | 322114295 | 041554547092 | TATTOOSTUDIO BROW TINT PEN | Deep Brown   | 365     |
| 371    | 1   | 322110512 | 041554559743 | TattooStudio Brow Pomade   | Soft Brown   | 374     |
| 372    | 1   | 322110520 | 041554559774 | TattooStudio Brow Pomade   | Deep Brown   | 380     |

Column: 6 - Row: 08 Notch: 19 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 # |
|--------|-----|-----------|--------------|------------------------|------------|---------|
| 373    | 1   | 322116051 | 041554544930 | TATTOO STUDIO BROW GEL | SOFT BROWN | 255     |
| 374    | 1   | 322116051 | 041554544930 | TATTOO STUDIO BROW GEL | SOFT BROWN | 255     |
| 375    | 1   | 322116077 | 041554545876 | TATTOO STUDIO BROW GEL | DEEP BROWN | 260     |
| 376    | 1   | 322116077 | 041554545876 | TATTOO STUDIO BROW GEL | DEEP BROWN | 260     |
| 377    | 1   | 322116865 | 041554545074 | TEMPTATION BROW        | SOFT BROWN | 305     |
| 378    | 1   | 322116182 | 041554545098 | TEMPTATION BROW        | DEEP BROWN | 315     |

Column: 6 - Row: 09 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 5HK BRW ULTRA SLIM (DEMO) HKBR UNLIT \*\*  
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:  
 Graphic Re-Order Code: PM0000031772 SS Holder Re-Order Code:  
 HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

| Loc ID | Fac | Acct Code | UPC          | Description     | Shade        | Shade # |
|--------|-----|-----------|--------------|-----------------|--------------|---------|
| 379    | 1   | N/A       | 041554572292 | BROW ULTRA SLIM | BLONDE       | 250     |
| 380    | 1   | N/A       | 041554572308 | BROW ULTRA SLIM | SOFT BROWN   | 255     |
| 381    | 1   | N/A       | 041554572322 | BROW ULTRA SLIM | MEDIUM BROWN | 257     |
| 382    | 1   | N/A       | 041554572339 | BROW ULTRA SLIM | DEEP BROWN   | 260     |
| 383    | 1   | N/A       | 041554572346 | BROW ULTRA SLIM | BLACK BROWN  | 262     |

Column: 6 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 5HK 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: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

| Loc ID | Fac | Acct Code | UPC          | Description          | Shade          | Shade # |
|--------|-----|-----------|--------------|----------------------|----------------|---------|
| 384    | 1   | 322180432 | 041554650495 | LASH DISCOVERY WP    | Very Black     | 1       |
| 385    | 1   | 322181412 | 041554269567 | ILLEGAL LENGTHS MASC | Blackest Black | 00      |
| 386    | 1   | N/A       | 041554578706 | BROW FAST SCULPT     | SOFT BROWN     | 255     |
| 387    | 1   | N/A       | 041554578720 | BROW FAST SCULPT     | MEDIUM BROWN   | 257     |
| 388    | 1   | N/A       | 041554578737 | BROW FAST SCULPT     | DEEP BROWN     | 260     |

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 26

Row: 08

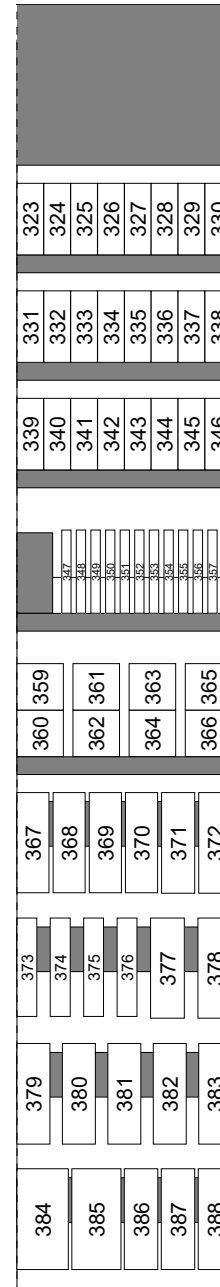
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



