



NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8" X 72" URBAN MAYBELLINE PLANOGRAM - Fall 2021
MNYWAK0872UULH_NOPDQ.psa

Column: 1 - Row: 01 Notch: 27 Fixture Type: CHROME SIGN UR Fixture Description: SS LIP FRANCHISE (DEMO) 6X12 **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037407 SS Holder Re-Order Code:
CHROME SIGN UR : PL2000000039 CHROME SIGN UR Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 02 Notch: 18 Fixture Type: TRAYS Fixture Description: SS INK CRAYON 1.1 **
Shade Chart Re-Order Code: PM0000031522 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031523,PM0000031524 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000491 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
1	1	N/A	041554558753	SUPERSTAY INK CRAYON	LIVE ON THE EDGE	5	
2	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
3	1	N/A	041554558784	SUPERSTAY INK CRAYON	ENJOY THE VIEW	20	
4	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
5	1	N/A	041554558807	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
6	1	N/A	041554558814	SUPERSTAY INK CRAYON	TREAT YOURSELF	35	
7	1	N/A	041554558821	SUPERSTAY INK CRAYON	LAUGH LOUDER	40	
8	1	N/A	041554558838	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
9	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
10	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
11	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
12	1	N/A	041554565973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Column: 1 - Row: 03 Notch: 11 Fixture Type: TRAYS Fixture Description: SS PINK COLLECTION 1.1 **
Shade Chart Re-Order Code: PM0000034377 SS Graphic Re-Order Code: PM0000034476
Graphic Re-Order Code: PM0000034475 SS Holder Re-Order Code: PM0000019000
TRAYS Re-Order Code: PL2000000548 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
13	1	N/A	041554558760	INK CRAYON PINK EDITION	TRUST YOUR GUT	10	
14	1	N/A	041554577884	INK CRAYON PINK EDITION	SPEAK YOUR MIND	75	
15	1	N/A	041554581522	INK CRAYON PINK EDITION	RUN THE WORLD	80	
16	1	N/A	041554581539	INK CRAYON PINK EDITION	CHANGE IS GOOD	85	
17	1	N/A	041554577877	INK CRAYON PINK EDITION	KEEP IT FUN	90	
18	1	N/A	041554577853	MATTE INK PINK EDITION	PATHFINDER	150	
19	1	N/A	041554577860	MATTE INK PINK EDITION	SAVANT	155	
20	1	N/A	041554577822	MATTE INK PINK EDITION	MOVER	160	
21	1	N/A	041554577839	MATTE INK PINK EDITION	RINGLEADER	175	
22	1	N/A	041554577846	MATTE INK PINK EDITION	REVOLUTIONARY	180	

Column: 1 - Row: 04 Notch: 4 Fixture Type: TRAYS Fixture Description: SS MATTE INK 1.1 **
Shade Chart Re-Order Code: PM0000028528 SS Graphic Re-Order Code: PM0000028631
Graphic Re-Order Code: PM0000028676 SS Holder Re-Order Code: PM0000016521
TRAYS Re-Order Code: PL2000000421 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
23	1	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: 05 Notch: 37 Fixture Type: TRAYS Fixture Description: SS MATTE INK UNNUDES 1.1 **
Shade Chart Re-Order Code: PM0000028529 SS Graphic Re-Order Code: PM0000028632
Graphic Re-Order Code: PM0000028676 SS Holder Re-Order Code: PM0000016521
TRAYS Re-Order Code: PL2000000421 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
33	1	N/A	041554543698	SUPERSTAY MATTE INK	DRIVER	55	
34	1	N/A	041554543681	SUPERSTAY MATTE INK	POET	60	
35	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
36	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	
37	1	N/A	041554543674	SUPERSTAY MATTE INK	FIGHTER	75	
38	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80	
39	1	N/A	041554543667	SUPERSTAY MATTE INK	PROTECTOR	85	
40	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90	
41	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95	

Row: 01

Lower Notch: 27

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 23

Row: 08

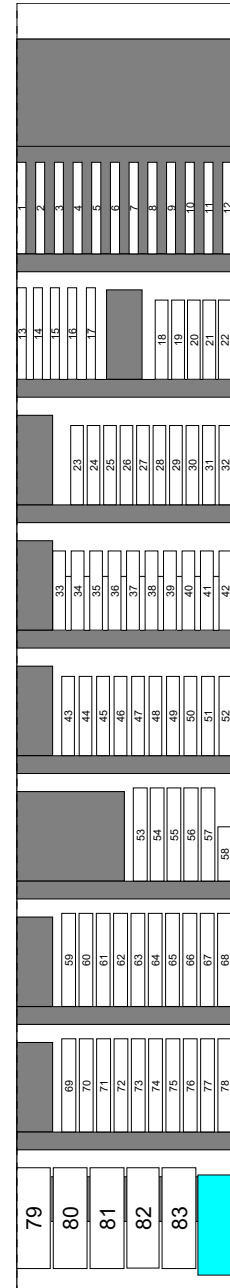
Lower Notch: 16

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Fall 2021						
42	1	N/A	041554543728	SUPERSTAY MATTE INK	PHILOSOPHER	100

Column: 1 - Row: 06 Notch: 30 Fixture Type: TRAYS				Fixture Description: SS MATTE INK CITY ED 1.1 **			
Shade Chart Re-Order Code: PM0000028765				SS Graphic Re-Order Code: PM0000028766			
Graphic Re-Order Code: PM0000028767				SS Holder Re-Order Code: PM0000016521			
TRAYS Re-Order Code: PL2000000421				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
43	1	N/A	041554554458	SUPERSTAY MATTE INK CITY EDITION	EXPLORER	105	
44	1	N/A	041554554465	SUPERSTAY MATTE INK CITY EDITION	ORIGINATOR	110	
45	1	N/A	041554554540	SUPERSTAY MATTE INK CITY EDITION	COMPOSER	112	
46	1	N/A	041554554472	SUPERSTAY MATTE INK CITY EDITION	FOUNDER	115	
47	1	N/A	041554554526	SUPERSTAY MATTE INK CITY EDITION	GROUND-BREAKER	117	
48	1	N/A	041554554533	SUPERSTAY MATTE INK CITY EDITION	DANCER	118	
49	1	N/A	041554554489	SUPERSTAY MATTE INK CITY EDITION	ARTIST	120	
50	1	N/A	041554554496	SUPERSTAY MATTE INK CITY EDITION	INSPIRER	125	
51	1	N/A	041554554502	SUPERSTAY MATTE INK CITY EDITION	SELF-STARTER	130	
52	1	N/A	041554554519	SUPERSTAY MATTE INK CITY EDITION	GLOBETROTTER	135	

Column: 1 - Row: 07			Notch: 23	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
53	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	PM0000006117
54	1	N/A	041554558876	SuperStay 24 Smile Brightners	Crisp Magenta	305	
55	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	PM0000006120
56	1	N/A	041554494969	SUPERSTAY SUPER IMPACT	ETERNAL CHERRY	200	PM0000023449
57	1	N/A	041554558890	SuperStay 24 Smile Brightners	Optic Ruby	310	
58	1	N/A	041554494891	SUPERSTAY ERASER	SUPERSTAY ERASER	00	PM0000023453

Column: 1 - Row: 08			Notch: 16	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	
59	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	PM0000006118	
60	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	PM0000006116	
61	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	PM0000006080	
62	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	PM0000006136	
63	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	PM0000006142	
64	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	PM0000010808	
65	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	PM0000006143	
66	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	PM0000006135	
67	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	PM0000006134	
68	1	N/A	041554494945	SUPERSTAY SUPER IMPACT	PINK GOES ON	215	PM0000023447	

Column: 1 - Row: 09		Notch: 9	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
69	1	N/A	041554494983	SUPERSTAY SUPER IMPACT	24/7 FUSCHIA	220	PM0000023451
70	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	PM0000006133
71	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	
72	1	N/A	041554558883	SuperStay 24 Smile Brightners	Frosted Mauve	300	
73	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	PM0000006122
74	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	PM0000006129
75	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	PM0000006124
76	1	N/A	041554558906	SuperStay 24 Smile Brightners	Frozen Rose	315	
77	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	PM0000006123
78	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	PM0000006137

