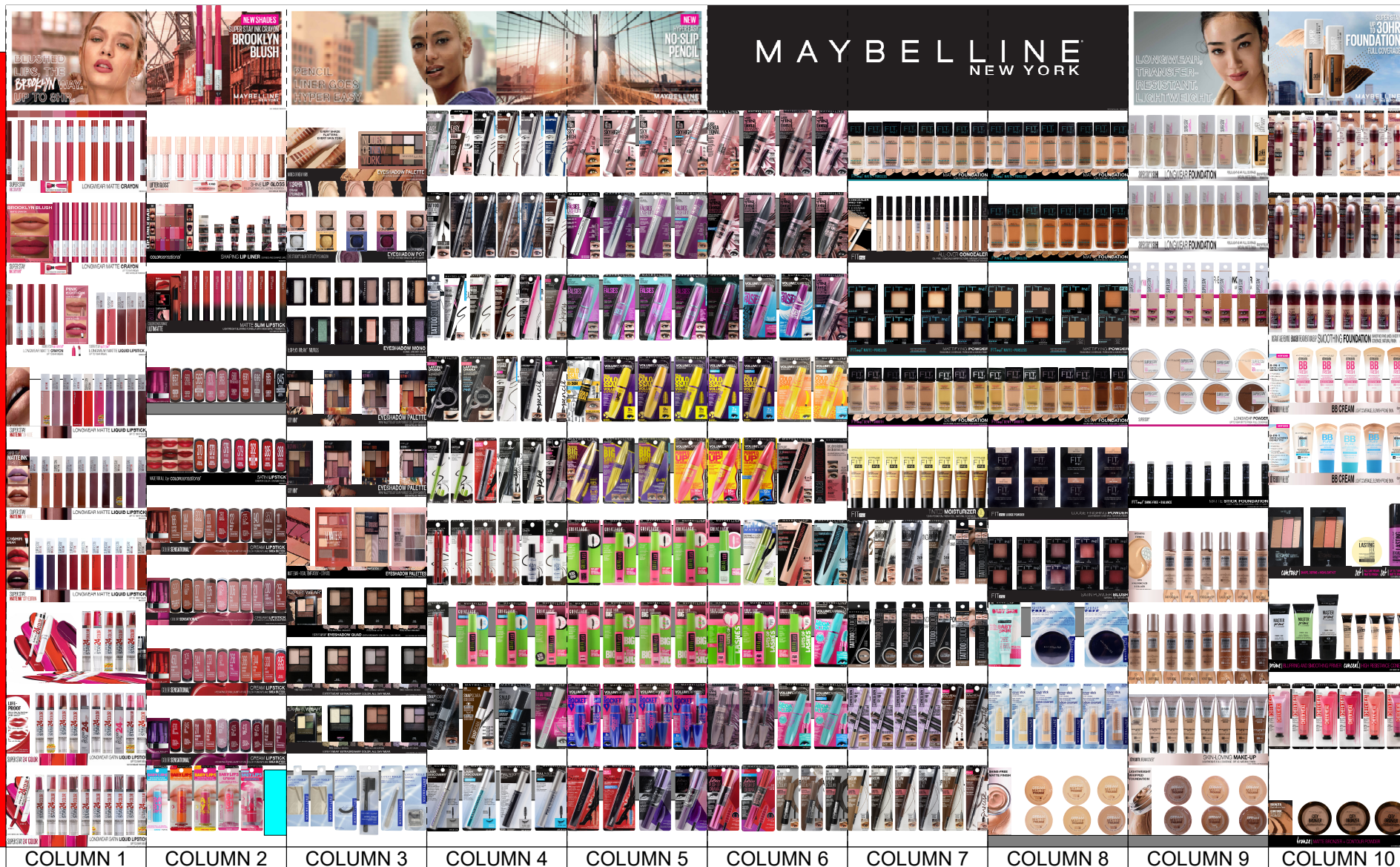




NOTCH SCHEMATIC

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

MNYWAK1072ULH_NOPDQ.psa

Column: 1 - Row: 01 Notch: 24 Fixture Type: HEADER LIT Fixture Description: SS INK CRAYON BKLYN BLUSH HDR (BTY+PRODUCT) 2' LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037972 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PL2000000034 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 02 Notch: 17 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: 10 Fixture Type: TRAYS Fixture Description: SS INK CRAYON BKLYN BLUSH 1.1 **
 Shade Chart Re-Order Code: PM0000037934 SS Graphic Re-Order Code: PM0000037933
 Graphic Re-Order Code: PM0000038211 SS Holder Re-Order Code: PM1000016138
 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
13	1	N/A	041554064698	SUPERSTAY INK CRAYON	BE BOLD, BE YOU	120	
14	1	N/A	041554064643	SUPERSTAY INK CRAYON	CHECK YOURSELF	125	
15	1	N/A	041554064650	SUPERSTAY INK CRAYON	PAVE THE ROAD	130	
16	1	N/A	041554064711	SUPERSTAY INK CRAYON	MAKE MOVES	135	
17	1	N/A	041554064667	SUPERSTAY INK CRAYON	WORK FOR IT	140	
18	1	N/A	041554064728	SUPERSTAY INK CRAYON	BREAK THE CEILING	145	
19	1	N/A	041554064735	SUPERSTAY INK CRAYON	CHASE DREAMS	150	
20	1	N/A	041554064681	SUPERSTAY INK CRAYON	ACHIEVE IT ALL	155	
21	1	N/A	041554064674	SUPERSTAY INK CRAYON	STOP AT NOTHING	160	
22	1	N/A	041554064704	SUPERSTAY INK CRAYON	DRIVE THE FUTURE	165	

Column: 1 - Row: 04 Notch: 3 Fixture Type: TRAYS Fixture Description: SS PINK COLLECTION 1.1 **
 Shade Chart Re-Order Code: PM0000034377 SS Graphic Re-Order Code: PM0000034476
 Graphic Re-Order Code: PM0000034475 SS Holder Re-Order Code: PM0000019000
 TRAYS Re-Order Code: PL2000000548 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
23	1	N/A	041554558760	INK CRAYON PINK EDITION	TRUST YOUR GUT	10	
24	1	N/A	041554577884	INK CRAYON PINK EDITION	SPEAK YOUR MIND	75	
25	1	N/A	041554581522	INK CRAYON PINK EDITION	RUN THE WORLD	80	
26	1	N/A	041554581539	INK CRAYON PINK EDITION	CHANGE IS GOOD	85	
27	1	N/A	041554577877	INK CRAYON PINK EDITION	KEEP IT FUN	90	
28	1	N/A	041554577853	MATTE INK PINK EDITION	PATHFINDER	150	
29	1	N/A	041554577860	MATTE INK PINK EDITION	SAVANT	155	
30	1	N/A	041554577822	MATTE INK PINK EDITION	MOVER	160	
31	1	N/A	041554577839	MATTE INK PINK EDITION	RINGLEADER	175	
32	1	N/A	041554577846	MATTE INK PINK EDITION	REVOLUTIONARY	180	

Column: 1 - Row: 05 Notch: 36 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
33	1	N/A	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
34	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
35	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
36	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
37	1	N/A	041554496932	SUPERSTAY MATTE INK	HEROINE	25	
38	1	N/A	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
39	1	N/A	041554496956	SUPERSTAY MATTE INK	CREATOR	35	
40	1	N/A	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
41	1	N/A	041554496970	SUPERSTAY MATTE INK	ESCAPIST	45	

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 17

Row: 03

Lower Notch: 10

Row: 04

Lower Notch: 3

Row: 05

Lower Notch: 36

Row: 06

Lower Notch: 29

Row: 07

Lower Notch: 22

Row: 08

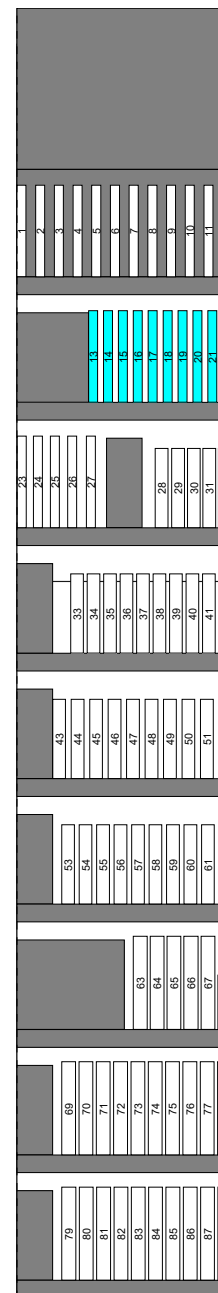
Lower Notch: 15

Row: 09

Lower Notch: 8

Row: 10

Lower Notch: 1



WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
42	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50