## NOTCH SCHEMATIC

## WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0872UULH\_NOPDQAA\_IS21.psa

| Column: 7 - Row: 01                     |     |           | Notch: 25    |                                   | Fixture Type: TRAYS       |         | Fixture Description: SS FC FNDTN 1.2 ** |                              |  |
|-----------------------------------------|-----|-----------|--------------|-----------------------------------|---------------------------|---------|-----------------------------------------|------------------------------|--|
| Shade Chart Re-Order Code: PM0000037096 |     |           |              |                                   | 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                              |                              |  |
| 389                                     | 1   | 322113697 | 041554541397 | SUPERSTAY FULL COVERAGE FOUNDA... | Fair Porcelain            | 102     |                                         |                              |  |
| 390                                     | 1   | 322113875 | 041554541403 | SUPERSTAY FULL COVERAGE FOUNDA... | Porcelain                 | 110     |                                         |                              |  |
| 391                                     | 1   | 322113867 | 041554541410 | SUPERSTAY FULL COVERAGE FOUNDA... | Natural Ivory             | 112     |                                         |                              |  |
| 392                                     | 1   | N/A       | 041554559415 | SUPERSTAY FULL COVERAGE FOUNDA... | Light Beige               | 118     |                                         |                              |  |
| 393                                     | 1   | 322113972 | 041554541427 | SUPERSTAY FULL COVERAGE FOUNDA... | Classic Ivory             | 120     |                                         |                              |  |
| 394                                     | 1   | N/A       | 041554565607 | SUPERSTAY FULL COVERAGE FOUNDA... | Nude Beige                | 125     |                                         |                              |  |
| 395                                     | 1   | 322111815 | 041554541434 | SUPERSTAY FULL COVERAGE FOUNDA... | Warm Nude                 | 128     |                                         |                              |  |
| 396                                     | 1   | N/A       | 041554589900 | SUPERSTAY FULL COVERAGE FOUNDA... | Medium Beige              | 129     |                                         |                              |  |

| Column: 7 - Row: 02    Notch: 19    Fixture Type: TRAYS |     |           |              | Fixture Description: SS FC FNDTN 2.2 ** |               |                              |            |
|---------------------------------------------------------|-----|-----------|--------------|-----------------------------------------|---------------|------------------------------|------------|
| Shade Chart Re-Order Code: PM0000037097                 |     |           |              | 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 |
| 397                                                     | 1   | 322114910 | 041554541441 | SUPERSTAY FULL COVERAGE FOUNDA...       | Buff Beige    | 130                          |            |
| 398                                                     | 1   | 322114944 | 041554541458 | SUPERSTAY FULL COVERAGE FOUNDA...       | Natural Beige | 220                          |            |
| 399                                                     | 1   | 322114936 | 041554541465 | SUPERSTAY FULL COVERAGE FOUNDA...       | Sun Beige     | 310                          |            |
| 400                                                     | 1   | 322114902 | 041554541472 | SUPERSTAY FULL COVERAGE FOUNDA...       | Golden        | 312                          |            |
| 401                                                     | 1   | 322114245 | 041554541489 | SUPERSTAY FULL COVERAGE FOUNDA...       | Honey         | 320                          |            |
| 402                                                     | 1   | 322110843 | 041554541496 | SUPERSTAY FULL COVERAGE FOUNDA...       | Toffee        | 330                          |            |
| 403                                                     | 1   | 322113883 | 041554541519 | SUPERSTAY FULL COVERAGE FOUNDA...       | Coconut       | 355                          |            |
| 404                                                     | 1   | 322113998 | 041554541533 | SUPERSTAY FULL COVERAGE FOUNDA...       | Mocha         | 360                          |            |

