



WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK0672UULH.NOPDQAA.psa

Column: 1 - Row: 01			Notch: 26	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: 02			Notch: 19	Fixture Type: TRAYS	Fixture Description: SS PINK COLLECTION 1.1 **		
Shade Chart Re-Order Code: PM0000034377				SS Graphic Re-Order Code: PM0000034476			
Graphic Re-Order Code: PM0000034475				SS Holder Re-Order Code: PM0000019000			
TRAYS Re-Order Code: PL2000000548				TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
13	1	N/A	041554558760	INK CRAYON PINK EDITION	TRUST YOUR GUT	10	
14	1	N/A	041554577884	INK CRAYON PINK EDITION	SPEAK YOUR MIND	75	
15	1	N/A	041554581522	INK CRAYON PINK EDITION	RUN THE WORLD	80	
16	1	N/A	041554581539	INK CRAYON PINK EDITION	CHANGE IS GOOD	85	
17	1	N/A	041554577877	INK CRAYON PINK EDITION	KEEP IT FUN	90	
18	1	N/A	041554577853	MATTE INK PINK EDITION	PATHFINDER	150	
19	1	N/A	041554577860	MATTE INK PINK EDITION	SAVANT	155	
20	1	N/A	041554577822	MATTE INK PINK EDITION	MOVER	160	
21	1	N/A	041554577839	MATTE INK PINK EDITION	RINGLEADER	175	
22	1	N/A	041554577846	MATTE INK PINK EDITION	REVOLUTIONARY	180	

Column: 1 - Row: 03			Notch: 12		Fixture Type: TRAYS		Fixture Description: SS MATTE INK 1.1 **		
Shade Chart Re-Order Code: PM0000028528					SS Graphic Re-Order Code: PM0000028631				
Graphic Re-Order Code: PM0000028676					SS Holder Re-Order Code: PM0000016521				
TRAYS Re-Order Code: PL2000000421					TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes		
23	1	N/A	041554496895	SUPERSTAY MATTE INK	LOYALIST	5			
24	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10			
25	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15			
26	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20			
27	1	N/A	041554496932	SUPERSTAY MATTE INK	HEROINE	25			
28	1	N/A	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30			
29	1	N/A	041554496956	SUPERSTAY MATTE INK	CREATOR	35			
30	1	N/A	041554496963	SUPERSTAY MATTE INK	BELIEVER	40			
31	1	N/A	041554496970	SUPERSTAY MATTE INK	ESCAPIST	45			
32	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50			

Column: 1 - Row: 04			Notch: 5	Fixture Type: TRAYS		Fixture Description: SS 24HR 1.3 (ALT) **		
Shade Chart Re-Order Code: PM0000036420				SS Graphic Re-Order Code: PM0000036422				
Graphic Re-Order Code: PM0000031083				SS Holder Re-Order Code:				
TRAYS Re-Order Code: PL2000000386				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006941		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes	
33	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	PM0000006117	
34	1	N/A	041554558876	SuperStay 24 Smile Brightners	Crisp Magenta	305		
35	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	PM0000006120	
36	1	N/A	041554494969	SUPERSTAY SUPER IMPACT	ETERNAL CHERRY	200	PM0000023449	
37	1	N/A	041554558890	SuperStay 24 Smile Brightners	Optic Ruby	310		
38	1	N/A	041554494891	SUPERSTAY ERASER	SUPERSTAY ERASER	00	PM0000023453	

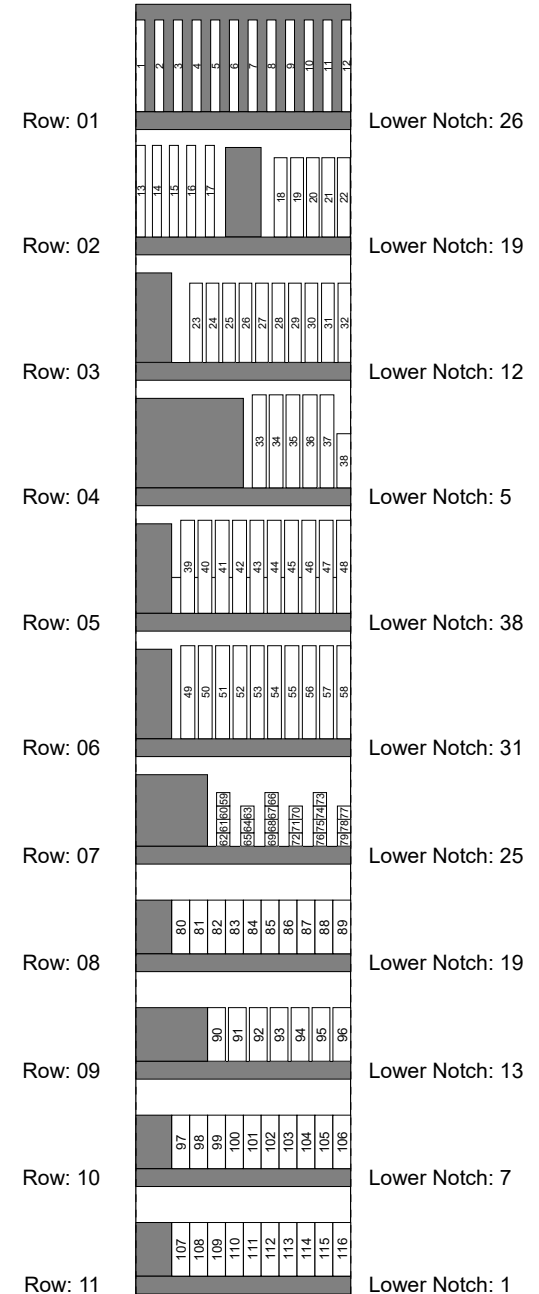
Column: 1 - Row: 05 Notch: 38 Fixture Type: TRAYS Fixture Description: SS 24HR 2.3 (ALT) **