Column: 1 - Row: 06		Notch: 29	Fixture Type: TRAYS	Fixture Description: SS MATTE INK UNNUDES 1.1 **		
Shade Chart Re-Order Code: PM0000028529				SS Graphic Re-Order Code: PM0000028632		
Graphic Re-Order Code: PM0000028676				SS Holder Re-Order Code: PM0000016521		
TRAYS Re-Order Code: PL2000000421		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
43	1	N/A	041554543698	SUPERSTAY MATTE INK	DRIVER	55
44	1	N/A	041554543681	SUPERSTAY MATTE INK	POET	60
45	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65
46	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70
47	1	N/A	041554543674	SUPERSTAY MATTE INK	FIGHTER	75
48	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80
49	1	N/A	041554543667	SUPERSTAY MATTE INK	PROTECTOR	85
50	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90
51	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95
52	1	N/A	041554543728	SUPERSTAY MATTE INK	PHILOSOPHER	100

Column: 1 - Row: 07		Notch: 22	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 #
53	1	N/A	041554554458	SUPERSTAY MATTE INK CITY EDITION	EXPLORER	105
54	1	N/A	041554554465	SUPERSTAY MATTE INK CITY EDITION	ORIGINATOR	110
55	1	N/A	041554554540	SUPERSTAY MATTE INK CITY EDITION	COMPOSER	112
56	1	N/A	041554554472	SUPERSTAY MATTE INK CITY EDITION	FOUNDER	115
57	1	N/A	041554554526	SUPERSTAY MATTE INK CITY EDITION	GROUND-BREAKER	117
58	1	N/A	041554554533	SUPERSTAY MATTE INK CITY EDITION	DANCER	118
59	1	N/A	041554554489	SUPERSTAY MATTE INK CITY EDITION	ARTIST	120
60	1	N/A	041554554496	SUPERSTAY MATTE INK CITY EDITION	INSPIRER	125
61	1	N/A	041554554502	SUPERSTAY MATTE INK CITY EDITION	SELF-STARTER	130
62	1	N/A	041554554519	SUPERSTAY MATTE INK CITY EDITION	GLOBETROTTER	135

Column: 1 - Row: 08		Notch: 15	Fixture Type: TRAYS	Fixture Description: SS 24HR 1.3 (ALT) **		
Shade Chart Re-Order Code: PM0000034620				SS Graphic Re-Order Code: PM0000034622		
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 #
63	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020
64	1	N/A	041554558876	SuperStay 24 Smile Brightners	Crisp Magenta	305
65	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035
66	1	N/A	041554494969	SUPERSTAY SUPER IMPACT	ETERNAL CHERRY	200
67	1	N/A	041554558890	SuperStay 24 Smile Brightners	Optic Ruby	310
68	1	N/A	041554494891	SUPERSTAY ERASER	SUPERSTAY ERASER	00

Column: 1 - Row: 09		Notch: 8	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 #
69	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025
70	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015
71	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005
72	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115
73	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145
74	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136
75	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150
76	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110
77	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105
78	1	N/A	041554494945	SUPERSTAY SUPER IMPACT	PINK GOES ON	215

Column: 1 - Row: 10		Notch: 1	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 #
79	1	N/A	041554494983	SUPERSTAY SUPER IMPACT	24/7 FUSCHIA	220
80	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100
81	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090
82	1	N/A	041554558883	SuperStay 24 Smile Brightners	Frosted Mauve	300

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 17

Row: 03

Lower Notch: 10

Row: 04

Lower Notch: 3

Row: 05

Lower Notch: 36

Row: 06

Lower Notch: 29

Row: 07

Lower Notch: 22

Row: 08

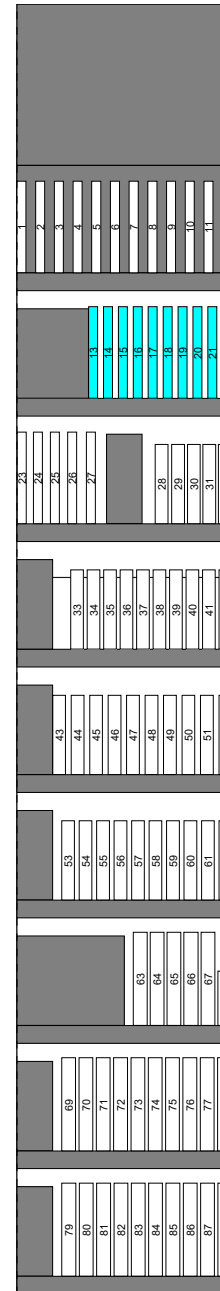
Lower Notch: 15

Row: 09

Lower Notch: 8

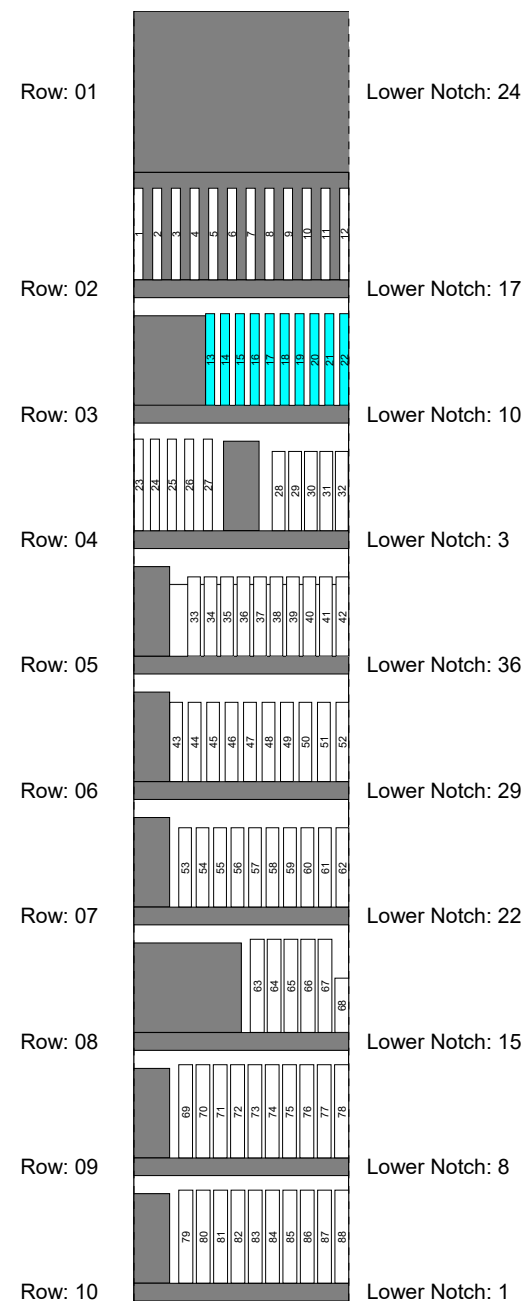
Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
83	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045 PM0000006122
84	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080 PM0000006129
85	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055 PM0000006124
86	1	N/A	041554558906	SuperStay 24 Smile Brightners	Frozen Rose	315
87	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050 PM0000006123
88	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120 PM0000006137



NOTCH SCHEMATIC

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

MNYWAK1072ULH_NOPDQ.psa

Column: 1 - Row: 01 Notch: 24 Fixture Type: HEADER LIT Fixture Description: SS INK CRAYON BKLYN BLUSH HDR (BTY+PRODUCT) 2' LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037972 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PL2000000034 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
89	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
90	1	N/A	041554583861	LIFTER GLOSS	Ice	002	
91	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
92	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
93	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
94	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
95	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
96	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
97	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
98	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 2 - Row: 03 Notch: 11 Fixture Type: TRAYS Fixture Description: CS LIP LINERS 1.1
 Shade Chart Re-Order Code: PM0000026216 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000028678 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PM0000019869 TRAYS Rolled Up Code: PM0000019869 UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
99	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LIN...	CLEAR	100	
100	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LIN...	NUDE WHISPER	105	
101	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LIN...	DUSTY ROSE	130	
102	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LIN...	BRICK RED	150	
103	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LIN...	PURELY NUDE	110	
104	1	N/A	041554549287	Color Sensational Shaping Lip Liner	Almond Rose	132	
105	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LIN...	WILD VIOLETS	155	
106	1	N/A	041554549300	Color Sensational Shaping Lip Liner	Beige Babe	102	
107	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LIN...	TOTALLY TOFFEE	115	
108	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
109	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
110	1	N/A	041554549355	Color Sensational Shaping Lip Liner	Raw Chocolate	118	
111	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LIN...	PALEST PINK	135	
112	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LIN...	RICH WINE	160	
113	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
114	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LIN...	RICH CHOCOLATE	120	
115	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LIN...	PINK CORAL	140	
116	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LIN...	PLUM PASSION	165	
117	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LIN...	MAGNETIC MAUVE	125	
118	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LIN...	VERY CHERRY	145	
119	1	N/A	041554549317	Color Sensational Shaping Lip Liner	Concrete Jungle	170	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
120	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
121	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
122	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
123	1	N/A	041554582291	Color Sensational Ultimatte	More Magenta	399	
124	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
125	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	
126	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
127	1	N/A	041554582307	Color Sensational Ultimatte	More Taupe	799	
128	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
129	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 2 - Row: 05 Notch: 38 Fixture Type: TRAYS Fixture Description: CS MATTES 1.1 RENO **
 Shade Chart Re-Order Code: PM0000037093,PM0000037105 SS Graphic Re-Order Code: PM0000033899
 Graphic Re-Order Code: PM0000033898,PM0000033900 SS Holder Re-Order Code: PM0000027830
 TRAYS Re-Order Code: PL2000000446 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