| Column: 7 - Row: 03                                  |     |           | Notch: 11                 |                                | Fixture Type: TRAYS       |                              | Fixture Description: SS FC PDR 1.1 (ETH) ** |  |  |
|------------------------------------------------------|-----|-----------|---------------------------|--------------------------------|---------------------------|------------------------------|---------------------------------------------|--|--|
| Shade Chart Re-Order Code: PM0000028802,PM0000028803 |     |           |                           |                                | 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                                  |  |  |
| 405                                                  | 1   | 322210211 | 041554562804              | SUPERSTAY FULL COVERAGE POWDER | Fair Porcelain            | 102                          |                                             |  |  |
| 406                                                  | 1   | 322210253 | 041554563368              | SUPERSTAY FULL COVERAGE POWDER | Honey                     | 320                          |                                             |  |  |
| 407                                                  | 1   | 322210156 | 041554562835              | SUPERSTAY FULL COVERAGE POWDER | Classic Ivory             | 120                          |                                             |  |  |
| 408                                                  | 1   | 322210237 | 041554562880              | SUPERSTAY FULL COVERAGE POWDER | Golden Caramel            | 332                          |                                             |  |  |
| 409                                                  | 1   | 322210229 | 041554562866              | SUPERSTAY FULL COVERAGE POWDER | Natural Beige             | 220                          |                                             |  |  |
| 410                                                  | 1   | 322210198 | 041554562903              | SUPERSTAY FULL COVERAGE POWDER | Coconut                   | 355                          |                                             |  |  |
| 411                                                  | 1   | 322210203 | 041554562873              | SUPERSTAY FULL COVERAGE POWDER | Golden                    | 312                          |                                             |  |  |
| 412                                                  | 1   | 322210245 | 041554563375              | SUPERSTAY FULL COVERAGE POWDER | Java                      | 375                          |                                             |  |  |

| Column: 7 - Row: 04    Notch: 3    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 |
| 413                                                    | 1   | 322119106 | 041554433746 | FitMe MATTE+PORELESS PDR               | Translucent   | 100                          |            |
| 414                                                    | 1   | 322119083 | 041554433784 | FitMe MATTE+PORELESS PDR               | Classic Ivory | 120                          |            |
| 415                                                    | 1   | 322119091 | 041554433807 | FitMe MATTE+PORELESS PDR               | Buff Beige    | 130                          |            |
| 416                                                    | 1   | 322118972 | 041554433814 | FitMe MATTE+PORELESS PDR               | Natural Beige | 220                          |            |
| 417                                                    | 1   | 322112390 | 041554488333 | FitMe MATTE+PORELESS PDR               | True Beige    | 222                          |            |
| 418                                                    | 1   | 322118998 | 041554433845 | FitMe MATTE+PORELESS PDR               | Sun Beige     | 310                          |            |
| 419                                                    | 1   | 322112358 | 041554488357 | FitMe MATTE+PORELESS PDR               | Natural Tan   | 320                          |            |
| 420                                                    | 1   | 322119075 | 041554433852 | FitMe MATTE+PORELESS PDR               | Toffee        | 330                          |            |

| Column: 7 - Row: 05                     |     |           |              | Notch: 37                       | 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   |  |
| 421                                     | 1   | 322116328 | 041554332827 | FitMe Oil-Free Stick Foundation | Porcelain           | 110                                  | PM0000010714 |  |
| 422                                     | 1   | 322116344 | 041554332841 | FitMe Oil-Free Stick Foundation | Ivory               | 115                                  | PM0000010715 |  |
| 423                                     | 1   | 322116784 | 041554332858 | FitMe Oil-Free Stick Foundation | Classic Ivory       | 120                                  | PM0000010716 |  |
| 424                                     | 1   | 322116336 | 041554332865 | FitMe Oil-Free Stick Foundation | Buff Beige          | 130                                  | PM0000010717 |  |
| 425                                     | 1   | 322116792 | 041554332872 | FitMe Oil-Free Stick Foundation | Natural Beige       | 220                                  | PM0000010718 |  |
| 426                                     | 1   | 322116768 | 041554334487 | FitMe Oil-Free Stick Foundation | Pure Beige          | 235                                  | PM0000010720 |  |
| 427                                     | 1   | 322116378 | 041554337266 | FitMe Oil-Free Stick Foundation | Toffee              | 330                                  | PM0000010723 |  |
| 428                                     | 1   | 322116352 | 041554337402 | FitMe Oil-Free Stick Foundation | Coconut             | 355                                  | PM0000010725 |  |