Shade Chart Re-Order Code: PM0000034460 SS Graphic Re-Order Code: PM0000031255

Graphic Re-Order Code: PM0000031083 SS Holder Re-Order Code: PM0000006942

TRAYS Re-Order Code: PL2000000386 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000006941

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
39	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	PM0000006118
40	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	PM0000006116



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WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021							
41	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	PM0000006080
42	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	PM0000006136
43	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	PM0000006142
44	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	PM0000010808
45	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	PM0000006143
46	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	PM0000006135
47	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	PM0000006134
48	1	N/A	041554494945	SUPERSTAY SUPER IMPACT	PINK GOES ON	215	PM0000023447

Column: 1 - Row: 06 Notch: 31 Fixture Type: TRAYS Fixture Description: SS 24HR 3.3 (ALT) **
Shade Chart Re-Order Code: PM0000034461 SS Graphic Re-Order Code: PM0000031257
Graphic Re-Order Code: PM0000031083 SS Holder Re-Order Code: PM0000006942
TRAYS Re-Order Code: PL2000000386 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000006941

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
49	1	N/A	041554494983	SUPERSTAY SUPER IMPACT	24/7 FUSCHIA	220	PM0000023451
50	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	PM0000006133
51	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	
52	1	N/A	041554558883	SuperStay 24 Smile Brightners	Frosted Mauve	300	
53	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	PM0000006122
54	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	PM0000006129
55	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	PM0000006124
56	1	N/A	041554558906	SuperStay 24 Smile Brightners	Frozen Rose	315	
57	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	PM0000006123
58	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	PM0000006137

Column: 1 - Row: 07 Notch: 25 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
59	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LIN...CLEAR		100	
60	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LIN...NUDE WHISPER		105	
61	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LIN...DUSTY ROSE		130	
62	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LIN...BRICK RED		150	
63	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LIN...PURELY NUDE		110	
64	1	N/A	041554549287	Color Sensational Shaping Lip Liner	Almond Rose	132	
65	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LIN...WILD VIOLETS		155	
66	1	N/A	041554549300	Color Sensational Shaping Lip Liner	Beige Babe	102	
67	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LIN...TOTALLY TOFFEE		115	
68	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
69	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
70	1	N/A	041554549355	Color Sensational Shaping Lip Liner	Raw Chocolate	118	
71	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LIN...PALEST PINK		135	
72	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LIN...RICH WINE		160	
73	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
74	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LIN...RICH CHOCOLATE		120	
75	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LIN...PINK CORAL		140	
76	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LIN...PLUM PASSION		165	
77	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LIN...MAGNETIC MAUVE		125	
78	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LIN...VERY CHERRY		145	
79	1	N/A	041554549317	Color Sensational Shaping Lip Liner	Concrete Jungle	170	

Column: 1 - Row: 08 Notch: 19 Fixture Type: TRAYS Fixture Description: CS MATTES 1.1 RENO **
Shade Chart Re-Order Code: PM0000037093, PM00000337105 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
80	1	N/A	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	PM0000014866
81	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	PM0000013399
82	1	N/A	041554496574	COLOR SEN THE MATTES	ALMOND ROSE	565	PM0000020654
83	1	N/A	041554429916	COLOR SEN THE MATTES	Ravishing Rose	670	PM0000013401
84	1	N/A	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	PM0000013400
85	1	N/A	041554429930	COLOR SEN THE MATTES	Mesmerizing Magenta	680	PM0000013403
86	1	N/A	041554453638	COLOR SEN THE MATTES	Rich Ruby	691	PM0000014865
87	1	N/A	041554453690	COLOR SEN THE MATTES	Burgundy Blush	696	PM0000014871
88	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	PM0000013406
89	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	PM0000018204

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 25

Row: 08

Lower Notch: 19

Row: 09

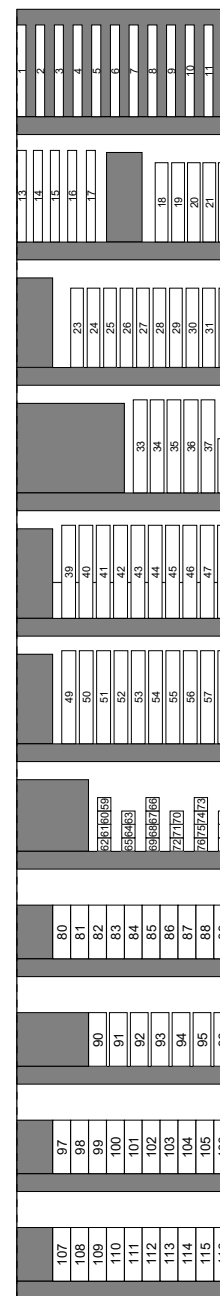
Lower Notch: 13

Row: 10

Lower Notch: 7

Row: 11

Lower Notch: 1



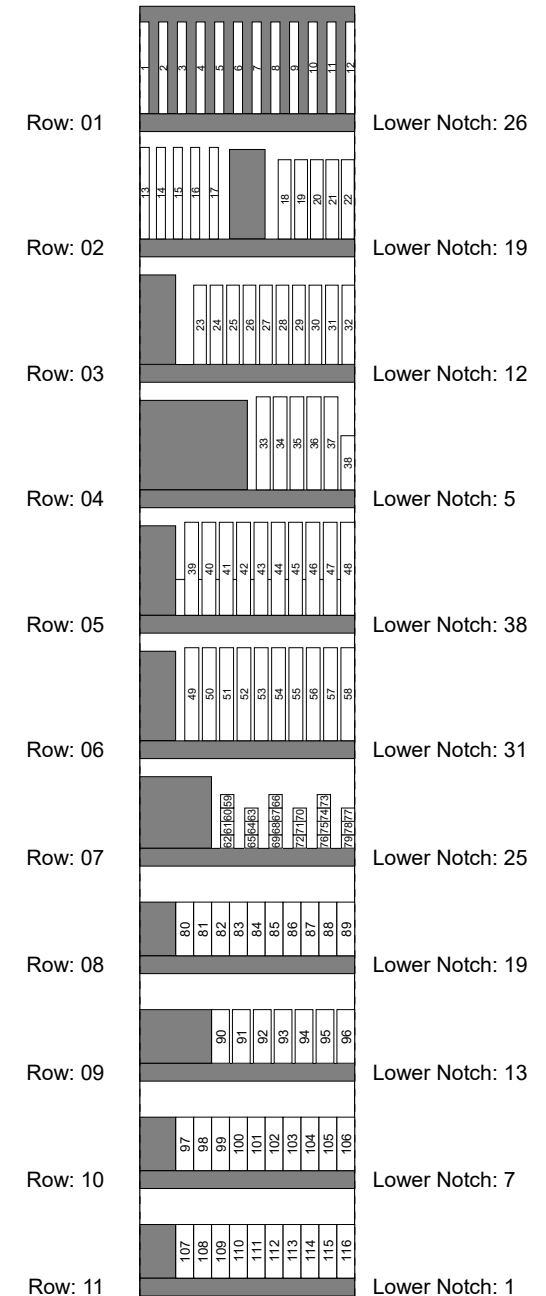
NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

