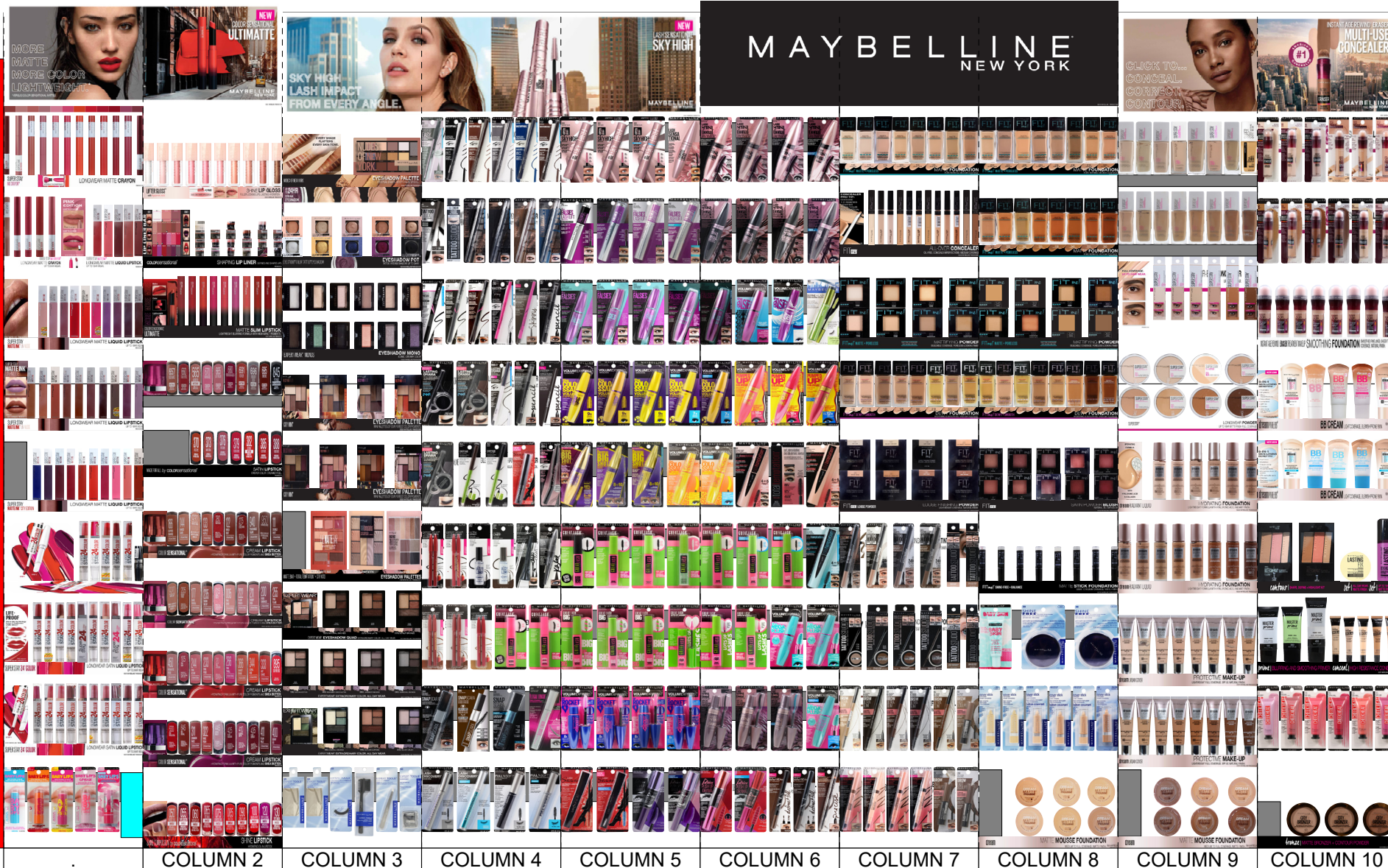




WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021
MNYWAK1072ULH_NOPDQAA_IS21.psa

Column: 1 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: CS ULTIMATTES HDR (BTY+PRODUCT) 2' LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037399 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PL2000000034 HEADER LIT 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: 25

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

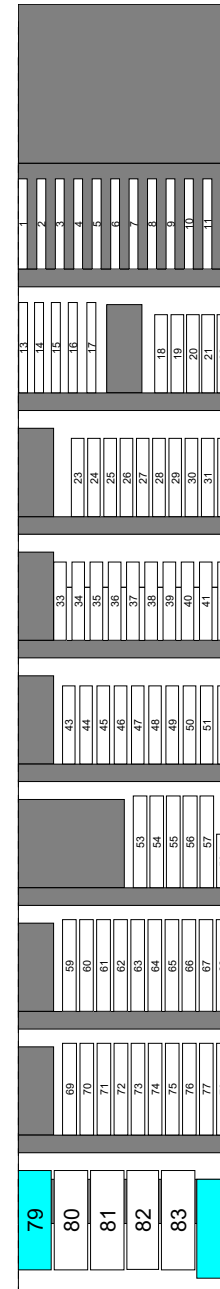
Lower Notch: 16

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 5



WAKEFERN 10' X 72" MAYBELLINE URBAN WALL 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 #	Chip Codes	
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 #	Chip Codes
53	1	322113435	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	PM0000006117
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	PM0000006120
56	1	322117196	041554494969	SUPERSTAY SUPER IMPACT	ETERNAL CHERRY	200	PM0000023449
57	1	N/A	041554558890	SuperStay 24 Smile Brightners	Optic Ruby	310	
58	1	322117099	041554494891	SUPERSTAY ERASER	SUPERSTAY ERASER	00	PM0000023453

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 #	Chip Codes	
59	1	322112918	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	PM0000006118	
60	1	322113299	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	PM0000006116	
61	1	322113029	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	PM0000006080	
62	1	322113087	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	PM0000006136	
63	1	322112675	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	PM0000006142	
64	1	322116158	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	PM0000010808	
65	1	322114067	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	PM0000006143	
66	1	322113095	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	PM0000006135	
67	1	322114122	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	PM0000006134	
68	1	322112617	041554494945	SUPERSTAY SUPER IMPACT	PINK GOES ON	215	PM0000023447	

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 #	Chip Codes
69	1	322116831	041554494983	SUPERSTAY SUPER IMPACT	24/7 FUSCHIA	220	PM0000023451
70	1	322113273	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	PM0000006133
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	PM0000006122
74	1	322113778	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	PM0000006129
75	1	322112926	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	PM0000006124
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	PM0000006123
78	1	322113053	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	PM0000006137

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 #	Chip Codes
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: 25

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

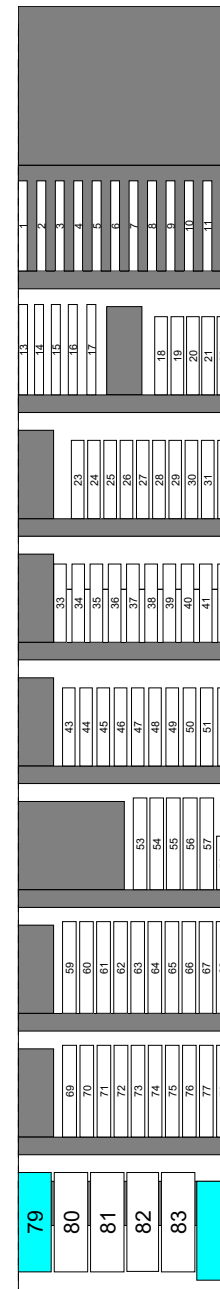
Lower Notch: 16

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

83	1	322180076	041554483123	BABY LIPS	MY PINK	01	
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Row: 01

