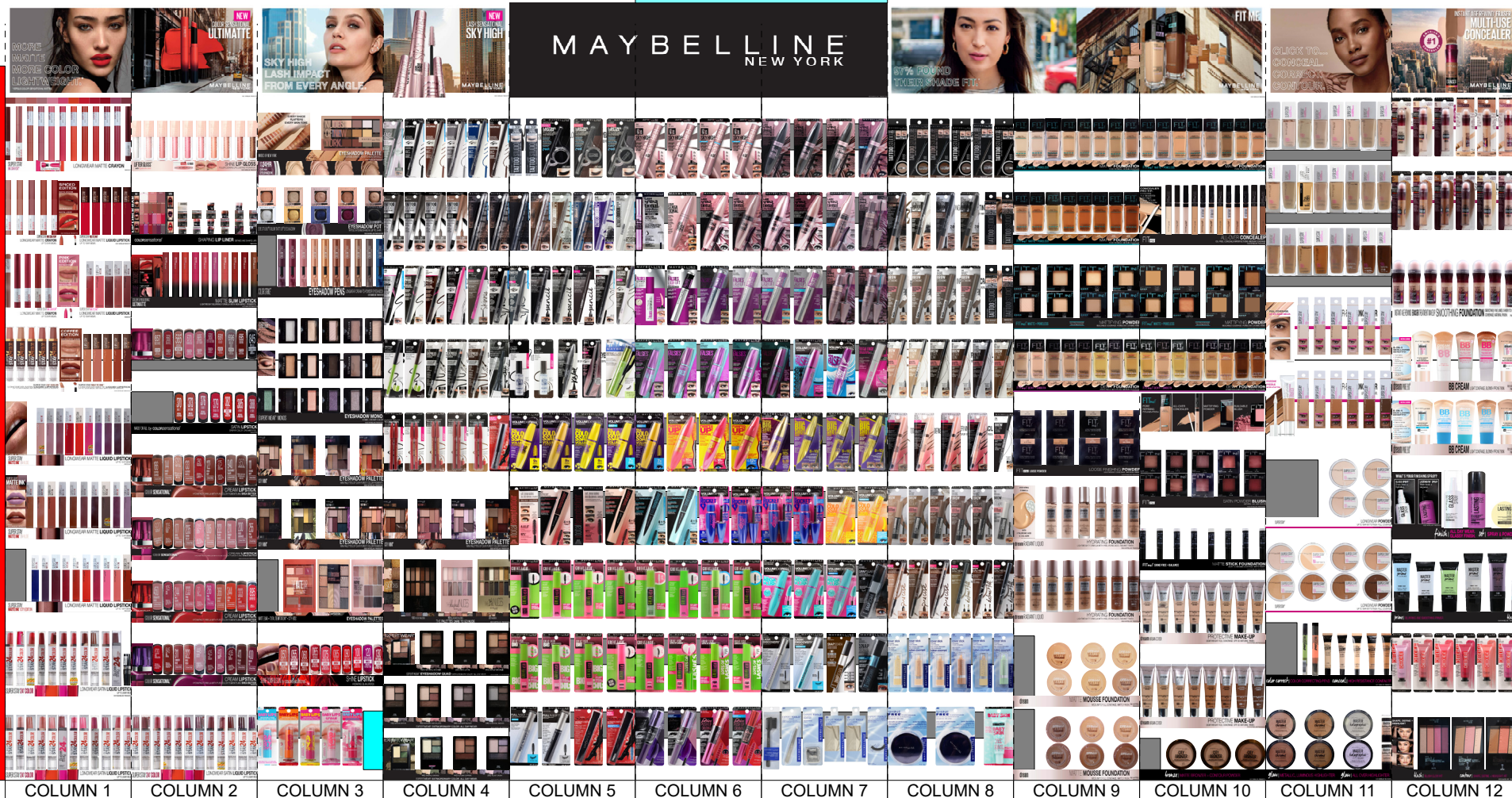


BACK PANELS 40+30=70"
MERCHANDISE SPACE=72"



WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK1272ULH_NOPDQ_IS21.psa

Column: 1 - Row: 01 Notch: 26 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: 19 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: 12 Fixture Type: TRAYS Fixture Description: SS SPICED ED 1.1 **
Shade Chart Re-Order Code: PM0000037091 SS Graphic Re-Order Code: PM0000037103
Graphic Re-Order Code: PM0000037100 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	041554587876	Superstay Ink Crayon Spiced Up	TALK THE TALK	95	
14	1	N/A	041554587869	Superstay Ink Crayon Spiced Up	REACH HIGH	100	
15	1	N/A	041554587852	Superstay Ink Crayon Spiced Up	ON THE GRIND	105	
16	1	N/A	041554587845	Superstay Ink Crayon Spiced Up	RISE TO THE TOP	110	
17	1	N/A	041554587838	Superstay Ink Crayon Spiced Up	KNOW NO LIMITS	115	
18	1	N/A	041554589481	Superstay Matte Ink Spiced Up	INDIVIDUALIST	320	
19	1	N/A	041554589498	Superstay Matte Ink Spiced Up	SHOT CALLER	325	
20	1	N/A	041554589504	Superstay Matte Ink Spiced Up	INNOVATOR	330	
21	1	N/A	041554589511	Superstay Matte Ink Spiced Up	HUSTLER	335	
22	1	N/A	041554589528	Superstay Matte Ink Spiced Up	EXHILARATOR	340	

Column: 1 - Row: 04 Notch: 5 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
23	1	N/A	041554558760	INK CRAYON PINK EDITION	TRUST YOUR GUT	10	
24	1	N/A	041554577884	INK CRAYON PINK EDITION	SPEAK YOUR MIND	75	
25	1	N/A	041554581522	INK CRAYON PINK EDITION	RUN THE WORLD	80	
26	1	N/A	041554581539	INK CRAYON PINK EDITION	CHANGE IS GOOD	85	
27	1	N/A	041554577877	INK CRAYON PINK EDITION	KEEP IT FUN	90	
28	1	N/A	041554577853	MATTE INK PINK EDITION	PATHFINDER	150	
29	1	N/A	041554577860	MATTE INK PINK EDITION	SAVANT	155	
30	1	N/A	041554577822	MATTE INK PINK EDITION	MOVER	160	
31	1	N/A	041554577839	MATTE INK PINK EDITION	RINGLEADER	175	
32	1	N/A	041554577846	MATTE INK PINK EDITION	REVOLUTIONARY	180	

Column: 1 - Row: 05 Notch: 38 Fixture Type: TRAYS Fixture Description: SS COFFEE EDITION 1.1 **
Shade Chart Re-Order Code: PM0000036171 SS Graphic Re-Order Code: PM0000036182
Graphic Re-Order Code: PM0000036186 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
33	1	N/A	041554586305	SUPER STAY 24 COFFEE	CARAMEL CRUSH	320	
34	1	N/A	041554586312	SUPER STAY 24 COFFEE	CHAI ONCE MORE	325	
35	1	N/A	041554586299	SUPER STAY 24 COFFEE	HUSHED HAZELNUT	330	
36	1	N/A	041554586282	SUPER STAY 24 COFFEE	MOCHA CHOCO-LATTE	335	
37	1	N/A	041554586268	SUPER STAY 24 COFFEE	MOCHA MOVES	340	
38	1	N/A	041554581904	SUPER STAY MATTE INK COFFEE	CHAI GENIUS	255	
39	1	N/A	041554581911	SUPER STAY MATTE INK COFFEE	HAZELNUT HYPNOTIZER	260	
40	1	N/A	041554581935	SUPER STAY MATTE INK COFFEE	CARAMEL COLLECTOR	265	
41	1	N/A	041554581942	SUPER STAY MATTE INK COFFEE	COCOA CONNOISSEUR	270	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 24

Row: 08

Lower Notch: 17

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 1

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
42	1	N/A	041554581959	SUPER STAY MATTE INK COFFEE	MOCHA INVENTOR	275

Column: 1 - Row: 06 Notch: 31 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
43	1	322112031	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
44	1	322112382	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
45	1	322112609	041554496918	SUPERSTAY MATTE INK	LOVER	15	
46	1	322112471	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
47	1	322113338	041554496932	SUPERSTAY MATTE INK	HEROINE	25	
48	1	322112772	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
49	1	322113451	041554496956	SUPERSTAY MATTE INK	CREATOR	35	
50	1	322113443	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
51	1	322113540	041554496970	SUPERSTAY MATTE INK	ESCAPIST	45	
52	1	322113485	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	

Column: 1 - Row: 07 Notch: 24 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
53	1	322112243	041554543698	SUPERSTAY MATTE INK	DRIVER	55	
54	1	322113100	041554543681	SUPERSTAY MATTE INK	POET	60	
55	1	322112081	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
56	1	322112112	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	
57	1	322112641	041554543674	SUPERSTAY MATTE INK	FIGHTER	75	
58	1	322113215	041554543643	SUPERSTAY MATTE INK	RULER	80	
59	1	322113419	041554543667	SUPERSTAY MATTE INK	PROTECTOR	85	
60	1	322112015	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90	
61	1	322112227	041554543704	SUPERSTAY MATTE INK	VISIONARY	95	
62	1	322112219	041554543728	SUPERSTAY MATTE INK	PHILOSOPHER	100	

Column: 1 - Row: 08			Notch: 17		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		
63	1	322210318	041554554458	SUPERSTAY MATTE INK CITY EDITION	EXPLORER	105			
64	1	322210376	041554554465	SUPERSTAY MATTE INK CITY EDITION	ORIGINATOR	110			
65	1	322210384	041554554540	SUPERSTAY MATTE INK CITY EDITION	COMPOSER	112			
66	1	322210342	041554554472	SUPERSTAY MATTE INK CITY EDITION	FOUNDER	115			
67	1	322210368	041554554526	SUPERSTAY MATTE INK CITY EDITION	GROUND-BREAKER	117			
68	1	322210334	041554554533	SUPERSTAY MATTE INK CITY EDITION	DANCER	118			
69	1	322210350	041554554489	SUPERSTAY MATTE INK CITY EDITION	ARTIST	120			
70	1	322210326	041554554496	SUPERSTAY MATTE INK CITY EDITION	INSPIRER	125			
71	1	322210300	041554554502	SUPERSTAY MATTE INK CITY EDITION	SELF-STARTER	130			
72	1	322210295	041554554519	SUPERSTAY MATTE INK CITY EDITION	GLOBETROTTER	135			

Column: 1 - Row: 09		Notch: 9	Fixture Type: TRAYS		Fixture Description: SS 24HR PANTONE 2.4 **		
Shade Chart Re-Order Code: PM0000034453				SS Graphic Re-Order Code:			
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
73	1	3222113435	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	PM0000006117
74	1	N/A	041554558876	SuperStay 24 Smile Brightners	Crisp Magenta	305	
75	1	3222114091	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	PM0000006120
76	1	3222117196	041554494969	SUPERSTAY SUPER IMPACT	ETERNAL CHERRY	200	PM0000023449
77	1	N/A	041554558890	SuperStay 24 Smile Brightners	Optic Ruby	310	
78	1	322212918	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	PM0000006118
79	1	3222113299	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	PM0000006116
80	1	3222113029	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	PM0000006080
81	1	3222112162	041554552041	SUPERSTAY 24 EXTENSION	ENDLESS EXPRESSO	275	
82	1	3222113087	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	PM0000006136
83	1	3222112675	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	PM0000006142
84	1	3222117099	041554494891	SUPERSTAY ERASER	SUPERSTAY ERASER	00	PM0000023453

