

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	COLUMN 15	COLUMN 16

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1472ULH.psa

Column: 1 - Row: 01 Notch: 29 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: 1 - Row: 02 Notch: 22 Fixture Type: SIGNS Fixture Description: RENO SS INK CRAYON BKLYN BLUSH (BTY) 11X12 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037990 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000029070 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 03 Notch: 16 Fixture Type: SIGNS Fixture Description: RENO CS LIFTER GLOSS (PRODUCT) 3X24 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037546 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000027633 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 04 Notch: 8 Fixture Type: TRAYS Fixture Description: CS LIFTER GLOSS 1.1 (EXTENSION) **
 Shade Chart Re-Order Code: PM0000036172 SS Graphic Re-Order Code: PM0000037875
 Graphic Re-Order Code: PM0000036184,PM0000036813 SS Holder Re-Order Code: PM0000035922
 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	041554586992	LIFTER GLOSS	Brass	011	
2	1	N/A	041554587005	LIFTER GLOSS	Opal	012	
3	1	N/A	041554587012	LIFTER GLOSS	Ruby	013	
4	1	N/A	041554587029	LIFTER GLOSS	Heat	014	
5	1	N/A	041554587036	LIFTER GLOSS	Sand	015	

Column: 1 - Row: 05 Notch: 1 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
6	1	N/A	041554558753	SUPERSTAY INK CRAYON	LIVE ON THE EDGE	5	
7	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
8	1	N/A	041554558784	SUPERSTAY INK CRAYON	ENJOY THE VIEW	20	
9	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
10	1	N/A	041554558807	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
11	1	N/A	041554558814	SUPERSTAY INK CRAYON	TREAT YOURSELF	35	
12	1	N/A	041554558821	SUPERSTAY INK CRAYON	LAUGH LOUDER	40	
13	1	N/A	041554558838	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
14	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
15	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
16	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
17	1	N/A	041554565973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Column: 1 - Row: 06 Notch: 34 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
18	1	N/A	041554587876	Superstay Ink Crayon Spiced Up	TALK THE TALK	95	
19	1	N/A	041554587869	Superstay Ink Crayon Spiced Up	REACH HIGH	100	
20	1	N/A	041554587852	Superstay Ink Crayon Spiced Up	ON THE GRIND	105	
21	1	N/A	041554587845	Superstay Ink Crayon Spiced Up	RISE TO THE TOP	110	
22	1	N/A	041554587838	Superstay Ink Crayon Spiced Up	KNOW NO LIMITS	115	
23	1	N/A	041554589481	Superstay Matte Ink Spiced Up	INDIVIDUALIST	320	
24	1	N/A	041554589498	Superstay Matte Ink Spiced Up	SHOT CALLER	325	
25	1	N/A	041554589504	Superstay Matte Ink Spiced Up	INNOVATOR	330	
26	1	N/A	041554589511	Superstay Matte Ink Spiced Up	HUSTLER	335	
27	1	N/A	041554589528	Superstay Matte Ink Spiced Up	EXHILARATOR	340	

Column: 1 - Row: 07 Notch: 27 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
28	1	N/A	041554558760	INK CRAYON PINK EDITION	TRUST YOUR GUT	10	
29	1	N/A	041554577884	INK CRAYON PINK EDITION	SPEAK YOUR MIND	75	
30	1	N/A	041554581522	INK CRAYON PINK EDITION	RUN THE WORLD	80	
31	1	N/A	041554581539	INK CRAYON PINK EDITION	CHANGE IS GOOD	85	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 22

Row: 03 Lower Notch: 16

Row: 04 Lower Notch: 8

Row: 05 Lower Notch: 1

Row: 06 Lower Notch: 34

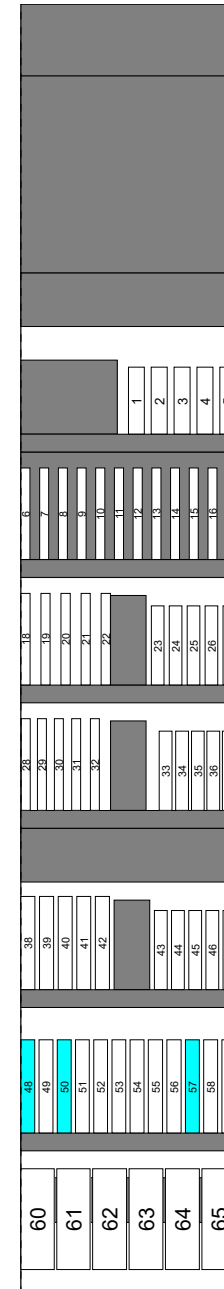
Row: 07 Lower Notch: 27

Row: 08 Lower Notch: 25

Row: 09 Lower Notch: 17

Row: 10 Lower Notch: 9

Row: 11 Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
32	1	N/A	041554577877	INK CRAYON PINK EDITION	KEEP IT FUN	90
33	1	N/A	041554577853	MATTE INK PINK EDITION	PATHFINDER	150
34	1	N/A	041554577860	MATTE INK PINK EDITION	SAVANT	155
35	1	N/A	041554577822	MATTE INK PINK EDITION	MOVER	160
36	1	N/A	041554577839	MATTE INK PINK EDITION	RINGLEADER	175
37	1	N/A	041554577846	MATTE INK PINK EDITION	REVOLUTIONARY	180

Column: 1 - Row: 08	Notch: 25	Fixture Type: SIGNS	Fixture Description: RENO SS LIP (NAV-FRANCHISE SATINS) 3X24 UNLIT **
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000037409		SS Holder Re-Order Code:	
SIGNS Re-Order Code: PM0000027633	SIGNS Rolled Up Code: N/A	UPC Blade Code:	

Column: 1 - Row: 09	Notch: 17	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
38	1	N/A	041554586305	SUPER STAY 24 COFFEE	CARAMEL CRUSH	320	
39	1	N/A	041554586312	SUPER STAY 24 COFFEE	CHAI ONCE MORE	325	
40	1	N/A	041554586299	SUPER STAY 24 COFFEE	HUSHED HAZELNUT	330	
41	1	N/A	041554586282	SUPER STAY 24 COFFEE	MOCHA CHOCO-LATTE	335	
42	1	N/A	041554586268	SUPER STAY 24 COFFEE	MOCHA MOVES	340	
43	1	N/A	041554581904	SUPER STAY MATTE INK COFFEE	CHAI GENIUS	255	
44	1	N/A	041554581911	SUPER STAY MATTE INK COFFEE	HAZELNUT HYPNOTIZER	260	
45	1	N/A	041554581935	SUPER STAY MATTE INK COFFEE	CARAMEL COLLECTOR	265	
46	1	N/A	041554581942	SUPER STAY MATTE INK COFFEE	COCOA CONNOISSEUR	270	
47	1	N/A	041554581959	SUPER STAY MATTE INK COFFEE	MOCHA INVENTOR	275	

Column: 1 - Row: 10	Notch: 9	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
48	1	N/A	041554064902	Super Stay 24 Lip Color	COPPER GLISTEN	910	
49	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	PM0000010808
50	1	N/A	041554064889	Super Stay 24 Lip Color	SULTRY AMBER	915	
51	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	PM0000006143
52	1	N/A	041554544619	SUPERSTAY 24 EXTENSION	ALL NIGHT APRICOT	240	
53	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	PM0000006135
54	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	PM0000006134
55	1	N/A	041554494945	SUPERSTAY SUPER IMPACT	PINK GOES ON	215	PM0000023447
56	1	N/A	041554494983	SUPERSTAY SUPER IMPACT	24/7 FUSCHIA	220	PM0000023451
57	1	N/A	041554064896	Super Stay 24 Lip Color	BRONZED DREAM	920	
58	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	PM0000006133
59	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	

Column: 1 - Row: 11	Notch: 5	Fixture Type: HOOK BARS	Fixture Description: 6HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
HOOK BARS Re-Order Code: 041554984521	HOOK BARS Rolled Up Code: 041554984521	UPC Blade Code: 041554994452	

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
60	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
61	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
62	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
63	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
64	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
65	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 22

Row: 03 Lower Notch: 16

Row: 04 Lower Notch: 8

Row: 05 Lower Notch: 1

Row: 06 Lower Notch: 34

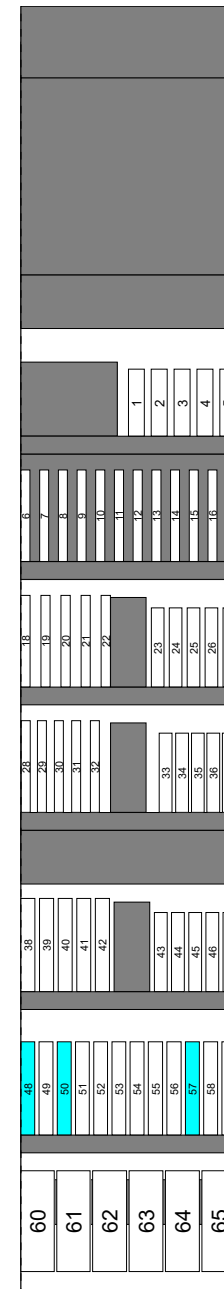
Row: 07 Lower Notch: 27

Row: 08 Lower Notch: 25

Row: 09 Lower Notch: 17

Row: 10 Lower Notch: 9

Row: 11 Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
97	1	N/A	041554543681	SUPERSTAY MATTE INK	POET	60
98	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65
99	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70
100	1	N/A	041554543674	SUPERSTAY MATTE INK	FIGHTER	75
101	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80
102	1	N/A	041554543667	SUPERSTAY MATTE INK	PROTECTOR	85
103	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90
104	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95
105	1	N/A	041554543728	SUPERSTAY MATTE INK	PHILOSOPHER	100

Column: 2 - Row: 08 Notch: 27 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
106	1	N/A	041554554458	SUPERSTAY MATTE INK CITY EDITION	EXPLORER	105	
107	1	N/A	041554554465	SUPERSTAY MATTE INK CITY EDITION	ORIGINATOR	110	
108	1	N/A	041554554540	SUPERSTAY MATTE INK CITY EDITION	COMPOSER	112	
109	1	N/A	041554554472	SUPERSTAY MATTE INK CITY EDITION	FOUNDER	115	
110	1	N/A	041554554526	SUPERSTAY MATTE INK CITY EDITION	GROUND-BREAKER	117	
111	1	N/A	041554554533	SUPERSTAY MATTE INK CITY EDITION	DANCER	118	
112	1	N/A	041554554489	SUPERSTAY MATTE INK CITY EDITION	ARTIST	120	
113	1	N/A	041554554496	SUPERSTAY MATTE INK CITY EDITION	INSPIRER	125	
114	1	N/A	041554554502	SUPERSTAY MATTE INK CITY EDITION	SELF-STARTER	130	
115	1	N/A	041554554519	SUPERSTAY MATTE INK CITY EDITION	GLOBETROTTER	135	

Column: 2 - Row: 09 Notch: 25 Fixture Type: SIGNS Fixture Description: RENO SS LIP (NAV-FRANCHISE SATINS) 3X24 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037409 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000027633 SIGNS Rolled Up Code: N/A UPC Blade Code:

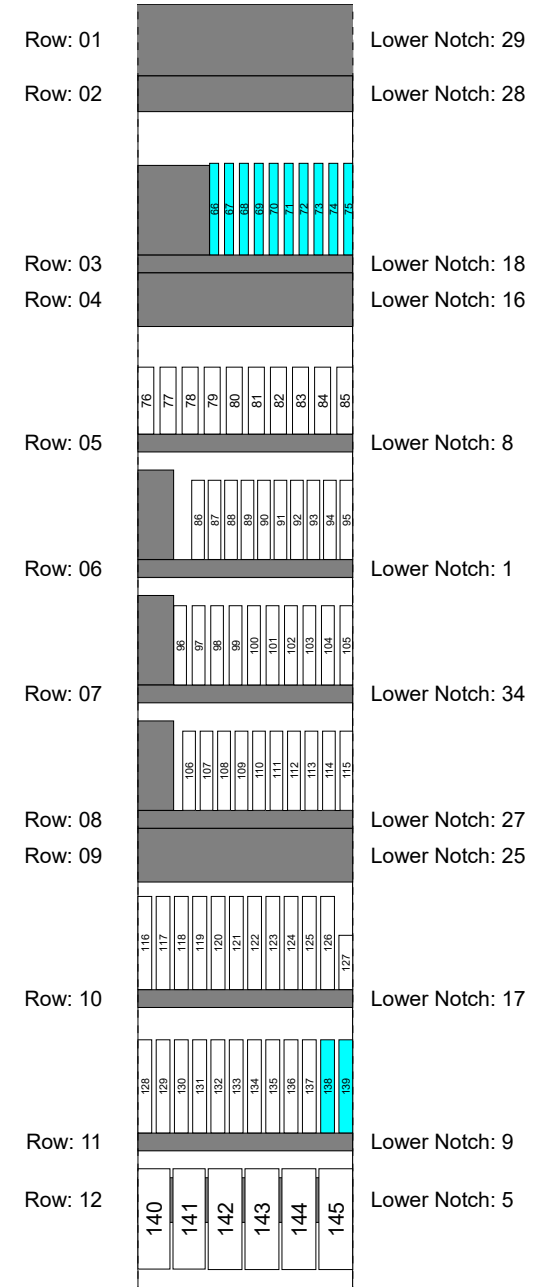
Column: 2 - Row: 10 Notch: 17 Fixture Type: TRAYS Fixture Description: SS 24HR 1.3 **
 Shade Chart Re-Order Code: PM0000034453 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031083 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000386 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000006941

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
116	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	PM0000006117
117	1	N/A	041554558876	SuperStay 24 Smile Brightners	Crisp Magenta	305	
118	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	PM0000006120
119	1	N/A	041554494969	SUPERSTAY SUPER IMPACT	ETERNAL CHERRY	200	PM0000023449
120	1	N/A	041554558890	SuperStay 24 Smile Brightners	Optic Ruby	310	
121	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	PM0000006118
122	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	PM0000006116
123	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	PM0000006080
124	1	N/A	041554552041	SUPERSTAY 24 EXTENSION	ENDLESS EXPRESSO	275	
125	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	PM0000006136
126	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	PM0000006142
127	1	N/A	041554494891	SUPERSTAY ERASER	SUPERSTAY ERASER	00	PM0000023453

Column: 2 - Row: 11 Notch: 9 Fixture Type: TRAYS Fixture Description: SS 24HR 3.3 **
 Shade Chart Re-Order Code: PM0000037939 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

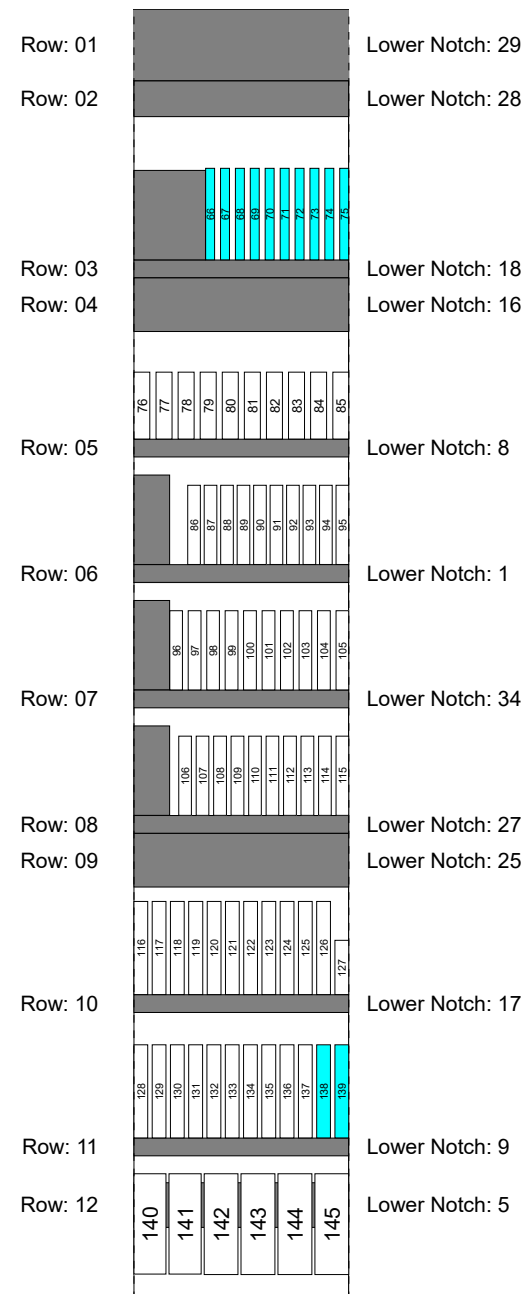
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
128	1	N/A	041554551075	SUPERSTAY 24 EXTENSION	FIRMLY MAUVE	245	
129	1	N/A	041554558883	SuperStay 24 Smile Brightners	Frosted Mauve	300	
130	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	PM0000006122
131	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	PM0000006129
132	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	PM0000006124
133	1	N/A	041554551990	SUPERSTAY 24 EXTENSION	RELENTLESS RUBY	255	
134	1	N/A	041554558906	SuperStay 24 Smile Brightners	Frozen Rose	315	
135	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	PM0000006123
136	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	PM0000006137
137	1	N/A	041554552027	SUPERSTAY 24 EXTENSION	MERLOT ARMOUR	265	
138	1	N/A	041554064872	Super Stay 24 Lip Color	BROOKLYN SUNSET	925	
139	1	N/A	041554064865	Super Stay 24 Lip Color	CITY ABLAZE	930	

Column: 2 - Row: 12 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



NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
140	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140
141	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140
142	1	N/A	041554483123	BABY LIPS	MY PINK	01
143	1	N/A	041554483123	BABY LIPS	MY PINK	01
144	1	N/A	041554483123	BABY LIPS	MY PINK	01
145	1	N/A	041554483123	BABY LIPS	MY PINK	01



WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1472ULH.psa

Column: 1 - Row: 01 Notch: 29 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: 25 Fixture Type: SIGNS

Fixture Description: RENO CS ULTIMATTES (PRODUCT) 4X12 UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000037491

SS Holder Re-Order Code:

SIGNS Re-Order Code: PM0000029067

SIGNS Rolled Up Code: N/A

UPC Blade Code:

Column: 3 - Row: 03 Notch: 18 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
146	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LIN...	CLEAR	100	
147	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LIN...	NUDE WHISPER	105	
148	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LIN...	DUSTY ROSE	130	
149	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LIN...	BRICK RED	150	
150	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LIN...	PURELY NUDE	110	
151	1	N/A	041554549287	Color Sensational Shaping Lip Liner	Almond Rose	132	
152	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LIN...	WILD VIOLETS	155	
153	1	N/A	041554549300	Color Sensational Shaping Lip Liner	Beige Babe	102	
154	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LIN...	TOTALLY TOFFEE	115	
155	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
156	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
157	1	N/A	041554549355	Color Sensational Shaping Lip Liner	Raw Chocolate	118	
158	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LIN...	PALEST PINK	135	
159	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LIN...	RICH WINE	160	
160	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
161	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LIN...	RICH CHOCOLATE	120	
162	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LIN...	PINK CORAL	140	
163	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LIN...	PLUM PASSION	165	
164	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LIN...	MAGNETIC MAUVE	125	
165	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LIN...	VERY CHERRY	145	
166	1	N/A	041554549317	Color Sensational Shaping Lip Liner	Concrete Jungle	170	

Column: 3 - Row: 04 Notch: 11 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
167	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
168	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
169	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
170	1	N/A	041554582291	Color Sensational Ultimatte	More Magenta	399	
171	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
172	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	
173	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
174	1	N/A	041554582307	Color Sensational Ultimatte	More Taupe	799	
175	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
176	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 3 - Row: 05 Notch: 4 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
177	1	N/A	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	PM0000014866
178	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	PM0000013399
179	1	N/A	041554496574	COLOR SEN THE MATTES	ALMOND ROSE	565	PM0000020654
180	1	N/A	041554429916	COLOR SEN THE MATTES	Ravishing Rose	670	PM0000013401
181	1	N/A	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	PM0000013400
182	1	N/A	041554429930	COLOR SEN THE MATTES	Mesmerizing Magenta	680	PM0000013403
183	1	N/A	041554453638	COLOR SEN THE MATTES	Rich Ruby	691	PM0000014865
184	1	N/A	041554453690	COLOR SEN THE MATTES	Burgundy Blush	696	PM0000014871
185	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	PM0000013406
186	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	PM0000018204

Row: 01

Lower Notch: 29

Row: 02

Lower Notch: 25

Row: 03

Lower Notch: 18

Row: 04

Lower Notch: 11

Row: 05

Lower Notch: 4

Row: 06

Lower Notch: 37

Row: 07

Lower Notch: 30

Row: 08

Lower Notch: 23

Row: 09

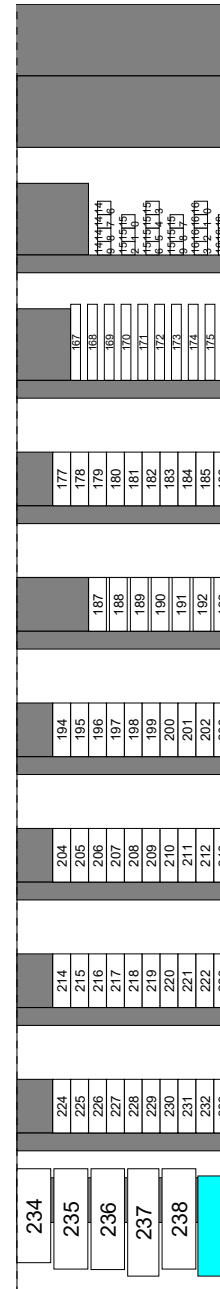
Lower Notch: 16

Row: 10

Lower Notch: 9

Row: 11

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

Column: 3 - Row: 06				Notch: 37	Fixture Type: TRAYS	Fixture Description: CS MADE FOR ALL 1.1 **			
Shade Chart Re-Order Code: PM0000028753				SS Graphic Re-Order Code: PM0000028754					
Graphic Code: PM0000028756,PM0000028757,PM0000031905				SS Holder Re-Order Code: PM0000027620					
TRAYS Re-Order Code: PL2000000434				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes		
187	1	N/A	041554564839	CS MADE FOR YOU	SPICE FOR ME	370			
188	1	N/A	041554564815	CS MADE FOR YOU	MAUVE FOR ME	373			
189	1	N/A	041554566772	CS MADE FOR YOU	PINK FOR ME	376			
190	1	N/A	041554564860	CS MADE FOR YOU	FUCHSIA FOR ME	379			
191	1	N/A	041554564846	CS MADE FOR YOU	RED FOR ME	382			
192	1	N/A	041554564853	CS MADE FOR YOU	RUBY FOR ME	385			
193	1	N/A	041554564877	CS MADE FOR YOU	PLUM FOR ME	388			

Column: 3 - Row: 07				Notch: 30		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		
194	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166			
195	1	N/A	041554578324	COLOR SEN LIPSTICK	NAKED DARE	144			
196	1	N/A	041554408492	COLOR SEN BUFFS	TRUFFLE TEASE	930	PM0000011891		
197	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133			
198	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	PM0000007184		
199	1	N/A	041554578331	COLOR SEN LIPSTICK	BRICK BEAT	122			
200	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	PM0000006187		
201	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	PM0000011893		
202	1	N/A	041554408577	COLOR SEN BUFFS	UNTAINTED SPICE	950	PM0000011895		
203	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111			

Column: 3 - Row: 08				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	
204	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	PM0000011889	
205	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	PM0000006180	
206	1	N/A	041554578355	COLOR SEN LIPSTICK	BARE REVEAL	177		
207	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	PM0000006183	
208	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	PM0000006169	
209	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005		
210	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222		
211	1	N/A	041554578263	COLOR SEN LIPSTICK	ROSEY RISK	211		
212	1	N/A	041554578256	COLOR SEN LIPSTICK	ROSE EMBRACE	200		
213	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255		

Column: 3 - 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	
214	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	PM0000016238	
215	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	PM0000006175	
216	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244		
217	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233		
218	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	PM0000006081	
219	1	N/A	041554578270	COLOR SEN LIPSTICK	PINK THRILL	266		
220	1	N/A	041554578379	COLOR SEN LIPSTICK	SUNSET SPARK	366		
221	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344		
222	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333		
223	1	N/A	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	PM0000009774	

Column: 3 - Row: 10				Notch: 9	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	
224	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	PM0000006148	
225	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	PM0000006209	
226	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311		
227	1	N/A	041554578393	COLOR SEN LIPSTICK	WINE RUSH	322		
228	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	PM0000006200	

Row: 01		Lower Notch: 29
Row: 02		Lower Notch: 25
Row: 03		Lower Notch: 18
Row: 04		Lower Notch: 11
Row: 05		Lower Notch: 4
Row: 06		Lower Notch: 37
Row: 07		Lower Notch: 30
Row: 08		Lower Notch: 23
Row: 09		Lower Notch: 16
Row: 10		Lower Notch: 9
Row: 11		Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
229	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425
230	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410
231	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435
232	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411
233	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400

Column: 3 - Row: 11			Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 5HK 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: 041554984514		HOOK BARS Rolled Up Code: 041554984514		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes	
234	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELAS...			
235	1	N/A	041554535457	EYELASH CURLER REFILLS				
236	1	N/A	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER			
237	1	N/A	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH '...			
238	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL S...			