Lower Notch: 25

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

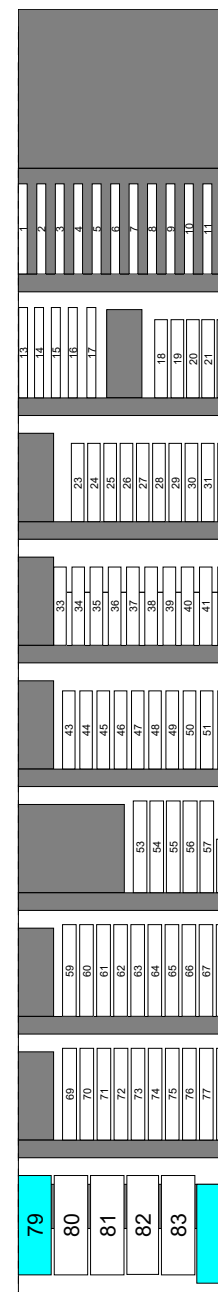
Lower Notch: 16

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021
MNYWAK1072ULH_NOPDQAA_IS21.psa

Column: 1 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: CS ULTIMATTES HDR (BTY+PRODUCT) 2' LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037399 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PL2000000034 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 2 - Row: 02 Notch: 17 Fixture Type: TRAYS Fixture Description: CS LIFTER GLOSS 1.1 **
Shade Chart Re-Order Code: PM0000036173 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000036184, PM0000036812 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000621 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
84	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
85	1	N/A	041554583861	LIFTER GLOSS	Ice	002	
86	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
87	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
88	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
89	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
90	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
91	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
92	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
93	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 2 - Row: 03 Notch: 11 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
94	1	322119431	041554486032	COLOR SENSATIONAL MECHANICAL LIN...	CLEAR	100	
95	1	322119457	041554486049	COLOR SENSATIONAL MECHANICAL LIN...	NUDE WHISPER	105	
96	1	322119481	041554486094	COLOR SENSATIONAL MECHANICAL LIN...	DUSTY ROSE	130	
97	1	322119520	041554486131	COLOR SENSATIONAL MECHANICAL LIN...	BRICK RED	150	
98	1	322119449	041554486056	COLOR SENSATIONAL MECHANICAL LIN...	PURELY NUDE	110	
99	1	322114376	041554549287	Color Sensational Shaping Lip Liner	Almond Rose	132	
100	1	322119554	041554486148	COLOR SENSATIONAL MECHANICAL LIN...	WILD VIOLETS	155	
101	1	322114368	041554549300	Color Sensational Shaping Lip Liner	Beige Babe	102	
102	1	322119473	041554486063	COLOR SENSATIONAL MECHANICAL LIN...	TOTALLY TOFFEE	115	
103	1	322114821	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
104	1	322114863	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
105	1	322114651	041554549355	Color Sensational Shaping Lip Liner	Raw Chocolate	118	
106	1	322119465	041554486100	COLOR SENSATIONAL MECHANICAL LIN...	PALEST PINK	135	
107	1	322119546	041554492859	COLOR SENSATIONAL MECHANICAL LIN...	RICH WINE	160	
108	1	322114847	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
109	1	322119499	041554486070	COLOR SENSATIONAL MECHANICAL LIN...	RICH CHOCOLATE	120	
110	1	322119512	041554486117	COLOR SENSATIONAL MECHANICAL LIN...	PINK CORAL	140	
111	1	322119504	041554492866	COLOR SENSATIONAL MECHANICAL LIN...	PLUM PASSION	165	
112	1	322113320	041554486087	COLOR SENSATIONAL MECHANICAL LIN...	MAGNETIC MAUVE	125	
113	1	322119538	041554486124	COLOR SENSATIONAL MECHANICAL LIN...	VERY CHERRY	145	
114	1	322115623	041554549317	Color Sensational Shaping Lip Liner	Concrete Jungle	170	

Column: 2 - Row: 04 Notch: 5 Fixture Type: TRAYS Fixture Description: CS ULTIMATTES 1.1 **
Shade Chart Re-Order Code: PM0000037092 SS Graphic Re-Order Code: PM0000037104
Graphic Re-Order Code: PM0000037101 SS Holder Re-Order Code: PM0000037106
TRAYS Re-Order Code: PL2000000409 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
115	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
116	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
117	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
118	1	N/A	041554582291	Color Sensational Ultimatte	More Magenta	399	
119	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
120	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	
121	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
122	1	N/A	041554582307	Color Sensational Ultimatte	More Taupe	799	
123	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
124	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 2 - Row: 05 Notch: 39 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: PM0000027830
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
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Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 17

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 39

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 20

Row: 09

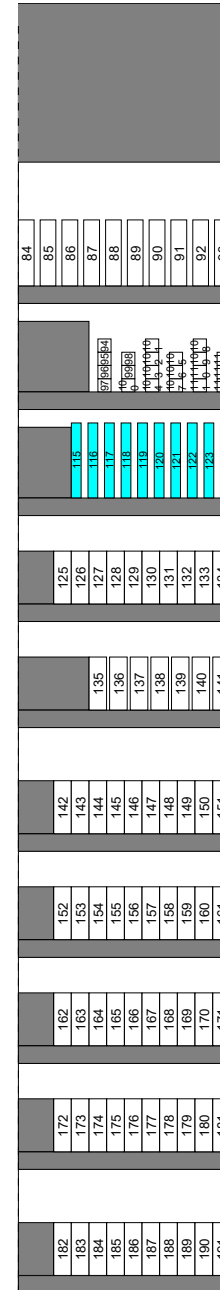
Lower Notch: 14

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021							
125	1	322118142	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	PM0000014866
126	1	322118875	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	PM0000013399
127	1	322114601	041554496574	COLOR SEN THE MATTES	ALMOND ROSE	565	PM0000020654
128	1	322118859	041554429916	COLOR SEN THE MATTES	Ravishing Rose	670	PM0000013401
129	1	322114708	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	PM0000013400
130	1	322118833	041554429930	COLOR SEN THE MATTES	Mesmerizing Magenta	680	PM0000013403
131	1	322118134	041554453638	COLOR SEN THE MATTES	Rich Ruby	691	PM0000014865
132	1	322118168	041554453690	COLOR SEN THE MATTES	Burgundy Blush	696	PM0000014871
133	1	322118817	041554429961	COLOR SEN THE MATTES	Divine Wine	695	PM0000013406
134	1	322111938	041554488777	COLOR SENSATIONAL LOADED BOLD	Pitch Black	845	PM0000018204

Column: 2 - Row: 06 Notch: 33 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
135	1	322210570	041554564839	CS MADE FOR YOU	SPICE FOR ME	370	
136	1	322210596	041554564815	CS MADE FOR YOU	MAUVE FOR ME	373	
137	1	322210619	041554566772	CS MADE FOR YOU	PINK FOR ME	376	
138	1	322210601	041554564860	CS MADE FOR YOU	FUCHSIA FOR ME	379	
139	1	322210635	041554564846	CS MADE FOR YOU	RED FOR ME	382	
140	1	322210627	041554564853	CS MADE FOR YOU	RUBY FOR ME	385	
141	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
142	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
143	1	N/A	041554578324	COLOR SEN LIPSTICK	NAKED DARE	144	
144	1	322117366	041554408492	COLOR SEN BUFFS	TRUFFLE TEASE	930	PM0000011891
145	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
146	1	322113477	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	PM0000007184
147	1	N/A	041554578331	COLOR SEN LIPSTICK	BRICK BEAT	122	
148	1	322110770	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	PM0000006187
149	1	322116899	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	PM0000011893
150	1	322116904	041554408577	COLOR SEN BUFFS	UNTAINTED SPICE	950	PM0000011895
151	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
152	1	322117285	041554408546	COLOR SEN BUFFS	NUDE LUST	920	PM0000011889
153	1	322110291	041554198560	COLOR SEN LIPSTICK	Nearly There	205	PM0000006180
154	1	N/A	041554578355	COLOR SEN LIPSTICK	BARE REVEAL	177	
155	1	322110453	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	PM0000006183
156	1	322110526	041554198232	COLOR SEN LIPSTICK	Born With It	15	PM0000006169
157	1	322110518	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
158	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
159	1	N/A	041554578263	COLOR SEN LIPSTICK	ROSEY RISK	211	
160	1	N/A	041554578256	COLOR SEN LIPSTICK	ROSE EMBRACE	200	
161	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
162	1	322119415	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	PM0000016238
163	1	322110623	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	PM0000006175
164	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
165	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
166	1	322112845	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	PM0000006081
167	1	N/A	041554578270	COLOR SEN LIPSTICK	PINK THRILL	266	
168	1	N/A	041554578379	COLOR SEN LIPSTICK	SUNSET SPARK	366	
169	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
170	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	
171	1	322114693	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	PM0000009774