Column: 1 - Row: 10			Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 6HK GENERIC URBAN HKBR UNLIT		
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
HOOK BARS Re-Order Code: 041554984521			HOOK BARS Rolled Up Code: 041554984521			UPC Blade Code: 041554994452			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes		
79	1	N/A	041554586404	Baby Lips Quenched	Quenched	005			
80	1	N/A	041554264548	BABY LIPS	CHERRY ME	15			
81	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25			
82	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140			

Row: 01

Lower Notch: 27

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 23

Row: 08

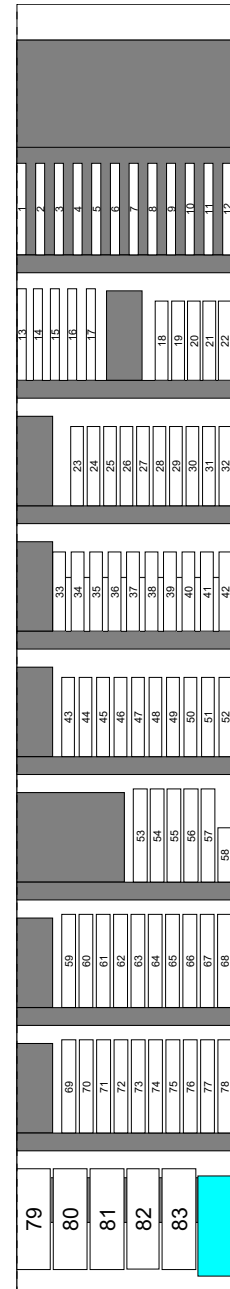
Lower Notch: 16

Row: 09

Lower Notch: 9

Row: 10

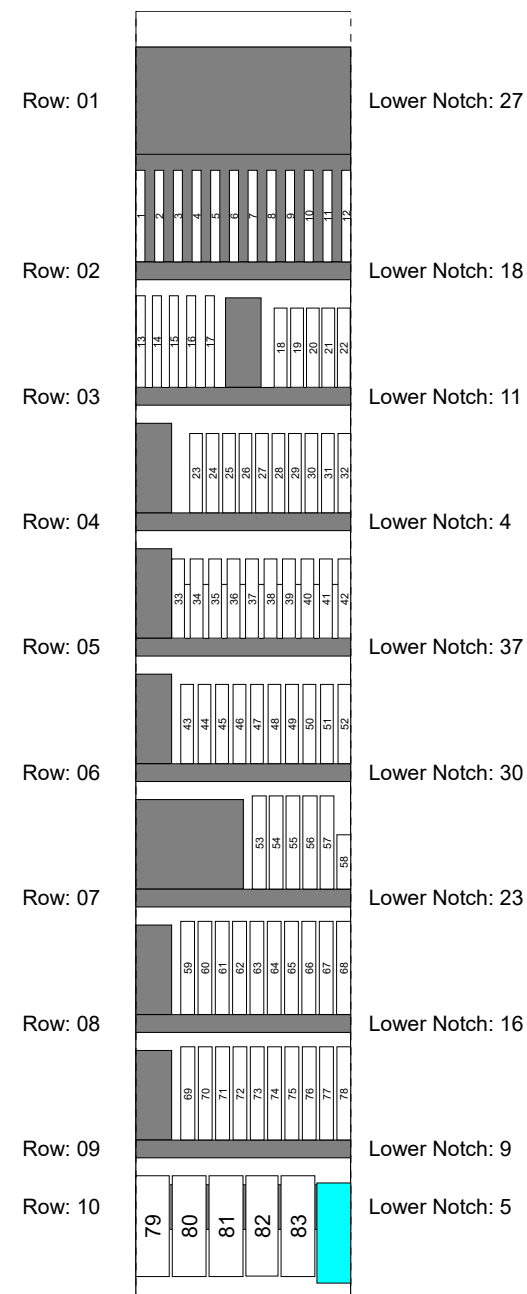
Lower Notch: 5



NOTCH SCHEMATIC

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

83	1	N/A	041554483123	BABY LIPS	MY PINK	01	
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NOTCH SCHEMATIC

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

MNYWAK0872UULH_NOPDQ.psa

Column: 2 - Row: 01 Notch: 24 Fixture Type: TRAYS				Fixture Description: COL TAT POTS 1.1 **			
Shade Chart Re-Order Code: PM0000031554,PM0000031555				SS Graphic Re-Order Code:			
Graphic Code: PM0000031556,PM0000031557,PM0000031937				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000493				TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
84	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
85	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
86	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
87	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
88	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
89	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
90	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
91	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
92	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
93	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

Column: 2 - Row: 02		Notch: 17		Fixture Type: TRAYS		Fixture Description: MATTE BAR+TTL TMPT+CTY KITS 1.1 **	
Shade Chart Re-Order Code: PM0000028851				SS Graphic Re-Order Code: PM0000035981			
Graphic Re-Order Code:				SS Holder Re-Order Code: PM0000013510			
TRAYS Re-Order Code: PL2000000444				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013508	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
94	1	N/A	041554563290	The Matte Bar Eyeshadow Palette	The Matte Bar	300	
95	1	N/A	041554545043	Total Temptation Eye + Highlight Palette	Total Temptation Eye + Hig...	140	
96	1	N/A	041554545869	The City Kits	Kit #2 Pink Edge	160	

Column: 2 - Row: 03			Notch: 10		Fixture Type: TRAYS		Fixture Description: EYE PALETTES 1.1 **		
Shade Chart Re-Order Code: PM0000028434					SS Graphic Re-Order Code: PM0000033846				
Graphic Re-Order Code:					SS Holder Re-Order Code: PM0000013510				
TRAYS Re-Order Code: PL2000000444					TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013508		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes		
97	1	N/A	041554419184	THE PALETTES	The Nudes	02			
98	1	N/A	041554434866	THE PALETTES	The Blushed Nudes	06			
99	1	N/A	041554490848	24KT NUDES PALETTE	24KT NUDES PALETTE	120			

Column: 2 - Row: 04		Notch: 3	Fixture Type: TRAYS		Fixture Description: CS LIP LINERS 1.1		
Shade Chart Re-Order Code: PM0000026216				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000028678				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PM0000019869				TRAYS Rolled Up Code: PM0000019869		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
100	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LIN...	CLEAR	100	
101	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LIN...	NUDE WHISPER	105	
102	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LIN...	DUSTY ROSE	130	
103	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LIN...	BRICK RED	150	
104	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LIN...	PURELY NUDE	110	
105	1	N/A	041554549287	Color Sensational Shaping Lip Liner	Almond Rose	132	
106	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LIN...	WILD VIOLETS	155	
107	1	N/A	041554549300	Color Sensational Shaping Lip Liner	Beige Babe	102	
108	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LIN...	TOTALLY TOFFEE	115	
109	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
110	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
111	1	N/A	041554549355	Color Sensational Shaping Lip Liner	Raw Chocolate	118	
112	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LIN...	PALEST PINK	135	
113	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LIN...	RICH WINE	160	
114	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
115	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LIN...	RICH CHOCOLATE	120	
116	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LIN...	PINK CORAL	140	
117	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LIN...	PLUM PASSION	165	
118	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LIN...	MAGNETIC MAUVE	125	
119	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LIN...	VERY CHERRY	145	
120	1	N/A	041554549317	Color Sensational Shaping Lip Liner	Concrete Jungle	170	

Column: 2 - Row: 05				Notch: 36	Fixture Type: TRAYS	Fixture Description: CS MATTES 1.1 RENO **		
Shade Chart Re-Order Code: PM0000037093,PM0000037105					SS Graphic Re-Order Code: PM0000033899			
Graphic Re-Order Code: PM0000033898,PM0000033900					SS Holder Re-Order Code: PM0000027630			
TRAYS Re-Order Code: PL2000000446					TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC		Description	Shade	Shade #	Chip Codes
121	1	N/A	041554453645		COLOR SEN THE MATTES	Nude Nuance	657	PM0000014866
122	1	N/A	041554429893		COLOR SEN THE MATTES	Touch of Spice	660	PM0000013399
123	1	N/A	041554496574		COLOR SEN THE MATTES	ALMOND ROSE	565	PM0000020654

