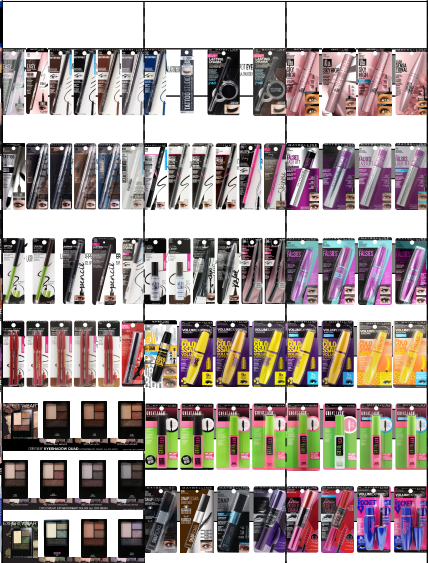


													
COLUMN 1	COLUMN 2	COLUMN 3	COLUMN 4	COLUMN 5	COLUMN 6	COLUMN 7	COLUMN 8	COLUMN 9	COLUMN 10	COLUMN 11	COLUMN 12	COLUMN 13	COLUMN 14

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

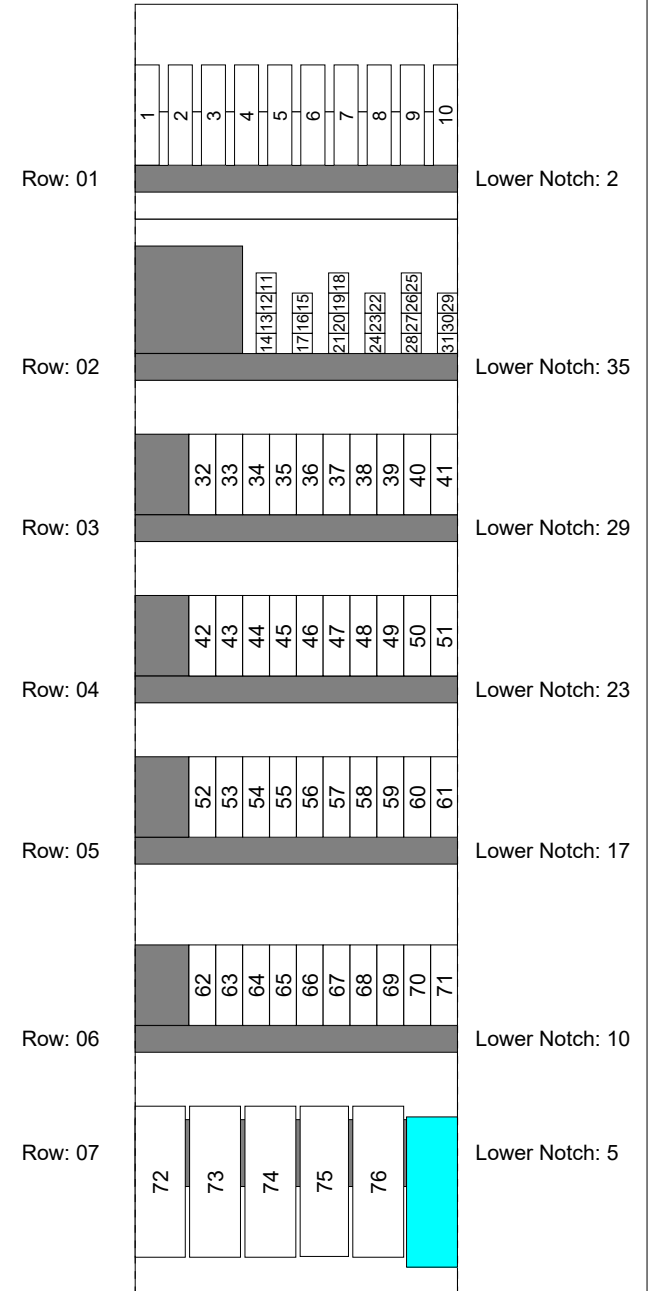
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Column: 1 - Row: 01		Notch: 2	Fixture Type: TRAYS	Fixture Description: CS LIFTER GLOSS 1.1 **			
Shade Chart Re-Order Code: PM0000036173				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000036184,PM0000036812				SS Holder Re-Order Code:			
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
1	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
2	1	N/A	041554583861	LIFTER GLOSS	Ice	002	
3	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
4	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
5	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
6	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
7	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
8	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
9	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
10	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 1 - Row: 02		Notch: 35	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
11	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LIN...CLEAR		100	
12	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LIN...NUDE WHISPER		105	
13	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LIN...DUSTY ROSE		130	
14	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LIN...BRICK RED		150	
15	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LIN...PURELY NUDE		110	
16	1	N/A	041554549287	Color Sensational Shaping Lip Liner	Almond Rose	132	
17	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LIN...WILD VIOLETS		155	
18	1	N/A	041554549300	Color Sensational Shaping Lip Liner	Beige Babe	102	
19	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LIN...TOTALLY TOFFEE		115	
20	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
21	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
22	1	N/A	041554549355	Color Sensational Shaping Lip Liner	Raw Chocolate	118	
23	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LIN...PALEST PINK		135	
24	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LIN...RICH WINE		160	
25	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
26	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LIN...RICH CHOCOLATE		120	
27	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LIN...PINK CORAL		140	
28	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LIN...PLUM PASSION		165	
29	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LIN...MAGNETIC MAUVE		125	
30	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LIN...VERY CHERRY		145	
31	1	N/A	041554549317	Color Sensational Shaping Lip Liner	Concrete Jungle	170	

Column: 1 - Row: 03		Notch: 29	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
32	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
33	1	N/A	041554578324	COLOR SEN LIPSTICK	NAKED DARE	144	
34	1	N/A	041554408492	COLOR SEN BUFFS	TRUFFLE TEASE	930	PM0000011891
35	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
36	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	PM0000007184
37	1	N/A	041554578331	COLOR SEN LIPSTICK	BRICK BEAT	122	
38	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	PM0000006187
39	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	PM0000011893
40	1	N/A	041554408577	COLOR SEN BUFFS	UNTAINTED SPICE	950	PM0000011895
41	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	

Column: 1 - Row: 04		Notch: 23	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
42	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	PM0000011889
43	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	PM0000006180
44	1	N/A	041554578355	COLOR SEN LIPSTICK	BARE REVEAL	177	
45	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	PM0000006183
46	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	PM0000006169



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47	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005
48	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222
49	1	N/A	041554578263	COLOR SEN LIPSTICK	ROSEY RISK	211
50	1	N/A	041554578256	COLOR SEN LIPSTICK	ROSE EMBRACE	200
51	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255

Column: 1 - Row: 05 Notch: 17 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

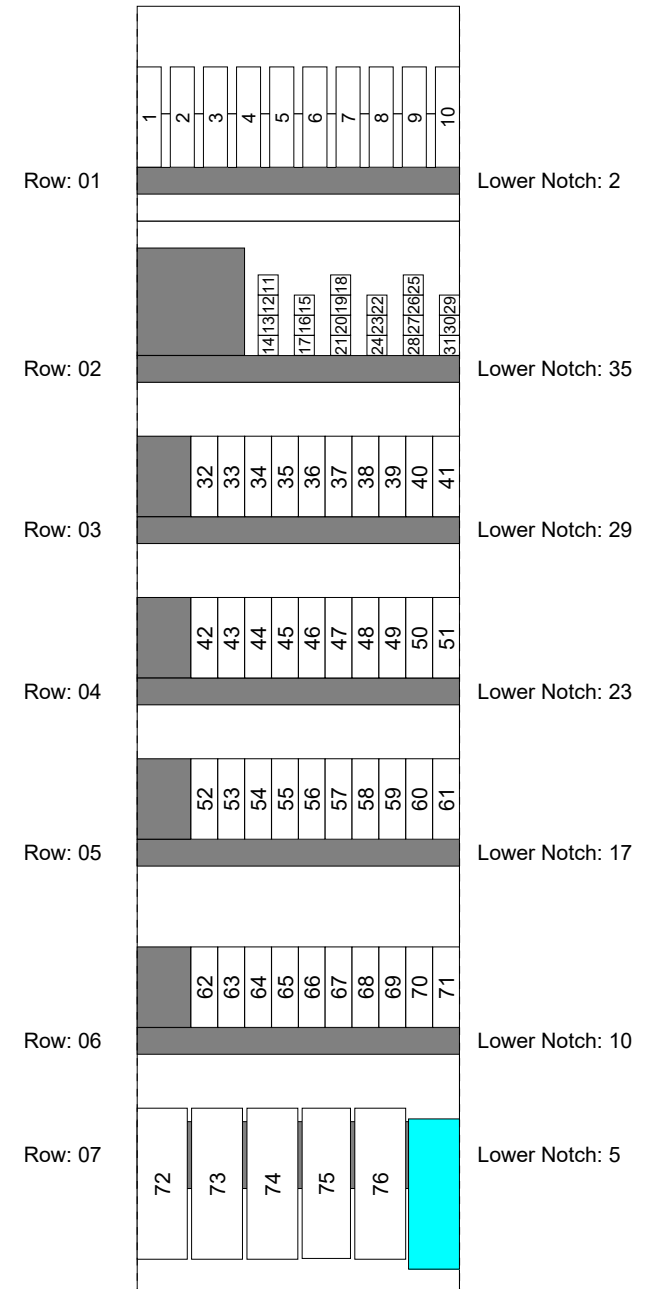
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
52	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	PM0000016238
53	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	PM0000006175
54	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
55	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
56	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	PM0000006081
57	1	N/A	041554578270	COLOR SEN LIPSTICK	PINK THRILL	266	
58	1	N/A	041554578379	COLOR SEN LIPSTICK	SUNSET SPARK	366	
59	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
60	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	
61	1	N/A	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	PM0000009774

