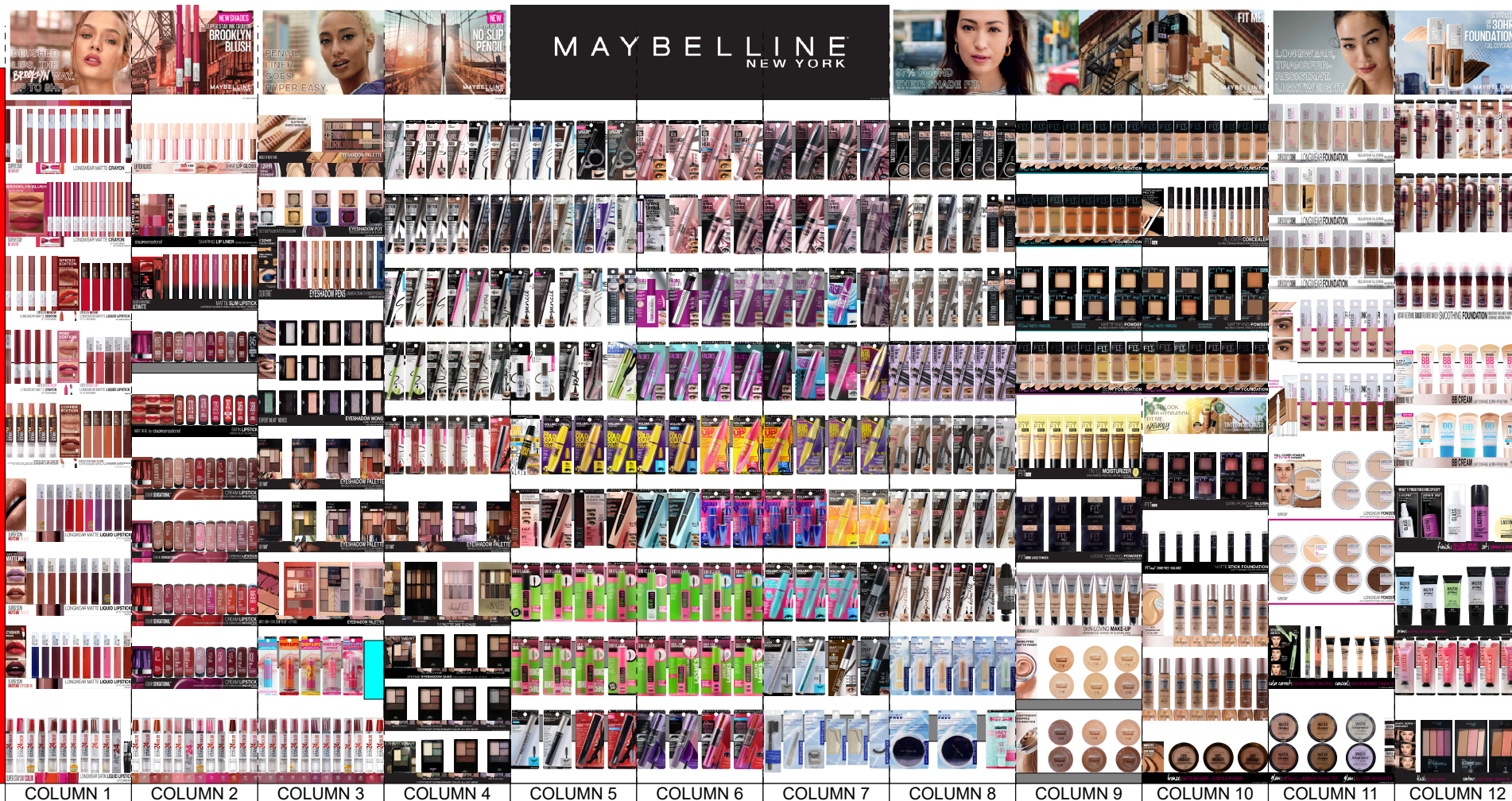




NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021
MNYWAK1272ULH_NOPDQ.psa

Column: 1 - Row: 01 Notch: 26 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: 19 Fixture Type: TRAYS Fixture Description: SS INK CRAYON 1.1 **
Shade Chart Re-Order Code: PM0000031522 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031523,PM0000031524 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000491 TRAYS Rolled Up Code: N/A UPC Blade Code:

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

Column: 1 - Row: 03 Notch: 12 Fixture Type: TRAYS Fixture Description: SS 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: 5 Fixture Type: TRAYS Fixture Description: SS SPICED ED 1.1 **
Shade Chart Re-Order Code: PM0000037091 SS Graphic Re-Order Code: PM0000037103
Graphic Re-Order Code: PM0000037100 SS Holder Re-Order Code: PM0000019000
TRAYS Re-Order Code: PL2000000548 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
23	1	N/A	041554587876	Superstay Ink Crayon Spiced Up	TALK THE TALK	95	
24	1	N/A	041554587869	Superstay Ink Crayon Spiced Up	REACH HIGH	100	
25	1	N/A	041554587852	Superstay Ink Crayon Spiced Up	ON THE GRIND	105	
26	1	N/A	041554587845	Superstay Ink Crayon Spiced Up	RISE TO THE TOP	110	
27	1	N/A	041554587838	Superstay Ink Crayon Spiced Up	KNOW NO LIMITS	115	
28	1	N/A	041554589481	Superstay Matte Ink Spiced Up	INDIVIDUALIST	320	
29	1	N/A	041554589498	Superstay Matte Ink Spiced Up	SHOT CALLER	325	
30	1	N/A	041554589504	Superstay Matte Ink Spiced Up	INNOVATOR	330	
31	1	N/A	041554589511	Superstay Matte Ink Spiced Up	HUSTLER	335	
32	1	N/A	041554589528	Superstay Matte Ink Spiced Up	EXHILARATOR	340	

Column: 1 - Row: 05 Notch: 38 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
33	1	N/A	041554558760	INK CRAYON PINK EDITION	TRUST YOUR GUT	10	
34	1	N/A	041554577884	INK CRAYON PINK EDITION	SPEAK YOUR MIND	75	
35	1	N/A	041554581522	INK CRAYON PINK EDITION	RUN THE WORLD	80	
36	1	N/A	041554581539	INK CRAYON PINK EDITION	CHANGE IS GOOD	85	
37	1	N/A	041554577877	INK CRAYON PINK EDITION	KEEP IT FUN	90	
38	1	N/A	041554577853	MATTE INK PINK EDITION	PATHFINDER	150	
39	1	N/A	041554577860	MATTE INK PINK EDITION	SAVANT	155	
40	1	N/A	041554577822	MATTE INK PINK EDITION	MOVER	160	
41	1	N/A	041554577839	MATTE INK PINK EDITION	RINGLEADER	175	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 24

Row: 08

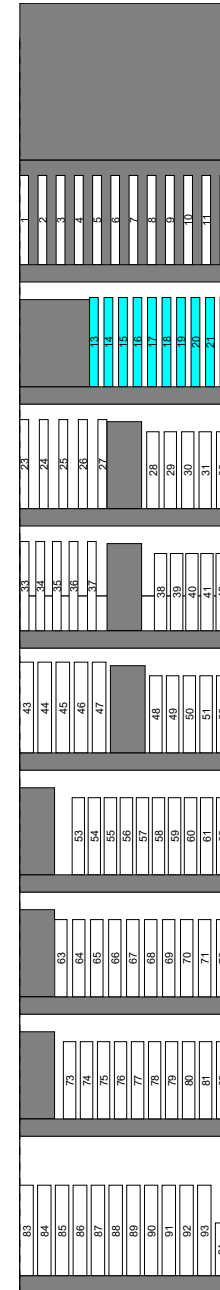
Lower Notch: 17

Row: 09

Lower Notch: 10

Row: 10

Lower Notch: 1



WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
42	1	N/A	041554577846	MATTE INK PINK EDITION	REVOLUTIONARY	180

Column: 1 - Row: 06	Notch: 31	Fixture Type: TRAYS	Fixture Description: SS COFFEE EDITION 1.1 **
Shade Chart Re-Order Code: PM0000036171	SS Graphic Re-Order Code: PM0000036182		
Graphic Re-Order Code: PM0000036186	SS Holder Re-Order Code: PM0000006942		
TRAYS Re-Order Code: PL2000000386	TRAYS Rolled Up Code: N/A	UPC Blade Code: PM0000006941	

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
43	1	N/A	041554586305	SUPER STAY 24 COFFEE	CARAMEL CRUSH	320	
44	1	N/A	041554586312	SUPER STAY 24 COFFEE	CHAI ONCE MORE	325	
45	1	N/A	041554586299	SUPER STAY 24 COFFEE	HUSHED HAZELNUT	330	
46	1	N/A	041554586282	SUPER STAY 24 COFFEE	MOCHA CHOCO-LATTE	335	
47	1	N/A	041554586268	SUPER STAY 24 COFFEE	MOCHA MOVES	340	
48	1	N/A	041554581904	SUPER STAY MATTE INK COFFEE	CHAI GENIUS	255	
49	1	N/A	041554581911	SUPER STAY MATTE INK COFFEE	HAZELNUT HYPNOTIZER	260	
50	1	N/A	041554581935	SUPER STAY MATTE INK COFFEE	CARAMEL COLLECTOR	265	
51	1	N/A	041554581942	SUPER STAY MATTE INK COFFEE	COCOA CONNOISSEUR	270	
52	1	N/A	041554581959	SUPER STAY MATTE INK COFFEE	MOCHA INVENTOR	275	

Column: 1 - Row: 07	Notch: 24	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
53	1	N/A	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
54	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
55	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
56	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
57	1	N/A	041554496932	SUPERSTAY MATTE INK	HEROINE	25	
58	1	N/A	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
59	1	N/A	041554496956	SUPERSTAY MATTE INK	CREATOR	35	
60	1	N/A	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
61	1	N/A	041554496970	SUPERSTAY MATTE INK	ESCAPIST	45	
62	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	

Column: 1 - Row: 08	Notch: 17	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
63	1	N/A	041554543698	SUPERSTAY MATTE INK	DRIVER	55	
64	1	N/A	041554543681	SUPERSTAY MATTE INK	POET	60	
65	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
66	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	
67	1	N/A	041554543674	SUPERSTAY MATTE INK	FIGHTER	75	
68	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80	
69	1	N/A	041554543667	SUPERSTAY MATTE INK	PROTECTOR	85	
70	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90	
71	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95	
72	1	N/A	041554543728	SUPERSTAY MATTE INK	PHILOSOPHER	100	

