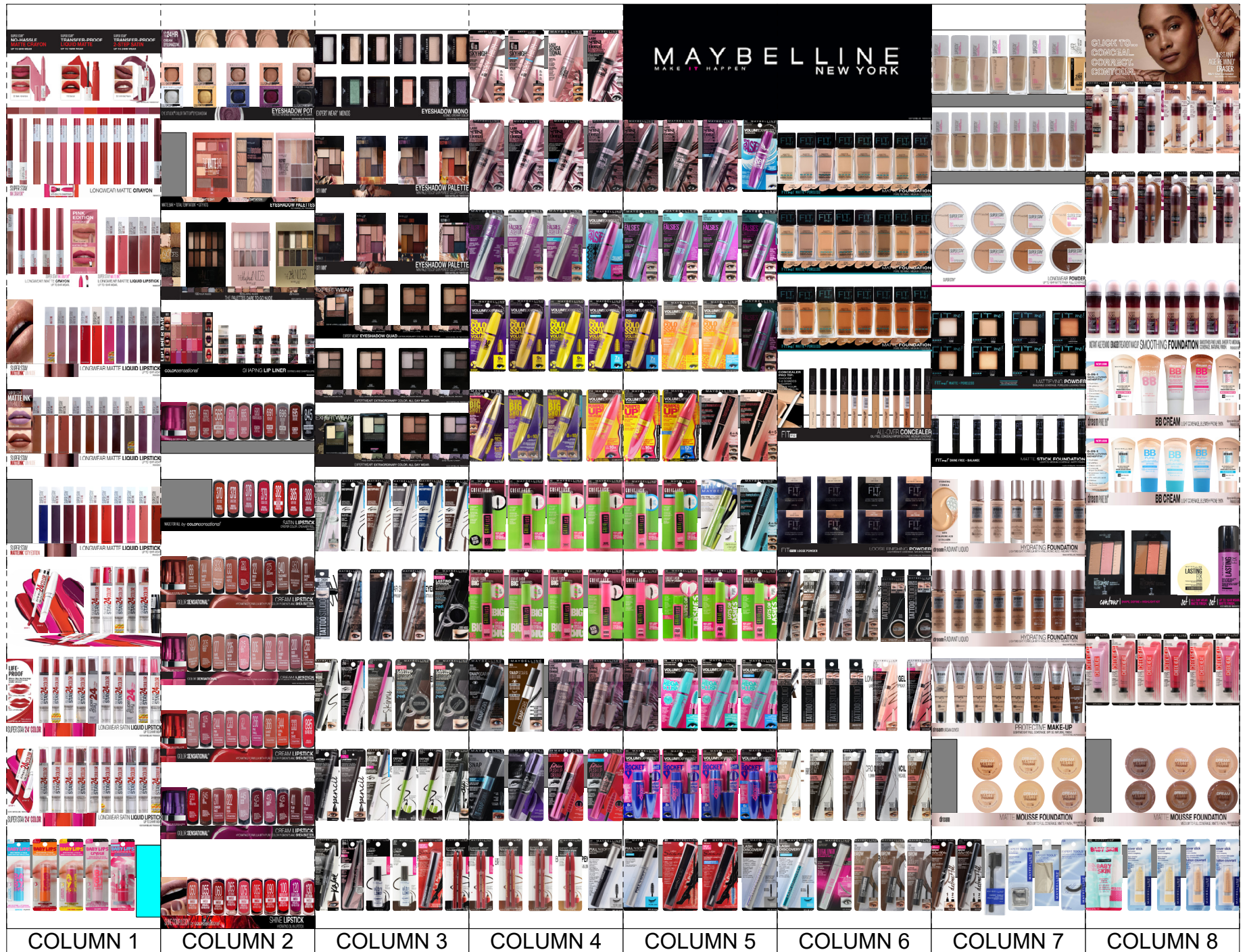




WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0872UULH_NOPDQ_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

