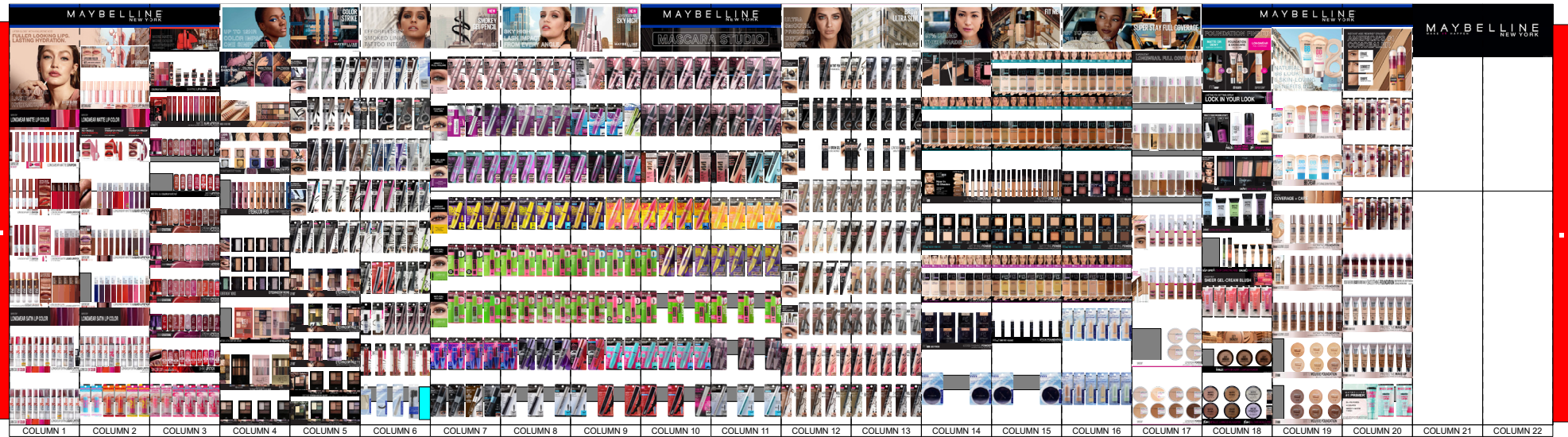




WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 1 - Row: 01 Notch: 29 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027632 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 02 Notch: 27 Fixture Type: SIGNS Fixture Description: RENO CS LIFTER GLOSS (PRODUCT) 3X24 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037546 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000027633 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 03 Notch: 19 Fixture Type: SIGNS Fixture Description: RENO CS LIFTER GLOSS (BTY) 11X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000036995 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029070 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 04 Notch: 13 Fixture Type: SIGNS Fixture Description: RENO SS LIP 1.2 (NAV-FRANCHISE MATTES) 3X24 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037408 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000027633 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 05 Notch: 5 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: 06 Notch: 37 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: 07 Notch: 29 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	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 27

Row: 03 Lower Notch: 19

Row: 04 Lower Notch: 13

Row: 05 Lower Notch: 5

Row: 06 Lower Notch: 37

Row: 07 Lower Notch: 29

Row: 08 Lower Notch: 21

Row: 09 Lower Notch: 19

Row: 10 Lower Notch: 10

Row: 11 Lower Notch: 1

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

Column: 1 - Row: 08		Notch: 21	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	
42	1	N/A	041554581959	SUPER STAY MATTE INK COFFEE	MOCHA INVENTOR	275	

Column: 1 - Row: 09		Notch: 19	Fixture Type: SIGNS	Fixture Description: RENO SS LIP 2.2 (NAV-FRANCHISE SATINS) 3X24 UNLIT **
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000037409		SS Holder Re-Order Code:		
SIGNS Re-Order Code: PM0000027633		SIGNS Rolled Up Code: N/A	UPC Blade Code:	

Column: 1 - Row: 10			Notch: 10		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		
43	1	322113435	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	PM0000006117		
44	1	N/A	041554558876	SuperStay 24 Smile Brightners	Crisp Magenta	305			
45	1	322114091	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	PM0000006120		
46	1	322117196	041554494969	SUPERSTAY SUPER IMPACT	ETERNAL CHERRY	200	PM0000023449		
47	1	N/A	041554558890	SuperStay 24 Smile Brightners	Optic Ruby	310			
48	1	322112918	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	PM0000006118		
49	1	322113299	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	PM0000006116		
50	1	322113029	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	PM0000006080		
51	1	322112162	041554552041	SUPERSTAY 24 EXTENSION	ENDLESS EXPRESSO	275			
52	1	322113087	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	PM0000006136		
53	1	322112675	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	PM0000006142		
54	1	322117099	041554494891	SUPERSTAY ERASER	SUPERSTAY ERASER	00	PM0000023453		

Column: 1 - 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	
55	1	322112188	041554551075	SUPERSTAY 24 EXTENSION	FIRMLY MAUVE	245			
56	1	N/A	041554558883	SuperStay 24 Smile Brightners	Frosted Mauve	300			
57	1	322112667	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045		PM0000006122	
58	1	322113778	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080		PM0000006129	
59	1	322112926	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055		PM0000006124	
60	1	322111988	041554551990	SUPERSTAY 24 EXTENSION	RELENTLESS RUBY	255			
61	1	N/A	041554558906	SuperStay 24 Smile Brightners	Frozen Rose	315			
62	1	322113037	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050		PM0000006123	
63	1	322113053	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120		PM0000006137	
64	1	322112120	041554552027	SUPERSTAY 24 EXTENSION	MERLOT ARMOUR	265			
65	1	322112154	041554552034	SUPERSTAY 24 EXTENSION	EXTREME AUBERGINE	270			
66	1	322112170	041554552010	SUPERSTAY 24 EXTENSION	BOUNDLESS BERRY	260			

Row: 01		Lower Notch: 29
Row: 02		Lower Notch: 27
Row: 03		Lower Notch: 19
Row: 04		Lower Notch: 13
Row: 05		Lower Notch: 5
Row: 06		Lower Notch: 37
Row: 07		Lower Notch: 29
Row: 08		Lower Notch: 21
Row: 09		Lower Notch: 19
Row: 10		Lower Notch: 10
Row: 11		Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 1 - Row: 01 Notch: 29 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PM0000027632 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 02 Notch: 27 Fixture Type: SIGNS Fixture Description: RENO CS LIFTER GLOSS (PRODUCT) 3X24 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037546 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000027633 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 2 - Row: 03 Notch: 22 Fixture Type: SIGNS Fixture Description: RENO CS LIFTER GLOSS (PRODUCT+DEMO) 4X12 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000036019 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000029067 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 2 - Row: 04 Notch: 15 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
67	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
68	1	N/A	041554583861	LIFTER GLOSS	Ice	002	
69	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
70	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
71	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
72	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
73	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
74	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
75	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
76	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 2 - Row: 05 Notch: 13 Fixture Type: SIGNS Fixture Description: RENO SS LIP 1.2 (NAV-FRANCHISE MATTES) 3X24 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037408 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000027633 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 2 - Row: 06 Notch: 7 Fixture Type: SIGNS Fixture Description: RENO SS LIP FRANCHISE 6X12 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037507 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000029072 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 2 - Row: 07 Notch: 37 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
77	1	322112031	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
78	1	322112382	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
79	1	322112609	041554496918	SUPERSTAY MATTE INK	LOVER	15	
80	1	322112471	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
81	1	322113338	041554496932	SUPERSTAY MATTE INK	HEROINE	25	
82	1	322112772	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
83	1	322113451	041554496956	SUPERSTAY MATTE INK	CREATOR	35	
84	1	322113443	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
85	1	322113540	041554496970	SUPERSTAY MATTE INK	ESCAPIST	45	
86	1	322113485	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	

Column: 2 - Row: 08 Notch: 29 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
87	1	322112243	041554543698	SUPERSTAY MATTE INK	DRIVER	55	
88	1	322113100	041554543681	SUPERSTAY MATTE INK	POET	60	
89	1	322112081	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
90	1	322112112	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	
91	1	322112641	041554543674	SUPERSTAY MATTE INK	FIGHTER	75	
92	1	322113215	041554543643	SUPERSTAY MATTE INK	RULER	80	
93	1	322113419	041554543667	SUPERSTAY MATTE INK	PROTECTOR	85	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 27

Row: 03 Lower Notch: 22

Row: 04 Lower Notch: 15

Row: 05 Lower Notch: 13

Row: 06 Lower Notch: 7

Row: 07 Lower Notch: 37

Row: 08 Lower Notch: 29

Row: 09 Lower Notch: 21

Row: 10 Lower Notch: 19

Row: 11 Lower Notch: 10

Row: 12 Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
94	1	322112015	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90
95	1	322112227	041554543704	SUPERSTAY MATTE INK	VISIONARY	95
96	1	322112219	041554543728	SUPERSTAY MATTE INK	PHILOSOPHER	100

Column: 2 - Row: 09 Notch: 21 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
97	1	322210318	041554554458	SUPERSTAY MATTE INK CITY EDITION	EXPLORER	105	
98	1	322210376	041554554465	SUPERSTAY MATTE INK CITY EDITION	ORIGINATOR	110	
99	1	322210384	041554554540	SUPERSTAY MATTE INK CITY EDITION	COMPOSER	112	
100	1	322210342	041554554472	SUPERSTAY MATTE INK CITY EDITION	FOUNDER	115	
101	1	322210368	041554554526	SUPERSTAY MATTE INK CITY EDITION	GROUND-BREAKER	117	
102	1	322210334	041554554533	SUPERSTAY MATTE INK CITY EDITION	DANCER	118	
103	1	322210350	041554554489	SUPERSTAY MATTE INK CITY EDITION	ARTIST	120	
104	1	322210326	041554554496	SUPERSTAY MATTE INK CITY EDITION	INSPIRER	125	
105	1	322210300	041554554502	SUPERSTAY MATTE INK CITY EDITION	SELF-STARTER	130	
106	1	322210295	041554554519	SUPERSTAY MATTE INK CITY EDITION	GLOBETROTTER	135	

Column: 2 - Row: 10 Notch: 19 Fixture Type: SIGNS Fixture Description: RENO SS LIP 2.2 (NAV-FRANCHISE SATINS) 3X24 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037409 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000027633 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 2 - Row: 11 Notch: 10 Fixture Type: TRAYS Fixture Description: SS 24HR PANTONE 3.4 **
 Shade Chart Re-Order Code: PM0000034454 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
107	1	322111807	041554544589	SUPERSTAY 24 EXTENSION	ABSOLUTE TAUPE	230	
108	1	322116158	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	PM0000010808
109	1	322110990	041554544602	SUPERSTAY 24 EXTENSION	LOADED LATTE	235	
110	1	322114067	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	PM0000006143
111	1	322111302	041554544619	SUPERSTAY 24 EXTENSION	ALL NIGHT APRICOT	240	
112	1	322113095	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	PM0000006135
113	1	322114122	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	PM0000006134
114	1	322112617	041554494945	SUPERSTAY SUPER IMPACT	PINK GOES ON	215	PM0000023447
115	1	322116831	041554494983	SUPERSTAY SUPER IMPACT	24/7 FUSCHIA	220	PM0000023451
116	1	322111865	041554551082	SUPERSTAY 24 EXTENSION	STAY SCARLET	250	
117	1	322113273	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	PM0000006133
118	1	322113061	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	

Column: 2 - Row: 12 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
119	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
120	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
121	1	322181292	041554264548	BABY LIPS	CHERRY ME	15	
122	1	322181292	041554264548	BABY LIPS	CHERRY ME	15	
123	1	322181276	041554264562	BABY LIPS	PINK PUNCH	25	
124	1	322181276	041554264562	BABY LIPS	PINK PUNCH	25	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 27

Row: 03 Lower Notch: 22

Row: 04 Lower Notch: 15

Row: 05 Lower Notch: 13

Row: 06 Lower Notch: 7

Row: 07 Lower Notch: 37

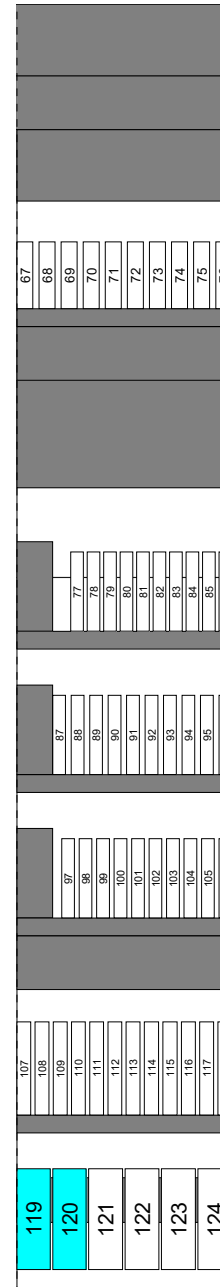
Row: 08 Lower Notch: 29

Row: 09 Lower Notch: 21

Row: 10 Lower Notch: 19

Row: 11 Lower Notch: 10

Row: 12 Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 1 - Row: 01 Notch: 29 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028005

SS Holder Re-Order Code:

HEADER LIT Re-Order Code: PM0000027632

HEADER LIT Rolled Up Code: N/A

UPC Blade Code:

Column: 3 - Row: 02 Notch: 25 Fixture Type: SIGNS

Fixture Description: RENO CS ULTIMATTES (PRODUCT) 4X12 UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000037491

SS Holder Re-Order Code:

SIGNS Re-Order Code: PM0000029067

SIGNS Rolled Up Code: N/A

UPC Blade Code:

Column: 3 - Row: 03 Notch: 18 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
125	1	322119431	041554486032	COLOR SENSATIONAL MECHANICAL LIN...CLEAR		100	
126	1	322119457	041554486049	COLOR SENSATIONAL MECHANICAL LIN...NUDE WHISPER		105	
127	1	322119481	041554486094	COLOR SENSATIONAL MECHANICAL LIN...DUSTY ROSE		130	
128	1	322119520	041554486131	COLOR SENSATIONAL MECHANICAL LIN...BRICK RED		150	
129	1	322119449	041554486056	COLOR SENSATIONAL MECHANICAL LIN...PURELY NUDE		110	
130	1	322114376	041554549287	Color Sensational Shaping Lip Liner	Almond Rose	132	
131	1	322119554	041554486148	COLOR SENSATIONAL MECHANICAL LIN...WILD VIOLETS		155	
132	1	322114368	041554549300	Color Sensational Shaping Lip Liner	Beige Babe	102	
133	1	322119473	041554486063	COLOR SENSATIONAL MECHANICAL LIN...TOTALLY TOFFEE		115	
134	1	322114821	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
135	1	322114863	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
136	1	322114651	041554549355	Color Sensational Shaping Lip Liner	Raw Chocolate	118	
137	1	322119465	041554486100	COLOR SENSATIONAL MECHANICAL LIN...PALEST PINK		135	
138	1	322119546	041554492859	COLOR SENSATIONAL MECHANICAL LIN...RICH WINE		160	
139	1	322114847	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
140	1	322119499	041554486070	COLOR SENSATIONAL MECHANICAL LIN...RICH CHOCOLATE		120	
141	1	322119512	041554486117	COLOR SENSATIONAL MECHANICAL LIN...PINK CORAL		140	
142	1	322119504	041554492866	COLOR SENSATIONAL MECHANICAL LIN...PLUM PASSION		165	
143	1	322113320	041554486087	COLOR SENSATIONAL MECHANICAL LIN...MAGNETIC MAUVE		125	
144	1	322119538	041554486124	COLOR SENSATIONAL MECHANICAL LIN...VERY CHERRY		145	
145	1	322115623	041554549317	Color Sensational Shaping Lip Liner	Concrete Jungle	170	