Row: 01		Lower Notch: 29
Row: 02		Lower Notch: 25
Row: 03		Lower Notch: 18
Row: 04		Lower Notch: 11
Row: 05		Lower Notch: 4
Row: 06		Lower Notch: 37
Row: 07		Lower Notch: 30
Row: 08		Lower Notch: 23
Row: 09		Lower Notch: 16
Row: 10		Lower Notch: 9
Row: 11	234 235 236 237 238	Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1472ULH.psa

Column: 4 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO HYPER EASY MECH PEN HDR (BTY+PRODUCT) 8X24 ...
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037994 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 4 - Row: 02 Notch: 24 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: 16 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
239	1	N/A	041554578768	NUDES OF NEW YORK	NUDES OF NEW YORK	01	

Column: 4 - Row: 04 Notch: 9 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
240	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
241	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
242	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
243	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
244	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
245	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
246	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
247	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
248	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
249	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

Column: 4 - Row: 05 Notch: 2 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
250	1	N/A	041554584073	COLOR STRIKE EYESHADOW PEN	CRAVE	10	
251	1	N/A	041554584080	COLOR STRIKE EYESHADOW PEN	TEMPT	15	
252	1	N/A	041554584097	COLOR STRIKE EYESHADOW PEN	CHARM	20	
253	1	N/A	041554584103	COLOR STRIKE EYESHADOW PEN	SPARK	30	
254	1	N/A	041554584110	COLOR STRIKE EYESHADOW PEN	FLASH	35	
255	1	N/A	041554584127	COLOR STRIKE EYESHADOW PEN	RALLY	40	
256	1	N/A	041554584134	COLOR STRIKE EYESHADOW PEN	CHASE	45	
257	1	N/A	041554584141	COLOR STRIKE EYESHADOW PEN	HUSTLE	50	
258	1	N/A	041554584158	COLOR STRIKE EYESHADOW PEN	FLARE	55	
259	1	N/A	041554584165	COLOR STRIKE EYESHADOW PEN	ACE	65	

Column: 4 - Row: 06 Notch: 30 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
260	1	N/A	041554490824	New Expertwear Monos	Forest Green	80S	
261	1	N/A	041554492644	New Expertwear Monos	Vanilla	100S	
262	1	N/A	041554490794	New Expertwear Monos	The Glo Down	60S	
263	1	N/A	041554492651	New Expertwear Monos	Night Sky	110S	
264	1	N/A	041554490749	New Expertwear Monos	Soft Pearl	10S	
265	1	N/A	041554552218	New Expertwear Monos	Bold Beige	210S	
266	1	N/A	041554552201	New Expertwear Monos	Dusty Rose	200S	
267	1	N/A	041554490763	New Expertwear Monos	Seashell	30S	
268	1	N/A	041554492682	New Expertwear Monos	Made for Mocha	140S	
269	1	N/A	041554492712	New Expertwear Monos	Humdrum Plum	170S	
270	1	N/A	041554490770	New Expertwear Monos	Nude Glow	40S	
271	1	N/A	041554490800	New Expertwear Monos	Cool Cocoa	70S	
272	1	N/A	041554490787	New Expertwear Monos	Tastefully Taupe	50S	
273	1	N/A	041554490756	New Expertwear Monos	Linen	20S	
274	1	N/A	041554552225	New Expertwear Monos	Royal Nude	220S	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 16

Row: 04

Lower Notch: 9

Row: 05

Lower Notch: 2

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 22

Row: 08

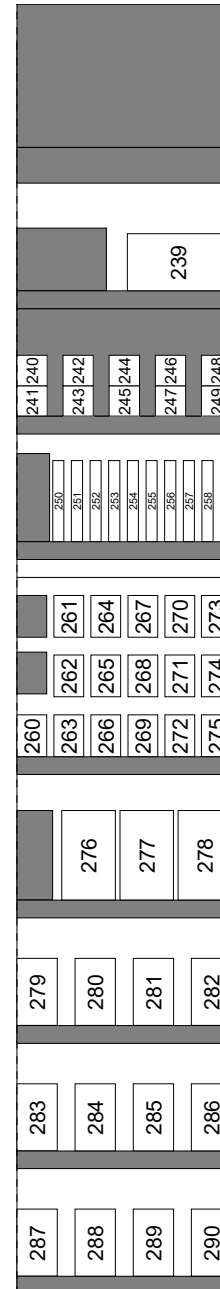
Lower Notch: 15

Row: 09

Lower Notch: 8

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

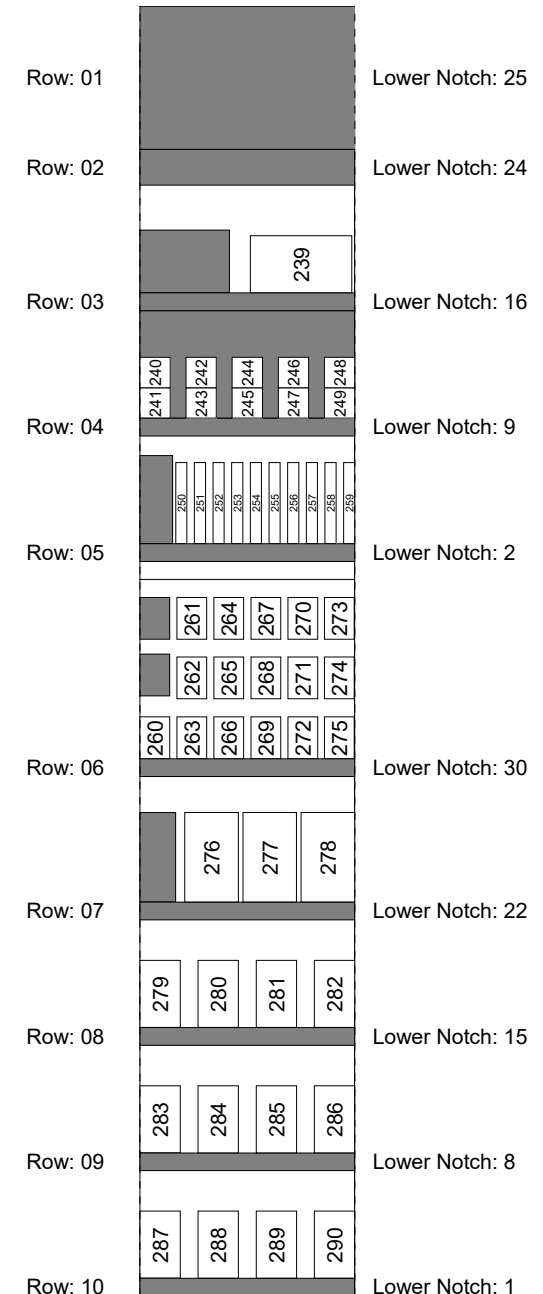
WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
275	1	N/A	041554552232	New Expertwear Monos	Sterling Greige	230S

Column: 4 - Row: 07			Notch: 22		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		
276	1	N/A	041554563290	The Matte Bar Eyeshadow Palette	The Matte Bar	300			
277	1	N/A	041554545043	Total Temptation Eye + Highlight Palette	Total Temptation Eye + Hig...	140			
278	1	N/A	041554545869	The City Kits	Kit #2 Pink Edge	160			

Column: 4 - Row: 08 Notch: 15 Fixture Type: TRAYS				Fixture Description: CITY MINI PALETTES 1.3 **			
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
279	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	
280	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
281	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
282	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	

Column: 4 - Row: 09 Notch: 8 Fixture Type: TRAYS				Fixture Description: CITY MINI PALETTES 2.3 **			
Shade Chart Re-Order Code: PM0000036946				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
283	1	N/A	041554540758	CITY MINI PALETTES	Gramercy Decadence	460	
284	1	N/A	041554499773	CITY MINI PALETTES	Urban Jungle	420	
285	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	
286	1	N/A	041554563313	CITY MINI PALETTES	Cocoa City	550	

Column: 4 - Row: 10 Notch: 1 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	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
287	1	N/A	041554552485	CITY MINI PALETTES	Brooklyn Nudes	500	
288	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
289	1	N/A	041554552508	CITY MINI PALETTES	Skyscape Dusk	520	
290	1	N/A	041554552515	CITY MINI PALETTES	Hi-Rise Sunset	530	



WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1472ULH.psa

Column: 4 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO HYPER EASY MECH PEN HDR (BTY+PRODUCT) 8X24 ...
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037994 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 5 - Row: 02 Notch: 22 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
291	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800	
292	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800	
293	1	N/A	041554588736	HYPER EASY MECHANICAL PENCIL	Black	001	
294	1	N/A	041554588736	HYPER EASY MECHANICAL PENCIL	Black	001	
295	1	N/A	041554588743	HYPER EASY MECHANICAL PENCIL	Deep Brown	002	
296	1	N/A	041554588750	HYPER EASY MECHANICAL PENCIL	Medium Brown	003	

Column: 5 - Row: 03 Notch: 15 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
297	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BLACK	10	
298	1	N/A	041554588934	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY GREY	20	
299	1	N/A	041554588927	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BROWN	40	
300	1	N/A	041554563337	TATTOO STUDIO LINER	DEEP ONYX	900	
301	1	N/A	041554563344	TATTOO STUDIO LINER	INTENSE CHARCOAL	901	
302	1	N/A	041554563351	TATTOO STUDIO LINER	BOLD BROWN	910	

Column: 5 - Row: 04 Notch: 8 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
303	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
304	1	N/A	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110	
305	1	N/A	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110	
306	1	N/A	041554549454	EYE STUDIO MASTER PREC ALL DAY	FOREST BROWN	111	
307	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
308	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	

Column: 5 - Row: 05 Notch: 1 Fixture Type: HOOK BARS Fixture Description: 5HK 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: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
309	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	
310	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	
311	1	N/A	041554572476	LINE EXPRESS	EBONY BLACK	01	
312	1	N/A	041554572483	LINE EXPRESS	SOFT BLACK	02	
313	1	N/A	041554572490	LINE EXPRESS	BROWNISH BLACK	03	

Column: 5 - Row: 06 Notch: 34 Fixture Type: HOOK BARS Fixture Description: 6HK MSTR KAJAL (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028364 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
314	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
315	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2	
316	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
317	1	N/A	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510	
318	1	N/A	041554294231	MASTER DUO LINER	Black Lacquer	500	
319	1	N/A	041554494198	CURVITUDE LINER	BLACK	410	