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 24

Row: 08

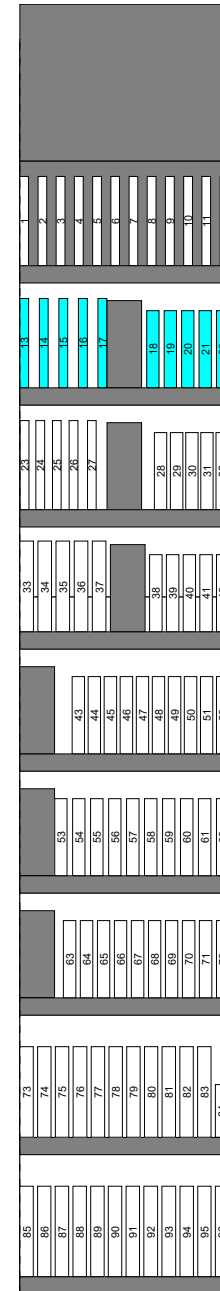
Lower Notch: 17

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 1



WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

Column: 1 - Row: 10		Notch: 1	Fixture Type: TRAYS	Fixture Description: SS 24HR PANTONE 3.4 **			
Shade Chart Re-Order Code: PM0000034454		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000031083		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
85	1	322111807	041554544589	SUPERSTAY 24 EXTENSION	ABSOLUTE TAUPE	230	
86	1	322116158	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	PM0000010808
87	1	322110990	041554544602	SUPERSTAY 24 EXTENSION	LOADED LATTE	235	
88	1	322114067	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	PM0000006143
89	1	322111302	041554544619	SUPERSTAY 24 EXTENSION	ALL NIGHT APRICOT	240	
90	1	322113095	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	PM0000006135
91	1	322114122	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	PM0000006134
92	1	322112617	041554494945	SUPERSTAY SUPER IMPACT	PINK GOES ON	215	PM0000023447
93	1	322116831	041554494983	SUPERSTAY SUPER IMPACT	24/7 FUSCHIA	220	PM0000023451
94	1	322111865	041554551082	SUPERSTAY 24 EXTENSION	STAY SCARLET	250	
95	1	322113273	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	PM0000006133
96	1	322113061	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 24

Row: 08

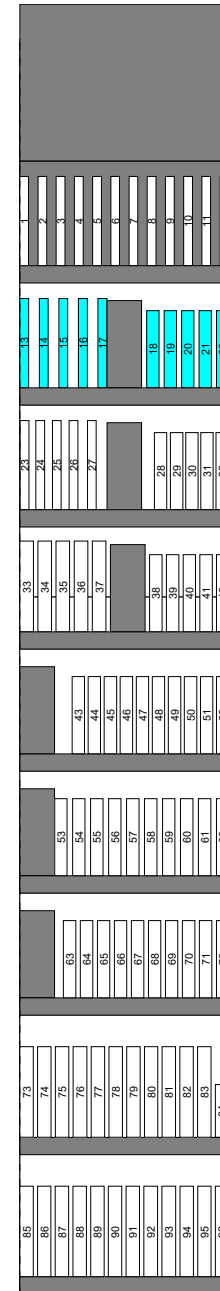
Lower Notch: 17

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021
MNYWAK1272ULH_NOPDQ_IS21.psa

Column: 1 - Row: 01 Notch: 26 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: 19 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
97	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
98	1	N/A	041554583861	LIFTER GLOSS	Ice	002	
99	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
100	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
101	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
102	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
103	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
104	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
105	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
106	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 2 - Row: 03 Notch: 12 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
107	1	322119431	041554486032	COLOR SENSATIONAL MECHANICAL LIN...	CLEAR	100	
108	1	322119457	041554486049	COLOR SENSATIONAL MECHANICAL LIN...	NUDE WHISPER	105	
109	1	322119481	041554486094	COLOR SENSATIONAL MECHANICAL LIN...	DUSTY ROSE	130	
110	1	322119520	041554486131	COLOR SENSATIONAL MECHANICAL LIN...	BRICK RED	150	
111	1	322119449	041554486056	COLOR SENSATIONAL MECHANICAL LIN...	PURELY NUDE	110	
112	1	322114376	041554549287	Color Sensational Shaping Lip Liner	Almond Rose	132	
113	1	322119554	041554486148	COLOR SENSATIONAL MECHANICAL LIN...	WILD VIOLETS	155	
114	1	322114368	041554549300	Color Sensational Shaping Lip Liner	Beige Babe	102	
115	1	322119473	041554486063	COLOR SENSATIONAL MECHANICAL LIN...	TOTALLY TOFFEE	115	
116	1	322114821	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
117	1	322114863	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
118	1	322114651	041554549355	Color Sensational Shaping Lip Liner	Raw Chocolate	118	
119	1	322119465	041554486100	COLOR SENSATIONAL MECHANICAL LIN...	PALEST PINK	135	
120	1	322119546	041554492859	COLOR SENSATIONAL MECHANICAL LIN...	RICH WINE	160	
121	1	322114847	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
122	1	322119499	041554486070	COLOR SENSATIONAL MECHANICAL LIN...	RICH CHOCOLATE	120	
123	1	322119512	041554486117	COLOR SENSATIONAL MECHANICAL LIN...	PINK CORAL	140	
124	1	322119504	041554492866	COLOR SENSATIONAL MECHANICAL LIN...	PLUM PASSION	165	
125	1	322113320	041554486087	COLOR SENSATIONAL MECHANICAL LIN...	MAGNETIC MAUVE	125	
126	1	322119538	041554486124	COLOR SENSATIONAL MECHANICAL LIN...	VERY CHERRY	145	
127	1	322115623	041554549317	Color Sensational Shaping Lip Liner	Concrete Jungle	170	

Column: 2 - Row: 04 Notch: 6 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
128	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
129	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
130	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
131	1	N/A	041554582291	Color Sensational Ultimatte	More Magenta	399	
132	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
133	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	
134	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
135	1	N/A	041554582307	Color Sensational Ultimatte	More Taupe	799	
136	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
137	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 2 - Row: 05 Notch: 40 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: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 28

Row: 08

Lower Notch: 22

Row: 09

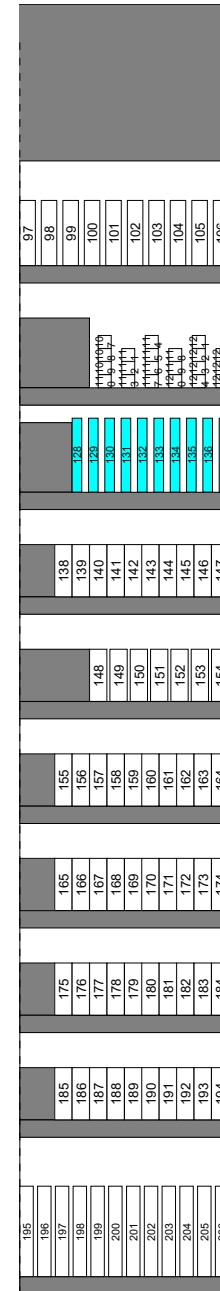
Lower Notch: 16

Row: 10

Lower Notch: 10

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021							
138	1	322118142	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	PM0000014866
139	1	322118875	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	PM0000013399
140	1	322114601	041554496574	COLOR SEN THE MATTES	ALMOND ROSE	565	PM0000020654
141	1	322118859	041554429916	COLOR SEN THE MATTES	Ravishing Rose	670	PM0000013401
142	1	322114708	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	PM0000013400
143	1	322118833	041554429930	COLOR SEN THE MATTES	Mesmerizing Magenta	680	PM0000013403
144	1	322118134	041554453638	COLOR SEN THE MATTES	Rich Ruby	691	PM0000014865
145	1	322118168	041554453690	COLOR SEN THE MATTES	Burgundy Blush	696	PM0000014871
146	1	322118817	041554429961	COLOR SEN THE MATTES	Divine Wine	695	PM0000013406
147	1	322111938	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	PM0000018204

Column: 2 - Row: 06 Notch: 34 Fixture Type: TRAYS Fixture Description: CS MADE FOR ALL 1.1 **							
Shade Chart Re-Order Code: PM0000028753				SS Graphic Re-Order Code: PM0000028754			
Graphic Re-Order 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
148	1	322210570	041554564839	CS MADE FOR YOU	SPICE FOR ME	370	
149	1	322210596	041554564815	CS MADE FOR YOU	MAUVE FOR ME	373	
150	1	322210619	041554566772	CS MADE FOR YOU	PINK FOR ME	376	
151	1	322210601	041554564860	CS MADE FOR YOU	FUCHSIA FOR ME	379	
152	1	322210635	041554564846	CS MADE FOR YOU	RED FOR ME	382	
153	1	322210627	041554564853	CS MADE FOR YOU	RUBY FOR ME	385	
154	1	322210588	041554564877	CS MADE FOR YOU	PLUM FOR ME	388	

Column: 2 - Row: 07 Notch: 28 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
155	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
156	1	N/A	041554578324	COLOR SEN LIPSTICK	NAKED DARE	144	
157	1	322117366	041554408492	COLOR SEN BUFFS	TRUFFLE TEASE	930	PM0000011891
158	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
159	1	322113477	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	PM0000007184
160	1	N/A	041554578331	COLOR SEN LIPSTICK	BRICK BEAT	122	
161	1	322110770	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	PM0000006187
162	1	322116899	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	PM0000011893
163	1	322116904	041554408577	COLOR SEN BUFFS	UNTAINTED SPICE	950	PM0000011895
164	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	

Column: 2 - Row: 08 Notch: 22 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
165	1	322117285	041554408546	COLOR SEN BUFFS	NUDE LUST	920	PM0000011889
166	1	322110291	041554198560	COLOR SEN LIPSTICK	Nearly There	205	PM0000006180
167	1	N/A	041554578355	COLOR SEN LIPSTICK	BARE REVEAL	177	
168	1	322110453	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	PM0000006183
169	1	322110526	041554198232	COLOR SEN LIPSTICK	Born With It	15	PM0000006169
170	1	322110518	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
171	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
172	1	N/A	041554578263	COLOR SEN LIPSTICK	ROSEY RISK	211	
173	1	N/A	041554578256	COLOR SEN LIPSTICK	ROSE EMBRACE	200	
174	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	

Column: 2 - Row: 09 Notch: 16 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
175	1	322119415	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	PM0000016238
176	1	322110623	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	PM0000006175
177	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
178	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
179	1	322112845	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	PM0000006081
180	1	N/A	041554578270	COLOR SEN LIPSTICK	PINK THRILL	266	
181	1	N/A	041554578379	COLOR SEN LIPSTICK	SUNSET SPARK	366	
182	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
183	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	
184	1	322114693	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	PM0000009774

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 28

Row: 08

Lower Notch: 22

Row: 09

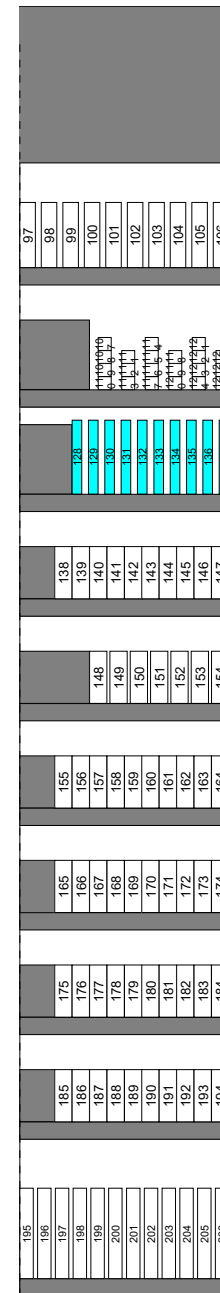
Lower Notch: 16

Row: 10

Lower Notch: 10

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

Column: 2 - Row: 10				Notch: 10	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	
185	1	322112722	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	PM0000006148	
186	1	322111043	041554198553	COLOR SEN LIPSTICK	Red Revival	645	PM0000006209	
187	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311		
188	1	N/A	041554578393	COLOR SEN LIPSTICK	WINE RUSH	322		
189	1	322110924	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	PM0000006200	
190	1	322110908	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	PM0000006198	
191	1	322112439	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	PM0000009174	
192	1	322110916	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	PM0000006199	
193	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411		
194	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400		