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 3

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 23

Row: 08

Lower Notch: 16

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 5

|     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|
| 389 | 390 | 391 | 392 | 393 | 394 | 395 | 396 |
| 397 | 398 | 399 | 400 | 401 | 402 | 403 | 404 |
| 405 | 406 | 407 | 408 | 409 | 410 | 411 | 412 |
| 413 | 414 | 415 | 416 | 417 | 418 | 419 | 420 |
| 421 | 422 | 423 | 424 | 425 | 426 | 427 | 428 |
| 429 | 430 | 431 | 432 | 433 | 434 | 435 | 436 |
| 437 | 438 | 439 | 440 | 441 | 442 | 443 | 444 |
| 445 | 446 | 447 | 448 | 449 | 450 | 451 | 452 |
| 453 | 454 | 455 | 456 | 457 | 458 | 459 | 460 |
| 461 | 462 | 463 | 464 | 465 | 466 | 467 | 468 |

WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021

| Column: 7 - Row: 06                     |     | Notch: 30                 | 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 # |
| 429                                     | 1   | N/A                       | 041554579048        | DREAM RADIANT LIQUID FOUNDATION               | Fair Porcelain  | 02      |
| 430                                     | 1   | N/A                       | 041554579062        | DREAM RADIANT LIQUID FOUNDATION               | Fair Ivory      | 08      |
| 431                                     | 1   | N/A                       | 041554579079        | DREAM RADIANT LIQUID FOUNDATION               | Porcelain Ivory | 10      |
| 432                                     | 1   | N/A                       | 041554579086        | DREAM RADIANT LIQUID FOUNDATION               | Classic Ivory   | 20      |
| 433                                     | 1   | N/A                       | 041554579093        | DREAM RADIANT LIQUID FOUNDATION               | Ivory Beige     | 30      |
| 434                                     | 1   | N/A                       | 041554579109        | DREAM RADIANT LIQUID FOUNDATION               | Nude Beige      | 35      |

| Column: 7 - Row: 07                     |     | Notch: 23                 | 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 # |
| 435                                     | 1   | N/A                       | 041554579123        | DREAM RADIANT LIQUID FOUNDATION               | Creamy Natural | 50      |
| 436                                     | 1   | N/A                       | 041554579147        | DREAM RADIANT LIQUID FOUNDATION               | Pure Beige     | 70      |
| 437                                     | 1   | N/A                       | 041554579154        | DREAM RADIANT LIQUID FOUNDATION               | Natural Beige  | 75      |
| 438                                     | 1   | N/A                       | 041554579161        | DREAM RADIANT LIQUID FOUNDATION               | Cashew         | 80      |
| 439                                     | 1   | N/A                       | 041554579178        | DREAM RADIANT LIQUID FOUNDATION               | Honey Beige    | 90      |
| 440                                     | 1   | N/A                       | 041554579192        | DREAM RADIANT LIQUID FOUNDATION               | Coconut        | 125     |
| 441                                     | 1   | N/A                       | 041554579215        | DREAM RADIANT LIQUID FOUNDATION               | Cocoa          | 130     |
| 442                                     | 1   | N/A                       | 041554579222        | DREAM RADIANT LIQUID FOUNDATION               | Java           | 135     |