Column: 1 - Row: 09	Notch: 10	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
73	1	N/A	041554554458	SUPERSTAY MATTE INK CITY EDITION	EXPLORER	105	
74	1	N/A	041554554465	SUPERSTAY MATTE INK CITY EDITION	ORIGINATOR	110	
75	1	N/A	041554554450	SUPERSTAY MATTE INK CITY EDITION	COMPOSER	112	
76	1	N/A	041554554472	SUPERSTAY MATTE INK CITY EDITION	FOUNDER	115	
77	1	N/A	041554554526	SUPERSTAY MATTE INK CITY EDITION	GROUND-BREAKER	117	
78	1	N/A	041554554533	SUPERSTAY MATTE INK CITY EDITION	DANCER	118	
79	1	N/A	041554554489	SUPERSTAY MATTE INK CITY EDITION	ARTIST	120	
80	1	N/A	041554554496	SUPERSTAY MATTE INK CITY EDITION	INSPIRER	125	
81	1	N/A	041554554502	SUPERSTAY MATTE INK CITY EDITION	SELF-STARTER	130	
82	1	N/A	041554554519	SUPERSTAY MATTE INK CITY EDITION	GLOBETROTTER	135	

Column: 1 - Row: 10	Notch: 1	Fixture Type: TRAYS	Fixture Description: SS 24HR 1.3 **
Shade Chart Re-Order Code: PM0000034453	SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000031083	SS Holder Re-Order Code:		
TRAYS Re-Order Code: PL2000000386	TRAYS Rolled Up Code: N/A	UPC Blade Code: PM0000006941	

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

Lower Notch: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 24

Row: 08

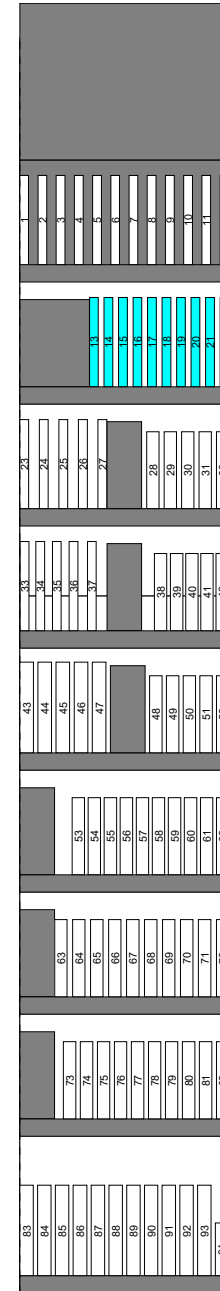
Lower Notch: 17

Row: 09

Lower Notch: 10

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
83	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020
84	1	N/A	041554558876	SuperStay 24 Smile Brightners	Crisp Magenta	305
85	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035
86	1	N/A	041554494969	SUPERSTAY SUPER IMPACT	ETERNAL CHERRY	200
87	1	N/A	041554558890	SuperStay 24 Smile Brightners	Optic Ruby	310
88	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025
89	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015
90	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005
91	1	N/A	041554552041	SUPERSTAY 24 EXTENSION	ENDLESS EXPRESSO	275
92	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115
93	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145
94	1	N/A	041554494891	SUPERSTAY ERASER	SUPERSTAY ERASER	00

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 24

Row: 08

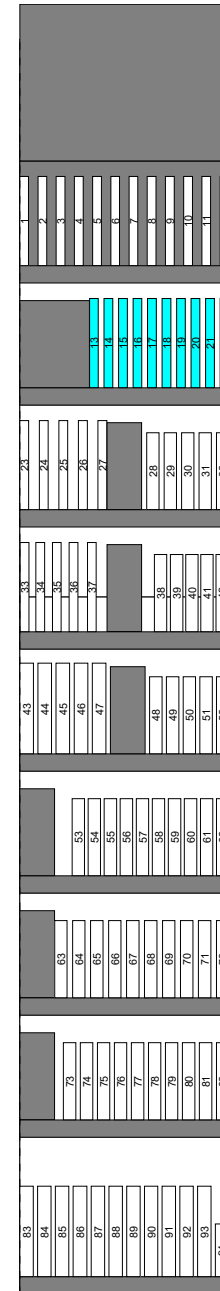
Lower Notch: 17

Row: 09

Lower Notch: 10

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

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

MNYWAK1272ULH_NOPDQ.psa

Column: 1 - Row: 01 Notch: 26 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: 19 Fixture Type: TRAYS Fixture Description: CS LIFTER GLOSS 1.1 **
 Shade Chart Re-Order Code: PM0000036173 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000036184, PM0000036812 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000621 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
95	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
96	1	N/A	041554583861	LIFTER GLOSS	Ice	002	
97	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
98	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
99	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
100	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
101	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
102	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
103	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
104	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 2 - Row: 03 Notch: 12 Fixture Type: TRAYS Fixture Description: CS LIP LINERS 1.1
 Shade Chart Re-Order Code: PM0000026216 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000028678 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PM0000019869 TRAYS Rolled Up Code: PM0000019869 UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
105	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LIN...	CLEAR	100	
106	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LIN...	NUDE WHISPER	105	
107	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LIN...	DUSTY ROSE	130	
108	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LIN...	BRICK RED	150	
109	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LIN...	PURELY NUDE	110	
110	1	N/A	041554549287	Color Sensational Shaping Lip Liner	Almond Rose	132	
111	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LIN...	WILD VIOLETS	155	
112	1	N/A	041554549300	Color Sensational Shaping Lip Liner	Beige Babe	102	
113	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LIN...	TOTALLY TOFFEE	115	
114	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
115	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
116	1	N/A	041554549355	Color Sensational Shaping Lip Liner	Raw Chocolate	118	
117	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LIN...	PALEST PINK	135	
118	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LIN...	RICH WINE	160	
119	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
120	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LIN...	RICH CHOCOLATE	120	
121	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LIN...	PINK CORAL	140	
122	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LIN...	PLUM PASSION	165	
123	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LIN...	MAGNETIC MAUVE	125	
124	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LIN...	VERY CHERRY	145	
125	1	N/A	041554549317	Color Sensational Shaping Lip Liner	Concrete Jungle	170	

Column: 2 - Row: 04 Notch: 6 Fixture Type: TRAYS Fixture Description: CS ULTIMATTES 1.1 **
 Shade Chart Re-Order Code: PM0000037092 SS Graphic Re-Order Code: PM0000037104
 Graphic Re-Order Code: PM0000037101 SS Holder Re-Order Code: PM0000037106
 TRAYS Re-Order Code: PL2000000409 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
126	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
127	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
128	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
129	1	N/A	041554582291	Color Sensational Ultimatte	More Magenta	399	
130	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
131	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	
132	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
133	1	N/A	041554582307	Color Sensational Ultimatte	More Taupe	799	
134	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
135	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 2 - Row: 05 Notch: 40 Fixture Type: TRAYS Fixture Description: CS MATTES 1.1 RENO **
 Shade Chart Re-Order Code: PM0000037093, PM0000037105 SS Graphic Re-Order Code: PM0000033899
 Graphic Re-Order Code: PM0000033898, PM0000033900 SS Holder Re-Order Code: PM0000027830
 TRAYS Re-Order Code: PL2000000446 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

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

Lower Notch: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 28

Row: 08

Lower Notch: 22

Row: 09

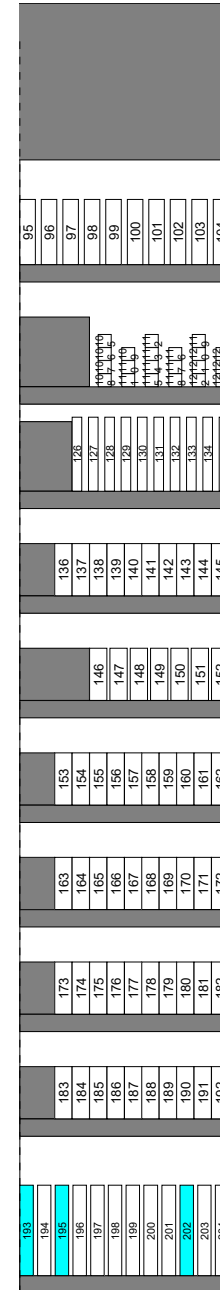
Lower Notch: 16

Row: 10

Lower Notch: 10

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021							
136	1	N/A	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	PM0000014866
137	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	PM0000013399
138	1	N/A	041554496574	COLOR SEN THE MATTES	ALMOND ROSE	565	PM0000020654
139	1	N/A	041554429916	COLOR SEN THE MATTES	Ravishing Rose	670	PM0000013401
140	1	N/A	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	PM0000013400
141	1	N/A	041554429930	COLOR SEN THE MATTES	Mesmerizing Magenta	680	PM0000013403
142	1	N/A	041554453638	COLOR SEN THE MATTES	Rich Ruby	691	PM0000014865
143	1	N/A	041554453690	COLOR SEN THE MATTES	Burgundy Blush	696	PM0000014871
144	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	PM0000013406
145	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	PM0000018204

Column: 2 - Row: 06 Notch: 34 Fixture Type: TRAYS Fixture Description: CS MADE FOR ALL 1.1 **							
Shade Chart Re-Order Code: PM0000028753				SS Graphic Re-Order Code: PM0000028754			
Graphic Re-Order Code: PM0000028756,PM0000028757,PM0000031905				SS Holder Re-Order Code: PM0000027620			
TRAYS Re-Order Code: PL2000000434		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
146	1	N/A	041554564839	CS MADE FOR YOU	SPICE FOR ME	370	
147	1	N/A	041554564815	CS MADE FOR YOU	MAUVE FOR ME	373	
148	1	N/A	041554566772	CS MADE FOR YOU	PINK FOR ME	376	
149	1	N/A	041554564860	CS MADE FOR YOU	FUCHSIA FOR ME	379	
150	1	N/A	041554564846	CS MADE FOR YOU	RED FOR ME	382	
151	1	N/A	041554564853	CS MADE FOR YOU	RUBY FOR ME	385	
152	1	N/A	041554564877	CS MADE FOR YOU	PLUM FOR ME	388	

Column: 2 - Row: 07 Notch: 28 Fixture Type: TRAYS Fixture Description: CS CREAMS 1.4 RENO **							
Shade Chart Re-Order Code: PM0000034378,PM0000034481				SS Graphic Re-Order Code: PM0000033908			
Graphic Re-Order Code: PM0000033907,PM0000033909				SS Holder Re-Order Code: PM0000027630			
TRAYS Re-Order Code: PL2000000446		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
153	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
154	1	N/A	041554578324	COLOR SEN LIPSTICK	NAKED DARE	144	
155	1	N/A	041554408492	COLOR SEN BUFFS	TRUFFLE TEASE	930	PM0000011891
156	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
157	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	PM0000007184
158	1	N/A	041554578331	COLOR SEN LIPSTICK	BRICK BEAT	122	
159	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	PM0000006187
160	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	PM0000011893
161	1	N/A	041554408577	COLOR SEN BUFFS	UNTAINTED SPICE	950	PM0000011895
162	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	

Column: 2 - Row: 08 Notch: 22 Fixture Type: TRAYS Fixture Description: CS CREAMS 2.4 RENO **							
Shade Chart Re-Order Code: PM0000034379,PM0000034482				SS Graphic Re-Order Code: PM0000033911			
Graphic Re-Order Code: PM0000033910,PM0000033912				SS Holder Re-Order Code: PM0000027630			
TRAYS Re-Order Code: PL2000000446		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
163	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	PM0000011889
164	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	PM0000006180
165	1	N/A	041554578355	COLOR SEN LIPSTICK	BARE REVEAL	177	
166	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	PM0000006183
167	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	PM0000006169
168	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
169	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
170	1	N/A	041554578263	COLOR SEN LIPSTICK	ROSEY RISK	211	
171	1	N/A	041554578256	COLOR SEN LIPSTICK	ROSE EMBRACE	200	
172	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	