Column: 1 - Row: 06 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
62	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	PM0000006148
63	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	PM0000006209
64	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
65	1	N/A	041554578393	COLOR SEN LIPSTICK	WINE RUSH	322	
66	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	PM0000006200
67	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	PM0000006198
68	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	PM0000009174
69	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	PM0000006199
70	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411	
71	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400	

Column: 1 - Row: 07 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
72	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
73	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
74	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
75	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
76	1	N/A	041554483123	BABY LIPS	MY PINK	01	



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MNYWAK1448ULH_NOPDQAA.psa

Column: 2 - Row: 01 Notch: 1 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028005

SS Holder Re-Order Code:

HEADER LIT Re-Order Code: PM0000027632

HEADER LIT Rolled Up Code: N/A

UPC Blade Code:

Column: 2 - Row: 02 Notch: 40 Fixture Type: SIGNS

Fixture Description: RENO CS ULTIMATTES (BTY) 6X12 UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000037893

SS Holder Re-Order Code:

SIGNS Re-Order Code: PM0000029072

SIGNS Rolled Up Code: N/A

UPC Blade Code:

Column: 2 - Row: 03 Notch: 32 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
77	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
78	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
79	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
80	1	N/A	041554582291	Color Sensational Ultimatte	More Magenta	399	
81	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
82	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	
83	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
84	1	N/A	041554582307	Color Sensational Ultimatte	More Taupe	799	
85	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
86	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 2 - Row: 04 Notch: 25 Fixture Type: TRAYS

Fixture Description: CS MATTES 1.1 RENO **

Shade Chart Re-Order Code: PM0000037093,PM0000037105

SS Graphic Re-Order Code: PM0000033899

Graphic Re-Order Code: PM0000033898,PM0000033900

SS Holder Re-Order Code: PM0000027630

TRAYS Re-Order Code: PL2000000446

TRAYS Rolled Up Code: N/A

UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
87	1	N/A	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	PM0000014866
88	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	PM0000013399
89	1	N/A	041554496574	COLOR SEN THE MATTES	ALMOND ROSE	565	PM0000020654
90	1	N/A	041554429916	COLOR SEN THE MATTES	Ravishing Rose	670	PM0000013401
91	1	N/A	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	PM0000013400
92	1	N/A	041554429930	COLOR SEN THE MATTES	Mesmerizing Magenta	680	PM0000013403
93	1	N/A	041554453638	COLOR SEN THE MATTES	Rich Ruby	691	PM0000014865
94	1	N/A	041554453690	COLOR SEN THE MATTES	Burgundy Blush	696	PM0000014871
95	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	PM0000013406
96	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	PM0000018204

Column: 2 - Row: 05 Notch: 18 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
97	1	N/A	041554564839	CS MADE FOR YOU	SPICE FOR ME	370	
98	1	N/A	041554564815	CS MADE FOR YOU	MAUVE FOR ME	373	
99	1	N/A	041554566772	CS MADE FOR YOU	PINK FOR ME	376	
100	1	N/A	041554564860	CS MADE FOR YOU	FUCHSIA FOR ME	379	
101	1	N/A	041554564846	CS MADE FOR YOU	RED FOR ME	382	
102	1	N/A	041554564853	CS MADE FOR YOU	RUBY FOR ME	385	
103	1	N/A	041554564877	CS MADE FOR YOU	PLUM FOR ME	388	

Column: 2 - Row: 06 Notch: 9 Fixture Type: TRAYS

Fixture Description: SS 24HR 1.3 (ALT) **

Shade Chart Re-Order Code: PM0000036420

SS Graphic Re-Order Code: PM0000036422

Graphic Re-Order Code: PM0000031083

SS Holder Re-Order Code:

TRAYS Re-Order Code: PL2000000386

TRAYS Rolled Up Code: N/A

UPC Blade Code: PM0000006941

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
104	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	PM0000006117
105	1	N/A	041554558876	SuperStay 24 Smile Brightners	Crisp Magenta	305	
106	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	PM0000006120
107	1	N/A	041554494969	SUPERSTAY SUPER IMPACT	ETERNAL CHERRY	200	PM0000023449
108	1	N/A	041554558890	SuperStay 24 Smile Brightners	Optic Ruby	310	
109	1	N/A	041554494891	SUPERSTAY ERASER	SUPERSTAY ERASER	00	PM0000023453

Row: 01

Lower Notch: 1

Row: 02

Lower Notch: 40

Row: 03

Lower Notch: 32

Row: 04

Lower Notch: 25

Row: 05

Lower Notch: 18

Row: 06

Lower Notch: 9

Row: 07

Lower Notch: 1

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Column: 2 - Row: 07		Notch: 1	Fixture Type: TRAYS	Fixture Description: SS 24HR 2.3 (ALT) **			
Shade Chart Re-Order Code: PM0000034460				SS Graphic Re-Order Code: PM0000031255			
Graphic Re-Order Code: PM0000031083				SS Holder Re-Order Code: PM0000006942			
TRAYS Re-Order Code: PL2000000386		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006941			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
110	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	PM0000006118
111	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	PM0000006116
112	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	PM0000006080
113	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	PM0000006136
114	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	PM0000006142
115	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	PM0000010808
116	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	PM0000006143
117	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	PM0000006135
118	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	PM0000006134
119	1	N/A	041554494945	SUPERSTAY SUPER IMPACT	PINK GOES ON	215	PM0000023447

Row: 01

Lower Notch: 1

Row: 02

Lower Notch: 40

Row: 03

Lower Notch: 32

Row: 04

Lower Notch: 25

Row: 05

Lower Notch: 18

Row: 06

Lower Notch: 9

Row: 07

Lower Notch: 1

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1448ULH_NOPDQAA.psa

Column: 2 - Row: 01 Notch: 1 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028005

SS Holder Re-Order Code:

HEADER LIT Re-Order Code: PM0000027632

HEADER LIT Rolled Up Code: N/A

UPC Blade Code:

Column: 3 - Row: 02 Notch: 4 Fixture Type: SIGNS

Fixture Description: RENO SS LIP (NAV-FRANCHISE TOTAL) 2X12 UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000030944

SS Holder Re-Order Code:

SIGNS Re-Order Code: PM0000029066

SIGNS Rolled Up Code: N/A

UPC Blade Code:

Column: 3 - Row: 03 Notch: 36 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
120	1	N/A	041554558753	SUPERSTAY INK CRAYON	LIVE ON THE EDGE	5	
121	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
122	1	N/A	041554558784	SUPERSTAY INK CRAYON	ENJOY THE VIEW	20	
123	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
124	1	N/A	041554558807	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
125	1	N/A	041554558814	SUPERSTAY INK CRAYON	TREAT YOURSELF	35	
126	1	N/A	041554558821	SUPERSTAY INK CRAYON	LAUGH LOUDER	40	
127	1	N/A	041554558838	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
128	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
129	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
130	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
131	1	N/A	041554565973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Column: 3 - Row: 04 Notch: 29 Fixture Type: TRAYS

Fixture Description: SS PINK COLLECTION 1.1 **

Shade Chart Re-Order Code: PM0000034377

SS Graphic Re-Order Code: PM0000034476

Graphic Re-Order Code: PM0000034475

SS Holder Re-Order Code: PM0000019000

TRAYS Re-Order Code: PL2000000548

TRAYS Rolled Up Code: N/A

UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
132	1	N/A	041554558760	INK CRAYON PINK EDITION	TRUST YOUR GUT	10	
133	1	N/A	041554577884	INK CRAYON PINK EDITION	SPEAK YOUR MIND	75	
134	1	N/A	041554581522	INK CRAYON PINK EDITION	RUN THE WORLD	80	
135	1	N/A	041554581539	INK CRAYON PINK EDITION	CHANGE IS GOOD	85	
136	1	N/A	041554577877	INK CRAYON PINK EDITION	KEEP IT FUN	90	
137	1	N/A	041554577853	MATTE INK PINK EDITION	PATHFINDER	150	
138	1	N/A	041554577860	MATTE INK PINK EDITION	SAVANT	155	
139	1	N/A	041554577822	MATTE INK PINK EDITION	MOVER	160	
140	1	N/A	041554577839	MATTE INK PINK EDITION	RINGLEADER	175	
141	1	N/A	041554577846	MATTE INK PINK EDITION	REVOLUTIONARY	180	

Column: 3 - Row: 05 Notch: 22 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
142	1	N/A	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
143	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
144	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
145	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
146	1	N/A	041554496932	SUPERSTAY MATTE INK	HEROINE	25	
147	1	N/A	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
148	1	N/A	041554496956	SUPERSTAY MATTE INK	CREATOR	35	
149	1	N/A	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
150	1	N/A	041554496970	SUPERSTAY MATTE INK	ESCAPIST	45	
151	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	

Column: 3 - Row: 06 Notch: 15 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
152	1	N/A	041554543698	SUPERSTAY MATTE INK	DRIVER	55	
153	1	N/A	041554543681	SUPERSTAY MATTE INK	POET	60	
154	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
155	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	