| Column: 7 - Row: 08                     |     | Notch: 16                 | 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 # |
| 443                                     | 1   | N/A                       | 041554571523        | DREAM URBAN COVER FOUNDATION                | Porcelain     | 110     |
| 444                                     | 1   | N/A                       | 041554571530        | DREAM URBAN COVER FOUNDATION                | Natural Ivory | 112     |
| 445                                     | 1   | N/A                       | 041554571554        | DREAM URBAN COVER FOUNDATION                | Classic Ivory | 120     |
| 446                                     | 1   | N/A                       | 041554571561        | DREAM URBAN COVER FOUNDATION                | Warm Nude     | 128     |
| 447                                     | 1   | N/A                       | 041554571592        | DREAM URBAN COVER FOUNDATION                | Natural Beige | 220     |
| 448                                     | 1   | N/A                       | 041554571639        | DREAM URBAN COVER FOUNDATION                | Toffee        | 330     |
| 449                                     | 1   | N/A                       | 041554571653        | DREAM URBAN COVER FOUNDATION                | Café Au Lait  | 348     |
| 450                                     | 1   | N/A                       | 041554571677        | DREAM URBAN COVER FOUNDATION                | Java          | 375     |

| Column: 7 - Row: 09                                   |     | Notch: 9                  | 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 # |
| 451                                                   | 1   | 322113655                 | 041554507096        | DREAM MATTE MOUSSE FOUNDATION                | Porcelain Ivory | 10      |
| 452                                                   | 1   | 322111247                 | 041554507133        | DREAM MATTE MOUSSE FOUNDATION                | Creamy Natural  | 50      |
| 453                                                   | 1   | 322113663                 | 041554507102        | DREAM MATTE MOUSSE FOUNDATION                | Classic Ivory   | 20      |
| 454                                                   | 1   | 322116849                 | 041554537734        | DREAM MATTE MOUSSE FOUNDATION                | Light Beige     | 55      |
| 455                                                   | 1   | 322111425                 | 041554507126        | DREAM MATTE MOUSSE FOUNDATION                | Nude            | 40      |
| 456                                                   | 1   | 322111514                 | 041554507140        | DREAM MATTE MOUSSE FOUNDATION                | Sandy Beige     | 60      |

| Column: 7 - Row: 10                   |     | 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: 041554984452                      |                         |         |
| Loc ID                                | Fac | Acct Code                              | UPC                     | Description                                       | Shade                   | Shade # |
| 457                                   | 1   | 322118370                              | 041554442199            | BROW DEFINE + FILL DUO                            | Soft Brown              | 255     |
| 458                                   | 1   | 322118312                              | 041554442205            | BROW DEFINE + FILL DUO                            | Deep Brown              | 260     |
| 459                                   | 1   | 322221343                              | 041554535273            | BRUSH N' COMB                                     | EXPERT TOOLS BRUSH '... |         |
| 460                                   | 1   | 322221377                              | 041554535419            | DUAL SHARPENER                                    | EXPERT TOOLS DUAL S...  |         |
| 461                                   | 1   | 322221351                              | 041554535426            | EYELASH CURLER                                    | EXPERT TOOLS EYELAS...  |         |
| 462                                   | 1   | 322221369                              | 041554535457            | EYELASH CURLER REFILLS                            |                         |         |

|         |     |     |     |     |     |     |     |     |                 |
|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----------------|
| Row: 01 | 389 | 390 | 391 | 392 | 393 | 394 | 395 | 396 | Lower Notch: 25 |
| Row: 02 | 397 | 398 | 399 | 400 | 401 | 402 | 403 | 404 | Lower Notch: 19 |
| Row: 03 | 405 | 406 | 407 | 408 | 409 | 410 | 411 | 412 | Lower Notch: 11 |
| Row: 04 | 413 | 414 | 415 | 416 | 417 | 418 | 419 | 420 | Lower Notch: 3  |
| Row: 05 | 421 | 422 | 423 | 424 | 425 | 426 | 427 | 428 | Lower Notch: 37 |
| Row: 06 | 429 | 430 | 431 | 432 | 433 | 434 |     |     | Lower Notch: 30 |
| Row: 07 | 435 | 436 | 437 | 438 | 439 | 440 | 441 | 442 | Lower Notch: 23 |
| Row: 08 | 443 | 444 | 445 | 446 | 447 | 448 | 449 | 450 | Lower Notch: 16 |
| Row: 09 | 451 | 452 | 453 | 454 | 455 | 456 |     |     | Lower Notch: 9  |
| Row: 10 | 457 | 458 | 459 | 460 | 461 | 462 |     |     | Lower Notch: 5  |



### NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0872UULH\_NOPDQAA\_IS21.psa

Column: 8 - Row: 01 Notch: 29 Fixture Type: CHROME SIGN UR Fixture Description: IAR CNCLR (BTY) 6X12 \*\*  
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:  
 Graphic Re-Order Code: PM0000036993 SS Holder Re-Order Code:  
 CHROME SIGN UR : PL2000000039 CHROME SIGN UR Rolled Up Code: N/A UPC Blade Code:

Column: 8 - Row: 02 Notch: 24 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 |
|--------|-----|-----------|--------------|----------------------|------------|---------|------------|
| 463    | 1   | N/A       | 041554567489 | IAR Eraser Concealer | Cool Ivory | 95      |            |
| 464    | 1   | 322117421 | 041554546781 | IAR Eraser Concealer | Ivory      | 100     |            |
| 465    | 1   | 322115958 | 041554259247 | IAR Eraser Concealer | Fair       | 10      |            |
| 466    | 1   | 322116001 | 041554259254 | IAR Eraser Concealer | Light      | 20      |            |
| 467    | 1   | 322115990 | 041554259261 | IAR Eraser Concealer | Medium     | 30      |            |
| 468    | 1   | 322115982 | 041554259278 | IAR Eraser Concealer | Honey      | 40      |            |

Column: 8 - Row: 03 Notch: 17 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 |
|--------|-----|-----------|--------------|----------------------|-------------|---------|------------|
| 469    | 1   | 322117413 | 041554546804 | IAR Eraser Concealer | Golden      | 142     |            |
| 470    | 1   | 322117405 | 041554546811 | IAR Eraser Concealer | Caramel     | 144     |            |
| 471    | 1   | 322117382 | 041554546859 | IAR Eraser Concealer | Hazelnut    | 148     |            |
| 472    | 1   | N/A       | 041554567533 | IAR Eraser Concealer | Deep Bronze | 149     |            |
| 473    | 1   | 322115974 | 041554267198 | IAR Eraser Concealer | Neutralizer | 50      |            |
| 474    | 1   | 322115966 | 041554267204 | IAR Eraser Concealer | Brightener  | 60      |            |

Column: 8 - Row: 04 Notch: 7 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   |
|--------|-----|-----------|--------------|-----------------------|----------------|---------|--------------|
| 475    | 1   | 322111328 | 041554220063 | IAR ERASER FOUNDATION | Creamy Ivory   | 120     | PM0000004171 |
| 476    | 1   | 322111336 | 041554220070 | IAR ERASER FOUNDATION | Buff Beige     | 130     | PM0000004172 |
| 477    | 1   | 322111344 | 041554220087 | IAR ERASER FOUNDATION | Classic Ivory  | 150     | PM0000004173 |
| 478    | 1   | 322111352 | 041554220094 | IAR ERASER FOUNDATION | Nude           | 190     | PM0000004174 |
| 479    | 1   | 322111394 | 041554220100 | IAR ERASER FOUNDATION | Creamy Natural | 200     | PM0000004195 |
| 480    | 1   | 322111409 | 041554220117 | IAR ERASER FOUNDATION | Sandy Beige    | 220     | PM0000004175 |
| 481    | 1   | 322111417 | 041554220124 | IAR ERASER FOUNDATION | Pure Beige     | 250     | PM0000004176 |
| 482    | 1   | 322111467 | 041554220155 | IAR ERASER FOUNDATION | Medium Beige   | 300     | PM0000004179 |