Column: 1 - Row: 09		Notch: 13	Fixture Type: TRAYS	Fixture Description: CS MADE FOR ALL 1.1 **			
Shade Chart Re-Order Code: PM0000028753				SS Graphic Re-Order Code: PM0000028754			
Graphic Code: PM0000028756,PM0000028757,PM0000031905				SS Holder Re-Order Code: PM0000027620			
TRAYS Re-Order Code: PL2000000434		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
90	1	N/A	041554564839	CS MADE FOR YOU	SPICE FOR ME	370	
91	1	N/A	041554564815	CS MADE FOR YOU	MAUVE FOR ME	373	
92	1	N/A	041554566772	CS MADE FOR YOU	PINK FOR ME	376	
93	1	N/A	041554564860	CS MADE FOR YOU	FUCHSIA FOR ME	379	
94	1	N/A	041554564846	CS MADE FOR YOU	RED FOR ME	382	
95	1	N/A	041554564853	CS MADE FOR YOU	RUBY FOR ME	385	
96	1	N/A	041554564877	CS MADE FOR YOU	PLUM FOR ME	388	

Column: 1 - Row: 10		Notch: 7	Fixture Type: TRAYS	Fixture Description: CS CREAMS 1.2 RENO **			
Shade Chart Re-Order Code: PM0000035352,PM0000035354				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
97	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
98	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
99	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	PM0000007184
100	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	PM0000006187
101	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
102	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	PM0000011889
103	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	PM0000006180
104	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	PM0000006183
105	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	PM0000006169
106	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	

Column: 1 - Row: 11		Notch: 1	Fixture Type: TRAYS	Fixture Description: CS CREAMS 2.2 RENO **			
Shade Chart Re-Order Code: PM0000035353,PM0000035355				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
107	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
108	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	PM0000016238
109	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	PM0000006175
110	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
111	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	PM0000006081
112	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	PM0000006209
113	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
114	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	PM0000006200
115	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	PM0000006198
116	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	PM0000006199



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WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK0672UULH.NOPDQAA.psa

Column: 2 - Row: 01		Notch: 23	Fixture Type: TRAYS	Fixture Description: EW MONOS 1.1 (2TIER) **			
Shade Chart Re-Order Code: PM0000028848,PM0000028849		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000033870		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665			
TRAYS Re-Order Code: PL2000000442		UPC		Description			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
117	1	N/A	041554492644	New Expertwear Monos	Vanilla	100S	
118	1	N/A	041554492682	New Expertwear Monos	Made for Mocha	140S	
119	1	N/A	041554490749	New Expertwear Monos	Soft Pearl	10S	
120	1	N/A	041554490824	New Expertwear Monos	Forest Green	80S	
121	1	N/A	041554490763	New Expertwear Monos	Seashell	30S	
122	1	N/A	041554492651	New Expertwear Monos	Night Sky	110S	
123	1	N/A	041554490770	New Expertwear Monos	Nude Glow	40S	
124	1	N/A	041554552201	New Expertwear Monos	Dusty Rose	200S	
125	1	N/A	041554490756	New Expertwear Monos	Linen	20S	
126	1	N/A	041554490787	New Expertwear Monos	Tastefully Taupe	50S	
127	1	N/A	041554490794	New Expertwear Monos	The Glo Down	60S	
128	1	N/A	041554492712	New Expertwear Monos	Humdrum Plum	170S	

Column: 2 - Row: 02		Notch: 17	Fixture Type: TRAYS	Fixture Description: CITY MINI PALETTES 1.2 **			
Shade Chart Re-Order Code: PM0000028375		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000033852		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013507			
TRAYS Re-Order Code: PL2000000445		UPC		Description			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
129	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	
130	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
131	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
132	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	

Column: 2 - Row: 03		Notch: 11	Fixture Type: TRAYS	Fixture Description: CITY MINI PALETTES 2.2 **			
Shade Chart Re-Order Code: PM0000036949		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000033852		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013507			
TRAYS Re-Order Code: PL2000000445		UPC		Description			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
133	1	N/A	041554540758	CITY MINI PALETTES	Gramercy Decadence	460	
134	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
135	1	N/A	041554552515	CITY MINI PALETTES	Hi-Rise Sunset	530	
136	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	

Column: 2 - Row: 04		Notch: 4	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		SS Holder Re-Order Code: PM0000013510			
Graphic Re-Order Code:		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013508			
TRAYS Re-Order Code: PL2000000444		UPC		Description			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
137	1	N/A	041554563290	The Matte Bar Eyeshadow Palette	The Matte Bar	300	
138	1	N/A	041554545043	Total Temptation Eye + Highlight Palette	Total Temptation Eye + Hig...	140	
139	1	N/A	041554545869	The City Kits	Kit #2 Pink Edge	160	