Column: 2 - Row: 11			Notch: 1	Fixture Type: TRAYS	Fixture Description: SS 24HR PANTONE 4.4 **		
Shade Chart Re-Order Code: PM0000034455				SS Graphic Re-Order Code:			
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
195	1	322112188	041554551075	SUPERSTAY 24 EXTENSION	FIRMLY MAUVE	245	
196	1	N/A	041554558883	SuperStay 24 Smile Brightners	Frosted Mauve	300	
197	1	322112667	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	PM0000006122
198	1	322113778	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	PM0000006129
199	1	322112926	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	PM0000006124
200	1	322111988	041554551990	SUPERSTAY 24 EXTENSION	RELENTLESS RUBY	255	
201	1	N/A	041554558906	SuperStay 24 Smile Brightners	Frozen Rose	315	
202	1	322113037	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	PM0000006123
203	1	322113053	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	PM0000006137
204	1	322112120	041554552027	SUPERSTAY 24 EXTENSION	MERLOT ARMOUR	265	
205	1	322112154	041554552034	SUPERSTAY 24 EXTENSION	EXTREME AUBERGINE	270	
206	1	322112170	041554552010	SUPERSTAY 24 EXTENSION	BOUNDLESS BERRY	260	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 28

Row: 08

Lower Notch: 22

Row: 09

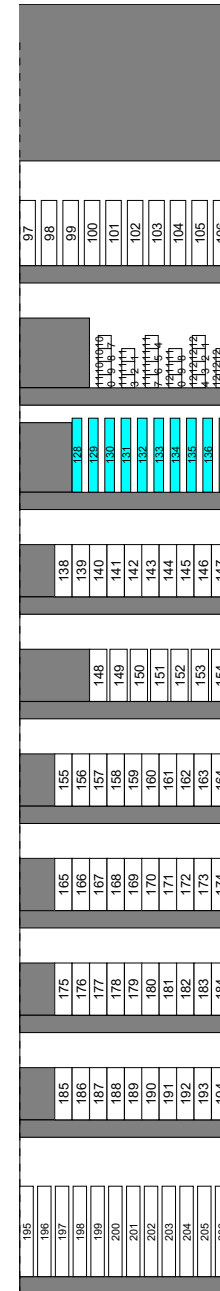
Lower Notch: 16

Row: 10

Lower Notch: 10

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK1272ULH_NOPDQ_IS21.psa

Column: 3 - Row: 01 Notch: 26 Fixture Type: HEADER LIT Fixture Description: LASH SEN SKY HIGH HDR (BTY+PRODUCT) 2' LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037401 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PL2000000034 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 3 - Row: 02 Notch: 20 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
207	1	N/A	041554578768	NUDES OF NEW YORK	NUDES OF NEW YORK	01	

Column: 3 - Row: 03 Notch: 13 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
208	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
209	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
210	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
211	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
212	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
213	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
214	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
215	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
216	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
217	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

Column: 3 - Row: 04 Notch: 7 Fixture Type: TRAYS Fixture Description: COLOR STRIKE SHDW PEN 1.1 **
 Shade Chart Re-Order Code: PM0000036174 SS Graphic Re-Order Code: PM0000036177
 Graphic Re-Order Code: PM0000036183 SS Holder Re-Order Code: PM0000019278
 TRAYS Re-Order Code: PL2000000435 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000015041

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
218	1	N/A	041554584073	COLOR STRIKE EYESHADOW PEN	CRAVE	10	
219	1	N/A	041554584080	COLOR STRIKE EYESHADOW PEN	TEMPT	15	
220	1	N/A	041554584097	COLOR STRIKE EYESHADOW PEN	CHARM	20	
221	1	N/A	041554584103	COLOR STRIKE EYESHADOW PEN	SPARK	30	
222	1	N/A	041554584110	COLOR STRIKE EYESHADOW PEN	FLASH	35	
223	1	N/A	041554584127	COLOR STRIKE EYESHADOW PEN	RALLY	40	
224	1	N/A	041554584134	COLOR STRIKE EYESHADOW PEN	CHASE	45	
225	1	N/A	041554584141	COLOR STRIKE EYESHADOW PEN	HUSTLE	50	
226	1	N/A	041554584158	COLOR STRIKE EYESHADOW PEN	FLARE	55	
227	1	N/A	041554584165	COLOR STRIKE EYESHADOW PEN	ACE	65	

Column: 3 - Row: 05 Notch: 35 Fixture Type: TRAYS Fixture Description: EW MONOS 1.1 (3TIER) **
 Shade Chart Re-Order Code: PM0000028842, PM0000028843, PM0000028844 SS Graphic Re-Order Code: PM0000033871, PM0000033872
 Graphic Re-Order Code: PM0000033870 SS Holder Re-Order Code: PM0000027726
 TRAYS Re-Order Code: PL2000000441 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
228	1	322115461	041554490824	New Expertwear Monos	Forest Green	80S	
229	1	322115102	041554492644	New Expertwear Monos	Vanilla	100S	
230	1	322115136	041554490794	New Expertwear Monos	The Glo Down	60S	
231	1	322115576	041554492651	New Expertwear Monos	Night Sky	110S	
232	1	322115453	041554490749	New Expertwear Monos	Soft Pearl	10S	
233	1	322112340	041554552218	New Expertwear Monos	Bold Beige	210S	
234	1	322112984	041554552201	New Expertwear Monos	Dusty Rose	200S	
235	1	322115479	041554490763	New Expertwear Monos	Seashell	30S	
236	1	322115542	041554492682	New Expertwear Monos	Made for Mocha	140S	
237	1	322115518	041554492712	New Expertwear Monos	Humdrum Plum	170S	
238	1	322115152	041554490770	New Expertwear Monos	Nude Glow	40S	
239	1	322115128	041554490800	New Expertwear Monos	Cool Cocoa	70S	
240	1	322115144	041554490787	New Expertwear Monos	Tastefully Taupe	50S	
241	1	322115487	041554490756	New Expertwear Monos	Linen	20S	
242	1	322113184	041554552225	New Expertwear Monos	Royal Nude	220S	
243	1	322116417	041554552232	New Expertwear Monos	Sterling Greige	230S	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 20

Row: 03

Lower Notch: 13

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 35

Row: 06

Lower Notch: 29

Row: 07

Lower Notch: 23

Row: 08

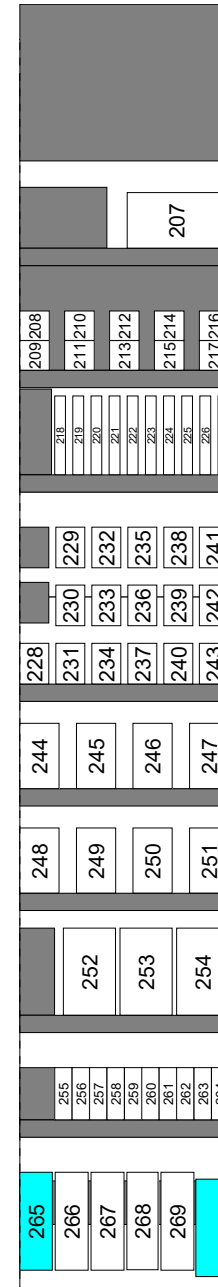
Lower Notch: 16

Row: 09

Lower Notch: 10

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

Column: 3 - Row: 06				Notch: 29	Fixture Type: TRAYS	Fixture Description: CITY MINI PALETTES 1.3 **		
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
244	1	3221149818	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN		480	
245	1	322115665	041554499742	CITY MINI PALETTES	Rooftop Bronzes		400	
246	1	322115348	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals		410	
247	1	322115770	041554499766	CITY MINI PALETTES	Downtown Sunrise		430	

Column: 3 - Row: 07 Notch: 23 Fixture Type: TRAYS				Fixture Description: CITY MINI PALETTES 2.3 **			
Shade Chart Re-Order Code: PM0000036946				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
248	1	322115356	041554540758	CITY MINI PALETTES	Gramercy Decadence	460	
249	1	322115615	041554499773	CITY MINI PALETTES	Urban Jungle	420	
250	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	
251	1	N/A	041554563313	CITY MINI PALETTES	Cocoa City	550	

Column: 3 - Row: 08			Notch: 16		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	
252	1	N/A	041554563290	The Matte Bar Eyeshadow Palette	The Matte Bar	300		
253	1	322210017	041554545043	Total Temptation Eye + Highlight Palette	Total Temptation Eye + Hig...	140		
254	1	322210059	041554545869	The City Kits	Kit #2 Pink Edge	160		

Column: 3 - Row: 09			Notch: 10		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		
255	1	322117463	041554549270	Color Sensational Shine Compulsion	Baddest Beige	050			
256	1	322117489	041554549140	Color Sensational Shine Compulsion	Taupe Seduction	055			
257	1	322117544	041554549133	Color Sensational Shine Compulsion	Chocolate Lust	060			
258	1	322117471	041554549263	Color Sensational Shine Compulsion	Spicy Mauve	065			
259	1	322117528	041554549225	Color Sensational Shine Compulsion	Undressed Pink	075			
260	1	322117502	041554549249	Color Sensational Shine Compulsion	Pink Fetish	085			
261	1	322117510	041554549232	Color Sensational Shine Compulsion	Scarlet Flame	090			
262	1	322117536	041554549164	Color Sensational Shine Compulsion	Magenta Affair	100			
263	1	322117455	041554549089	Color Sensational Shine Compulsion	Berry Blackmail	120			
264	1	322117497	041554549256	Color Sensational Shine Compulsion	Spicy Sangria	130			

Column: 3 - 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		
265	1	N/A	041554586404	Baby Lips Quenched	Quenched	005			
266	1	322181292	041554264548	BABY LIPS	CHERRY ME	15			
267	1	322181276	041554264562	BABY LIPS	PINK PUNCH	25			
268	1	322181519	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140			
269	1	322180076	041554483123	BABY LIPS	MY PINK	01			

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 20

Row: 03

Lower Notch: 13

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 35

Row: 06

Lower Notch: 29

Row: 07

Lower Notch: 23

Row: 08

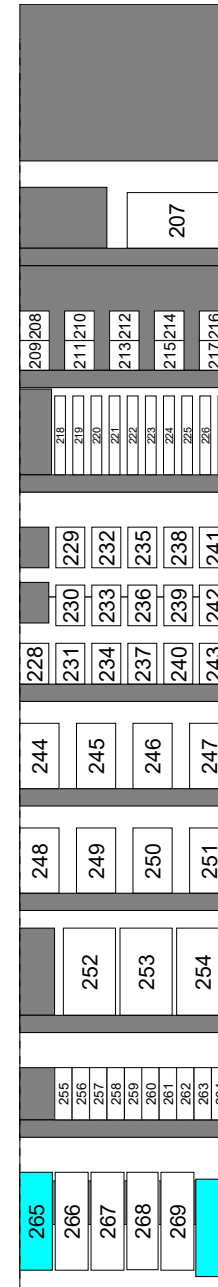
Lower Notch: 16

Row: 09

Lower Notch: 10

Row: 10

Lower Notch: 5



WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK1272ULH_NOPDQ_IS21.psa

Column: 3 - Row: 01 Notch: 26 Fixture Type: HEADER LIT Fixture Description: LASH SEN SKY HIGH HDR (BTY+PRODUCT) 2' LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037401 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PL2000000034 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
270	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800	
271	1	322182816	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
272	1	322182824	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	
273	1	322182832	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
274	1	322182840	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
275	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
276	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BLACK	10	
277	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BLACK	10	
278	1	N/A	041554588934	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY GREY	20	
279	1	N/A	041554588927	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BROWN	40	
280	1	322210392	041554563337	TATTOO STUDIO LINER	DEEP ONYX	900	
281	1	322210392	041554563337	TATTOO STUDIO LINER	DEEP ONYX	900	