Column: 5 - Row: 07 Notch: 27 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
320	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
321	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2	
322	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
323	1	N/A	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510	
324	1	N/A	041554294231	MASTER DUO LINER	Black Lacquer	500	
325	1	N/A	041554494198	CURVITUDE LINER	BLACK	410	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 22

Row: 03

Lower Notch: 15

Row: 04

Lower Notch: 8

Row: 05

Lower Notch: 1

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 27

Row: 08

Lower Notch: 16

Row: 09

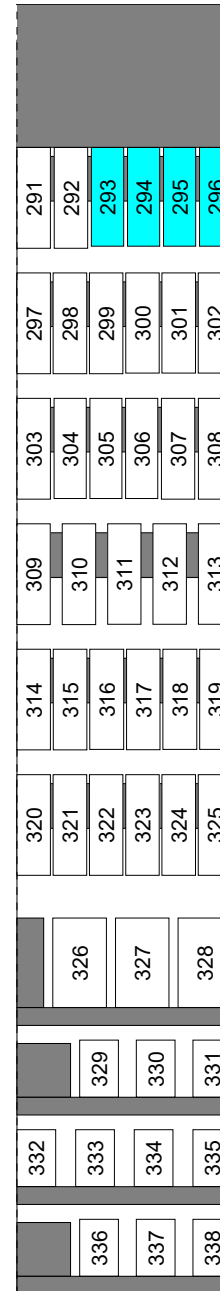
Lower Notch: 11

Row: 10

Lower Notch: 6

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
320	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01
321	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01
322	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02
323	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03
324	1	N/A	041554530339	EXPERT EYES TWIN BROW & EYE PENC...	Light Brown	04
325	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENC...	Blonde	7

Column: 5 - 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 #	Chip Codes
326	1	N/A	041554419184	THE PALETTES	The Nudes	02	
327	1	N/A	041554434866	THE PALETTES	The Blushed Nudes	06	
328	1	N/A	041554490848	24KT NUDES PALETTE	24KT NUDES PALETTE	120	

Column: 5 - 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:			
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
329	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
330	1	N/A	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	
331	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 5 - 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:			
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
332	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
333	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
334	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
335	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Column: 5 - 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:			
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
336	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
337	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
338	1	N/A	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 22

Row: 03

Lower Notch: 15

Row: 04

Lower Notch: 8

Row: 05

Lower Notch: 1

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 27

Row: 08

Lower Notch: 16

Row: 09

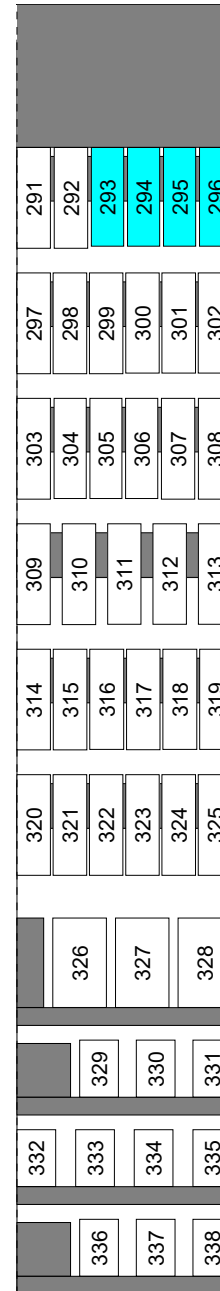
Lower Notch: 11

Row: 10

Lower Notch: 6

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1472ULH.psa

Column: 6 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO COLOSSAL 36HR HDR (BTY+PRODUCT) 8X24 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037992 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 6 - Row: 02 Notch: 22 Fixture Type: HOOK BARS Fixture Description: 6HK UNSTOPPABLE (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000035835 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
339	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
340	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
341	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	
342	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
343	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
344	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	

Column: 6 - Row: 03 Notch: 15 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
345	1	N/A	041554568172	TATTOO STUDIO LINER	SMOOTH WALNUT	911	
346	1	N/A	041554563863	TATTOO STUDIO LINER	STRIKING NAVY	920	
347	1	N/A	041554563870	TATTOO STUDIO LINER	DEEP TEAL	921	
348	1	N/A	041554563887	TATTOO STUDIO LINER	RICH AMETHYST	940	
349	1	N/A	041554563894	TATTOO STUDIO LINER	SPARKLING SILVER	961	
350	1	N/A	041554563900	TATTOO STUDIO LINER	POLISHED WHITE	970	

Column: 6 - Row: 04 Notch: 8 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
351	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
352	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	
353	1	N/A	041554549416	TATTOO STUDIO LIQUID LINER	BLACK	001	
354	1	N/A	041554578799	TATTOO STUDIO LIQUID LINER	DARK HENNA BROWN	002	
355	1	N/A	041554578805	TATTOO STUDIO LIQUID LINER	RUSTIC BROWN	003	

Column: 6 - Row: 05 Notch: 1 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
356	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
357	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
358	1	N/A	041554434804	LASTING DRAMA GEL PENCIL	SLEEK ONYX	601	
359	1	N/A	041554434835	LASTING DRAMA GEL PENCIL	GLAZED TOFFEE	604	
360	1	N/A	041554552560	LASTING DRAMA MATTES	JET BLACK	860	
361	1	N/A	041554546361	Lasting Drama Eyelights Liner	TWINKLE BLACK	850	

Column: 6 - Row: 06 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
362	1	N/A	041554065862	COLOSSAL 36HR LONGWEAR	VERY BLACK	212	
363	1	N/A	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
364	1	N/A	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
365	1	N/A	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01	

Column: 6 - Row: 07 Notch: 27 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
366	1	N/A	041554559309	TOTAL TEMPTATION WASHABLE	DEEP COCOA	606	
367	1	N/A	041554522556	FALSIES TEMPTATION	BLKST BLK	601	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 22

Row: 03

Lower Notch: 15

Row: 04

Lower Notch: 8

Row: 05

Lower Notch: 1

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 27

Row: 08

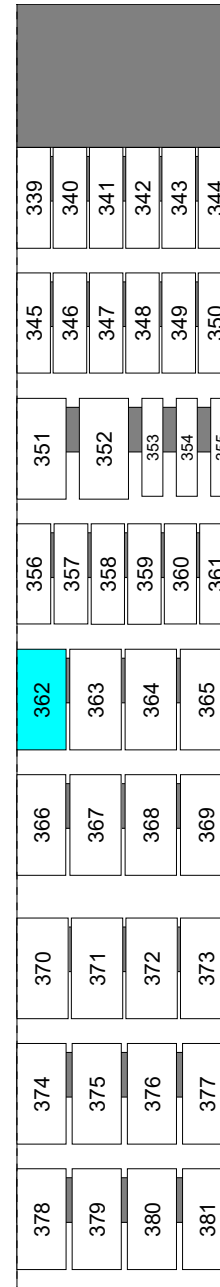
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
368	1	N/A	041554522563	FALSIES TEMPTATION	VERY BLK	602
369	1	N/A	041554522570	FALSIES TEMPTATION	BROWNISH BLK	603

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:		SS Holder Re-Order Code:		UPC Blade Code: 041554994452	
Graphic Re-Order Code:		HOOK BARS Re-Order Code: 041554984507		HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
370	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
371	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
372	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
373	1	N/A	041554532982	GREAT LASH MASCARA	Dark Brown	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:		SS Holder Re-Order Code:		UPC Blade Code: 041554994452	
Graphic Re-Order Code:		HOOK BARS Re-Order Code: 041554984507		HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
374	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
375	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
376	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
377	1	N/A	041554209334	GREAT LASH BIG	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:		SS Holder Re-Order Code:		UPC Blade Code: 041554994452	
Graphic Re-Order Code:		HOOK BARS Re-Order Code: 041554984507		HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
378	1	N/A	041554699159	FULL 'N SOFT WASHABLE	Very Black	1	
379	1	N/A	041554605228	FULL 'N SOFT WATERPROOF	Very Black	1	
380	1	N/A	041554054156	LASH STILETTO	Very Black	1	
381	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 22

Row: 03

Lower Notch: 15

Row: 04

Lower Notch: 8

Row: 05

Lower Notch: 1

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 27

Row: 08

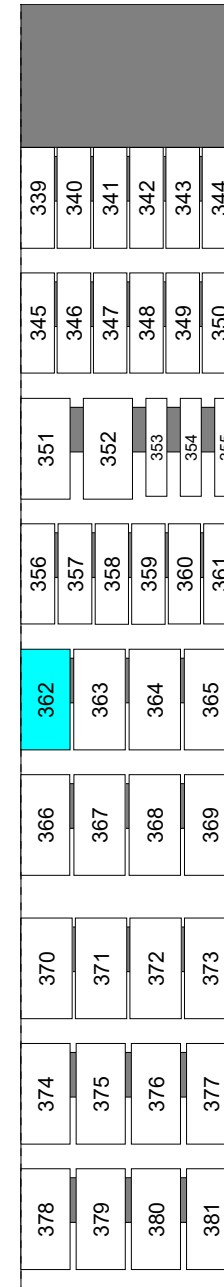
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1472ULH.psa

Column: 6 - Row: 01	Notch: 25	Fixture Type: HEADER LIT	Fixture Description: RENO COLOSSAL 36HR HDR (BTY+PRODUCT) 8X24 LIT **
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000037992		SS Holder Re-Order Code:	
HEADER LIT Re-Order Code: PM0000027628	HEADER LIT Rolled Up Code: N/A	UPC Blade Code:	

Column: 7 - Row: 02			Notch: 22		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		
382	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800			
383	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801			
384	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	VERY BLACK	802			
385	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	BROWNISH BLACK	803			

Column: 7 - Row: 03			Notch: 15		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		
386	1	N/A	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SER...	250			
387	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252			
388	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00			
389	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01			

Column: 7 - Row: 04		Notch: 8	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
390	1	N/A	041554584233	FALSIES LASH MASK	OVERNIGHT CONDITIONI...	190	
391	1	N/A	041554590364	Falsies Lash Lift Ultra Black Intensifier	ULTRA BLACK	195	
392	1	N/A	041554578478	FALSIES SALON LIFT	BLACKEST BLACK	200	
393	1	N/A	041554578485	FALSIES SALON LIFT	VERY BLACK	201	

Column: 7 - Row: 05 Notch: 1 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
394	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
395	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
396	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
397	1	N/A	041554217988	FALSIES MASCARA WP	Very Black	01	

Column: 7 - Row: 06		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
398	1	N/A	041554056761	VOLUM' EXPRESS COLOSSAL	Glam Brown (Brn/Blk)	2	
399	1	N/A	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black	00	
400	1	N/A	041554197044	VOLUM' EXPRESS COLOSSAL WP	Classic Black	1	
401	1	N/A	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	

Column: 7 - Row: 07		Notch: 27		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
402	1	N/A	041554522679	FALSIES TEMPTATION WTP	VERY BLACK WTP	604	
403	1	N/A	041554524048	FALSIES TEMPTATION WTP	BROWNISH WTP	605	
404	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
405	1	N/A	041554288377	VE ROCKET MASCARA	Very 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: 25

Row: 02

Lower Notch: 22

Row: 03

Lower Notch: 15

Row: 04

Lower Notch: 8

Row: 05

Lower Notch: 1

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 27

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

382	383	384	385
386	387	388	389
390	391	392	393
394	395	396	397
398	399	400	401
402	403	404	405
406	407	408	409
410	411	412	413
414	415	416	417

NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
406	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10
407	1	N/A	041554533064	GREAT LASH MASCARA	Royal Blue	104
408	1	N/A	041554626964	GREAT LASH WATERPROOF	Very Black	1
409	1	N/A	041554626964	GREAT LASH WATERPROOF	Very Black	1

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
410	1	N/A	041554672237	CURVED BRUSH GREAT LASH WASHAB...	Blackest Black	00	
411	1	N/A	041554565294	CURVED BRUSH GREAT LASH WASHAB...	Very Black	1	
412	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
413	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	

Column: 7 - 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
414	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
415	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	
416	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	
417	1	N/A	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	