Column: 2 - Row: 05		Notch: 39	Fixture Type: TRAYS	Fixture Description: EW SHAD Q 1.3 **			
Shade Chart Re-Order Code: PM0000028430		SS Graphic Re-Order Code: PM0000033844		SS Holder Re-Order Code:			
Graphic Re-Order Code:		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000007818			
TRAYS Re-Order Code: PL2000000023		UPC		Description			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
140	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
141	1	N/A	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	
142	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 2 - Row: 06		Notch: 34	Fixture Type: TRAYS	Fixture Description: EW SHAD Q 2.9/8/7/6 **			
Shade Chart Re-Order Code: PM0000028432		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code:		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000007818			
TRAYS Re-Order Code: PL2000000023		UPC		Description			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
143	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
144	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
145	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
146	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Row: 01

Lower Notch: 23

Row: 02

Lower Notch: 17

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 39

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 29

Row: 08

Lower Notch: 26

Row: 09

Lower Notch: 19

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

117	118	119	120	121	122	123	124	125	126	127	128
129	130	131	132	133	134	135	136	137	138	139	
140	141	142	143	144	145	146	147	148	149		
150	151	152	153	154	155	156	157	158	159	160	161
162	163	164	165	166	167	168	169	170	171	172	173

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021							
Column: 2 - Row: 07		Notch: 29	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
147	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
148	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
149	1	N/A	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q	

Column: 2 - Row: 08		Notch: 26	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
150	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800	
151	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
152	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
153	1	N/A	041554563337	TATTOO STUDIO LINER	DEEP ONYX	900	
154	1	N/A	041554563344	TATTOO STUDIO LINER	INTENSE CHARCOAL	901	
155	1	N/A	041554563351	TATTOO STUDIO LINER	BOLD BROWN	910	

Column: 2 - Row: 09		Notch: 19	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
156	1	N/A	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110	
157	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
158	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
159	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
160	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
161	1	N/A	041554549416	TATTOO STUDIO LIQUID LINER	BLACK	001	

Column: 2 - Row: 10		Notch: 12	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
162	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
163	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
164	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2	
165	1	N/A	041554294231	MASTER DUO LINER	Black Lacquer	500	
166	1	N/A	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510	
167	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01	

Column: 2 - Row: 11		Notch: 5	Fixture Type: HOOK BARS		Fixture Description: 6HK EXPERT EYES TWIN BRW HKBR UNLIT **		
Shade Chart Re-Order Code:					SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000028359					SS Holder Re-Order Code:		
HOOK BARS Re-Order Code: PL2000000147			HOOK BARS Rolled Up Code: N/A		UPC Blade Code: PM0000008588		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
168	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
169	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
170	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
171	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02	
172	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03	
173	1	N/A	041554530339	EXPERT EYES TWIN BROW & EYE PENC...	Light Brown	04	

Row: 01	117	118	119	120	121	122	123	124	125	126	127	128	Lower Notch: 23
Row: 02	129	130	131	132	133	134	135	136	137	138	139	140	Lower Notch: 17
Row: 03	141	142	143	144	145	146	147	148	149	150	151	152	Lower Notch: 11
Row: 04	153	154	155	156	157	158	159	160	161	162	163	164	Lower Notch: 4
Row: 05	165	166	167	168	169	170	171	172	173	174	175	176	Lower Notch: 39
Row: 06	177	178	179	180	181	182	183	184	185	186	187	188	Lower Notch: 34
Row: 07	189	190	191	192	193	194	195	196	197	198	199	200	Lower Notch: 29
Row: 08	201	202	203	204	205	206	207	208	209	210	211	212	Lower Notch: 26
Row: 09	213	214	215	216	217	218	219	220	221	222	223	224	Lower Notch: 19
Row: 10	225	226	227	228	229	230	231	232	233	234	235	236	Lower Notch: 12
Row: 11	237	238	239	240	241	242	243	244	245	246	247	248	Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK0672UULH.NOPDQAA.psa

Column: 3 - Row: 01 Notch: 24 Fixture Type: HEADER Fixture Description: MNY LOGO HDR 2' FLAT FRONT UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000021064 SS Holder Re-Order Code:
HEADER Re-Order Code: PL200000244 HEADER Rolled Up Code: N/A UPC Blade Code:

Column: 3 - Row: 02 Notch: 21		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic Re-Order Code:		HOOK BARS Re-Order Code: 041554984507		HOOK BARS Rolled Up Code: 041554984507	
UPC		Description		Shade	
Loc ID		Fac		Acct Code	
UPC		Description		Shade	
Shade #		Chip Codes			
174	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK
175	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	VERY BLACK
176	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black
177	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black

Column: 3 - Row: 03 Notch: 14		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic Re-Order Code:		HOOK BARS Re-Order Code: 041554984507		HOOK BARS Rolled Up Code: 041554984507	
UPC		Description		Shade	
Loc ID		Fac		Acct Code	
UPC		Description		Shade	
Shade #		Chip Codes			
178	1	N/A	041554578478	FALSIES SALON LIFT	BLACKEST BLACK
179	1	N/A	041554578485	FALSIES SALON LIFT	VERY BLACK
180	1	N/A	041554578492	FALSIES SALON LIFT WTP	VERY BLACK (WTP)
181	1	N/A	041554268706	FALSIES FLARED	Blackest Black

Column: 3 - Row: 04 Notch: 7		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic Re-Order Code:		HOOK BARS Re-Order Code: 041554984507		HOOK BARS Rolled Up Code: 041554984507	
UPC		Description		Shade	
Loc ID		Fac		Acct Code	
UPC		Description		Shade	
Shade #		Chip Codes			
182	1	N/A	041554217957	FALSIES MASCARA	Blackest Black
183	1	N/A	041554217964	FALSIES MASCARA	Very Black
184	1	N/A	041554217971	FALSIES MASCARA	Brownish Black
185	1	N/A	041554217988	FALSIES MASCARA WP	Very Black