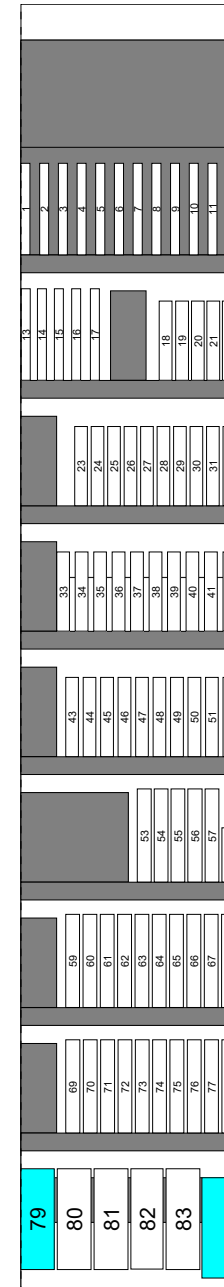
Lower Notch: 16

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

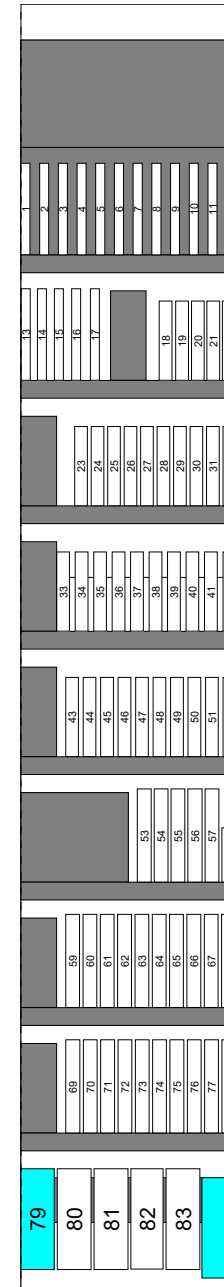
Lower Notch: 16

Row: 09

Lower Notch: 9

Row: 10

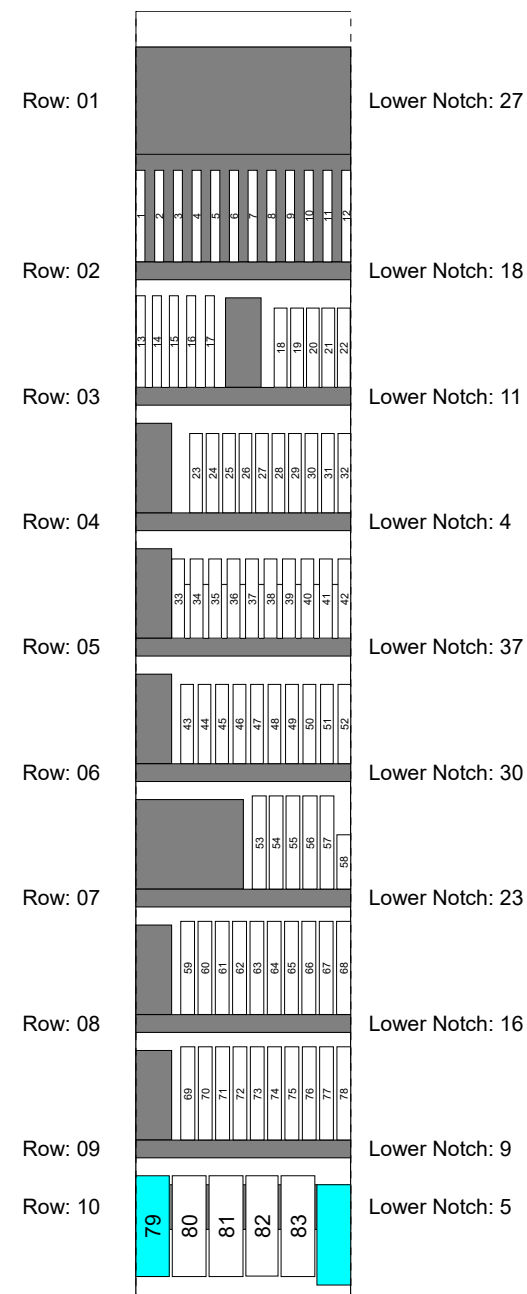
Lower Notch: 5



NOTCH SCHEMATIC

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

83	1	322180076	041554483123	BABY LIPS	MY PINK	01
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NOTCH SCHEMATIC