Column: 3 - Row: 04 Notch: 12 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
146	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
147	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
148	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
149	1	N/A	041554582291	Color Sensational Ultimatte	More Magenta	399	
150	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
151	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	
152	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
153	1	N/A	041554582307	Color Sensational Ultimatte	More Taupe	799	
154	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
155	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 3 - Row: 05 Notch: 6 Fixture Type: TRAYS

Fixture Description: CS MATTES 1.1 RENO **

Shade Chart Re-Order Code: PM0000037093, PM0000037105

SS Graphic Re-Order Code: PM0000033899

Graphic Re-Order Code: PM0000033898, PM0000033900

SS Holder Re-Order Code: PM0000027630

TRAYS Re-Order Code: PL2000000446

TRAYS Rolled Up Code: N/A

UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
156	1	322118142	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	PM0000014866
157	1	322118875	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	PM0000013399
158	1	322114601	041554496574	COLOR SEN THE MATTES	ALMOND ROSE	565	PM0000020654
159	1	322118859	041554429916	COLOR SEN THE MATTES	Ravishing Rose	670	PM0000013401
160	1	322114708	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	PM0000013400
161	1	322118833	041554429930	COLOR SEN THE MATTES	Mesmerizing Magenta	680	PM0000013403
162	1	322118134	041554453638	COLOR SEN THE MATTES	Rich Ruby	691	PM0000014865
163	1	322118168	041554453690	COLOR SEN THE MATTES	Burgundy Blush	696	PM0000014871
164	1	322118817	041554429961	COLOR SEN THE MATTES	Divine Wine	695	PM0000013406
165	1	322111938	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	PM0000018204

Row: 01

Lower Notch: 29

Row: 02

Lower Notch: 25

Row: 03

Lower Notch: 18

Row: 04

Lower Notch: 12

Row: 05

Lower Notch: 6

Row: 06

Lower Notch: 40

Row: 07

Lower Notch: 34

Row: 08

Lower Notch: 28

Row: 09

Lower Notch: 22

Row: 10

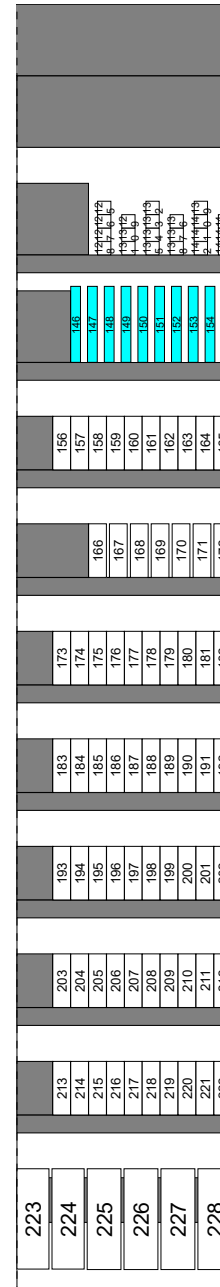
Lower Notch: 16

Row: 11

Lower Notch: 10

Row: 12

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

Column: 3 - Row: 06		Notch: 40	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,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
166	1	322210570	041554564839	CS MADE FOR YOU	SPICE FOR ME	370	
167	1	322210596	041554564815	CS MADE FOR YOU	MAUVE FOR ME	373	
168	1	322210619	041554566772	CS MADE FOR YOU	PINK FOR ME	376	
169	1	322210601	041554564860	CS MADE FOR YOU	FUCHSIA FOR ME	379	
170	1	322210635	041554564846	CS MADE FOR YOU	RED FOR ME	382	
171	1	322210627	041554564853	CS MADE FOR YOU	RUBY FOR ME	385	
172	1	322210588	041554564877	CS MADE FOR YOU	PLUM FOR ME	388	

Column: 3 - Row: 07		Notch: 34	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
173	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
174	1	N/A	041554578324	COLOR SEN LIPSTICK	NAKED DARE	144	
175	1	322117366	041554408492	COLOR SEN BUFFS	TRUFFLE TEASE	930	PM0000011891
176	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
177	1	322113477	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	PM0000007184
178	1	N/A	041554578331	COLOR SEN LIPSTICK	BRICK BEAT	122	
179	1	322110770	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	PM0000006187
180	1	322116899	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	PM0000011893
181	1	322116904	041554408577	COLOR SEN BUFFS	UNTAINTED SPICE	950	PM0000011895
182	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	

Column: 3 - Row: 08		Notch: 28	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
183	1	322117285	041554408546	COLOR SEN BUFFS	NUDE LUST	920	PM0000011889
184	1	322110291	041554198560	COLOR SEN LIPSTICK	Nearly There	205	PM0000006180
185	1	N/A	041554578355	COLOR SEN LIPSTICK	BARE REVEAL	177	
186	1	322110453	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	PM0000006183
187	1	322110526	041554198232	COLOR SEN LIPSTICK	Born With It	15	PM0000006169
188	1	322110518	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
189	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
190	1	N/A	041554578263	COLOR SEN LIPSTICK	ROSEY RISK	211	
191	1	N/A	041554578256	COLOR SEN LIPSTICK	ROSE EMBRACE	200	
192	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	

Column: 3 - Row: 09		Notch: 22	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
193	1	322119415	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	PM0000016238
194	1	322110623	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	PM0000006175
195	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
196	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
197	1	322112845	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	PM0000006081
198	1	N/A	041554578270	COLOR SEN LIPSTICK	PINK THRILL	266	
199	1	N/A	041554578379	COLOR SEN LIPSTICK	SUNSET SPARK	366	
200	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
201	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	
202	1	322114693	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	PM0000009774

Column: 3 - Row: 10		Notch: 16	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
203	1	322112722	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	PM0000006148
204	1	322111043	041554198553	COLOR SEN LIPSTICK	Red Revival	645	PM0000006209
205	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
206	1	N/A	041554578393	COLOR SEN LIPSTICK	WINE RUSH	322	
207	1	322110924	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	PM0000006200

Row: 01		Lower Notch: 29
Row: 02		Lower Notch: 25
Row: 03		Lower Notch: 18
Row: 04		Lower Notch: 12
Row: 05		Lower Notch: 6
Row: 06		Lower Notch: 40
Row: 07		Lower Notch: 34
Row: 08		Lower Notch: 28
Row: 09		Lower Notch: 22
Row: 10		Lower Notch: 16
Row: 11		Lower Notch: 10
Row: 12		Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
208	1	322110908	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425
209	1	322112439	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410
210	1	322110916	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435
211	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411
212	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400

Column: 3 - Row: 11	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
213	1	322117463	041554549270	Color Sensational Shine Compulsion	Baddest Beige	050	
214	1	322117489	041554549140	Color Sensational Shine Compulsion	Taupe Seduction	055	
215	1	322117544	041554549133	Color Sensational Shine Compulsion	Chocolate Lust	060	
216	1	322117471	041554549263	Color Sensational Shine Compulsion	Spicy Mauve	065	
217	1	322117528	041554549225	Color Sensational Shine Compulsion	Undressed Pink	075	
218	1	322117502	041554549249	Color Sensational Shine Compulsion	Pink Fetish	085	
219	1	322117510	041554549232	Color Sensational Shine Compulsion	Scarlet Flame	090	
220	1	322117536	041554549164	Color Sensational Shine Compulsion	Magenta Affair	100	
221	1	322117455	041554549089	Color Sensational Shine Compulsion	Berry Blackmail	120	
222	1	322117497	041554549256	Color Sensational Shine Compulsion	Spicy Sangria	130	

Column: 3 - Row: 12	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
223	1	322181519	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
224	1	322181519	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
225	1	322180076	041554483123	BABY LIPS	MY PINK	01	
226	1	322180076	041554483123	BABY LIPS	MY PINK	01	
227	1	322180076	041554483123	BABY LIPS	MY PINK	01	
228	1	322180076	041554483123	BABY LIPS	MY PINK	01	

Row: 01		Lower Notch: 29
Row: 02		Lower Notch: 25
Row: 03		Lower Notch: 18
Row: 04		Lower Notch: 12
Row: 05		Lower Notch: 6
Row: 06		Lower Notch: 40
Row: 07		Lower Notch: 34
Row: 08		Lower Notch: 28
Row: 09		Lower Notch: 22
Row: 10		Lower Notch: 16
Row: 11		Lower Notch: 10
Row: 12		Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 4 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO COLOR STRIKE SHDW PEN HDR (BTY+PRODUCT) 8X...
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037015 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 4 - Row: 02 Notch: 20 Fixture Type: SIGNS Fixture Description: RENO SHADOW FINDER 6X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000033502 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029072 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 4 - Row: 03 Notch: 12 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
229	1	N/A	041554578768	NUDES OF NEW YORK	NUDES OF NEW YORK	01	

Column: 4 - Row: 04 Notch: 4 Fixture Type: TRAYS Fixture Description: COL TAT POTS 1.1 **
Shade Chart Re-Order Code: PM0000031554,PM0000031555 SS Graphic Re-Order Code:
Graphic Code: PM0000031556,PM0000031557,PM0000031937 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000493 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
230	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
231	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
232	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
233	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
234	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
235	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
236	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
237	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
238	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
239	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

Column: 4 - Row: 05 Notch: 37 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
240	1	N/A	041554584073	COLOR STRIKE EYESHADOW PEN	CRAVE	10	
241	1	N/A	041554584080	COLOR STRIKE EYESHADOW PEN	TEMPT	15	
242	1	N/A	041554584097	COLOR STRIKE EYESHADOW PEN	CHARM	20	
243	1	N/A	041554584103	COLOR STRIKE EYESHADOW PEN	SPARK	30	
244	1	N/A	041554584110	COLOR STRIKE EYESHADOW PEN	FLASH	35	
245	1	N/A	041554584127	COLOR STRIKE EYESHADOW PEN	RALLY	40	
246	1	N/A	041554584134	COLOR STRIKE EYESHADOW PEN	CHASE	45	
247	1	N/A	041554584141	COLOR STRIKE EYESHADOW PEN	HUSTLE	50	
248	1	N/A	041554584158	COLOR STRIKE EYESHADOW PEN	FLARE	55	
249	1	N/A	041554584165	COLOR STRIKE EYESHADOW PEN	ACE	65	

Column: 4 - Row: 06 Notch: 23 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
250	1	322115461	041554490824	New Expertwear Monos	Forest Green	80S	
251	1	322115102	041554492644	New Expertwear Monos	Vanilla	100S	
252	1	322115136	041554490794	New Expertwear Monos	The Glo Down	60S	
253	1	322115576	041554492651	New Expertwear Monos	Night Sky	110S	
254	1	322115453	041554490749	New Expertwear Monos	Soft Pearl	10S	
255	1	322112340	041554552218	New Expertwear Monos	Bold Beige	210S	
256	1	322112984	041554552201	New Expertwear Monos	Dusty Rose	200S	
257	1	322115479	041554490763	New Expertwear Monos	Seashell	30S	
258	1	322115542	041554492682	New Expertwear Monos	Made for Mocha	140S	
259	1	322115518	041554492712	New Expertwear Monos	Humdrum Plum	170S	
260	1	322115152	041554490770	New Expertwear Monos	Nude Glow	40S	
261	1	322115128	041554490800	New Expertwear Monos	Cool Cocoa	70S	
262	1	322115144	041554490787	New Expertwear Monos	Tastefully Taupe	50S	
263	1	322115487	041554490756	New Expertwear Monos	Linen	20S	
264	1	322113184	041554552225	New Expertwear Monos	Royal Nude	220S	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 20

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 23

Row: 07

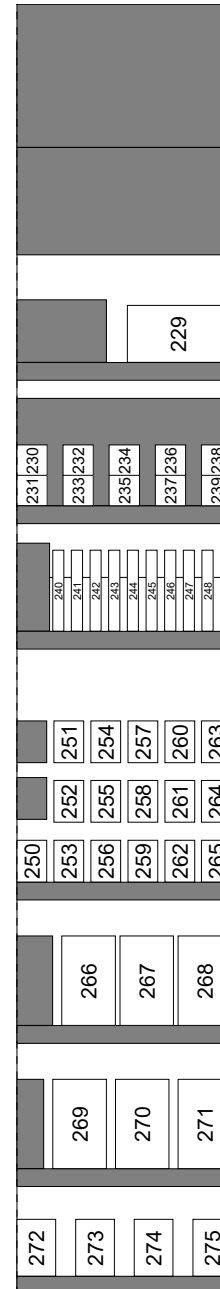
Lower Notch: 15

Row: 08

Lower Notch: 7

Row: 09

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

265	1	322116417	041554552232	New Expertwear Monos	Sterling Greige	230S	
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Column: 4 - Row: 07	Notch: 15	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
266	1	N/A	041554563290	The Matte Bar Eyeshadow Palette	The Matte Bar	300	
267	1	322210017	041554545043	Total Temptation Eye + Highlight Palette	Total Temptation Eye + Hig...	140	
268	1	322210059	041554545869	The City Kits	Kit #2 Pink Edge	160	

Column: 4 - Row: 08	Notch: 7	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
269	1	322117374	041554419184	THE PALETTES	The Nudes	02	
270	1	322110178	041554434866	THE PALETTES	The Blushed Nudes	06	
271	1	322113045	041554490848	24KT NUDES PALETTE	24KT NUDES PALETTE	120	

Column: 4 - Row: 09	Notch: 1	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
272	1	322118558	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
273	1	322112968	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
274	1	322118524	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
275	1	322118574	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 20

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 23

Row: 07

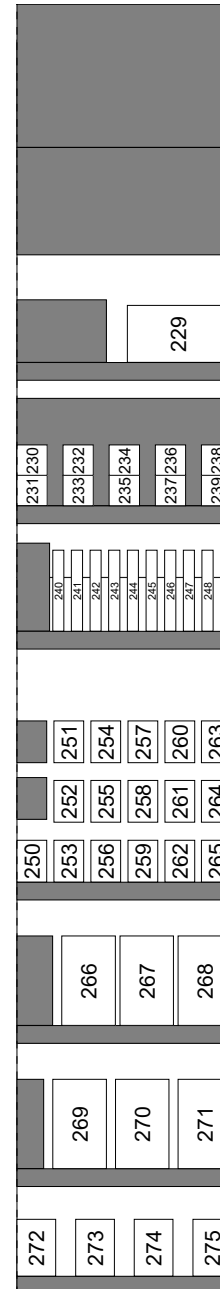
Lower Notch: 15

Row: 08

Lower Notch: 7

Row: 09

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 4 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO COLOR STRIKE SHDW PEN HDR (BTY+PRODUCT) 8X...
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037015 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 5 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 5HK HYPER EASY HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037139
Graphic Re-Order Code: PM0000034707 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
276	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800	
277	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800	
278	1	322182816	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
279	1	322182816	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	

Column: 5 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 5HK TS SMK GEL PEN HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037327
Graphic Re-Order Code: PM0000037389 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
280	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BLACK	10	
281	1	N/A	041554588934	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY GREY	20	
282	1	N/A	041554588927	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BROWN	40	
283	1	N/A	041554549416	TATTOO STUDIO LIQUID LINER	BLACK	001	

Column: 5 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 5HK TS GEL LNR (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037395
Graphic Re-Order Code: PM0000029016 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
284	1	322210392	041554563337	TATTOO STUDIO LINER	DEEP ONYX	900	
285	1	322210392	041554563337	TATTOO STUDIO LINER	DEEP ONYX	900	
286	1	322210449	041554563344	TATTOO STUDIO LINER	INTENSE CHARCOAL	901	
287	1	N/A	041554563351	TATTOO STUDIO LINER	BOLD BROWN	910	

Column: 5 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 5HK MSTR PREC ALL DAY (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037145
Graphic Re-Order Code: PM0000028366 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
288	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
289	1	322113891	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110	
290	1	322113891	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110	
291	1	322113689	041554549454	EYE STUDIO MASTER PREC ALL DAY	FOREST BROWN	111	