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
282	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
283	1	322113891	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110	
284	1	322113689	041554549454	EYE STUDIO MASTER PREC ALL DAY	FOREST BROWN	111	
285	1	322119392	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
286	1	322119407	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
287	1	322115788	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	

Column: 4 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 6HK LINE EXPRESS (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000032251 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
288	1	322183448	041554009071	DEFINE A LINE	Ebony Black	1	
289	1	322183422	041554009095	DEFINE A LINE	Brownish Black	3	
290	1	N/A	041554572476	LINE EXPRESS	EBONY BLACK	01	
291	1	N/A	041554572483	LINE EXPRESS	SOFT BLACK	02	
292	1	N/A	041554572490	LINE EXPRESS	BROWNISH BLACK	03	
293	1	322181048	041554294231	MASTER DUO LINER	Black Lacquer	500	

Column: 4 - Row: 06 Notch: 33 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
294	1	322184509	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01	
295	1	322184494	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02	
296	1	322184486	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03	
297	1	322184478	041554530339	EXPERT EYES TWIN BROW & EYE PENC...	Light Brown	04	
298	1	322184444	041554507379	EXPERT EYES TWIN BROW & EYE PENC...	Blonde	7	
299	1	322181006	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	

Column: 4 - Row: 07 Notch: 23 Fixture Type: TRAYS Fixture Description: CITY MINI PALETTES 3.3 **
Shade Chart Re-Order Code: PM0000028853 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

Row: 01

Lower Notch: 26

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: 23

Row: 08

Lower Notch: 16

Row: 09

Lower Notch: 11

Row: 10

Lower Notch: 6

Row: 11

Lower Notch: 1

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
300	1	322115754	041554552485	CITY MINI PALETTES	Brooklyn Nudes	500
301	1	322149826	041554552492	CITY MINI PALETTES	Blushed Avenue	510
302	1	322115631	041554552508	CITY MINI PALETTES	Skyscape Dusk	520
303	1	322115657	041554552515	CITY MINI PALETTES	Hi-Rise Sunset	530

Column: 4 - Row: 08 Notch: 16 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
304	1	322117374	041554419184	THE PALETTES	The Nudes	02	
305	1	322110178	041554434866	THE PALETTES	The Blushed Nudes	06	
306	1	322113045	041554490848	24KT NUDES PALETTE	24KT NUDES PALETTE	120	

Column: 4 - Row: 09 Notch: 11 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
307	1	322111491	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
308	1	322118566	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	
309	1	322111873	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 4 - Row: 10 Notch: 6 Fixture Type: TRAYS Fixture Description: EW SHAD Q 2.9/8/7/6 **
 Shade Chart Re-Order Code: PM0000028432 SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000023 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000007818

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
310	1	322118558	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
311	1	322112968	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
312	1	322118524	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
313	1	322118574	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Column: 4 - Row: 11 Notch: 1 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
314	1	322112104	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
315	1	322112138	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
316	1	322118516	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q	

Row: 01

Lower Notch: 26

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: 23

Row: 08

Lower Notch: 16

Row: 09

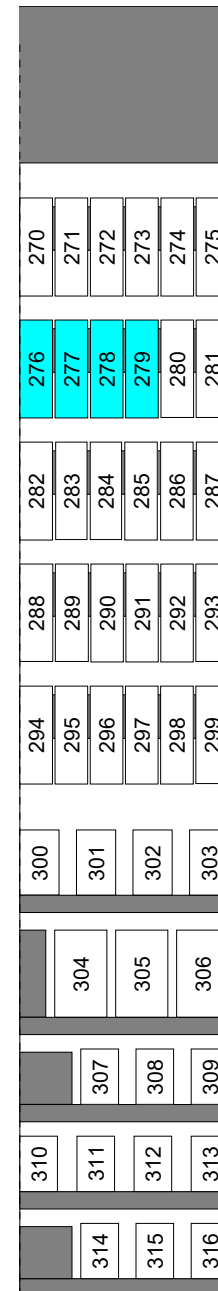
Lower Notch: 11

Row: 10

Lower Notch: 6

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021
MNYWAK1272ULH_NOPDQ_IS21.psa

Column: 5 - Row: 01 Notch: 26 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: 5 - Row: 02 Notch: 21 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
317	1	N/A	041554549416	TATTOO STUDIO LIQUID LINER	BLACK	001	
318	1	N/A	041554549416	TATTOO STUDIO LIQUID LINER	BLACK	001	
319	1	322180686	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
320	1	322180694	041554220193	EYE STUDIO GEL LINER	Brown	52	
321	1	322180709	041554220209	EYE STUDIO GEL LINER	Gunmetal	54	

Column: 5 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 6HK TS GEL LNR (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029016 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
322	1	322210449	041554563344	TATTOO STUDIO LINER	INTENSE CHARCOAL	901	
323	1	N/A	041554563351	TATTOO STUDIO LINER	BOLD BROWN	910	
324	1	N/A	041554568172	TATTOO STUDIO LINER	SMOOTH WALNUT	911	
325	1	322210407	041554563863	TATTOO STUDIO LINER	STRIKING NAVY	920	
326	1	322210423	041554563887	TATTOO STUDIO LINER	RICH AMETHYST	940	
327	1	322210431	041554563900	TATTOO STUDIO LINER	POLISHED WHITE	970	

Column: 5 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 5HK MSTR PREC INK LNR (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000035982 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
328	1	322115801	041554541922	MASTER PRECISE INK LINER	GALACTIC METAL	520	
329	1	322118011	041554434804	LASTING DRAMA GEL PENCIL	SLEEK ONYX	601	
330	1	322118029	041554434811	LASTING DRAMA GEL PENCIL	SMOOTH CHARCOAL	602	
331	1	322118053	041554434835	LASTING DRAMA GEL PENCIL	GLAZED TOFFEE	604	
332	1	322116124	041554552560	LASTING DRAMA MATTES	JET BLACK	860	
333	1	322117065	041554546361	Lasting Drama Eyelights Liner	TWINKLE BLACK	850	

Column: 5 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 5HK ULTRA LNR (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028371 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
334	1	322182963	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
335	1	322183121	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2	
336	1	322116190	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510	
337	1	322117104	041554494198	CURVITUDE LINER	BLACK	410	
338	1	322182248	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	

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
339	1	322181755	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
340	1	322181763	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01	
341	1	322181917	041554056761	VOLUM' EXPRESS COLOSSAL	Glam Brown (Brn/Blk)	2	
342	1	322180034	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black	00	

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
343	1	N/A	041554559309	TOTAL TEMPTATION WASHABLE	DEEP COCOA	606	
344	1	322111831	041554522556	FALSIES TEMPTATION	BLKST BLK	601	
345	1	322111556	041554522563	FALSIES TEMPTATION	VERY BLK	602	

Row: 01

Lower Notch: 26

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

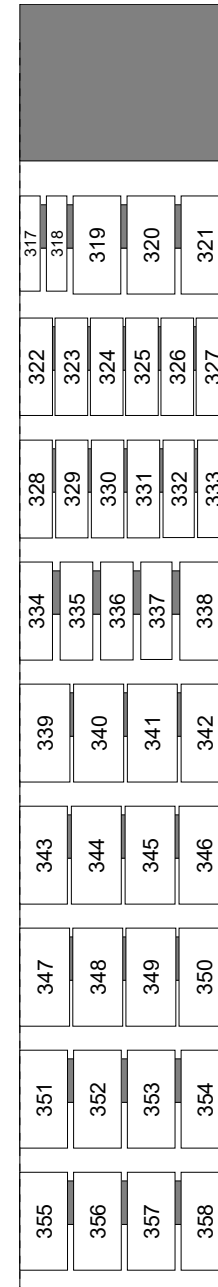
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
346	1	322111899	041554522570	FALSIES TEMPTATION	BROWNISH BLK	603

Column: 5 - Row: 08			Notch: 19		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT		
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:					SS Holder Re-Order Code:	
Graphic Re-Order Code:			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		
347	1	322186006	041554670745	GREAT LASH MASCARA	Blackest Black	00			
348	1	322183896	041554532722	GREAT LASH MASCARA	Very Black	1			
349	1	322183935	041554532807	GREAT LASH MASCARA	Brownish Black	2			
350	1	322183294	041554532982	GREAT LASH MASCARA	Dark Brown	3			

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:					SS Holder Re-Order Code:	
Graphic Re-Order Code:									
HOOK BARS Re-Order Code: 041554984507			HOOK BARS Rolled Up Code: 041554984507			UPC Blade Code: 041554994452			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes		
351	1	322181103	041554209310	GREAT LASH BIG	Blackest Black	00			
352	1	322181111	041554209327	GREAT LASH BIG	Very Black	01			
353	1	322181129	041554209334	GREAT LASH BIG	Brownish Black	02			
354	1	322182078	041554672237	CURVED BRUSH GREAT LASH WASHAB...	Blackest Black	00			

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 #	Chlp Codes
355	1	322181137	041554605228	FULL 'N SOFT WATERPROOF	Very Black	1	
356	1	322183901	041554699159	FULL 'N SOFT WASHABLE	Very Black	1	
357	1	322181925	041554054156	LASH STILETTO	Very Black	1	
358	1	322180628	041554208832	LASH STILETTO WP	Very Black	01	

Row: 01

Lower Notch: 26

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

317	318	319	320	321		
322	323	324	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			

NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021
MNYWAK1272ULH_NOPDQ_IS21.psa

Column: 5 - Row: 01 Notch: 26 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
359	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
360	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	
361	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	VERY BLACK	802	
362	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	BROWNISH BLACK	803	

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
363	1	322116433	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SER...	250	
364	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
365	1	322118906	041554420616	LASH SENSATIONAL	Blackest Black	00	
366	1	322118922	041554420623	LASH SENSATIONAL	Very Black	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
367	1	N/A	041554584233	FALSIES LASH MASK	OVERNIGHT CONDITIONI...	190	
368	1	N/A	041554590364	Falsies Lash Lift Ultra Black Intensifier	ULTRA BLACK	195	
369	1	N/A	041554578478	FALSIES SALON LIFT	BLACKEST BLACK	200	
370	1	N/A	041554578485	FALSIES SALON LIFT	VERY BLACK	201	

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
371	1	322180157	041554217957	FALSIES MASCARA	Blackest Black	00	
372	1	322180262	041554217964	FALSIES MASCARA	Very Black	01	
373	1	322180343	041554217971	FALSIES MASCARA	Brownish Black	02	
374	1	322180424	041554217988	FALSIES MASCARA WP	Very 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
375	1	322180042	041554197044	VOLUM' EXPRESS COLOSSAL WP	Classic Black	1	
376	1	322118338	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	
377	1	322118346	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	
378	1	322118320	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01	