Row: 01 Lower Notch: 25

Row: 02 Lower Notch: 22

Row: 03 Lower Notch: 15

Row: 04 Lower Notch: 8

Row: 05 Lower Notch: 1

Row: 06 Lower Notch: 34

Row: 07 Lower Notch: 27

Row: 08 Lower Notch: 19

Row: 09 Lower Notch: 12

Row: 10 Lower Notch: 5

382	383	384	385
386	387	388	389
390	391	392	393
394	395	396	397
398	399	400	401
402	403	404	405
406	407	408	409
410	411	412	413
414	415	416	417

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1472ULH.psa

Column: 8 - Row: 01 Notch: 29 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR 4X24 LIT **

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

Graphic Re-Order Code: PM0000028002 SS Holder Re-Order Code:

HEADER LIT Re-Order Code: PM0000029069 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 8 - Row: 02 Notch: 25 Fixture Type: SIGNS Fixture Description: RENO BRW SHAPING STUDIO (NAV) 4X24 UNLIT **

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

Graphic Re-Order Code: PM0000037165 SS Holder Re-Order Code:

SIGNS Re-Order Code: PM0000027636 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 8 - Row: 03 Notch: 22 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
418	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
419	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	
420	1	N/A	041554460261	LASH SENSATIONAL LUSCIOUS	Brownish Black WSH	02	
421	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS WATER...	Very Black WTP	01	

Column: 8 - Row: 04 Notch: 15 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
422	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
423	1	N/A	041554420647	LASH SENSATIONAL WP	Very Black	01	
424	1	N/A	041554420654	LASH SENSATIONAL WP	Brownish Black	02	
425	1	N/A	041554496185	LASH SENSATIONAL CURVITUDE	Blkst Black WSH	710	

Column: 8 - Row: 05 Notch: 8 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
426	1	N/A	041554578492	FALSIES SALON LIFT WTP	VERY BLACK (WTP)	202	
427	1	N/A	041554578508	FALSIES SALON LIFT WTP	BROWNISH BLACK (WTP)	203	
428	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	
429	1	N/A	041554496260	LASH SENSATIONAL CURVITUDE WTP	Very Black WTP	740	

Column: 8 - Row: 06 Notch: 1 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
430	1	N/A	041554217995	FALSIES MASCARA WP	Brownish Black	02	
431	1	N/A	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	
432	1	N/A	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	
433	1	N/A	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	

Column: 8 - Row: 07 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
434	1	N/A	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	
435	1	N/A	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01	
436	1	N/A	041554493733	COLOSSAL BIG SHOT	BROWNISH BLACK WSH	225	
437	1	N/A	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	

Column: 8 - Row: 08 Notch: 27 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
438	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
439	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	
440	1	N/A	041554288254	CAT EYES MASCARA	Glam Black	01	
441	1	N/A	041554288261	CAT EYES MASCARA WP	Glam Black	01	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 25

Row: 03 Lower Notch: 22

Row: 04 Lower Notch: 15

Row: 05 Lower Notch: 8

Row: 06 Lower Notch: 1

Row: 07 Lower Notch: 34

Row: 08 Lower Notch: 27

Row: 09 Lower Notch: 19

Row: 10 Lower Notch: 12

Row: 11 Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

Column: 8 - Row: 09 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
442	1	N/A	041554626988	GREAT LASH WATERPROOF	Brownish Black	3	
443	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
444	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
445	1	N/A	041554281484	MEGA PLUSH MASCARA WP	Very Black	01	

Column: 8 - Row: 10 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
446	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	
447	1	N/A	041554539912	SNPSACARA	PITCH BLACK	300	
448	1	N/A	041554539950	SNPSACARA	BOLD BROWN	305	
449	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	

Column: 8 - Row: 11 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
450	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
451	1	N/A	041554462838	FALSIES PUSH UP DRAMA ANGEL WTP	Very Black WTP	01	
452	1	N/A	041554443462	PUSH UP DRAMA WSH	Blackest Black	00	
453	1	N/A	041554443493	PUSH UP DRAMA WTP	Very Black	01	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 25

Row: 03 Lower Notch: 22

Row: 04 Lower Notch: 15

Row: 05 Lower Notch: 8

Row: 06 Lower Notch: 1

Row: 07 Lower Notch: 34

Row: 08 Lower Notch: 27

Row: 09 Lower Notch: 19

Row: 10 Lower Notch: 12

Row: 11 Lower Notch: 5

418	419	420	421
422	423	424	425
426	427	428	429
430	431	432	433
434	435	436	437
438	439	440	441
442	443	444	445
446	447	448	449
450	451	452	453

NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1472ULH.psa

Column: 8 - Row: 01 Notch: 29 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR 4X24 LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000028002 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PM0000029069 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 8 - Row: 02 Notch: 25 Fixture Type: SIGNS Fixture Description: RENO BRW SHAPING STUDIO (NAV) 4X24 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037165 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000027636 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 9 - Row: 03 Notch: 22 Fixture Type: HOOK BARS Fixture Description: 5HK TS BRW TINT PEN (DEMO) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037328
 Graphic Re-Order Code: PM0000028370 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
454	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
455	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
456	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
457	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	Deep Brown	365	

Column: 9 - Row: 04 Notch: 15 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
458	1	N/A	041554559736	TattooStudio Brow Pomade	Blonde	372	
459	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
460	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
461	1	N/A	041554559767	TattooStudio Brow Pomade	Ash Brown	378	
462	1	N/A	041554559774	TattooStudio Brow Pomade	Deep Brown	380	
463	1	N/A	041554563733	TattooStudio Brow Pomade	Black Brown	382	

Column: 9 - Row: 05 Notch: 8 Fixture Type: HOOK BARS Fixture Description: 6HK TS BRW GEL (DEMO) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000028368 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
464	1	N/A	041554544923	TATTOO STUDIO BROW GEL	BLONDE	250	
465	1	N/A	041554544930	TATTOO STUDIO BROW GEL	SOFT BROWN	255	
466	1	N/A	041554545005	TATTOO STUDIO BROW GEL	MEDIUM BROWN	257	
467	1	N/A	041554545005	TATTOO STUDIO BROW GEL	MEDIUM BROWN	257	
468	1	N/A	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	
469	1	N/A	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	

Column: 9 - Row: 06 Notch: 1 Fixture Type: HOOK BARS Fixture Description: 5HK BRW EXTENSIONS HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037883
 Graphic Re-Order Code: PM0000038717 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
470	1	N/A	041554584035	BROW EXTENSIONS POMADE CRAYON	SOFT BROWN	255	
471	1	N/A	041554584042	BROW EXTENSIONS POMADE CRAYON	MEDIUM BROWN	257	
472	1	N/A	041554584059	BROW EXTENSIONS POMADE CRAYON	DEEP BROWN	260	
473	1	N/A	041554584066	BROW EXTENSIONS POMADE CRAYON	BLACK BROWN	262	

Column: 9 - Row: 07 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
474	1	N/A	041554064292	Express Brow Duo	Light Blonde	248	
475	1	N/A	041554064308	Express Brow Duo	Blonde	250	
476	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
477	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
478	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
479	1	N/A	041554064346	Express Brow Duo	Black Brown	262	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 25

Row: 03 Lower Notch: 22

Row: 04 Lower Notch: 15

Row: 05 Lower Notch: 8

Row: 06 Lower Notch: 1

Row: 07 Lower Notch: 34

Row: 08 Lower Notch: 27

Row: 09 Lower Notch: 19

Row: 10 Lower Notch: 12

Row: 11 Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

Column: 9 - Row: 08 Notch: 27 Fixture Type: HOOK BARS Fixture Description: 5HK BRW ULTRA SLIM (DEMO) HKBR UNLIT **							
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031772				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000145				UPC Blade Code: PM0000008588			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
480	1	N/A	041554572285	BROW ULTRA SLIM	LIGHT BLONDE	248	
481	1	N/A	041554572292	BROW ULTRA SLIM	BLONDE	250	
482	1	N/A	041554572308	BROW ULTRA SLIM	SOFT BROWN	255	
483	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257	
484	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	

Column: 9 - Row: 09 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 5HK BRW FAST SCULPT GEL (DEMO) HKBR UNLIT **							
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000034706				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000145				UPC Blade Code: PM0000008588			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
485	1	N/A	041554578683	BROW FAST SCULPT	LIGHT BLONDE	248	
486	1	N/A	041554578690	BROW FAST SCULPT	BLONDE	250	
487	1	N/A	041554578706	BROW FAST SCULPT	SOFT BROWN	255	
488	1	N/A	041554572346	BROW ULTRA SLIM	BLACK BROWN	262	
489	1	N/A	041554581393	BROW ULTRA SLIM	BLACK	264	

Column: 9 - Row: 10 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 5HK BRW FAST SCULPT GEL (DEMO) HKBR UNLIT **							
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000034706				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000145				UPC Blade Code: PM0000008588			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
490	1	N/A	041554578713	BROW FAST SCULPT	WARM BROWN	256	
491	1	N/A	041554578720	BROW FAST SCULPT	MEDIUM BROWN	257	
492	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
493	1	N/A	041554578744	BROW FAST SCULPT	BLACK BROWN	262	
494	1	N/A	041554578751	BROW FAST SCULPT	CLEAR	264	

Column: 9 - Row: 11 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 5HK 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: PL2000000145				UPC Blade Code: PM0000008588			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
495	1	N/A	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255	
496	1	N/A	041554442205	BROW DEFINE + FILL DUO	Deep Brown	260	
497	1	N/A	041554429657	BROW PRECISE	Blonde	250	
498	1	N/A	041554429640	BROW PRECISE	Soft Brown	255	
499	1	N/A	041554429633	BROW PRECISE	Deep Brown	260	

Row: 01							Lower Notch: 29
Row: 02							Lower Notch: 25
Row: 03			454	455	456	457	Lower Notch: 22
Row: 04	458	459	460	461	462	463	Lower Notch: 15
Row: 05	464	465	466	467	468	469	Lower Notch: 8
Row: 06		470	471	472	473		Lower Notch: 1
Row: 07	474	475	476	477	478	479	Lower Notch: 34
Row: 08	480	481	482	483	484		Lower Notch: 27
Row: 09	485	486	487	488	489		Lower Notch: 19
Row: 10	490	491	492	493	494		Lower Notch: 12
Row: 11	495	496	497	498	499		Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1472ULH.psa

Column: 10 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO EXPRESS BRW HDR (BTY+PRODUCT) 8X24 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000038268 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027628 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 1.5 **
Shade Chart Re-Order Code: PM0000033832 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
500	1	N/A	041554538311	FitMe MATTE+PORELESS FNDTN	FAIR PORCELAIN	102	
501	1	N/A	041554538328	FitMe MATTE+PORELESS FNDTN	FAIR IVORY	105	
502	1	N/A	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
503	1	N/A	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
504	1	N/A	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
505	1	N/A	041554539462	FitMe MATTE+PORELESS FNDTN	LIGHT BEIGE (WMT,ULTA)	118	
506	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
507	1	N/A	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	

Column: 10 - Row: 03 Notch: 13 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 3.5 **
Shade Chart Re-Order Code: PM0000033840 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	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	
509	1	N/A	041554438185	FitMe MATTE+PORELESS FNDTN	Rich Tan	238	
510	1	N/A	041554538700	FitMe MATTE+PORELESS FNDTN	LIGHT HONEY	242	
511	1	N/A	041554539615	FitMe MATTE+PORELESS FNDTN	CLASSIC BEIGE (WMT,UL...	245	
512	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
513	1	N/A	041554539622	FitMe MATTE+PORELESS FNDTN	GOLDEN (WMT,ULTA)	312	
514	1	N/A	041554466478	FitMe MATTE+PORELESS FNDTN	NATURAL TAN	320	
515	1	N/A	041554438192	FitMe MATTE+PORELESS FNDTN	Warm Honey	322	