Column: 2 - Row: 09 Notch: 16 Fixture Type: TRAYS Fixture Description: CS CREAMS 3.4 RENO **							
Shade Chart Re-Order Code: PM0000034380,PM0000034483				SS Graphic Re-Order Code: PM0000033917			
Graphic Re-Order Code: PM0000033916,PM0000033918				SS Holder Re-Order Code: PM0000027630			
TRAYS Re-Order Code: PL2000000446		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
173	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	PM0000016238
174	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	PM0000006175
175	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
176	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
177	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	PM0000006081
178	1	N/A	041554578270	COLOR SEN LIPSTICK	PINK THRILL	266	
179	1	N/A	041554578379	COLOR SEN LIPSTICK	SUNSET SPARK	366	
180	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
181	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	
182	1	N/A	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	PM0000009774

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 28

Row: 08

Lower Notch: 22

Row: 09

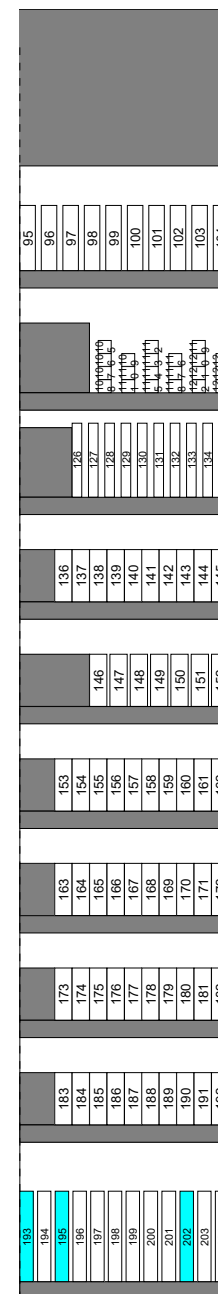
Lower Notch: 16

Row: 10

Lower Notch: 10

Row: 11

Lower Notch: 1



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

Column: 2 - Row: 10				Notch: 10	Fixture Type: TRAYS	Fixture Description: CS CREAMS 4.4 RENO **		
Shade Chart Re-Order Code: PM0000034381,PM0000034484					SS Graphic Re-Order Code: PM0000033914			
Graphic Re-Order Code: PM0000033913,PM0000033915					SS Holder Re-Order Code: PM0000027630			
TRAYS Re-Order Code: PL2000000446					TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC		Description	Shade	Shade #	Chip Codes
183	1	N/A	041554248906	COLOR SEN LIPSTICK		Red Revolution	630	PM0000006148
184	1	N/A	041554198553	COLOR SEN LIPSTICK		Red Revival	645	PM0000006209
185	1	N/A	041554578386	COLOR SEN LIPSTICK		CRIMSON RACE	311	
186	1	N/A	041554578393	COLOR SEN LIPSTICK		WINE RUSH	322	
187	1	N/A	041554198423	COLOR SEN LIPSTICK		On The Mauve	445	PM0000006200
188	1	N/A	041554198409	COLOR SEN LIPSTICK		Plum Paradise	425	PM0000006198
189	1	N/A	041554283426	COLOR SEN LIPSTICK		Blissful Berry	410	PM0000009174
190	1	N/A	041554198416	COLOR SEN LIPSTICK		Plum Perfect	435	PM0000006199
191	1	N/A	041554578416	COLOR SEN LIPSTICK		PLUM RULE	411	
192	1	N/A	041554578423	COLOR SEN LIPSTICK		BERRY GO	400	

Column: 2 - Row: 11			Notch: 1	Fixture Type: TRAYS	Fixture Description: SS 24HR 2.3 **		
Shade Chart Re-Order Code: PM0000037938				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031083				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000386				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006941	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
193	1	N/A	041554064902	Super Stay 24 Lip Color	COPPER GLISTEN	910	
194	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	PM0000010808
195	1	N/A	041554064889	Super Stay 24 Lip Color	SULTRY AMBER	915	
196	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	PM0000006143
197	1	N/A	041554544619	SUPERSTAY 24 EXTENSION	ALL NIGHT APRICOT	240	
198	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	PM0000006135
199	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	PM0000006134
200	1	N/A	041554494945	SUPERSTAY SUPER IMPACT	PINK GOES ON	215	PM0000023447
201	1	N/A	041554494983	SUPERSTAY SUPER IMPACT	24/7 FUSCHIA	220	PM0000023451
202	1	N/A	041554064896	Super Stay 24 Lip Color	BRONZED DREAM	920	
203	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	PM0000006133
204	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 28

Row: 08

Lower Notch: 22

Row: 09

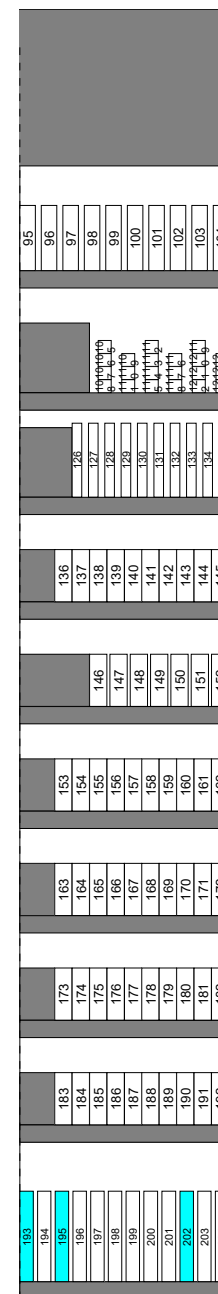
Lower Notch: 16

Row: 10

Lower Notch: 10

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

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

MNYWAK1272ULH_NOPDQ.psa

Column: 3 - Row: 01 Notch: 26 Fixture Type: HEADER LIT Fixture Description: HYPER EASY MECH PEN HDR (BTY+PRODUCT) 2' LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037973 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PL2000000034 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 3 - Row: 02 Notch: 20 Fixture Type: TRAYS Fixture Description: NUDES OF NY PALETTE 1.1 UT **
 Shade Chart Re-Order Code: PM0000034376 SS Graphic Re-Order Code: PM0000036968
 Graphic Re-Order Code: PM0000034474 SS Holder Re-Order Code: PM0000034172
 TRAYS Re-Order Code: PL2000000549 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
205	1	N/A	041554578768	NUDES OF NEW YORK	NUDES OF NEW YORK	01	

Column: 3 - Row: 03 Notch: 13 Fixture Type: TRAYS Fixture Description: COL TAT POTS 1.1 **
 Shade Chart Re-Order Code: PM0000031554, PM0000031555 SS Graphic Re-Order Code:
 Graphic Re-Order Code: 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
206	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
207	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
208	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
209	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
210	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
211	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
212	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
213	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
214	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
215	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
216	1	N/A	041554584073	COLOR STRIKE EYESHADOW PEN	CRAVE	10	
217	1	N/A	041554584080	COLOR STRIKE EYESHADOW PEN	TEMPT	15	
218	1	N/A	041554584097	COLOR STRIKE EYESHADOW PEN	CHARM	20	
219	1	N/A	041554584103	COLOR STRIKE EYESHADOW PEN	SPARK	30	
220	1	N/A	041554584110	COLOR STRIKE EYESHADOW PEN	FLASH	35	
221	1	N/A	041554584127	COLOR STRIKE EYESHADOW PEN	RALLY	40	
222	1	N/A	041554584134	COLOR STRIKE EYESHADOW PEN	CHASE	45	
223	1	N/A	041554584141	COLOR STRIKE EYESHADOW PEN	HUSTLE	50	
224	1	N/A	041554584158	COLOR STRIKE EYESHADOW PEN	FLARE	55	
225	1	N/A	041554584165	COLOR STRIKE EYESHADOW PEN	ACE	65	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
226	1	N/A	041554490824	New Expertwear Monos	Forest Green	80S	
227	1	N/A	041554492644	New Expertwear Monos	Vanilla	100S	
228	1	N/A	041554490794	New Expertwear Monos	The Glo Down	60S	
229	1	N/A	041554492651	New Expertwear Monos	Night Sky	110S	
230	1	N/A	041554490749	New Expertwear Monos	Soft Pearl	10S	
231	1	N/A	041554552218	New Expertwear Monos	Bold Beige	210S	
232	1	N/A	041554552201	New Expertwear Monos	Dusty Rose	200S	
233	1	N/A	041554490763	New Expertwear Monos	Seashell	30S	
234	1	N/A	041554492682	New Expertwear Monos	Made for Mocha	140S	
235	1	N/A	041554492712	New Expertwear Monos	Humdrum Plum	170S	
236	1	N/A	041554490770	New Expertwear Monos	Nude Glow	40S	
237	1	N/A	041554490800	New Expertwear Monos	Cool Cocoa	70S	
238	1	N/A	041554490787	New Expertwear Monos	Tastefully Taupe	50S	
239	1	N/A	041554490756	New Expertwear Monos	Linen	20S	
240	1	N/A	041554552225	New Expertwear Monos	Royal Nude	220S	
241	1	N/A	041554552232	New Expertwear Monos	Sterling Greige	230S	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 20

Row: 03

Lower Notch: 13

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 35

Row: 06

Lower Notch: 29

Row: 07

Lower Notch: 23

Row: 08

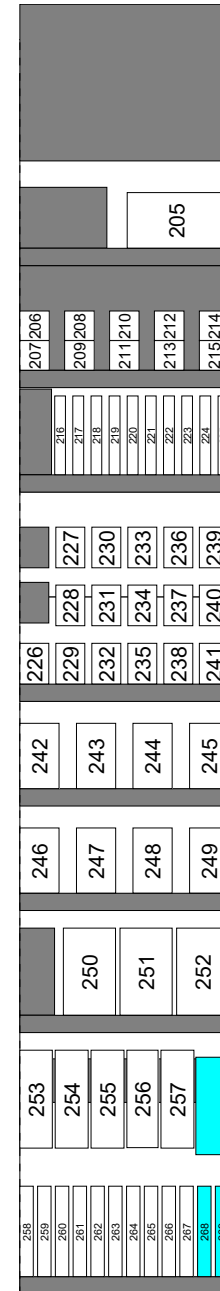
Lower Notch: 16

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 1



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

Column: 3 - Row: 06		Notch: 29	Fixture Type: TRAYS	Fixture Description: CITY MINI PALETTES 1.3 **			
Shade Chart Re-Order Code: PM0000028375		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000033852		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013507			
TRAYS Re-Order Code: PL2000000445							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
242	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	
243	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
244	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
245	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	