Row: 01

85 84	87 86	89 88	91 90	93 92
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Lower Notch: 24

Row: 02

94	95	96
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Lower Notch: 17

Row: 03

97	98	99
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Lower Notch: 10

Row: 04

100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120
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Lower Notch: 3

Row: 05

121	122	123	124	125	126	127	128	129	130
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Lower Notch: 36

Row: 06

131	132	133	134	135	136	137
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Lower Notch: 29

Row: 07

138	139	140	141	142	143	144	145	146	147
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Lower Notch: 22

Row: 08

148	149	150	151	152	153	154	155	156	157
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Lower Notch: 15

Row: 09

158	159	160	161	162	163	164	165	166	167
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Lower Notch: 8

Row: 10

168	169	170	171	172	173	174	175	176	177
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Lower Notch: 1

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WAKEFERN / SHOPRITE 8" X 72" URBAN MAYBELLINE PLANOGRAM - Fall 2021							
124	1	N/A	041554429916	COLOR SEN THE MATTES	Ravishing Rose	670	PM0000013401
125	1	N/A	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	PM0000013400
126	1	N/A	041554429930	COLOR SEN THE MATTES	Mesmerizing Magenta	680	PM0000013403
127	1	N/A	041554453638	COLOR SEN THE MATTES	Rich Ruby	691	PM0000014865
128	1	N/A	041554453690	COLOR SEN THE MATTES	Burgundy Blush	696	PM0000014871
129	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	PM0000013406
130	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	PM0000018204

Column: 2 - Row: 06 Notch: 29 Fixture Type: TRAYS Fixture Description: CS MADE FOR ALL 1.1 **
 Shade Chart Re-Order Code: PM0000028753 SS Graphic Re-Order Code: PM0000028754
 Graphic Code: PM0000028756, PM0000028757, PM0000031905 SS Holder Re-Order Code: PM0000027620
 TRAYS Re-Order Code: PL2000000434 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
131	1	N/A	041554564839	CS MADE FOR YOU	SPICE FOR ME	370	
132	1	N/A	041554564815	CS MADE FOR YOU	MAUVE FOR ME	373	
133	1	N/A	041554566772	CS MADE FOR YOU	PINK FOR ME	376	
134	1	N/A	041554564860	CS MADE FOR YOU	FUCHSIA FOR ME	379	
135	1	N/A	041554564846	CS MADE FOR YOU	RED FOR ME	382	
136	1	N/A	041554564853	CS MADE FOR YOU	RUBY FOR ME	385	
137	1	N/A	041554564877	CS MADE FOR YOU	PLUM FOR ME	388	

Column: 2 - Row: 07 Notch: 22 Fixture Type: TRAYS Fixture Description: CS CREAMS 1.4 RENO **
 Shade Chart Re-Order Code: PM0000034378, PM0000034481 SS Graphic Re-Order Code: PM0000033908
 Graphic Re-Order Code: PM0000033907, PM0000033909 SS Holder Re-Order Code: PM0000027630
 TRAYS Re-Order Code: PL2000000446 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
138	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
139	1	N/A	041554578324	COLOR SEN LIPSTICK	NAKED DARE	144	
140	1	N/A	041554408492	COLOR SEN BUFFS	TRUFFLE TEASE	930	PM0000011891
141	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
142	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	PM0000007184
143	1	N/A	041554578331	COLOR SEN LIPSTICK	BRICK BEAT	122	
144	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	PM0000006187
145	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	PM0000011893
146	1	N/A	041554408577	COLOR SEN BUFFS	UNTAINTED SPICE	950	PM0000011895
147	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	

Column: 2 - Row: 08 Notch: 15 Fixture Type: TRAYS Fixture Description: CS CREAMS 2.4 RENO **
 Shade Chart Re-Order Code: PM0000034379, PM0000034482 SS Graphic Re-Order Code: PM0000033911
 Graphic Re-Order Code: PM0000033910, PM0000033912 SS Holder Re-Order Code: PM0000027630
 TRAYS Re-Order Code: PL2000000446 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
148	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	PM0000011889
149	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	PM0000006180
150	1	N/A	041554578355	COLOR SEN LIPSTICK	BARE REVEAL	177	
151	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	PM0000006183
152	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	PM0000006169
153	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
154	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
155	1	N/A	041554578263	COLOR SEN LIPSTICK	ROSEY RISK	211	
156	1	N/A	041554578256	COLOR SEN LIPSTICK	ROSE EMBRACE	200	
157	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	

Column: 2 - Row: 09 Notch: 8 Fixture Type: TRAYS Fixture Description: CS CREAMS 3.4 RENO **
 Shade Chart Re-Order Code: PM0000034380, PM0000034483 SS Graphic Re-Order Code: PM0000033917
 Graphic Re-Order Code: PM0000033916, PM0000033918 SS Holder Re-Order Code: PM0000027630
 TRAYS Re-Order Code: PL2000000446 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
158	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	PM0000016238
159	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	PM0000006175
160	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
161	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
162	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	PM0000006081
163	1	N/A	041554578270	COLOR SEN LIPSTICK	PINK THRILL	266	
164	1	N/A	041554578379	COLOR SEN LIPSTICK	SUNSET SPARK	366	
165	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
166	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	
167	1	N/A	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	PM0000009774

Row: 01

85	84	87	86	89	88	91	90	93	92
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Lower Notch: 24

Row: 02

94	95	96
----	----	----

Lower Notch: 17

Row: 03

97	98	99
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Lower Notch: 10

Row: 04

100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

Lower Notch: 3

Row: 05

121	122	123	124	125	126	127	128	129	130
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

Lower Notch: 36

Row: 06

131	132	133	134	135	136	137
-----	-----	-----	-----	-----	-----	-----

Lower Notch: 29

Row: 07

138	139	140	141	142	143	144	145	146	147
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

Lower Notch: 22

Row: 08

148	149	150	151	152	153	154	155	156	157
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

Lower Notch: 15

Row: 09

158	159	160	161	162	163	164	165	166	167
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

Lower Notch: 8

Row: 10

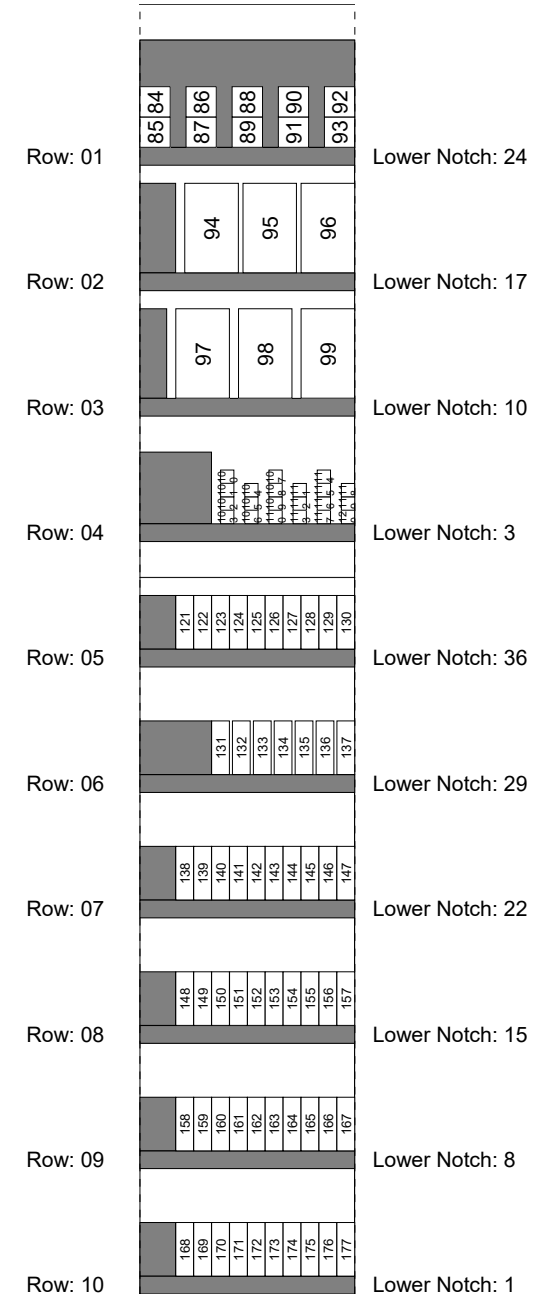
168	169	170	171	172	173	174	175	176	177
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