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

MNYWAK0872UULH_NOPDQ_IS21.psa

Column: 2 - Row: 01			Notch: 24		Fixture Type: TRAYS		Fixture Description: COL TAT POTS 1.1 **		
Shade Chart Re-Order Code: PM0000031554,PM0000031555					SS Graphic Re-Order Code:				
Graphic Code: PM0000031556,PM0000031557,PM0000031937					SS Holder Re-Order Code:				
TRAYS Re-Order Code: PL2000000493					TRAYS Rolled Up Code: N/A		UPC Blade Code:		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes		
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
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Lower Notch: 24

Row: 02

94	95	96
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Lower Notch: 17

Row: 03

97	98	99
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Lower Notch: 10

Row: 04

121	122	123	124	125	126	127	128	129	130
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Lower Notch: 4

Row: 05

131	132	133	134	135	136	137
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Lower Notch: 38

Row: 06

138	139	140	141	142	143	144	145	146	147
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Lower Notch: 32

Row: 07

148	149	150	151	152	153	154	155	156	157
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Lower Notch: 26

Row: 08

158	159	160	161	162	163	164	165	166	167
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Lower Notch: 20

Row: 09

168	169	170	171	172	173	174	175	176	177
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Lower Notch: 14

Row: 10

178	179	180	181	182	183	184	185	186	187
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Lower Notch: 8

Row: 11

178	179	180	181	182	183	184	185	186	187
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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	Lower Notch: 4
Row: 05	126	127	128	129	130	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

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

MNYWAK0872UULH_NOPDQ_IS21.psa

Column: 3 - Row: 01 Notch: 24 Fixture Type: TRAYS				Fixture Description: EW MONOS 1.1 (2TIER) **			
Shade Chart Re-Order Code: PM0000028848,PM0000028849				SS Graphic Re-Order Code:			
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: 18 Fixture Type: TRAYS				Fixture Description: CITY MINI PALETTES 1.2 **			
Shade Chart Re-Order Code: PM0000028375				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000033852				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000445				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013507	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
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: 12 Fixture Type: TRAYS				Fixture Description: CITY MINI PALETTES 2.2 **			
Shade Chart Re-Order Code: PM0000036949				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000033852				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000445				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013507	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
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: 7 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: 2 Fixture Type: TRAYS				Fixture Description: EW SHAD Q 2.9/8/7/6 **			
Shade Chart Re-Order Code: PM0000028432				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000023				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000007818	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
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: 37		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

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 2

Row: 06

Lower Notch: 37

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

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	188	190	192	194	196	198	Lower Notch: 24
Row: 02	189	191	193	195	197	199	Lower Notch: 18
Row: 03	200	201	202	203			Lower Notch: 12
Row: 04	204	205	206	207			Lower Notch: 7
Row: 05	208	209	210				Lower Notch: 2
Row: 06	211	212	213	214			Lower Notch: 37
Row: 07	215	216	217				Lower Notch: 33
Row: 08	218	219	220	221	222	223	Lower Notch: 26
Row: 09	224	225	226	227	228		Lower Notch: 19
Row: 10	229	230	231	232	233		Lower Notch: 12
Row: 11	234	235	236	237	238	239	Lower Notch: 5
	240	241	242	243	244	245	