Column: 3 - Row: 07		Notch: 23	Fixture Type: TRAYS	Fixture Description: CITY MINI PALETTES 2.3 **			
Shade Chart Re-Order Code: PM0000036946		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000033852		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013507			
TRAYS Re-Order Code: PL2000000445							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
246	1	N/A	041554540758	CITY MINI PALETTES	Gramercy Decadence	460	
247	1	N/A	041554499773	CITY MINI PALETTES	Urban Jungle	420	
248	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	
249	1	N/A	041554563313	CITY MINI PALETTES	Cocoa City	550	

Column: 3 - Row: 08		Notch: 16	Fixture Type: TRAYS	Fixture Description: MATTE BAR+TTL TMPT+CITY KITS 1.1 **			
Shade Chart Re-Order Code: PM0000028851		SS Graphic Re-Order Code: PM0000035981		SS Holder Re-Order Code: PM0000013510			
Graphic Re-Order Code:		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013508			
TRAYS Re-Order Code: PL2000000444							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
250	1	N/A	041554563290	The Matte Bar Eyeshadow Palette	The Matte Bar	300	
251	1	N/A	041554545043	Total Temptation Eye + Highlight Palette	Total Temptation Eye + Hig...	140	
252	1	N/A	041554545869	The City Kits	Kit #2 Pink Edge	160	

Column: 3 - 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:		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							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
253	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
254	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
255	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
256	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
257	1	N/A	041554483123	BABY LIPS	MY PINK	01	

Column: 3 - Row: 10		Notch: 1	Fixture Type: TRAYS	Fixture Description: SS 24HR 3.3 **			
Shade Chart Re-Order Code: PM0000037939		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000031083		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006941			
TRAYS Re-Order Code: PL2000000386							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
258	1	N/A	041554551075	SUPERSTAY 24 EXTENSION	FIRMLY MAUVE	245	
259	1	N/A	041554558883	SuperStay 24 Smile Brightners	Frosted Mauve	300	
260	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	PM0000006122
261	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	PM0000006129
262	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	PM0000006124
263	1	N/A	041554551990	SUPERSTAY 24 EXTENSION	RELENTLESS RUBY	255	
264	1	N/A	041554558906	SuperStay 24 Smile Brightners	Frozen Rose	315	
265	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	PM0000006123
266	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	PM0000006137
267	1	N/A	041554552027	SUPERSTAY 24 EXTENSION	MERLOT ARMOUR	265	
268	1	N/A	041554064872	Super Stay 24 Lip Color	BROOKLYN SUNSET	925	
269	1	N/A	041554064865	Super Stay 24 Lip Color	CITY ABLAZE	930	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 20

Row: 03

Lower Notch: 13

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 35

Row: 06

Lower Notch: 29

Row: 07

Lower Notch: 23

Row: 08

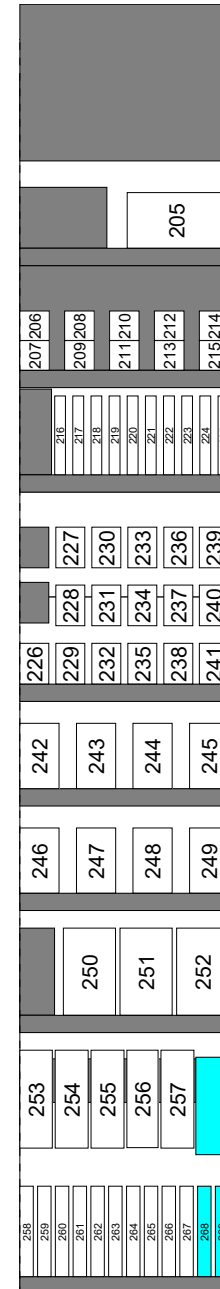
Lower Notch: 16

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 1



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

MNYWAK1272ULH_NOPDQ.psa

Column: 3 - Row: 01 Notch: 26 Fixture Type: HEADER LIT Fixture Description: HYPER EASY MECH PEN HDR (BTY+PRODUCT) 2' LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037973 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PL2000000034 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 4 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 6HK 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
270	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800	
271	1	N/A	041554588736	HYPER EASY MECHANICAL PENCIL	Black	001	
272	1	N/A	041554588743	HYPER EASY MECHANICAL PENCIL	Deep Brown	002	
273	1	N/A	041554588750	HYPER EASY MECHANICAL PENCIL	Medium Brown	003	
274	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
275	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
276	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BLACK	10	
277	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BLACK	10	
278	1	N/A	041554588934	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY GREY	20	
279	1	N/A	041554588927	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BROWN	40	
280	1	N/A	041554563337	TATTOO STUDIO LINER	DEEP ONYX	900	
281	1	N/A	041554563337	TATTOO STUDIO LINER	DEEP ONYX	900	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
282	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
283	1	N/A	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110	
284	1	N/A	041554549454	EYE STUDIO MASTER PREC ALL DAY	FOREST BROWN	111	
285	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
286	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
287	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	

Column: 4 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 6HK LINE EXPRESS (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000032251 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
288	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
289	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
290	1	N/A	041554572476	LINE EXPRESS	EBONY BLACK	01	
291	1	N/A	041554572483	LINE EXPRESS	SOFT BLACK	02	
292	1	N/A	041554572490	LINE EXPRESS	BROWNISH BLACK	03	
293	1	N/A	041554294231	MASTER DUO LINER	Black Lacquer	500	

Column: 4 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 6HK EXPERT EYES TWIN BRW HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028359 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
294	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01	
295	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02	
296	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03	
297	1	N/A	041554530339	EXPERT EYES TWIN BROW & EYE PENC...	Light Brown	04	
298	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENC...	Blonde	7	
299	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	

Column: 4 - Row: 07 Notch: 23 Fixture Type: TRAYS Fixture Description: CITY MINI PALETTES 3.3 **
Shade Chart Re-Order Code: PM0000028853 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000033852 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000445 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000013507

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 23

Row: 08

Lower Notch: 16

Row: 09

Lower Notch: 11

Row: 10

Lower Notch: 6

Row: 11

Lower Notch: 1

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
300	1	N/A	041554552485	CITY MINI PALETTES	Brooklyn Nudes	500
301	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510
302	1	N/A	041554552508	CITY MINI PALETTES	Skyscape Dusk	520
303	1	N/A	041554552515	CITY MINI PALETTES	Hi-Rise Sunset	530

Column: 4 - Row: 08 Notch: 16 Fixture Type: TRAYS Fixture Description: EYE PALETTES 1.1 **
 Shade Chart Re-Order Code: PM0000028434 SS Graphic Re-Order Code: PM0000033846
 Graphic Re-Order Code: SS Holder Re-Order Code: PM0000013510
 TRAYS Re-Order Code: PL2000000444 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000013508

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
304	1	N/A	041554419184	THE PALETTES	The Nudes	02
305	1	N/A	041554434866	THE PALETTES	The Blushed Nudes	06
306	1	N/A	041554490848	24KT NUDES PALETTE	24KT NUDES PALETTE	120

Column: 4 - Row: 09 Notch: 11 Fixture Type: TRAYS Fixture Description: EW SHAD Q 1.3 **
 Shade Chart Re-Order Code: PM0000028430 SS Graphic Re-Order Code: PM0000033844
 Graphic Re-Order Code: SS Holder Re-Order Code: PM0000007818
 TRAYS Re-Order Code: PL2000000023 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000007818

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
307	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q
308	1	N/A	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q
309	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q

Column: 4 - Row: 10 Notch: 6 Fixture Type: TRAYS Fixture Description: EW SHAD Q 2.9/8/7/6 **
 Shade Chart Re-Order Code: PM0000028432 SS Graphic Re-Order Code: PM0000033845
 Graphic Re-Order Code: SS Holder Re-Order Code: PM0000007818
 TRAYS Re-Order Code: PL2000000023 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000007818

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
310	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q
311	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q
312	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q
313	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q

Column: 4 - Row: 11 Notch: 1 Fixture Type: TRAYS Fixture Description: EW QUADS 3.3 **
 Shade Chart Re-Order Code: PM0000028433 SS Graphic Re-Order Code: PM0000033845
 Graphic Re-Order Code: SS Holder Re-Order Code: PM0000007818
 TRAYS Re-Order Code: PL2000000023 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000007818

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
314	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q
315	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q
316	1	N/A	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 23

Row: 08

Lower Notch: 16

Row: 09

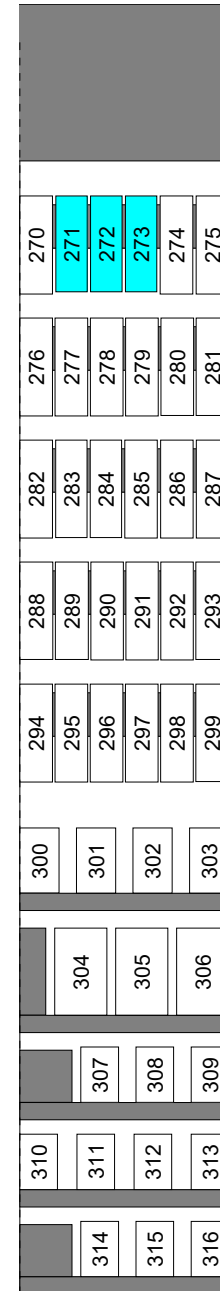
Lower Notch: 11

Row: 10

Lower Notch: 6

Row: 11

Lower Notch: 1



WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021
MNYWAK1272ULH_NOPDQ.psa

Column: 5 - Row: 01 Notch: 26 Fixture Type: HEADER LIT Fixture Description: MNY LOGO HDR 3' LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000017628 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PL2000000037 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 5 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 5HK LD GEL LNR POT HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000035829 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
317	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
318	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
319	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
320	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
321	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	

Column: 5 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 6HK TS GEL LNR (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029016 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
322	1	N/A	041554563344	TATTOO STUDIO LINER	INTENSE CHARCOAL	901	
323	1	N/A	041554563351	TATTOO STUDIO LINER	BOLD BROWN	910	
324	1	N/A	041554568172	TATTOO STUDIO LINER	SMOOTH WALNUT	911	
325	1	N/A	041554563863	TATTOO STUDIO LINER	STRIKING NAVY	920	
326	1	N/A	041554563887	TATTOO STUDIO LINER	RICH AMETHYST	940	
327	1	N/A	041554563900	TATTOO STUDIO LINER	POLISHED WHITE	970	

Column: 5 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 6HK LD GEL PENCIL (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028361 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
328	1	N/A	041554434804	LASTING DRAMA GEL PENCIL	SLEEK ONYX	601	
329	1	N/A	041554434835	LASTING DRAMA GEL PENCIL	GLAZED TOFFEE	604	
330	1	N/A	041554552560	LASTING DRAMA MATTES	JET BLACK	860	
331	1	N/A	041554546361	Lasting Drama Eyelights Liner	TWINKLE BLACK	850	
332	1	N/A	041554549416	TATTOO STUDIO LIQUID LINER	BLACK	001	
333	1	N/A	041554549416	TATTOO STUDIO LIQUID LINER	BLACK	001	