Lower Notch: 1

NOTCH SCHEMATIC

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

Column: 2 - Row: 10 Notch: 1 Fixture Type: TRAYS				Fixture Description: CS CREAMS 4.4 RENO **			
Shade Chart Re-Order Code: PM0000034381,PM0000034484				SS Graphic Re-Order Code: PM0000033914			
Graphic Re-Order Code: PM0000033913,PM0000033915				SS Holder Re-Order Code: PM0000027630			
TRAYS Re-Order Code: PL2000000446				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
168	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	PM0000006148
169	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	PM0000006209
170	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
171	1	N/A	041554578393	COLOR SEN LIPSTICK	WINE RUSH	322	
172	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	PM0000006200
173	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	PM0000006198
174	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	PM0000009174
175	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	PM0000006199
176	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411	
177	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400	



NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Fall 2021
MNYWAK0872UULH_NOPDQ.psa

Column: 3 - 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:			
Graphic Re-Order Code: PM0000033870				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000442				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
178	1	N/A	041554492644	New Expertwear Monos	Vanilla	100S	
179	1	N/A	041554492682	New Expertwear Monos	Made for Mocha	140S	
180	1	N/A	041554490749	New Expertwear Monos	Soft Pearl	10S	
181	1	N/A	041554490824	New Expertwear Monos	Forest Green	80S	
182	1	N/A	041554490763	New Expertwear Monos	Seashell	30S	
183	1	N/A	041554492651	New Expertwear Monos	Night Sky	110S	
184	1	N/A	041554490770	New Expertwear Monos	Nude Glow	40S	
185	1	N/A	041554552201	New Expertwear Monos	Dusty Rose	200S	
186	1	N/A	041554490756	New Expertwear Monos	Linen	20S	
187	1	N/A	041554490787	New Expertwear Monos	Tastefully Taupe	50S	
188	1	N/A	041554490794	New Expertwear Monos	The Glo Down	60S	
189	1	N/A	041554492712	New Expertwear Monos	Humdrum Plum	170S	

Column: 3 - 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:			
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
190	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	
191	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
192	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
193	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	

Column: 3 - 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:			
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
194	1	N/A	041554540758	CITY MINI PALETTES	Gramercy Decadence	460	
195	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
196	1	N/A	041554552515	CITY MINI PALETTES	Hi-Rise Sunset	530	
197	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	

Column: 3 - Row: 04 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
198	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
199	1	N/A	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	
200	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 3 - Row: 05 Notch: 1 Fixture Type: TRAYS Fixture Description: EW SHAD Q 2.9/7/6 **							
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
201	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
202	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
203	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
204	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Column: 3 - Row: 06 Notch: 36 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
205	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
206	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
207	1	N/A	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q	

Row: 01

Lower Notch: 23

Row: 02

Lower Notch: 17

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 1

Row: 06

Lower Notch: 36

Row: 07

Lower Notch: 33

Row: 08

Lower Notch: 26

Row: 09

Lower Notch: 19

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

178	180	182	184	186	188
179	181	183	185	187	189
190	191	192	193		
194	195	196	197		
198	199	200			
201	202	203	204		
205	206	207			
208	209	210	211	212	213
214	215	216	217	218	219
220	221	222	223	224	
225	226	227	228	229	230
231	232	233	234	235	236

NOTCH SCHEMATIC

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

Column: 3 - Row: 07 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 6HK HYPER EASY MECH PEN (DEMO) HKBR UNLIT **							
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000037997				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000147				UPC Blade Code: PM0000008588			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
208	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800	
209	1	N/A	041554588736	HYPER EASY MECHANICAL PENCIL	Black	001	
210	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
211	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	
212	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
213	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	

Column: 3 - Row: 08 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 6HK TS SMK GEL PEN HKBR UNLIT **							
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM00000037389				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000147				UPC Blade Code: PM0000008588			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
214	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BLACK	10	
215	1	N/A	041554549416	TATTOO STUDIO LIQUID LINER	BLACK	001	
216	1	N/A	041554563337	TATTOO STUDIO LINER	DEEP ONYX	900	
217	1	N/A	041554563344	TATTOO STUDIO LINER	INTENSE CHARCOAL	901	
218	1	N/A	041554563351	TATTOO STUDIO LINER	BOLD BROWN	910	
219	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	

Column: 3 - Row: 09 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 5HK LD GEL LNR POT HKBR UNLIT **							
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM00000035829				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000145				UPC Blade Code: PM0000008588			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
220	1	N/A	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110	
221	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
222	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
223	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
224	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	

Column: 3 - Row: 10 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 6HK LD GEL PENCIL (DEMO) HKBR UNLIT **							
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM00000028361				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000147				UPC Blade Code: PM0000008588			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
225	1	N/A	041554434804	LASTING DRAMA GEL PENCIL	SLEEK ONYX	601	
226	1	N/A	041554434835	LASTING DRAMA GEL PENCIL	GLAZED TOFFEE	604	
227	1	N/A	041554546361	Lasting Drama Eyelights Liner	TWINKLE BLACK	850	
228	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
229	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
230	1	N/A	041554294231	MASTER DUO LINER	Black Lacquer	500	

Column: 3 - Row: 11 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK CURVITUDE LNR (DEMO) HKBR UNLIT **							
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM00000028356				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000147				UPC Blade Code: PM0000008588			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
231	1	N/A	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510	
232	1	N/A	041554494198	CURVITUDE LINER	BLACK	410	
233	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
234	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2	
235	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
236	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01	

Row: 01

Lower Notch: 23

Row: 02

Lower Notch: 17

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 1

Row: 06

Lower Notch: 36

Row: 07

Lower Notch: 33

Row: 08

Lower Notch: 26

Row: 09

Lower Notch: 19

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

178	180	182	184	186	188
179	181	183	185	187	189
190	191	192	193		
194	195	196	197		
	198	199	200		
201	202	203	204		
	205	206	207		
208	209	210	211	212	213
214	215	216	217	218	219
220	221	222	223	224	
225	226	227	228	229	230
231	232	233	234	235	236

NOTCH SCHEMATIC

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

MNYWAK0872UULH_NOPDQ.psa

Column: 4 - Row: 01 Notch: 28 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code:

SS Holder Re-Order Code:

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
237	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	Blackest Black	800	
238	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	VERY BLACK	802	
239	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
240	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	

Column: 4 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code:

SS Holder Re-Order Code:

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
241	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
242	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
243	1	N/A	041554420647	LASH SENSATIONAL WP	Very Black	01	
244	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	

Column: 4 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code:

SS Holder Re-Order Code:

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
245	1	N/A	041554578478	FALSIES SALON LIFT	Blackest Black	200	
246	1	N/A	041554578485	FALSIES SALON LIFT	VERY BLACK	201	
247	1	N/A	041554578492	FALSIES SALON LIFT WTP	VERY BLACK (WTP)	202	
248	1	N/A	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	

Column: 4 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code:

SS Holder Re-Order Code:

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
249	1	N/A	041554065862	COLOSSAL 36HR LONGWEAR	VERY BLACK	212	
250	1	N/A	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
251	1	N/A	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01	
252	1	N/A	041554056761	VOLUM' EXPRESS COLOSSAL	Glam Brown (Brn/Blk)	2	

Column: 4 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code:

SS Holder Re-Order Code:

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
253	1	N/A	041554493719	COLOSSAL BIG SHOT	Blackest Black WSH	223	
254	1	N/A	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	
255	1	N/A	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	
256	1	N/A	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	

Column: 4 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code:

SS Holder Re-Order Code:

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
257	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
258	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
259	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
260	1	N/A	041554532982	GREAT LASH MASCARA	Dark Brown	3	

Column: 4 - Row: 07 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code:

SS Holder Re-Order Code:

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
261	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
262	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
263	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	
264	1	N/A	041554672237	CURVED BRUSH GREAT LASH WASHAB...	Blackest Black	00	

Row: 01

237	238	239	240
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Lower Notch: 28

Row: 02

241	242	243	244
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Lower Notch: 21

Row: 03

245	246	247	248
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Lower Notch: 14

Row: 04

249	250	251	252
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Lower Notch: 7

Row: 05

253	254	255	256
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Lower Notch: 40

Row: 06

257	258	259	260
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Lower Notch: 33

Row: 07

261	262	263	264
-----	-----	-----	-----

Lower Notch: 26

Row: 08

265	266	267	268
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Lower Notch: 19

Row: 09

269	270	271	272
-----	-----	-----	-----

Lower Notch: 12

Row: 10

273	274	275	276	277
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Lower Notch: 5

NOTCH SCHEMATIC

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

Column: 4 - Row: 08 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
265	1	N/A	041554539912	SNPSACARA	PITCH BLACK	300	
266	1	N/A	041554539950	SNPSACARA	BOLD BROWN	305	
267	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	
268	1	N/A	041554496185	LASH SENSATIONAL CURVITUDE	Blkst Black WSH	710	

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
269	1	N/A	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	
270	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
271	1	N/A	041554443462	PUSH UP DRAMA WSH	Blackest Black	00	
272	1	N/A	041554443493	PUSH UP DRAMA WTP	Very Black	01	

Column: 4 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 5HK EXPERT EYES TWIN BRW HKBR UNLIT **

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
273	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02	
274	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03	
275	1	N/A	041554530339	EXPERT EYES TWIN BROW & EYE PENC...	Light Brown	04	
276	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENC...	Blonde	7	
277	1	N/A	041554699159	FULL 'N SOFT WASHABLE	Very Black	1	

Row: 01

237	238	239	240
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Lower Notch: 28

Row: 02

241	242	243	244
-----	-----	-----	-----

Lower Notch: 21

Row: 03

245	246	247	248
-----	-----	-----	-----

Lower Notch: 14

Row: 04

249	250	251	252
-----	-----	-----	-----

Lower Notch: 7

Row: 05

253	254	255	256
-----	-----	-----	-----

Lower Notch: 40

Row: 06

257	258	259	260
-----	-----	-----	-----

Lower Notch: 33

Row: 07

261	262	263	264
-----	-----	-----	-----

Lower Notch: 26

Row: 08

265	266	267	268
-----	-----	-----	-----

Lower Notch: 19

Row: 09

269	270	271	272
-----	-----	-----	-----

Lower Notch: 12

Row: 10

273	274	275	276	277
-----	-----	-----	-----	-----

Lower Notch: 5

NOTCH SCHEMATIC

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

MNYWAK0872UULH_NOPDQ.psa

Column: 5 - Row: 01 Notch: 24 Fixture Type: HEADER Fixture Description: MNY LOGO HDR 2' FLAT FRONT UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000021064 SS Holder Re-Order Code:
HEADER Re-Order Code: PL200000244 HEADER Rolled Up Code: N/A UPC Blade Code:

Column: 5 - Row: 02			Notch: 21		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT		
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507			UPC Blade Code: 041554994452		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes		
278	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01			
279	1	N/A	041554460261	LASH SENSATIONAL LUSCIOUS	Brownish Black WSH	02			
280	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS WATER...	Very Black WTP	01			
281	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00			

Column: 5 - Row: 03 Notch: 14			Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT		
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:				
Graphic Re-Order Code:			SS Holder Re-Order Code:				
HOOK BARS Re-Order Code: 041554984507			HOOK BARS Rolled Up Code: 041554984507			UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
282	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
283	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
284	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
285	1	N/A	041554217988	FALSIES MASCARA WP	Very Black	01	

Column: 5 - Row: 04		Notch: 7		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
286	1	N/A	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black	00	
287	1	N/A	041554197044	VOLUM' EXPRESS COLOSSAL WP	Classic Black	1	
288	1	N/A	041554288254	CAT EYES MASCARA	Glam Black	01	
289	1	N/A	041554217995	FALSIES MASCARA WP	Brownish Black	02	

Column: 5 - Row: 05 Notch: 40 Fixture Type: HOOK BARS			Fixture Description: 4HK GENERIC URBAN HKBR UNLIT				
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:				
Graphic Re-Order Code:			SS Holder Re-Order Code:				
HOOK BARS Re-Order Code: 041554984507			HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
290	1	N/A	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	
291	1	N/A	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01	
292	1	N/A	041554288261	CAT EYES MASCARA WP	Glam Black	01	
293	1	N/A	041554522556	FALSIES TEMPTATION	BLKST BLK	601	

Column: 5 - Row: 06			Notch: 33		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT		
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507			UPC Blade Code: 041554994452		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes		
294	1	N/A	041554626964	GREAT LASH WATERPROOF	Very Black	1			
295	1	N/A	041554626988	GREAT LASH WATERPROOF	Brownish Black	3			
296	1	N/A	041554522570	FALSIES TEMPTATION	BROWNISH BLK	603			
297	1	N/A	041554522679	FALSIES TEMPTATION WTP	VERY BLACK WTP	604			

Column: 5 - Row: 07		Notch: 26		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code:		041554984507		HOOK BARS Rolled Up Code:		041554984507	
				UPC Blade Code:		041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
298	1	N/A	041554565294	CURVED BRUSH GREAT LASH WASHAB...	Very Black	1	
299	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
300	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
301	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	

Column: 5 - Row: 08 Notch: 19		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic Re-Order Code:		HOOK BARS Re-Order Code: 041554984507		HOOK BARS Rolled Up Code: 041554984507	
UPC		Description		UPC Blade Code: 041554994452	

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

278	279	280	281
282	283	284	285
286	287	288	289
290	291	292	293
294	295	296	297
298	299	300	301
302	303	304	305
306	307	308	309
310	311	312	313

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - Fall 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
302	1	N/A	041554496260	LASH SENSATIONAL CURVITUDE WTP	Very Black WTP	740
303	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00
304	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01
305	1	N/A	041554281484	MEGA PLUSH MASCARA WP	Very Black	01

Column: 5 - Row: 09 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
306	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00
307	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01
308	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02
309	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
310	1	N/A	041554605228	FULL 'N SOFT WATERPROOF	Very Black	1
311	1	N/A	041554054156	LASH STILETTO	Very Black	1
312	1	N/A	041554208832	LASH STILETTO WP	Very Black	01
313	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

278	279	280	281
282	283	284	285
286	287	288	289
290	291	292	293
294	295	296	297
298	299	300	301
302	303	304	305
306	307	308	309
310	311	312	313

NOTCH SCHEMATIC

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

MNYWAK0872UULH_NOPDQ.psa

Column: 5 - Row: 01 Notch: 24 Fixture Type: HEADER Fixture Description: MNY LOGO HDR 2' FLAT FRONT UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000021064 SS Holder Re-Order Code:
 HEADER Re-Order Code: PL200000244 HEADER Rolled Up Code: N/A UPC Blade Code:

Column: 6 - Row: 02 Notch: 18 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 1.3 **								
Shade Chart Re-Order Code: PM0000033830 SS Graphic Re-Order Code:								
Graphic Re-Order Code: SS Holder Re-Order Code:								
TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575								
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes	
314	1	N/A	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110		
315	1	N/A	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112		
316	1	N/A	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115		
317	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120		
318	1	N/A	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122		
319	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125		
320	1	N/A	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128		
321	1	N/A	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130		