NOTCH SCHEMATIC

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

MNYWAK0872UULH_NOPDQ_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
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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
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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
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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_NOPDQ_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:							
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
287	1	322119164	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	
288	1	322119172	041554460261	LASH SENSATIONAL LUSCIOUS	Brownish Black WSH	02	
289	1	322119156	041554460278	LASH SENSATIONAL LUSCIOUS WATER...	Very Black WTP	01	
290	1	322184606	041554268706	FALSIES FLARED	Blackest Black	00	

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:							
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
291	1	322180157	041554217957	FALSIES MASCARA	Blackest Black	00	
292	1	322180262	041554217964	FALSIES MASCARA	Very Black	01	
293	1	322180343	041554217971	FALSIES MASCARA	Brownish Black	02	
294	1	322180424	041554217988	FALSIES MASCARA WP	Very Black	01	

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:							
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
295	1	322180042	041554197044	VOLUM' EXPRESS COLOSSAL WP	Classic Black	1	
296	1	322210025	041554288254	CAT EYES MASCARA	Glam Black	01	
297	1	322210033	041554288261	CAT EYES MASCARA WP	Glam Black	01	
298	1	322180466	041554217995	FALSIES MASCARA WP	Brownish Black	02	

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:							
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
299	1	322118346	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	
300	1	322118320	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01	
301	1	322111831	041554522556	FALSIES TEMPTATION	BLKST BLK	601	
302	1	322111899	041554522570	FALSIES TEMPTATION	BROWNISH BLK	603	

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:							
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
303	1	322185880	041554626964	GREAT LASH WATERPROOF	Very Black	1	
304	1	322185903	041554626988	GREAT LASH WATERPROOF	Brownish Black	3	
305	1	322182248	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	
306	1	322116239	041554522679	FALSIES TEMPTATION WTP	VERY BLACK WTP	604	

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:							
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
307	1	322183561	041554565294	CURVED BRUSH GREAT LASH WASHAB...	Very Black	1	
308	1	322180181	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
309	1	322180173	041554239416	Great Lash Lots of Lashes	Very Black	01	
310	1	322180165	041554269062	Great Lash Lots of Lashes	Brownish Black	02	

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

Row: 01

Lower Notch: 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

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

MNYWAK0872UULH_NOPDQ_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	

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
360	1	N/A	041554581515	FitMe CONCEALER	DARK COFFEE	70	

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 39

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 26

Row: 08

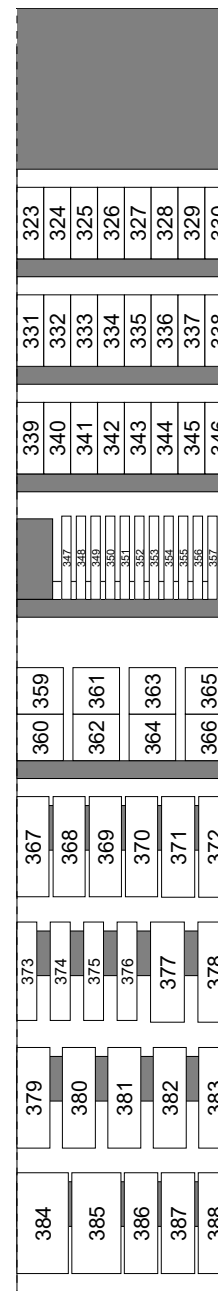
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



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: 39

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 26

Row: 08

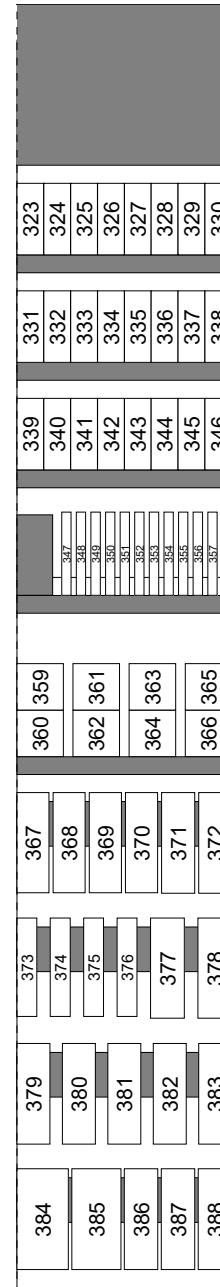
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