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 17

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 39

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 20

Row: 09

Lower Notch: 14

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 1

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL 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
172	1	322112722	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	PM0000006148
173	1	322111043	041554198553	COLOR SEN LIPSTICK	Red Revival	645	PM0000006209
174	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
175	1	N/A	041554578393	COLOR SEN LIPSTICK	WINE RUSH	322	
176	1	322110924	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	PM0000006200
177	1	322110908	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	PM0000006198
178	1	322112439	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	PM0000009174
179	1	322110916	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	PM0000006199
180	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411	
181	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	
182	1	322117463	041554549270	Color Sensational Shine Compulsion	Baddest Beige	050		
183	1	322117489	041554549140	Color Sensational Shine Compulsion	Taupe Seduction	055		
184	1	322117544	041554549133	Color Sensational Shine Compulsion	Chocolate Lust	060		
185	1	322117471	041554549263	Color Sensational Shine Compulsion	Spicy Mauve	065		
186	1	322117528	041554549225	Color Sensational Shine Compulsion	Undressed Pink	075		
187	1	322117502	041554549249	Color Sensational Shine Compulsion	Pink Fetish	085		
188	1	322117510	041554549232	Color Sensational Shine Compulsion	Scarlet Flame	090		
189	1	322117536	041554549164	Color Sensational Shine Compulsion	Magenta Affair	100		
190	1	322117455	041554549089	Color Sensational Shine Compulsion	Berry Blackmail	120		
191	1	322117497	041554549256	Color Sensational Shine Compulsion	Spicy Sangria	130		

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 17

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 39

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 20

Row: 09

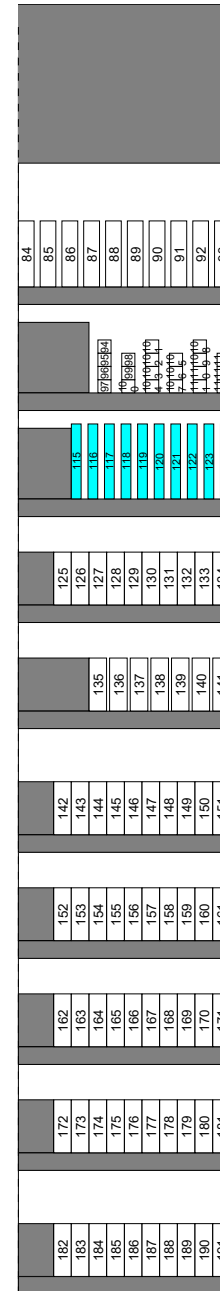
Lower Notch: 14

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021
MNYWAK1072ULH_NOPDQAA_IS21.psa

Column: 3 - Row: 01 Notch: 24 Fixture Type: HEADER LIT Fixture Description: LASH SEN SKY HIGH HDR (BTY+PRODUCT) 3' LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037403 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PL2000000035 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 3 - Row: 02 Notch: 18 Fixture Type: TRAYS Fixture Description: NUDES OF NY PALETTE 1.1 UT **
Shade Chart Re-Order Code: PM0000034376 SS Graphic Re-Order Code: PM0000036968
Graphic Re-Order Code: PM0000034474 SS Holder Re-Order Code: PM0000034172
TRAYS Re-Order Code: PL2000000549 TRAYS Rolled Up Code: N/A UPC Blade Code:
Loc ID Fac Acct Code UPC Description Shade Shade # Chip Codes
192 1 N/A 041554578768 NUDES OF NEW YORK NUDES OF NEW YORK 01

Column: 3 - Row: 03 Notch: 11 Fixture Type: TRAYS Fixture Description: COL TAT POTS 1.1 **
Shade Chart Re-Order Code: PM0000031554, PM0000031555 SS Graphic Re-Order Code:
Graphic Re-Order 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
193 1 N/A 041554567953 COLOR TATTOO POTS V.I.P 10
194 1 N/A 041554567915 COLOR TATTOO POTS CHILL GIRL 35
195 1 N/A 041554567885 COLOR TATTOO POTS FRONT RUNNER 15
196 1 N/A 041554567939 COLOR TATTOO POTS GOLDEN GIRL 40
197 1 N/A 041554567892 COLOR TATTOO POTS SOCIALITE 20
198 1 N/A 041554567977 COLOR TATTOO POTS TRAILBLAZER 45
199 1 N/A 041554567922 COLOR TATTOO POTS URBANITE 25
200 1 N/A 041554567946 COLOR TATTOO POTS KNOCKOUT 50
201 1 N/A 041554567908 COLOR TATTOO POTS HIGH ROLLER 30
202 1 N/A 041554567960 COLOR TATTOO POTS RISK MAKER 55

Column: 3 - Row: 04 Notch: 3 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
203 1 322115102 041554492644 New Expertwear Monos Vanilla 100S
204 1 322115542 041554492682 New Expertwear Monos Made for Mocha 140S
205 1 322115453 041554490749 New Expertwear Monos Soft Pearl 10S
206 1 322115461 041554490824 New Expertwear Monos Forest Green 80S
207 1 322115479 041554490763 New Expertwear Monos Seashell 30S
208 1 322115576 041554492651 New Expertwear Monos Night Sky 110S
209 1 322115152 041554490770 New Expertwear Monos Nude Glow 40S
210 1 322112984 041554552201 New Expertwear Monos Dusty Rose 200S
211 1 322115487 041554490756 New Expertwear Monos Linen 20S
212 1 322115144 041554490787 New Expertwear Monos Tastefully Taupe 50S
213 1 322115136 041554490794 New Expertwear Monos The Glo Down 60S
214 1 322115518 041554492712 New Expertwear Monos Humdrum Plum 170S

Column: 3 - Row: 05 Notch: 37 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
215 1 322149818 041554540772 CITY MINI PALETTES MATTE ABOUT TOWN 480
216 1 322115665 041554499742 CITY MINI PALETTES Rooftop Bronzes 400
217 1 322115348 041554499735 CITY MINI PALETTES Chill Brunch Neutrals 410
218 1 322115770 041554499766 CITY MINI PALETTES Downtown Sunrise 430

Column: 3 - Row: 06 Notch: 31 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
219 1 322115356 041554540758 CITY MINI PALETTES Gramercy Decadence 460
220 1 322149826 041554552492 CITY MINI PALETTES Blushed Avenue 510
221 1 322115657 041554552515 CITY MINI PALETTES Hi-Rise Sunset 530
222 1 N/A 041554563306 CITY MINI PALETTES Diamond District 540

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 3

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 24

Row: 08

Lower Notch: 19

Row: 09

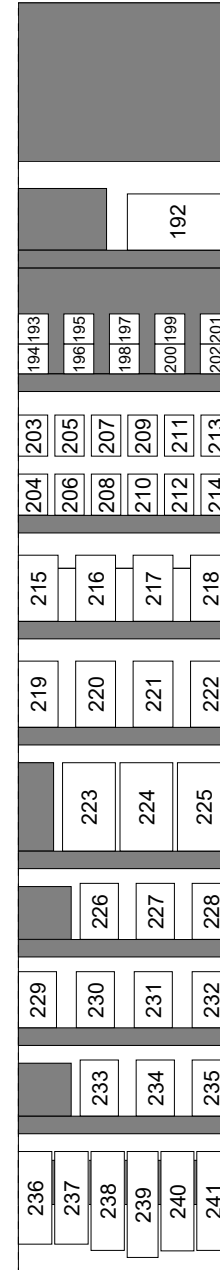
Lower Notch: 14

Row: 10

Lower Notch: 9

Row: 11

Lower Notch: 5



WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

Column: 3 - Row: 07 Notch: 24 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
223	1	N/A	041554563290	The Matte Bar Eyeshadow Palette	The Matte Bar	300	
224	1	322210017	041554545043	Total Temptation Eye + Highlight Palette	Total Temptation Eye + Hig...	140	
225	1	322210059	041554545869	The City Kits	Kit #2 Pink Edge	160	