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

Lower Notch: 24

Row: 02

Lower Notch: 17

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 32

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 20

Row: 09

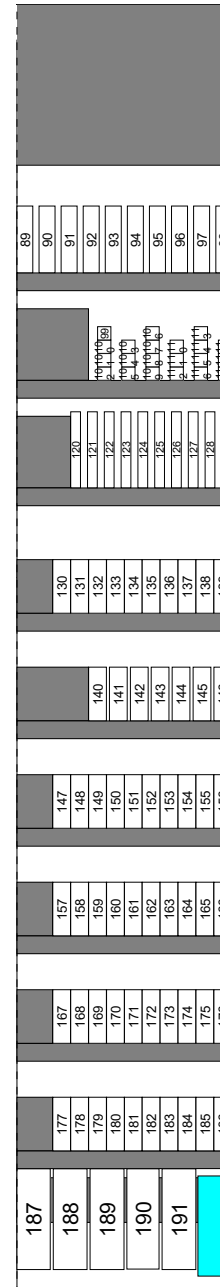
Lower Notch: 14

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021							
130	1	N/A	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	PM0000014866
131	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	PM0000013399
132	1	N/A	041554496574	COLOR SEN THE MATTES	ALMOND ROSE	565	PM0000020654
133	1	N/A	041554429916	COLOR SEN THE MATTES	Ravishing Rose	670	PM0000013401
134	1	N/A	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	PM0000013400
135	1	N/A	041554429930	COLOR SEN THE MATTES	Mesmerizing Magenta	680	PM0000013403
136	1	N/A	041554453638	COLOR SEN THE MATTES	Rich Ruby	691	PM0000014865
137	1	N/A	041554453690	COLOR SEN THE MATTES	Burgundy Blush	696	PM0000014871
138	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	PM0000013406
139	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	PM0000018204

Column: 2 - Row: 06 Notch: 32 Fixture Type: TRAYS Fixture Description: CS MADE FOR ALL 1.1 **							
Shade Chart Re-Order Code: PM0000028753				SS Graphic Re-Order Code: PM0000028754			
Graphic Re-Order Code: PM0000028756,PM0000028757,PM0000031905				SS Holder Re-Order Code: PM0000027620			
TRAYS Re-Order Code: PL2000000434		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
140	1	N/A	041554564839	CS MADE FOR YOU	SPICE FOR ME	370	
141	1	N/A	041554564815	CS MADE FOR YOU	MAUVE FOR ME	373	
142	1	N/A	041554566772	CS MADE FOR YOU	PINK FOR ME	376	
143	1	N/A	041554564860	CS MADE FOR YOU	FUCHSIA FOR ME	379	
144	1	N/A	041554564846	CS MADE FOR YOU	RED FOR ME	382	
145	1	N/A	041554564853	CS MADE FOR YOU	RUBY FOR ME	385	
146	1	N/A	041554564877	CS MADE FOR YOU	PLUM FOR ME	388	

Column: 2 - Row: 07 Notch: 26 Fixture Type: TRAYS Fixture Description: CS CREAMS 1.4 RENO **							
Shade Chart Re-Order Code: PM0000034378,PM0000034481				SS Graphic Re-Order Code: PM0000033908			
Graphic Re-Order Code: PM0000033907,PM0000033909				SS Holder Re-Order Code: PM0000027630			
TRAYS Re-Order Code: PL2000000446		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
147	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
148	1	N/A	041554578324	COLOR SEN LIPSTICK	NAKED DARE	144	
149	1	N/A	041554408492	COLOR SEN BUFFS	TRUFFLE TEASE	930	PM0000011891
150	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
151	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	PM0000007184
152	1	N/A	041554578331	COLOR SEN LIPSTICK	BRICK BEAT	122	
153	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	PM0000006187
154	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	PM0000011893
155	1	N/A	041554408577	COLOR SEN BUFFS	UNTAINTED SPICE	950	PM0000011895
156	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	

Column: 2 - Row: 08 Notch: 20 Fixture Type: TRAYS Fixture Description: CS CREAMS 2.4 RENO **							
Shade Chart Re-Order Code: PM0000034379,PM0000034482				SS Graphic Re-Order Code: PM0000033911			
Graphic Re-Order Code: PM0000033910,PM0000033912				SS Holder Re-Order Code: PM0000027630			
TRAYS Re-Order Code: PL2000000446		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
157	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	PM0000011889
158	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	PM0000006180
159	1	N/A	041554578355	COLOR SEN LIPSTICK	BARE REVEAL	177	
160	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	PM0000006183
161	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	PM0000006169
162	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
163	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
164	1	N/A	041554578263	COLOR SEN LIPSTICK	ROSEY RISK	211	
165	1	N/A	041554578256	COLOR SEN LIPSTICK	ROSE EMBRACE	200	
166	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	

Column: 2 - Row: 09 Notch: 14 Fixture Type: TRAYS Fixture Description: CS CREAMS 3.4 RENO **							
Shade Chart Re-Order Code: PM0000034380,PM0000034483				SS Graphic Re-Order Code: PM0000033917			
Graphic Re-Order Code: PM0000033916,PM0000033918				SS Holder Re-Order Code: PM0000027630			
TRAYS Re-Order Code: PL2000000446		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
167	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	PM0000016238
168	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	PM0000006175
169	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
170	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
171	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	PM0000006081
172	1	N/A	041554578270	COLOR SEN LIPSTICK	PINK THRILL	266	
173	1	N/A	041554578379	COLOR SEN LIPSTICK	SUNSET SPARK	366	
174	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
175	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	
176	1	N/A	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	PM0000009774

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 17

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 32

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 20

Row: 09

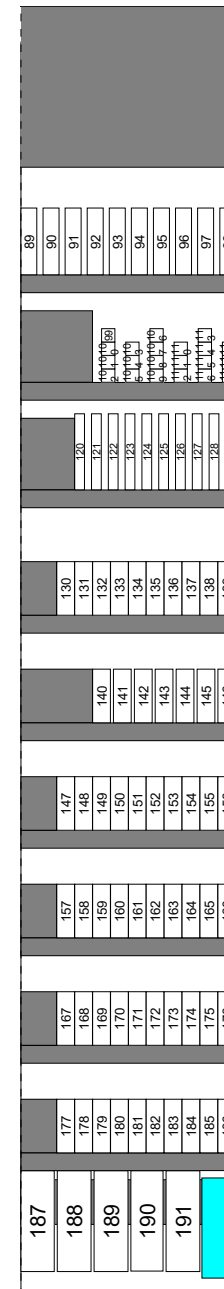
Lower Notch: 14

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 5



NOTCH SCHEMATIC

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

Column: 2 - Row: 10				Notch: 8	Fixture Type: TRAYS	Fixture Description: CS CREAMS 4.4 RENO **		
Shade Chart Re-Order Code: PM0000034381,PM0000034484					SS Graphic Re-Order Code: PM0000033914			
Graphic Re-Order Code: PM0000033913,PM0000033915					SS Holder Re-Order Code: PM0000027630			
TRAYS Re-Order Code: PL2000000446					TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes	
177	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	PM0000006148	
178	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	PM0000006209	
179	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311		
180	1	N/A	041554578393	COLOR SEN LIPSTICK	WINE RUSH	322		
181	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	PM0000006200	
182	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	PM0000006198	
183	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	PM0000009174	
184	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	PM0000006199	
185	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411		
186	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400		

Column: 2 - Row: 11		Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 6HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984521		HOOK BARS Rolled Up Code: 041554984521		UPC Blade Code: 041554994452			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
187	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
188	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
189	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
190	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
191	1	N/A	041554483123	BABY LIPS	MY PINK	01	

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 17

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 32

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 20

Row: 09

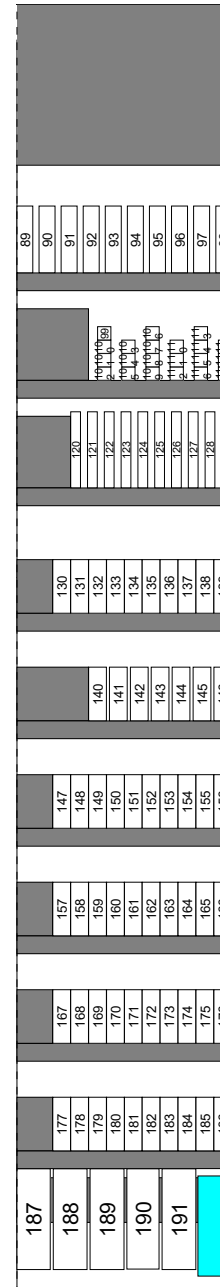
Lower Notch: 14

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 5



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

MNYWAK1072ULH_NOPDQ.psa

Column: 3 - Row: 01 Notch: 24 Fixture Type: HEADER LIT Fixture Description: HYPER EASY MECH PEN HDR (BTY+PRODUCT) 3' LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000038093 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PL2000000035 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 3 - Row: 02 Notch: 18 Fixture Type: TRAYS Fixture Description: NUDES OF NY PALETTE 1.1 UT **
 Shade Chart Re-Order Code: PM0000034376 SS Graphic Re-Order Code: PM0000036968
 Graphic Re-Order Code: PM0000034474 SS Holder Re-Order Code: PM0000034172
 TRAYS Re-Order Code: PL2000000549 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
192	1	N/A	041554578768	NUDES OF NEW YORK	NUDES OF NEW YORK	01	