Column: 5 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 6HK LD GEL PENCIL (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028361 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
292	1	322118011	041554434804	LASTING DRAMA GEL PENCIL	SLEEK ONYX	601	
293	1	322118011	041554434804	LASTING DRAMA GEL PENCIL	SLEEK ONYX	601	
294	1	322118029	041554434811	LASTING DRAMA GEL PENCIL	SMOOTH CHARCOAL	602	
295	1	322118053	041554434835	LASTING DRAMA GEL PENCIL	GLAZED TOFFEE	604	
296	1	322116124	041554552560	LASTING DRAMA MATTES	JET BLACK	860	
297	1	322116124	041554552560	LASTING DRAMA MATTES	JET BLACK	860	

Column: 5 - Row: 07 Notch: 23 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
298	1	322149818	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	
299	1	322115665	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
300	1	322115348	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
301	1	322115770	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 23

Row: 08

Lower Notch: 17

Row: 09

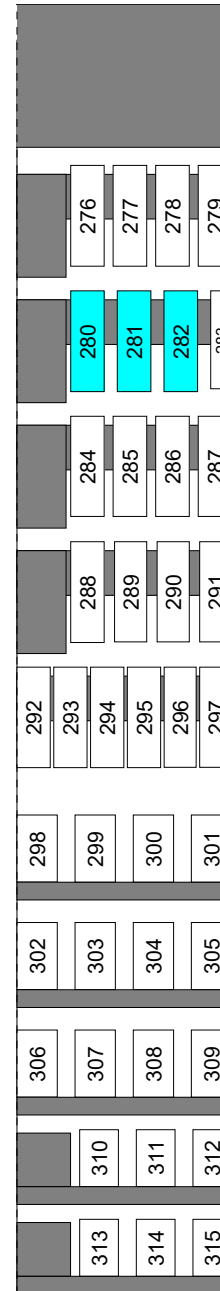
Lower Notch: 11

Row: 10

Lower Notch: 6

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

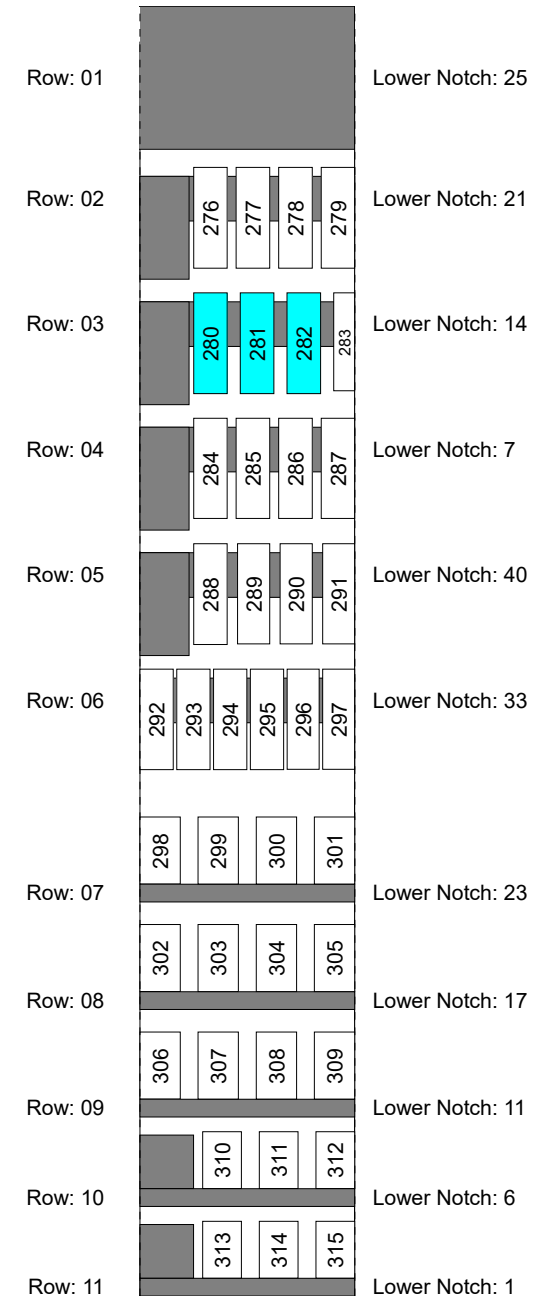
WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

Column: 5 - Row: 08 Notch: 17 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
302	1	322115356	041554540758	CITY MINI PALETTES	Gramercy Decadence	460	
303	1	322115615	041554499773	CITY MINI PALETTES	Urban Jungle	420	
304	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	
305	1	N/A	041554563313	CITY MINI PALETTES	Cocoa City	550	

Column: 5 - Row: 09 Notch: 11 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	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
306	1	322115754	041554552485	CITY MINI PALETTES	Brooklyn Nudes	500	
307	1	322149826	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
308	1	322115631	041554552508	CITY MINI PALETTES	Skyscape Dusk	520	
309	1	322115657	041554552515	CITY MINI PALETTES	Hi-Rise Sunset	530	

Column: 5 - Row: 10		Notch: 6		Fixture Type: TRAYS		Fixture Description: EW SHAD Q 1.3 **	
Shade Chart Re-Order Code: PM0000028430				SS Graphic Re-Order Code: PM0000033844			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000023				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000007818	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
310	1	322111491	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
311	1	322118566	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	
312	1	322111873	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 5 - 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	
313	1	322112104	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q		
314	1	322112138	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q		
315	1	322118516	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q		



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 6 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO TS SMK GEL PEN HDR (BTY+PRODUCT) 8X24 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037412 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 6 - 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
316	1	322182824	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	
317	1	322182832	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
318	1	322182832	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
319	1	322182840	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
320	1	322182858	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
321	1	322221377	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL S...		

Column: 6 - Row: 03 Notch: 14 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
322	1	N/A	041554578799	TATTOO STUDIO LIQUID LINER	DARK HENNA BROWN	002	
323	1	N/A	041554578805	TATTOO STUDIO LIQUID LINER	RUSTIC BROWN	003	
324	1	322180686	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
325	1	322180694	041554220193	EYE STUDIO GEL LINER	Brown	52	
326	1	322180709	041554220209	EYE STUDIO GEL LINER	Gunmetal	54	

Column: 6 - Row: 04 Notch: 7 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
327	1	N/A	041554568172	TATTOO STUDIO LINER	SMOOTH WALNUT	911	
328	1	322210407	041554563863	TATTOO STUDIO LINER	STRIKING NAVY	920	
329	1	322210457	041554563870	TATTOO STUDIO LINER	DEEP TEAL	921	
330	1	322210423	041554563887	TATTOO STUDIO LINER	RICH AMETHYST	940	
331	1	322210415	041554563894	TATTOO STUDIO LINER	SPARKLING SILVER	961	
332	1	322210431	041554563900	TATTOO STUDIO LINER	POLISHED WHITE	970	

Column: 6 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 6HK ES MSTR PREC SKINNY (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028365 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
333	1	322119392	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
334	1	322119392	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
335	1	322119407	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
336	1	322115788	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	
337	1	322115788	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	
338	1	322115801	041554541922	MASTER PRECISE INK LINER	GALACTIC METAL	520	

Column: 6 - Row: 06 Notch: 33 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
339	1	322117065	041554546361	Lasting Drama Eyelights Liner	TWINKLE BLACK	850	
340	1	322117065	041554546361	Lasting Drama Eyelights Liner	TWINKLE BLACK	850	
341	1	N/A	041554572476	LINE EXPRESS	EBONY BLACK	01	
342	1	N/A	041554572483	LINE EXPRESS	SOFT BLACK	02	
343	1	N/A	041554572490	LINE EXPRESS	BROWNISH BLACK	03	
344	1	322183448	041554009071	DEFINE A LINE	Ebony Black	1	

Column: 6 - Row: 07 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 6HK MSTR KAJAL (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028364 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: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

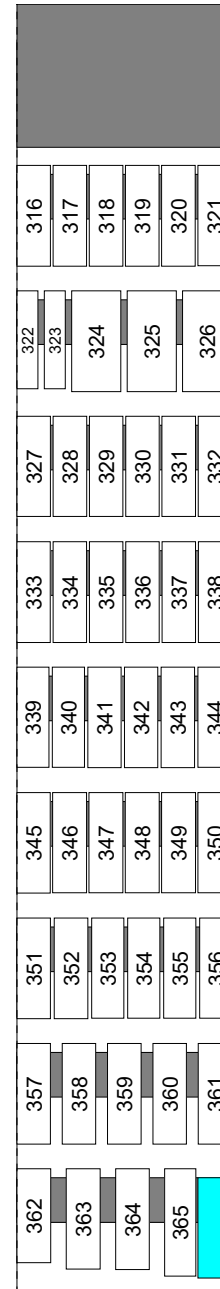
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

345	1	322116190	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510	
346	1	322181006	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
347	1	322181006	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
348	1	322181048	041554294231	MASTER DUO LINER	Black Lacquer	500	
349	1	322181048	041554294231	MASTER DUO LINER	Black Lacquer	500	
350	1	322183422	041554009095	DEFINE A LINE	Brownish Black	3	

Column: 6 - Row: 08 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 6HK CURVITUDE LNR (DEMO) HKBR UNLIT **

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

Graphic Re-Order Code: PM0000028356 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
351	1	322182963	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
352	1	322183121	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2	
353	1	322117104	041554494198	CURVITUDE LINER	BLACK	410	
354	1	322117104	041554494198	CURVITUDE LINER	BLACK	410	
355	1	322117104	041554494198	CURVITUDE LINER	BLACK	410	
356	1	322117104	041554494198	CURVITUDE LINER	BLACK	410	

Column: 6 - Row: 09 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 5HK EXPERT EYES TWIN BRW HKBR UNLIT **

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

Graphic Re-Order Code: PM0000028359 SS Holder Re-Order Code:

HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
357	1	322184509	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01	
358	1	322184494	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02	
359	1	322184486	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03	
360	1	322184478	041554530339	EXPERT EYES TWIN BROW & EYE PENC...	Light Brown	04	
361	1	322184444	041554507379	EXPERT EYES TWIN BROW & EYE PENC...	Blonde	7	

Column: 6 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 5HK GENERIC URBAN HKBR UNLIT

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

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

HOOK BARS Re-Order Code: 041554984514 HOOK BARS Rolled Up Code: 041554984514 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
362	1	322221351	041554535426	EYELASH CURLER	EXPERT TOOLS EYELAS...		
363	1	322221369	041554535457	EYELASH CURLER REFILLS			
364	1	322225410	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER		
365	1	322221343	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH '...		

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

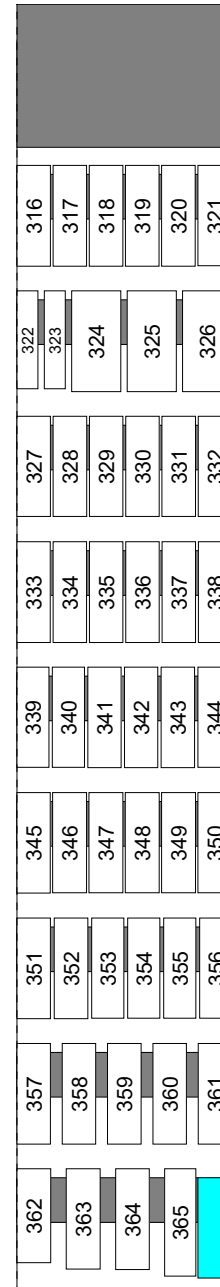
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 6 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO TS SMK GEL PEN HDR (BTY+PRODUCT) 8X24 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037412 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027628 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: PM0000037140
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
366	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
367	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
368	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	

Column: 7 - Row: 03 Notch: 13 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000034570
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
369	1	N/A	041554584233	FALSIES LASH MASK	OVERNIGHT CONDITIONI...	190	
370	1	N/A	041554590364	Falsies Lash Lift Ultra Black Intensifier	ULTRA BLACK	195	
371	1	N/A	041554578478	FALSIES SALON LIFT	BLACKEST BLACK	200	

Column: 7 - Row: 04 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000028327
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
372	1	322180157	041554217957	FALSIES MASCARA	Blackest Black	00	
373	1	322180157	041554217957	FALSIES MASCARA	Blackest Black	00	
374	1	322180262	041554217964	FALSIES MASCARA	Very Black	01	

Column: 7 - Row: 05 Notch: 37 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000031067
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	322181755	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
376	1	322181755	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
377	1	322181763	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01	

Column: 7 - Row: 06 Notch: 29 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000033803
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
378	1	322186006	041554670745	GREAT LASH MASCARA	Blackest Black	00	
379	1	322186006	041554670745	GREAT LASH MASCARA	Blackest Black	00	
380	1	322183896	041554532722	GREAT LASH MASCARA	Very Black	1	

Column: 7 - Row: 07 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000033803
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
381	1	322117243	041554519457	GREAT LASH MASCARA	Clear	10	
382	1	322117243	041554519457	GREAT LASH MASCARA	Clear	10	
383	1	322180084	041554533064	GREAT LASH MASCARA	Royal Blue	104	

Column: 7 - Row: 08 Notch: 13 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
384	1	322115283	041554288384	VE ROCKET MASCARA	Blackest Black	00	
385	1	322115283	041554288384	VE ROCKET MASCARA	Blackest Black	00	
386	1	322115259	041554288377	VE ROCKET MASCARA	Very Black	01	
387	1	322115241	041554288391	VE ROCKET MASCARA	Brownish Black	02	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 13

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 29

Row: 07

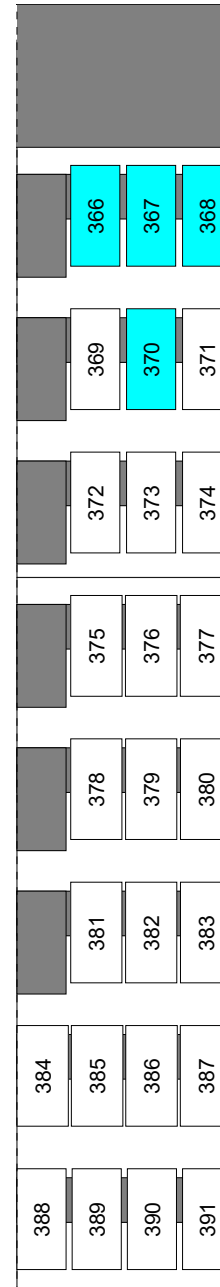
Lower Notch: 21

Row: 08

Lower Notch: 13

Row: 09

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

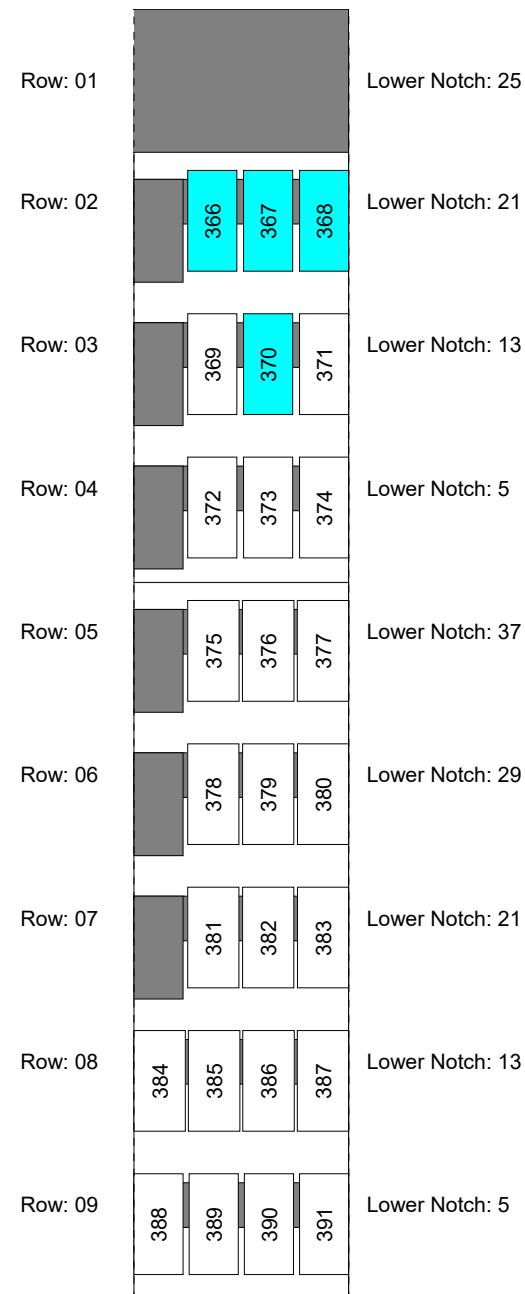
Column: 7 - Row: 09 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
388	1	N/A	041554539912	SNPSACARA	PITCH BLACK	300	
389	1	N/A	041554539912	SNPSACARA	PITCH BLACK	300	
390	1	N/A	041554539950	SNPSACARA	BOLD BROWN	305	
391	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 8 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO LASH SEN SKY HIGH HDR (BTY+PRODUCT) 8X24 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037411 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 8 - 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
392	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	
393	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	VERY BLACK	802	
394	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	VERY BLACK	802	
395	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	BROWNISH BLACK	803	