Column: 3 - Row: 08 Notch: 19 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
226	1	322111491	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
227	1	322118566	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	
228	1	322111873	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 3 - Row: 09 Notch: 14 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
229	1	322118558	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
230	1	322112968	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
231	1	322118524	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
232	1	322118574	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Column: 3 - Row: 10 Notch: 9 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
233	1	322112104	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
234	1	322112138	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
235	1	322118516	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q	

Column: 3 - Row: 11 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
236	1	322221351	041554535426	EYELASH CURLER	EXPERT TOOLS EYELAS...		
237	1	322221351	041554535426	EYELASH CURLER	EXPERT TOOLS EYELAS...		
238	1	322221369	041554535457	EYELASH CURLER REFILLS			
239	1	322221343	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH '...		
240	1	322225410	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER		
241	1	322221377	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL S...		

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 3

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 24

Row: 08

Lower Notch: 19

Row: 09

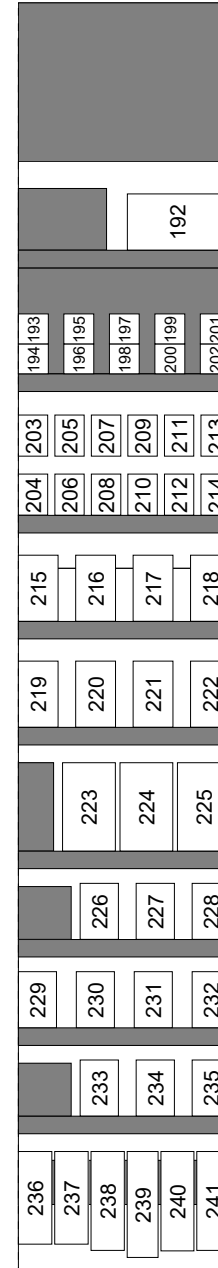
Lower Notch: 14

Row: 10

Lower Notch: 9

Row: 11

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021
MNYWAK1072ULH_NOPDQAA_IS21.psa

Column: 3 - Row: 01 Notch: 24 Fixture Type: HEADER LIT Fixture Description: LASH SEN SKY HIGH HDR (BTY+PRODUCT) 3' LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037403 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PL2000000035 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 4 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 6HK UNSTOPPABLE (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000035835 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
242	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800	
243	1	322182816	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
244	1	322182824	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	
245	1	322182832	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
246	1	322182840	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
247	1	322182858	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	

Column: 4 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 6HK TS SMK GEL PEN HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037389 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
248	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BLACK	10	
249	1	N/A	041554549416	TATTOO STUDIO LIQUID LINER	BLACK	001	
250	1	322210392	041554563337	TATTOO STUDIO LINER	DEEP ONYX	900	
251	1	322210449	041554563344	TATTOO STUDIO LINER	INTENSE CHARCOAL	901	
252	1	N/A	041554563351	TATTOO STUDIO LINER	BOLD BROWN	910	
253	1	322210407	041554563863	TATTOO STUDIO LINER	STRIKING NAVY	920	

Column: 4 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 6HK MSTR PREC ALL DAY (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028366 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
254	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
255	1	322113891	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110	
256	1	322113689	041554549454	EYE STUDIO MASTER PREC ALL DAY	FOREST BROWN	111	
257	1	322119392	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
258	1	322119407	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
259	1	322118011	041554434804	LASTING DRAMA GEL PENCIL	SLEEK ONYX	601	

Column: 4 - Row: 05 Notch: 40 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: PM0000035829 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
260	1	322180686	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
261	1	322180694	041554220193	EYE STUDIO GEL LINER	Brown	52	
262	1	322117065	041554546361	Lasting Drama Eyelights Liner	TWINKLE BLACK	850	
263	1	322118029	041554434811	LASTING DRAMA GEL PENCIL	SMOOTH CHARCOAL	602	
264	1	322118053	041554434835	LASTING DRAMA GEL PENCIL	GLAZED TOFFEE	604	

Column: 4 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 5HK DEFINE-A-LINE HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028358 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
265	1	322180709	041554220209	EYE STUDIO GEL LINER	Gunmetal	54	
266	1	322183422	041554009095	DEFINE A LINE	Brownish Black	3	
267	1	322183448	041554009071	DEFINE A LINE	Ebony Black	1	
268	1	322181006	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
269	1	322117104	041554494198	CURVITUDE LINER	BLACK	410	

Column: 4 - Row: 07 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 6HK EXPERT EYES TWIN BRW HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028359 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
270	1	322184509	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01	

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

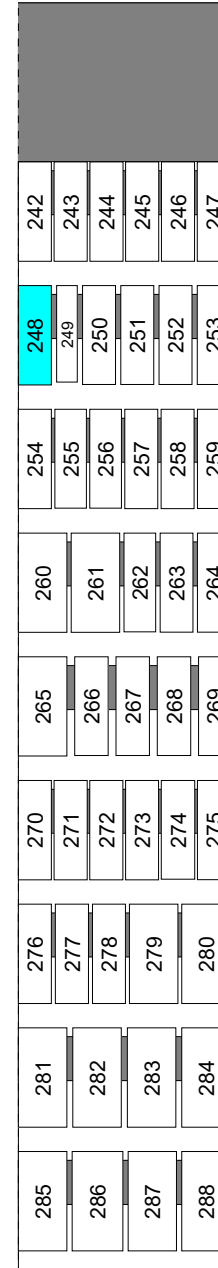
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
271	1	322184494	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02
272	1	322182963	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1
273	1	322183121	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2
274	1	322181048	041554294231	MASTER DUO LINER	Black Lacquer	500
275	1	322116190	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510

Column: 4 - Row: 08 Notch: 19 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 #
276	1	322184486	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03
277	1	322184478	041554530339	EXPERT EYES TWIN BROW & EYE PENC...	Light Brown	04
278	1	322184444	041554507379	EXPERT EYES TWIN BROW & EYE PENC...	Blonde	7
279	1	322182078	041554672237	CURVED BRUSH GREAT LASH WASHAB...	Blackest Black	00
280	1	322183561	041554565294	CURVED BRUSH GREAT LASH WASHAB...	Very Black	1

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 #
281	1	N/A	041554539912	SNPSACARA	PITCH BLACK	300
282	1	N/A	041554539950	SNPSACARA	BOLD BROWN	305
283	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340
284	1	322181412	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00

Column: 4 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT						
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:			
Graphic Re-Order Code:			SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984507			HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
285	1	322180238	041554647372	LASH DISCOVERY WASHABLE	Very Black	1
286	1	322180432	041554650495	LASH DISCOVERY WP	Very Black	1
287	1	322183901	041554699159	FULL 'N SOFT WASHABLE	Very Black	1
288	1	322181137	041554605228	FULL 'N SOFT WATERPROOF	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