Column: 3 - Row: 03 Notch: 11 Fixture Type: TRAYS Fixture Description: COL TAT POTS 1.1 **
 Shade Chart Re-Order Code: PM0000031554, PM0000031555 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031556, PM0000031937 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000493 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
193	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
194	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
195	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
196	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
197	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
198	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
199	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
200	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
201	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
202	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

Column: 3 - Row: 04 Notch: 3 Fixture Type: TRAYS Fixture Description: EW MONOS 1.1 (2TIER) **
 Shade Chart Re-Order Code: PM0000028848, PM0000028849 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000033870 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000442 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
203	1	N/A	041554492644	New Expertwear Monos	Vanilla	100S	
204	1	N/A	041554492682	New Expertwear Monos	Made for Mocha	140S	
205	1	N/A	041554490749	New Expertwear Monos	Soft Pearl	10S	
206	1	N/A	041554490824	New Expertwear Monos	Forest Green	80S	
207	1	N/A	041554490763	New Expertwear Monos	Seashell	30S	
208	1	N/A	041554492651	New Expertwear Monos	Night Sky	110S	
209	1	N/A	041554490770	New Expertwear Monos	Nude Glow	40S	
210	1	N/A	041554552201	New Expertwear Monos	Dusty Rose	200S	
211	1	N/A	041554490756	New Expertwear Monos	Linen	20S	
212	1	N/A	041554490787	New Expertwear Monos	Tastefully Taupe	50S	
213	1	N/A	041554490794	New Expertwear Monos	The Glo Down	60S	
214	1	N/A	041554492712	New Expertwear Monos	Humdrum Plum	170S	

Column: 3 - Row: 05 Notch: 37 Fixture Type: TRAYS Fixture Description: CITY MINI PALETTES 1.2 **
 Shade Chart Re-Order Code: PM0000028375 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000033852 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000445 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000013507

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
215	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	
216	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
217	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
218	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	

Column: 3 - Row: 06 Notch: 31 Fixture Type: TRAYS Fixture Description: CITY MINI PALETTES 2.2 **
 Shade Chart Re-Order Code: PM0000036949 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000033852 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000445 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000013507

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
219	1	N/A	041554540758	CITY MINI PALETTES	Gramercy Decadence	460	
220	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
221	1	N/A	041554552515	CITY MINI PALETTES	Hi-Rise Sunset	530	
222	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 3

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 24

Row: 08

Lower Notch: 19

Row: 09

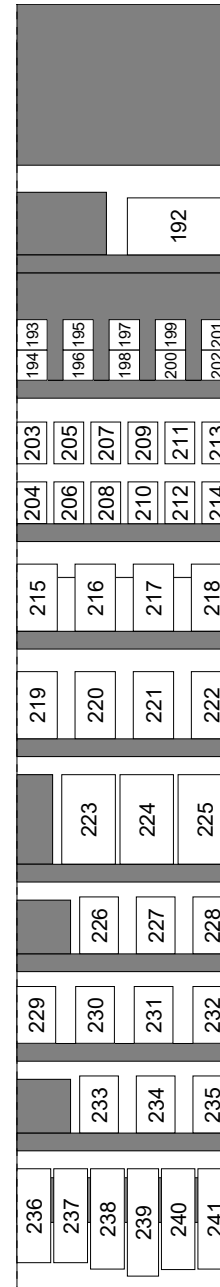
Lower Notch: 14

Row: 10

Lower Notch: 9

Row: 11

Lower Notch: 5



NOTCH SCHEMATIC

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

Column: 3 - Row: 07 Notch: 24 Fixture Type: TRAYS Fixture Description: MATTE BAR+TTL TMPT+CITY KITS 1.1 **

Shade Chart Re-Order Code: PM0000028851

SS Graphic Re-Order Code: PM0000035981

Graphic Re-Order Code:

SS Holder Re-Order Code: PM0000013510

TRAYS Re-Order Code: PL2000000444

TRAYS Rolled Up Code: N/A

UPC Blade Code: PM0000013508

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
223	1	N/A	041554563290	The Matte Bar Eyeshadow Palette	The Matte Bar	300	
224	1	N/A	041554545043	Total Temptation Eye + Highlight Palette	Total Temptation Eye + Hig...	140	
225	1	N/A	041554545869	The City Kits	Kit #2 Pink Edge	160	

Column: 3 - Row: 08 Notch: 19 Fixture Type: TRAYS

Fixture Description: EW SHAD Q 1.3 **

Shade Chart Re-Order Code: PM0000028430

SS Graphic Re-Order Code: PM0000033844

Graphic Re-Order Code:

SS Holder Re-Order Code:

TRAYS Re-Order Code: PL2000000023

TRAYS Rolled Up Code: N/A

UPC Blade Code: PM0000007818

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
226	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
227	1	N/A	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	
228	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 3 - Row: 09 Notch: 14 Fixture Type: TRAYS

Fixture Description: EW SHAD Q 2.9/8/7/6 **

Shade Chart Re-Order Code: PM0000028432

SS Graphic Re-Order Code:

Graphic Re-Order Code:

SS Holder Re-Order Code:

TRAYS Re-Order Code: PL2000000023

TRAYS Rolled Up Code: N/A

UPC Blade Code: PM0000007818

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
229	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
230	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
231	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
232	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Column: 3 - Row: 10 Notch: 9 Fixture Type: TRAYS

Fixture Description: EW QUADS 3.3 **

Shade Chart Re-Order Code: PM0000028433

SS Graphic Re-Order Code: PM0000033845

Graphic Re-Order Code:

SS Holder Re-Order Code:

TRAYS Re-Order Code: PL2000000023

TRAYS Rolled Up Code: N/A

UPC Blade Code: PM0000007818

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
233	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
234	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
235	1	N/A	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q	

Column: 3 - Row: 11 Notch: 5 Fixture Type: HOOK BARS

Fixture Description: 6HK GENERIC URBAN HKBR UNLIT

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code:

SS Holder Re-Order Code:

HOOK BARS Re-Order Code: 041554984521

HOOK BARS Rolled Up Code: 041554984521

UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
236	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELAS...		
237	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELAS...		
238	1	N/A	041554535457	EYELASH CURLER REFILLS			
239	1	N/A	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH '...		
240	1	N/A	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER		
241	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL S...		

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 3

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 24

Row: 08

Lower Notch: 19

Row: 09

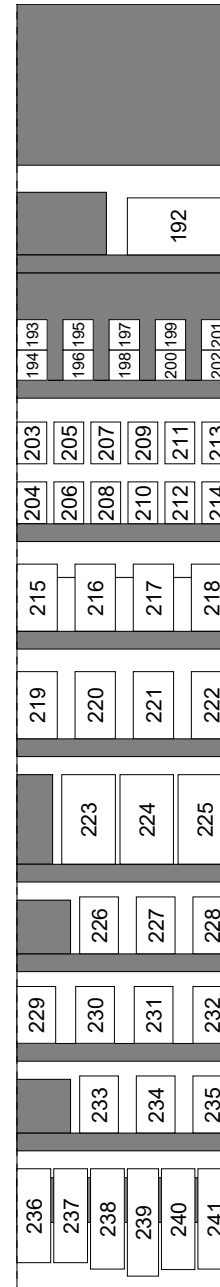
Lower Notch: 14

Row: 10

Lower Notch: 9

Row: 11

Lower Notch: 5



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

MNYWAK1072ULH_NOPDQ.psa

Column: 3 - Row: 01 Notch: 24 Fixture Type: HEADER LIT Fixture Description: HYPER EASY MECH PEN HDR (BTY+PRODUCT) 3' LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000038093 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PL2000000035 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 4 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 6HK 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 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
242	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800	
243	1	N/A	041554588736	HYPER EASY MECHANICAL PENCIL	Black	001	
244	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
245	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	
246	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
247	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	

Column: 4 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 6HK TS SMK GEL PEN HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037389 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
248	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BLACK	10	
249	1	N/A	041554563337	TATTOO STUDIO LINER	DEEP ONYX	900	
250	1	N/A	041554563344	TATTOO STUDIO LINER	INTENSE CHARCOAL	901	
251	1	N/A	041554563351	TATTOO STUDIO LINER	BOLD BROWN	910	
252	1	N/A	041554563863	TATTOO STUDIO LINER	STRIKING NAVY	920	
253	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	

Column: 4 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 6HK MSTR PREC ALL DAY (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028366 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
254	1	N/A	041554549416	TATTOO STUDIO SMOKEY GEL PENCIL	BLACK	001	
255	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
256	1	N/A	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110	
257	1	N/A	041554549454	EYE STUDIO MASTER PREC ALL DAY	FOREST BROWN	111	
258	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
259	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	

Column: 4 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 5HK LD GEL LNR POT HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000035829 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
260	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
261	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	
262	1	N/A	041554546361	Lasting Drama Eyelights Liner	TWINKLE BLACK	850	
263	1	N/A	041554434804	LASTING DRAMA GEL PENCIL	SLEEK ONYX	601	
264	1	N/A	041554434835	LASTING DRAMA GEL PENCIL	GLAZED TOFFEE	604	