Row: 01

Lower Notch: 1

Row: 02

Lower Notch: 4

Row: 03

Lower Notch: 36

Row: 04

Lower Notch: 29

Row: 05

Lower Notch: 22

Row: 06

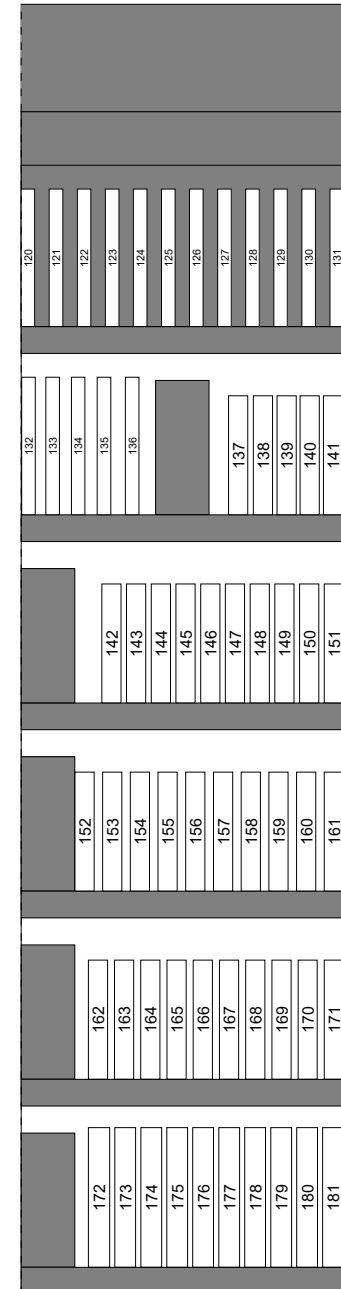
Lower Notch: 15

Row: 07

Lower Notch: 8

Row: 08

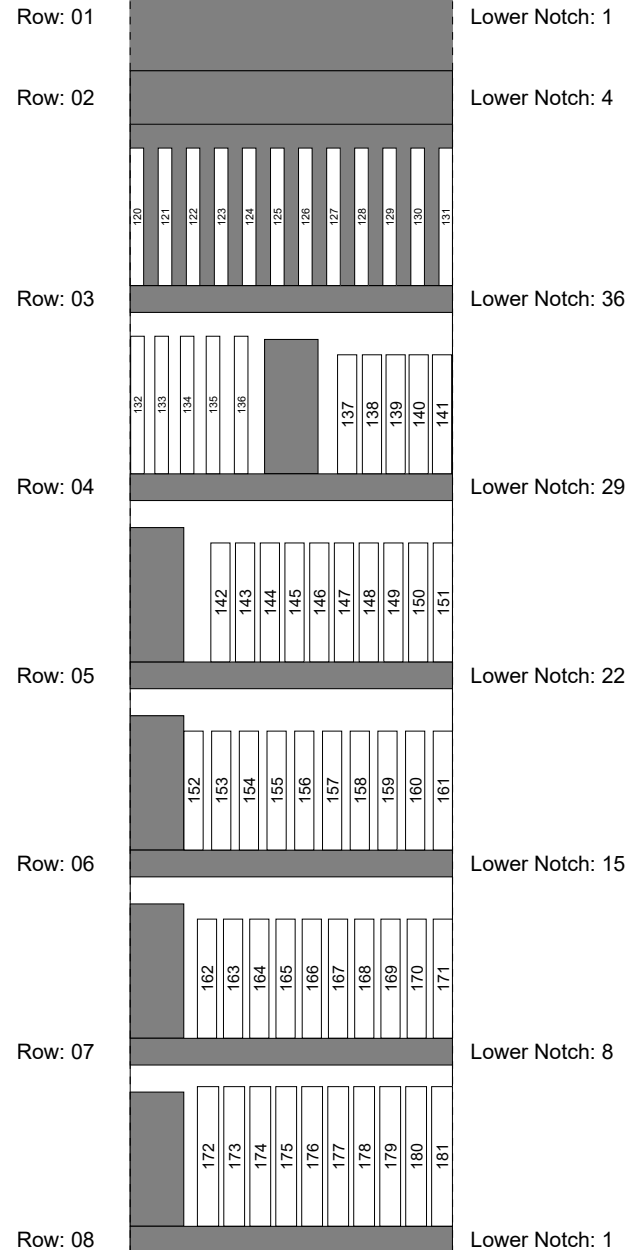
Lower Notch: 1



WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
156	1	N/A	041554543674	SUPERSTAY MATTE INK	FIGHTER	75
157	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80
158	1	N/A	041554543667	SUPERSTAY MATTE INK	PROTECTOR	85
159	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90
160	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95
161	1	N/A	041554543728	SUPERSTAY MATTE INK	PHILOSOPHER	100

Column: 3 - Row: 07			Notch: 8	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
162	1	N/A	041554554458	SUPERSTAY MATTE INK CITY EDITION	EXPLORER	105	
163	1	N/A	041554554465	SUPERSTAY MATTE INK CITY EDITION	ORIGINATOR	110	
164	1	N/A	041554554540	SUPERSTAY MATTE INK CITY EDITION	COMPOSER	112	
165	1	N/A	041554554472	SUPERSTAY MATTE INK CITY EDITION	FOUNDER	115	
166	1	N/A	041554554526	SUPERSTAY MATTE INK CITY EDITION	GROUND-BREAKER	117	
167	1	N/A	041554554533	SUPERSTAY MATTE INK CITY EDITION	DANCER	118	
168	1	N/A	041554554489	SUPERSTAY MATTE INK CITY EDITION	ARTIST	120	
169	1	N/A	041554554496	SUPERSTAY MATTE INK CITY EDITION	INSPIRER	125	
170	1	N/A	041554554502	SUPERSTAY MATTE INK CITY EDITION	SELF-STARTER	130	
171	1	N/A	041554554519	SUPERSTAY MATTE INK CITY EDITION	GLOBETROTTER	135	

Column: 3 - Row: 08				Notch: 1	Fixture Type: TRAYS	Fixture Description: SS 24HR 3.3 (ALT) **		
Shade Chart Re-Order Code: PM0000034461				SS Graphic Re-Order Code: PM0000031257				
Graphic Re-Order Code: PM0000031083				SS Holder Re-Order Code: PM0000006942				
TRAYS Re-Order Code: PL2000000386				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006941		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes	
172	1	N/A	041554494983	SUPERSTAY SUPER IMPACT	24/7 FUSCHIA	220	PM0000023451	
173	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	PM0000006133	
174	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090		
175	1	N/A	041554558883	SuperStay 24 Smile Brightners	Frosted Mauve	300		
176	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	PM0000006122	
177	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	PM0000006129	
178	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	PM0000006124	
179	1	N/A	041554558906	SuperStay 24 Smile Brightners	Frozen Rose	315		
180	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	PM0000006123	
181	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	PM0000006137	



WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1448ULH_NOPDQAA.psa

Column: 2 - Row: 01 Notch: 1 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028005

SS Holder Re-Order Code:

HEADER LIT Re-Order Code: PM0000027632

HEADER LIT Rolled Up Code: N/A

UPC Blade Code:

Column: 4 - Row: 02 Notch: 4 Fixture Type: SIGNS

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

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000033787

SS Holder Re-Order Code:

SIGNS Re-Order Code: PM0000029066

SIGNS Rolled Up Code: N/A

UPC Blade Code:

Column: 4 - Row: 03 Notch: 36 Fixture Type: TRAYS

Fixture Description: COL TAT POTS 1.1 **

Shade Chart Re-Order Code: PM0000031554,PM0000031555

SS Graphic Re-Order Code:

Graphic Code: PM0000031556,PM0000031557,PM0000031937

SS Holder Re-Order Code:

TRAYS Re-Order Code: PL2000000493

TRAYS Rolled Up Code: N/A

UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
182	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
183	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
184	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
185	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
186	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
187	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
188	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
189	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
190	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
191	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

Column: 4 - Row: 04 Notch: 28 Fixture Type: TRAYS

Fixture Description: EW MONOS 1.1 (2TIER) **

Shade Chart Re-Order Code: PM0000028848,PM0000028849

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000033870

SS Holder Re-Order Code:

TRAYS Re-Order Code: PL2000000442

TRAYS Rolled Up Code: N/A

UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
192	1	N/A	041554492644	New Expertwear Monos	Vanilla	100S	
193	1	N/A	041554492682	New Expertwear Monos	Made for Mocha	140S	
194	1	N/A	041554490749	New Expertwear Monos	Soft Pearl	10S	
195	1	N/A	041554490824	New Expertwear Monos	Forest Green	80S	
196	1	N/A	041554490763	New Expertwear Monos	Seashell	30S	
197	1	N/A	041554492651	New Expertwear Monos	Night Sky	110S	
198	1	N/A	041554490770	New Expertwear Monos	Nude Glow	40S	
199	1	N/A	041554552201	New Expertwear Monos	Dusty Rose	200S	
200	1	N/A	041554490756	New Expertwear Monos	Linen	20S	
201	1	N/A	041554490787	New Expertwear Monos	Tastefully Taupe	50S	
202	1	N/A	041554490794	New Expertwear Monos	The Glo Down	60S	
203	1	N/A	041554492712	New Expertwear Monos	Humdrum Plum	170S	

Column: 4 - Row: 05 Notch: 22 Fixture Type: TRAYS

Fixture Description: CITY MINI PALETTES 1.2 **

Shade Chart Re-Order Code: PM0000028375

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000033852

SS Holder Re-Order Code:

TRAYS Re-Order Code: PL2000000445

TRAYS Rolled Up Code: N/A

UPC Blade Code: PM0000013507

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
204	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	
205	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
206	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
207	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	

Column: 4 - Row: 06 Notch: 16 Fixture Type: TRAYS

Fixture Description: CITY MINI PALETTES 2.2 **

Shade Chart Re-Order Code: PM0000036949

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000033852

SS Holder Re-Order Code:

TRAYS Re-Order Code: PL2000000445

TRAYS Rolled Up Code: N/A

UPC Blade Code: PM0000013507

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
208	1	N/A	041554540758	CITY MINI PALETTES	Gramercy Decadence	460	
209	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
210	1	N/A	041554552515	CITY MINI PALETTES	Hi-Rise Sunset	530	
211	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	

Column: 4 - Row: 07 Notch: 9 Fixture Type: TRAYS

Fixture Description: MATTE BAR+TTL TMPT+CITY KITS 1.1 **

Shade Chart Re-Order Code: PM0000028851

SS Graphic Re-Order Code: PM0000035981

Graphic Re-Order Code:

SS Holder Re-Order Code: PM0000013510

TRAYS Re-Order Code: PL2000000444

TRAYS Rolled Up Code: N/A

UPC Blade Code: PM0000013508

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

Lower Notch: 1

Row: 02

Lower Notch: 4

Row: 03

Lower Notch: 36

Row: 04

Lower Notch: 28

Row: 05

Lower Notch: 22

Row: 06

Lower Notch: 16

Row: 07

Lower Notch: 9

Row: 08

Lower Notch: 5

182	184	186	188	190
183	185	187	189	191
192	194	196	198	200
193	195	197	199	201
202	203	204	205	206
207	208	209	210	211
212	213	214	215	216
217	218	219	220	

NOTCH SCHEMATIC

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
212	1	N/A	041554563290	The Matte Bar Eyeshadow Palette	The Matte Bar	300
213	1	N/A	041554545043	Total Temptation Eye + Highlight Palette	Total Temptation Eye + Hig...	140
214	1	N/A	041554545869	The City Kits	Kit #2 Pink Edge	160

Column: 4 - Row: 08		Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 6HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code:							
HOOK BARS 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
215	1	N/A	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER		
216	1	N/A	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH '...		
217	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELAS...		
218	1	N/A	041554535457	EYELASH CURLER REFILLS			
219	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL S...		
220	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL S...		