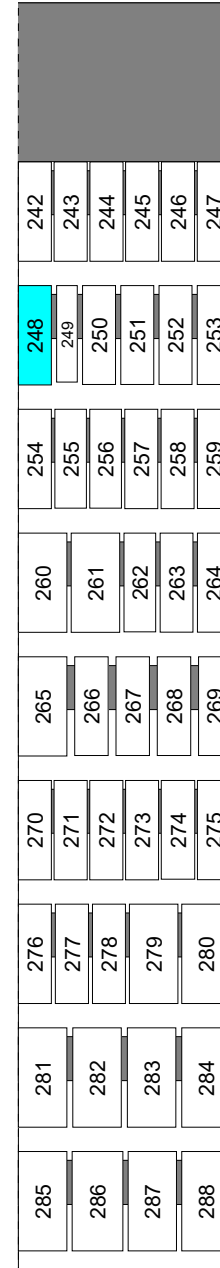
Row: 06 Lower Notch: 33

Row: 07 Lower Notch: 26

Row: 08 Lower Notch: 19

Row: 09 Lower Notch: 12

Row: 10 Lower Notch: 5



WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK1072ULH_NOPDQAA_IS21.psa

Column: 3 - Row: 01 Notch: 24 Fixture Type: HEADER LIT Fixture Description: LASH SEN SKY HIGH HDR (BTY+PRODUCT) 3' LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037403 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PL2000000035 HEADER LIT 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
289	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
290	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	
291	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	VERY BLACK	802	
292	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	

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
293	1	N/A	041554590364	Falsies Lash Lift Ultra Black Intensifier	ULTRA BLACK	195	
294	1	N/A	041554578478	FALSIES SALON LIFT	BLACKEST BLACK	200	
295	1	N/A	041554578485	FALSIES SALON LIFT	VERY BLACK	201	
296	1	N/A	041554578492	FALSIES SALON LIFT WTP	VERY BLACK (WTP)	202	

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
297	1	322180175	041554217957	FALSIES MASCARA	Blackest Black	00	
298	1	322180262	041554217964	FALSIES MASCARA	Very Black	01	
299	1	322180343	041554217971	FALSIES MASCARA	Brownish Black	02	
300	1	322180424	041554217988	FALSIES MASCARA WP	Very Black	01	

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
301	1	322181755	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
302	1	322181763	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01	
303	1	322181917	041554056761	VOLUM' EXPRESS COLOSSAL	Glam Brown (Brn/Blk)	2	
304	1	322180034	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black	00	

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
305	1	322113223	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	
306	1	322113249	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	
307	1	322113150	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	
308	1	322210025	041554288254	CAT EYES MASCARA	Glam Black	01	

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
309	1	322186006	041554670745	GREAT LASH MASCARA	Blackest Black	00	
310	1	322183896	041554532722	GREAT LASH MASCARA	Very Black	1	
311	1	322183935	041554532807	GREAT LASH MASCARA	Brownish Black	2	
312	1	322117243	041554519457	GREAT LASH MASCARA	Clear	10	

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

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	323	324

NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
313	1	322181103	041554209310	GREAT LASH BIG	Blackest Black	00	
314	1	322181111	041554209327	GREAT LASH BIG	Very Black	01	
315	1	322181129	041554209334	GREAT LASH BIG	Brownish Black	02	
316	1	322180181	041554239423	Great Lash Lots of Lashes	Blackest Black	00	

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
317	1	322115283	041554288384	VE ROCKET MASCARA	Blackest Black	00	
318	1	322115259	041554288377	VE ROCKET MASCARA	Very Black	01	
319	1	322115241	041554288391	VE ROCKET MASCARA	Brownish Black	02	
320	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
321	1	322181925	041554054156	LASH STILETTO	Very Black	1	
322	1	322180628	041554208832	LASH STILETTO WP	Very Black	01	
323	1	322112277	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
324	1	322112146	041554462838	FALSIES PUSH UP DRAMA ANGEL WTP	Very Black WTP	01	

Row: 01 Lower Notch: 24

Row: 02 Lower Notch: 21

Row: 03 Lower Notch: 14

Row: 04 Lower Notch: 7

Row: 05 Lower Notch: 40

Row: 06 Lower Notch: 33

Row: 07 Lower Notch: 26

Row: 08 Lower Notch: 19

Row: 09 Lower Notch: 12

Row: 10 Lower Notch: 5

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK1072ULH_NOPDQAA_IS21.psa

Column: 6 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: MNY LOGO HDR 3' LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000017628 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PL2000000037 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 6 - 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
325	1	322118906	041554420616	LASH SENSATIONAL	Blackest Black	00	
326	1	322118922	041554420623	LASH SENSATIONAL	Very Black	01	
327	1	322118914	041554420630	LASH SENSATIONAL	Brownish Black	02	
328	1	322118948	041554420647	LASH SENSATIONAL WP	Very Black	01	

Column: 6 - 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
329	1	322119180	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
330	1	322119164	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	
331	1	322119172	041554460261	LASH SENSATIONAL LUSCIOUS	Brownish Black WSH	02	
332	1	322119156	041554460278	LASH SENSATIONAL LUSCIOUS WATER...	Very Black WTP	01	

Column: 6 - 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
333	1	322180466	041554217995	FALSIES MASCARA WP	Brownish Black	02	
334	1	322114059	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	
335	1	322184606	041554268706	FALSIES FLARED	Blackest Black	00	
336	1	322182248	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	

Column: 6 - 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
337	1	322180042	041554197044	VOLUM' EXPRESS COLOSSAL WP	Classic Black	1	
338	1	322118338	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	
339	1	322118346	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	
340	1	322118320	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01	

Column: 6 - 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
341	1	322210033	041554288261	CAT EYES MASCARA WP	Glam Black	01	
342	1	322111831	041554522556	FALSIES TEMPTATION	BLKST BLK	601	
343	1	322111556	041554522563	FALSIES TEMPTATION	VERY BLK	602	
344	1	322111899	041554522570	FALSIES TEMPTATION	BROWNISH BLK	603	

Column: 6 - 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
345	1	322183294	041554532982	GREAT LASH MASCARA	Dark Brown	3	
346	1	322185880	041554626964	GREAT LASH WATERPROOF	Very Black	1	
347	1	322185903	041554626988	GREAT LASH WATERPROOF	Brownish Black	3	
348	1	322116239	041554522679	FALSIES TEMPTATION WTP	VERY BLACK WTP	604	

Column: 6 - 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: 25

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

325	326	327	328
329	330	331	332
333	334	335	336
337	338	339	340
341	342	343	344
345	346	347	348
349	350	351	352
353	354	355	356
357	358	359	360
361			

NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
349	1	322180173	041554239416	Great Lash Lots of Lashes	Very Black	01	
350	1	322180165	041554269062	Great Lash Lots of Lashes	Brownish Black	02	
351	1	322111378	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
352	1	322111239	041554281460	MEGA PLUSH MASCARA	Very Black	01	

Column: 6 - 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
353	1	322115869	041554496185	LASH SENSATIONAL CURVITUDE	Blkst Black WSH	710	
354	1	322116108	041554496192	LASH SENSATIONAL CURVITUDE	Very Black WSH	720	
355	1	322116069	041554496260	LASH SENSATIONAL CURVITUDE WTP	Very Black WTP	740	
356	1	322111784	041554281484	MEGA PLUSH MASCARA WP	Very Black	01	

Column: 6 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 5HK ES BRW DEF+FILL (DEMO) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000028357 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
357	1	322118249	041554443462	PUSH UP DRAMA WSH	Blackest Black	00	
358	1	322118281	041554443493	PUSH UP DRAMA WTP	Very Black	01	
359	1	322118370	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255	
360	1	322118312	041554442205	BROW DEFINE + FILL DUO	Deep Brown	260	
361	1	322118435	041554429633	BROW PRECISE	Deep Brown	260	

Row: 01

Lower Notch: 25

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

325	326	327	328	
329	330	331	332	
333	334	335	336	
337	338	339	340	
341	342	343	344	
345	346	347	348	
349	350	351	352	
353	354	355	356	
357	358	359	360	361

NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021
MNYWAK1072ULH_NOPDQAA_IS21.psa