Column: 4 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 6HK DEFINE-A-LINE HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028358 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
265	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
266	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
267	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
268	1	N/A	041554294231	MASTER DUO LINER	Black Lacquer	500	
269	1	N/A	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510	
270	1	N/A	041554494198	CURVITUDE LINER	BLACK	410	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
--------	-----	-----------	-----	-------------	-------	---------	------------

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

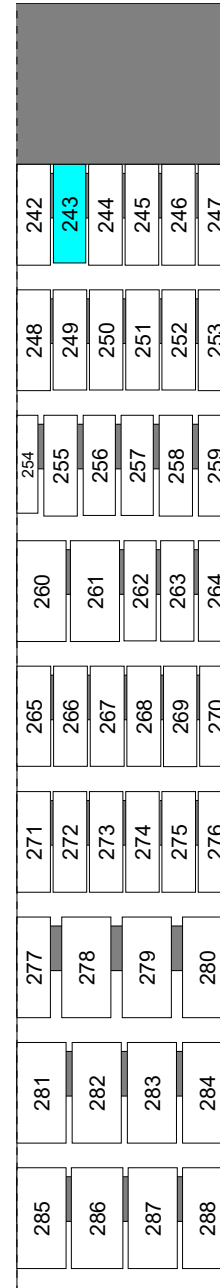
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
271	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01
272	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02
273	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03
274	1	N/A	041554530339	EXPERT EYES TWIN BROW & EYE PENC...	Light Brown	04
275	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1
276	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2

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			
277	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENC...	Blonde	7				
278	1	N/A	041554626964	GREAT LASH WATERPROOF	Very Black	1				
279	1	N/A	041554626988	GREAT LASH WATERPROOF	Brownish Black	3				
280	1	N/A	041554672237	CURVED BRUSH GREAT LASH WASHAB...	Blackest Black	00				

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

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

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

242	243	244	245	246	247	
248	249	250	251	252	253	
254	255	256	257	258	259	
260	261	262	263	264		
265	266	267	268	269	270	
271	272	273	274	275	276	
277	278	279	280			
281	282	283	284			
285	286	287	288			

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021 MNYWAK1072ULH_NOPDQ.psa

Column: 3 - Row: 01 Notch: 24 Fixture Type: HEADER LIT Fixture Description: HYPER EASY MECH PEN HDR (BTY+PRODUCT) 3' LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000038093 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PL2000000035 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 5 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
289	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
290	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	
291	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	VERY BLACK	802	
292	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	BROWNISH BLACK	803	

Column: 5 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
293	1	N/A	041554590364	Falsies Lash Lift Ultra Black Intensifier	ULTRA BLACK	195	
294	1	N/A	041554578478	FALSIES SALON LIFT	BLACKEST BLACK	200	
295	1	N/A	041554578485	FALSIES SALON LIFT	VERY BLACK	201	
296	1	N/A	041554578492	FALSIES SALON LIFT WTP	VERY BLACK (WTP)	202	

Column: 5 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
297	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
298	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
299	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
300	1	N/A	041554217988	FALSIES MASCARA WP	Very Black	01	

Column: 5 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
301	1	N/A	041554065862	COLOSSAL 36HR LONGWEAR	VERY BLACK	212	
302	1	N/A	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
303	1	N/A	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01	
304	1	N/A	041554056761	VOLUM' EXPRESS COLOSSAL	Glam Brown (Brn/Blk)	2	

Column: 5 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
305	1	N/A	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	
306	1	N/A	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	
307	1	N/A	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	
308	1	N/A	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	

Column: 5 - Row: 07 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
309	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
310	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
311	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
312	1	N/A	041554532982	GREAT LASH MASCARA	Dark Brown	3	

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

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

289	290	291	292
293	294	295	296
297	298	299	300
301	302	303	304
305	306	307	308
309	310	311	312
313	314	315	316
317	318	319	320
321	322	323	324

NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
313	1	N/A	041554565294	CURVED BRUSH GREAT LASH WASHAB...	Very Black	1
314	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00
315	1	N/A	041554209327	GREAT LASH BIG	Very Black	01
316	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02

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 #
317	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00
318	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01
319	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02
320	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 #
321	1	N/A	041554054156	LASH STILETTO	Very Black	1
322	1	N/A	041554208832	LASH STILETTO WP	Very Black	01
323	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00
324	1	N/A	041554462838	FALSIES PUSH UP DRAMA ANGEL WTP	Very Black WTP	01

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

289	290	291	292
293	294	295	296
297	298	299	300
301	302	303	304
305	306	307	308
309	310	311	312
313	314	315	316
317	318	319	320
321	322	323	324

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

MNYWAK1072ULH_NOPDQ.psa

Column: 6 - Row: 01 Notch: 24 Fixture Type: HEADER LIT Fixture Description: MNY LOGO HDR 3' LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000017628 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PL2000000037 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 6 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
325	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
326	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
327	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
328	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	

Column: 6 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
329	1	N/A	041554420647	LASH SENSATIONAL WP	Very Black	01	
330	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
331	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	
332	1	N/A	041554460261	LASH SENSATIONAL LUSCIOUS	Brownish Black WSH	02	

Column: 6 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
333	1	N/A	041554217995	FALSIES MASCARA WP	Brownish Black	02	
334	1	N/A	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	
335	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	
336	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS WATER...	Very Black WTP	01	

Column: 6 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
337	1	N/A	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black	00	
338	1	N/A	041554197044	VOLUM' EXPRESS COLOSSAL WP	Classic Black	1	
339	1	N/A	041554288254	CAT EYES MASCARA	Glam Black	01	
340	1	N/A	041554288261	CAT EYES MASCARA WP	Glam Black	01	

Column: 6 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
341	1	N/A	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	
342	1	N/A	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01	
343	1	N/A	041554522556	FALSIES TEMPTATION	BLKST BLK	601	
344	1	N/A	041554522563	FALSIES TEMPTATION	VERY BLK	602	

Column: 6 - Row: 07 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
345	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
346	1	N/A	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	
347	1	N/A	041554522570	FALSIES TEMPTATION	BROWNISH BLK	603	
348	1	N/A	041554522679	FALSIES TEMPTATION WTP	VERY BLACK WTP	604	

Column: 6 - Row: 08 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Row: 01

Lower Notch: 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

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

NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
349	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
350	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
351	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	
352	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	

Column: 6 - Row: 09		Notch: 12	Fixture Type: HOOK BARS	Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		
Graphic Re-Order Code:		SS Holder Re-Order Code:		
HOOK BARS Re-Order Code: 041554984507		HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
353	1	N/A	041554496185	LASH SENSATIONAL CURVITUDE	Blkst Black WSH	710	
354	1	N/A	041554496260	LASH SENSATIONAL CURVITUDE WTP	Very Black WTP	740	
355	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
356	1	N/A	041554281484	MEGA PLUSH MASCARA WP	Very Black	01	

Column: 6 - Row: 10		Notch: 5	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
357	1	N/A	041554443462	PUSH UP DRAMA WSH	Blackest Black	00	
358	1	N/A	041554443493	PUSH UP DRAMA WTP	Very Black	01	
359	1	N/A	041554578706	BROW FAST SCULPT	SOFT BROWN	255	
360	1	N/A	041554578720	BROW FAST SCULPT	MEDIUM BROWN	257	
361	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	

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

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

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021 MNYWAK1072ULH_NOPDQ.psa

Column: 6 - Row: 01 Notch: 24 Fixture Type: HEADER LIT Fixture Description: MNY LOGO HDR 3' LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000017628 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PL2000000037 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 7 - Row: 02 Notch: 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
362	1	N/A	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
363	1	N/A	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
364	1	N/A	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
365	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
366	1	N/A	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
367	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
368	1	N/A	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
369	1	N/A	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	

Column: 7 - Row: 03 Notch: 11 Fixture Type: TRAYS Fixture Description: FM CNCLR 1.1 (ALT FROM COMBO) **
Shade Chart Re-Order Code: PM0000034451 SS Graphic Re-Order Code: PM0000028841
Graphic Re-Order Code: PM0000033869 SS Holder Re-Order Code: PM0000026527
TRAYS Re-Order Code: PL2000000410 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

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

Column: 7 - Row: 04 Notch: 3 Fixture Type: TRAYS Fixture Description: FM M&P PDR 1.2 **
Shade Chart Re-Order Code: PM0000028468, PM0000028469 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031079 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000440 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000006928

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
382	1	N/A	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	
383	1	N/A	041554433753	FitMe MATTE+PORELESS PDR	Porcelain	110	
384	1	N/A	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
385	1	N/A	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	
386	1	N/A	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	
387	1	N/A	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	
388	1	N/A	041554433821	FitMe MATTE+PORELESS PDR	Natural Buff	230	
389	1	N/A	041554488340	FitMe MATTE+PORELESS PDR	Pure Beige	235	