Column: 3 - Row: 05 Notch: 40		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic Re-Order Code:		HOOK BARS Re-Order Code: 041554984507		HOOK BARS Rolled Up Code: 041554984507	
UPC		Description		Shade	
Loc ID		Fac		Acct Code	
UPC		Description		Shade	
Shade #		Chip Codes			
186	1	N/A	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black
187	1	N/A	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black
188	1	N/A	041554056761	VOLUM' EXPRESS COLOSSAL	Glam Brown (Brn/Blk)
189	1	N/A	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black

Column: 3 - Row: 06 Notch: 33		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic Re-Order Code:		HOOK BARS Re-Order Code: 041554984507		HOOK BARS Rolled Up Code: 041554984507	
UPC		Description		Shade	
Loc ID		Fac		Acct Code	
UPC		Description		Shade	
Shade #		Chip Codes			
190	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black
191	1	N/A	041554532722	GREAT LASH MASCARA	Very Black
192	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black
193	1	N/A	041554532982	GREAT LASH MASCARA	Dark Brown

Column: 3 - Row: 07 Notch: 26		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic Re-Order Code:		HOOK BARS Re-Order Code: 041554984507		HOOK BARS Rolled Up Code: 041554984507	
UPC		Description		Shade	
Loc ID		Fac		Acct Code	
UPC		Description		Shade	
Shade #		Chip Codes			
194	1	N/A	041554626964	GREAT LASH WATERPROOF	Very Black
195	1	N/A	041554626988	GREAT LASH WATERPROOF	Brownish Black
196	1	N/A	041554209310	GREAT LASH BIG	Blackest Black
197	1	N/A	041554209327	GREAT LASH BIG	Very Black

Column: 3 - Row: 08 Notch: 19		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic Re-Order Code:		HOOK BARS Re-Order Code: 041554984507		HOOK BARS Rolled Up Code: 041554984507	
UPC		Description		Shade	
Loc ID		Fac		Acct Code	
UPC		Description		Shade	
Shade #		Chip Codes			

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

174	175	176	177
178	179	180	181
182	183	184	185
186	187	188	189
190	191	192	193
194	195	196	197
198	199	200	201
202	203	204	205
206	207	208	209

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
198	1	N/A	041554672237	CURVED BRUSH GREAT LASH WASHAB...	Blackest Black	00
199	1	N/A	041554565294	CURVED BRUSH GREAT LASH WASHAB...	Very Black	1
200	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00
201	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01

Column: 3 - Row: 09 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
202	1	N/A	041554539912	SNPSACARA	PITCH BLACK	300
203	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340
204	1	N/A	041554496185	LASH SENSATIONAL CURVITUDE	Blkst Black WSH	710
205	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00

Column: 3 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
206	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENC...	Blonde	7
207	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00
208	1	N/A	041554054156	LASH STILETTO	Very Black	1
209	1	N/A	041554208832	LASH STILETTO WP	Very Black	01

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

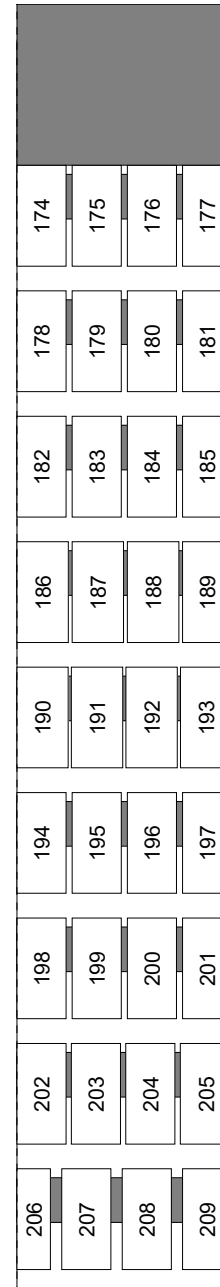
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK0672UULH.NOPDQAA.psa

Column: 3 - Row: 01 Notch: 24 Fixture Type: HEADER Fixture Description: MNY LOGO HDR 2' FLAT FRONT UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000021064 SS Holder Re-Order Code:
 HEADER Re-Order Code: PL200000244 HEADER Rolled Up Code: N/A UPC Blade Code:

Column: 4 - Row: 02 Notch: 21 Fixture Type: HOOK BARS				Fixture Description: 4HK GENERIC URBAN HKBR UNLIT			
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
210	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
211	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
212	1	N/A	041554420647	LASH SENSATIONAL WP	Very Black	01	
213	1	N/A	041554420654	LASH SENSATIONAL WP	Brownish Black	02	

Column: 4 - Row: 03 Notch: 14			Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT		
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:			SS Holder Re-Order Code:	
Graphic Re-Order Code:			HOOK BARS Re-Order Code: 041554984507			HOOK BARS Rolled Up Code: 041554984507	
UPC Blade Code: 041554994452							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
214	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
215	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	
216	1	N/A	041554460261	LASH SENSATIONAL LUSCIOUS	Brownish Black WSH	02	
217	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS WATER...	Very Black WTP	01	

Column: 4 - Row: 04		Notch: 7		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code:		041554984507		HOOK BARS Rolled Up Code:		041554984507	
UPC Blade Code:		041554994452					
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
218	1	N/A	041554217995	FALSIES MASCARA WP	Brownish Black	02	
219	1	N/A	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	
220	1	N/A	041554288254	CAT EYES MASCARA	Glam Black	01	
221	1	N/A	041554288261	CAT EYES MASCARA WP	Glam Black	01	

Column: 4 - Row: 05		Notch: 40		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507			
UPC Blade Code: 041554984452							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
222	1	N/A	041554197044	VOLUM' EXPRESS COLOSSAL WP	Classic Black	1	
223	1	N/A	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	
224	1	N/A	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	
225	1	N/A	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01	

Column: 4 - Row: 06		Notch: 33		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
226	1	N/A	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	
227	1	N/A	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	
228	1	N/A	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	
229	1	N/A	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	

Column: 4 - Row: 07		Notch: 26		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
230	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	
231	1	N/A	041554522556	FALSIES TEMPTATION	BLKST BLK	601	
232	1	N/A	041554522570	FALSIES TEMPTATION	BROWNISH BLK	603	
233	1	N/A	041554522679	FALSIES TEMPTATION WTP	VERY BLACK WTP	604	