Column: 8 - Row: 05 Notch: 40 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 1.2 (FRESH) \*\*  
 Shade Chart Re-Order Code: PM0000036175 SS Graphic Re-Order Code: PM0000037000  
 Graphic Re-Order Code: PM0000031250 SS Holder Re-Order Code: PM0000035923  
 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 |
|--------|-----|-----------|--------------|--------------------|--------------|---------|------------|
| 483    | 1   | N/A       | 041554587043 | DREAM FRESH BB CRM | LIGHT        | 100     |            |
| 484    | 1   | 322110429 | 041554282634 | DREAM FRESH BB CRM | Light Medium | 110     |            |
| 485    | 1   | 322110487 | 041554282641 | DREAM FRESH BB CRM | Medium       | 120     |            |
| 486    | 1   | 322110665 | 041554282658 | DREAM FRESH BB CRM | Medium/Deep  | 130     |            |
| 487    | 1   | N/A       | 041554587050 | DREAM FRESH BB CRM | DEEP         | 140     |            |

Column: 8 - Row: 06 Notch: 33 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 2.2 (PURE) \*\*  
 Shade Chart Re-Order Code: PM0000036176 SS Graphic Re-Order Code: PM0000037001  
 Graphic Re-Order Code: PM0000031250 SS Holder Re-Order Code: PM0000035923  
 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 |
|--------|-----|-----------|--------------|---------------|--------------|---------|------------|
| 488    | 1   | N/A       | 041554587067 | DREAM PURE BB | LIGHT        | 100     |            |
| 489    | 1   | 322117861 | 041554349542 | DREAM PURE BB | Light/Medium | 110     |            |
| 490    | 1   | 322117879 | 041554349573 | DREAM PURE BB | Medium       | 120     |            |
| 491    | 1   | 322117887 | 041554349719 | DREAM PURE BB | Medium/Deep  | 130     |            |
| 492    | 1   | N/A       | 041554587074 | DREAM PURE BB | DEEP         | 140     |            |

Column: 8 - Row: 07 Notch: 25 Fixture Type: TRAYS Fixture Description: FS MSTR CNTRPAL+BNNAPDR+FIXSPRY 1.1 \*\*  
 Shade Chart Re-Order Code: PM0000037388 SS Graphic Re-Order Code:  
 Graphic Re-Order Code: PM0000037387 SS Holder Re-Order Code:  
 TRAYS Re-Order Code: PL2000000459 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000013507

Row: 01

Lower Notch: 29

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 25

Row: 08

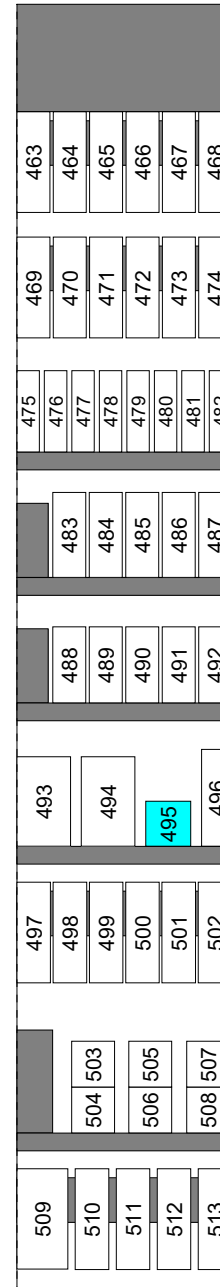
Lower Notch: 21

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 5



## NOTCH SCHEMATIC

| WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021 |     |           |              |                            |                       |         |            |
|-----------------------------------------------------------------------|-----|-----------|--------------|----------------------------|-----------------------|---------|------------|
| Loc ID                                                                | Fac | Acct Code | UPC          | Description                | Shade                 | Shade # | Chip Codes |
| 493                                                                   | 1   | 322119342 | 041554455595 | FACE STUDIO MASTER CONTOUR | LIGHT TO MEDIUM       | 10      |            |
| 494                                                                   | 1   | 322119350 | 041554455601 | FACE STUDIO MASTER CONTOUR | MEDIUM TO DEEP        | 20      |            |
| 495                                                                   | 1   | N/A       | 041554586480 | Lasting Fix Banana Powder  | Banana                | 10      |            |
| 496                                                                   | 1   | N/A       | 041554562927 | MASTER FIX SETTING SPRAY   | Lasting Fix Set Spray | 00      |            |