Column: 8 - Row: 03 Notch: 13 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
396	1	N/A	041554578478	FALSIES SALON LIFT	BLACKEST BLACK	200	
397	1	N/A	041554578485	FALSIES SALON LIFT	VERY BLACK	201	
398	1	N/A	041554578492	FALSIES SALON LIFT WTP	VERY BLACK (WTP)	202	
399	1	N/A	041554578508	FALSIES SALON LIFT WTP	BROWNISH BLACK (WTP)	203	

Column: 8 - Row: 04 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
400	1	322180262	041554217964	FALSIES MASCARA	Very Black	01	
401	1	322180343	041554217971	FALSIES MASCARA	Brownish Black	02	
402	1	322180343	041554217971	FALSIES MASCARA	Brownish Black	02	
403	1	322180424	041554217988	FALSIES MASCARA WP	Very Black	01	

Column: 8 - Row: 05 Notch: 37 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
404	1	322181763	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01	
405	1	322181917	041554056761	VOLUM' EXPRESS COLOSSAL	Glam Brown (Brn/Blk)	2	
406	1	322180034	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black	00	
407	1	322180034	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black	00	

Column: 8 - Row: 06 Notch: 29 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
408	1	322183896	041554532722	GREAT LASH MASCARA	Very Black	1	
409	1	322183935	041554532807	GREAT LASH MASCARA	Brownish Black	2	
410	1	322183935	041554532807	GREAT LASH MASCARA	Brownish Black	2	
411	1	322183294	041554532982	GREAT LASH MASCARA	Dark Brown	3	

Column: 8 - Row: 07 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
412	1	322181103	041554209310	GREAT LASH BIG	Blackest Black	00	
413	1	322181103	041554209310	GREAT LASH BIG	Blackest Black	00	
414	1	322181111	041554209327	GREAT LASH BIG	Very Black	01	
415	1	322181111	041554209327	GREAT LASH BIG	Very Black	01	

Column: 8 - Row: 08 Notch: 13 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 13

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 29

Row: 07

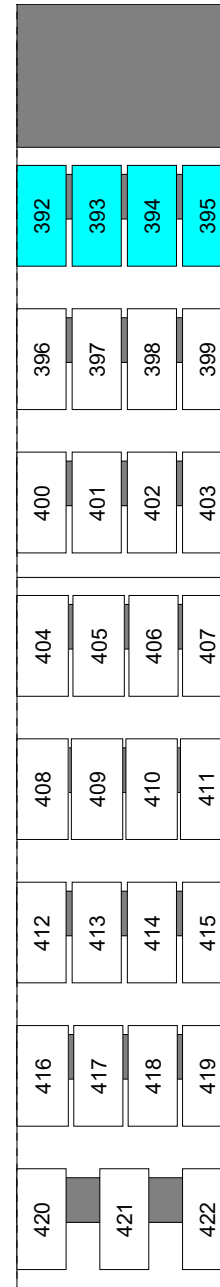
Lower Notch: 21

Row: 08

Lower Notch: 13

Row: 09

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
416	1	322115267	041554288452	VE ROCKET MASCARA WP	Very Black	01	
417	1	322112277	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
418	1	322112277	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
419	1	322112146	041554462838	FALSIES PUSH UP DRAMA ANGEL WTP	Very Black WTP	01	

Column: 8 - Row: 09		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
420	1	322183901	041554699159	FULL 'N SOFT WASHABLE	Very Black	1	
421	1	322183901	041554699159	FULL 'N SOFT WASHABLE	Very Black	1	
422	1	322181137	041554605228	FULL 'N SOFT WATERPROOF	Very Black	1	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 13

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 29

Row: 07

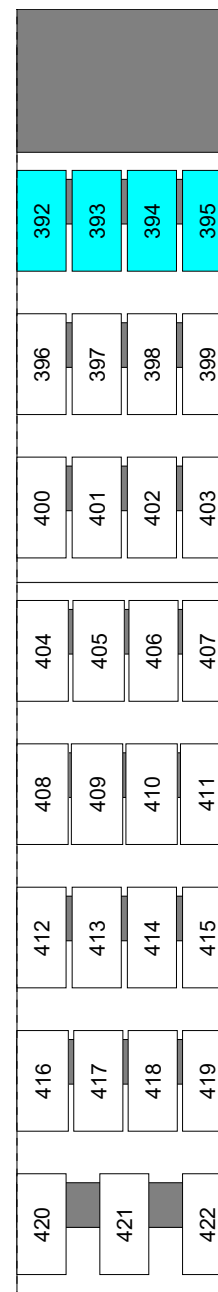
Lower Notch: 21

Row: 08

Lower Notch: 13

Row: 09

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 8 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO LASH SEN SKY HIGH HDR (BTY+PRODUCT) 8X24 LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037411 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 9 - 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
423	1	322116433	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SER...	250	
424	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
425	1	322118906	041554420616	LASH SENSATIONAL	Blackest Black	00	
426	1	322118906	041554420616	LASH SENSATIONAL	Blackest Black	00	

Column: 9 - Row: 03 Notch: 13 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
427	1	322114059	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	
428	1	322184606	041554268706	FALSIES FLARED	Blackest Black	00	
429	1	322184606	041554268706	FALSIES FLARED	Blackest Black	00	
430	1	322182248	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	

Column: 9 - Row: 04 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
431	1	322180424	041554217988	FALSIES MASCARA WP	Very Black	01	
432	1	322180466	041554217995	FALSIES MASCARA WP	Brownish Black	02	
433	1	322180466	041554217995	FALSIES MASCARA WP	Brownish Black	02	
434	1	322114059	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	

Column: 9 - Row: 05 Notch: 37 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
435	1	322180042	041554197044	VOLUM' EXPRESS COLOSSAL WP	Classic Black	1	
436	1	322180042	041554197044	VOLUM' EXPRESS COLOSSAL WP	Classic Black	1	
437	1	322118338	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	
438	1	322118338	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	

Column: 9 - Row: 06 Notch: 29 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
439	1	322183294	041554532982	GREAT LASH MASCARA	Dark Brown	3	
440	1	322185880	041554626964	GREAT LASH WATERPROOF	Very Black	1	
441	1	322185880	041554626964	GREAT LASH WATERPROOF	Very Black	1	
442	1	322185903	041554626988	GREAT LASH WATERPROOF	Brownish Black	3	

Column: 9 - Row: 07 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
443	1	322181129	041554209334	GREAT LASH BIG	Brownish Black	02	
444	1	322181129	041554209334	GREAT LASH BIG	Brownish Black	02	
445	1	322182078	041554672237	CURVED BRUSH GREAT LASH WASHAB...	Blackest Black	00	
446	1	322182078	041554672237	CURVED BRUSH GREAT LASH WASHAB...	Blackest Black	00	

Column: 9 - Row: 08 Notch: 13 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 13

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 29

Row: 07

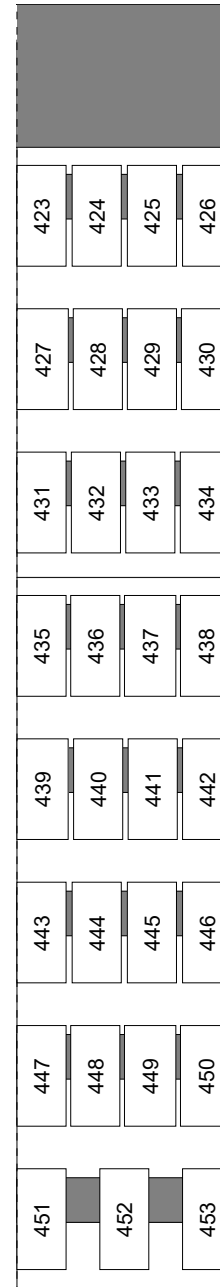
Lower Notch: 21

Row: 08

Lower Notch: 13

Row: 09

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
447	1	322118249	041554443462	PUSH UP DRAMA WSH	Blackest Black	00
448	1	322118281	041554443493	PUSH UP DRAMA WTP	Very Black	01
449	1	322111378	041554281446	MEGA PLUSH MASCARA	Blackest Black	00
450	1	322111378	041554281446	MEGA PLUSH MASCARA	Blackest Black	00

Column: 9 - Row: 09		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	
451	1	322181137	041554605228	FULL 'N SOFT WATERPROOF	Very Black	1		
452	1	322181925	041554054156	LASH STILETTO	Very Black	1		
453	1	322181925	041554054156	LASH STILETTO	Very Black	1		

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 13

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 29

Row: 07

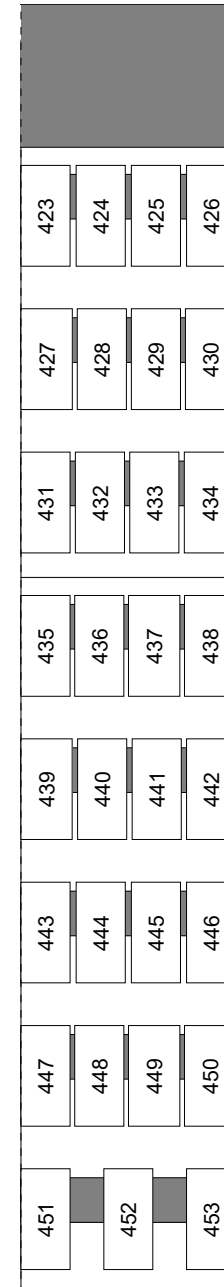
Lower Notch: 21

Row: 08

Lower Notch: 13

Row: 09

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 10 - Row: 01	Notch: 29	Fixture Type: HEADER LIT	Fixture Description: RENO MNY LOGO HDR 4X24 LIT **
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000028002		SS Holder Re-Order Code:	
HEADER LIT Re-Order Code: PM0000029069	HEADER LIT Rolled Up Code: N/A	UPC Blade Code:	

Column: 10 - Row: 02	Notch: 25	Fixture Type: SIGNS	Fixture Description: RENO MASC STUDIO (NAV) 4X24 UNLIT **
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000031263		SS Holder Re-Order Code:	
SIGNS Re-Order Code: PM0000027636	SIGNS Rolled Up Code: N/A	UPC Blade Code:	

Column: 10 - Row: 03 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
454	1	322118922	041554420623	LASH SENSATIONAL	Very Black	01	
455	1	322118922	041554420623	LASH SENSATIONAL	Very Black	01	
456	1	322118914	041554420630	LASH SENSATIONAL	Brownish Black	02	
457	1	322118914	041554420630	LASH SENSATIONAL	Brownish Black	02	

Column: 10 - Row: 04 Notch: 13 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
458	1	322119180	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
459	1	322119180	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
460	1	322119164	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	
461	1	322119164	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	

Column: 10 - Row: 05		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 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
462	1	N/A	041554559309	TOTAL TEMPTATION WASHABLE	DEEP COCOA	606	
463	1	322111831	041554522556	FALSIES TEMPTATION	BLKST BLK	601	
464	1	322111831	041554522556	FALSIES TEMPTATION	BLKST BLK	601	
465	1	322111556	041554522563	FALSIES TEMPTATION	VERY BLK	602	

Column: 10 - Row: 06 Notch: 37 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
466	1	322118346	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	
467	1	322118346	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	
468	1	322118320	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01	
469	1	322118320	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01	

Column: 10 - Row: 07		Notch: 29		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
470	1	322185903	041554626988	GREAT LASH WATERPROOF	Brownish Black	3	
471	1	322113223	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	
472	1	322113223	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	
473	1	322113249	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	

Column: 10 - Row: 08			Notch: 21		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		
474	1	322183561	041554565294	CURVED BRUSH GREAT LASH WASHAB...	Very Black	1			
475	1	322180181	041554239423	Great Lash Lots of Lashes	Blackest Black	00			
476	1	322180181	041554239423	Great Lash Lots of Lashes	Blackest Black	00			

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 25

Row: 03 Lower Notch: 21

Row: 04 Lower Notch: 13

Row: 05 Lower Notch: 5

Row: 06 Lower Notch: 37

Row: 07 Lower Notch: 29

Row: 08 Lower Notch: 21

Row: 09 Lower Notch: 13

Row: 10 Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

Column: 10 - Row: 09 Notch: 13 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
477	1	322111239	041554281460	MEGA PLUSH MASCARA	Very Black	01	
478	1	322111239	041554281460	MEGA PLUSH MASCARA	Very Black	01	
479	1	322111784	041554281484	MEGA PLUSH MASCARA WP	Very Black	01	
480	1	322111784	041554281484	MEGA PLUSH MASCARA WP	Very Black	01	

Column: 10 - 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
481	1	322180628	041554208832	LASH STILETTO WP	Very Black	01	
482	1	322180628	041554208832	LASH STILETTO WP	Very Black	01	
483	1	322181412	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 25

Row: 03 Lower Notch: 21

Row: 04 Lower Notch: 13

Row: 05 Lower Notch: 5

Row: 06 Lower Notch: 37

Row: 07 Lower Notch: 29

Row: 08 Lower Notch: 21

Row: 09 Lower Notch: 13

Row: 10 Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 10 - Row: 01 Notch: 29 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR 4X24 LIT **

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

Graphic Re-Order Code: PM0000028002 SS Holder Re-Order Code:

HEADER LIT Re-Order Code: PM0000029069 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 10 - Row: 02 Notch: 25 Fixture Type: SIGNS Fixture Description: RENO MASC STUDIO (NAV) 4X24 UNLIT **

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

Graphic Re-Order Code: PM0000031263 SS Holder Re-Order Code:

SIGNS Re-Order Code: PM0000027636 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 11 - Row: 03 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
484	1	322118948	041554420647	LASH SENSATIONAL WP	Very Black	01	
485	1	322118948	041554420647	LASH SENSATIONAL WP	Very Black	01	
486	1	322118930	041554420654	LASH SENSATIONAL WP	Brownish Black	02	
487	1	322118930	041554420654	LASH SENSATIONAL WP	Brownish Black	02	

Column: 11 - Row: 04 Notch: 13 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
488	1	322119172	041554460261	LASH SENSATIONAL LUSCIOUS	Brownish Black WSH	02	
489	1	322119172	041554460261	LASH SENSATIONAL LUSCIOUS	Brownish Black WSH	02	
490	1	322119156	041554460278	LASH SENSATIONAL LUSCIOUS WATER...	Very Black WTP	01	
491	1	322119156	041554460278	LASH SENSATIONAL LUSCIOUS WATER...	Very Black WTP	01	