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
379	1	322116239	041554522679	FALSIES TEMPTATION WTP	VERY BLACK WTP	604	
380	1	322116247	041554524048	FALSIES TEMPTATION WTP	BROWNISH WTP	605	
381	1	322115283	041554288384	VE ROCKET MASCARA	Blackest Black	00	
382	1	322115259	041554288377	VE ROCKET MASCARA	Very Black	01	

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: 26

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

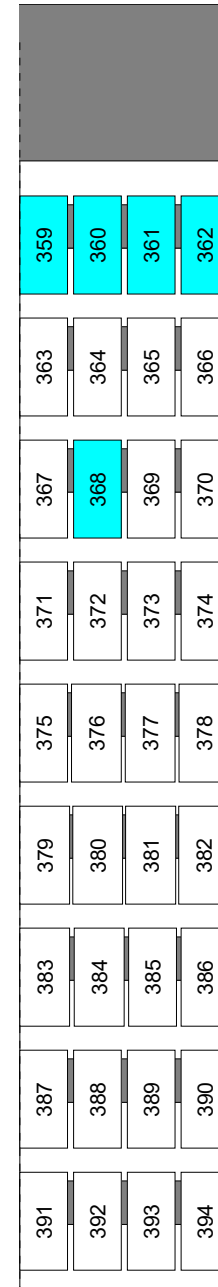
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
383	1	322117243	041554519457	GREAT LASH MASCARA	Clear	10
384	1	322180084	041554533064	GREAT LASH MASCARA	Royal Blue	104
385	1	322185880	041554626964	GREAT LASH WATERPROOF	Very Black	1
386	1	322185903	041554626988	GREAT LASH WATERPROOF	Brownish Black	3

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
387	1	322183561	041554565294	CURVED BRUSH GREAT LASH WASHAB...	Very Black	1	
388	1	322180181	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
389	1	322180173	041554239416	Great Lash Lots of Lashes	Very Black	01	
390	1	322180165	041554269062	Great Lash Lots of Lashes	Brownish Black	02	

Column: 6 - 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
391	1	322112277	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
392	1	322112146	041554462838	FALSIES PUSH UP DRAMA ANGEL WTP	Very Black WTP	01	
393	1	322118249	041554443462	PUSH UP DRAMA WSH	Blackest Black	00	
394	1	322118281	041554443493	PUSH UP DRAMA WTP	Very Black	01	

Row: 01

Lower Notch: 26

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

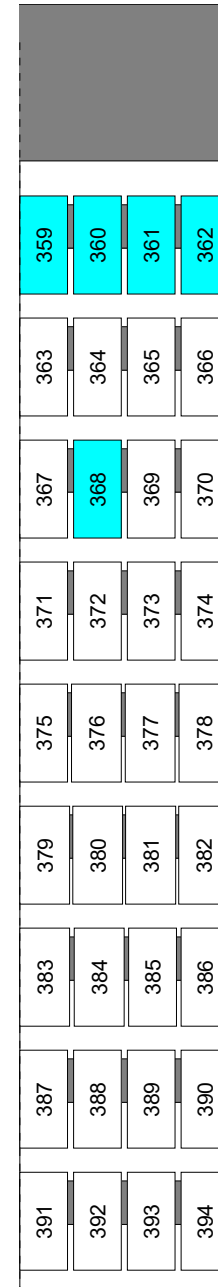
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK1272ULH_NOPDQ_IS21.psa

Column: 5 - Row: 01 Notch: 26 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: 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
395	1	322119180	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
396	1	322119164	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	
397	1	322119172	041554460261	LASH SENSATIONAL LUSCIOUS	Brownish Black WSH	02	
398	1	322119156	041554460278	LASH SENSATIONAL LUSCIOUS WATER...	Very Black WTP	01	

Column: 7 - 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
399	1	322118914	041554420630	LASH SENSATIONAL	Brownish Black	02	
400	1	322118948	041554420647	LASH SENSATIONAL WP	Very Black	01	
401	1	322118930	041554420654	LASH SENSATIONAL WP	Brownish Black	02	
402	1	322115869	041554496185	LASH SENSATIONAL CURVITUDE	Blkst Black WSH	710	

Column: 7 - 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
403	1	N/A	041554578492	FALSIES SALON LIFT WTP	VERY BLACK (WTP)	202	
404	1	N/A	041554578508	FALSIES SALON LIFT WTP	BROWNISH BLACK (WTP)	203	
405	1	322116108	041554496192	LASH SENSATIONAL CURVITUDE	Very Black WSH	720	
406	1	322116069	041554496260	LASH SENSATIONAL CURVITUDE WTP	Very Black WTP	740	

Column: 7 - 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
407	1	322180466	041554217995	FALSIES MASCARA WP	Brownish Black	02	
408	1	322114059	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	
409	1	322184606	041554268706	FALSIES FLARED	Blackest Black	00	
410	1	322181412	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	

Column: 7 - 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
411	1	322113223	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	
412	1	322113249	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	
413	1	322113231	041554493733	COLOSSAL BIG SHOT	BROWNISH BLACK WSH	225	
414	1	322113150	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	

Column: 7 - 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
415	1	322115241	041554288391	VE ROCKET MASCARA	Brownish Black	02	
416	1	322115267	041554288452	VE ROCKET MASCARA WP	Very Black	01	
417	1	322210025	041554288254	CAT EYES MASCARA	Glam Black	01	
418	1	322210033	041554288261	CAT EYES MASCARA WP	Glam Black	01	

Column: 7 - 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: 26

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

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		

NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
419	1	322111378	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
420	1	322111239	041554281460	MEGA PLUSH MASCARA	Very Black	01	
421	1	322111784	041554281484	MEGA PLUSH MASCARA WP	Very Black	01	
422	1	N/A	041554539912	SNPSACARA	PITCH BLACK	300	

Column: 7 - 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
423	1	322180238	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
424	1	322180432	041554650495	LASH DISCOVERY WP	Very Black		
425	1	N/A	041554539950	SNPSACARA	BOLD BROWN	305	
426	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	

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
427	1	322221343	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH '...		
428	1	322225410	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEezer		
429	1	322221377	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL S...		
430	1	322221351	041554535426	EYELASH CURLER	EXPERT TOOLS EYELAS...		
431	1	322221351	041554535426	EYELASH CURLER	EXPERT TOOLS EYELAS...		
432	1	322221369	041554535457	EYELASH CURLER REFILL S...			

Row: 01					Lower Notch: 26
Row: 02	395	396	397	398	Lower Notch: 21
Row: 03	399	400	401	402	Lower Notch: 14
Row: 04	403	404	405	406	Lower Notch: 7
Row: 05	407	408	409	410	Lower Notch: 40
Row: 06	411	412	413	414	Lower Notch: 33
Row: 07	415	416	417	418	Lower Notch: 26
Row: 08	419	420	421	422	Lower Notch: 19
Row: 09	423	424	425	426	Lower Notch: 12
Row: 10	427	428	429	430	Lower Notch: 5
	431	432			

NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021
MNYWAK1272ULH_NOPDQ_IS21.psa

Column: 8 - Row: 01 Notch: 26 Fixture Type: HEADER LIT Fixture Description: FM HDR (BTY+PRODUCT) 3' LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000036959 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PL2000000035 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 8 - Row: 02 Notch: 21 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
433	1	322210473	041554559736	TattooStudio Brow Pomade	Blonde	372	
434	1	322210512	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
435	1	322210538	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
436	1	322210465	041554559767	TattooStudio Brow Pomade	Ash Brown	378	
437	1	322210520	041554559774	TattooStudio Brow Pomade	Deep Brown	380	
438	1	322210499	041554563733	TattooStudio Brow Pomade	Black Brown	382	

Column: 8 - Row: 03 Notch: 14 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
439	1	322113710	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
440	1	322113744	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
441	1	322114148	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
442	1	322114295	041554547092	TATTOOSTUDIO BROW TINT PEN	Deep Brown	365	
443	1	322115233	041554544923	TATTOO STUDIO BROW GEL	BLONDE	250	
444	1	322116051	041554544930	TATTOO STUDIO BROW GEL	SOFT BROWN	255	

Column: 8 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 6HK BRW EXTENSIONS HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000036717 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
445	1	N/A	041554584035	BROW EXTENSIONS POMADE CRAYON	SOFT BROWN	255	
446	1	N/A	041554584042	BROW EXTENSIONS POMADE CRAYON	MEDIUM BROWN	257	
447	1	N/A	041554584059	BROW EXTENSIONS POMADE CRAYON	DEEP BROWN	260	
448	1	N/A	041554584066	BROW EXTENSIONS POMADE CRAYON	BLACK BROWN	262	
449	1	322115649	041554545005	TATTOO STUDIO BROW GEL	MEDIUM BROWN	257	
450	1	322116077	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	

Column: 8 - Row: 05 Notch: 40 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
451	1	N/A	041554572285	BROW ULTRA SLIM	LIGHT BLONDE	248	
452	1	N/A	041554572292	BROW ULTRA SLIM	BLONDE	250	
453	1	N/A	041554572308	BROW ULTRA SLIM	SOFT BROWN	255	
454	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257	
455	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
456	1	N/A	041554572346	BROW ULTRA SLIM	BLACK BROWN	262	

Column: 8 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 5HK 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: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
457	1	322116598	041554545067	TEMPTATION BROW	BLONDE	300	
458	1	322116865	041554545074	TEMPTATION BROW	SOFT BROWN	305	
459	1	322117154	041554545081	TEMPTATION BROW	MEDIUM BROWN	310	
460	1	322116182	041554545098	TEMPTATION BROW	DEEP BROWN	315	
461	1	N/A	041554581393	BROW ULTRA SLIM	BLACK	264	

Column: 8 - Row: 07 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 6HK BRW FAST SCULPT GEL HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000034706 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
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Row: 01

Lower Notch: 26

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

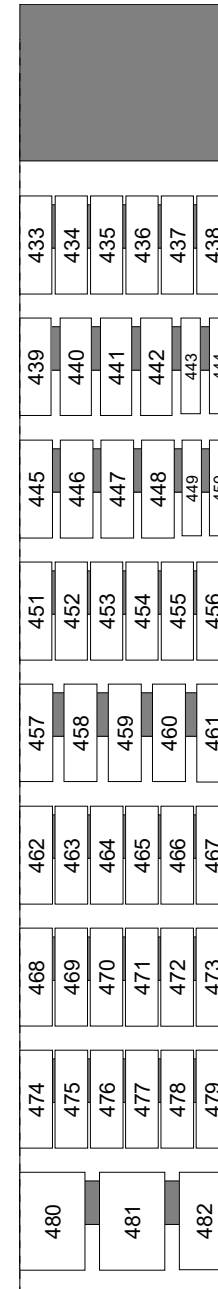
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

462	1	N/A	041554578690	BROW FAST SCULPT	BLONDE	250	
463	1	N/A	041554578706	BROW FAST SCULPT	SOFT BROWN	255	
464	1	N/A	041554578720	BROW FAST SCULPT	MEDIUM BROWN	257	
465	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
466	1	N/A	041554578744	BROW FAST SCULPT	BLACK BROWN	262	
467	1	N/A	041554578751	BROW FAST SCULPT	CLEAR	264	

Column: 8 - Row: 08 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 6HK ES BRW PREC (DEMO) HKBR UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028355