Column: 10 - Row: 04 Notch: 5 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 5.5 **
Shade Chart Re-Order Code: PM0000033843 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
516	1	N/A	041554538717	FitMe MATTE+PORELESS FNDTN	LATTE	358	
517	1	N/A	041554466522	FitMe MATTE+PORELESS FNDTN	MOCHA	360	
518	1	N/A	041554538724	FitMe MATTE+PORELESS FNDTN	TRUFFLE	362	
519	1	N/A	041554539721	FitMe MATTE+PORELESS FNDTN	NUTMEG (WMT,ULTA)	365	
520	1	N/A	041554538731	FitMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
521	1	N/A	041554539752	FitMe MATTE+PORELESS FNDTN	DEEP BRONZE (WMT,UL...	370	
522	1	N/A	041554538748	FitMe MATTE+PORELESS FNDTN	JAVA	375	
523	1	N/A	041554539776	FitMe MATTE+PORELESS FNDTN	ESPRESSO (WMT,ULTA)	380	

Column: 10 - Row: 05 Notch: 37 Fixture Type: TRAYS Fixture Description: FM M&P PDR 2.3 **
Shade Chart Re-Order Code: PM0000028835,PM0000028836 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
524	1	N/A	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	
525	1	N/A	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	
526	1	N/A	041554433821	FitMe MATTE+PORELESS PDR	Natural Buff	230	
527	1	N/A	041554488340	FitMe MATTE+PORELESS PDR	Pure Beige	235	
528	1	N/A	041554553499	FitMe MATTE+PORELESS PDR	Classic Beige	245	
529	1	N/A	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310	
530	1	N/A	041554553505	FitMe MATTE+PORELESS PDR	Golden	312	
531	1	N/A	041554488357	FitMe MATTE+PORELESS PDR	Natural Tan	320	

Column: 10 - Row: 06 Notch: 30 Fixture Type: TRAYS Fixture Description: FM CNCLR 1.2 **
Shade Chart Re-Order Code: PM0000034449 SS Graphic Re-Order Code: PM0000035826
Graphic Re-Order Code: PM0000033869 SS Holder Re-Order Code: PM0000034175
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
532	1	N/A	041554580631	FitMe CONCEALER	COOL IVORY	01	
533	1	N/A	041554550450	FitMe CONCEALER	IVORY	05	
534	1	N/A	041554247701	FitMe CONCEALER	Fair	10	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 13

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 24

Row: 08

Lower Notch: 16

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 5

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
556	557	558	559	560	561	562	563
564	565	566	567				

NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021							
535	1	N/A	041554580648	FitMe CONCEALER	VANILLA	11	

Column: 10 - Row: 07 Notch: 24 Fixture Type: TRAYS Fixture Description: FM D&S FNDTN 1.3 **							
Shade Chart Re-Order Code: PM0000033866				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
536	1	N/A	041554553307	FitMe DEW+SMTH FNDTN	Fair Porcelain	102	
537	1	N/A	041554553314	FitMe DEW+SMTH FNDTN	Fair Ivory	105	
538	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	
539	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivory	115	
540	1	N/A	041554553321	FitMe DEW+SMTH FNDTN	Light Beige	118	
541	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Clsc Ivry	120	
542	1	N/A	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125	
543	1	N/A	041554553345	FitMe DEW+SMTH FNDTN	Warm Nude	128	

Column: 10 - Row: 08 Notch: 16 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
544	1	N/A	041554501995	FIT ME LOOSE POWDER	FAIR	05	
545	1	N/A	041554502046	FIT ME LOOSE POWDER	MEDIUM	25	
546	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
547	1	N/A	041554503036	FIT ME LOOSE POWDER	MEDIUM DEEP	30	
548	1	N/A	041554502022	FIT ME LOOSE POWDER	LIGHT	15	
549	1	N/A	041554503043	FIT ME LOOSE POWDER	DEEP	35	
550	1	N/A	041554502039	FIT ME LOOSE POWDER	LIGHT MEDIUM	20	
551	1	N/A	041554503050	FIT ME LOOSE POWDER	DARK	40	

Column: 10 - Row: 09 Notch: 9 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
552	1	N/A	041554503067	FIT ME BLUSH OPTIMIZATION	BUFF	10	
553	1	N/A	041554503135	FIT ME BLUSH OPTIMIZATION	CORAL	35	
554	1	N/A	041554503074	FIT ME BLUSH OPTIMIZATION	NUDE	15	
555	1	N/A	041554503142	FIT ME BLUSH OPTIMIZATION	PEACH	40	
556	1	N/A	041554503098	FIT ME BLUSH OPTIMIZATION	MAUVE	20	
557	1	N/A	041554503159	FIT ME BLUSH OPTIMIZATION	PLUM	45	
558	1	N/A	041554503104	FIT ME BLUSH OPTIMIZATION	PINK	25	
559	1	N/A	041554503524	FIT ME BLUSH OPTIMIZATION	WINE	50	
560	1	N/A	041554503111	FIT ME BLUSH OPTIMIZATION	ROSE	30	
561	1	N/A	041554503722	FIT ME BLUSH OPTIMIZATION	BERRY	55	

Column: 10 - 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
562	1	N/A	041554543872	COVER STICK (CORRECTOR)	Ivory	1	
563	1	N/A	041554543889	COVER STICK (CORRECTOR)	Light Beige	2	
564	1	N/A	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3	
565	1	N/A	041554543902	COVER STICK (CORRECTOR)	Deep Beige	4	
566	1	N/A	041554615982	COVER STICK (CORRECTOR)	Yellow Corrects Dark Circles	8	
567	1	N/A	041554616019	COVER STICK (CORRECTOR)	Green Corrects Redness	9	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 13

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 24

Row: 08

Lower Notch: 16

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 5

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
556	557	558	559	560	561	562	563
564	565	566	567	568	569	570	571

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1472ULH.psa

Column: 10 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO EXPRESS BRW HDR (BTY+PRODUCT) 8X24 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000038268 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 11 - Row: 02 Notch: 19 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 2.5 **							
Shade Chart Re-Order Code: PM0000033837 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
568	1	N/A	041554538694	FitMe MATTE+PORELESS FNDTN	SOFT SAND	124	
569	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
570	1	N/A	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
571	1	N/A	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	
572	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
573	1	N/A	041554466461	FitMe MATTE+PORELESS FNDTN	TRUE BEIGE	222	
574	1	N/A	041554438178	FitMe MATTE+PORELESS FNDTN	Soft Tan	228	
575	1	N/A	041554433487	FitMe MATTE+PORELESS FNDTN	Ntrl Buff	230	

Column: 11 - Row: 03 Notch: 13 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 4.5 **							
Shade Chart Re-Order Code: PM0000033842 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
576	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	
577	1	N/A	041554466485	FitMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332	
578	1	N/A	041554539639	FitMe MATTE+PORELESS FNDTN	WARM SUN (WMT,ULTA)	334	
579	1	N/A	041554466492	FitMe MATTE+PORELESS FNDTN	CLASSIC TAN	335	
580	1	N/A	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
581	1	N/A	041554466515	FitMe MATTE+PORELESS FNDTN	CAPUCCINO	340	
582	1	N/A	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
583	1	N/A	041554539677	FitMe MATTE+PORELESS FNDTN	WARM COCONUT (WMT,...	356	

Column: 11 - Row: 04 Notch: 5 Fixture Type: TRAYS Fixture Description: FM M&P PDR 1.3 **							
Shade Chart Re-Order Code: PM0000028833, PM0000028834 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
584	1	N/A	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	
585	1	N/A	041554553413	FitMe MATTE+PORELESS PDR	Fair Ivory	105	
586	1	N/A	041554433753	FitMe MATTE+PORELESS PDR	Porcelain	110	
587	1	N/A	041554553420	FitMe MATTE+PORELESS PDR	Natural Ivory	112	
588	1	N/A	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
589	1	N/A	041554553437	FitMe MATTE+PORELESS PDR	Creamy Beige	122	
590	1	N/A	041554553444	FitMe MATTE+PORELESS PDR	Warm Nude	128	
591	1	N/A	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	

Column: 11 - Row: 05 Notch: 37 Fixture Type: TRAYS Fixture Description: FM M&P PDR 3.3 **							
Shade Chart Re-Order Code: PM0000028837, PM0000028838 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
592	1	N/A	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	
593	1	N/A	041554553451	FitMe MATTE+PORELESS PDR	Golden Caramel	332	
594	1	N/A	041554553512	FitMe MATTE+PORELESS PDR	Warm Sun	334	
595	1	N/A	041554553468	FitMe MATTE+PORELESS PDR	Coconut	355	
596	1	N/A	041554488364	FitMe MATTE+PORELESS PDR	Mocha	360	
597	1	N/A	041554553475	FitMe MATTE+PORELESS PDR	Truffle	362	
598	1	N/A	041554553529	FitMe MATTE+PORELESS PDR	Nutmeg	365	
599	1	N/A	041554553482	FitMe MATTE+PORELESS PDR	Java	375	

Column: 11 - Row: 06 Notch: 30 Fixture Type: TRAYS Fixture Description: FM CNCLR 2.2 **							
Shade Chart Re-Order Code: PM0000034450 SS Graphic Re-Order Code:							
Graphic Re-Order Code: PM0000033889 SS Holder Re-Order Code:							
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
600	1	N/A	041554247718	FitMe CONCEALER	Light	15	
601	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
602	1	N/A	041554580679	FitMe CONCEALER	WHEAT	22	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 13

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 24

Row: 08

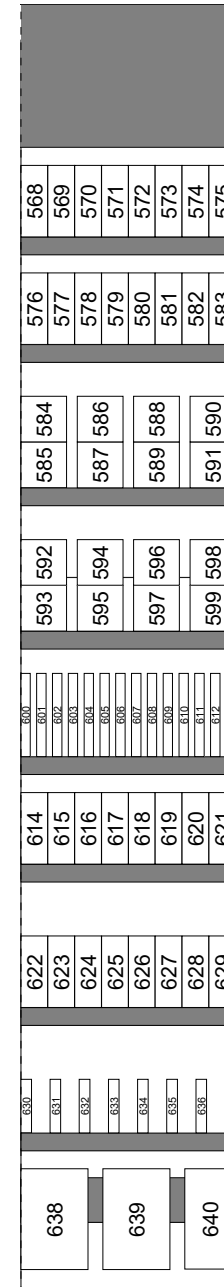
Lower Notch: 16

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
603	1	N/A	041554247725	FitMe CONCEALER	Med	25
604	1	N/A	041554550467	FitMe CONCEALER	HONEY	30
605	1	N/A	041554247749	FitMe CONCEALER	Deep	35
606	1	N/A	041554550474	FitMe CONCEALER	CARAMEL	40
607	1	N/A	041554550481	FitMe CONCEALER	TAN	45
608	1	N/A	041554247756	FitMe CONCEALER	Cafe	50
609	1	N/A	041554550498	FitMe CONCEALER	HAZELNUT	55
610	1	N/A	041554581492	FitMe CONCEALER	WALNUT	57
611	1	N/A	041554550504	FitMe CONCEALER	COCOA	60
612	1	N/A	041554581508	FitMe CONCEALER	COFFEE	65
613	1	N/A	041554581515	FitMe CONCEALER	DARK COFFEE	70

Column: 11 - Row: 07 Notch: 24 Fixture Type: TRAYS				Fixture Description: FM D&S FNDTN 2.3 **			
Shade Chart Re-Order Code: PM0000033867				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
614	1	N/A	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130	
615	1	N/A	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge	210	
616	1	N/A	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220	
617	1	N/A	041554238723	FitMe DEW+SMTH FNDTN	Med Buff	225	
618	1	N/A	041554553352	FitMe DEW+SMTH FNDTN	Soft Tan	228	
619	1	N/A	041554238730	FitMe DEW+SMTH FNDTN	Nat Buff	230	
620	1	N/A	041554238747	FitMe DEW+SMTH FNDTN	Pure Bge	235	
621	1	N/A	041554339697	FitMe DEW+SMTH FNDTN	Gldn Bge	240	