Column: 8 - Row: 08 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 6HK CHEEK HEAT BLUSH HKBR UNLIT \*\*  
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:  
 Graphic Re-Order Code: PM0000034705 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 |
|--------|-----|-----------|--------------|------------------|---------------|---------|------------|
| 497    | 1   | N/A       | 041554578171 | CHEEK HEAT BLUSH | PINK SCORCH   | 10      |            |
| 498    | 1   | N/A       | 041554578188 | CHEEK HEAT BLUSH | NUDE BURN     | 15      |            |
| 499    | 1   | N/A       | 041554578195 | CHEEK HEAT BLUSH | ROSE FLUSH    | 20      |            |
| 500    | 1   | N/A       | 041554578201 | CHEEK HEAT BLUSH | FUCHSIA SPARK | 25      |            |
| 501    | 1   | N/A       | 041554578218 | CHEEK HEAT BLUSH | CORAL EMBER   | 30      |            |
| 502    | 1   | N/A       | 041554578225 | CHEEK HEAT BLUSH | BERRY FLAME   | 35      |            |

Column: 8 - Row: 09 Notch: 9 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   |
|--------|-----|-----------|--------------|-------------------------------|---------------|---------|--------------|
| 503    | 1   | 322111718 | 041554507157 | DREAM MATTE MOUSSE FOUNDATION | Pure Beige    | 70      | PM0000015502 |
| 504    | 1   | 322111750 | 041554507171 | DREAM MATTE MOUSSE FOUNDATION | Honey Beige   | 90      | PM0000015496 |
| 505    | 1   | 322116857 | 041554537741 | DREAM MATTE MOUSSE FOUNDATION | Natural Beige | 75      | PM0000015499 |
| 506    | 1   | 322111970 | 041554510164 | DREAM MATTE MOUSSE FOUNDATION | Caramel       | 120     | PM0000015492 |
| 507    | 1   | 322113702 | 041554507164 | DREAM MATTE MOUSSE FOUNDATION | Medium Beige  | 80      | PM0000015498 |
| 508    | 1   | 322112251 | 041554511871 | DREAM MATTE MOUSSE FOUNDATION | Cocoa         | 130     | PM0000015494 |

Column: 8 - 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 |
|--------|-----|-----------|--------------|-------------------------|---------------------|---------|------------|
| 509    | 1   | 322114716 | 041554415131 | Baby Skin               | Instant Pore Eraser | 010     |            |
| 510    | 1   | 322212506 | 041554543872 | COVER STICK (CORRECTOR) | Ivory               | 1       |            |
| 511    | 1   | 322212506 | 041554543872 | COVER STICK (CORRECTOR) | Ivory               | 1       |            |
| 512    | 1   | 322212514 | 041554543889 | COVER STICK (CORRECTOR) | Light Beige         | 2       |            |
| 513    | 1   | 322215083 | 041554543896 | COVER STICK (CORRECTOR) | Medium Beige        | 3       |            |

Row: 01

Lower Notch: 29

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 25

Row: 08

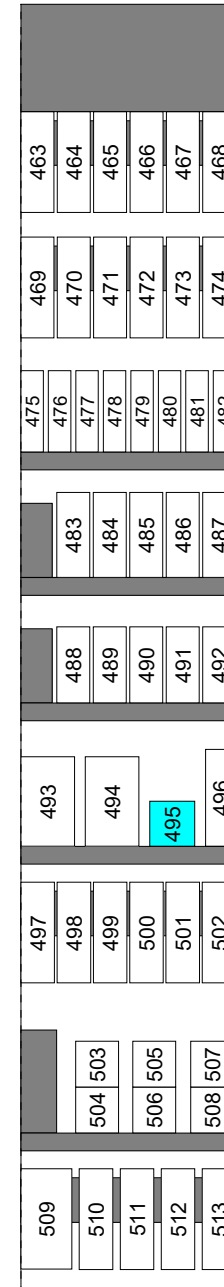
Lower Notch: 21

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 5













# MAYBE

MAKE IT HAPPEN



# LLINE NEW YORK