Column: 6 - Row: 03 Notch: 12 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 2.3 **								
Shade Chart Re-Order Code: PM0000033835 SS Graphic Re-Order Code:								
Graphic Re-Order Code: SS Holder Re-Order Code:								
TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575								
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes	
322	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220		
323	1	N/A	041554466461	FitMe MATTE+PORELESS FNDTN	TRUE BEIGE	222		
324	1	N/A	041554438178	FitMe MATTE+PORELESS FNDTN	Soft Tan	228		
325	1	N/A	041554433487	FitMe MATTE+PORELESS FNDTN	Ntrl Buff	230		
326	1	N/A	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235		
327	1	N/A	041554438185	FitMe MATTE+PORELESS FNDTN	Rich Tan	238		
328	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310		
329	1	N/A	041554466478	FitMe MATTE+PORELESS FNDTN	NATURAL TAN	320		

Column: 6 - Row: 04 Notch: 6 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 3.3 **								
Shade Chart Re-Order Code: PM0000033838 SS Graphic Re-Order Code:								
Graphic Re-Order Code: SS Holder Re-Order Code:								
TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575								
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes	
330	1	N/A	041554438192	FitMe MATTE+PORELESS FNDTN	Warm Honey	322		
331	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330		
332	1	N/A	041554466485	FitMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332		
333	1	N/A	041554466492	FitMe MATTE+PORELESS FNDTN	CLASSIC TAN	335		
334	1	N/A	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338		
335	1	N/A	041554466515	FitMe MATTE+PORELESS FNDTN	CAPUCCINO	340		
336	1	N/A	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355		
337	1	N/A	041554466522	FitMe MATTE+PORELESS FNDTN	MOCHA	360		

Column: 6 - Row: 05 Notch: 39 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	
338	1	N/A	041554580631	FitMe CONCEALER	COOL IVORY	01		
339	1	N/A	041554550450	FitMe CONCEALER	IVORY	05		
340	1	N/A	041554247701	FitMe CONCEALER	Fair	10		
341	1	N/A	041554580648	FitMe CONCEALER	VANILLA	11		
342	1	N/A	041554247718	FitMe CONCEALER	Light	15		
343	1	N/A	041554247732	FitMe CONCEALER	Sand	20		
344	1	N/A	041554580679	FitMe CONCEALER	WHEAT	22		
345	1	N/A	041554247725	FitMe CONCEALER	Med	25		
346	1	N/A	041554247749	FitMe CONCEALER	Deep	35		
347	1	N/A	041554247756	FitMe CONCEALER	Cafe	50		
348	1	N/A	041554581492	FitMe CONCEALER	WALNUT	57		
349	1	N/A	041554581515	FitMe CONCEALER	DARK COFFEE	70		

Column: 6 - Row: 06 Notch: 30 Fixture Type: TRAYS Fixture Description: FM LOOSE PDR 1.1 **								
Shade Chart Re-Order Code: PM0000028443, PM0000028444 SS Graphic Re-Order Code:								
Graphic Re-Order Code: PM0000033858 SS Holder Re-Order Code:								
TRAYS Re-Order Code: PL2000000457 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000006928								

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 39

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 26

Row: 08

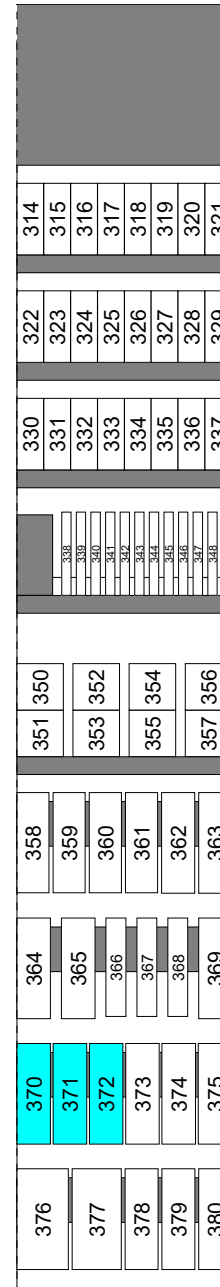
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8" X 72" URBAN MAYBELLINE PLANOGRAM - Fall 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
350	1	N/A	041554501995	FIT ME LOOSE POWDER	FAIR	05
351	1	N/A	041554502046	FIT ME LOOSE POWDER	MEDIUM	25
352	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10
353	1	N/A	041554503036	FIT ME LOOSE POWDER	MEDIUM DEEP	30
354	1	N/A	041554502022	FIT ME LOOSE POWDER	LIGHT	15
355	1	N/A	041554503043	FIT ME LOOSE POWDER	DEEP	35
356	1	N/A	041554502039	FIT ME LOOSE POWDER	LIGHT MEDIUM	20
357	1	N/A	041554503050	FIT ME LOOSE POWDER	DARK	40

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
358	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
359	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
360	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
361	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	Deep Brown	365	
362	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
363	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	

Column: 6 - Row: 08 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 6HK TS BRW GEL (DEMO) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000028368 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
364	1	N/A	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255	
365	1	N/A	041554442205	BROW DEFINE + FILL DUO	Deep Brown	260	
366	1	N/A	041554544930	TATTOO STUDIO BROW GEL	SOFT BROWN	255	
367	1	N/A	041554545005	TATTOO STUDIO BROW GEL	MEDIUM BROWN	257	
368	1	N/A	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	
369	1	N/A	041554559774	TattooStudio Brow Pomade	Deep Brown	380	

Column: 6 - Row: 09 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 6HK EXPRESS BRW (DEMO) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000038182 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
370	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
371	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
372	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
373	1	N/A	041554578706	BROW FAST SCULPT	SOFT BROWN	255	
374	1	N/A	041554578720	BROW FAST SCULPT	MEDIUM BROWN	257	
375	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	

Column: 6 - Row: 10 Notch: 5 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
376	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	
377	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	
378	1	N/A	041554572292	BROW ULTRA SLIM	BLONDE	250	
379	1	N/A	041554572308	BROW ULTRA SLIM	SOFT BROWN	255	
380	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257	

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 39

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 26

Row: 08

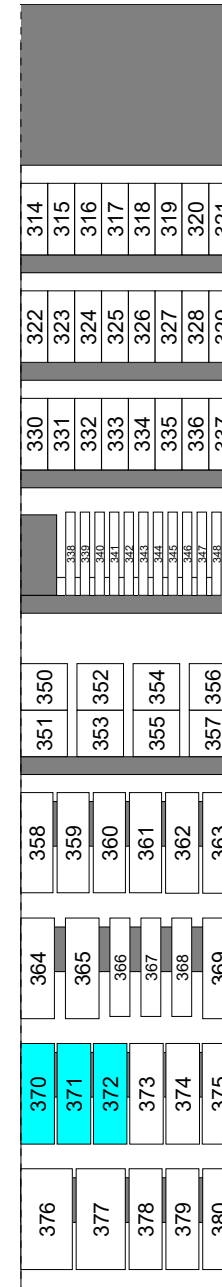
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

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

MNYWAK0872UULH_NOPDQ.psa

Column: 7 - Row: 01 Notch: 25 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 1.2 **						
Shade Chart Re-Order Code: PM0000037096				SS Graphic Re-Order Code:		
Graphic Re-Order Code: 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 #
381	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Porcelain	102
382	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDA...	Porcelain	110
383	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Ivory	112
384	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDA...	Light Beige	118
385	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDA...	Classic Ivory	120
386	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDA...	Nude Beige	125
387	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDA...	Warm Nude	128
388	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDA...	Medium Beige	129

Column: 7 - Row: 02 Notch: 19 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 2.2 **						
Shade Chart Re-Order Code: PM0000037097				SS Graphic Re-Order Code:		
Graphic Re-Order Code: 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 #
389	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDA...	Buff Beige	130
390	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Beige	220
391	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDA...	Sun Beige	310
392	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDA...	Golden	312
393	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDA...	Honey	320
394	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDA...	Toffee	330
395	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDA...	Coconut	355
396	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDA...	Mocha	360