Row: 01							Lower Notch: 1
Row: 02							Lower Notch: 4
Row: 03	182	184	186	188	190		Lower Notch: 36
	183	185	187	189	191		
	192	194	196	198	200	202	
	193	195	197	199	201	203	
Row: 04							Lower Notch: 28
	204	205	206	207			
Row: 05							Lower Notch: 22
	208	209	210	211			
Row: 06							Lower Notch: 16
		212	213	214			
Row: 07							Lower Notch: 9
Row: 08	215	216	217	218	219	220	Lower Notch: 5

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1448ULH_NOPDQAA.psa

Column: 5 - Row: 01		Notch: 2	Fixture Type: HOOK BARS	Fixture Description: 6HK HYPER EASY MECH PEN (DEMO) HKBR UNLIT **			
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000037997		SS Holder Re-Order Code:		UPC Blade Code: PM0000008588			
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
221	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800	
222	1	N/A	041554588736	HYPER EASY MECHANICAL PENCIL	Black	001	
223	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
224	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
225	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	
226	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	

Column: 5 - Row: 02		Notch: 34	Fixture Type: HOOK BARS	Fixture Description: 6HK TS SMK GEL PEN HKBR UNLIT **			
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000037389		SS Holder Re-Order Code:		UPC Blade Code: PM0000008588			
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
227	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BLACK	10	
228	1	N/A	041554563337	TATTOO STUDIO LINER	DEEP ONYX	900	
229	1	N/A	041554563344	TATTOO STUDIO LINER	INTENSE CHARCOAL	901	
230	1	N/A	041554563351	TATTOO STUDIO LINER	BOLD BROWN	910	
231	1	N/A	041554563863	TATTOO STUDIO LINER	STRIKING NAVY	920	
232	1	N/A	041554563900	TATTOO STUDIO LINER	POLISHED WHITE	970	

Column: 5 - Row: 03		Notch: 26	Fixture Type: HOOK BARS	Fixture Description: 5HK LD GEL PENCIL (DEMO) HKBR UNLIT **			
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000028361		SS Holder Re-Order Code:		UPC Blade Code: PM0000008588			
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
233	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
234	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
235	1	N/A	041554434804	LASTING DRAMA GEL PENCIL	SLEEK ONYX	601	
236	1	N/A	041554434835	LASTING DRAMA GEL PENCIL	GLAZED TOFFEE	604	
237	1	N/A	041554546361	Lasting Drama Eyelights Liner	TWINKLE BLACK	850	

Column: 5 - Row: 04		Notch: 19	Fixture Type: HOOK BARS	Fixture Description: 6HK EXPERT EYES TWIN BRW HKBR UNLIT **			
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000028359		SS Holder Re-Order Code:		UPC Blade Code: PM0000008588			
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
238	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01	
239	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02	
240	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03	
241	1	N/A	041554530339	EXPERT EYES TWIN BROW & EYE PENC...	Light Brown	04	
242	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENC...	Blonde	7	
243	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	

Column: 5 - Row: 05		Notch: 11	Fixture Type: TRAYS	Fixture Description: EW SHAD Q 1.3 **			
Shade Chart Re-Order Code: PM0000028430		SS Graphic Re-Order Code: PM0000033844		SS Holder Re-Order Code:			
Graphic Re-Order Code:		SS Holder Re-Order Code:		UPC Blade 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 #	Chip Codes
244	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
245	1	N/A	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	
246	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 5 - Row: 06		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:		SS Holder Re-Order Code:			
Graphic Re-Order Code:		SS Holder Re-Order Code:		UPC Blade 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 #	Chip Codes
247	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
248	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
249	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
250	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Row: 01

Row: 02

Row: 03

Row: 04

Row: 05

Row: 06

Row: 07

Lower Notch: 2

Lower Notch: 34

Lower Notch: 26

Lower Notch: 19

Lower Notch: 11

Lower Notch: 6

Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

Column: 5 - Row: 07		Notch: 1		Fixture Type: TRAYS		Fixture Description: EW QUADS 3.3 **	
Shade Chart Re-Order Code: PM0000028433				SS Graphic Re-Order Code: PM0000033845			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000023				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000007818	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
251	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
252	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
253	1	N/A	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q	

Row: 01	221	222	223	224	225	226	Lower Notch: 2
Row: 02	227	228	229	230	231	232	Lower Notch: 34
Row: 03	233	234	235	236	237		Lower Notch: 26
Row: 04	238	239	240	241	242	243	Lower Notch: 19
Row: 05		244	245	246			Lower Notch: 11
Row: 06	247	248	249	250			Lower Notch: 6
Row: 07		251	252	253			Lower Notch: 1

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1448ULH_NOPDQAA.psa

Column: 6 - Row: 01 Notch: 2 Fixture Type: HOOK BARS Fixture Description: 4HK LD GEL LNR POT (DEMO) 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: PL2000000146

HOOK BARS Rolled Up Code: N/A

UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
254	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
255	1	N/A	041554549416	TATTOO STUDIO LIQUID LINER	BLACK	001	
256	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
257	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	

Column: 6 - Row: 02 Notch: 34 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
258	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
259	1	N/A	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110	
260	1	N/A	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110	
261	1	N/A	041554549454	EYE STUDIO MASTER PREC ALL DAY	FOREST BROWN	111	
262	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
263	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	

Column: 6 - Row: 03 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 6HK CURVITUDE LNR (DEMO) HKBR UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028356

SS Holder Re-Order Code:

HOOK BARS Re-Order Code: PL2000000147

HOOK BARS Rolled Up Code: N/A

UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
264	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
265	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2	
266	1	N/A	041554294231	MASTER DUO LINER	Black Lacquer	500	
267	1	N/A	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510	
268	1	N/A	041554494198	CURVITUDE LINER	BLACK	410	
269	1	N/A	041554494198	CURVITUDE LINER	BLACK	410	

Column: 6 - Row: 04 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
270	1	N/A	041554065862	COLOSSAL 36HR LONGWEAR	VERY BLACK	212	
271	1	N/A	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
272	1	N/A	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01	
273	1	N/A	041554056761	VOLUM' EXPRESS COLOSSAL	Glam Brown (Brn/Blk)	2	

Column: 6 - Row: 05 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
274	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
275	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
276	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
277	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	

Column: 6 - Row: 06 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:

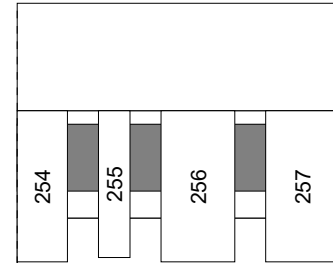
HOOK BARS Re-Order Code: 041554984507

HOOK BARS Rolled Up Code: 041554984507

UPC Blade Code: 041554994452

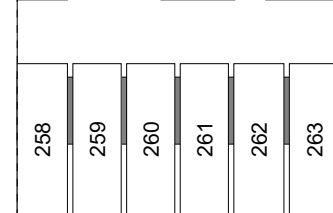
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
278	1	N/A	041554539912	SNPSACARA	PITCH BLACK	300	
279	1	N/A	041554539950	SNPSACARA	BOLD BROWN	305	
280	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	
281	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	

Row: 01



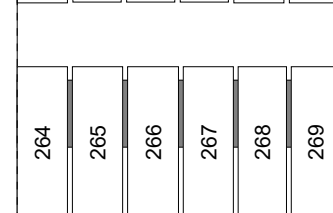
Lower Notch: 2

Row: 02



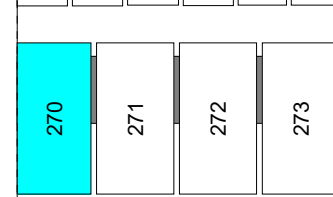
Lower Notch: 34

Row: 03



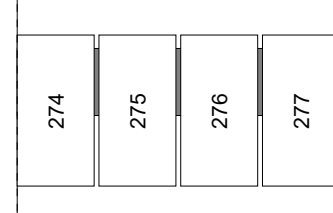
Lower Notch: 26

Row: 04



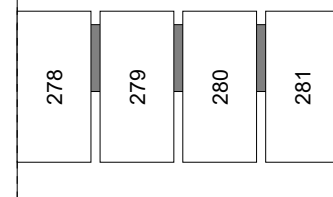
Lower Notch: 19

Row: 05



Lower Notch: 12

Row: 06



Lower Notch: 5

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1448ULH_NOPDQAA.psa

Column: 7 - Row: 01 Notch: 2 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
282	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
283	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	
284	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	VERY BLACK	802	
285	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	

Column: 7 - Row: 02 Notch: 34 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
286	1	N/A	041554590364	FALSIES Lash Lift Ultra Black Intensifier	ULTRA BLACK	195	
287	1	N/A	041554578478	FALSIES SALON LIFT	BLACKEST BLACK	200	
288	1	N/A	041554578485	FALSIES SALON LIFT	VERY BLACK	201	
289	1	N/A	041554578492	FALSIES SALON LIFT WTP	VERY BLACK (WTP)	202	

Column: 7 - Row: 03 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
290	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
291	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
292	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
293	1	N/A	041554217988	FALSIES MASCARA WP	Very Black	01	