Column: 4 - Row: 08 Notch: 19		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic Re-Order Code:		HOOK BARS Re-Order Code: 041554984507		HOOK BARS Rolled Up Code: 041554984507	
UPC		Description		Shade	
Loc ID		Fac		Acct Code	
UPC		Description		Shade	
Shade #		Chip Codes			

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

210	211	212	213
214	215	216	217
218	219	220	221
222	223	224	225
226	227	228	229
230	231	232	233
234	235	236	237
238	239	240	241
242	243	244	245

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
234	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	
235	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
236	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
237	1	N/A	041554281484	MEGA PLUSH MASCARA WP	Very Black	01	

Column: 4 - Row: 09 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
238	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
239	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
240	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	
241	1	N/A	041554443462	PUSH UP DRAMA WSH	Blackest Black	00	

Column: 4 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
242	1	N/A	041554699159	FULL 'N SOFT WASHABLE	Very Black	1	
243	1	N/A	041554605228	FULL 'N SOFT WATERPROOF	Very Black	1	
244	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
245	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

210	211	212	213
214	215	216	217
218	219	220	221
222	223	224	225
226	227	228	229
230	231	232	233
234	235	236	237
238	239	240	241
242	243	244	245

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK0672UULH.NOPDQAA.psa

Column: 5 - Row: 01		Notch: 26	Fixture Type: TRAYS	Fixture Description: FM M&P FNDTN 1.2 **			
Shade Chart Re-Order Code: PM0000033829				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
246	1	N/A	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
247	1	N/A	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
248	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
249	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
250	1	N/A	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	
251	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
252	1	N/A	041554466461	FitMe MATTE+PORELESS FNDTN	TRUE BEIGE	222	
253	1	N/A	041554433487	FitMe MATTE+PORELESS FNDTN	Ntrl Buff	230	

Column: 5 - Row: 02		Notch: 20	Fixture Type: TRAYS	Fixture Description: FM M&P FNDTN 2.2 **			
Shade Chart Re-Order Code: PM0000033834				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
254	1	N/A	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	
255	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
256	1	N/A	041554466478	FitMe MATTE+PORELESS FNDTN	NATURAL TAN	320	
257	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	
258	1	N/A	041554466492	FitMe MATTE+PORELESS FNDTN	CLASSIC TAN	335	
259	1	N/A	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
260	1	N/A	041554466515	FitMe MATTE+PORELESS FNDTN	CAPUCCINO	340	
261	1	N/A	041554466522	FitMe MATTE+PORELESS FNDTN	MOCHA	360	

Column: 5 - Row: 03		Notch: 12	Fixture Type: TRAYS	Fixture Description: FM CNCLR 1.1 (ALT FROM COMBO) **			
Shade Chart Re-Order Code: PM0000034451				SS Graphic Re-Order Code: PM0000028841			
Graphic Re-Order Code: PM0000033869				SS Holder Re-Order Code: PM0000026527			
TRAYS Re-Order Code: PL2000000410		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
262	1	N/A	041554580631	FitMe CONCEALER	COOL IVORY	01	
263	1	N/A	041554550450	FitMe CONCEALER	IVORY	05	
264	1	N/A	041554247701	FitMe CONCEALER	Fair	10	
265	1	N/A	041554580648	FitMe CONCEALER	VANILLA	11	
266	1	N/A	041554247718	FitMe CONCEALER	Light	15	
267	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
268	1	N/A	041554580679	FitMe CONCEALER	WHEAT	22	
269	1	N/A	041554247725	FitMe CONCEALER	Med	25	
270	1	N/A	041554247749	FitMe CONCEALER	Deep	35	
271	1	N/A	041554247756	FitMe CONCEALER	Cafe	50	
272	1	N/A	041554581492	FitMe CONCEALER	WALNUT	57	
273	1	N/A	041554581515	FitMe CONCEALER	DARK COFFEE	70	

Column: 5 - Row: 04		Notch: 4	Fixture Type: TRAYS	Fixture Description: FM M&P PDR 1.1 **			
Shade Chart Re-Order Code: PM0000028466, PM0000028467				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031079				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000440		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006928			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
274	1	N/A	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	
275	1	N/A	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
276	1	N/A	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	
277	1	N/A	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	
278	1	N/A	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	
279	1	N/A	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310	
280	1	N/A	041554488357	FitMe MATTE+PORELESS PDR	Natural Tan	320	
281	1	N/A	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	

Column: 5 - Row: 05		Notch: 36	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
282	1	N/A	041554501995	FIT ME LOOSE POWDER	FAIR	05	
283	1	N/A	041554502046	FIT ME LOOSE POWDER	MEDIUM	25	
284	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
285	1	N/A	041554503036	FIT ME LOOSE POWDER	MEDIUM DEEP	30	

Row: 01	246	247	248	249	250	251	252	253	Lower Notch: 26
Row: 02	254	255	256	257	258	259	260	261	Lower Notch: 20
Row: 03	262	263	264	265	266	267	268	269	Lower Notch: 12
Row: 04	274	275	276	277	278	279	280	281	Lower Notch: 4
Row: 05	282	283	284	285	286	287	288	289	Lower Notch: 36
Row: 06	290	291	292	293	294	295	296	297	Lower Notch: 30
Row: 07	298	299	300	301	302	303			Lower Notch: 26
Row: 08	304	305	306	307	308	309			Lower Notch: 19
Row: 09	310	311	312	313	314				Lower Notch: 12
Row: 10	315	316	317	318					Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
286	1	N/A	041554502022	FIT ME LOOSE POWDER	LIGHT	15
287	1	N/A	041554503043	FIT ME LOOSE POWDER	DEEP	35
288	1	N/A	041554502039	FIT ME LOOSE POWDER	LIGHT MEDIUM	20
289	1	N/A	041554503050	FIT ME LOOSE POWDER	DARK	40