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
468	1	322118427	041554429657	BROW PRECISE	Blonde	250	
469	1	322118443	041554429640	BROW PRECISE	Soft Brown	255	
470	1	322118435	041554429633	BROW PRECISE	Deep Brown	260	
471	1	322118299	041554442182	BROW DEFINE + FILL DUO	Blonde	250	
472	1	322118370	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255	
473	1	322118312	041554442205	BROW DEFINE + FILL DUO	Deep Brown	260	

Column: 8 - Row: 09 Notch: 12 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
474	1	322212506	041554543872	COVER STICK (CORRECTOR)	Ivory	1	
475	1	322212514	041554543889	COVER STICK (CORRECTOR)	Light Beige	2	
476	1	322215083	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3	
477	1	322111190	041554543902	COVER STICK (CORRECTOR)	Deep Beige	4	
478	1	322211704	041554615982	COVER STICK (CORRECTOR)	Yellow Corrects Dark Circles	8	
479	1	322211712	041554616019	COVER STICK (CORRECTOR)	Green Corrects Redness	9	

Column: 8 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 3HK 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: 041554984491

HOOK BARS Rolled Up Code: 041554984491

UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
480	1	322211607	041554566499	SHINE FREE OIL CONTROL LOOSE POW...	Light	1	
481	1	322211835	041554566505	SHINE FREE OIL CONTROL LOOSE POW...	Medium	2	
482	1	322114716	041554415131	Baby Skin	Instant Pore Eraser	010	

Row: 01

Lower Notch: 26

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

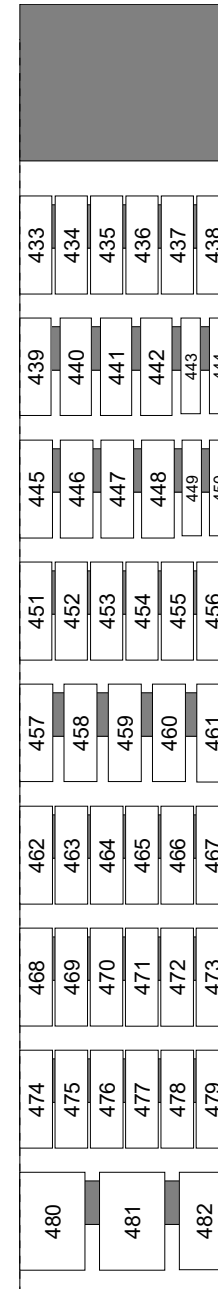
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK1272ULH_NOPDQ_IS21.psa

Column: 8 - Row: 01 Notch: 26 Fixture Type: HEADER LIT Fixture Description: FM HDR (BTY+PRODUCT) 3' LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000036959 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PL2000000035 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 9 - 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
483	1	322114172	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
484	1	322119017	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
485	1	322119009	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
486	1	322119033	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
487	1	322111734	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
488	1	322115908	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
489	1	322116019	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
490	1	322114198	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	

Column: 9 - 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
491	1	322119041	041554438192	FitMe MATTE+PORELESS FNDTN	Warm Honey	322	
492	1	322114431	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	
493	1	322111645	041554466485	FitMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332	
494	1	322111687	041554466492	FitMe MATTE+PORELESS FNDTN	CLASSIC TAN	335	
495	1	322111768	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
496	1	322111085	041554466515	FitMe MATTE+PORELESS FNDTN	CAPUCCINO	340	
497	1	322119025	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
498	1	322111726	041554466522	FitMe MATTE+PORELESS FNDTN	MOCHA	360	

Column: 9 - 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
499	1	322119106	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	
500	1	322119114	041554433753	FitMe MATTE+PORELESS PDR	Porcelain	110	
501	1	322119083	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
502	1	322119091	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	
503	1	322118972	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	
504	1	322112390	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	
505	1	322118980	041554433821	FitMe MATTE+PORELESS PDR	Natural Buff	230	
506	1	322112447	041554488340	FitMe MATTE+PORELESS PDR	Pure Beige	235	

Column: 9 - 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
507	1	322114457	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	
508	1	322114415	041554238655	FitMe DEW+SMTH FNDTN	Ivory	115	
509	1	322113516	041554238662	FitMe DEW+SMTH FNDTN	Clsc Ivry	120	
510	1	322112007	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125	
511	1	322111263	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130	
512	1	322114384	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge	210	
513	1	322114407	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220	
514	1	322114449	041554238723	FitMe DEW+SMTH FNDTN	Med Buff	225	

Column: 9 - 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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
515	1	322114871	041554501995	FIT ME LOOSE POWDER	FAIR	05	
516	1	322116920	041554502046	FIT ME LOOSE POWDER	MEDIUM	25	
517	1	322116742	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	

Row: 01

Lower Notch: 26

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: 16

Row: 09

Lower Notch: 8

Row: 10

Lower Notch: 1

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
518	1	322116807	041554503036	FIT ME LOOSE POWDER	MEDIUM DEEP	30
519	1	322116946	041554502022	FIT ME LOOSE POWDER	LIGHT	15
520	1	322116726	041554503043	FIT ME LOOSE POWDER	DEEP	35
521	1	322116938	041554502039	FIT ME LOOSE POWDER	LIGHT MEDIUM	20
522	1	322114889	041554503050	FIT ME LOOSE POWDER	DARK	40

Column: 9 - Row: 07 Notch: 23 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
523	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	Fair Porcelain	02	
524	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
525	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
526	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
527	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
528	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	

Column: 9 - Row: 08 Notch: 16 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
529	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
530	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	
531	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
532	1	N/A	041554579161	DREAM RADIANT LIQUID FOUNDATION	Cashew	80	
533	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
534	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
535	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
536	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	Java	135	

Column: 9 - Row: 09 Notch: 8 Fixture Type: TRAYS Fixture Description: DRM MATTE MOUSSE 1.2 **
 Shade Chart Re-Order Code: PM0000033814, PM0000033817 SS Graphic Re-Order Code: PM0000031248
 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
537	1	322113655	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	PM0000015501
538	1	322111247	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	PM0000015495
539	1	322113663	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	PM0000015493
540	1	322116849	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	PM0000015497
541	1	322111425	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	PM0000015500
542	1	322111514	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	PM0000015503

Column: 9 - Row: 10 Notch: 1 Fixture Type: TRAYS Fixture Description: DRM MATTE MOUSSE 2.2 **
 Shade Chart Re-Order Code: PM0000033818, PM0000033819 SS Graphic Re-Order Code: PM0000031249
 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
543	1	322111718	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	PM0000015502
544	1	322111750	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	PM0000015496
545	1	322116857	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	PM0000015499
546	1	322111970	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	PM0000015492
547	1	322113702	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	PM0000015498
548	1	322112251	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	PM0000015494

Row: 01

Lower Notch: 26

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: 16

Row: 09

Lower Notch: 8

Row: 10

Lower Notch: 1

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	508	509	510	511	512	513	514
515	516	517	518	519	520	521	522
523	524	525	526	527	528		
529	530	531	532	533	534	535	536
537	538	539	540	541	542	543	544
545	546	547	548	549	550	551	552

NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK1272ULH_NOPDQ_IS21.psa

Column: 8 - Row: 01 Notch: 26 Fixture Type: HEADER LIT Fixture Description: FM HDR (BTY+PRODUCT) 3' LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000036959 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PL2000000035 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 10 - 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
549	1	322119059	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
550	1	322111742	041554466461	FitMe MATTE+PORELESS FNDTN	TRUE BEIGE	222	
551	1	322114237	041554438178	FitMe MATTE+PORELESS FNDTN	Soft Tan	228	
552	1	322119067	041554433487	FitMe MATTE+PORELESS FNDTN	Ntrl Buff	230	
553	1	322114473	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	
554	1	322114392	041554438185	FitMe MATTE+PORELESS FNDTN	Rich Tan	238	
555	1	322114897	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
556	1	322111679	041554466478	FitMe MATTE+PORELESS FNDTN	NATURAL TAN	320	

Column: 10 - 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
557	1	N/A	041554580631	FitMe CONCEALER	COOL IVORY	01	
558	1	322116912	041554550450	FitMe CONCEALER	IVORY	05	
559	1	322112780	041554247701	FitMe CONCEALER	Fair	10	
560	1	N/A	041554580648	FitMe CONCEALER	VANILLA	11	
561	1	322112552	041554247718	FitMe CONCEALER	Light	15	
562	1	322112861	041554247732	FitMe CONCEALER	Sand	20	
563	1	N/A	041554580679	FitMe CONCEALER	WHEAT	22	
564	1	322112853	041554247725	FitMe CONCEALER	Med	25	
565	1	322112235	041554247749	FitMe CONCEALER	Deep	35	
566	1	322112798	041554247756	FitMe CONCEALER	Cafe	50	
567	1	N/A	041554581492	FitMe CONCEALER	WALNUT	57	
568	1	N/A	041554581515	FitMe CONCEALER	DARK COFFEE	70	

Column: 10 - 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
569	1	322116564	041554553499	FitMe MATTE+PORELESS PDR	Classic Beige	245	
570	1	322118998	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310	
571	1	322116556	041554553505	FitMe MATTE+PORELESS PDR	Golden	312	
572	1	322112358	041554488357	FitMe MATTE+PORELESS PDR	Natural Tan	320	
573	1	322119075	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	
574	1	322116548	041554553512	FitMe MATTE+PORELESS PDR	Warm Sun	334	
575	1	322112374	041554488364	FitMe MATTE+PORELESS PDR	Mocha	360	
576	1	322116530	041554553529	FitMe MATTE+PORELESS PDR	Nutmeg	365	

Column: 10 - Row: 05 Notch: 38 Fixture Type: TRAYS Fixture Description: FM DEW+SMTH FNDTN 2.2 **
 Shade Chart Re-Order Code: PM0000033858 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
577	1	322113566	041554238730	FitMe DEW+SMTH FNDTN	Nat Buff	230	
578	1	322113558	041554238747	FitMe DEW+SMTH FNDTN	Pure Bge	235	
579	1	322115592	041554339697	FitMe DEW+SMTH FNDTN	Gldn Bge	240	
580	1	322113590	041554238761	FitMe DEW+SMTH FNDTN	Sun Bge	310	
581	1	322114465	041554238778	FitMe DEW+SMTH FNDTN	Soft Honey	315	
582	1	322115607	041554400816	FitMe DEW+SMTH FNDTN	Toffee	330	
583	1	322113647	041554247152	FitMe DEW+SMTH FNDTN	Coconut	355	
584	1	322115584	041554339895	FitMe DEW+SMTH FNDTN	Mocha	360	

Column: 10 - Row: 06 Notch: 35 Fixture Type: CHROME SIGN UR Fixture Description: FM REGIMEN 4X12 **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000030953 SS Holder Re-Order Code:
 CHROME SIGN UR: PL2000000038 CHROME SIGN UR Rolled Up Code: N/A UPC Blade Code:

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 35

Row: 07

Lower Notch: 27

Row: 08

Lower Notch: 21

Row: 09

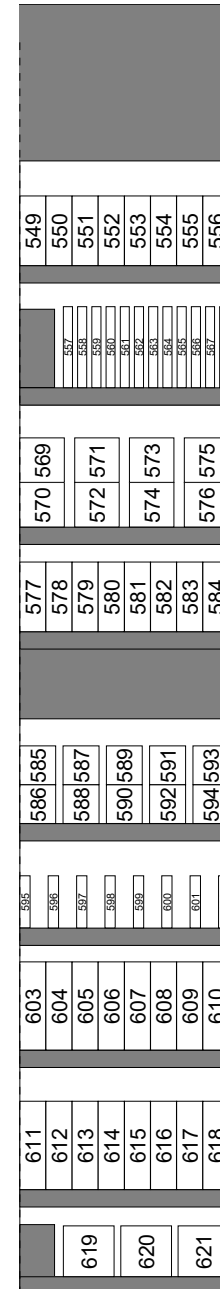
Lower Notch: 14

Row: 10

Lower Notch: 6

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

Column: 10 - Row: 07 Notch: 27 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
585	1	322114790	041554503067	FIT ME BLUSH OPTIMIZATION	BUFF	10	
586	1	322116310	041554503135	FIT ME BLUSH OPTIMIZATION	CORAL	35	
587	1	322116302	041554503074	FIT ME BLUSH OPTIMIZATION	NUDE	15	
588	1	322116297	041554503142	FIT ME BLUSH OPTIMIZATION	PEACH	40	
589	1	322116695	041554503098	FIT ME BLUSH OPTIMIZATION	MAUVE	20	
590	1	322116255	041554503159	FIT ME BLUSH OPTIMIZATION	PLUM	45	
591	1	322116718	041554503104	FIT ME BLUSH OPTIMIZATION	PINK	25	
592	1	322116221	041554503524	FIT ME BLUSH OPTIMIZATION	WINE	50	
593	1	322116700	041554503111	FIT ME BLUSH OPTIMIZATION	ROSE	30	
594	1	322114805	041554503722	FIT ME BLUSH OPTIMIZATION	BERRY	55	

Column: 10 - Row: 08 Notch: 21 Fixture Type: TRAYS Fixture Description: FM STICK 1.1 **
 Shade Chart Re-Order Code: PM0000028487 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000028654 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000383 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000006928

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
595	1	322116328	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	PM0000010714
596	1	322116344	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	PM0000010715
597	1	322116784	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	PM0000010716
598	1	322116336	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	PM0000010717
599	1	322116792	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	PM0000010718
600	1	322116768	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	PM0000010720
601	1	322116378	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	PM0000010723
602	1	322116352	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	PM0000010725

Column: 10 - Row: 09 Notch: 14 Fixture Type: TRAYS Fixture Description: DRM URBAN COVER 1.2 **
 Shade Chart Re-Order Code: PM0000031531 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
603	1	N/A	041554571516	DREAM URBAN COVER FOUNDATION	Fair Porcelain	102	
604	1	N/A	041554571523	DREAM URBAN COVER FOUNDATION	Porcelain	110	
605	1	N/A	041554571530	DREAM URBAN COVER FOUNDATION	Natural Ivory	112	
606	1	N/A	041554571547	DREAM URBAN COVER FOUNDATION	Ivory	115	
607	1	N/A	041554571554	DREAM URBAN COVER FOUNDATION	Classic Ivory	120	
608	1	N/A	041554571561	DREAM URBAN COVER FOUNDATION	Warm Nude	128	
609	1	N/A	041554571578	DREAM URBAN COVER FOUNDATION	Buff Beige	130	
610	1	N/A	041554571585	DREAM URBAN COVER FOUNDATION	Almond	215	

Column: 10 - Row: 10 Notch: 6 Fixture Type: TRAYS Fixture Description: DRM URBAN COVER 2.2 **
 Shade Chart Re-Order Code: PM0000031533 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
611	1	N/A	041554571592	DREAM URBAN COVER FOUNDATION	Natural Beige	220	
612	1	N/A	041554571608	DREAM URBAN COVER FOUNDATION	Soft Tan	228	
613	1	N/A	041554571615	DREAM URBAN COVER FOUNDATION	Sun Beige	310	
614	1	N/A	041554571639	DREAM URBAN COVER FOUNDATION	Toffee	330	
615	1	N/A	041554571646	DREAM URBAN COVER FOUNDATION	Cappuccino	340	
616	1	N/A	041554571653	DREAM URBAN COVER FOUNDATION	Café Au Lait	348	
617	1	N/A	041554571660	DREAM URBAN COVER FOUNDATION	Truffle	362	
618	1	N/A	041554571677	DREAM URBAN COVER FOUNDATION	Java	375	

Column: 10 - Row: 11 Notch: 1 Fixture Type: TRAYS Fixture Description: FS CITY BRONZE 1.1 UT **
 Shade Chart Re-Order Code: PM0000028818 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
619	1	322210261	041554562958	FACE STUDIO CITY BRONZER	100	100	
620	1	322210279	041554562965	FACE STUDIO CITY BRONZER	200	200	
621	1	322210287	041554562972	FACE STUDIO CITY BRONZER	300	300	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 35

Row: 07

Lower Notch: 27

Row: 08

Lower Notch: 21

Row: 09

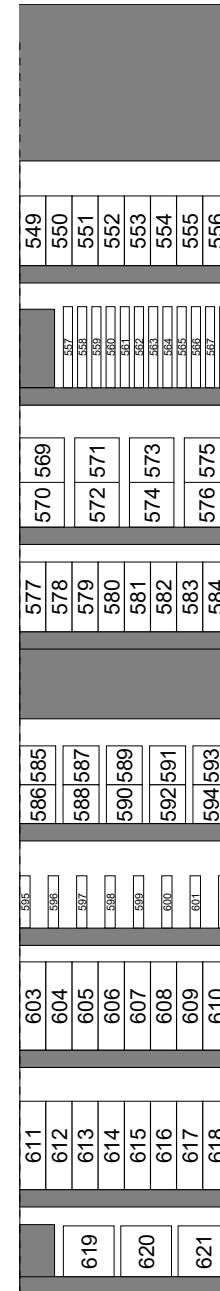
Lower Notch: 14

Row: 10

Lower Notch: 6

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK1272ULH_NOPDQ_IS21.psa

Column: 11 - Row: 01 Notch: 26 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: 11 - Row: 02 Notch: 20 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 1.3 **
 Shade Chart Re-Order Code: PM0000030214 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
622	1	322113697	041554541397	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Porcelain	102	
623	1	N/A	041554559392	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Ivory	105	
624	1	322113875	041554541403	SUPERSTAY FULL COVERAGE FOUNDA...	Porcelain	110	
625	1	322113867	041554541410	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Ivory	112	
626	1	N/A	041554559408	SUPERSTAY FULL COVERAGE FOUNDA...	Ivory	115	
627	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDA...	Light Beige	118	
628	1	322113972	041554541427	SUPERSTAY FULL COVERAGE FOUNDA...	Classic Ivory	120	
629	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDA...	Nude Beige	125	

Column: 11 - Row: 03 Notch: 14 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 2.3 **
 Shade Chart Re-Order Code: PM0000037098 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
630	1	N/A	041554565614	SUPERSTAY FULL COVERAGE FOUNDA...	Sand Beige	127	
631	1	322111815	041554541434	SUPERSTAY FULL COVERAGE FOUNDA...	Warm Nude	128	
632	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDA...	Medium Beige	129	
633	1	322114910	041554541441	SUPERSTAY FULL COVERAGE FOUNDA...	Buff Beige	130	
634	1	N/A	041554565621	SUPERSTAY FULL COVERAGE FOUNDA...	Light Tan	140	
635	1	322114944	041554541458	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Beige	220	
636	1	322114936	041554541465	SUPERSTAY FULL COVERAGE FOUNDA...	Sun Beige	310	
637	1	322114902	041554541472	SUPERSTAY FULL COVERAGE FOUNDA...	Golden	312	

Column: 11 - Row: 04 Notch: 8 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 3.3 **
 Shade Chart Re-Order Code: PM0000037099 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
638	1	322114245	041554541489	SUPERSTAY FULL COVERAGE FOUNDA...	Honey	320	
639	1	322110843	041554541496	SUPERSTAY FULL COVERAGE FOUNDA...	Toffee	330	
640	1	N/A	041554559422	SUPERSTAY FULL COVERAGE FOUNDA...	Golden Caramel	332	
641	1	N/A	041554559439	SUPERSTAY FULL COVERAGE FOUNDA...	Cappuccino	340	
642	1	322113883	041554541519	SUPERSTAY FULL COVERAGE FOUNDA...	Coconut	355	
643	1	322113998	041554541533	SUPERSTAY FULL COVERAGE FOUNDA...	Mocha	360	
644	1	N/A	041554559446	SUPERSTAY FULL COVERAGE FOUNDA...	Deep Bronze	370	
645	1	N/A	041554559453	SUPERSTAY FULL COVERAGE FOUNDA...	Java	375	

Column: 11 - Row: 05 Notch: 4 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
646	1	N/A	041554574586	SUPER STAY CONCEALER	Ivory	05	
647	1	N/A	041554574593	SUPER STAY CONCEALER	Fair	10	
648	1	N/A	041554574609	SUPER STAY CONCEALER	Light	15	
649	1	N/A	041554574616	SUPER STAY CONCEALER	Light/Medium	18	
650	1	N/A	041554574623	SUPER STAY CONCEALER	Sand	20	
651	1	N/A	041554574630	SUPER STAY CONCEALER	Medium	25	

Column: 11 - Row: 06 Notch: 37 Fixture Type: HOOK BARS Fixture Description: 7HK SS UNDEREYE CNCLR HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000034575
 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
652	1	N/A	041554574647	SUPER STAY CONCEALER	Honey	30	
653	1	N/A	041554574654	SUPER STAY CONCEALER	Caramel	40	
654	1	N/A	041554574661	SUPER STAY CONCEALER	Tan	45	
655	1	N/A	041554574678	SUPER STAY CONCEALER	Warm Olive	52	
656	1	N/A	041554574685	SUPER STAY CONCEALER	Deep Bronze	65	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 20

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 8

Row: 05

Lower Notch: 4

Row: 06

Lower Notch: 37

Row: 07

Lower Notch: 25

Row: 08

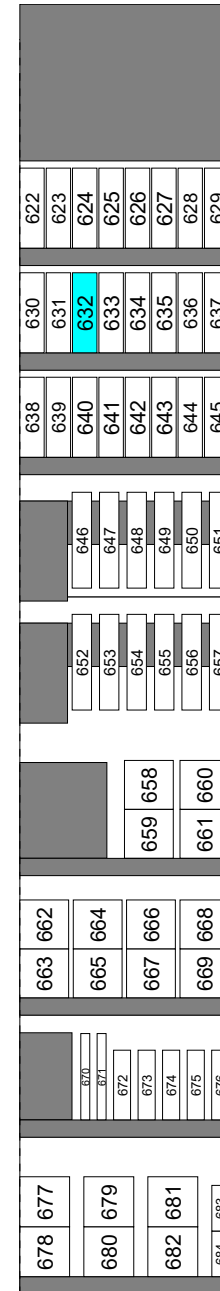
Lower Notch: 17

Row: 09

Lower Notch: 10

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
657	1	N/A	041554574692	SUPER STAY CONCEALER	Deep Cocoa	70

Column: 11 - Row: 07 Notch: 25 Fixture Type: TRAYS				Fixture Description: SS FC PDR 1.2 **			
Shade Chart Re-Order Code: PM0000028405,PM0000028406				SS Graphic Re-Order Code: PM0000028805			
Graphic Re-Order Code: PM0000033864				SS Holder Re-Order Code: PM0000027618			
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
658	1	322210211	041554562804	SUPERSTAY FULL COVERAGE POWDER	Fair Porcelain	102	
659	1	322210180	041554562828	SUPERSTAY FULL COVERAGE POWDER	Natural Ivory	112	
660	1	322210172	041554562811	SUPERSTAY FULL COVERAGE POWDER	Porcelain	110	
661	1	322210156	041554562835	SUPERSTAY FULL COVERAGE POWDER	Classic Ivory	120	