Column: 7 - Row: 04 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
294	1	N/A	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black	00	
295	1	N/A	041554197044	VOLUM' EXPRESS COLOSSAL WP	Classic Black	1	
296	1	N/A	041554288254	CAT EYES MASCARA	Glam Black	01	
297	1	N/A	041554288261	CAT EYES MASCARA WP	Glam Black	01	

Column: 7 - Row: 05 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
298	1	N/A	041554532982	GREAT LASH MASCARA	Dark Brown	3	
299	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
300	1	N/A	041554626964	GREAT LASH WATERPROOF	Very Black	1	
301	1	N/A	041554626964	GREAT LASH WATERPROOF	Very Black	1	

Column: 7 - Row: 06 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
302	1	N/A	041554443462	PUSH UP DRAMA WSH	Blackest Black	00	
303	1	N/A	041554443493	PUSH UP DRAMA WTP	Very Black	01	
304	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
305	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	

Row: 01

Lower Notch: 2

Row: 02

Lower Notch: 34

Row: 03

Lower Notch: 26

Row: 04

Lower Notch: 19

Row: 05

Lower Notch: 12

Row: 06

Lower Notch: 5

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1448ULH_NOPDQAA.psa

Column: 8 - Row: 01	Notch: 1	Fixture Type: HEADER LIT	Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000028005		SS Holder Re-Order Code:	
HEADER LIT Re-Order Code: PM0000027632	HEADER LIT Rolled Up Code: N/A	UPC Blade Code:	

Column: 8 - Row: 02		Notch: 2	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
306	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
307	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
308	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
309	1	N/A	041554420647	LASH SENSATIONAL WP	Very Black	01	

Column: 8 - Row: 03		Notch: 34		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
310	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
311	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	
312	1	N/A	041554460261	LASH SENSATIONAL LUSCIOUS	Brownish Black WSH	02	
313	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS WATER...	Very Black WTP	01	

Column: 8 - Row: 04		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
314	1	N/A	041554217995	FALSIES MASCARA WP	Brownish Black	02	
315	1	N/A	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	
316	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	
317	1	N/A	041554522556	FALSIES TEMPTATION	BLKST BLK	601	

Column: 8 - Row: 05		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
318	1	N/A	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	
319	1	N/A	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	
320	1	N/A	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01	
321	1	N/A	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	

Column: 8 - Row: 06			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		
322	1	N/A	041554626988	GREAT LASH WATERPROOF	Brownish Black	3			
323	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00			
324	1	N/A	041554209327	GREAT LASH BIG	Very Black	01			
325	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02			

Column: 8 - Row: 07		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
326	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
327	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	
328	1	N/A	041554699159	FULL 'N SOFT WASHABLE	Very Black	1	
329	1	N/A	041554605228	FULL 'N SOFT WATERPROOF	Very Black	1	

Row: 01

Lower Notch: 1

Row: 02

Lower Notch: 2

Row: 03

Lower Notch: 34

Row: 04

Lower Notch: 26

Row: 05

Lower Notch: 19

Row: 06

Lower Notch: 12

Row: 07

Lower Notch: 5

306	307	308	309
310	311	312	313
314	315	316	317
318	319	320	321
322	323	324	325
326	327	328	329

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1448ULH_NOPDQAA.psa

Column: 8 - Row: 01 Notch: 1 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028005

SS Holder Re-Order Code:

HEADER LIT Re-Order Code: PM0000027632

HEADER LIT Rolled Up Code: N/A

UPC Blade Code:

Column: 9 - Row: 02 Notch: 2 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
330	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
331	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
332	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
333	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	Deep Brown	365	
334	1	N/A	041554559736	TattooStudio Brow Pomade	Blonde	372	
335	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	

Column: 9 - Row: 03 Notch: 34 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
336	1	N/A	041554496185	LASH SENSATIONAL CURVITUDE	Blkst Black WSH	710	
337	1	N/A	041554496260	LASH SENSATIONAL CURVITUDE WTP	Very Black WTP	740	
338	1	N/A	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	
339	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	

Column: 9 - Row: 04 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
340	1	N/A	041554522563	FALSIES TEMPTATION	VERY BLK	602	
341	1	N/A	041554522570	FALSIES TEMPTATION	BROWNISH BLK	603	
342	1	N/A	041554522679	FALSIES TEMPTATION WTP	VERY BLACK WTP	604	
343	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	

Column: 9 - Row: 05 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
344	1	N/A	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	
345	1	N/A	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	
346	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
347	1	N/A	041554281484	MEGA PLUSH MASCARA WP	Very Black	01	

Column: 9 - Row: 06 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
348	1	N/A	041554672237	CURVED BRUSH GREAT LASH WASHAB...	Blackest Black	00	
349	1	N/A	041554565294	CURVED BRUSH GREAT LASH WASHAB...	Very Black	1	
350	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
351	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	

Column: 9 - Row: 07 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
352	1	N/A	041554054156	LASH STILETTO	Very Black	1	
353	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	
354	1	N/A	041554566499	SHINE FREE OIL CONTROL LOOSE POW...	Light	1	

Row: 01

Lower Notch: 1

Row: 02

Lower Notch: 2

Row: 03

Lower Notch: 34

Row: 04

Lower Notch: 26

Row: 05

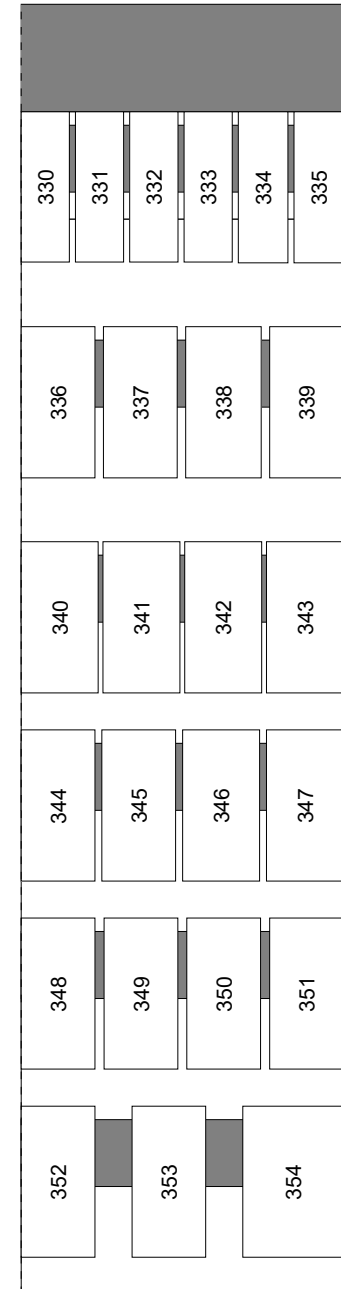
Lower Notch: 19

Row: 06

Lower Notch: 12

Row: 07

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1448ULH_NOPDQAA.psa

Column: 8 - Row: 01 Notch: 1 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028005

SS Holder Re-Order Code:

HEADER LIT Re-Order Code: PM0000027632

HEADER LIT Rolled Up Code: N/A

UPC Blade Code:

Column: 10 - Row: 02 Notch: 2 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
355	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
356	1	N/A	041554559767	TattooStudio Brow Pomade	Ash Brown	378	
357	1	N/A	041554559774	TattooStudio Brow Pomade	Deep Brown	380	
358	1	N/A	041554544923	TATTOO STUDIO BROW GEL	BLONDE	250	
359	1	N/A	041554544930	TATTOO STUDIO BROW GEL	SOFT BROWN	255	
360	1	N/A	041554545005	TATTOO STUDIO BROW GEL	MEDIUM BROWN	257	

Column: 10 - Row: 03 Notch: 34 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
361	1	N/A	041554064308	Express Brow Duo	Blonde	250	
362	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
363	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
364	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
365	1	N/A	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	
366	1	N/A	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	

Column: 10 - Row: 04 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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
367	1	N/A	041554572292	BROW ULTRA SLIM	BLONDE	250	
368	1	N/A	041554572308	BROW ULTRA SLIM	SOFT BROWN	255	
369	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257	
370	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
371	1	N/A	041554572346	BROW ULTRA SLIM	BLACK BROWN	262	
372	1	N/A	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255	

Column: 10 - Row: 05 Notch: 19 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
373	1	N/A	041554578706	BROW FAST SCULPT	SOFT BROWN	255	
374	1	N/A	041554578720	BROW FAST SCULPT	MEDIUM BROWN	257	
375	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
376	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
377	1	N/A	041554429633	BROW PRECISE	Deep Brown	260	
378	1	N/A	041554442205	BROW DEFINE + FILL DUO	Deep Brown	260	

Column: 10 - Row: 06 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
379	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	
380	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
381	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	
382	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	

Column: 10 - Row: 07 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 5HK GENERIC URBAN HKBR UNLIT

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code:

SS Holder Re-Order Code:

HOOK BARS Re-Order Code: 041554984514

HOOK BARS Rolled Up Code: 041554984514

UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
383	1	N/A	041554566505	SHINE FREE OIL CONTROL LOOSE POW...	Medium	2	