Column: 5 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 5HK ULTRA LNR (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028371 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
334	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
335	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2	
336	1	N/A	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510	
337	1	N/A	041554494198	CURVITUDE LINER	BLACK	410	
338	1	N/A	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
339	1	N/A	041554065862	COLOSSAL 36HR LONGWEAR	VERY BLACK	212	
340	1	N/A	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
341	1	N/A	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01	
342	1	N/A	041554056761	VOLUM' EXPRESS COLOSSAL	Glam Brown (Brn/Blk)	2	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
343	1	N/A	041554559309	TOTAL TEMPTATION WASHABLE	DEEP COCOA	606	
344	1	N/A	041554522556	FALSIES TEMPTATION	BLKST BLK	601	
345	1	N/A	041554522563	FALSIES TEMPTATION	VERY BLK	602	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

317	318	319	320	321
322	323	324	325	326
327				
328	329	330	331	332
333				
334	335	336	337	338
339	340	341	342	
343	344	345	346	
347	348	349	350	
351	352	353	354	
355	356	357	358	

NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
346	1	N/A	041554522570	FALSIES TEMPTATION	BROWNISH BLK	603

Column: 5 - Row: 08		Notch: 19		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
347	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
348	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
349	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
350	1	N/A	041554532982	GREAT LASH MASCARA	Dark Brown	3	

Column: 5 - Row: 09		Notch: 12		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT		
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:				
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
351	1	N/A	041554209310	GREAT LASH BIG		Blackest Black	00	
352	1	N/A	041554209327	GREAT LASH BIG		Very Black	01	
353	1	N/A	041554209334	GREAT LASH BIG		Brownish Black	02	
354	1	N/A	041554672237	CURVED BRUSH GREAT LASH WASHAB...		Blackest Black	00	

Column: 5 - Row: 10		Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
355	1	N/A	041554605228	FULL 'N SOFT WATERPROOF	Very Black	1	
356	1	N/A	041554699159	FULL 'N SOFT WASHABLE	Very Black	1	
357	1	N/A	041554054156	LASH STILETTO	Very Black	1	
358	1	N/A	041554208832	LASH STIL ETTO WP	Very Black	01	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

317	318	319	320	321	
322	323	324	325	326	327
328	329	330	331	332	333
334	335	336	337	338	
339	340	341	342		
343	344	345	346		
347	348	349	350		
351	352	353	354		
355	356	357	358		

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

MNYWAK1272ULH_NOPDQ.psa

Column: 5 - Row: 01 Notch: 26 Fixture Type: HEADER LIT Fixture Description: MNY LOGO HDR 3' LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000017628 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PL2000000037 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
359	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
360	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	
361	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	VERY BLACK	802	
362	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	BROWNISH BLACK	803	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
363	1	N/A	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SER...	250	
364	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
365	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
366	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
367	1	N/A	041554584233	FALSIES LASH MASK	OVERNIGHT CONDITIONI...	190	
368	1	N/A	041554590364	Falsies Lash Lift Ultra Black Intensifier	ULTRA BLACK	195	
369	1	N/A	041554578478	FALSIES SALON LIFT	BLACKEST BLACK	200	
370	1	N/A	041554578485	FALSIES SALON LIFT	VERY BLACK	201	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
371	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
372	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
373	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
374	1	N/A	041554217988	FALSIES MASCARA WP	Very Black	01	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
375	1	N/A	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black	00	
376	1	N/A	041554197044	VOLUM' EXPRESS COLOSSAL WP	Classic Black	1	
377	1	N/A	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	
378	1	N/A	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
379	1	N/A	041554522679	FALSIES TEMPTATION WTP	VERY BLACK WTP	604	
380	1	N/A	041554524048	FALSIES TEMPTATION WTP	BROWNISH WTP	605	
381	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
382	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	

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

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

359	360	361	362
363	364	365	366
367	368	369	370
371	372	373	374
375	376	377	378
379	380	381	382
383	384	385	386
387	388	389	390
391	392	393	394

NOTCH SCHEMATIC

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
387	1	N/A	041554565294	CURVED BRUSH GREAT LASH WASHAB...	Very Black	1	
388	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
389	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
390	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	

Column: 6 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
391	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
392	1	N/A	041554462838	FALSIES PUSH UP DRAMA ANGEL WTP	Very Black WTP	01	
393	1	N/A	041554443462	PUSH UP DRAMA WSH	Blackest Black	00	
394	1	N/A	041554443493	PUSH UP DRAMA WTP	Very Black	01	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

359	360	361	362
363	364	365	366
367	368	369	370
371	372	373	374
375	376	377	378
379	380	381	382
383	384	385	386
387	388	389	390
391	392	393	394

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021 MNYWAK1272ULH_NOPDQ.psa

Column: 5 - Row: 01 Notch: 26 Fixture Type: HEADER LIT Fixture Description: MNY LOGO HDR 3' LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000017628 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PL2000000037 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 7 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
395	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
396	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	
397	1	N/A	041554460261	LASH SENSATIONAL LUSCIOUS	Brownish Black WSH	02	
398	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS WATER...	Very Black WTP	01	

Column: 7 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
399	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
400	1	N/A	041554420647	LASH SENSATIONAL WP	Very Black	01	
401	1	N/A	041554420654	LASH SENSATIONAL WP	Brownish Black	02	
402	1	N/A	041554496185	LASH SENSATIONAL CURVITUDE	Blkst Black WSH	710	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
403	1	N/A	041554578492	FALSIES SALON LIFT WTP	VERY BLACK (WTP)	202	
404	1	N/A	041554578508	FALSIES SALON LIFT WTP	BROWNISH BLACK (WTP)	203	
405	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	
406	1	N/A	041554496260	LASH SENSATIONAL CURVITUDE WTP	Very Black WTP	740	

Column: 7 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
407	1	N/A	041554217995	FALSIES MASCARA WP	Brownish Black	02	
408	1	N/A	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	
409	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	
410	1	N/A	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	

Column: 7 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
411	1	N/A	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01	
412	1	N/A	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	
413	1	N/A	041554493733	COLOSSAL BIG SHOT	BROWNISH BLACK WSH	225	
414	1	N/A	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	

Column: 7 - Row: 07 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
415	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
416	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	
417	1	N/A	041554288254	CAT EYES MASCARA	Glam Black	01	
418	1	N/A	041554288261	CAT EYES MASCARA WP	Glam Black	01	

Column: 7 - Row: 08 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

395	396	397	398
399	400	401	402
403	404	405	406
407	408	409	410
411	412	413	414
415	416	417	418
419	420	421	422
423	424	425	426
427	428	429	430
431	432		

NOTCH SCHEMATIC

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

Column: 7 - Row: 09 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
423	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
424	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	
425	1	N/A	041554539950	SNPSACARA	BOLD BROWN	305	
426	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	

Column: 7 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984521 HOOK BARS Rolled Up Code: 041554984521 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
427	1	N/A	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH '...		
428	1	N/A	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER		
429	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL S...		
430	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELAS...		
431	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELAS...		
432	1	N/A	041554535457	EYELASH CURLER REFILLS			

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

395	396	397	398
399	400	401	402
403	404	405	406
407	408	409	410
411	412	413	414
415	416	417	418
419	420	421	422
423	424	425	426
427	428	429	430
	431	432	

NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021
MNYWAK1272ULH_NOPDQ.psa

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

Column: 8 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 6HK TS BRW POMADE (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029017 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
433	1	N/A	041554559736	TattooStudio Brow Pomade	Blonde	372	
434	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
435	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
436	1	N/A	041554559767	TattooStudio Brow Pomade	Ash Brown	378	
437	1	N/A	041554559774	TattooStudio Brow Pomade	Deep Brown	380	
438	1	N/A	041554563733	TattooStudio Brow Pomade	Black Brown	382	

Column: 8 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 6HK TS BRW TINT PEN (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028370 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
439	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
440	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
441	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
442	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	Deep Brown	365	
443	1	N/A	041554544923	TATTOO STUDIO BROW GEL	BLONDE	250	
444	1	N/A	041554544930	TATTOO STUDIO BROW GEL	SOFT BROWN	255	

Column: 8 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 6HK BRW EXTENSIONS HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000036717 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
445	1	N/A	041554584035	BROW EXTENSIONS POMADE CRAYON	SOFT BROWN	255	
446	1	N/A	041554584042	BROW EXTENSIONS POMADE CRAYON	MEDIUM BROWN	257	
447	1	N/A	041554584059	BROW EXTENSIONS POMADE CRAYON	DEEP BROWN	260	
448	1	N/A	041554584066	BROW EXTENSIONS POMADE CRAYON	BLACK BROWN	262	
449	1	N/A	041554545005	TATTOO STUDIO BROW GEL	MEDIUM BROWN	257	
450	1	N/A	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	

Column: 8 - Row: 05 Notch: 40 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
451	1	N/A	041554064292	Express Brow Duo	Light Blonde	248	
452	1	N/A	041554064308	Express Brow Duo	Blonde	250	
453	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
454	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
455	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
456	1	N/A	041554064346	Express Brow Duo	Black Brown	262	

Column: 8 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 6HK 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: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
457	1	N/A	041554578690	BROW FAST SCULPT	BLONDE	250	
458	1	N/A	041554578706	BROW FAST SCULPT	SOFT BROWN	255	
459	1	N/A	041554578720	BROW FAST SCULPT	MEDIUM BROWN	257	
460	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
461	1	N/A	041554578744	BROW FAST SCULPT	BLACK BROWN	262	
462	1	N/A	041554578751	BROW FAST SCULPT	CLEAR	264	

Column: 8 - Row: 07 Notch: 26 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

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

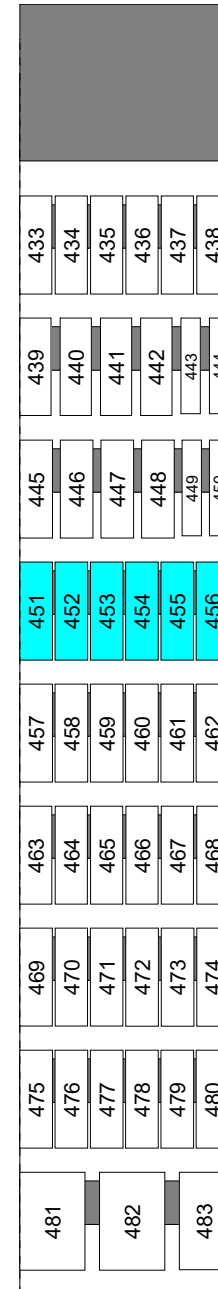
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
463	1	N/A	041554572285	BROW ULTRA SLIM	LIGHT BLONDE	248	
464	1	N/A	041554572292	BROW ULTRA SLIM	BLONDE	250	
465	1	N/A	041554572308	BROW ULTRA SLIM	SOFT BROWN	255	
466	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257	
467	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
468	1	N/A	041554572346	BROW ULTRA SLIM	BLACK BROWN	262	