Column: 11 - Row: 08 Notch: 17 Fixture Type: TRAYS				Fixture Description: SS FC PDR 2.2 **			
Shade Chart Re-Order Code: PM0000028798,PM0000028799				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
662	1	322210148	041554562859	SUPERSTAY FULL COVERAGE POWDER	Buff Beige	130	
663	1	322210237	041554562880	SUPERSTAY FULL COVERAGE POWDER	Golden Caramel	332	
664	1	322210229	041554562866	SUPERSTAY FULL COVERAGE POWDER	Natural Beige	220	
665	1	322210198	041554562903	SUPERSTAY FULL COVERAGE POWDER	Coconut	355	
666	1	322210203	041554562873	SUPERSTAY FULL COVERAGE POWDER	Golden	312	
667	1	322210164	041554563399	SUPERSTAY FULL COVERAGE POWDER	Truffle	362	
668	1	322210253	041554563368	SUPERSTAY FULL COVERAGE POWDER	Honey	320	
669	1	322210245	041554563375	SUPERSTAY FULL COVERAGE POWDER	Java	375	

Column: 11 - Row: 09 Notch: 10 Fixture Type: TRAYS				Fixture Description: FS CAMO PENS+CNCLR 1.1 **			
Shade Chart Re-Order Code: PM0000028819,PM0000029151				SS Graphic Re-Order Code: PM0000028820			
Graphic Code: PM0000028821,PM0000029152,PM0000029153				SS Holder Re-Order Code: PM0000027622			
TRAYS Re-Order Code: PL2000000438				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000023431	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
670	1	322114041	041554501940	FACE STUDIO MASTER CAMO COLOR C...	Green	10	
671	1	322114253	041554501964	FACE STUDIO MASTER CAMO COLOR C...	Apricot	50	
672	1	322118744	041554431902	FACE STUDIO MASTER CONCEAL	Fair	10	
673	1	322118778	041554431919	FACE STUDIO MASTER CONCEAL	Light	20	
674	1	322118786	041554431926	FACE STUDIO MASTER CONCEAL	Light/Medium	30	
675	1	322118760	041554431933	FACE STUDIO MASTER CONCEAL	Medium	40	
676	1	322118752	041554431940	FACE STUDIO MASTER CONCEAL	Medium/Deep	50	

Column: 11 - Row: 10 Notch: 1 Fixture Type: TRAYS				Fixture Description: FS MSTR CHROME+HOLO+STROBE 1.1 **			
Shade Chart Re-Order Code: PM0000028505,PM0000028506				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000028662				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000405				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000025405	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
677	1	322116213	041554542578	FACE STUDIO MASTER CHROME METAL...	Molten Rose Gold	050	
678	1	322116491	041554553918	FACE STUDIO MASTER CHROME METAL...	Molten Peach	150	
679	1	322117112	041554538281	FACE STUDIO MASTER CHROME METAL...	Molten Gold	100	
680	1	322116475	041554553925	FACE STUDIO MASTER CHROME METAL...	Molten Topaz	200	
681	1	322116116	041554547757	MASTER HOLOGRAPHIC	Master Holographic	50	
682	1	322112196	041554548006	MASTER HOLOGRAPHIC	Purple	100	
683	1	322112633	041554486155	FACE STUDIO MASTER STROBE	LIGHT - IRIDESCENT	100	
684	1	322112764	041554486162	FACE STUDIO MASTER STROBE	MEDIUM - NUDE GLOW	200	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 20

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 8

Row: 05

Lower Notch: 4

Row: 06

Lower Notch: 37

Row: 07

Lower Notch: 25

Row: 08

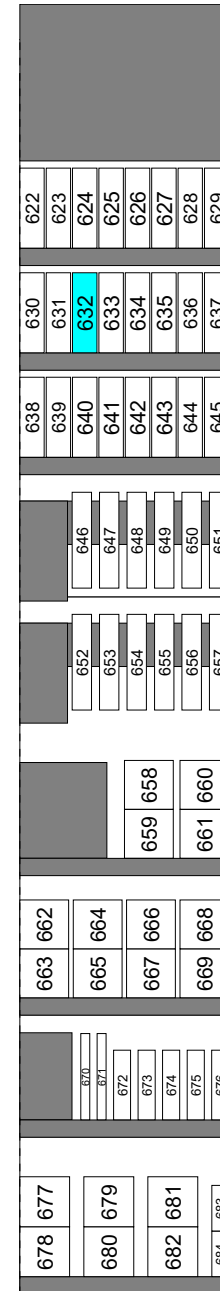
Lower Notch: 17

Row: 09

Lower Notch: 10

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK1272ULH_NOPDQ_IS21.psa

Column: 11 - Row: 01 Notch: 26 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: 12 - Row: 02 Notch: 23 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
685	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	
686	1	322117421	041554546781	IAR Eraser Concealer	Ivory	100	
687	1	322115958	041554259247	IAR Eraser Concealer	Fair	10	
688	1	322116001	041554259254	IAR Eraser Concealer	Light	20	
689	1	322115990	041554259261	IAR Eraser Concealer	Medium	30	
690	1	322115982	041554259278	IAR Eraser Concealer	Honey	40	

Column: 12 - Row: 03 Notch: 16 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
691	1	322117413	041554546804	IAR Eraser Concealer	Golden	142	
692	1	322117405	041554546811	IAR Eraser Concealer	Caramel	144	
693	1	322117382	041554546859	IAR Eraser Concealer	Hazelnut	148	
694	1	N/A	041554567533	IAR Eraser Concealer	Deep Bronze	149	
695	1	322115974	041554267198	IAR Eraser Concealer	Neutralizer	50	
696	1	322115966	041554267204	IAR Eraser Concealer	Brightener	60	

Column: 12 - Row: 04 Notch: 5 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
697	1	322111328	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	PM0000004171
698	1	322111336	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	PM0000004172
699	1	322111344	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	PM0000004173
700	1	322111352	041554220094	IAR ERASER FOUNDATION	Nude	190	PM0000004174
701	1	322111394	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	PM0000004195
702	1	322111409	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220	PM0000004175
703	1	322111417	041554220124	IAR ERASER FOUNDATION	Pure Beige	250	PM0000004176
704	1	322111467	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	PM0000004179

Column: 12 - Row: 05 Notch: 38 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
705	1	N/A	041554587043	DREAM FRESH BB CRM	LIGHT	100	
706	1	322110429	041554282634	DREAM FRESH BB CRM	Light Medium	110	
707	1	322110487	041554282641	DREAM FRESH BB CRM	Medium	120	
708	1	322110665	041554282658	DREAM FRESH BB CRM	Medium/Deep	130	
709	1	N/A	041554587050	DREAM FRESH BB CRM	DEEP	140	

Column: 12 - Row: 06 Notch: 32 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
710	1	N/A	041554587067	DREAM PURE BB	LIGHT	100	
711	1	322117861	041554349542	DREAM PURE BB	Light/Medium	110	
712	1	322117879	041554349573	DREAM PURE BB	Medium	120	
713	1	322117887	041554349719	DREAM PURE BB	Medium/Deep	130	
714	1	N/A	041554587074	DREAM PURE BB	DEEP	140	

Column: 12 - Row: 07 Notch: 24 Fixture Type: TRAYS Fixture Description: FS GLSSPRY+FIXSPRY+BNNAPDR UT **
Shade Chart Re-Order Code: PM0000037094 SS Graphic Re-Order Code: PM0000036181
Graphic Re-Order Code: PM0000037102 SS Holder Re-Order Code: PM0000035924
TRAYS Re-Order Code: PL2000000613 TRAYS Rolled Up Code: N/A UPC Blade Code:

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 23

Row: 03

Lower Notch: 16

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 32

Row: 07

Lower Notch: 24

Row: 08

Lower Notch: 16

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 1

685	686	687	688	689	690
691	692	693	694	695	696
697	698	699	700	701	702
703	704	705	706	707	708
709	710	711	712	713	714
715	716	717	718	719	720
721	722	723	724	725	726
727	728	729	730	731	732

NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
715	1	N/A	041554584479	FACE STUDIO GLASS SKIN SPRAY	Glass Skin Spray	00	
716	1	N/A	041554562927	MASTER FIX SETTING SPRAY	Lasting Fix Set Spray	00	
717	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10	

Column: 12 - Row: 08 Notch: 16 Fixture Type: TRAYS Fixture Description: FS MSTR PRIME+BLURSTK 1.1 **
 Shade Chart Re-Order Code: PM0000031546 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031547 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000479 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
718	1	322116093	041554547429	MASTER PRIME BLUR + HYDRATE	MASTER PRIME BLUR + ...	050	
719	1	322117829	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	PM0000013800
720	1	322117837	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	PM0000013802
721	1	322113493	041554551792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
722	1	322113508	041554551808	MASTER PRIME BLUR + HYDRATE	BLUR + PROTECT	500	
723	1	322113265	041554548341	Master Prime Blur Stick	Universal Transparent	100	

Column: 12 - 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
724	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
725	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
726	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
727	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
728	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
729	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	

Column: 12 - Row: 10 Notch: 1 Fixture Type: TRAYS Fixture Description: FS MSTR BLSH+CNTR PAL 1.1 UT **
 Shade Chart Re-Order Code: PM0000031551 SS Graphic Re-Order Code: PM0000035960
 Graphic Re-Order Code: PM0000031553 SS Holder Re-Order Code: PM0000014723
 TRAYS Re-Order Code: PL2000000501 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
730	1	322110788	041554496475	FACE STUDIO MASTER BLUSH PALETTE	BLUSH PALETTE	10	
731	1	322119342	041554455595	FACE STUDIO MASTER CONTOUR	LIGHT TO MEDIUM	10	
732	1	322119350	041554455601	FACE STUDIO MASTER CONTOUR	MEDIUM TO DEEP	20	

Row: 01 Lower Notch: 26

Row: 02 Lower Notch: 23

Row: 03 Lower Notch: 16

Row: 04 Lower Notch: 5

Row: 05 Lower Notch: 38

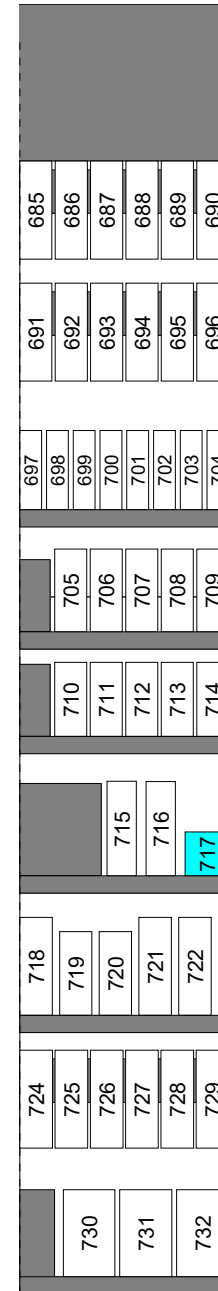
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Row: 07 Lower Notch: 24

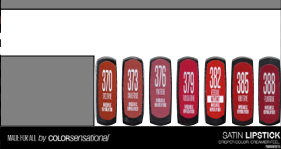
Row: 08 Lower Notch: 16

Row: 09 Lower Notch: 12

Row: 10 Lower Notch: 1











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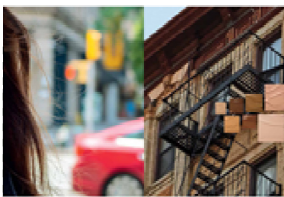




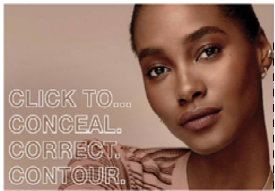
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