Row: 01

Lower Notch: 1

Row: 02

Lower Notch: 2

Row: 03

Lower Notch: 34

Row: 04

Lower Notch: 26

Row: 05

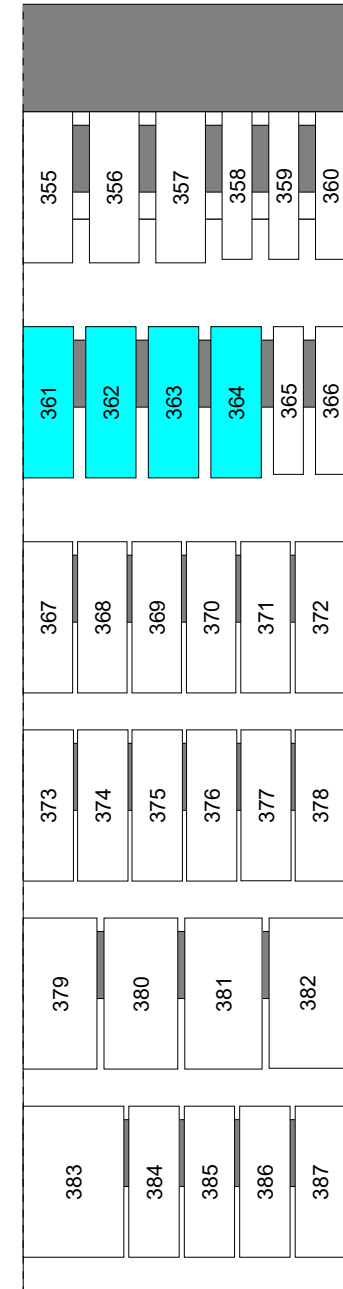
Lower Notch: 19

Row: 06

Lower Notch: 12

Row: 07

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

384	1	N/A	041554543872	COVER STICK (CORRECTOR)	Ivory	1	
385	1	N/A	041554543889	COVER STICK (CORRECTOR)	Light Beige	2	
386	1	N/A	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3	
387	1	N/A	041554543902	COVER STICK (CORRECTOR)	Deep Beige	4	

Row: 01

Lower Notch: 1

Row: 02

Lower Notch: 2

Row: 03

Lower Notch: 34

Row: 04

Lower Notch: 26

Row: 05

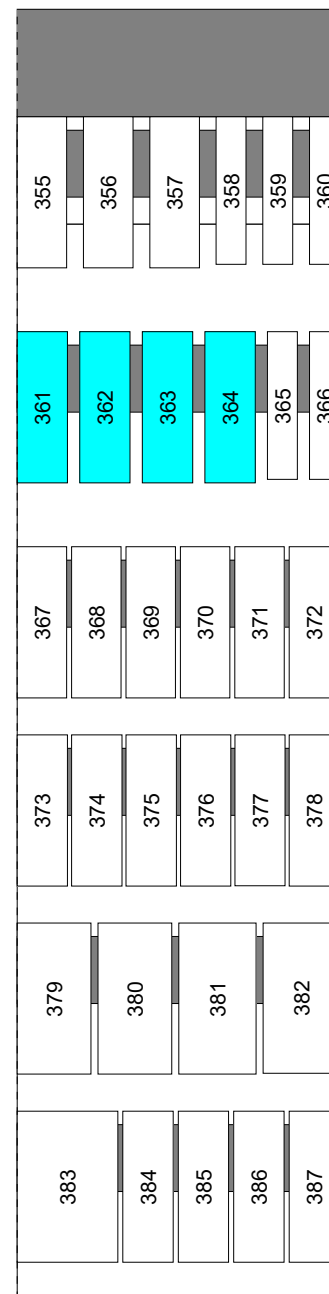
Lower Notch: 19

Row: 06

Lower Notch: 12

Row: 07

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1448ULH_NOPDQAA.psa

Column: 11 - Row: 01 Notch: 1 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
388	1	N/A	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
389	1	N/A	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
390	1	N/A	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
391	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
392	1	N/A	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
393	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
394	1	N/A	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
395	1	N/A	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	

Column: 11 - Row: 02 Notch: 33 Fixture Type: TRAYS				Fixture Description: FM M&P PDR 1.1 **			
Shade Chart Re-Order Code: PM0000028466,PM0000028467				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031079				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000440				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006928	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
396	1	N/A	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	
397	1	N/A	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
398	1	N/A	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	
399	1	N/A	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	
400	1	N/A	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	
401	1	N/A	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310	
402	1	N/A	041554488357	FitMe MATTE+PORELESS PDR	Natural Tan	320	
403	1	N/A	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	

Column: 11 - Row: 03 Notch: 25 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	
404	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110		
405	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115		
406	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Clsc Ivry	120		
407	1	N/A	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125		
408	1	N/A	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130		
409	1	N/A	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge	210		
410	1	N/A	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220		
411	1	N/A	041554238723	FitMe DEW+SMTH FNDTN	Med Buff	225		

Column: 11 - Row: 04 Notch: 17 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
412	1	N/A	041554580631	FitMe CONCEALER	COOL IVORY	01	
413	1	N/A	041554550450	FitMe CONCEALER	IVORY	05	
414	1	N/A	041554247701	FitMe CONCEALER	Fair	10	
415	1	N/A	041554580648	FitMe CONCEALER	VANILLA	11	
416	1	N/A	041554247718	FitMe CONCEALER	Light	15	
417	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
418	1	N/A	041554580679	FitMe CONCEALER	WHEAT	22	
419	1	N/A	041554247725	FitMe CONCEALER	Med	25	
420	1	N/A	041554247749	FitMe CONCEALER	Deep	35	
421	1	N/A	041554247756	FitMe CONCEALER	Cafe	50	
422	1	N/A	041554581492	FitMe CONCEALER	WALNUT	57	
423	1	N/A	041554581515	FitMe CONCEALER	DARK COFFEE	70	

Column: 11 - Row: 05 Notch: 9 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		
424	1	N/A	041554501995	FIT ME LOOSE POWDER	FAIR	05			
425	1	N/A	041554502046	FIT ME LOOSE POWDER	MEDIUM	25			
426	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10			
427	1	N/A	041554503036	FIT ME LOOSE POWDER	MEDIUM DEEP	30			

Row: 01

Lower Notch: 1

Row: 02

Lower Notch: 33

Row: 03

Lower Notch: 25

Row: 04

Lower Notch: 17

Row: 05

Lower Notch: 9

Row: 06

Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
428	1	N/A	041554502022	FIT ME LOOSE POWDER	LIGHT	15
429	1	N/A	041554503043	FIT ME LOOSE POWDER	DEEP	35
430	1	N/A	041554502039	FIT ME LOOSE POWDER	LIGHT MEDIUM	20
431	1	N/A	041554503050	FIT ME LOOSE POWDER	DARK	40

Column: 11 - Row: 06				Notch: 1		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				
432	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	PM0000010714				
433	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	PM0000010715				
434	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	PM0000010716				
435	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	PM0000010717				
436	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	PM0000010718				
437	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	PM0000010720				
438	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	PM0000010723				
439	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	PM0000010725				

Row: 01									388
									389
									390
									391
									392
									393
									394
									395
Row: 02									396
	397		398		400		402		
	399		401		403				
Row: 03									404
	405		406		407		408		
	409		410		411				
Row: 04			412		413		414		
			415		416		417		
			418		419		420		
			421		422		423		
	Row: 05	424		426		428		430	
425		427		429		431			
Row: 06	432		433		434		435		
	436		437		438		439		

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1448ULH_NOPDQAA.psa

Column: 12 - Row: 01		Notch: 1	Fixture Type: TRAYS	Fixture Description: FM M&P FNDTN 2.3 **	
Shade Chart Re-Order Code: PM0000033835		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic 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					
440		1		N/A	041554433470
FitMe MATTE+PORELESS FNDTN		Ntrl Beige		220	
441		1		N/A	041554466461
FitMe MATTE+PORELESS FNDTN		TRUE BEIGE		222	
442		1		N/A	041554438178
FitMe MATTE+PORELESS FNDTN		Soft Tan		228	
443		1		N/A	041554433487
FitMe MATTE+PORELESS FNDTN		Ntrl Buff		230	
444		1		N/A	041554433494
FitMe MATTE+PORELESS FNDTN		Pure Beige		235	
445		1		N/A	041554438185
FitMe MATTE+PORELESS FNDTN		Rich Tan		238	
446		1		N/A	041554433500
FitMe MATTE+PORELESS FNDTN		Sun Beige		310	
447		1		N/A	041554466478
FitMe MATTE+PORELESS FNDTN		NATURAL TAN		320	

Column: 12 - Row: 02		Notch: 33	Fixture Type: TRAYS	Fixture Description: FM M&P FNDTN 3.3 **	
Shade Chart Re-Order Code: PM0000033838		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic 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					
448		1		N/A	041554438192
FitMe MATTE+PORELESS FNDTN		Warm Honey		322	
449		1		N/A	041554433517
FitMe MATTE+PORELESS FNDTN		Toffee		330	
450		1		N/A	041554466485
FitMe MATTE+PORELESS FNDTN		GOLDEN CARAMEL		332	
451		1		N/A	041554466492
FitMe MATTE+PORELESS FNDTN		CLASSIC TAN		335	
452		1		N/A	041554466508
FitMe MATTE+PORELESS FNDTN		SPICY BROWN		338	
453		1		N/A	041554466515
FitMe MATTE+PORELESS FNDTN		CAPUCCINO		340	
454		1		N/A	041554433524
FitMe MATTE+PORELESS FNDTN		Coconut		355	
455		1		N/A	041554466522
FitMe MATTE+PORELESS FNDTN		MOCHA		360	

Column: 12 - Row: 03		Notch: 25	Fixture Type: TRAYS	Fixture Description: FM DEW+SMTH FNDTN 2.2 **	
Shade Chart Re-Order Code: PM0000033856		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic 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					
456		1		N/A	041554238730
FitMe DEW+SMTH FNDTN		Nat Buff		230	
457		1		N/A	041554238747
FitMe DEW+SMTH FNDTN		Pure Bge		235	
458		1		N/A	041554339697
FitMe DEW+SMTH FNDTN		Gldn Bge		240	
459		1		N/A	041554238761
FitMe DEW+SMTH FNDTN		Sun Bge		310	
460		1		N/A	041554238778
FitMe DEW+SMTH FNDTN		Soft Honey		315	
461		1		N/A	041554400816
FitMe DEW+SMTH FNDTN		Toffee		330	
462		1		N/A	041554247152
FitMe DEW+SMTH FNDTN		Coconut		355	
463		1		N/A	041554339895
FitMe DEW+SMTH FNDTN		Mocha		360	