Column: 7 - Row: 05 Notch: 37 Fixture Type: TRAYS Fixture Description: FM DEW+SMTH FNDTN 1.2 **
Shade Chart Re-Order Code: PM0000033857 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
390	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	
391	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115	
392	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Clsc Ivry	120	
393	1	N/A	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125	
394	1	N/A	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130	
395	1	N/A	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge	210	
396	1	N/A	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220	
397	1	N/A	041554238723	FitMe DEW+SMTH FNDTN	Med Buff	225	

Column: 7 - Row: 06 Notch: 29 Fixture Type: TRAYS Fixture Description: FM TINTED MOIST 1.1 **
Shade Chart Re-Order Code: PM0000037924 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037927 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000478 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 3

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 29

Row: 07

Lower Notch: 26

Row: 08

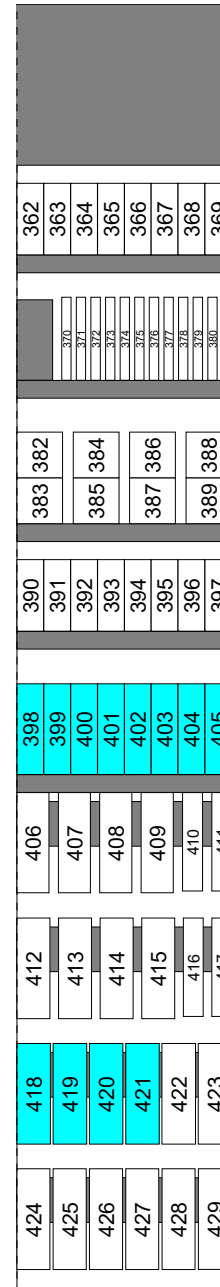
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
398	1	N/A	041554062915	Fit Me Tinted Moisturizer	118	118
399	1	N/A	041554062922	Fit Me Tinted Moisturizer	120	120
400	1	N/A	041554062939	Fit Me Tinted Moisturizer	220	220
401	1	N/A	041554062953	Fit Me Tinted Moisturizer	330	330
402	1	N/A	041554062960	Fit Me Tinted Moisturizer	355	355
403	1	N/A	041554069877	Fit Me Tinted Moisturizer	368	368
404	1	N/A	041554062984	Fit Me Tinted Moisturizer	370	370
405	1	N/A	041554062991	Fit Me Tinted Moisturizer	375	375

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

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

Column: 7 - Row: 08 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 6HK TS BRW POMADE (DEMO) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000029017 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
412	1	N/A	041554559736	TattooStudio Brow Pomade	Blonde	372	
413	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
414	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
415	1	N/A	041554559774	TattooStudio Brow Pomade	Deep Brown	380	
416	1	N/A	041554545005	TATTOO STUDIO BROW GEL	MEDIUM BROWN	257	
417	1	N/A	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	

Column: 7 - 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
418	1	N/A	041554064308	Express Brow Duo	Blonde	250	
419	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
420	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
421	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
422	1	N/A	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255	
423	1	N/A	041554442205	BROW DEFINE + FILL DUO	Deep Brown	260	

Column: 7 - Row: 10 Notch: 5 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
424	1	N/A	041554572292	BROW ULTRA SLIM	BLONDE	250	
425	1	N/A	041554572308	BROW ULTRA SLIM	SOFT BROWN	255	
426	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257	
427	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
428	1	N/A	041554572346	BROW ULTRA SLIM	BLACK BROWN	262	
429	1	N/A	041554429633	BROW PRECISE	Deep Brown	260	

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 3

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 29

Row: 07

Lower Notch: 26

Row: 08

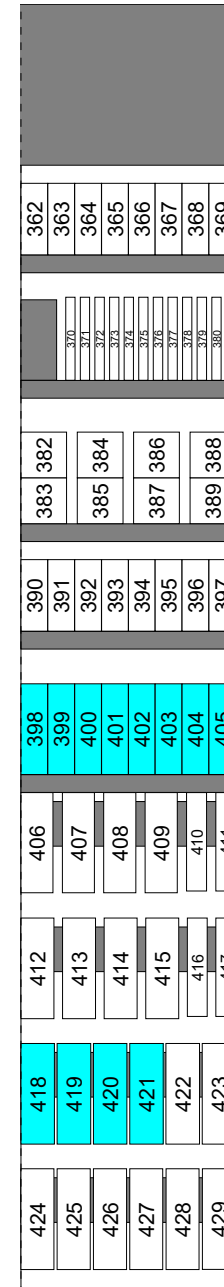
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



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

MNYWAK1072ULH_NOPDQ.psa

Column: 6 - Row: 01 Notch: 24 Fixture Type: HEADER LIT Fixture Description: MNY LOGO HDR 3' LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000017628 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PL2000000037 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 8 - Row: 02 Notch: 18 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 2.3 **
 Shade Chart Re-Order Code: PM0000033835 SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575

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

Column: 8 - Row: 03 Notch: 11 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 3.3 **
 Shade Chart Re-Order Code: PM0000033838 SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575

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

Column: 8 - Row: 04 Notch: 3 Fixture Type: TRAYS Fixture Description: FM M&P PDR 2.2 **
 Shade Chart Re-Order Code: PM0000028831, PM0000028832 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031079 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000440 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000006928

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
446	1	N/A	041554553499	FitMe MATTE+PORELESS PDR	Classic Beige	245	
447	1	N/A	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310	
448	1	N/A	041554553505	FitMe MATTE+PORELESS PDR	Golden	312	
449	1	N/A	041554488357	FitMe MATTE+PORELESS PDR	Natural Tan	320	
450	1	N/A	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	
451	1	N/A	041554553512	FitMe MATTE+PORELESS PDR	Warm Sun	334	
452	1	N/A	041554488364	FitMe MATTE+PORELESS PDR	Mocha	360	
453	1	N/A	041554553529	FitMe MATTE+PORELESS PDR	Nutmeg	365	

Column: 8 - Row: 05 Notch: 37 Fixture Type: TRAYS Fixture Description: FM DEW+SMTH FNDTN 2.2 **
 Shade Chart Re-Order Code: PM0000033856 SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575

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

Column: 8 - Row: 06 Notch: 29 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
462	1	N/A	041554501995	FIT ME LOOSE POWDER	FAIR	05	
463	1	N/A	041554502046	FIT ME LOOSE POWDER	MEDIUM	25	
464	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 3

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 29

Row: 07

Lower Notch: 22

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 1

430	431	432	433	434	435	436	437
438	439	440	441	442	443	444	445
446	447	448	449	450	451	452	453
454	455	456	457	458	459	460	461
462	463	464	465	466	467	468	469
470	471	472	473	474	475	476	477
478	479	480	481	482	483	484	485
486	487	488	489	490	491	492	493
494	495	496	497	498	499	500	501

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
465	1	N/A	041554503036	FIT ME LOOSE POWDER	MEDIUM DEEP	30
466	1	N/A	041554502022	FIT ME LOOSE POWDER	LIGHT	15
467	1	N/A	041554503043	FIT ME LOOSE POWDER	DEEP	35
468	1	N/A	041554502039	FIT ME LOOSE POWDER	LIGHT MEDIUM	20
469	1	N/A	041554503050	FIT ME LOOSE POWDER	DARK	40

Column: 8 - Row: 07 Notch: 22 Fixture Type: TRAYS Fixture Description: FM BLUSH 1.1 **
 Shade Chart Re-Order Code: PM0000028435, PM0000028436 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000033854 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000456 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000006928

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
470	1	N/A	041554503067	FIT ME BLUSH OPTIMIZATION	BUFF	10	
471	1	N/A	041554503135	FIT ME BLUSH OPTIMIZATION	CORAL	35	
472	1	N/A	041554503074	FIT ME BLUSH OPTIMIZATION	NUDE	15	
473	1	N/A	041554503142	FIT ME BLUSH OPTIMIZATION	PEACH	40	
474	1	N/A	041554503098	FIT ME BLUSH OPTIMIZATION	MAUVE	20	
475	1	N/A	041554503159	FIT ME BLUSH OPTIMIZATION	PLUM	45	
476	1	N/A	041554503104	FIT ME BLUSH OPTIMIZATION	PINK	25	
477	1	N/A	041554503524	FIT ME BLUSH OPTIMIZATION	WINE	50	
478	1	N/A	041554503111	FIT ME BLUSH OPTIMIZATION	ROSE	30	
479	1	N/A	041554503722	FIT ME BLUSH OPTIMIZATION	BERRY	55	

Column: 8 - Row: 08 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 3HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984491 HOOK BARS Rolled Up Code: 041554984491 UPC Blade Code: 041554994452

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

Column: 8 - Row: 09 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 6HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984521 HOOK BARS Rolled Up Code: 041554984521 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
483	1	N/A	041554543872	COVER STICK (CORRECTOR)	Ivory	1	
484	1	N/A	041554543872	COVER STICK (CORRECTOR)	Ivory	1	
485	1	N/A	041554543889	COVER STICK (CORRECTOR)	Light Beige	2	
486	1	N/A	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3	
487	1	N/A	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3	
488	1	N/A	041554543902	COVER STICK (CORRECTOR)	Deep Beige	4	

Column: 8 - Row: 10 Notch: 1 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
489	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	PM0000015501
490	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	PM0000015495
491	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	PM0000015493
492	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	PM0000015497
493	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	PM0000015500
494	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	PM0000015503