Column: 8 - Row: 08		Notch: 19	Fixture Type: HOOK BARS	Fixture Description: 6HK ES BRW PREC (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000028355		SS Holder Re-Order Code:		
HOOK BARS Re-Order Code: PL2000000147		HOOK BARS Rolled Up Code: N/A		UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
469	1	N/A	041554429657	BROW PRECISE	Blonde	250	
470	1	N/A	041554429640	BROW PRECISE	Soft Brown	255	
471	1	N/A	041554429633	BROW PRECISE	Deep Brown	260	
472	1	N/A	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255	
473	1	N/A	041554442205	BROW DEFINE + FILL DUO	Deep Brown	260	
474	1	N/A	041554581393	BROW ULTRA SLIM	BLACK	264	

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
475	1	N/A	041554543872	COVER STICK (CORRECTOR)	Ivory	1	
476	1	N/A	041554543889	COVER STICK (CORRECTOR)	Light Beige	2	
477	1	N/A	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3	
478	1	N/A	041554543902	COVER STICK (CORRECTOR)	Deep Beige	4	
479	1	N/A	041554615982	COVER STICK (CORRECTOR)	Yellow Corrects Dark Circles	8	
480	1	N/A	041554616019	COVER STICK (CORRECTOR)	Green Corrects Redness	9	

Column: 8 - Row: 10		Notch: 5	Fixture Type: HOOK BARS	Fixture Description: 3HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		
Graphic Re-Order Code:		SS Holder Re-Order Code:		
HOOK BARS Re-Order Code: 041554984491		HOOK BARS Rolled Up Code: 041554984491		UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
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	
483	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

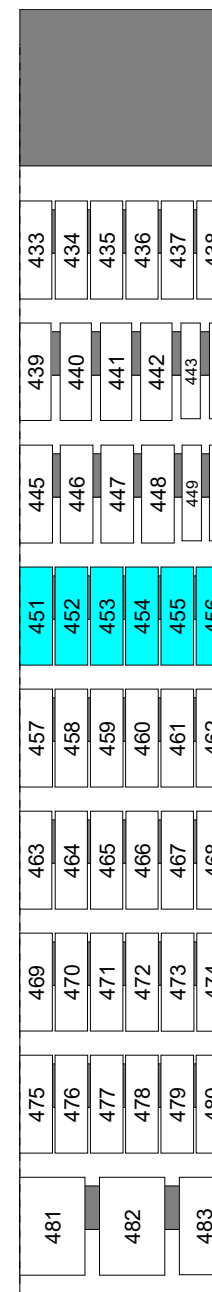
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



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

MNYWAK1272ULH_NOPDQ.psa

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

Column: 9 - Row: 02 Notch: 19 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 1.3 **
 Shade Chart Re-Order Code: PM0000033830 SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
484	1	N/A	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
485	1	N/A	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
486	1	N/A	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
487	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
488	1	N/A	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
489	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
490	1	N/A	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
491	1	N/A	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	

Column: 9 - Row: 03 Notch: 12 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 3.3 **
 Shade Chart Re-Order Code: PM0000033838 SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
492	1	N/A	041554438192	FitMe MATTE+PORELESS FNDTN	Warm Honey	322	
493	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	
494	1	N/A	041554466485	FitMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332	
495	1	N/A	041554466492	FitMe MATTE+PORELESS FNDTN	CLASSIC TAN	335	
496	1	N/A	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
497	1	N/A	041554466515	FitMe MATTE+PORELESS FNDTN	CAPUCCINO	340	
498	1	N/A	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
499	1	N/A	041554466522	FitMe MATTE+PORELESS FNDTN	MOCHA	360	

Column: 9 - Row: 04 Notch: 4 Fixture Type: TRAYS Fixture Description: FM M&P PDR 1.2 **
 Shade Chart Re-Order Code: PM0000028468, PM0000028469 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031079 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000440 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000006928

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
500	1	N/A	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	
501	1	N/A	041554433753	FitMe MATTE+PORELESS PDR	Porcelain	110	
502	1	N/A	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
503	1	N/A	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	
504	1	N/A	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	
505	1	N/A	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	
506	1	N/A	041554433821	FitMe MATTE+PORELESS PDR	Natural Buff	230	
507	1	N/A	041554488340	FitMe MATTE+PORELESS PDR	Pure Beige	235	

Column: 9 - Row: 05 Notch: 38 Fixture Type: TRAYS Fixture Description: FM DEW+SMTH FNDTN 1.2 **
 Shade Chart Re-Order Code: PM0000033857 SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
508	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	
509	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivory	115	
510	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Clsc Ivry	120	
511	1	N/A	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125	
512	1	N/A	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130	
513	1	N/A	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge	210	
514	1	N/A	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220	
515	1	N/A	041554238723	FitMe DEW+SMTH FNDTN	Med Buff	225	

Column: 9 - Row: 06 Notch: 30 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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
516	1	N/A	041554062915	Fit Me Tinted Moisturizer	118	118	
517	1	N/A	041554062922	Fit Me Tinted Moisturizer	120	120	
518	1	N/A	041554062939	Fit Me Tinted Moisturizer	220	220	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 22

Row: 08

Lower Notch: 15

Row: 09

Lower Notch: 8

Row: 10

Lower Notch: 1

484	485	486	487	488	489	490	491
492	493	494	495	496	497	498	499
500	501	502	503	504	505	506	507
508	509	510	511	512	513	514	515
516	517	518	519	520	521	522	523
524	525	526	527	528	529	530	531
532	533	534	535	536	537	538	539
540	541	542	543	544	545	546	547
548	549	550	551	552	553	554	555

NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021							
519	1	N/A	041554062953	Fit Me Tinted Moisturizer	330	330	
520	1	N/A	041554062960	Fit Me Tinted Moisturizer	355	355	
521	1	N/A	041554069877	Fit Me Tinted Moisturizer	368	368	
522	1	N/A	041554062984	Fit Me Tinted Moisturizer	370	370	
523	1	N/A	041554062991	Fit Me Tinted Moisturizer	375	375	

Column: 9 - Row: 07				Notch: 22		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				
524	1	N/A	041554501995	FIT ME LOOSE POWDER	FAIR	05					
525	1	N/A	041554502046	FIT ME LOOSE POWDER	MEDIUM	25					
526	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10					
527	1	N/A	041554503036	FIT ME LOOSE POWDER	MEDIUM DEEP	30					
528	1	N/A	041554502022	FIT ME LOOSE POWDER	LIGHT	15					
529	1	N/A	041554503043	FIT ME LOOSE POWDER	DEEP	35					
530	1	N/A	041554502039	FIT ME LOOSE POWDER	LIGHT MEDIUM	20					
531	1	N/A	041554503050	FIT ME LOOSE POWDER	DARK	40					

Column: 9 - Row: 08			Notch: 15		Fixture Type: TRAYS		Fixture Description: DRM URBAN COVER 1.1 **		
Shade Chart Re-Order Code: PM0000038044					SS Graphic Re-Order Code:				
Graphic Re-Order Code: PM0000037944					SS Holder Re-Order Code:				
TRAYS Re-Order Code: PL2000000478					TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes		
532	1	N/A	041554571523	DREAM URBAN COVER FOUNDATION	Porcelain	110			
533	1	N/A	041554571530	DREAM URBAN COVER FOUNDATION	Natural Ivory	112			
534	1	N/A	041554571554	DREAM URBAN COVER FOUNDATION	Classic Ivory	120			
535	1	N/A	041554571561	DREAM URBAN COVER FOUNDATION	Warm Nude	128			
536	1	N/A	041554571592	DREAM URBAN COVER FOUNDATION	Natural Beige	220			
537	1	N/A	041554571615	DREAM URBAN COVER FOUNDATION	Sun Beige	310			
538	1	N/A	041554571639	DREAM URBAN COVER FOUNDATION	Toffee	330			
539	1	N/A	041554571660	DREAM URBAN COVER FOUNDATION	Truffle	362			

Column: 9 - Row: 09		Notch: 8		Fixture Type: TRAYS		Fixture Description: DRM MATTE MOUSSE 1.2 **	
Shade Chart Re-Order Code: PM0000033814, PM0000033817				SS Graphic Re-Order Code: PM0000031248			
Graphic Re-Order Code: PM0000031253				SS Holder Re-Order Code:			
TRAYS : PL2000000380, PL2000000460				TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
540	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	PM0000015501
541	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	PM0000015495
542	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	PM0000015493
543	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	PM0000015497
544	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	PM0000015500
545	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	PM0000015503

Column: 9 - Row: 10		Notch: 1		Fixture Type: TRAYS		Fixture Description: DRM MATTE MOUSSE 2.2 **	
Shade Chart Re-Order Code: PM0000033818, PM0000033819				SS Graphic Re-Order Code: PM0000031249			
Graphic Re-Order Code: PM0000031253				SS Holder Re-Order Code:			
TRAYS : PL2000000381, PL2000000461				TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
546	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	PM0000015502
547	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	PM0000015496
548	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	PM0000015499
549	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	PM0000015492
550	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	PM0000015498
551	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	PM0000015494

Row: 01

Lower Notch: 26

484	485	486	487	488	489	490	491
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Row: 02

Lower Notch: 19

92	
93	
94	
95	
96	
97	
98	
99	

Row: 03

Lower Notch: 12

0	2	4	6
49	49	49	49

Row: 04

Lower Notch: 4

501	502	503	504	505	506	507	508
-----	-----	-----	-----	-----	-----	-----	-----

Row: 05

Lower Notch: 38

508
509
510
511
512
513
514
515

Row: 06

Lower Notch: 30

516	517	518	519	520	521	522	523
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Row: 07

Lower Notch: 22

24	26	28	30
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Row: 08

Lower Notch: 15

	525	526	527	528	529	530	531	532
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Row: 09

Lower Notch: 8

532
533
534
535
536
537
538
539

Row: 10

Lower Notch: 1

	41	540	43	542	45	544
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546	548	550
5	5	5

NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021
MNYWAK1272ULH_NOPDQ.psa

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

Column: 10 - Row: 02 Notch: 19 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 2.3 **
Shade Chart Re-Order Code: PM0000033835 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
552	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
553	1	N/A	041554466461	FitMe MATTE+PORELESS FNDTN	TRUE BEIGE	222	
554	1	N/A	041554438178	FitMe MATTE+PORELESS FNDTN	Soft Tan	228	
555	1	N/A	041554433487	FitMe MATTE+PORELESS FNDTN	Ntrl Buff	230	
556	1	N/A	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	
557	1	N/A	041554438185	FitMe MATTE+PORELESS FNDTN	Rich Tan	238	
558	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
559	1	N/A	041554466478	FitMe MATTE+PORELESS FNDTN	NATURAL TAN	320	