Column: 11 - Row: 05 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
492	1	322111556	041554522563	FALSIES TEMPTATION	VERY BLK	602	
493	1	322111899	041554522570	FALSIES TEMPTATION	BROWNISH BLK	603	
494	1	322116239	041554522679	FALSIES TEMPTATION WTP	VERY BLACK WTP	604	
495	1	322116247	041554524048	FALSIES TEMPTATION WTP	BROWNISH WTP	605	

Column: 11 - Row: 06 Notch: 37 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
496	1	322210025	041554288254	CAT EYES MASCARA	Glam Black	01	
497	1	322210025	041554288254	CAT EYES MASCARA	Glam Black	01	
498	1	322210033	041554288261	CAT EYES MASCARA WP	Glam Black	01	
499	1	322210033	041554288261	CAT EYES MASCARA WP	Glam Black	01	

Column: 11 - Row: 07 Notch: 29 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
500	1	322113249	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	
501	1	322113231	041554493733	COLOSSAL BIG SHOT	BROWNISH BLACK WSH	225	
502	1	322113150	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	
503	1	322113150	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	

Column: 11 - Row: 08 Notch: 21 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
504	1	322180173	041554239416	Great Lash Lots of Lashes	Very Black	01	
505	1	322180173	041554239416	Great Lash Lots of Lashes	Very Black	01	
506	1	322180165	041554269062	Great Lash Lots of Lashes	Brownish Black	02	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 25

Row: 03 Lower Notch: 21

Row: 04 Lower Notch: 13

Row: 05 Lower Notch: 5

Row: 06 Lower Notch: 37

Row: 07 Lower Notch: 29

Row: 08 Lower Notch: 21

Row: 09 Lower Notch: 13

Row: 10 Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

Column: 11 - Row: 09 Notch: 13 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
507	1	322115869	041554496185	LASH SENSATIONAL CURVITUDE	Blkst Black WSH	710	
508	1	322116108	041554496192	LASH SENSATIONAL CURVITUDE	Very Black WSH	720	
509	1	322116069	041554496260	LASH SENSATIONAL CURVITUDE WTP	Very Black WTP	740	

Column: 11 - 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
510	1	322180238	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
511	1	322180432	041554650495	LASH DISCOVERY WP	Very Black	1	
512	1	322180432	041554650495	LASH DISCOVERY WP	Very Black	1	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 25

Row: 03 Lower Notch: 21

Row: 04 Lower Notch: 13

Row: 05 Lower Notch: 5

Row: 06 Lower Notch: 37

Row: 07 Lower Notch: 29

Row: 08 Lower Notch: 21

Row: 09 Lower Notch: 13

Row: 10 Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 12 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO BRW SP21 ALT HDR (ULTRA SLIM-BTY+PRODUCT) 8X...
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037747 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 12 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 4HK TS BRW TINT PEN (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037328
Graphic Re-Order Code: PM0000028370 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000146 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
513	1	322113710	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
514	1	322113710	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
515	1	322113744	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	

Column: 12 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 5HK TS BRW POMADE (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037328
Graphic Re-Order Code: PM0000029017 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
516	1	322210473	041554559736	TattooStudio Brow Pomade	Blonde	372	
517	1	322210512	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
518	1	322210512	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
519	1	322210538	041554559750	TattooStudio Brow Pomade	Medium Brown	376	

Column: 12 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 4HK TS BRW GEL (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037328
Graphic Re-Order Code: PM0000028368 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000146 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
520	1	322115233	041554544923	TATTOO STUDIO BROW GEL	BLONDE	250	
521	1	322115233	041554544923	TATTOO STUDIO BROW GEL	BLONDE	250	
522	1	322116051	041554544930	TATTOO STUDIO BROW GEL	SOFT BROWN	255	

Column: 12 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 5HK BRW EXTENSIONS HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037138
Graphic Re-Order Code: PM0000036717 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
523	1	N/A	041554584011	BROW EXTENSIONS POMADE CRAYON	LIGHT BLONDE	248	
524	1	N/A	041554584028	BROW EXTENSIONS POMADE CRAYON	BLONDE	250	
525	1	N/A	041554584035	BROW EXTENSIONS POMADE CRAYON	SOFT BROWN	255	
526	1	N/A	041554584035	BROW EXTENSIONS POMADE CRAYON	SOFT BROWN	255	

Column: 12 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 5HK BRW ULTRA SLIM (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037138
Graphic Re-Order Code: PM0000031772 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
527	1	N/A	041554572285	BROW ULTRA SLIM	LIGHT BLONDE	248	
528	1	N/A	041554572292	BROW ULTRA SLIM	BLONDE	250	
529	1	N/A	041554572292	BROW ULTRA SLIM	BLONDE	250	
530	1	N/A	041554572308	BROW ULTRA SLIM	SOFT BROWN	255	

Column: 12 - Row: 07 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 5HK BRW ULTRA SLIM (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037138
Graphic Re-Order Code: PM0000031772 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
531	1	N/A	041554572346	BROW ULTRA SLIM	BLACK BROWN	262	
532	1	N/A	041554572346	BROW ULTRA SLIM	BLACK BROWN	262	
533	1	N/A	041554581393	BROW ULTRA SLIM	BLACK	264	
534	1	N/A	041554581393	BROW ULTRA SLIM	BLACK	264	

Column: 12 - Row: 08 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 5HK BRW FAST SCULPT GEL HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037138
Graphic Re-Order Code: PM0000034706 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
535	1	N/A	041554578713	BROW FAST SCULPT	WARM BROWN	256	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

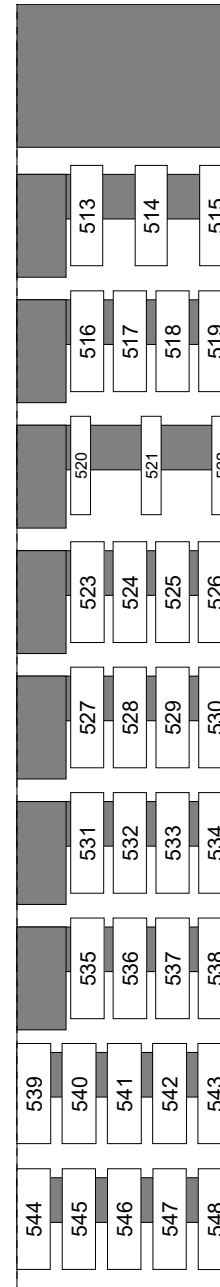
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

536	1	N/A	041554578713	BROW FAST SCULPT	WARM BROWN	256	
537	1	N/A	041554578720	BROW FAST SCULPT	MEDIUM BROWN	257	
538	1	N/A	041554578720	BROW FAST SCULPT	MEDIUM BROWN	257	

Column: 12 - Row: 09 Notch: 12 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
539	1	322116598	041554545067	TEMPTATION BROW	BLONDE	300	
540	1	322116598	041554545067	TEMPTATION BROW	BLONDE	300	
541	1	322116865	041554545074	TEMPTATION BROW	SOFT BROWN	305	
542	1	322116865	041554545074	TEMPTATION BROW	SOFT BROWN	305	
543	1	322116865	041554545074	TEMPTATION BROW	SOFT BROWN	305	

Column: 12 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 5HK 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: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
544	1	322118427	041554429657	BROW PRECISE	Blonde	250	
545	1	322118443	041554429640	BROW PRECISE	Soft Brown	255	
546	1	322118443	041554429640	BROW PRECISE	Soft Brown	255	
547	1	322118435	041554429633	BROW PRECISE	Deep Brown	260	
548	1	322118299	041554442182	BROW DEFINE + FILL DUO	Blonde	250	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

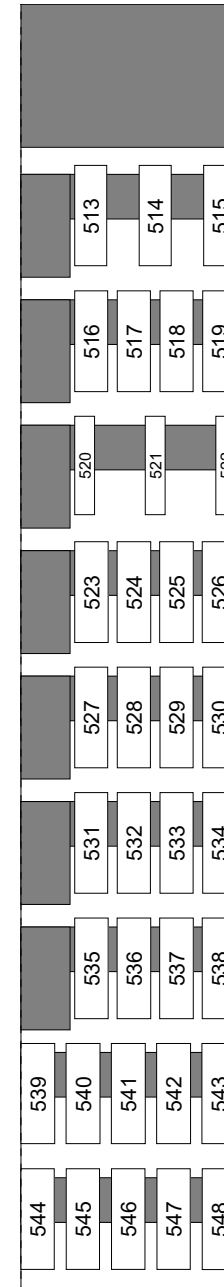
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 12 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO BRW SP21 ALT HDR (ULTRA SLIM-BTY+PRODUCT) 8X...
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037747 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 13 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 5HK 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: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
549	1	322113744	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
550	1	322114148	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
551	1	322114148	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
552	1	322114295	041554547092	TATTOOSTUDIO BROW TINT PEN	Deep Brown	365	
553	1	322114295	041554547092	TATTOOSTUDIO BROW TINT PEN	Deep Brown	365	

Column: 13 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 5HK 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: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
554	1	322210538	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
555	1	322210465	041554559767	TattooStudio Brow Pomade	Ash Brown	378	
556	1	322210520	041554559774	TattooStudio Brow Pomade	Deep Brown	380	
557	1	322210520	041554559774	TattooStudio Brow Pomade	Deep Brown	380	
558	1	322210499	041554563733	TattooStudio Brow Pomade	Black Brown	382	

Column: 13 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 5HK TS BRW GEL (DEMO) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000028368 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
559	1	322116051	041554544930	TATTOO STUDIO BROW GEL	SOFT BROWN	255	
560	1	322115649	041554545005	TATTOO STUDIO BROW GEL	MEDIUM BROWN	257	
561	1	322115649	041554545005	TATTOO STUDIO BROW GEL	MEDIUM BROWN	257	
562	1	322116077	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	
563	1	322116077	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	

Column: 13 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 5HK 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: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
564	1	N/A	041554584042	BROW EXTENSIONS POMADE CRAYON	MEDIUM BROWN	257	
565	1	N/A	041554584042	BROW EXTENSIONS POMADE CRAYON	MEDIUM BROWN	257	
566	1	N/A	041554584059	BROW EXTENSIONS POMADE CRAYON	DEEP BROWN	260	
567	1	N/A	041554584059	BROW EXTENSIONS POMADE CRAYON	DEEP BROWN	260	
568	1	N/A	041554584066	BROW EXTENSIONS POMADE CRAYON	BLACK BROWN	262	

Column: 13 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 5HK BRW ULTRA SLIM (DEMO) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031772 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
569	1	N/A	041554572308	BROW ULTRA SLIM	SOFT BROWN	255	
570	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257	
571	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257	
572	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
573	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	

Column: 13 - Row: 07 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 5HK BRW FAST SCULPT GEL HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000034706 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
574	1	N/A	041554578683	BROW FAST SCULPT	LIGHT BLONDE	248	
575	1	N/A	041554578690	BROW FAST SCULPT	BLONDE	250	
576	1	N/A	041554578690	BROW FAST SCULPT	BLONDE	250	
577	1	N/A	041554578706	BROW FAST SCULPT	SOFT BROWN	255	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

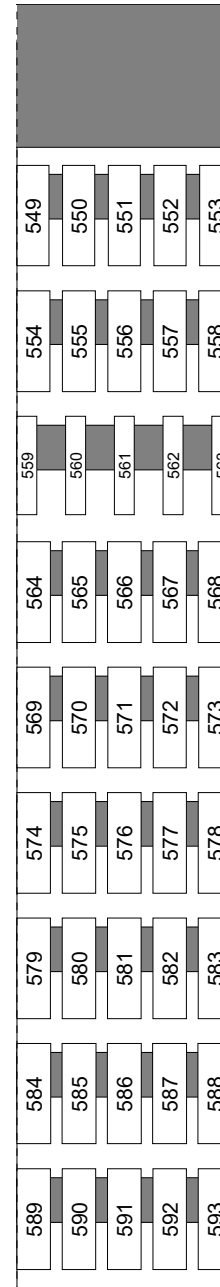
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

578	1	N/A	041554578706	BROW FAST SCULPT	SOFT BROWN	255	
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Column: 13 - Row: 08 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 5HK BRW FAST SCULPT GEL HKBR UNLIT **

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

Graphic Re-Order Code: PM0000034706 SS Holder Re-Order Code:

HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
579	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
580	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
581	1	N/A	041554578744	BROW FAST SCULPT	BLACK BROWN	262	
582	1	N/A	041554578751	BROW FAST SCULPT	CLEAR	264	
583	1	N/A	041554578751	BROW FAST SCULPT	CLEAR	264	

Column: 13 - Row: 09 Notch: 12 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
584	1	322117154	041554545081	TEMPTATION BROW	MEDIUM BROWN	310	
585	1	322117154	041554545081	TEMPTATION BROW	MEDIUM BROWN	310	
586	1	322116182	041554545098	TEMPTATION BROW	DEEP BROWN	315	
587	1	322116182	041554545098	TEMPTATION BROW	DEEP BROWN	315	
588	1	322116182	041554545098	TEMPTATION BROW	DEEP BROWN	315	

Column: 13 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 5HK ES BRW DEF+FILL (DEMO) HKBR UNLIT **

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

Graphic Re-Order Code: PM0000028357 SS Holder Re-Order Code:

HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
589	1	322118299	041554442182	BROW DEFINE + FILL DUO	Blonde	250	
590	1	322118370	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255	
591	1	322118370	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255	
592	1	322118312	041554442205	BROW DEFINE + FILL DUO	Deep Brown	260	
593	1	322118312	041554442205	BROW DEFINE + FILL DUO	Deep Brown	260	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 14 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO FM HDR (BTY+PRODUCT) 8X24 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000036961 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 14 - Row: 02 Notch: 20 Fixture Type: SIGNS Fixture Description: RENO FM REGIMEN 6X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000032787 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029072 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 14 - Row: 03 Notch: 16 Fixture Type: SIGNS Fixture Description: RENO FM M&P 3.5 (FACES-TRAY 3.5) 2X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031024 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 14 - Row: 04 Notch: 8 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 3.5 **
Shade Chart Re-Order Code: PM0000033840 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
594	1	322114473	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	
595	1	322114392	041554438185	FitMe MATTE+PORELESS FNDTN	Rich Tan	238	
596	1	322116970	041554538700	FitMe MATTE+PORELESS FNDTN	LIGHT HONEY	242	
597	1	N/A	041554539615	FitMe MATTE+PORELESS FNDTN	CLASSIC BEIGE (WMT,UL...	245	
598	1	322114897	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
599	1	322117251	041554539622	FitMe MATTE+PORELESS FNDTN	GOLDEN (WMT,ULTA)	312	
600	1	322111679	041554466478	FitMe MATTE+PORELESS FNDTN	NATURAL TAN	320	
601	1	322119041	041554438192	FitMe MATTE+PORELESS FNDTN	Warm Honey	322	

Column: 14 - Row: 05 Notch: 39 Fixture Type: TRAYS Fixture Description: FM CNCLR 1.2 **
Shade Chart Re-Order Code: PM0000034449 SS Graphic Re-Order Code: PM0000035826
Graphic Re-Order Code: PM0000033869 SS Holder Re-Order Code: PM0000034175
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
602	1	N/A	041554580631	FitMe CONCEALER	COOL IVORY	01	
603	1	322116912	041554550450	FitMe CONCEALER	IVORY	05	
604	1	322112780	041554247701	FitMe CONCEALER	Fair	10	
605	1	N/A	041554580648	FitMe CONCEALER	VANILLA	11	