Column: 6 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: MNY LOGO HDR 3' LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000017628 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PL2000000037 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 7 - Row: 02 Notch: 19 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 1.3 **
Shade Chart Re-Order Code: PM0000033830 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
362	1	322114172	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
363	1	322119017	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
364	1	322119009	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
365	1	322119033	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
366	1	322111734	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
367	1	322115908	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
368	1	322116019	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
369	1	322114198	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	

Column: 7 - Row: 03 Notch: 12 Fixture Type: TRAYS Fixture Description: FM CNCLR 1.1 (ALT FROM COMBO) **
Shade Chart Re-Order Code: PM0000034451 SS Graphic Re-Order Code: PM0000028841
Graphic Re-Order Code: PM0000033869 SS Holder Re-Order Code: PM0000026527
TRAYS Re-Order Code: PL2000000410 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
370	1	N/A	041554580631	FitMe CONCEALER	COOL IVORY	01	
371	1	322116912	041554550450	FitMe CONCEALER	IVORY	05	
372	1	322112780	041554247701	FitMe CONCEALER	Fair	10	
373	1	N/A	041554580648	FitMe CONCEALER	VANILLA	11	
374	1	322112552	041554247718	FitMe CONCEALER	Light	15	
375	1	322112861	041554247732	FitMe CONCEALER	Sand	20	
376	1	N/A	041554580679	FitMe CONCEALER	WHEAT	22	
377	1	322112853	041554247725	FitMe CONCEALER	Med	25	
378	1	322112235	041554247749	FitMe CONCEALER	Deep	35	
379	1	322112798	041554247756	FitMe CONCEALER	Cafe	50	
380	1	N/A	041554581492	FitMe CONCEALER	WALNUT	57	
381	1	N/A	041554581515	FitMe CONCEALER	DARK COFFEE	70	

Column: 7 - Row: 04 Notch: 4 Fixture Type: TRAYS Fixture Description: FM M&P PDR 1.2 **
Shade Chart Re-Order Code: PM0000028468, PM0000028469 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
382	1	322119106	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	
383	1	322119114	041554433753	FitMe MATTE+PORELESS PDR	Porcelain	110	
384	1	322119083	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
385	1	322119091	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	
386	1	322118972	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	
387	1	322112390	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	
388	1	322118980	041554433821	FitMe MATTE+PORELESS PDR	Natural Buff	230	
389	1	322112447	041554488340	FitMe MATTE+PORELESS PDR	Pure Beige	235	

Column: 7 - Row: 05 Notch: 38 Fixture Type: TRAYS Fixture Description: FM DEW+SMTH FNDTN 1.2 **
Shade Chart Re-Order Code: PM0000033857 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
390	1	322114457	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	
391	1	322114415	041554238655	FitMe DEW+SMTH FNDTN	Ivory	115	
392	1	322113516	041554238662	FitMe DEW+SMTH FNDTN	Clsc Ivory	120	
393	1	322112007	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125	
394	1	322111263	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130	
395	1	322114384	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge	210	
396	1	322114407	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220	
397	1	322114449	041554238723	FitMe DEW+SMTH FNDTN	Med Buff	225	

Column: 7 - Row: 06 Notch: 30 Fixture Type: TRAYS Fixture Description: FM LOOSE PDR 1.1 **
Shade Chart Re-Order Code: PM0000028443, PM0000028444 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000033858 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000457 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000006928

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 26

Row: 08

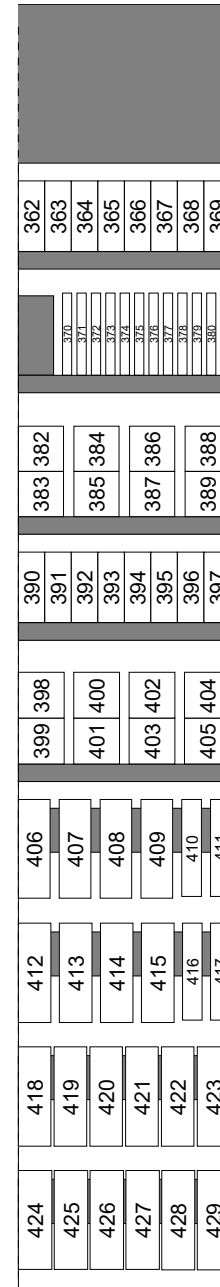
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
398	1	322114871	041554501995	FIT ME LOOSE POWDER	FAIR	05
399	1	322116920	041554502046	FIT ME LOOSE POWDER	MEDIUM	25
400	1	322116742	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10
401	1	322116807	041554503036	FIT ME LOOSE POWDER	MEDIUM DEEP	30
402	1	322116946	041554502022	FIT ME LOOSE POWDER	LIGHT	15
403	1	322116726	041554503043	FIT ME LOOSE POWDER	DEEP	35
404	1	322116938	041554502039	FIT ME LOOSE POWDER	LIGHT MEDIUM	20
405	1	322114889	041554503050	FIT ME LOOSE POWDER	DARK	40

Column: 7 - Row: 07 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 6HK TS BRW TINT PEN (DEMO) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000028370 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
406	1	322113710	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
407	1	322113744	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
408	1	322114148	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
409	1	322114295	041554547092	TATTOOSTUDIO BROW TINT PEN	Deep Brown	365	
410	1	322115233	041554544923	TATTOO STUDIO BROW GEL	BLONDE	250	
411	1	322116051	041554544930	TATTOO STUDIO BROW GEL	SOFT BROWN	255	

Column: 7 - Row: 08 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 6HK TS BRW POMADE (DEMO) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000029017 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
412	1	322210473	041554559736	TattooStudio Brow Pomade	Blonde	372	
413	1	322210512	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
414	1	322210538	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
415	1	322210520	041554559774	TattooStudio Brow Pomade	Deep Brown	380	
416	1	322115649	041554545005	TATTOO STUDIO BROW GEL	MEDIUM BROWN	257	
417	1	322116077	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	

Column: 7 - Row: 09 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 6HK 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: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
418	1	N/A	041554572292	BROW ULTRA SLIM	BLONDE	250	
419	1	N/A	041554572308	BROW ULTRA SLIM	SOFT BROWN	255	
420	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257	
421	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
422	1	N/A	041554572346	BROW ULTRA SLIM	BLACK BROWN	262	
423	1	N/A	041554578706	BROW FAST SCULPT	SOFT BROWN	255	

Column: 7 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK TTL TMPT BRW (DEMO) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000028369 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
424	1	322116598	041554545067	TEMPTATION BROW	BLONDE	300	
425	1	322116865	041554545074	TEMPTATION BROW	SOFT BROWN	305	
426	1	322117154	041554545081	TEMPTATION BROW	MEDIUM BROWN	310	
427	1	322116182	041554545098	TEMPTATION BROW	DEEP BROWN	315	
428	1	N/A	041554578720	BROW FAST SCULPT	MEDIUM BROWN	257	
429	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 26

Row: 08

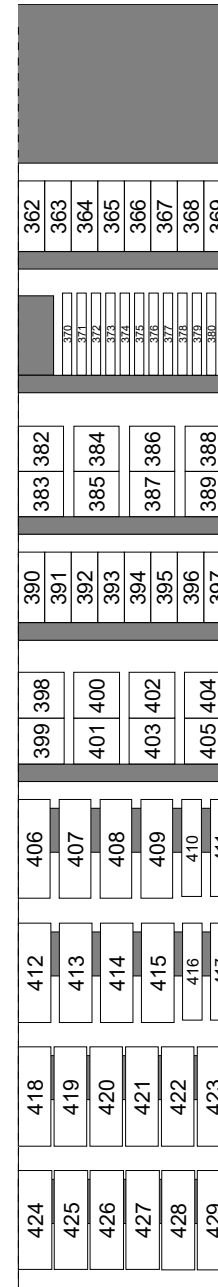
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021
MNYWAK1072ULH_NOPDQAA_IS21.psa