Column: 12 - Row: 04		Notch: 17	Fixture Type: TRAYS	Fixture Description: DRM URBAN COVER 1.1 **	
Shade Chart Re-Order Code: PM0000038044		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic Re-Order Code: PM0000037944		TRAYS 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					
464		1		N/A	041554571523
DREAM URBAN COVER FOUNDATION		Porcelain		110	
465		1		N/A	041554571530
DREAM URBAN COVER FOUNDATION		Natural Ivory		112	
466		1		N/A	041554571554
DREAM URBAN COVER FOUNDATION		Classic Ivory		120	
467		1		N/A	041554571561
DREAM URBAN COVER FOUNDATION		Warm Nude		128	
468		1		N/A	041554571592
DREAM URBAN COVER FOUNDATION		Natural Beige		220	
469		1		N/A	041554571615
DREAM URBAN COVER FOUNDATION		Sun Beige		310	
470		1		N/A	041554571639
DREAM URBAN COVER FOUNDATION		Toffee		330	
471		1		N/A	041554571660
DREAM URBAN COVER FOUNDATION		Truffle		362	

Column: 12 - Row: 05		Notch: 9	Fixture Type: TRAYS	Fixture Description: DRM MATTE MOUSSE 1.2 **	
Shade Chart Re-Order Code: PM0000033814, PM0000033817		SS Graphic Re-Order Code: PM0000031248		SS Holder Re-Order Code:	
Graphic Re-Order Code: PM0000031253		TRAYS Re-Order Code: PL2000000380, PL2000000460		TRAYS Rolled Up Code: N/A	
UPC Blade Code:		Loc ID		Fac	Acct Code
UPC		Description		Shade	Shade #
Chip Codes					
472		1		N/A	041554507096
DREAM MATTE MOUSSE FOUNDATION		Porcelain Ivory		10	
473		1		N/A	041554507133
DREAM MATTE MOUSSE FOUNDATION		Creamy Natural		50	
474		1		N/A	041554507102
DREAM MATTE MOUSSE FOUNDATION		Classic Ivory		20	
475		1		N/A	041554537734
DREAM MATTE MOUSSE FOUNDATION		Light Beige		55	
476		1		N/A	041554507126
DREAM MATTE MOUSSE FOUNDATION		Nude		40	
477		1		N/A	041554507140
DREAM MATTE MOUSSE FOUNDATION		Sandy Beige		60	

Row: 01

Lower Notch: 1

Row: 02

Lower Notch: 33

Row: 03

Lower Notch: 25

Row: 04

Lower Notch: 17

Row: 05

Lower Notch: 9

Row: 06

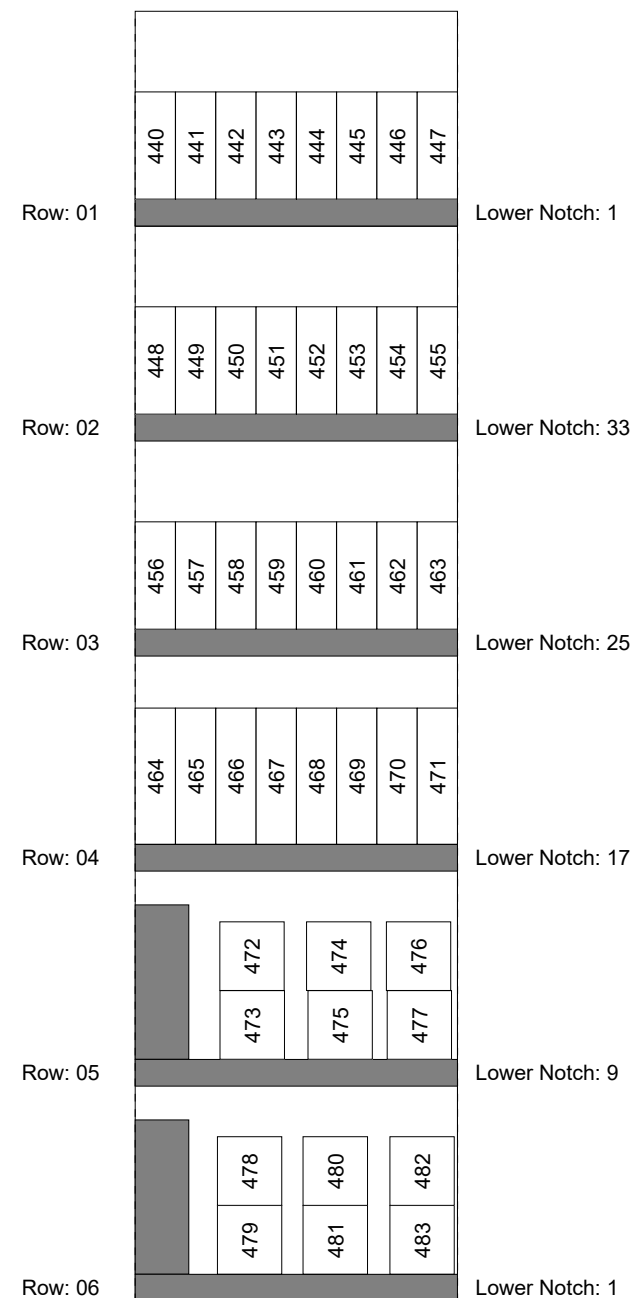
Lower Notch: 1

440	441	442	443	444	445	446	447
448	449	450	451	452	453	454	455
456	457	458	459	460	461	462	463
464	465	466	467	468	469	470	471
472	473	474	475	476	477	478	479
480	481	482	483	484	485	486	487

NOTCH SCHEMATIC

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

Column: 12 - Row: 06		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
478	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	PM0000015502
479	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	PM0000015496
480	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	PM0000015499
481	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	PM0000015492
482	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	PM0000015498
483	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	PM0000015494



WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1448ULH_NOPDQAA.psa

Column: 13 - Row: 01 Notch: 4 Fixture Type: SIGNS Fixture Description: RENO SS FACE (NAV) 2X12 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037149 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 13 - Row: 02 Notch: 1 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 1.2 **
 Shade Chart Re-Order Code: PM0000037096 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037844 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000437 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000008633

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
484	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Porcelain	102	
485	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDA...	Porcelain	110	
486	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Ivory	112	
487	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDA...	Light Beige	118	
488	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDA...	Classic Ivory	120	
489	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDA...	Nude Beige	125	
490	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDA...	Warm Nude	128	
491	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDA...	Medium Beige	129	

Column: 13 - Row: 03 Notch: 33 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 2.2 **
 Shade Chart Re-Order Code: PM0000037097 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037844 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000437 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000008633

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
492	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDA...	Buff Beige	130	
493	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Beige	220	
494	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDA...	Sun Beige	310	
495	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDA...	Golden	312	
496	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDA...	Honey	320	
497	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDA...	Toffee	330	
498	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDA...	Coconut	355	
499	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDA...	Mocha	360	

Column: 13 - Row: 04 Notch: 25 Fixture Type: TRAYS Fixture Description: SS FC PDR 1.1 **
 Shade Chart Re-Order Code: PM0000028800, PM0000028801 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000033864 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000436 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
500	1	N/A	041554562804	SUPERSTAY FULL COVERAGE POWDER	Fair Porcelain	102	
501	1	N/A	041554562873	SUPERSTAY FULL COVERAGE POWDER	Golden	312	
502	1	N/A	041554562811	SUPERSTAY FULL COVERAGE POWDER	Porcelain	110	
503	1	N/A	041554563368	SUPERSTAY FULL COVERAGE POWDER	Honey	320	
504	1	N/A	041554562835	SUPERSTAY FULL COVERAGE POWDER	Classic Ivory	120	
505	1	N/A	041554562903	SUPERSTAY FULL COVERAGE POWDER	Coconut	355	
506	1	N/A	041554562866	SUPERSTAY FULL COVERAGE POWDER	Natural Beige	220	
507	1	N/A	041554563375	SUPERSTAY FULL COVERAGE POWDER	Java	375	

Column: 13 - Row: 05 Notch: 17 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
508	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	Fair Porcelain	02	
509	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
510	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
511	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
512	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
513	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	

Column: 13 - Row: 06 Notch: 9 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
514	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
515	1	N/A	041554579130	DREAM RADIANT LIQUID FOUNDATION	Sandy Beige	60	
516	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	
517	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
518	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	

Row: 01

484	485	486	487	488	489	490	491
-----	-----	-----	-----	-----	-----	-----	-----

Lower Notch: 4

Row: 02

492	493	494	495	496	497	498	499
-----	-----	-----	-----	-----	-----	-----	-----

Lower Notch: 1

Row: 03

500	502	504	506
501	503	505	507

Lower Notch: 33

Row: 04

508	509	510	511	512	513
-----	-----	-----	-----	-----	-----

Lower Notch: 25

Row: 05

514	515	516	517	518	519	520	521
-----	-----	-----	-----	-----	-----	-----	-----

Lower Notch: 17

Row: 06

522	523	524	525
-----	-----	-----	-----

Lower Notch: 9

Row: 07

522	523	524	525
-----	-----	-----	-----

Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021							
519	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
520	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
521	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	Java	135	

Column: 13 - Row: 07		Notch: 1	Fixture Type: TRAYS	Fixture Description: FS MSTR CNTRPAL+BNNAPDR+FIXSPRY 1.1 **			
Shade Chart Re-Order Code: PM0000037386			SS Graphic Re-Order Code:				
Graphic Re-Order Code: PM0000037387			SS Holder Re-Order Code:				
TRAYS Re-Order Code: PL2000000459			TRAYS Rolled Up Code: N/A			UPC Blade Code: PM0000013507	

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
522	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	LIGHT TO MEDIUM	10	
523	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	MEDIUM TO DEEP	20	
524	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10	
525	1	N/A	041554562927	MASTER FIX SETTING SPRAY	Lasting Fix Set Sprav	00	

Row: 01													Lower Notch: 4
	484	485	486	487	488	489	490	491					
Row: 02													Lower Notch: 1
	492	493	494	495	496	497	498	499					
Row: 03													Lower Notch: 33
	500		502		504		506						
	501		503		505		507						
Row: 04													Lower Notch: 25
			508	509	510	511	512	513					
Row: 05													Lower Notch: 17
	514	515	516	517	518	519	520	521					
Row: 06													Lower Notch: 9
	522		523			524		525					
Row: 07													Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1448ULH_NOPDQAA.psa