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 3

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 29

Row: 07

Lower Notch: 22

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 1

430	431	432	433	434	435	436	437
438	439	440	441	442	443	444	445
446	447	448	449	450	451	452	453
454	455	456	457	458	459	460	461
462	463	464	465	466	467	468	469
470	471	472	473	474	475	476	477
480	481	482					
483	484	485	486	487	488		
489	490	491	492	493			

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021 MNYWAK1072ULH_NOPDQ.psa

Column: 9 - Row: 01 Notch: 24 Fixture Type: HEADER LIT Fixture Description: SS FC FNDTN HDR (BTY+PRODUCT) 2' LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000038089 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PL2000000034 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 9 - Row: 02 Notch: 18 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 1.2 **
Shade Chart Re-Order Code: PM0000037096 SS Graphic Re-Order Code:
Graphic Re-Order Code: 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
495	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Porcelain	102	
496	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDA...	Porcelain	110	
497	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Ivory	112	
498	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDA...	Light Beige	118	
499	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDA...	Classic Ivory	120	
500	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDA...	Nude Beige	125	
501	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDA...	Warm Nude	128	
502	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDA...	Medium Beige	129	

Column: 9 - Row: 03 Notch: 12 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 2.2 **
Shade Chart Re-Order Code: PM0000037097 SS Graphic Re-Order Code:
Graphic Re-Order Code: 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
503	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDA...	Buff Beige	130	
504	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Beige	220	
505	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDA...	Sun Beige	310	
506	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDA...	Golden	312	
507	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDA...	Honey	320	
508	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDA...	Toffee	330	
509	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDA...	Coconut	355	
510	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDA...	Mocha	360	

Column: 9 - Row: 04 Notch: 8 Fixture Type: HOOK BARS Fixture Description: 8HK SS UNDEREYE CNCLR HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031541 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000487 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008952

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
511	1	N/A	041554574586	SUPER STAY CONCEALER	Ivory	05	
512	1	N/A	041554574593	SUPER STAY CONCEALER	Fair	10	
513	1	N/A	041554574609	SUPER STAY CONCEALER	Light	15	
514	1	N/A	041554574630	SUPER STAY CONCEALER	Medium	25	
515	1	N/A	041554574647	SUPER STAY CONCEALER	Honey	30	
516	1	N/A	041554574661	SUPER STAY CONCEALER	Tan	45	
517	1	N/A	041554574678	SUPER STAY CONCEALER	Warm Olive	52	
518	1	N/A	041554574685	SUPER STAY CONCEALER	Deep Bronze	65	

Column: 9 - Row: 05 Notch: 37 Fixture Type: TRAYS Fixture Description: SS FC PDR 1.1 **
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 #	Chip Codes
519	1	N/A	041554562804	SUPERSTAY FULL COVERAGE POWDER	Fair Porcelain	102	
520	1	N/A	041554562873	SUPERSTAY FULL COVERAGE POWDER	Golden	312	
521	1	N/A	041554562811	SUPERSTAY FULL COVERAGE POWDER	Porcelain	110	
522	1	N/A	041554563368	SUPERSTAY FULL COVERAGE POWDER	Honey	320	
523	1	N/A	041554562835	SUPERSTAY FULL COVERAGE POWDER	Classic Ivory	120	
524	1	N/A	041554562903	SUPERSTAY FULL COVERAGE POWDER	Coconut	355	
525	1	N/A	041554562866	SUPERSTAY FULL COVERAGE POWDER	Natural Beige	220	
526	1	N/A	041554563375	SUPERSTAY FULL COVERAGE POWDER	Java	375	

Column: 9 - 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
527	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	PM0000010714
528	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	PM0000010715
529	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	PM0000010716

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 8

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 22

Row: 08

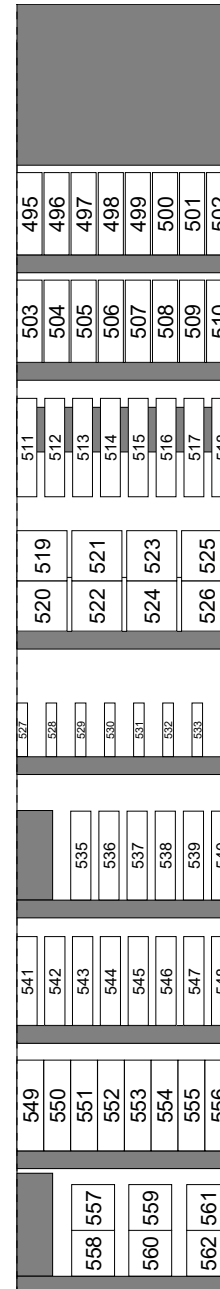
Lower Notch: 15

Row: 09

Lower Notch: 8

Row: 10

Lower Notch: 1



WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021							
530	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	PM0000010717
531	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	PM0000010718
532	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	PM0000010720
533	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	PM0000010723
534	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	PM0000010725

Column: 9 - Row: 07 Notch: 22 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
535	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	Fair Porcelain	02	
536	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
537	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
538	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
539	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
540	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	

Column: 9 - Row: 08 Notch: 15 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
541	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
542	1	N/A	041554579130	DREAM RADIANT LIQUID FOUNDATION	Sandy Beige	60	
543	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	
544	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
545	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
546	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
547	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
548	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	Java	135	

Column: 9 - Row: 09 Notch: 8 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
549	1	N/A	041554571523	DREAM URBAN COVER FOUNDATION	Porcelain	110	
550	1	N/A	041554571530	DREAM URBAN COVER FOUNDATION	Natural Ivory	112	
551	1	N/A	041554571554	DREAM URBAN COVER FOUNDATION	Classic Ivory	120	
552	1	N/A	041554571561	DREAM URBAN COVER FOUNDATION	Warm Nude	128	
553	1	N/A	041554571592	DREAM URBAN COVER FOUNDATION	Natural Beige	220	
554	1	N/A	041554571615	DREAM URBAN COVER FOUNDATION	Sun Beige	310	
555	1	N/A	041554571639	DREAM URBAN COVER FOUNDATION	Toffee	330	
556	1	N/A	041554571660	DREAM URBAN COVER FOUNDATION	Truffle	362	

Column: 9 - Row: 10 Notch: 1 Fixture Type: TRAYS Fixture Description: DRM MATTE MOUSSE 2.2 **
 Shade Chart Re-Order Code: PM0000033818, PM0000033819 SS Graphic Re-Order Code: PM0000031249
 Graphic Re-Order Code: PM0000031253 SS Holder Re-Order Code:
 TRAYS : PL2000000381, PL2000000461 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
557	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	PM0000015502
558	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	PM0000015496
559	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	PM0000015499
560	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	PM0000015492
561	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	PM0000015498
562	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	PM0000015494

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 8

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 22

Row: 08

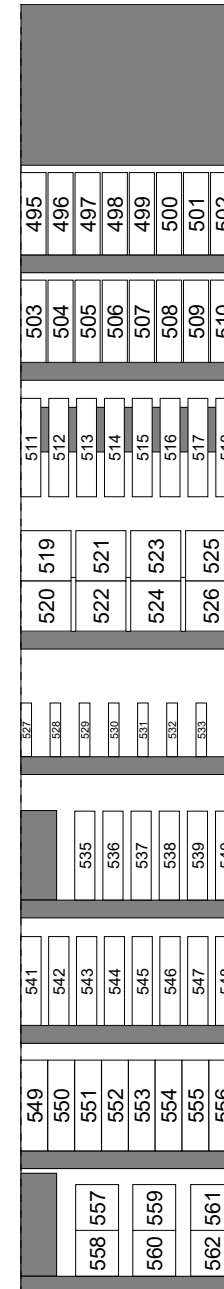
Lower Notch: 15

Row: 09

Lower Notch: 8

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

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

MNYWAK1072ULH_NOPDQ.psa

Column: 9 - Row: 01 Notch: 24 Fixture Type: HEADER LIT Fixture Description: SS FC FNDTN HDR (BTY+PRODUCT) 2' LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000038089 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PL2000000034 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 10 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR (PRODUCT) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: 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
563	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	
564	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
565	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
566	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
567	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
568	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	

Column: 10 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR (PRODUCT) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: 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
569	1	N/A	041554546804	IAR Eraser Concealer	Golden	142	
570	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
571	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
572	1	N/A	041554567533	IAR Eraser Concealer	Deep Bronze	149	
573	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
574	1	N/A	041554267204	IAR Eraser Concealer	Brightener	60	

Column: 10 - Row: 04 Notch: 4 Fixture Type: TRAYS Fixture Description: IAR ERASER FNDTN 1.1 **
 Shade Chart Re-Order Code: PM0000028509 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031080 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000385 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000008633

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
575	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	PM0000004171
576	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	PM0000004172
577	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	PM0000004173
578	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190	PM0000004174
579	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	PM0000004195
580	1	N/A	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220	PM0000004175
581	1	N/A	041554220124	IAR ERASER FOUNDATION	Pure Beige	250	PM0000004176
582	1	N/A	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	PM0000004179