Column: 7 - Row: 03 Notch: 11 Fixture Type: TRAYS Fixture Description: SS FC PDR 1.1 **						
Shade Chart Re-Order Code: PM0000028800, PM0000028801				SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000033864				SS Holder Re-Order Code:		
TRAYS Re-Order Code: PL2000000436				TRAYS Rolled Up Code: N/A		
				UPC Blade Code: PM0000021665		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
397	1	N/A	041554562804	SUPERSTAY FULL COVERAGE POWDER	Fair Porcelain	102
398	1	N/A	041554562873	SUPERSTAY FULL COVERAGE POWDER	Golden	312
399	1	N/A	041554562811	SUPERSTAY FULL COVERAGE POWDER	Porcelain	110
400	1	N/A	041554563368	SUPERSTAY FULL COVERAGE POWDER	Honey	320
401	1	N/A	041554562835	SUPERSTAY FULL COVERAGE POWDER	Classic Ivory	120
402	1	N/A	041554562903	SUPERSTAY FULL COVERAGE POWDER	Coconut	355
403	1	N/A	041554562866	SUPERSTAY FULL COVERAGE POWDER	Natural Beige	220
404	1	N/A	041554563375	SUPERSTAY FULL COVERAGE POWDER	Java	375

Column: 7 - Row: 04 Notch: 3 Fixture Type: TRAYS Fixture Description: FM M&P PDR 1.1 **						
Shade Chart Re-Order Code: PM0000028466, PM0000028467				SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000031079				SS Holder Re-Order Code:		
TRAYS Re-Order Code: PL2000000440				TRAYS Rolled Up Code: N/A		
				UPC Blade Code: PM0000006928		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
405	1	N/A	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100
406	1	N/A	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120
407	1	N/A	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130
408	1	N/A	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220
409	1	N/A	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222
410	1	N/A	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310
411	1	N/A	041554488357	FitMe MATTE+PORELESS PDR	Natural Tan	320
412	1	N/A	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330

Column: 7 - Row: 05 Notch: 37 Fixture Type: TRAYS Fixture Description: FM STICK 1.1 **						
Shade Chart Re-Order Code: PM0000028487				SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000028654				SS Holder Re-Order Code:		
TRAYS Re-Order Code: PL2000000383				TRAYS Rolled Up Code: N/A		
				UPC Blade Code: PM0000006928		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
413	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110
414	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115
415	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120
416	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130
417	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220
418	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235
419	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330
420	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355

Row: 01	381	382	383	384	385	386	387	388	Lower Notch: 25
Row: 02	389	390	391	392	393	394	395	396	Lower Notch: 19
Row: 03	397	398	399	400	401	402	403	404	Lower Notch: 11
Row: 04	405	406	407	408	409	410	411	412	Lower Notch: 3
Row: 05	413	414	415	416	417	418	419	420	Lower Notch: 37
Row: 06	421	422	423	424	425	426			Lower Notch: 30
Row: 07	427	428	429	430	431	432	433	434	Lower Notch: 23
Row: 08	435	436	437	438	439	440	441	442	Lower Notch: 16
Row: 09	443	444	445	446	447	448	449		Lower Notch: 9
Row: 10	450	451	452	453	454				Lower Notch: 5

NOTCH SCHEMATIC

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

Column: 7 - 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		SS Holder Re-Order Code: PM0000034174		
Graphic Re-Order Code: PM0000034479		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		
TRAYS Re-Order Code: PL2000000550		UPC		Chip Codes		
Loc ID	Fac	Acct Code	Description	Shade	Shade #	Chip Codes
421	1	N/A	041554579048 DREAM RADIANT LIQUID FOUNDATION	Fair Porcelain	02	
422	1	N/A	041554579062 DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
423	1	N/A	041554579079 DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
424	1	N/A	041554579086 DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
425	1	N/A	041554579093 DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
426	1	N/A	041554579109 DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	

Column: 7 - Row: 07		Notch: 23	Fixture Type: TRAYS	Fixture Description: DRM RADIANT FNDTN 2.2 **		
Shade Chart Re-Order Code: PM0000038046		SS Graphic Re-Order Code:		SS Holder Re-Order Code:		
Graphic Re-Order Code: PM0000034479		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		
TRAYS Re-Order Code: PL2000000550		UPC		Chip Codes		
Loc ID	Fac	Acct Code	Description	Shade	Shade #	Chip Codes
427	1	N/A	041554579123 DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
428	1	N/A	041554579130 DREAM RADIANT LIQUID FOUNDATION	Sandy Beige	60	
429	1	N/A	041554579147 DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	
430	1	N/A	041554579154 DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
431	1	N/A	041554579178 DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
432	1	N/A	041554579192 DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
433	1	N/A	041554579215 DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
434	1	N/A	041554579222 DREAM RADIANT LIQUID FOUNDATION	Java	135	

Column: 7 - Row: 08		Notch: 16	Fixture Type: TRAYS	Fixture Description: DRM URBAN COVER 1.1 **		
Shade Chart Re-Order Code: PM0000038044		SS Graphic Re-Order Code:		SS Holder Re-Order Code:		
Graphic Re-Order Code: PM0000037944		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		
TRAYS Re-Order Code: PL2000000478		UPC		Chip Codes		
Loc ID	Fac	Acct Code	Description	Shade	Shade #	Chip Codes
435	1	N/A	041554571523 DREAM URBAN COVER FOUNDATION	Porcelain	110	
436	1	N/A	041554571530 DREAM URBAN COVER FOUNDATION	Natural Ivory	112	
437	1	N/A	041554571554 DREAM URBAN COVER FOUNDATION	Classic Ivory	120	
438	1	N/A	041554571561 DREAM URBAN COVER FOUNDATION	Warm Nude	128	
439	1	N/A	041554571592 DREAM URBAN COVER FOUNDATION	Natural Beige	220	
440	1	N/A	041554571615 DREAM URBAN COVER FOUNDATION	Sun Beige	310	
441	1	N/A	041554571639 DREAM URBAN COVER FOUNDATION	Toffee	330	
442	1	N/A	041554571660 DREAM URBAN COVER FOUNDATION	Truffle	362	

Column: 7 - Row: 09		Notch: 9	Fixture Type: TRAYS	Fixture Description: DRM MATTE MOUSSE 1.2 **		
Shade Chart Re-Order Code: PM0000033814, PM0000033817		SS Graphic Re-Order Code: PM0000031248		SS Holder Re-Order Code:		
Graphic Re-Order Code: PM0000031253		TRAYS Rolled Up Code: N/A		UPC Blade Code:		
TRAYS : PL2000000380, PL2000000460		UPC		Chip Codes		
Loc ID	Fac	Acct Code	Description	Shade	Shade #	Chip Codes
443	1	N/A	041554507096 DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	PM0000015501
444	1	N/A	041554507133 DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	PM0000015495
445	1	N/A	041554507102 DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	PM0000015493
446	1	N/A	041554537734 DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	PM0000015497
447	1	N/A	041554507126 DREAM MATTE MOUSSE FOUNDATION	Nude	40	PM0000015500
448	1	N/A	041554507140 DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	PM0000015503

Column: 7 - Row: 10		Notch: 5	Fixture Type: HOOK BARS	Fixture Description: 6HK GENERIC URBAN HKBR UNLIT		
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:		
Graphic Re-Order Code:		HOOK BARS Rolled Up Code: 041554984521		UPC Blade Code: 041554984452		
HOOK BARS Re-Order Code: 041554984521		UPC		Chip Codes		
Loc ID	Fac	Acct Code	Description	Shade	Shade #	Chip Codes
449	1	N/A	041554572339 BROW ULTRA SLIM	DEEP BROWN	260	
450	1	N/A	041554572346 BROW ULTRA SLIM	BLACK BROWN	262	
451	1	N/A	041554535273 BRUSH N' COMB	EXPERT TOOLS BRUSH '...		
452	1	N/A	041554535419 DUAL SHARPENER	EXPERT TOOLS DUAL S...		
453	1	N/A	041554535426 EYELASH CURLER	EXPERT TOOLS EYELAS...		
454	1	N/A	041554535457 EYELASH CURLER REFILLS			