Column: 14 - Row: 06 Notch: 31 Fixture Type: TRAYS Fixture Description: FM M&P PDR 1.3 **
Shade Chart Re-Order Code: PM0000028833,PM0000028834 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
606	1	322119106	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	
607	1	322119122	041554553413	FitMe MATTE+PORELESS PDR	Fair Ivory	105	
608	1	322119114	041554433753	FitMe MATTE+PORELESS PDR	Porcelain	110	
609	1	322117586	041554553420	FitMe MATTE+PORELESS PDR	Natural Ivory	112	
610	1	322119083	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
611	1	322117918	041554553437	FitMe MATTE+PORELESS PDR	Creamy Beige	122	
612	1	322117560	041554553444	FitMe MATTE+PORELESS PDR	Warm Nude	128	
613	1	322119091	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	

Column: 14 - Row: 07 Notch: 29 Fixture Type: SIGNS Fixture Description: RENO FM D&S 1.3 (FACES-TRAY 1.3) 2X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029006 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 14 - Row: 08 Notch: 22 Fixture Type: TRAYS Fixture Description: FM D&S FNDTN 1.3 **
Shade Chart Re-Order Code: PM0000033866 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
614	1	322210122	041554553307	FitMe DEW+SMTH FNDTN	Fair Porcelain	102	
615	1	322210130	041554553314	FitMe DEW+SMTH FNDTN	Fair Ivory	105	
616	1	322114457	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	
617	1	322114415	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115	
618	1	322210106	041554553321	FitMe DEW+SMTH FNDTN	Light Beige	118	
619	1	322113516	041554238662	FitMe DEW+SMTH FNDTN	Clsc Ivry	120	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 20

Row: 03

Lower Notch: 16

Row: 04

Lower Notch: 8

Row: 05

Lower Notch: 39

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 29

Row: 08

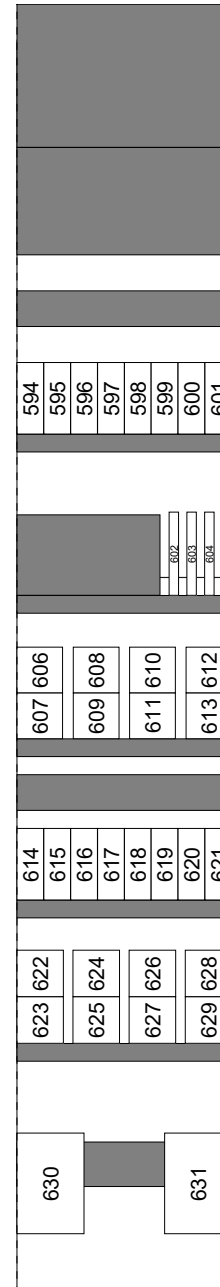
Lower Notch: 22

Row: 09

Lower Notch: 14

Row: 10

Lower Notch: 7



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

620	1	322112007	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125	
621	1	322210075	041554553345	FitMe DEW+SMTH FNDTN	Warm Nude	128	

Column: 14 - Row: 09 Notch: 14 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
622	1	322114871	041554501995	FIT ME LOOSE POWDER	FAIR	05	
623	1	322116920	041554502046	FIT ME LOOSE POWDER	MEDIUM	25	
624	1	322116742	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
625	1	322116807	041554503036	FIT ME LOOSE POWDER	MEDIUM DEEP	30	
626	1	322116946	041554502022	FIT ME LOOSE POWDER	LIGHT	15	
627	1	322116726	041554503043	FIT ME LOOSE POWDER	DEEP	35	
628	1	322116938	041554502039	FIT ME LOOSE POWDER	LIGHT MEDIUM	20	
629	1	322114889	041554503050	FIT ME LOOSE POWDER	DARK	40	

Column: 14 - Row: 10 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 2HK 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: PM0000016117 HOOK BARS Rolled Up Code: PM0000016117 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
630	1	322211607	041554566499	SHINE FREE OIL CONTROL LOOSE POW...Light		1	
631	1	322211607	041554566499	SHINE FREE OIL CONTROL LOOSE POW...Light		1	

Row: 01		Lower Notch: 25
Row: 02		Lower Notch: 20
Row: 03		Lower Notch: 16
Row: 04	594 595 596 597 598 599 600 601	Lower Notch: 8
Row: 05		Lower Notch: 39
Row: 06	606 607 608 609 610 611 612 613	Lower Notch: 31
Row: 07		Lower Notch: 29
Row: 08	614 615 616 617 618 619 620 621	Lower Notch: 22
Row: 09	622 623 624 625 626 627 628 629	Lower Notch: 14
Row: 10	630 631	Lower Notch: 7

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 14 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO FM HDR (BTY+PRODUCT) 8X24 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000036961 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 15 - Row: 02 Notch: 24 Fixture Type: SIGNS Fixture Description: RENO FM M&P 1.5 (FACES-TRAY 1.5) 2X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031022 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 15 - Row: 03 Notch: 17 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 1.5 **
Shade Chart Re-Order Code: PM0000033832 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
632	1	322117023	041554538311	FitMe MATTE+PORELESS FNDTN	FAIR PORCELAIN	102	
633	1	322116962	041554538328	FitMe MATTE+PORELESS FNDTN	FAIR IVORY	105	
634	1	322114172	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
635	1	322119017	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
636	1	322119009	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
637	1	322117219	041554539462	FitMe MATTE+PORELESS FNDTN	LIGHT BEIGE (WMT,ULTA)	118	
638	1	322119033	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
639	1	322111734	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	

Column: 15 - Row: 04 Notch: 16 Fixture Type: SIGNS Fixture Description: RENO FM M&P 4.5 (FACES-TRAY 4.5) 2X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031025 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 15 - Row: 05 Notch: 8 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 4.5 **
Shade Chart Re-Order Code: PM0000033842 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
640	1	322114431	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	
641	1	322111645	041554466485	FitMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332	
642	1	322117227	041554539639	FitMe MATTE+PORELESS FNDTN	WARM SUN (WMT,ULTA)	334	
643	1	322111687	041554466492	FitMe MATTE+PORELESS FNDTN	CLASSIC TAN	335	
644	1	322111768	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
645	1	322111085	041554466515	FitMe MATTE+PORELESS FNDTN	CAPUCCINO	340	
646	1	322119025	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
647	1	322117552	041554539677	FitMe MATTE+PORELESS FNDTN	WARM COCONUT (WMT,...)	356	

Column: 15 - Row: 06 Notch: 39 Fixture Type: TRAYS Fixture Description: FM CNCLR 2.2 **
Shade Chart Re-Order Code: PM0000034450 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000033869 SS Holder Re-Order Code:
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
648	1	322112552	041554247718	FitMe CONCEALER	Light	15	
649	1	322112861	041554247732	FitMe CONCEALER	Sand	20	
650	1	N/A	041554580679	FitMe CONCEALER	WHEAT	22	
651	1	322112853	041554247725	FitMe CONCEALER	Med	25	
652	1	322116881	041554550467	FitMe CONCEALER	HONEY	30	
653	1	322112235	041554247749	FitMe CONCEALER	Deep	35	
654	1	322116823	041554550474	FitMe CONCEALER	CARAMEL	40	
655	1	322116873	041554550481	FitMe CONCEALER	TAN	45	
656	1	322112798	041554247756	FitMe CONCEALER	Cafe	50	
657	1	322116734	041554550498	FitMe CONCEALER	HAZELNUT	55	
658	1	N/A	041554581492	FitMe CONCEALER	WALNUT	57	
659	1	322116603	041554550504	FitMe CONCEALER	COCOA	60	
660	1	N/A	041554581508	FitMe CONCEALER	COFFEE	65	
661	1	N/A	041554581515	FitMe CONCEALER	DARK COFFEE	70	

Column: 15 - Row: 07 Notch: 31 Fixture Type: TRAYS Fixture Description: FM M&P PDR 2.3 **
Shade Chart Re-Order Code: PM0000028835,PM0000028836 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
662	1	322118972	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 16

Row: 05

Lower Notch: 8

Row: 06

Lower Notch: 39

Row: 07

Lower Notch: 31

Row: 08

Lower Notch: 29

Row: 09

Lower Notch: 22

Row: 10

Lower Notch: 15

Row: 11

Lower Notch: 7

632	633	634	635	636	637	638	639
640	641	642	643	644	645	646	647
648	649	650	651	652	653	654	655
656	657	658	659	660	661		
662	663	664	665	666	667	668	669
670	671	672	673	674	675	676	677
678	679	680	681	682	683	684	685
686						687	

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
663	1	322112390	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222
664	1	322118980	041554433821	FitMe MATTE+PORELESS PDR	Natural Buff	230
665	1	322112447	041554488340	FitMe MATTE+PORELESS PDR	Pure Beige	235
666	1	322116564	041554553499	FitMe MATTE+PORELESS PDR	Classic Beige	245
667	1	322118998	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310
668	1	322116556	041554553505	FitMe MATTE+PORELESS PDR	Golden	312
669	1	322112358	041554488357	FitMe MATTE+PORELESS PDR	Natural Tan	320

Column: 15 - Row: 08 Notch: 29 Fixture Type: SIGNS Fixture Description: RENO FM D&S 2.3 (FACES-TRAY 2.3) 2X12 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000029007 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 15 - Row: 09 Notch: 22 Fixture Type: TRAYS Fixture Description: FM D&S FNDTN 2.3 **
 Shade Chart Re-Order Code: PM0000033867 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
670	1	322111263	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130	
671	1	322114384	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge	210	
672	1	322114407	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220	
673	1	322114449	041554238723	FitMe DEW+SMTH FNDTN	Med Buff	225	
674	1	322210091	041554553352	FitMe DEW+SMTH FNDTN	Soft Tan	228	
675	1	322113566	041554238730	FitMe DEW+SMTH FNDTN	Nat Buff	230	
676	1	322113558	041554238747	FitMe DEW+SMTH FNDTN	Pure Bge	235	
677	1	322115592	041554339697	FitMe DEW+SMTH FNDTN	Gldn Bge	240	

Column: 15 - Row: 10 Notch: 15 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
678	1	322116328	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	PM0000010714
679	1	322116344	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	PM0000010715
680	1	322116784	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	PM0000010716
681	1	322116336	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	PM0000010717
682	1	322116792	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	PM0000010718
683	1	322116768	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	PM0000010720
684	1	322116378	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	PM0000010723
685	1	322116352	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	PM0000010725

Column: 15 - Row: 11 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 2HK 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: PM0000016117 HOOK BARS Rolled Up Code: PM0000016117 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
686	1	322211835	041554566505	SHINE FREE OIL CONTROL LOOSE POW...	Medium	2	
687	1	322211835	041554566505	SHINE FREE OIL CONTROL LOOSE POW...	Medium	2	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 16

Row: 05

Lower Notch: 8

Row: 06

Lower Notch: 39

Row: 07

Lower Notch: 31

Row: 08

Lower Notch: 29

Row: 09

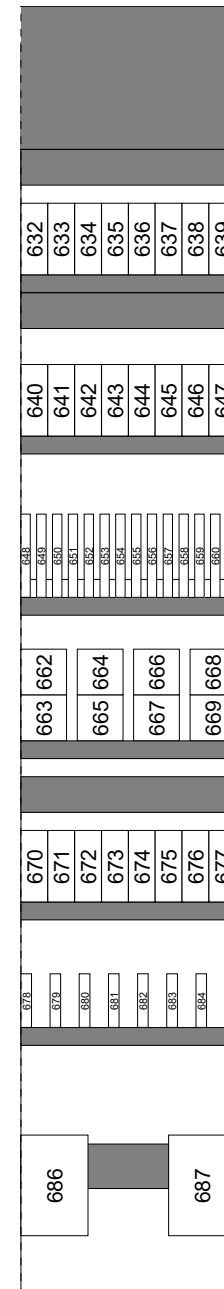
Lower Notch: 22

Row: 10

Lower Notch: 15

Row: 11

Lower Notch: 7



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 16 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO SS FC FNDTN HDR (BTY+PRODUCT) 8X24 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000034735 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 16 - Row: 02 Notch: 24 Fixture Type: SIGNS Fixture Description: RENO FM M&P 2.5 (FACES-TRAY 2.5) 2X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031023 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 16 - Row: 03 Notch: 17 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 2.5 **
Shade Chart Re-Order Code: PM0000033837 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
688	1	322117007	041554538694	FitMe MATTE+PORELESS FNDTN	SOFT SAND	124	
689	1	322115908	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
690	1	322116019	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
691	1	322114198	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	
692	1	322119059	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
693	1	322111742	041554466461	FitMe MATTE+PORELESS FNDTN	TRUE BEIGE	222	
694	1	322114237	041554438178	FitMe MATTE+PORELESS FNDTN	Soft Tan	228	
695	1	322119067	041554433487	FitMe MATTE+PORELESS FNDTN	Ntrl Buff	230	

Column: 16 - Row: 04 Notch: 16 Fixture Type: SIGNS Fixture Description: RENO FM M&P 5.5 (FACES-TRAY 5.5) 2X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031026 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 16 - Row: 05 Notch: 8 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 5.5 **
Shade Chart Re-Order Code: PM0000033843 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
696	1	322117015	041554538717	FitMe MATTE+PORELESS FNDTN	LATTE	358	
697	1	322111726	041554466522	FitMe MATTE+PORELESS FNDTN	MOCHA	360	
698	1	322116996	041554538724	FitMe MATTE+PORELESS FNDTN	TRUFFLE	362	
699	1	322117269	041554539721	FitMe MATTE+PORELESS FNDTN	NUTMEG (WMT,ULTA)	365	
700	1	322116988	041554538731	FitMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
701	1	322117170	041554539752	FitMe MATTE+PORELESS FNDTN	DEEP BRONZE (WMT,UL...	370	
702	1	322116954	041554538748	FitMe MATTE+PORELESS FNDTN	JAVA	375	
703	1	322117162	041554539776	FitMe MATTE+PORELESS FNDTN	ESPRESSO (WMT,ULTA)	380	

Column: 16 - Row: 06 Notch: 39 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
704	1	322114790	041554503067	FIT ME BLUSH OPTIMIZATION	BUFF	10	
705	1	322116310	041554503135	FIT ME BLUSH OPTIMIZATION	CORAL	35	
706	1	322116302	041554503074	FIT ME BLUSH OPTIMIZATION	NUDE	15	
707	1	322116297	041554503142	FIT ME BLUSH OPTIMIZATION	PEACH	40	
708	1	322116695	041554503098	FIT ME BLUSH OPTIMIZATION	MAUVE	20	
709	1	322116255	041554503159	FIT ME BLUSH OPTIMIZATION	PLUM	45	
710	1	322116718	041554503104	FIT ME BLUSH OPTIMIZATION	PINK	25	
711	1	322116221	041554503524	FIT ME BLUSH OPTIMIZATION	WINE	50	
712	1	322116700	041554503111	FIT ME BLUSH OPTIMIZATION	ROSE	30	
713	1	322114805	041554503722	FIT ME BLUSH OPTIMIZATION	BERRY	55	

Column: 16 - Row: 07 Notch: 31 Fixture Type: TRAYS Fixture Description: FM M&P PDR 3.3 **
Shade Chart Re-Order Code: PM0000028837,PM0000028838 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
714	1	322119075	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	
715	1	322117900	041554553451	FitMe MATTE+PORELESS PDR	Golden Caramel	332	
716	1	322116548	041554553512	FitMe MATTE+PORELESS PDR	Warm Sun	334	
717	1	322118354	041554553468	FitMe MATTE+PORELESS PDR	Coconut	355	
718	1	322112374	041554488364	FitMe MATTE+PORELESS PDR	Mocha	360	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 16

Row: 05

Lower Notch: 8

Row: 06

Lower Notch: 39

Row: 07

Lower Notch: 31

Row: 08

Lower Notch: 29

Row: 09

Lower Notch: 22

Row: 10

Lower Notch: 18

Row: 11

Lower Notch: 7

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

719	1	322117578	041554553475	FitMe MATTE+PORELESS PDR	Truffle	362	
720	1	322116530	041554553529	FitMe MATTE+PORELESS PDR	Nutmeg	365	
721	1	322117895	041554553482	FitMe MATTE+PORELESS PDR	Java	375	