Column: 6 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: MNY LOGO HDR 3' LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000017628 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PL2000000037 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 8 - Row: 02 Notch: 19 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 2.3 **
Shade Chart Re-Order Code: PM0000033835 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
430	1	322119059	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
431	1	322111742	041554466461	FitMe MATTE+PORELESS FNDTN	TRUE BEIGE	222	
432	1	322114237	041554438178	FitMe MATTE+PORELESS FNDTN	Soft Tan	228	
433	1	322119067	041554433487	FitMe MATTE+PORELESS FNDTN	Ntrl Buff	230	
434	1	322114473	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	
435	1	322114392	041554438185	FitMe MATTE+PORELESS FNDTN	Rich Tan	238	
436	1	322114897	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
437	1	322111679	041554466478	FitMe MATTE+PORELESS FNDTN	NATURAL TAN	320	

Column: 8 - Row: 03 Notch: 12 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 3.3 **
Shade Chart Re-Order Code: PM0000033838 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
438	1	322119041	041554438192	FitMe MATTE+PORELESS FNDTN	Warm Honey	322	
439	1	322114431	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	
440	1	322111645	041554466485	FitMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332	
441	1	322111687	041554466492	FitMe MATTE+PORELESS FNDTN	CLASSIC TAN	335	
442	1	322111768	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
443	1	322111085	041554466515	FitMe MATTE+PORELESS FNDTN	CAPUCCINO	340	
444	1	322119025	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
445	1	322111726	041554466522	FitMe MATTE+PORELESS FNDTN	MOCHA	360	

Column: 8 - Row: 04 Notch: 4 Fixture Type: TRAYS Fixture Description: FM M&P PDR 2.2 **
Shade Chart Re-Order Code: PM0000028831, PM0000028832 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
446	1	322116564	041554553499	FitMe MATTE+PORELESS PDR	Classic Beige	245	
447	1	322118998	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310	
448	1	322116556	041554553505	FitMe MATTE+PORELESS PDR	Golden	312	
449	1	322112358	041554488357	FitMe MATTE+PORELESS PDR	Natural Tan	320	
450	1	322119075	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	
451	1	322116548	041554553512	FitMe MATTE+PORELESS PDR	Warm Sun	334	
452	1	322112374	041554488364	FitMe MATTE+PORELESS PDR	Mocha	360	
453	1	322116530	041554553529	FitMe MATTE+PORELESS PDR	Nutmeg	365	

Column: 8 - Row: 05 Notch: 38 Fixture Type: TRAYS Fixture Description: FM DEW+SMTH FNDTN 2.2 **
Shade Chart Re-Order Code: PM0000033856 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
454	1	322113566	041554238730	FitMe DEW+SMTH FNDTN	Nat Buff	230	
455	1	322113558	041554238747	FitMe DEW+SMTH FNDTN	Pure Bge	235	
456	1	322115592	041554339697	FitMe DEW+SMTH FNDTN	Gldn Bge	240	
457	1	322113590	041554238761	FitMe DEW+SMTH FNDTN	Sun Bge	310	
458	1	322114465	041554238778	FitMe DEW+SMTH FNDTN	Soft Honey	315	
459	1	322115607	041554400816	FitMe DEW+SMTH FNDTN	Toffee	330	
460	1	322113647	041554247152	FitMe DEW+SMTH FNDTN	Coconut	355	
461	1	322115584	041554339895	FitMe DEW+SMTH FNDTN	Mocha	360	

Column: 8 - Row: 06 Notch: 30 Fixture Type: TRAYS Fixture Description: FM BLUSH 1.1 **
Shade Chart Re-Order Code: PM0000028435, PM0000028436 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000033854 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000456 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000006928

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
462	1	322114790	041554503067	FIT ME BLUSH OPTIMIZATION	BUFF	10	
463	1	322116310	041554503135	FIT ME BLUSH OPTIMIZATION	CORAL	35	
464	1	322116302	041554503074	FIT ME BLUSH OPTIMIZATION	NUDE	15	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 23

Row: 08

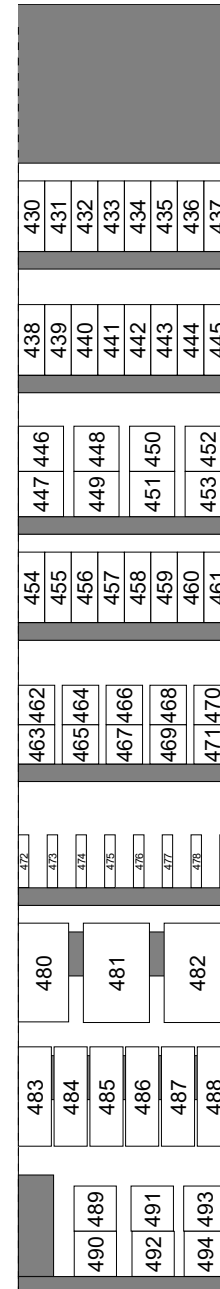
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 1



	490	492	494
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WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK1072ULH_NOPDQAA_IS21.psa

Column: 9 - Row: 01 Notch: 24 Fixture Type: HEADER LIT Fixture Description: IAR CNCLR HDR (BTY+PRODUCT) 2' LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037400 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PL2000000034 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 9 - Row: 02 Notch: 18 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
495	1	322113697	041554541397	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Porcelain	102	
496	1	322113875	041554541403	SUPERSTAY FULL COVERAGE FOUNDA...	Porcelain	110	
497	1	322113867	041554541410	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Ivory	112	
498	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDA...	Light Beige	118	
499	1	322113972	041554541427	SUPERSTAY FULL COVERAGE FOUNDA...	Classic Ivory	120	
500	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDA...	Nude Beige	125	
501	1	322111815	041554541434	SUPERSTAY FULL COVERAGE FOUNDA...	Warm Nude	128	
502	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDA...	Medium Beige	129	

Column: 9 - Row: 03 Notch: 12 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
503	1	322114910	041554541441	SUPERSTAY FULL COVERAGE FOUNDA...	Buff Beige	130	
504	1	322114944	041554541458	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Beige	220	
505	1	322114936	041554541465	SUPERSTAY FULL COVERAGE FOUNDA...	Sun Beige	310	
506	1	322114902	041554541472	SUPERSTAY FULL COVERAGE FOUNDA...	Golden	312	
507	1	322114245	041554541489	SUPERSTAY FULL COVERAGE FOUNDA...	Honey	320	
508	1	322110843	041554541496	SUPERSTAY FULL COVERAGE FOUNDA...	Toffee	330	
509	1	322113883	041554541519	SUPERSTAY FULL COVERAGE FOUNDA...	Coconut	355	
510	1	322113998	041554541533	SUPERSTAY FULL COVERAGE FOUNDA...	Mocha	360	

Column: 9 - Row: 04 Notch: 9 Fixture Type: HOOK BARS Fixture Description: 7HK SS UNDEREYE CNCLR HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000031545
 Graphic Re-Order Code: PM0000031541 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000488 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008952

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
511	1	N/A	041554574586	SUPER STAY CONCEALER	Ivory	05	
512	1	N/A	041554574593	SUPER STAY CONCEALER	Fair	10	
513	1	N/A	041554574609	SUPER STAY CONCEALER	Light	15	
514	1	N/A	041554574630	SUPER STAY CONCEALER	Medium	25	
515	1	N/A	041554574661	SUPER STAY CONCEALER	Tan	45	
516	1	N/A	041554574685	SUPER STAY CONCEALER	Deep Bronze	65	

Column: 9 - Row: 05 Notch: 37 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
517	1	322210211	041554562804	SUPERSTAY FULL COVERAGE POWDER	Fair Porcelain	102	
518	1	322210253	041554563368	SUPERSTAY FULL COVERAGE POWDER	Honey	320	
519	1	322210156	041554562835	SUPERSTAY FULL COVERAGE POWDER	Classic Ivory	120	
520	1	322210237	041554562880	SUPERSTAY FULL COVERAGE POWDER	Golden Caramel	332	
521	1	322210229	041554562866	SUPERSTAY FULL COVERAGE POWDER	Natural Beige	220	
522	1	322210198	041554562903	SUPERSTAY FULL COVERAGE POWDER	Coconut	355	
523	1	322210203	041554562873	SUPERSTAY FULL COVERAGE POWDER	Golden	312	
524	1	322210245	041554563375	SUPERSTAY FULL COVERAGE POWDER	Java	375	