Row: 01	381	382	383	384	385	386	387	388	Lower Notch: 25
Row: 02	389	390	391	392	393	394	395	396	Lower Notch: 19
Row: 03	397	398	399	400	401	402	403	404	Lower Notch: 11
Row: 04	405	406	407	408	409	410	411	412	Lower Notch: 3
Row: 05	413	414	415	416	417	418	419	420	Lower Notch: 37
Row: 06	421	422	423	424	425	426			Lower Notch: 30
Row: 07	427	428	429	430	431	432	433	434	Lower Notch: 23
Row: 08	435	436	437	438	439	440	441	442	Lower Notch: 16
Row: 09	443	444	445	446	447	448	449		Lower Notch: 9
Row: 10	450	451	452	453	454				Lower Notch: 5

NOTCH SCHEMATIC

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

MNYWAK0872UULH_NOPDQ.psa

Column: 8 - Row: 01 Notch: 29 Fixture Type: CHROME SIGN UR Fixture Description: IAR CNCLR (BTY) 6X12 **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000036993 SS Holder Re-Order Code:
 CHROME SIGN UR : PL2000000039 CHROME SIGN UR Rolled Up Code: N/A UPC Blade Code:

Column: 8 - Row: 02 Notch: 24 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR (PRODUCT) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: 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
455	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	
456	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
457	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
458	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
459	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
460	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	

Column: 8 - Row: 03 Notch: 17 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR (PRODUCT) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: 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
461	1	N/A	041554546804	IAR Eraser Concealer	Golden	142	
462	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
463	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
464	1	N/A	041554567533	IAR Eraser Concealer	Deep Bronze	149	
465	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
466	1	N/A	041554267204	IAR Eraser Concealer	Brightener	60	

Column: 8 - Row: 04 Notch: 6 Fixture Type: TRAYS Fixture Description: IAR ERASER FNDTN 1.1 **
 Shade Chart Re-Order Code: PM0000028509 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031080 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000385 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000008633

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
467	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	PM0000004171
468	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	PM0000004172
469	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	PM0000004173
470	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190	PM0000004174
471	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	PM0000004195
472	1	N/A	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220	PM0000004175
473	1	N/A	041554220124	IAR ERASER FOUNDATION	Pure Beige	250	PM0000004176
474	1	N/A	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	PM0000004179

Column: 8 - Row: 05 Notch: 40 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 1.2 (FRESH) **
 Shade Chart Re-Order Code: PM0000036175 SS Graphic Re-Order Code: PM0000037000
 Graphic Re-Order Code: PM0000031250 SS Holder Re-Order Code: PM0000035923
 TRAYS Re-Order Code: PL2000000454 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000009354

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
475	1	N/A	041554587043	DREAM FRESH BB CRM	LIGHT	100	
476	1	N/A	041554282634	DREAM FRESH BB CRM	Light Medium	110	
477	1	N/A	041554282641	DREAM FRESH BB CRM	Medium	120	
478	1	N/A	041554282658	DREAM FRESH BB CRM	Medium/Deep	130	
479	1	N/A	041554587050	DREAM FRESH BB CRM	DEEP	140	

Column: 8 - Row: 06 Notch: 34 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 2.2 (PURE) **
 Shade Chart Re-Order Code: PM0000036176 SS Graphic Re-Order Code: PM0000037001
 Graphic Re-Order Code: PM0000031250 SS Holder Re-Order Code: PM0000035923
 TRAYS Re-Order Code: PL2000000454 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000009354

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
480	1	N/A	041554587067	DREAM PURE BB	LIGHT	100	
481	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
482	1	N/A	041554349573	DREAM PURE BB	Medium	120	
483	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
484	1	N/A	041554587074	DREAM PURE BB	DEEP	140	

Column: 8 - Row: 07 Notch: 26 Fixture Type: TRAYS Fixture Description: FS MSTR CNTRPAL+BNNAPDR+FIXSPRY 1.1 **
 Shade Chart Re-Order Code: PM0000037388 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037387 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000459 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000013507

Row: 01

Lower Notch: 29

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 26

Row: 08

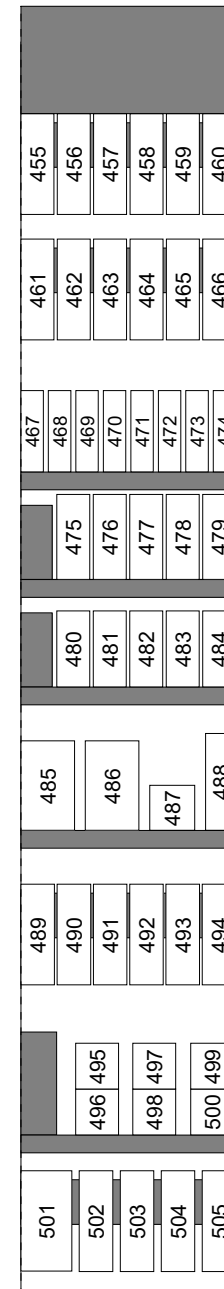
Lower Notch: 21

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8" X 72" URBAN MAYBELLINE PLANOGRAM - Fall 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
485	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	LIGHT TO MEDIUM	10
486	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	MEDIUM TO DEEP	20
487	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10
488	1	N/A	041554562927	MASTER FIX SETTING SPRAY	Lasting Fix Set Spray	00

Column: 8 - Row: 08 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 6HK CHEEK HEAT BLUSH HKBR UNLIT **						
Shade Chart Re-Order Code: PM0000034705				SS Graphic Re-Order Code: SS Holder Re-Order Code:		
HOOK BARS Re-Order Code: PL2000000153				UPC Blade Code: PM0000008952		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
489	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10
490	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15
491	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20
492	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25
493	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30
494	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35

Column: 8 - Row: 09 Notch: 9 Fixture Type: TRAYS Fixture Description: DRM MATTE MOUSSE 2.2 **						
Shade Chart Re-Order Code: PM0000033818, PM0000033819				SS Graphic Re-Order Code: PM0000031249		
Graphic Re-Order Code: PM0000031253				SS Holder Re-Order Code:		
TRAYS : PL2000000381, PL2000000461				UPC Blade Code:		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
495	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70 PM0000015502
496	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90 PM0000015496
497	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75 PM0000015499
498	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120 PM0000015492
499	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80 PM0000015498
500	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130 PM0000015494

Column: 8 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 5HK GENERIC URBAN HKBR UNLIT						
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:		
Graphic Re-Order Code:				SS Holder Re-Order Code:		
HOOK BARS Re-Order Code: 041554984514				UPC Blade Code: 041554994452		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
501	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010
502	1	N/A	041554543872	COVER STICK (CORRECTOR)	Ivory	1
503	1	N/A	041554543872	COVER STICK (CORRECTOR)	Ivory	1
504	1	N/A	041554543889	COVER STICK (CORRECTOR)	Light Beige	2
505	1	N/A	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3

Row: 01

Lower Notch: 29

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 26

Row: 08

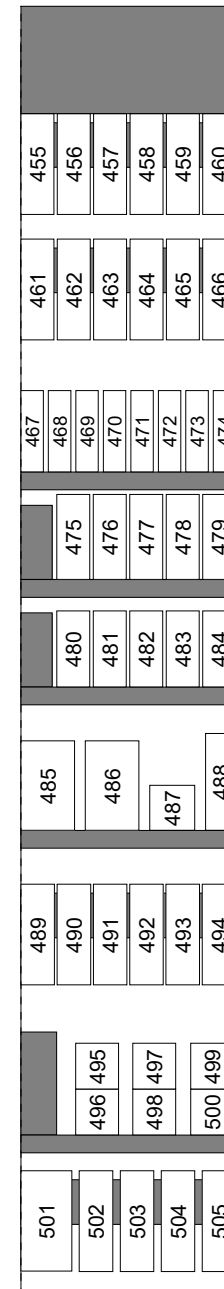
Lower Notch: 21

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 5







24HR CREAM EYESHADOW
EYESHADOW POT



WATERFALL TOTAL EMPOWER • OTHERS
EYESHADOW PAlettes



THE WATERFALL
THE WATERFALL



COLORSENSATIONAL SHAPING LIP LINER



WATERFALL by COLORSENSATIONAL SATIN LIPSTICK



COLOR SENSATIONAL CREAM LIPSTICK



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