Column: 10 - Row: 03 Notch: 12 Fixture Type: TRAYS Fixture Description: FM CNCLR 1.1 (ALT FROM COMBO) **
Shade Chart Re-Order Code: PM0000034451 SS Graphic Re-Order Code: PM0000028841
Graphic Re-Order Code: PM0000033869 SS Holder Re-Order Code: PM0000026527
TRAYS Re-Order Code: PL2000000410 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
560	1	N/A	041554580631	FitMe CONCEALER	COOL IVORY	01	
561	1	N/A	041554550450	FitMe CONCEALER	IVORY	05	
562	1	N/A	041554247701	FitMe CONCEALER	Fair	10	
563	1	N/A	041554580648	FitMe CONCEALER	VANILLA	11	
564	1	N/A	041554247718	FitMe CONCEALER	Light	15	
565	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
566	1	N/A	041554580679	FitMe CONCEALER	WHEAT	22	
567	1	N/A	041554247725	FitMe CONCEALER	Med	25	
568	1	N/A	041554247749	FitMe CONCEALER	Deep	35	
569	1	N/A	041554247756	FitMe CONCEALER	Cafe	50	
570	1	N/A	041554581492	FitMe CONCEALER	WALNUT	57	
571	1	N/A	041554581515	FitMe CONCEALER	DARK COFFEE	70	

Column: 10 - Row: 04 Notch: 4 Fixture Type: TRAYS Fixture Description: FM M&P PDR 2.2 **
Shade Chart Re-Order Code: PM0000028831, PM0000028832 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031079 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000440 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000006928

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
572	1	N/A	041554553499	FitMe MATTE+PORELESS PDR	Classic Beige	245	
573	1	N/A	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310	
574	1	N/A	041554553505	FitMe MATTE+PORELESS PDR	Golden	312	
575	1	N/A	041554488357	FitMe MATTE+PORELESS PDR	Natural Tan	320	
576	1	N/A	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	
577	1	N/A	041554553512	FitMe MATTE+PORELESS PDR	Warm Sun	334	
578	1	N/A	041554488364	FitMe MATTE+PORELESS PDR	Mocha	360	
579	1	N/A	041554553529	FitMe MATTE+PORELESS PDR	Nutmeg	365	

Column: 10 - Row: 05 Notch: 38 Fixture Type: TRAYS Fixture Description: FM DEW+SMTH FNDTN 2.2 **
Shade Chart Re-Order Code: 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
580	1	N/A	041554238730	FitMe DEW+SMTH FNDTN	Nat Buff	230	
581	1	N/A	041554238747	FitMe DEW+SMTH FNDTN	Pure Bge	235	
582	1	N/A	041554339697	FitMe DEW+SMTH FNDTN	Gldn Bge	240	
583	1	N/A	041554238761	FitMe DEW+SMTH FNDTN	Sun Bge	310	
584	1	N/A	041554238778	FitMe DEW+SMTH FNDTN	Soft Honey	315	
585	1	N/A	041554400816	FitMe DEW+SMTH FNDTN	Toffee	330	
586	1	N/A	041554247152	FitMe DEW+SMTH FNDTN	Coconut	355	
587	1	N/A	041554339895	FitMe DEW+SMTH FNDTN	Mocha	360	

Column: 10 - Row: 06 Notch: 35 Fixture Type: CHROME SIGN UR Fixture Description: FM TINTED MOIST (PRODUCT) 4X12 **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000038514 SS Holder Re-Order Code:
CHROME SIGN UR: PL2000000038 CHROME SIGN UR Rolled Up Code: N/A UPC Blade Code:

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 35

Row: 07

Lower Notch: 27

Row: 08

Lower Notch: 21

Row: 09

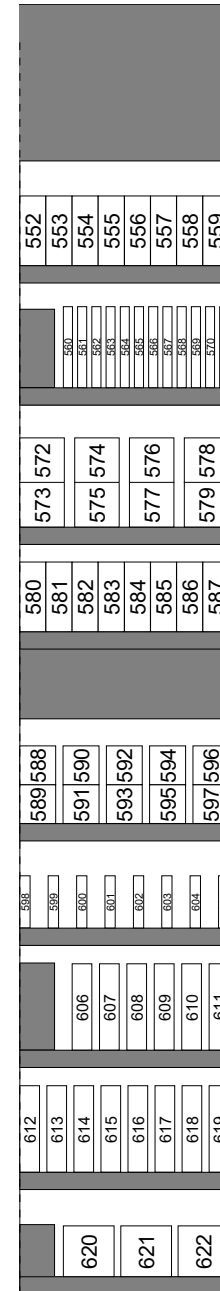
Lower Notch: 14

Row: 10

Lower Notch: 7

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

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

Column: 10 - Row: 07 Notch: 27 Fixture Type: TRAYS				Fixture Description: FM BLUSH 1.1 **			
Shade Chart Re-Order Code: PM0000028435,PM0000028436				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000033854				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000456				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006928	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
588	1	N/A	041554503067	FIT ME BLUSH OPTIMIZATION	BUFF	10	
589	1	N/A	041554503135	FIT ME BLUSH OPTIMIZATION	CORAL	35	
590	1	N/A	041554503074	FIT ME BLUSH OPTIMIZATION	NUDE	15	
591	1	N/A	041554503142	FIT ME BLUSH OPTIMIZATION	PEACH	40	
592	1	N/A	041554503098	FIT ME BLUSH OPTIMIZATION	MAUVE	20	
593	1	N/A	041554503159	FIT ME BLUSH OPTIMIZATION	PLUM	45	
594	1	N/A	041554503104	FIT ME BLUSH OPTIMIZATION	PINK	25	
595	1	N/A	041554503524	FIT ME BLUSH OPTIMIZATION	WINE	50	
596	1	N/A	041554503111	FIT ME BLUSH OPTIMIZATION	ROSE	30	
597	1	N/A	041554503722	FIT ME BLUSH OPTIMIZATION	BERRY	55	

Column: 10 - Row: 08 Notch: 21 Fixture Type: TRAYS				Fixture Description: FM STICK 1.1 **			
Shade Chart Re-Order Code: PM0000028487				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000028654				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000383				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006928	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
598	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	PM0000010714
599	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	PM0000010715
600	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	PM0000010716
601	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	PM0000010717
602	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	PM0000010718
603	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	PM0000010720
604	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	PM0000010723
605	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	PM0000010725

Column: 10 - Row: 09 Notch: 14 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
606	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	Fair Porcelain	02	
607	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
608	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
609	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
610	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
611	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	

Column: 10 - Row: 10 Notch: 7 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
612	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
613	1	N/A	041554579130	DREAM RADIANT LIQUID FOUNDATION	Sandy Beige	60	
614	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	
615	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
616	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
617	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
618	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
619	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	Java	135	

Column: 10 - Row: 11 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
620	1	N/A	041554562958	FACE STUDIO CITY BRONZER	100	100	
621	1	N/A	041554562965	FACE STUDIO CITY BRONZER	200	200	
622	1	N/A	041554562972	FACE STUDIO CITY BRONZER	300	300	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 38

Row: 06

Lower Notch: 35

Row: 07

Lower Notch: 27

Row: 08

Lower Notch: 21

Row: 09

Lower Notch: 14

Row: 10

Lower Notch: 7

Row: 11

Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021
MNYWAK1272ULH_NOPDQ.psa

Column: 11 - Row: 01 Notch: 26 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: 11 - Row: 02 Notch: 20 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 1.3 **
Shade Chart Re-Order Code: PM0000030214 SS Graphic Re-Order Code:
Graphic Re-Order Code: 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
623	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Porcelain	102	
624	1	N/A	041554559392	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Ivory	105	
625	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDA...	Porcelain	110	
626	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Ivory	112	
627	1	N/A	041554559408	SUPERSTAY FULL COVERAGE FOUNDA...	Ivory	115	
628	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDA...	Light Beige	118	
629	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDA...	Classic Ivory	120	
630	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDA...	Nude Beige	125	

Column: 11 - Row: 03 Notch: 14 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 2.3 **
Shade Chart Re-Order Code: PM0000037098 SS Graphic Re-Order Code:
Graphic Re-Order Code: 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
631	1	N/A	041554565614	SUPERSTAY FULL COVERAGE FOUNDA...	Sand Beige	127	
632	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDA...	Warm Nude	128	
633	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDA...	Medium Beige	129	
634	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDA...	Buff Beige	130	
635	1	N/A	041554565621	SUPERSTAY FULL COVERAGE FOUNDA...	Light Tan	140	
636	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Beige	220	
637	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDA...	Sun Beige	310	
638	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDA...	Golden	312	

Column: 11 - Row: 04 Notch: 8 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 3.3 **
Shade Chart Re-Order Code: PM0000037099 SS Graphic Re-Order Code:
Graphic Re-Order Code: 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
639	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDA...	Honey	320	
640	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDA...	Toffee	330	
641	1	N/A	041554559422	SUPERSTAY FULL COVERAGE FOUNDA...	Golden Caramel	332	
642	1	N/A	041554559439	SUPERSTAY FULL COVERAGE FOUNDA...	Cappuccino	340	
643	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDA...	Coconut	355	
644	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDA...	Mocha	360	
645	1	N/A	041554559446	SUPERSTAY FULL COVERAGE FOUNDA...	Deep Bronze	370	
646	1	N/A	041554559453	SUPERSTAY FULL COVERAGE FOUNDA...	Java	375	

Column: 11 - Row: 05 Notch: 4 Fixture Type: HOOK BARS Fixture Description: 7HK SS UNDEREYE CNCLR HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000031545
Graphic Re-Order Code: PM0000031541 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000488 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008952

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
647	1	N/A	041554574586	SUPER STAY CONCEALER	Ivory	05	
648	1	N/A	041554574593	SUPER STAY CONCEALER	Fair	10	
649	1	N/A	041554574609	SUPER STAY CONCEALER	Light	15	
650	1	N/A	041554574616	SUPER STAY CONCEALER	Light/Medium	18	
651	1	N/A	041554574623	SUPER STAY CONCEALER	Sand	20	
652	1	N/A	041554574630	SUPER STAY CONCEALER	Medium	25	

Column: 11 - Row: 06 Notch: 37 Fixture Type: HOOK BARS Fixture Description: 7HK SS UNDEREYE CNCLR HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000034575
Graphic Re-Order Code: PM0000031541 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000488 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008952

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
653	1	N/A	041554574647	SUPER STAY CONCEALER	Honey	30	
654	1	N/A	041554574654	SUPER STAY CONCEALER	Caramel	40	
655	1	N/A	041554574661	SUPER STAY CONCEALER	Tan	45	
656	1	N/A	041554574678	SUPER STAY CONCEALER	Warm Olive	52	
657	1	N/A	041554574685	SUPER STAY CONCEALER	Deep Bronze	65	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 20

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 8

Row: 05

Lower Notch: 4

Row: 06

Lower Notch: 37

Row: 07

Lower Notch: 26

Row: 08

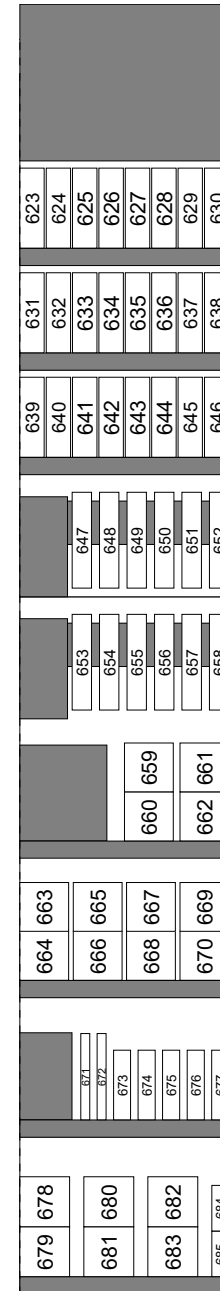
Lower Notch: 18

Row: 09

Lower Notch: 10

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
658	1	N/A	041554574692	SUPER STAY CONCEALER	Deep Cocoa	70