Column: 11 - Row: 08 Notch: 16 Fixture Type: TRAYS				Fixture Description: FM D&S FNDTN 3.3 **			
Shade Chart Re-Order Code: PM0000033868				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
622	1	N/A	041554553383	FitMe DEW+SMTH FNDTN	Classic Beige	245	
623	1	N/A	041554238761	FitMe DEW+SMTH FNDTN	Sun Bge	310	
624	1	N/A	041554238778	FitMe DEW+SMTH FNDTN	Soft Honey	315	
625	1	N/A	041554553390	FitMe DEW+SMTH FNDTN	Warm Honey	322	
626	1	N/A	041554400816	FitMe DEW+SMTH FNDTN	Toffee	330	
627	1	N/A	041554247152	FitMe DEW+SMTH FNDTN	Coconut	355	
628	1	N/A	041554339895	FitMe DEW+SMTH FNDTN	Mocha	360	
629	1	N/A	041554553406	FitMe DEW+SMTH FNDTN	Java	375	

Column: 11 - Row: 09 Notch: 9 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
630	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	PM0000010714
631	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	PM0000010715
632	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	PM0000010716
633	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	PM0000010717
634	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	PM0000010718
635	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	PM0000010720
636	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	PM0000010723
637	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	PM0000010725

Column: 11 - 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
638	1	N/A	041554566499	SHINE FREE OIL CONTROL LOOSE POW...	Light	1	
639	1	N/A	041554566505	SHINE FREE OIL CONTROL LOOSE POW...	Medium	2	
640	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 19

Row: 03

Lower Notch: 13

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 37

Row: 06

Lower Notch: 30

Row: 07

Lower Notch: 24

Row: 08

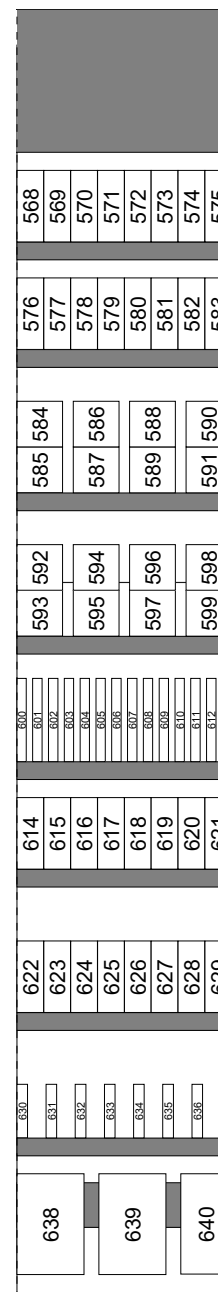
Lower Notch: 16

Row: 09

Lower Notch: 9

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1472ULH.psa

Column: 12 - Row: 01 Notch: 29 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: 12 - Row: 02 Notch: 21 Fixture Type: TRAYS				Fixture Description: FM TINTED MOIST 1.2 **			
Shade Chart Re-Order Code: PM0000037925				SS Graphic Re-Order Code: PM0000037929			
Graphic Re-Order Code: PM0000038139				SS Holder Re-Order Code: PM0000037915			
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
641	1	N/A	041554584431	Fit Me Primers	Mattifying	00	
642	1	N/A	041554062892	Fit Me Tinted Moisturizer	103	103	
643	1	N/A	041554062908	Fit Me Tinted Moisturizer	115	115	
644	1	N/A	041554062915	Fit Me Tinted Moisturizer	118	118	
645	1	N/A	041554062922	Fit Me Tinted Moisturizer	120	120	
646	1	N/A	041554062939	Fit Me Tinted Moisturizer	220	220	
647	1	N/A	041554062946	Fit Me Tinted Moisturizer	310	310	

Column: 12 - Row: 03 Notch: 14 Fixture Type: TRAYS				Fixture Description: FM TINTED MOIST 2.2 **			
Shade Chart Re-Order Code: PM0000037926				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
648	1	N/A	041554069853	Fit Me Tinted Moisturizer	322	322	
649	1	N/A	041554062953	Fit Me Tinted Moisturizer	330	330	
650	1	N/A	041554069860	Fit Me Tinted Moisturizer	335	335	
651	1	N/A	041554062960	Fit Me Tinted Moisturizer	355	355	
652	1	N/A	041554062977	Fit Me Tinted Moisturizer	360	360	
653	1	N/A	041554069877	Fit Me Tinted Moisturizer	368	368	
654	1	N/A	041554062984	Fit Me Tinted Moisturizer	370	370	
655	1	N/A	041554062991	Fit Me Tinted Moisturizer	375	375	

Column: 12 - Row: 04 Notch: 7 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
656	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	Fair Porcelain	02	
657	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
658	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
659	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
660	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
661	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	

Column: 12 - Row: 05 Notch: 40 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
662	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
663	1	N/A	041554579130	DREAM RADIANT LIQUID FOUNDATION	Sandy Beige	60	
664	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	
665	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
666	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
667	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
668	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
669	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	Java	135	

Column: 12 - Row: 06 Notch: 33 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
670	1	N/A	041554571523	DREAM URBAN COVER FOUNDATION	Porcelain	110	
671	1	N/A	041554571530	DREAM URBAN COVER FOUNDATION	Natural Ivory	112	
672	1	N/A	041554571554	DREAM URBAN COVER FOUNDATION	Classic Ivory	120	
673	1	N/A	041554571561	DREAM URBAN COVER FOUNDATION	Warm Nude	128	
674	1	N/A	041554571592	DREAM URBAN COVER FOUNDATION	Natural Beige	220	
675	1	N/A	041554571615	DREAM URBAN COVER FOUNDATION	Sun Beige	310	

Row: 01

Lower Notch: 29

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

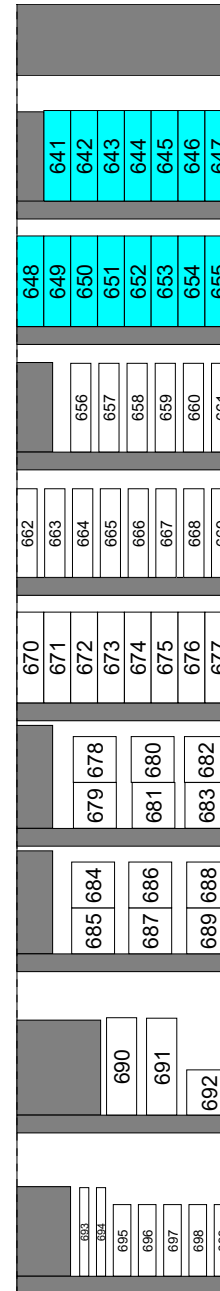
Lower Notch: 19

Row: 09

Lower Notch: 10

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
676	1	N/A	041554571639	DREAM URBAN COVER FOUNDATION	Toffee	330
677	1	N/A	041554571660	DREAM URBAN COVER FOUNDATION	Truffle	362

Column: 12 - Row: 07		Notch: 26	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
678	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	PM0000015501
679	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	PM0000015495
680	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	PM0000015493
681	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	PM0000015497
682	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	PM0000015500
683	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	PM0000015503

Column: 12 - Row: 08		Notch: 19	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
684	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	PM0000015502
685	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	PM0000015496
686	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	PM0000015499
687	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	PM0000015492
688	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	PM0000015498
689	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	PM0000015494

Column: 12 - Row: 09		Notch: 10	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:				

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
690	1	N/A	041554584479	FACE STUDIO GLASS SKIN SPRAY	Glass Skin Spray	00	
691	1	N/A	041554562927	MASTER FIX SETTING SPRAY	Lasting Fix Set Spray	00	
692	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10	

Column: 12 - Row: 10		Notch: 1	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
693	1	N/A	041554501940	FACE STUDIO MASTER CAMO COLOR C...	Green	10	
694	1	N/A	041554501964	FACE STUDIO MASTER CAMO COLOR C...	Apricot	50	
695	1	N/A	041554431902	FACE STUDIO MASTER CONCEAL	Fair	10	
696	1	N/A	041554431919	FACE STUDIO MASTER CONCEAL	Light	20	
697	1	N/A	041554431926	FACE STUDIO MASTER CONCEAL	Light/Medium	30	
698	1	N/A	041554431933	FACE STUDIO MASTER CONCEAL	Medium	40	
699	1	N/A	041554431940	FACE STUDIO MASTER CONCEAL	Medium/Deep	50	

Row: 01 Lower Notch: 29

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: 10

Row: 10 Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1472ULH.psa

Column: 12 - Row: 01 Notch: 29 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: 13 - Row: 02 Notch: 22 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
700	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Porcelain	102	
701	1	N/A	041554559392	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Ivory	105	
702	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDA...	Porcelain	110	
703	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Ivory	112	
704	1	N/A	041554559408	SUPERSTAY FULL COVERAGE FOUNDA...	Ivory	115	
705	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDA...	Light Beige	118	
706	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDA...	Classic Ivory	120	
707	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDA...	Nude Beige	125	

Column: 13 - Row: 03 Notch: 16 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
708	1	N/A	041554565614	SUPERSTAY FULL COVERAGE FOUNDA...	Sand Beige	127	
709	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDA...	Warm Nude	128	
710	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDA...	Medium Beige	129	
711	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDA...	Buff Beige	130	
712	1	N/A	041554565621	SUPERSTAY FULL COVERAGE FOUNDA...	Light Tan	140	
713	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Beige	220	
714	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDA...	Sun Beige	310	
715	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDA...	Golden	312	

Column: 13 - Row: 04 Notch: 10 Fixture Type: TRAYS

Fixture Description: SS FC FNDTN 3.3 **

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
716	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDA...	Honey	320	
717	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDA...	Toffee	330	
718	1	N/A	041554559422	SUPERSTAY FULL COVERAGE FOUNDA...	Golden Caramel	332	
719	1	N/A	041554559439	SUPERSTAY FULL COVERAGE FOUNDA...	Cappuccino	340	
720	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDA...	Coconut	355	
721	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDA...	Mocha	360	
722	1	N/A	041554559446	SUPERSTAY FULL COVERAGE FOUNDA...	Deep Bronze	370	
723	1	N/A	041554559453	SUPERSTAY FULL COVERAGE FOUNDA...	Java	375	

Column: 13 - Row: 05 Notch: 6 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
724	1	N/A	041554574586	SUPER STAY CONCEALER	Ivory	05	
725	1	N/A	041554574593	SUPER STAY CONCEALER	Fair	10	
726	1	N/A	041554574609	SUPER STAY CONCEALER	Light	15	
727	1	N/A	041554574616	SUPER STAY CONCEALER	Light/Medium	18	
728	1	N/A	041554574623	SUPER STAY CONCEALER	Sand	20	
729	1	N/A	041554574630	SUPER STAY CONCEALER	Medium	25	

Column: 13 - Row: 06 Notch: 39 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
730	1	N/A	041554574647	SUPER STAY CONCEALER	Honey	30	
731	1	N/A	041554574654	SUPER STAY CONCEALER	Caramel	40	
732	1	N/A	041554574661	SUPER STAY CONCEALER	Tan	45	
733	1	N/A	041554574678	SUPER STAY CONCEALER	Warm Olive	52	
734	1	N/A	041554574685	SUPER STAY CONCEALER	Deep Bronze	65	

Row: 01

Lower Notch: 29

Row: 02

Lower Notch: 22

Row: 03

Lower Notch: 16

Row: 04

Lower Notch: 10

Row: 05

Lower Notch: 6

Row: 06

Lower Notch: 39

Row: 07

Lower Notch: 27

Row: 08

Lower Notch: 18

Row: 09

Lower Notch: 10

Row: 10

Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
735	1	N/A	041554574692	SUPER STAY CONCEALER	Deep Cocoa	70

Column: 13 - Row: 07 Notch: 27 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
736	1	N/A	041554562804	SUPERSTAY FULL COVERAGE POWDER	Fair Porcelain	102	
737	1	N/A	041554562828	SUPERSTAY FULL COVERAGE POWDER	Natural Ivory	112	
738	1	N/A	041554562811	SUPERSTAY FULL COVERAGE POWDER	Porcelain	110	
739	1	N/A	041554562835	SUPERSTAY FULL COVERAGE POWDER	Classic Ivory	120	