Column: 5 - Row: 06		Notch: 30		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
290	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	PM0000010714
291	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	PM0000010715
292	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	PM0000010716
293	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	PM0000010717
294	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	PM0000010718
295	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	PM0000010720
296	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	PM0000010723
297	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	PM0000010725

Column: 5 - Row: 07		Notch: 26	Fixture Type: HOOK BARS		Fixture Description: 6HK TS BRW POMADE (DEMO) HKBR UNLIT **		
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000029017				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000147		HOOK BARS Rolled Up Code: N/A			UPC Blade Code: PM0000008588		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
298	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
299	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
300	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
301	1	N/A	041554559774	TattooStudio Brow Pomade	Deep Brown	380	
302	1	N/A	041554544930	TATTOO STUDIO BROW GEL	SOFT BROWN	255	
303	1	N/A	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	

Column: 5 - Row: 08		Notch: 19		Fixture Type: HOOK BARS		Fixture Description: 6HK BRW ULTRA SLIM (DEMO) HKBR UNLIT **	
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031772				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000147				HOOK BARS Rolled Up Code: N/A		UPC Blade Code: PM0000008588	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
304	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
305	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	Deep Brown	365	
306	1	N/A	041554572308	BROW ULTRA SLIM	SOFT BROWN	255	
307	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257	
308	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
309	1	N/A	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255	

Column: 5 - Row: 09			Notch: 12		Fixture Type: HOOK BARS		Fixture Description: 5HK BRW FAST SCULPT GEL (DEMO) 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	
310	1	N/A	041554443493		PUSH UP DRAMA WTP	Very Black	01		
311	1	N/A	041554578706		BROW FAST SCULPT	SOFT BROWN	255		
312	1	N/A	041554578720		BROW FAST SCULPT	MEDIUM BROWN	257		
313	1	N/A	041554578737		BROW FAST SCULPT	DEEP BROWN	260		
314	1	N/A	041554442205		BROW DEFINE + FILL DUO	Deep Brown	260		

Column: 5 - 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
315	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
316	1	N/A	041554543872	COVER STICK (CORRECTOR)	Ivory	1	
317	1	N/A	041554543889	COVER STICK (CORRECTOR)	Light Beige	2	
318	1	N/A	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3	

Row: 01	246	247	248	249	250	251	252	253	Lower Notch: 26
Row: 02	254	255	256	257	258	259	260	261	Lower Notch: 20
Row: 03	262	263	264	265	266	267	268	269	Lower Notch: 12
Row: 04	274	275	276	277	278	279	280	281	Lower Notch: 4
Row: 05	282	283	284	285	286	287	288	289	Lower Notch: 36
Row: 06	290	291	292	293	294	295	296	297	Lower Notch: 30
Row: 07	298	299	300	301	302	303			Lower Notch: 26
Row: 08	304	305	306	307	308	309			Lower Notch: 19
Row: 09	310	311	312	313	314				Lower Notch: 12
Row: 10	315	316	317	318					Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK0672UULH.NOPDQAA.psa

Column: 6 - Row: 01 Notch: 28 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: PM0000037846

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
319	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
320	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
321	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
322	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
323	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
324	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	

Column: 6 - Row: 02 Notch: 18 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
325	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	PM0000004171
326	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	PM0000004172
327	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	PM0000004173
328	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190	PM0000004174
329	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	PM0000004195
330	1	N/A	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220	PM0000004175
331	1	N/A	041554220124	IAR ERASER FOUNDATION	Pure Beige	250	PM0000004176
332	1	N/A	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	PM0000004179

Column: 6 - Row: 03 Notch: 11 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 1.1 (COMBO) **

Shade Chart Re-Order Code: PM0000028378

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000031250

SS Holder Re-Order Code:

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
333	1	N/A	041554282634	DREAM FRESH BB CRM	Light Medium	110	
334	1	N/A	041554282641	DREAM FRESH BB CRM	Medium	120	
335	1	N/A	041554282658	DREAM FRESH BB CRM	Medium/Deep	130	
336	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
337	1	N/A	041554349573	DREAM PURE BB	Medium	120	
338	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	

Column: 6 - Row: 04 Notch: 5 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 1.1 **

Shade Chart Re-Order Code: PM0000037095

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000037844

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
339	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDA...	Porcelain	110	
340	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Ivory	112	
341	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDA...	Light Beige	118	
342	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDA...	Classic Ivory	120	
343	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDA...	Medium Beige	129	
344	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Beige	220	
345	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDA...	Sun Beige	310	
346	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDA...	Coconut	355	

Column: 6 - Row: 05 Notch: 37 Fixture Type: TRAYS Fixture Description: SS FC PDR 1.1 (ETH) **

Shade Chart Re-Order Code: PM0000028802, PM0000028803

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000033864

SS Holder Re-Order Code:

TRAYS Re-Order Code: PL2000000436

TRAYS Rolled Up Code: N/A

UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
347	1	N/A	041554562804	SUPERSTAY FULL COVERAGE POWDER	Fair Porcelain	102	
348	1	N/A	041554563368	SUPERSTAY FULL COVERAGE POWDER	Honey	320	
349	1	N/A	041554562835	SUPERSTAY FULL COVERAGE POWDER	Classic Ivory	120	
350	1	N/A	041554562880	SUPERSTAY FULL COVERAGE POWDER	Golden Caramel	332	
351	1	N/A	041554562866	SUPERSTAY FULL COVERAGE POWDER	Natural Beige	220	
352	1	N/A	041554562903	SUPERSTAY FULL COVERAGE POWDER	Coconut	355	
353	1	N/A	041554562873	SUPERSTAY FULL COVERAGE POWDER	Golden	312	
354	1	N/A	041554563375	SUPERSTAY FULL COVERAGE POWDER	Java	375	