Column: 11 - Row: 07 Notch: 26 Fixture Type: TRAYS				Fixture Description: SS FC PDR 1.2 **			
Shade Chart Re-Order Code: PM0000028405,PM0000028406				SS Graphic Re-Order Code: PM0000028805			
Graphic Re-Order Code: PM0000033864				SS Holder Re-Order Code: PM0000027618			
TRAYS Re-Order Code: PL2000000436				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
659	1	N/A	041554562804	SUPERSTAY FULL COVERAGE POWDER	Fair Porcelain	102	
660	1	N/A	041554562828	SUPERSTAY FULL COVERAGE POWDER	Natural Ivory	112	
661	1	N/A	041554562811	SUPERSTAY FULL COVERAGE POWDER	Porcelain	110	
662	1	N/A	041554562835	SUPERSTAY FULL COVERAGE POWDER	Classic Ivory	120	

Column: 11 - Row: 08 Notch: 18 Fixture Type: TRAYS				Fixture Description: SS FC PDR 2.2 **			
Shade Chart Re-Order Code: PM0000028798,PM0000028799				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000033864				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000436				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
663	1	N/A	041554562859	SUPERSTAY FULL COVERAGE POWDER	Buff Beige	130	
664	1	N/A	041554562880	SUPERSTAY FULL COVERAGE POWDER	Golden Caramel	332	
665	1	N/A	041554562866	SUPERSTAY FULL COVERAGE POWDER	Natural Beige	220	
666	1	N/A	041554562903	SUPERSTAY FULL COVERAGE POWDER	Coconut	355	
667	1	N/A	041554562873	SUPERSTAY FULL COVERAGE POWDER	Golden	312	
668	1	N/A	041554563399	SUPERSTAY FULL COVERAGE POWDER	Truffle	362	
669	1	N/A	041554563368	SUPERSTAY FULL COVERAGE POWDER	Honey	320	
670	1	N/A	041554563375	SUPERSTAY FULL COVERAGE POWDER	Java	375	

Column: 11 - Row: 09 Notch: 10 Fixture Type: TRAYS				Fixture Description: FS CAMO PENS+CNCLR 1.1 **			
Shade Chart Re-Order Code: PM0000028819,PM0000029151				SS Graphic Re-Order Code: PM0000028820			
Graphic Code: PM0000028821,PM0000029152,PM0000029153				SS Holder Re-Order Code: PM0000027622			
TRAYS Re-Order Code: PL2000000438				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000023431	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
671	1	N/A	041554501940	FACE STUDIO MASTER CAMO COLOR C...	Green	10	
672	1	N/A	041554501964	FACE STUDIO MASTER CAMO COLOR C...	Apricot	50	
673	1	N/A	041554431902	FACE STUDIO MASTER CONCEAL	Fair	10	
674	1	N/A	041554431919	FACE STUDIO MASTER CONCEAL	Light	20	
675	1	N/A	041554431926	FACE STUDIO MASTER CONCEAL	Light/Medium	30	
676	1	N/A	041554431933	FACE STUDIO MASTER CONCEAL	Medium	40	
677	1	N/A	041554431940	FACE STUDIO MASTER CONCEAL	Medium/Deep	50	

Column: 11 - Row: 10 Notch: 1 Fixture Type: TRAYS				Fixture Description: FS MSTR CHROME+HOLO+STROBE 1.1 **			
Shade Chart Re-Order Code: PM0000028505,PM0000028506				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000028662				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000405				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000025405	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
678	1	N/A	041554542578	FACE STUDIO MASTER CHROME METAL...	Molten Rose Gold	050	
679	1	N/A	041554553918	FACE STUDIO MASTER CHROME METAL...	Molten Peach	150	
680	1	N/A	041554538281	FACE STUDIO MASTER CHROME METAL...	Molten Gold	100	
681	1	N/A	041554553925	FACE STUDIO MASTER CHROME METAL...	Molten Topaz	200	
682	1	N/A	041554547757	MASTER HOLOGRAPHIC	Master Holographic	50	
683	1	N/A	041554548006	MASTER HOLOGRAPHIC	Purple	100	
684	1	N/A	041554486155	FACE STUDIO MASTER STROBE	LIGHT - IRIDESCENT	100	
685	1	N/A	041554486162	FACE STUDIO MASTER STROBE	MEDIUM - NUDE GLOW	200	

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 20

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 8

Row: 05

Lower Notch: 4

Row: 06

Lower Notch: 37

Row: 07

Lower Notch: 26

Row: 08

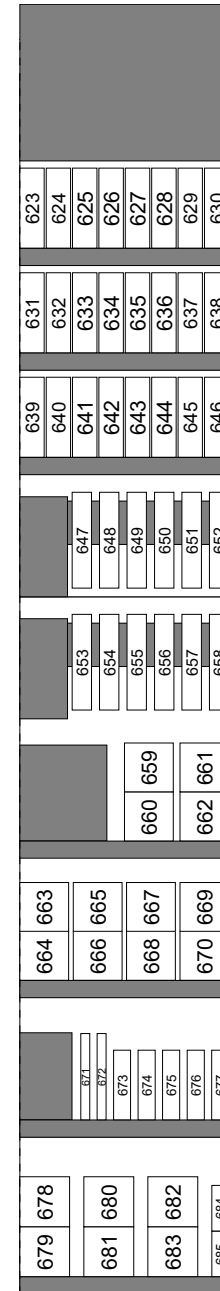
Lower Notch: 18

Row: 09

Lower Notch: 10

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021
MNYWAK1272ULH_NOPDQ.psa

Column: 11 - Row: 01 Notch: 26 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: 12 - Row: 02 Notch: 23 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR (PRODUCT) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: 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
686	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	
687	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
688	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
689	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
690	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
691	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	

Column: 12 - Row: 03 Notch: 16 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR (PRODUCT) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: 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
692	1	N/A	041554546804	IAR Eraser Concealer	Golden	142	
693	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
694	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
695	1	N/A	041554567533	IAR Eraser Concealer	Deep Bronze	149	
696	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
697	1	N/A	041554267204	IAR Eraser Concealer	Brightener	60	

Column: 12 - Row: 04 Notch: 5 Fixture Type: TRAYS Fixture Description: IAR ERASER FNDTN 1.1 **
Shade Chart Re-Order Code: PM0000028509 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031080 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000385 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000008633

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
698	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	PM0000004171
699	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	PM0000004172
700	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	PM0000004173
701	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190	PM0000004174
702	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	PM0000004195
703	1	N/A	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220	PM0000004175
704	1	N/A	041554220124	IAR ERASER FOUNDATION	Pure Beige	250	PM0000004176
705	1	N/A	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	PM0000004179

Column: 12 - Row: 05 Notch: 37 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
706	1	N/A	041554587043	DREAM FRESH BB CRM	LIGHT	100	
707	1	N/A	041554282634	DREAM FRESH BB CRM	Light Medium	110	
708	1	N/A	041554282641	DREAM FRESH BB CRM	Medium	120	
709	1	N/A	041554282658	DREAM FRESH BB CRM	Medium/Deep	130	
710	1	N/A	041554587050	DREAM FRESH BB CRM	DEEP	140	

Column: 12 - Row: 06 Notch: 31 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
711	1	N/A	041554587067	DREAM PURE BB	LIGHT	100	
712	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
713	1	N/A	041554349573	DREAM PURE BB	Medium	120	
714	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
715	1	N/A	041554587074	DREAM PURE BB	DEEP	140	

Column: 12 - Row: 07 Notch: 23 Fixture Type: TRAYS Fixture Description: FS GLSSPRY+FIXSPRY+BNNAPDR UT **
Shade Chart Re-Order Code: PM0000037094 SS Graphic Re-Order Code: PM0000036181
Graphic Re-Order Code: PM0000037102 SS Holder Re-Order Code: PM0000035924
TRAYS Re-Order Code: PL2000000613 TRAYS Rolled Up Code: N/A UPC Blade Code:

Row: 01

Lower Notch: 26

Row: 02

Lower Notch: 23

Row: 03

Lower Notch: 16

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 23

Row: 08

Lower Notch: 15

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
716	1	N/A	041554584479	FACE STUDIO GLASS SKIN SPRAY	Glass Skin Spray	00
717	1	N/A	041554562927	MASTER FIX SETTING SPRAY	Lasting Fix Set Spray	00
718	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10

Column: 12 - Row: 08 Notch: 15 Fixture Type: TRAYS Fixture Description: FS MSTR PRIME+BLURSTK 1.1 **
 Shade Chart Re-Order Code: PM0000031546 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031547 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000479 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
719	1	N/A	041554547429	MASTER PRIME BLUR + HYDRATE	MASTER PRIME BLUR + ...	050	
720	1	N/A	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	PM0000013800
721	1	N/A	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	PM0000013802
722	1	N/A	041554551792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
723	1	N/A	041554551808	MASTER PRIME BLUR + HYDRATE	BLUR + PROTECT	500	
724	1	N/A	041554548341	Master Prime Blur Stick	Universal Transparent	100	

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

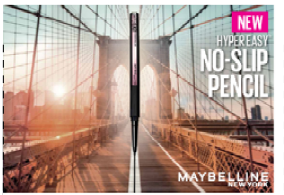
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
725	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
726	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
727	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
728	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
729	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
730	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
731	1	N/A	041554496475	FACE STUDIO MASTER BLUSH PALETTE	BLUSH PALETTE	10	
732	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	LIGHT TO MEDIUM	10	
733	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	MEDIUM TO DEEP	20	

Row: 01		Lower Notch: 26
Row: 02	686 687 688 689 690 691	Lower Notch: 23
Row: 03	692 693 694 695 696 697	Lower Notch: 16
Row: 04	698 699 700 701 702 703 704 705	Lower Notch: 5
Row: 05	706 707 708 709 710	Lower Notch: 37
Row: 06	711 712 713 714 715	Lower Notch: 31
Row: 07	716 717 718	Lower Notch: 23
Row: 08	719 720 721 722 723 724	Lower Notch: 15
Row: 09	725 726 727 728 729 730	Lower Notch: 12
Row: 10	731 732 733	Lower Notch: 1





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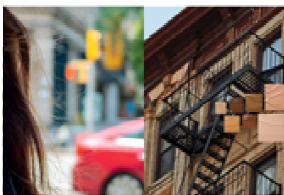




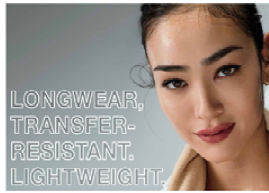
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