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

MNYWAK0872UULH_NOPDQ_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	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	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 **						
Shade Chart Re-Order Code: PM0000028800,PM0000028801				SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000033864				SS Holder Re-Order Code:		
TRAYS Re-Order Code: PL2000000436				TRAYS Rolled Up Code: N/A		
				UPC Blade Code: PM0000021665		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
405	1	322210211	041554562804	SUPERSTAY FULL COVERAGE POWDER	Fair Porcelain	102
406	1	322210203	041554562873	SUPERSTAY FULL COVERAGE POWDER	Golden	312
407	1	322210172	041554562811	SUPERSTAY FULL COVERAGE POWDER	Porcelain	110
408	1	322210253	041554563368	SUPERSTAY FULL COVERAGE POWDER	Honey	320
409	1	322210156	041554562835	SUPERSTAY FULL COVERAGE POWDER	Classic Ivory	120
410	1	322210198	041554562903	SUPERSTAY FULL COVERAGE POWDER	Coconut	355
411	1	322210229	041554562866	SUPERSTAY FULL COVERAGE POWDER	Natural Beige	220
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	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	Chip Codes
421	1	322116328	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110
422	1	322116344	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115
423	1	322116784	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120
424	1	322116336	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130
425	1	322116792	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220
426	1	322116768	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235
427	1	322116378	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330
428	1	322116352	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355

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

NOTCH SCHEMATIC

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 #	Chip Codes	
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 #	Chip Codes		
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 #	Chip Codes	
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 #	Chip Codes		
451	1	322113655	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	PM0000015501		
452	1	322111247	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	PM0000015495		
453	1	322113663	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	PM0000015493		
454	1	322116849	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	PM0000015497		
455	1	322111425	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	PM0000015500		
456	1	322111514	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	PM0000015503		

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: 041554994452		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
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_NOPDQ_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: 6 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: 34 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: 26 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: 6

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 21

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 5

463	464	465	466	467	468		
469	470	471	472	473	474		
475	476	477	478	479	480	481	482
	483	484	485	486	487		
	488	489	490	491	492		
493	494	495		496			
497	498	499	500	501	502		
	503	504	505	506	507		
509	510	511	512	513			

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: 6

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 26

Row: 08

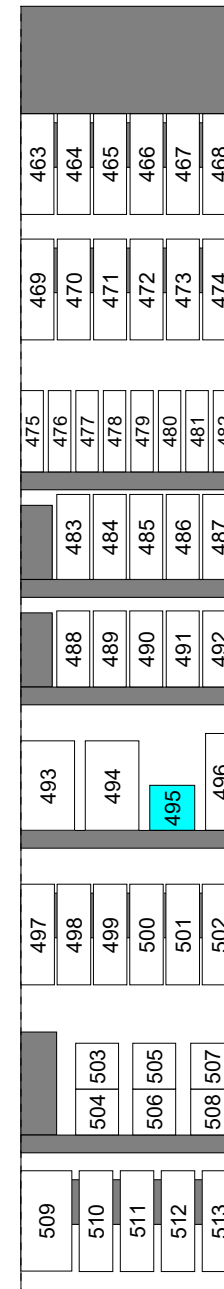
Lower Notch: 21

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 5







24HR Cream Eyeshadow
Eyeshadow Pot



Eyeshadow Palettes



The Nudes Eyeshadow Palettes



Shaping Lip Liner



Color Sensational Lipstick



Satin Lipstick



Cream Lipstick



Cream Lipstick



Cream Lipstick



Cream Lipstick



Shine Lipstick





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