Column: 10 - Row: 05 Notch: 38 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 1.2 (FRESH) **
 Shade Chart Re-Order Code: PM0000036175 SS Graphic Re-Order Code: PM0000037000
 Graphic Re-Order Code: PM0000031250 SS Holder Re-Order Code: PM0000035923
 TRAYS Re-Order Code: PL2000000454 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000009354

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
583	1	N/A	041554587043	DREAM FRESH BB CRM	LIGHT	100	
584	1	N/A	041554282634	DREAM FRESH BB CRM	Light Medium	110	
585	1	N/A	041554282641	DREAM FRESH BB CRM	Medium	120	
586	1	N/A	041554282658	DREAM FRESH BB CRM	Medium/Deep	130	
587	1	N/A	041554587050	DREAM FRESH BB CRM	DEEP	140	

Column: 10 - Row: 06 Notch: 32 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 2.2 (PURE) **
 Shade Chart Re-Order Code: PM0000036176 SS Graphic Re-Order Code: PM0000037001
 Graphic Re-Order Code: PM0000031250 SS Holder Re-Order Code: PM0000035923
 TRAYS Re-Order Code: PL2000000454 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000009354

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
588	1	N/A	041554587067	DREAM PURE BB	LIGHT	100	
589	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
590	1	N/A	041554349573	DREAM PURE BB	Medium	120	
591	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
592	1	N/A	041554587074	DREAM PURE BB	DEEP	140	

Column: 10 - Row: 07 Notch: 24 Fixture Type: TRAYS Fixture Description: FS MSTR CNTRPAL+BNNAPDR+FIXSPRY 1.1 **
 Shade Chart Re-Order Code: PM0000037388 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037387 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000459 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000013507

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 32

Row: 07

Lower Notch: 24

Row: 08

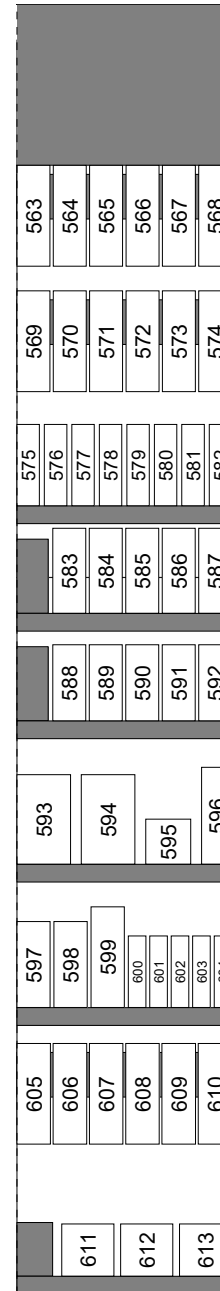
Lower Notch: 16

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
593	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	LIGHT TO MEDIUM	10
594	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	MEDIUM TO DEEP	20
595	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10
596	1	N/A	041554562927	MASTER FIX SETTING SPRAY	Lasting Fix Set Spray	00

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
597	1	N/A	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	PM0000013800
598	1	N/A	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	PM0000013802
599	1	N/A	041554551792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
600	1	N/A	041554431902	FACE STUDIO MASTER CONCEAL	Fair	10	
601	1	N/A	041554431919	FACE STUDIO MASTER CONCEAL	Light	20	
602	1	N/A	041554431926	FACE STUDIO MASTER CONCEAL	Light/Medium	30	
603	1	N/A	041554431933	FACE STUDIO MASTER CONCEAL	Medium	40	
604	1	N/A	041554431940	FACE STUDIO MASTER CONCEAL	Medium/Deep	50	

Column: 10 - Row: 09 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 6HK CHEEK HEAT BLUSH HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000034705 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000153 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008952

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
605	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
606	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
607	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
608	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
609	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
610	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
611	1	N/A	041554562958	FACE STUDIO CITY BRONZER	100	100	
612	1	N/A	041554562965	FACE STUDIO CITY BRONZER	200	200	
613	1	N/A	041554562972	FACE STUDIO CITY BRONZER	300	300	

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 32

Row: 07

Lower Notch: 24

Row: 08

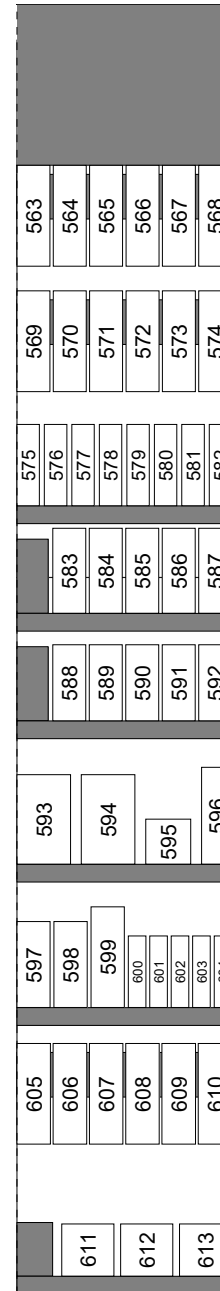
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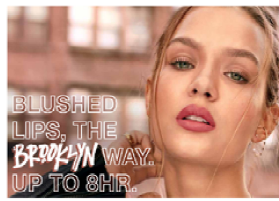
Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 1





LONGWEAR MATTE CRAYON



LONGWEAR MATTE CRAYON



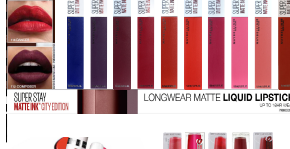
LONGWEAR MATTE LIQUID LIPSTICK



LONGWEAR MATTE LIQUID LIPSTICK



LONGWEAR MATTE LIQUID LIPSTICK



LONGWEAR MATTE LIQUID LIPSTICK



LONGWEAR SATIN LIQUID LIPSTICK

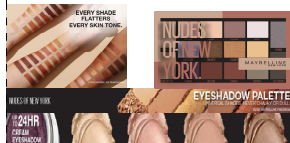
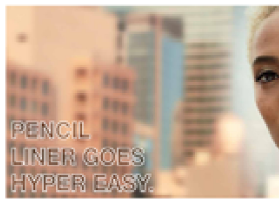


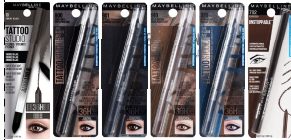
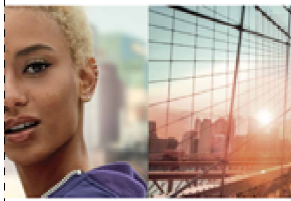
LONGWEAR SATIN LIQUID LIPSTICK



LONGWEAR SATIN LIQUID LIPSTICK



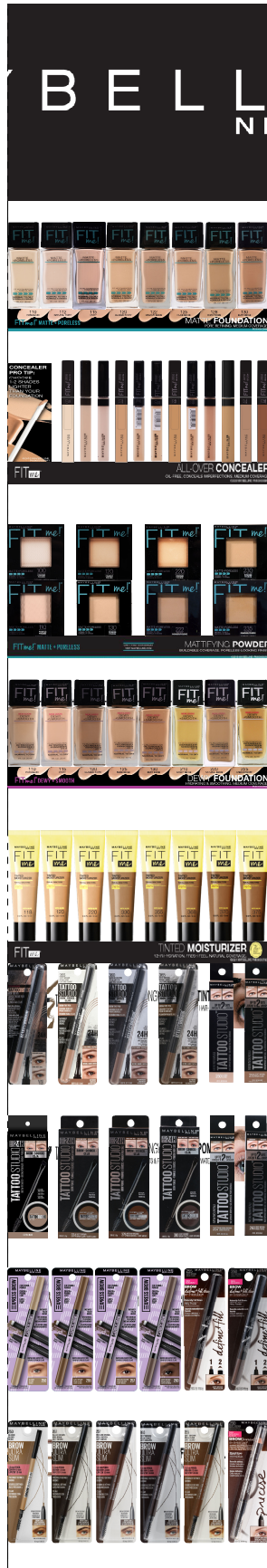






MAY





LINE NEW YORK



MATTE FOUNDATION



MATTE FOUNDATION



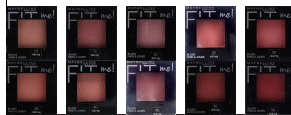
MATTE FOUNDATION



MATTE FOUNDATION



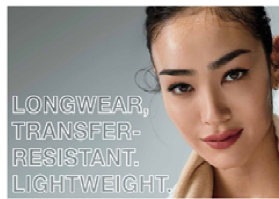
LOOSE FINISHING POWDER



SATIN POWDER BLUSH



SHINE-FREE MATTE FINISH



LONGWEAR FOUNDATION



LONGWEAR FOUNDATION



LONGWEAR FOUNDATION



LONGWEAR FOUNDATION



LONGWEAR FOUNDATION



LONGWEAR FOUNDATION



LONGWEAR FOUNDATION



LONGWEAR FOUNDATION



LONGWEAR FOUNDATION



LONGWEAR FOUNDATION



LONGWEAR FOUNDATION



INSTANT AGE-DEFYING CORRECTOR TREATMENT MASCARA SMOOTHING FOUNDATION BROWNYEASE MAKEUP REMOVER TONER