Row: 01

319	320	321	322	323	324
325	326	327	328	329	330
331	332				

Lower Notch: 28

Row: 02

333	334	335	336	337	338

Lower Notch: 18

Row: 03

339	340	341	342	343	344
345	346				

Lower Notch: 11

Row: 04

347	348	349	350	351	352
353	354				

Lower Notch: 5

Row: 05

355	356	357	358	359	360

Lower Notch: 37

Row: 06

361	362	363	364	365	366
367	368				

Lower Notch: 30

Row: 07

369	370	371	372	373	374
375	376				

Lower Notch: 23

Row: 08

377	378	379	380	381	382

Lower Notch: 15

Row: 09

383	384	385	386	387	388

Lower Notch: 8

Row: 10

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Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

Column: 6 - Row: 06		Notch: 30	Fixture Type: TRAYS	Fixture Description: DRM RADIANT FNDTN 1.2 **			
Shade Chart Re-Order Code: PM0000038045				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
355	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	Fair Porcelain	02	
356	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
357	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
358	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
359	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
360	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	

Column: 6 - Row: 07		Notch: 23	Fixture Type: TRAYS	Fixture Description: DRM RADIANT FNDTN 2.2 **			
Shade Chart Re-Order Code: PM0000038046				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
361	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
362	1	N/A	041554579130	DREAM RADIANT LIQUID FOUNDATION	Sandy Beige	60	
363	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	
364	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
365	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
366	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
367	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
368	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	Java	135	

Column: 6 - Row: 08		Notch: 15	Fixture Type: TRAYS	Fixture Description: DRM URBAN COVER 1.1 **			
Shade Chart Re-Order Code: PM0000038044				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000037944				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
369	1	N/A	041554571523	DREAM URBAN COVER FOUNDATION	Porcelain	110	
370	1	N/A	041554571530	DREAM URBAN COVER FOUNDATION	Natural Ivory	112	
371	1	N/A	041554571554	DREAM URBAN COVER FOUNDATION	Classic Ivory	120	
372	1	N/A	041554571561	DREAM URBAN COVER FOUNDATION	Warm Nude	128	
373	1	N/A	041554571592	DREAM URBAN COVER FOUNDATION	Natural Beige	220	
374	1	N/A	041554571615	DREAM URBAN COVER FOUNDATION	Sun Beige	310	
375	1	N/A	041554571639	DREAM URBAN COVER FOUNDATION	Toffee	330	
376	1	N/A	041554571660	DREAM URBAN COVER FOUNDATION	Truffle	362	

Column: 6 - Row: 09		Notch: 8	Fixture Type: TRAYS	Fixture Description: DRM MATTE MOUSSE 1.2 **			
Shade Chart Re-Order Code: PM0000033814, PM0000033817				SS Graphic Re-Order Code: PM0000031248			
Graphic Re-Order Code: PM0000031253				SS Holder Re-Order Code:			
TRAYS : PL2000000380, PL2000000460		TRAYS Rolled Up Code: N/A		UPC Blade Code:			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
377	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	PM0000015501
378	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	PM0000015495
379	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	PM0000015493
380	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	PM0000015497
381	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	PM0000015500
382	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	PM0000015503

Column: 6 - 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
383	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	PM0000015502
384	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	PM0000015496
385	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	PM0000015499
386	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	PM0000015492
387	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	PM0000015498
388	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	PM0000015494

Row: 01

319	320	321	322	323	324
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Lower Notch: 28

Row: 02

325	326	327	328	329	330	331	332
-----	-----	-----	-----	-----	-----	-----	-----

Lower Notch: 18

Row: 03

333	334	335	336	337	338
-----	-----	-----	-----	-----	-----

Lower Notch: 11

Row: 04

339	340	341	342	343	344	345	346
-----	-----	-----	-----	-----	-----	-----	-----

Lower Notch: 5

Row: 05

347	348	349	350	351	352	353	354
-----	-----	-----	-----	-----	-----	-----	-----

Lower Notch: 37

Row: 06

355	356	357	358	359	360
-----	-----	-----	-----	-----	-----

Lower Notch: 30

Row: 07

361	362	363	364	365	366	367	368
-----	-----	-----	-----	-----	-----	-----	-----

Lower Notch: 23

Row: 08

369	370	371	372	373	374	375	376
-----	-----	-----	-----	-----	-----	-----	-----

Lower Notch: 15

Row: 09

377	378	379	380	381	382
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Lower Notch: 8

Row: 10

383	384	385	386	387	388
-----	-----	-----	-----	-----	-----

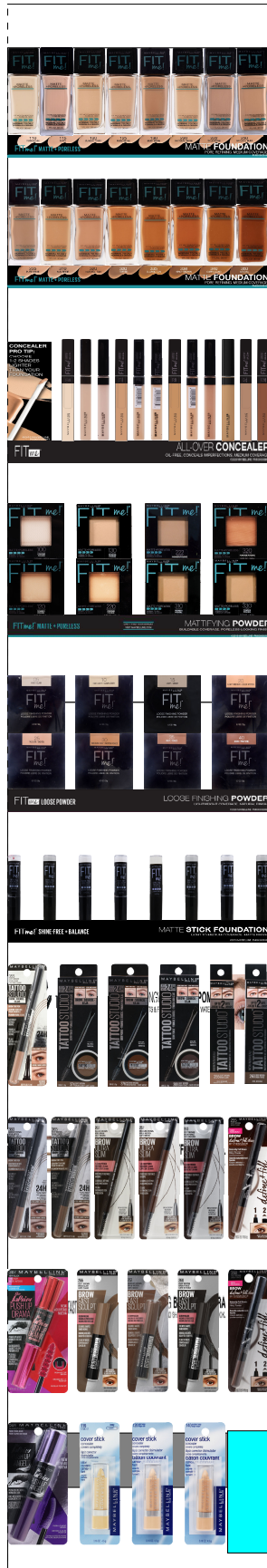
Lower Notch: 1





LLINE
NEW YORK







SMOOTH SKIN
SMOOTHING FOUNDATION



BB CREAM



LONGWEAR FOUNDATION



LONGWEAR POWDER



SKIN-LOVING MAKE-UP