Column: 16 - Row: 08 Notch: 29 Fixture Type: SIGNS Fixture Description: RENO FM D&S 3.3 (FACES-TRAY 3.3) 2X12 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000029008 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 16 - Row: 09 Notch: 22 Fixture Type: TRAYS Fixture Description: FM D&S FNDTN 3.3 **
 Shade Chart Re-Order Code: PM0000033868 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
722	1	322210067	041554553383	FitMe DEW+SMTH FNDTN	Classic Beige	245	
723	1	322113590	041554238761	FitMe DEW+SMTH FNDTN	Sun Bge	310	
724	1	322114465	041554238778	FitMe DEW+SMTH FNDTN	Soft Honey	315	
725	1	322210083	041554553390	FitMe DEW+SMTH FNDTN	Warm Honey	322	
726	1	322115607	041554400816	FitMe DEW+SMTH FNDTN	Toffee	330	
727	1	322113647	041554247152	FitMe DEW+SMTH FNDTN	Coconut	355	
728	1	322115584	041554339895	FitMe DEW+SMTH FNDTN	Mocha	360	
729	1	322210114	041554553406	FitMe DEW+SMTH FNDTN	Java	375	

Column: 16 - Row: 10 Notch: 18 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
730	1	322212506	041554543872	COVER STICK (CORRECTOR)	Ivory	1	
731	1	322212506	041554543872	COVER STICK (CORRECTOR)	Ivory	1	
732	1	322212514	041554543889	COVER STICK (CORRECTOR)	Light Beige	2	
733	1	322212514	041554543889	COVER STICK (CORRECTOR)	Light Beige	2	
734	1	322215083	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3	
735	1	322215083	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3	

Column: 16 - Row: 11 Notch: 7 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
736	1	322111190	041554543902	COVER STICK (CORRECTOR)	Deep Beige	4	
737	1	322111190	041554543902	COVER STICK (CORRECTOR)	Deep Beige	4	
738	1	322211704	041554615982	COVER STICK (CORRECTOR)	Yellow Corrects Dark Circles	8	
739	1	322211704	041554615982	COVER STICK (CORRECTOR)	Yellow Corrects Dark Circles	8	
740	1	322211712	041554616019	COVER STICK (CORRECTOR)	Green Corrects Redness	9	
741	1	322211712	041554616019	COVER STICK (CORRECTOR)	Green Corrects Redness	9	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 16

Row: 05

Lower Notch: 8

Row: 06

Lower Notch: 39

Row: 07

Lower Notch: 31

Row: 08

Lower Notch: 29

Row: 09

Lower Notch: 22

Row: 10

Lower Notch: 18

Row: 11

Lower Notch: 7

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	733	734	735
736	737	738	739	740	741		

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 16 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO SS FC FNDTN HDR (BTY+PRODUCT) 8X24 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000034735 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 17 - Row: 02 Notch: 24 Fixture Type: SIGNS Fixture Description: RENO SS FACE (NAV) 2X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037149 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 17 - Row: 03 Notch: 15 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
742	1	322113697	041554541397	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Porcelain	102	
743	1	N/A	041554559392	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Ivory	105	
744	1	322113875	041554541403	SUPERSTAY FULL COVERAGE FOUNDA...	Porcelain	110	
745	1	322113867	041554541410	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Ivory	112	
746	1	N/A	041554559408	SUPERSTAY FULL COVERAGE FOUNDA...	Ivory	115	
747	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDA...	Light Beige	118	
748	1	322113972	041554541427	SUPERSTAY FULL COVERAGE FOUNDA...	Classic Ivory	120	
749	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDA...	Nude Beige	125	

Column: 17 - Row: 04 Notch: 7 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
750	1	N/A	041554565614	SUPERSTAY FULL COVERAGE FOUNDA...	Sand Beige	127	
751	1	322111815	041554541434	SUPERSTAY FULL COVERAGE FOUNDA...	Warm Nude	128	
752	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDA...	Medium Beige	129	
753	1	322114910	041554541441	SUPERSTAY FULL COVERAGE FOUNDA...	Buff Beige	130	
754	1	N/A	041554565621	SUPERSTAY FULL COVERAGE FOUNDA...	Light Tan	140	
755	1	322114944	041554541458	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Beige	220	
756	1	322114936	041554541465	SUPERSTAY FULL COVERAGE FOUNDA...	Sun Beige	310	
757	1	322114902	041554541472	SUPERSTAY FULL COVERAGE FOUNDA...	Golden	312	

Column: 17 - Row: 05 Notch: 39 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
758	1	322114245	041554541489	SUPERSTAY FULL COVERAGE FOUNDA...	Honey	320	
759	1	322110843	041554541496	SUPERSTAY FULL COVERAGE FOUNDA...	Toffee	330	
760	1	N/A	041554559422	SUPERSTAY FULL COVERAGE FOUNDA...	Golden Caramel	332	
761	1	N/A	041554559439	SUPERSTAY FULL COVERAGE FOUNDA...	Cappuccino	340	
762	1	322113883	041554541519	SUPERSTAY FULL COVERAGE FOUNDA...	Coconut	355	
763	1	322113998	041554541533	SUPERSTAY FULL COVERAGE FOUNDA...	Mocha	360	
764	1	N/A	041554559446	SUPERSTAY FULL COVERAGE FOUNDA...	Deep Bronze	370	
765	1	N/A	041554559453	SUPERSTAY FULL COVERAGE FOUNDA...	Java	375	

Column: 17 - Row: 06 Notch: 34 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
766	1	N/A	041554574586	SUPER STAY CONCEALER	Ivory	05	
767	1	N/A	041554574593	SUPER STAY CONCEALER	Fair	10	
768	1	N/A	041554574609	SUPER STAY CONCEALER	Light	15	
769	1	N/A	041554574616	SUPER STAY CONCEALER	Light/Medium	18	
770	1	N/A	041554574623	SUPER STAY CONCEALER	Sand	20	
771	1	N/A	041554574630	SUPER STAY CONCEALER	Medium	25	

Column: 17 - Row: 07 Notch: 25 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
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Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 15

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 39

Row: 06

Lower Notch: 34

Row: 07

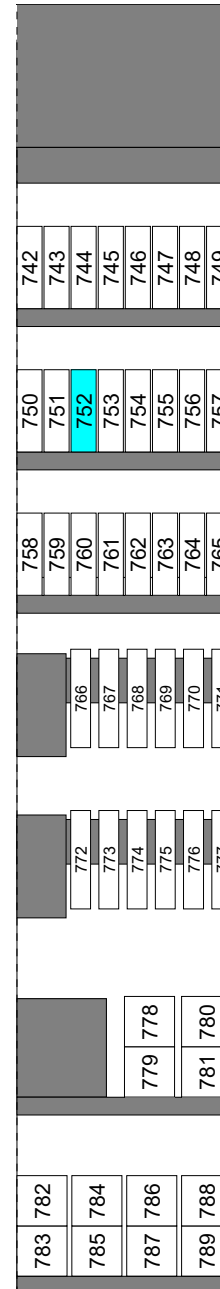
Lower Notch: 25

Row: 08

Lower Notch: 11

Row: 09

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021							
772	1	N/A	041554574647	SUPER STAY CONCEALER	Honey	30	
773	1	N/A	041554574654	SUPER STAY CONCEALER	Caramel	40	
774	1	N/A	041554574661	SUPER STAY CONCEALER	Tan	45	
775	1	N/A	041554574678	SUPER STAY CONCEALER	Warm Olive	52	
776	1	N/A	041554574685	SUPER STAY CONCEALER	Deep Bronze	65	
777	1	N/A	041554574692	SUPER STAY CONCEALER	Deep Cocoa	70	

Column: 17 - Row: 08 Notch: 11 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
778	1	322210211	041554562804	SUPERSTAY FULL COVERAGE POWDER	Fair Porcelain	102	
779	1	322210180	041554562828	SUPERSTAY FULL COVERAGE POWDER	Natural Ivory	112	
780	1	322210172	041554562811	SUPERSTAY FULL COVERAGE POWDER	Porcelain	110	
781	1	322210156	041554562835	SUPERSTAY FULL COVERAGE POWDER	Classic Ivory	120	

Column: 17 - Row: 09 Notch: 1 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
782	1	322210148	041554562859	SUPERSTAY FULL COVERAGE POWDER	Buff Beige	130	
783	1	322210237	041554562880	SUPERSTAY FULL COVERAGE POWDER	Golden Caramel	332	
784	1	322210229	041554562866	SUPERSTAY FULL COVERAGE POWDER	Natural Beige	220	
785	1	322210198	041554562903	SUPERSTAY FULL COVERAGE POWDER	Coconut	355	
786	1	322210203	041554562873	SUPERSTAY FULL COVERAGE POWDER	Golden	312	
787	1	322210164	041554563399	SUPERSTAY FULL COVERAGE POWDER	Truffle	362	
788	1	322210253	041554563368	SUPERSTAY FULL COVERAGE POWDER	Honey	320	
789	1	322210245	041554563375	SUPERSTAY FULL COVERAGE POWDER	Java	375	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 15

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 39

Row: 06

Lower Notch: 34

Row: 07

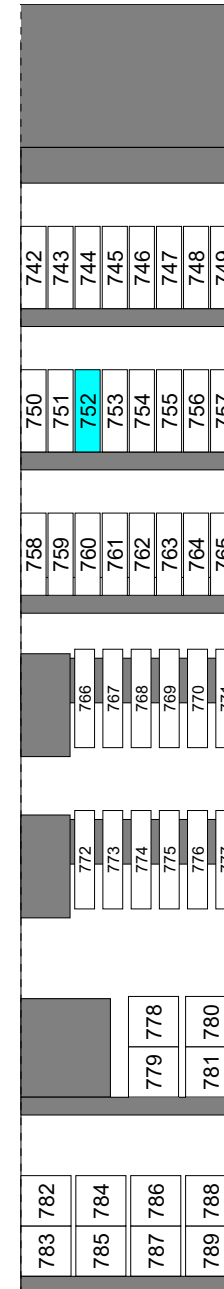
Lower Notch: 25

Row: 08

Lower Notch: 11

Row: 09

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 18 - Row: 01 Notch: 29 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027632 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 18 - Row: 02 Notch: 22 Fixture Type: SIGNS Fixture Description: RENO FOUNDATION FINDER 11X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000035827 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029070 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 18 - Row: 03 Notch: 17 Fixture Type: SIGNS Fixture Description: RENO FS FIXSPRY 2X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000030943 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 18 - Row: 04 Notch: 8 Fixture Type: TRAYS Fixture Description: FS GLSSPRY+FIXSPRY+BNAPDR 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:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
790	1	N/A	041554584479	FACE STUDIO GLASS SKIN SPRAY	Glass Skin Spray	00	
791	1	N/A	041554562927	MASTER FIX SETTING SPRAY	Lasting Fix Set Spray	00	
792	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10	

Column: 18 - Row: 05 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
793	1	322110788	041554496475	FACE STUDIO MASTER BLUSH PALETTE	BLUSH PALETTE	10	
794	1	322119342	041554455595	FACE STUDIO MASTER CONTOUR	LIGHT TO MEDIUM	10	
795	1	322119350	041554455601	FACE STUDIO MASTER CONTOUR	MEDIUM TO DEEP	20	

Column: 18 - Row: 06 Notch: 34 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
796	1	322116093	041554547429	MASTER PRIME BLUR + HYDRATE	MASTER PRIME BLUR + ...	050	
797	1	322117829	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	PM0000013800
798	1	322117837	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	PM0000013802
799	1	322113493	041554551792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
800	1	322113508	041554551808	MASTER PRIME BLUR + HYDRATE	BLUR + PROTECT	500	
801	1	322113265	041554548341	Master Prime Blur Stick	Universal Transparent	100	

Column: 18 - Row: 07 Notch: 27 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
802	1	322114041	041554501940	FACE STUDIO MASTER CAMO COLOR C...	Green	10	
803	1	322114253	041554501964	FACE STUDIO MASTER CAMO COLOR C...	Apricot	50	
804	1	322118744	041554431902	FACE STUDIO MASTER CONCEAL	Fair	10	
805	1	322118778	041554431919	FACE STUDIO MASTER CONCEAL	Light	20	
806	1	322118786	041554431926	FACE STUDIO MASTER CONCEAL	Light/Medium	30	
807	1	322118760	041554431933	FACE STUDIO MASTER CONCEAL	Medium	40	
808	1	322118752	041554431940	FACE STUDIO MASTER CONCEAL	Medium/Deep	50	

Column: 18 - Row: 08 Notch: 26 Fixture Type: SIGNS Fixture Description: RENO CHEEK HEAT BLUSH (PRODUCT) 2X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000033574 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 18 - Row: 09 Notch: 22 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
809	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
810	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 22

Row: 03 Lower Notch: 17

Row: 04 Lower Notch: 8

Row: 05 Lower Notch: 1

Row: 06 Lower Notch: 34

Row: 07 Lower Notch: 27

Row: 08 Lower Notch: 26

Row: 09 Lower Notch: 22

Row: 10 Lower Notch: 16

Row: 11 Lower Notch: 10

Row: 12 Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
811	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20
812	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25
813	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30
814	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35

Column: 18 - Row: 10	Notch: 16	Fixture Type: SIGNS	Fixture Description: RENO FS CITY BRONZER 2X12 UNLIT **
Shade Chart Re-Order Code:	SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000031028	SS Holder Re-Order Code:		
SIGNS Re-Order Code: PM0000029066	SIGNS Rolled Up Code: N/A	UPC Blade Code:	

Column: 18 - Row: 11	Notch: 10	Fixture Type: TRAYS	Fixture Description: FS CITY BRONZE 1.1 UT **
Shade Chart Re-Order Code: PM0000028816	SS Graphic Re-Order Code: PM0000036948		
Graphic Re-Order Code: PM0000028818	SS Holder Re-Order Code: PM0000027619		
TRAYS Re-Order Code: PL2000000463	TRAYS Rolled Up Code: N/A	UPC Blade Code: PM0000021665	

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
815	1	322210261	041554562958	FACE STUDIO CITY BRONZER	100	100	
816	1	322210279	041554562965	FACE STUDIO CITY BRONZER	200	200	
817	1	322210287	041554562972	FACE STUDIO CITY BRONZER	300	300	

Column: 18 - Row: 12	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
818	1	322116213	041554542578	FACE STUDIO MASTER CHROME METAL...	Molten Rose Gold	050	
819	1	322116491	041554553918	FACE STUDIO MASTER CHROME METAL...	Molten Peach	150	
820	1	322117112	041554538281	FACE STUDIO MASTER CHROME METAL...	Molten Gold	100	
821	1	322116475	041554553925	FACE STUDIO MASTER CHROME METAL...	Molten Topaz	200	
822	1	322116116	041554547757	MASTER HOLOGRAPHIC	Master Holographic	50	
823	1	322112196	041554548006	MASTER HOLOGRAPHIC	Purple	100	
824	1	322112633	041554486155	FACE STUDIO MASTER STROBE	LIGHT - IRIDESCENT	100	
825	1	322112764	041554486162	FACE STUDIO MASTER STROBE	MEDIUM - NUDE GLOW	200	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 22

Row: 03 Lower Notch: 17

Row: 04 Lower Notch: 8

Row: 05 Lower Notch: 1

Row: 06 Lower Notch: 34

Row: 07 Lower Notch: 27

Row: 08 Lower Notch: 26

Row: 09 Lower Notch: 22

Row: 10 Lower Notch: 16

Row: 11 Lower Notch: 10

Row: 12 Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 18 - Row: 01 Notch: 29 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028005

SS Holder Re-Order Code:

HEADER LIT Re-Order Code: PM0000027632

HEADER LIT Rolled Up Code: N/A

UPC Blade Code:

Column: 19 - Row: 02 Notch: 22 Fixture Type: SIGNS

Fixture Description: RENO DRM BB CRMS (PRODUCT) 11X12 UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000037121

SS Holder Re-Order Code:

SIGNS Re-Order Code: PM0000029070

SIGNS Rolled Up Code: N/A

UPC Blade Code:

Column: 19 - Row: 03 Notch: 10 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
826	1	N/A	041554587043	DREAM FRESH BB CRM	LIGHT	100	
827	1	322110429	041554282634	DREAM FRESH BB CRM	Light Medium	110	
828	1	322110487	041554282641	DREAM FRESH BB CRM	Medium	120	
829	1	322110665	041554282658	DREAM FRESH BB CRM	Medium/Deep	130	
830	1	N/A	041554587050	DREAM FRESH BB CRM	DEEP	140	

Column: 19 - Row: 04 Notch: 2 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
831	1	N/A	041554587067	DREAM PURE BB	LIGHT	100	
832	1	322117861	041554349542	DREAM PURE BB	Light/Medium	110	
833	1	322117879	041554349573	DREAM PURE BB	Medium	120	
834	1	322117887	041554349719	DREAM PURE BB	Medium/Deep	130	
835	1	N/A	041554587074	DREAM PURE BB	DEEP	140	

Column: 19 - Row: 05 Notch: 40 Fixture Type: SIGNS

Fixture Description: RENO DRM (NAV+TEXTURE) 2X12 UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000033783

SS Holder Re-Order Code:

SIGNS Re-Order Code: PM0000029066

SIGNS Rolled Up Code: N/A

UPC Blade Code:

Column: 19 - Row: 06 Notch: 31 Fixture Type: TRAYS

Fixture Description: DRM RADIANT FNDTN 1.3 **

Shade Chart Re-Order Code: PM0000034443

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
836	1	N/A	041554579031	DREAM RADIANT LIQUID FOUNDATION	Alabaster	00	
837	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	Fair Porcelain	02	
838	1	N/A	041554579055	DREAM RADIANT LIQUID FOUNDATION	Vanilla	05	
839	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
840	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
841	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	

Column: 19 - Row: 07 Notch: 24 Fixture Type: TRAYS

Fixture Description: DRM RADIANT FNDTN 2.3 **

Shade Chart Re-Order Code: PM0000034444

SS Graphic Re-Order Code: PM0000034478

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
842	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
843	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	
844	1	N/A	041554579116	DREAM RADIANT LIQUID FOUNDATION	Nude	40	
845	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
846	1	N/A	041554579130	DREAM RADIANT LIQUID FOUNDATION	Sandy Beige	60	
847	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	

Column: 19 - Row: 08 Notch: 16 Fixture Type: TRAYS

Fixture Description: DRM RADIANT FNDTN 3.3 **

Shade Chart Re-Order Code: PM0000034445

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
848	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
849	1	N/A	041554579161	DREAM RADIANT LIQUID FOUNDATION	Cashew	80	
850	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	

Row: 01

Lower Notch: 29

Row: 02

Lower Notch: 22

Row: 03

Lower Notch: 10

Row: 04

Lower Notch: 2

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 24

Row: 08

Lower Notch: 16

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
851	1	N/A	041554579185	DREAM RADIANT LIQUID FOUNDATION	Caramel	120
852	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125
853	1	N/A	041554579208	DREAM RADIANT LIQUID FOUNDATION	Mocha	128
854	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130
855	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	Java	135

Column: 19 - Row: 09 Notch: 9 Fixture Type: TRAYS				Fixture Description: DRM MATTE MOUSSE 1.2 **			
Shade Chart Re-Order Code: PM0000033814,PM0000033817				SS Graphic Re-Order Code: PM0000031248			
Graphic Re-Order Code: PM0000031253				SS Holder Re-Order Code:			
TRAYS : PL2000000380, PL2000000460				TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
856	1	322113655	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	PM0000015501
857	1	322111247	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	PM0000015495
858	1	322113663	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	PM0000015493
859	1	322116849	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	PM0000015497
860	1	322111425	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	PM0000015500
861	1	322111514	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	PM0000015503

Column: 19 - 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
862	1	322111718	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	PM0000015502
863	1	322111750	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	PM0000015496
864	1	322116857	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	PM0000015499
865	1	322111970	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	PM0000015492
866	1	322113702	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	PM0000015498
867	1	322112251	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	PM0000015494

Row: 01		Lower Notch: 29
Row: 02		Lower Notch: 22
Row: 03	826 827 828 829 830	Lower Notch: 10
Row: 04	831 832 833 834 835	Lower Notch: 2
Row: 05		Lower Notch: 40
Row: 06	836 837 838 839 840 841	Lower Notch: 31
Row: 07	842 843 844 845 846 847	Lower Notch: 24
Row: 08	848 849 850 851 852 853 854 855	Lower Notch: 16
Row: 09	856 857 858 859 860 861	Lower Notch: 9
Row: 10	862 863 864 865 866 867	Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 18 - Row: 01	Notch: 29	Fixture Type: HEADER LIT	Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000028005		SS Holder Re-Order Code:	
HEADER LIT Re-Order Code: PM0000027632	HEADER LIT Rolled Up Code: N/A	UPC Blade Code:	

Column: 20 - Row: 02	Notch: 22	Fixture Type: SIGNS	Fixture Description: RENO IAR CNCLR (NAV+DEMO) 11X12 UNLIT **
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000035974		SS Holder Re-Order Code:	
SIGNS Re-Order Code: PM0000029070	SIGNS Rolled Up Code: N/A	UPC Blade Code:	

Column: 20 - Row: 03	Notch: 14	Fixture Type: HOOK BARS	Fixture Description: 6HK IAR CNCLR (PRODUCT) HKBR UNLIT **
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000033938		SS Holder Re-Order Code:	
HOOK BARS Re-Order Code: PL2000000153	HOOK BARS Rolled Up Code: N/A	UPC Blade Code: PM0000008952	

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
868	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	
869	1	322117421	041554546781	IAR Eraser Concealer	Ivory	100	
870	1	322115958	041554259247	IAR Eraser Concealer	Fair	10	
871	1	N/A	041554567496	IAR Eraser Concealer	Warm Light	115	
872	1	322116001	041554259254	IAR Eraser Concealer	Light	20	
873	1	N/A	041554567502	IAR Eraser Concealer	Light Honey	121	

Column: 20 - Row: 04	Notch: 6	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
874	1	322117439	041554546798	IAR Eraser Concealer	Sand	122	
875	1	322115990	041554259261	IAR Eraser Concealer	Medium	30	
876	1	322115982	041554259278	IAR Eraser Concealer	Honey	40	
877	1	322117413	041554546804	IAR Eraser Concealer	Golden	142	
878	1	322117405	041554546811	IAR Eraser Concealer	Caramel	144	
879	1	N/A	041554567519	IAR Eraser Concealer	Warm Olive	145	

Column: 20 - Row: 05	Notch: 37	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
880	1	322117390	041554546828	IAR Eraser Concealer	Tan	146	
881	1	N/A	041554567526	IAR Eraser Concealer	Mahogany	147	
882	1	322117382	041554546859	IAR Eraser Concealer	Hazelnut	148	
883	1	N/A	041554567533	IAR Eraser Concealer	Deep Bronze	149	
884	1	322115974	041554267198	IAR Eraser Concealer	Neutralizer	50	
885	1	322115966	041554267204	IAR Eraser Concealer	Brightener	60	

Column: 20 - Row: 06	Notch: 25	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
886	1	322111328	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	PM0000004171
887	1	322111336	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	PM0000004172
888	1	322111344	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	PM0000004173
889	1	322111352	041554220094	IAR ERASER FOUNDATION	Nude	190	PM0000004174
890	1	322111394	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	PM0000004195
891	1	322111409	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220	PM0000004175
892	1	322111417	041554220124	IAR ERASER FOUNDATION	Pure Beige	250	PM0000004176
893	1	322111467	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	PM0000004179

Column: 20 - Row: 07	Notch: 17	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
894	1	N/A	041554571516	DREAM URBAN COVER FOUNDATION	Fair Porcelain	102	
895	1	N/A	041554571523	DREAM URBAN COVER FOUNDATION	Porcelain	110	
896	1	N/A	041554571530	DREAM URBAN COVER FOUNDATION	Natural Ivory	112	
897	1	N/A	041554571547	DREAM URBAN COVER FOUNDATION	Ivory	115	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 22

Row: 03 Lower Notch: 14

Row: 04 Lower Notch: 6

Row: 05 Lower Notch: 37

Row: 06 Lower Notch: 25

Row: 07 Lower Notch: 17

Row: 08 Lower Notch: 9

Row: 09 Lower Notch: 5

868	869	870	871	872	873
874	875	876	877	878	879
880	881	882	883	884	885
886	887	888	889	890	891
892	893	894	895	896	897
898	899	900	901	902	903
904	905	906	907	908	909
910	911				

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

898	1	N/A	041554571554	DREAM URBAN COVER FOUNDATION	Classic Ivory	120	
899	1	N/A	041554571561	DREAM URBAN COVER FOUNDATION	Warm Nude	128	
900	1	N/A	041554571578	DREAM URBAN COVER FOUNDATION	Buff Beige	130	
901	1	N/A	041554571585	DREAM URBAN COVER FOUNDATION	Almond	215	

Column: 20 - Row: 08 Notch: 9 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
902	1	N/A	041554571592	DREAM URBAN COVER FOUNDATION	Natural Beige	220	
903	1	N/A	041554571608	DREAM URBAN COVER FOUNDATION	Soft Tan	228	
904	1	N/A	041554571615	DREAM URBAN COVER FOUNDATION	Sun Beige	310	
905	1	N/A	041554571639	DREAM URBAN COVER FOUNDATION	Toffee	330	
906	1	N/A	041554571646	DREAM URBAN COVER FOUNDATION	Cappuccino	340	
907	1	N/A	041554571653	DREAM URBAN COVER FOUNDATION	Café Au Lait	348	
908	1	N/A	041554571660	DREAM URBAN COVER FOUNDATION	Truffle	362	
909	1	N/A	041554571677	DREAM URBAN COVER FOUNDATION	Java	375	

Column: 20 - Row: 09 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
910	1	322114716	041554415131	Baby Skin	Instant Pore Eraser	010	
911	1	322114716	041554415131	Baby Skin	Instant Pore Eraser	010	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 22

Row: 03 Lower Notch: 14

Row: 04 Lower Notch: 6

Row: 05 Lower Notch: 37

Row: 06 Lower Notch: 25

Row: 07 Lower Notch: 17

Row: 08 Lower Notch: 9

Row: 09 Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 21 - Row: 01 Notch: 24 Fixture Type: HEADER Fixture Description: MNY LOGO HDR 2' FLAT FRONT UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000021064

SS Holder Re-Order Code:

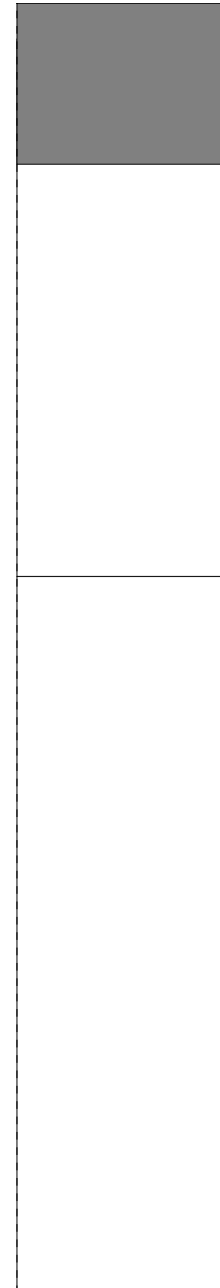
HEADER Re-Order Code: PL2000000244

HEADER Rolled Up Code: N/A

UPC Blade Code:

Row: 01

Lower Notch: 24



NOTCH SCHEMATIC

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK2072ULH_IS21.psa

Column: 21 - Row: 01 Notch: 24 Fixture Type: HEADER Fixture Description: MNY LOGO HDR 2' FLAT FRONT UNLIT **

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

Graphic Re-Order Code: PM0000021064 SS Holder Re-Order Code:

HEADER Re-Order Code: PL2000000244 HEADER Rolled Up Code: N/A UPC Blade Code:

Row: 01

Lower Notch: 24

M

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LASTING HYDRATION.**



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HYDRATION.**

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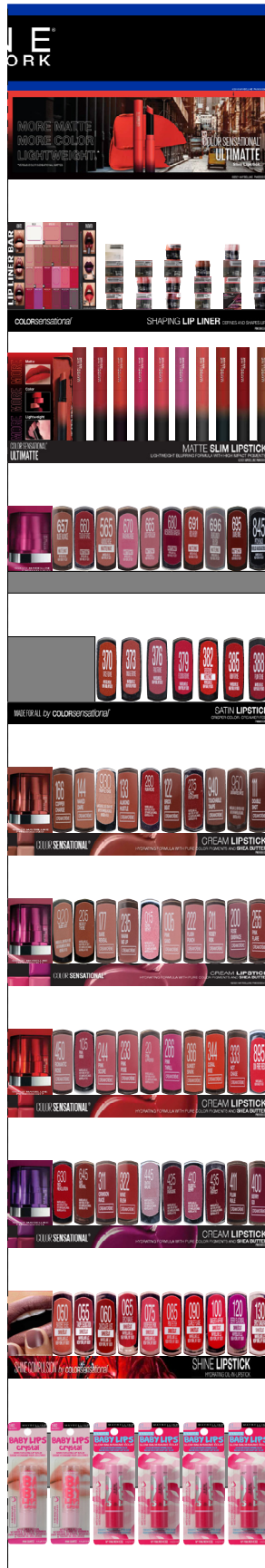
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TRANSFER-PROOF
LIQUID MATTE
UP TO 10HR WEAR

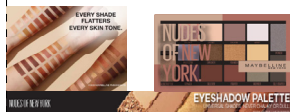
SUPERSTAR[®]
TRANSFER-PROOF
2-STEP SATIN
UP TO 24HR WEAR

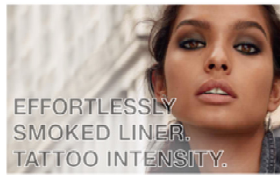


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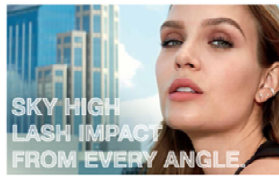














MAYBE

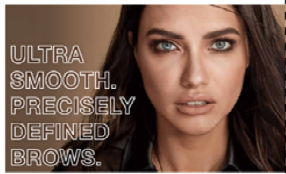
MASCARA

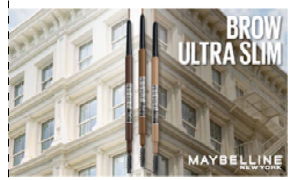


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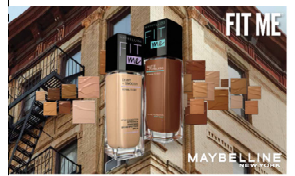
A STUDIO

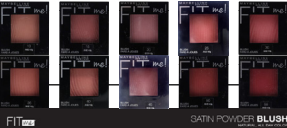
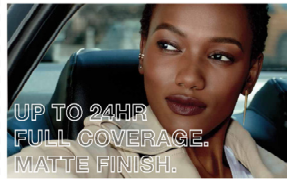


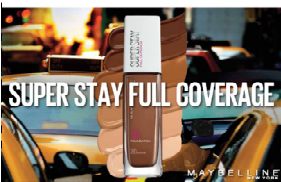












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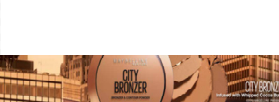
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