Column: 13 - 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
740	1	N/A	041554562859	SUPERSTAY FULL COVERAGE POWDER	Buff Beige	130	
741	1	N/A	041554562880	SUPERSTAY FULL COVERAGE POWDER	Golden Caramel	332	
742	1	N/A	041554562866	SUPERSTAY FULL COVERAGE POWDER	Natural Beige	220	
743	1	N/A	041554562903	SUPERSTAY FULL COVERAGE POWDER	Coconut	355	
744	1	N/A	041554562873	SUPERSTAY FULL COVERAGE POWDER	Golden	312	
745	1	N/A	041554563399	SUPERSTAY FULL COVERAGE POWDER	Truffle	362	
746	1	N/A	041554563368	SUPERSTAY FULL COVERAGE POWDER	Honey	320	
747	1	N/A	041554563375	SUPERSTAY FULL COVERAGE POWDER	Java	375	

Column: 13 - Row: 09 Notch: 10 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
748	1	N/A	041554547429	MASTER PRIME BLUR + HYDRATE	MASTER PRIME BLUR + ...	050	
749	1	N/A	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	PM0000013800
750	1	N/A	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	PM0000013802
751	1	N/A	041554551792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
752	1	N/A	041554551808	MASTER PRIME BLUR + HYDRATE	BLUR + PROTECT	500	
753	1	N/A	041554548341	Master Prime Blur Stick	Universal Transparent	100	

Column: 13 - 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
754	1	N/A	041554542578	FACE STUDIO MASTER CHROME METAL...	Molten Rose Gold	050	
755	1	N/A	041554553918	FACE STUDIO MASTER CHROME METAL...	Molten Peach	150	
756	1	N/A	041554538281	FACE STUDIO MASTER CHROME METAL...	Molten Gold	100	
757	1	N/A	041554553925	FACE STUDIO MASTER CHROME METAL...	Molten Topaz	200	
758	1	N/A	041554547757	MASTER HOLOGRAPHIC	Master Holographic	50	
759	1	N/A	041554548006	MASTER HOLOGRAPHIC	Purple	100	
760	1	N/A	041554486155	FACE STUDIO MASTER STROBE	LIGHT - IRIDESCENT	100	
761	1	N/A	041554486162	FACE STUDIO MASTER STROBE	MEDIUM - NUDE GLOW	200	

Row: 01		Lower Notch: 29
	700 701 702 703 704 705 706 707	
Row: 02		Lower Notch: 22
	708 709 710 711 712 713 714 715	
Row: 03		Lower Notch: 16
	716 717 718 719 720 721 722 723	
Row: 04		Lower Notch: 10
	724 725 726 727 728 729	
Row: 05		Lower Notch: 6
	730 731 732 733 734 735	
Row: 06		Lower Notch: 39
	736 737 738 739	
Row: 07		Lower Notch: 27
	740 741 742 743 744 745 746 747	
Row: 08		Lower Notch: 18
	748 749 750 751 752 753	
Row: 09		Lower Notch: 10
	754 755 756 757 758 759 760 761	
Row: 10		Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1472ULH.psa

Column: 12 - Row: 01 Notch: 29 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: 14 - Row: 02 Notch: 25 Fixture Type: SIGNS Fixture Description: RENO IAR CNCLR (NAV+DEMO) 4X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037874 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029067 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 14 - Row: 03 Notch: 22 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 #
762	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95
763	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100
764	1	N/A	041554259247	IAR Eraser Concealer	Fair	10
765	1	N/A	041554567496	IAR Eraser Concealer	Warm Light	115
766	1	N/A	041554259254	IAR Eraser Concealer	Light	20
767	1	N/A	041554567502	IAR Eraser Concealer	Light Honey	121

Column: 14 - Row: 04 Notch: 15 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 #
768	1	N/A	041554546798	IAR Eraser Concealer	Sand	122
769	1	N/A	041554259261	IAR Eraser Concealer	Medium	30
770	1	N/A	041554259278	IAR Eraser Concealer	Honey	40
771	1	N/A	041554546804	IAR Eraser Concealer	Golden	142
772	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144
773	1	N/A	041554567519	IAR Eraser Concealer	Warm Olive	145

Column: 14 - Row: 05 Notch: 8 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 #
774	1	N/A	041554546828	IAR Eraser Concealer	Tan	146
775	1	N/A	041554567526	IAR Eraser Concealer	Mahogany	147
776	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148
777	1	N/A	041554567533	IAR Eraser Concealer	Deep Bronze	149
778	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50
779	1	N/A	041554267204	IAR Eraser Concealer	Brightener	60

Column: 14 - Row: 06 Notch: 38 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 #
780	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120
781	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130
782	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150
783	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190
784	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200
785	1	N/A	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220
786	1	N/A	041554220124	IAR ERASER FOUNDATION	Pure Beige	250
787	1	N/A	041554220155	IAR ERASER FOUNDATION	Medium Beige	300

Column: 14 - Row: 07 Notch: 37 Fixture Type: SIGNS Fixture Description: RENO DRM BB CREAMS (PRODUCT) 2X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000036040 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 14 - Row: 08 Notch: 30 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

Row: 01		Lower Notch: 29
Row: 02		Lower Notch: 25
Row: 03	762 763 764 765 766 767	Lower Notch: 22
Row: 04	768 769 770 771 772 773	Lower Notch: 15
Row: 05	774 775 776 777 778 779	Lower Notch: 8
Row: 06	780 781 782 783 784 785 786 787	Lower Notch: 38
Row: 07	788 789 790 791 792	Lower Notch: 37
Row: 08	793 794 795 796 797	Lower Notch: 30
Row: 09	798 799 800	Lower Notch: 24
Row: 10		Lower Notch: 17
Row: 11		Lower Notch: 15
Row: 12	801 802 803 804 805 806	Lower Notch: 10
Row: 13	807 808 809	Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
788	1	N/A	041554587043	DREAM FRESH BB CRM	LIGHT	100	
789	1	N/A	041554282634	DREAM FRESH BB CRM	Light Medium	110	
790	1	N/A	041554282641	DREAM FRESH BB CRM	Medium	120	
791	1	N/A	041554282658	DREAM FRESH BB CRM	Medium/Deep	130	
792	1	N/A	041554587050	DREAM FRESH BB CRM	DEEP	140	

Column: 14 - Row: 09 Notch: 24 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
793	1	N/A	041554587067	DREAM PURE BB	LIGHT	100	
794	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
795	1	N/A	041554349573	DREAM PURE BB	Medium	120	
796	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
797	1	N/A	041554587074	DREAM PURE BB	DEEP	140	

Column: 14 - Row: 10 Notch: 17 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
798	1	N/A	041554496475	FACE STUDIO MASTER BLUSH PALETTE	BLUSH PALETTE	10	
799	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	LIGHT TO MEDIUM	10	
800	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	MEDIUM TO DEEP	20	

Column: 14 - Row: 11 Notch: 15 Fixture Type: SIGNS Fixture Description: RENO CHEEK HEAT BLUSH (PRODUCT) 2X12 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000033574 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 14 - Row: 12 Notch: 10 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
801	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
802	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
803	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
804	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
805	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
806	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	

Column: 14 - Row: 13 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
807	1	N/A	041554562958	FACE STUDIO CITY BRONZER	100	100	
808	1	N/A	041554562965	FACE STUDIO CITY BRONZER	200	200	
809	1	N/A	041554562972	FACE STUDIO CITY BRONZER	300	300	

Row: 01		Lower Notch: 29
Row: 02		Lower Notch: 25
Row: 03	762 763 764 765 766 767	Lower Notch: 22
Row: 04	768 769 770 771 772 773	Lower Notch: 15
Row: 05	774 775 776 777 778 779	Lower Notch: 8
Row: 06	780 781 782 783 784 785 786 787	Lower Notch: 38
Row: 07		Lower Notch: 37
Row: 08	788 789 790 791 792	Lower Notch: 30
Row: 09	793 794 795 796 797	Lower Notch: 24
Row: 10	798 799 800	Lower Notch: 17
Row: 11		Lower Notch: 15
Row: 12	801 802 803 804 805 806	Lower Notch: 10
Row: 13	807 808 809	Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1472ULH.psa

Column: 15 - Row: 01 Notch: 24 Fixture Type: HEADER Fixture Description: MNY LOGO HDR 2' FLAT FRONT UNLIT **

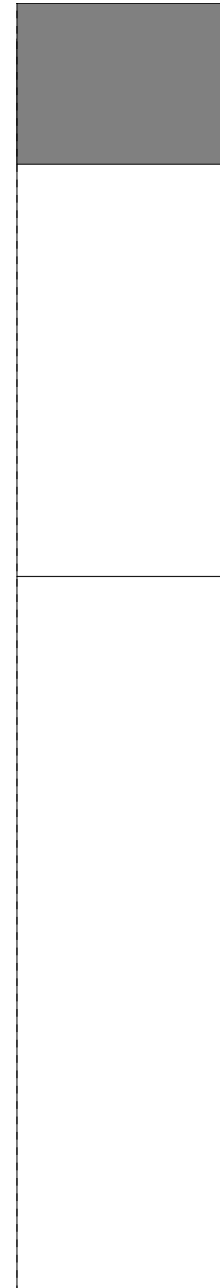
Shade Chart Re-Order Code: SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000021064 SS Holder Re-Order Code:

HEADER Re-Order Code: PL2000000244 HEADER Rolled Up Code: N/A UPC Blade Code:

Row: 01

Lower Notch: 24



NOTCH SCHEMATIC

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1472ULH.psa

Column: 15 - Row: 01 Notch: 24 Fixture Type: HEADER Fixture Description: MNY LOGO HDR 2' FLAT FRONT UNLIT **

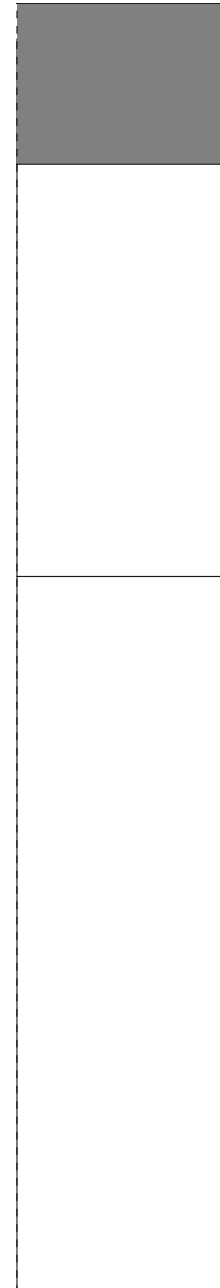
Shade Chart Re-Order Code: SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000021064 SS Holder Re-Order Code:

HEADER Re-Order Code: PL2000000244 HEADER Rolled Up Code: N/A UPC Blade Code:

Row: 01

Lower Notch: 24



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BLUSHED
LIPS, THE
BROOKLYN WAY.
UP TO 8HR.

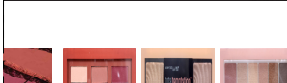
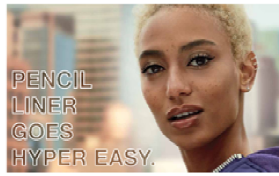
NEW SHADES
SUPER STAY INK CRAYON
BROOKLYN BLUSH

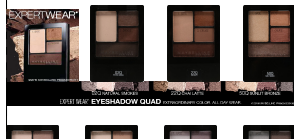
LIPSTICKS WITH HYALURONIC ACID
FULLER LOOKING LIPS.
LASTING HYDRATION.















MAYBE

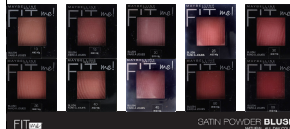
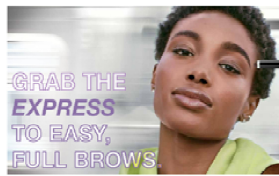
BROW SHAP



LLINE[®]
NEW YORK

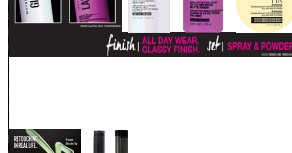
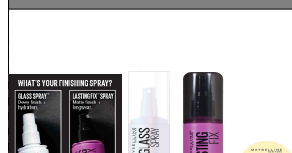
ING STUDIO







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