Column: 14 - Row: 01 Notch: 4 Fixture Type: SIGNS Fixture Description: RENO IAR CNCLR (NAV+DEMO) 2X12 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037876 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 14 - Row: 02 Notch: 4 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
526	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	
527	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
528	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
529	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
530	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
531	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	

Column: 14 - Row: 03 Notch: 36 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
532	1	N/A	041554546804	IAR Eraser Concealer	Golden	142	
533	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
534	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
535	1	N/A	041554567533	IAR Eraser Concealer	Deep Bronze	149	
536	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
537	1	N/A	041554267204	IAR Eraser Concealer	Brightener	60	

Column: 14 - Row: 04 Notch: 25 Fixture Type: TRAYS Fixture Description: IAR ERASER FNDTN 1.1 **
 Shade Chart Re-Order Code: PM0000028509 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031080 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000385 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000008633

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
538	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	PM0000004171
539	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	PM0000004172
540	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	PM0000004173
541	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190	PM0000004174
542	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	PM0000004195
543	1	N/A	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220	PM0000004175
544	1	N/A	041554220124	IAR ERASER FOUNDATION	Pure Beige	250	PM0000004176
545	1	N/A	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	PM0000004179

Column: 14 - Row: 05 Notch: 17 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
546	1	N/A	041554587043	DREAM FRESH BB CRM	LIGHT	100	
547	1	N/A	041554282634	DREAM FRESH BB CRM	Light Medium	110	
548	1	N/A	041554282641	DREAM FRESH BB CRM	Medium	120	
549	1	N/A	041554282658	DREAM FRESH BB CRM	Medium/Deep	130	
550	1	N/A	041554587050	DREAM FRESH BB CRM	DEEP	140	

Column: 14 - Row: 06 Notch: 9 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
551	1	N/A	041554587067	DREAM PURE BB	LIGHT	100	
552	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
553	1	N/A	041554349573	DREAM PURE BB	Medium	120	
554	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
555	1	N/A	041554587074	DREAM PURE BB	DEEP	140	

Column: 14 - Row: 07 Notch: 5 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

Row: 01

Lower Notch: 4

Row: 02

Lower Notch: 4

Row: 03

Lower Notch: 36

Row: 04

Lower Notch: 25

Row: 05

Lower Notch: 17

Row: 06

Lower Notch: 9

Row: 07

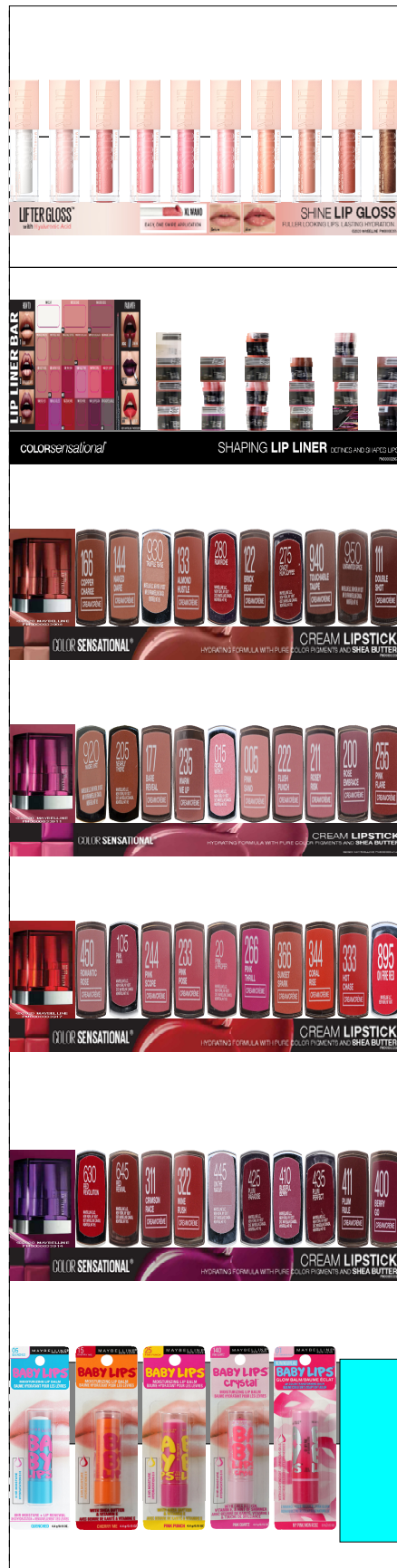
Lower Notch: 5

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
556	557	558	559	560	561

NOTCH SCHEMATIC

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
556	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10
557	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15
558	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20
559	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25
560	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30
561	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35

Row: 01																Lower Notch: 4
Row: 02	526	527	528	529	530	531										Lower Notch: 4
Row: 03	532	533	534	535	536	537										Lower Notch: 36
Row: 04	538	539	540	541	542	543	544	545								Lower Notch: 25
Row: 05		546	547	548	549	550										Lower Notch: 17
Row: 06		551	552	553	554	555										Lower Notch: 9
Row: 07	556	557	558	559	560	561										Lower Notch: 5



M

MORE
MATTE
MORE COLOR
LIGHTWEIGHT.

ULTIMATE
Shine Lipstick

[illegible]

MADE FOR ALL by **COLORSensational**

SATIN LIPSTICK
CREADER COLOR CREAM-TEXTURE

The image shows a variety of L'Oréal Paris SuperStay 24 Colour makeup products. On the left, there are two lipsticks (one red, one pink) and two lip glosses (one red, one pink) with their caps removed, showing the applicators. To the right, there are five tubes of lipstick or gloss in different shades (red, pink, orange, yellow, and white). Below these, there is a tube of mascara. The products are arranged in a row, with the lipsticks and glosses in the foreground and the tubes in the background. The background is dark, and there is a colorful, abstract graphic on the left side of the image.

L'Oréal Paris

LIFE-PROOF
 Makeup That Won't Budge
 Even After 24 Hours

Longwear Satin Liquid Lipstick

SUPER STAY 24 HOUR
 VIVID RED

SUPER STAY 24 HOUR
 VIVID ORANGE

SUPER STAY 24 HOUR
 VIVID PINK

SUPER STAY 24 HOUR
 VIVID PURPLE

SUPER STAY 24 HOUR
 VIVID BLUE

SUPER STAY 24 HOUR
 VIVID GREEN

SUPER STAY 24 HOUR
 VIVID YELLOW

SUPER STAY 24 HOUR
 VIVID ORANGE

SUPER STAY 24 HOUR
 VIVID PINK

SUPER STAY 24 HOUR
 VIVID PURPLE

LONGWEAR SATIN LIQUID LIPSTICK
 UP TO 24 HOURS WEAR
 (WITHIN 2 HOURS)

AYBELLIN NEW YORK

SUPER STAY LONGWEAR MATTE LIP COLOR



SUPER STAY
INK CRAYON™



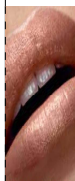
LONGWEAR MATTE CRAYON



SUPER STAY
LONGWEAR MATTE CRAYON
UP TO 12HR WEAR



SUPER STAY
LONGWEAR MATTE LIQUID LIPSTICK
UP TO 12HR WEAR



SUPER STAY
MATTE INK™
UN-NUDE

LONGWEAR MATTE LIQUID LIPSTICK
UP TO 12HR WEAR



SUPER STAY
MATTE INK™
UN-NUDE

LONGWEAR MATTE LIQUID LIPSTICK
UP TO 12HR WEAR



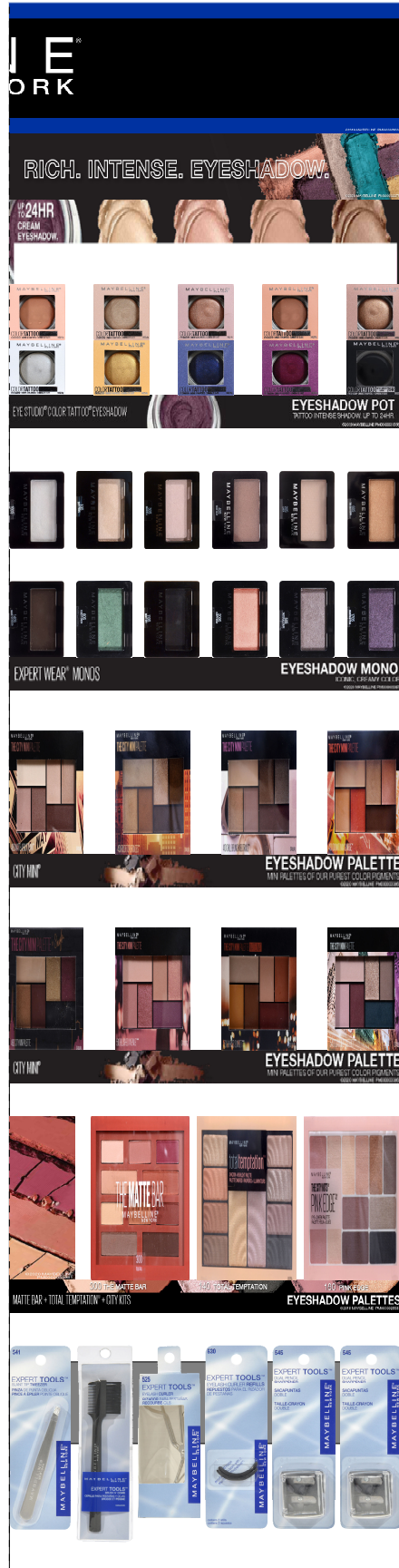
SUPER STAY
MATTE INK™
CITY EDITION

LONGWEAR MATTE LIQUID LIPSTICK
UP TO 12HR WEAR



SUPER STAY 24 COLOR

LONGWEAR SATIN LIQUID LIPSTICK
UP TO 24HR WEAR









M











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