Column: 9 - 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
525	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	Fair Porcelain	02	
526	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
527	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
528	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
529	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 9

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 23

Row: 08

Lower Notch: 15

Row: 09

Lower Notch: 8

Row: 10

Lower Notch: 1

495	496	497	498	499	500	501	502
503	504	505	506	507	508	509	510
511	512	513	514	515	516		
517	519	521	523				
518	520	522	524				
525	526	527	528	529	530		
531	532	533	534	535	536	537	538
539	540	541	542	544	545	546	
547	548	549	550	551	552	553	554
555	556	557	558	559	560		

NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK1072ULH_NOPDQAA_IS21.psa

Column: 9 - Row: 01 Notch: 24 Fixture Type: HEADER LIT Fixture Description: IAR CNCLR HDR (BTY+PRODUCT) 2' LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037400 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PL2000000034 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 10 - Row: 02 Notch: 21 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
561	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	
562	1	322117421	041554546781	IAR Eraser Concealer	Ivory	100	
563	1	322115958	041554259247	IAR Eraser Concealer	Fair	10	
564	1	322116001	041554259254	IAR Eraser Concealer	Light	20	
565	1	322115990	041554259261	IAR Eraser Concealer	Medium	30	
566	1	322115982	041554259278	IAR Eraser Concealer	Honey	40	

Column: 10 - Row: 03 Notch: 14 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
567	1	322117413	041554546804	IAR Eraser Concealer	Golden	142	
568	1	322117405	041554546811	IAR Eraser Concealer	Caramel	144	
569	1	322117382	041554546859	IAR Eraser Concealer	Hazelnut	148	
570	1	N/A	041554567533	IAR Eraser Concealer	Deep Bronze	149	
571	1	322115974	041554267198	IAR Eraser Concealer	Neutralizer	50	
572	1	322115966	041554267204	IAR Eraser Concealer	Brightener	60	

Column: 10 - Row: 04 Notch: 4 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
573	1	322111328	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	PM0000004171
574	1	322111336	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	PM0000004172
575	1	322111344	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	PM0000004173
576	1	322111352	041554220094	IAR ERASER FOUNDATION	Nude	190	PM0000004174
577	1	322111394	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	PM0000004195
578	1	322111409	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220	PM0000004175
579	1	322111417	041554220124	IAR ERASER FOUNDATION	Pure Beige	250	PM0000004176
580	1	322111467	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	PM0000004179

Column: 10 - Row: 05 Notch: 37 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
581	1	N/A	041554587043	DREAM FRESH BB CRM	LIGHT	100	
582	1	322110429	041554282634	DREAM FRESH BB CRM	Light Medium	110	
583	1	322110487	041554282641	DREAM FRESH BB CRM	Medium	120	
584	1	322110665	041554282658	DREAM FRESH BB CRM	Medium/Deep	130	
585	1	N/A	041554587050	DREAM FRESH BB CRM	DEEP	140	

Column: 10 - Row: 06 Notch: 31 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
586	1	N/A	041554587067	DREAM PURE BB	LIGHT	100	
587	1	322117861	041554349542	DREAM PURE BB	Light/Medium	110	
588	1	322117879	041554349573	DREAM PURE BB	Medium	120	
589	1	322117887	041554349719	DREAM PURE BB	Medium/Deep	130	
590	1	N/A	041554587074	DREAM PURE BB	DEEP	140	

Column: 10 - Row: 07 Notch: 23 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: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 23

Row: 08

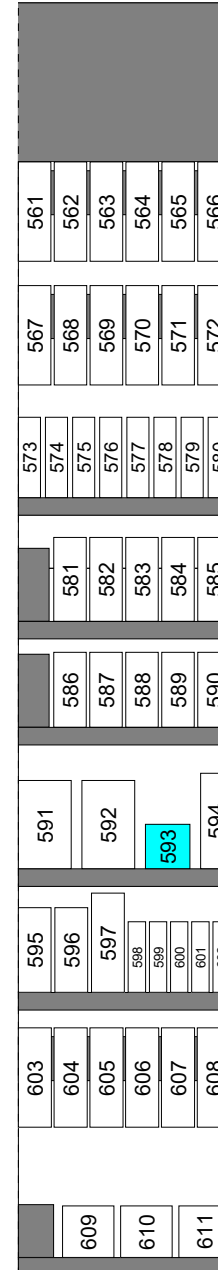
Lower Notch: 16

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
591	1	322119342	041554455595	FACE STUDIO MASTER CONTOUR	LIGHT TO MEDIUM	10
592	1	322119350	041554455601	FACE STUDIO MASTER CONTOUR	MEDIUM TO DEEP	20
593	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10
594	1	N/A	041554562927	MASTER FIX SETTING SPRAY	Lasting Fix Set Spray	00

Column: 10 - Row: 08 Notch: 16 Fixture Type: TRAYS Fixture Description: FS MSTR PRIME+CNCLR 1.1 **
 Shade Chart Re-Order Code: PM0000028493, PM0000028494 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000028659 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000384 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000013507

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
595	1	322117829	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	PM0000013800
596	1	322117837	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	PM0000013802
597	1	322113493	041554551792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
598	1	322118744	041554431902	FACE STUDIO MASTER CONCEAL	Fair	10	
599	1	322118778	041554431919	FACE STUDIO MASTER CONCEAL	Light	20	
600	1	322118786	041554431926	FACE STUDIO MASTER CONCEAL	Light/Medium	30	
601	1	322118760	041554431933	FACE STUDIO MASTER CONCEAL	Medium	40	
602	1	322118752	041554431940	FACE STUDIO MASTER CONCEAL	Medium/Deep	50	

Column: 10 - Row: 09 Notch: 12 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
603	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
604	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
605	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
606	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
607	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
608	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	

Column: 10 - Row: 10 Notch: 1 Fixture Type: TRAYS Fixture Description: FS CITY BRONZE 1.1 UT **
 Shade Chart Re-Order Code: PM0000028816 SS Graphic Re-Order Code: PM0000036948
 Graphic Re-Order Code: PM0000028818 SS Holder Re-Order Code: PM0000027619
 TRAYS Re-Order Code: PL2000000463 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
609	1	322210261	041554562958	FACE STUDIO CITY BRONZER	100	100	
610	1	322210279	041554562965	FACE STUDIO CITY BRONZER	200	200	
611	1	322210287	041554562972	FACE STUDIO CITY BRONZER	300	300	

Row: 01							Lower Notch: 24
Row: 02	561	562	563	564	565	566	Lower Notch: 21
Row: 03	567	568	569	570	571	572	Lower Notch: 14
Row: 04	573	574	575	576	577	578	Lower Notch: 4
Row: 05	581	582	583	584	585		Lower Notch: 37
Row: 06	586	587	588	589	590		Lower Notch: 31
Row: 07	591	592	593	594			Lower Notch: 23
Row: 08	595	596	597	598	599	600	Lower Notch: 16
Row: 09	603	604	605	606	607	608	Lower Notch: 12
Row: 10	609	610	611				Lower Notch: 1

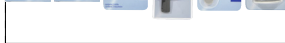
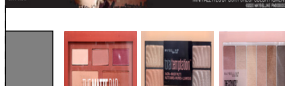
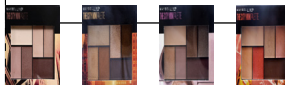


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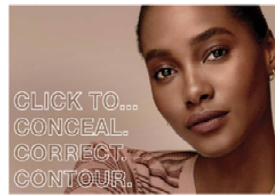
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SMOOTHING FOUNDATION



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