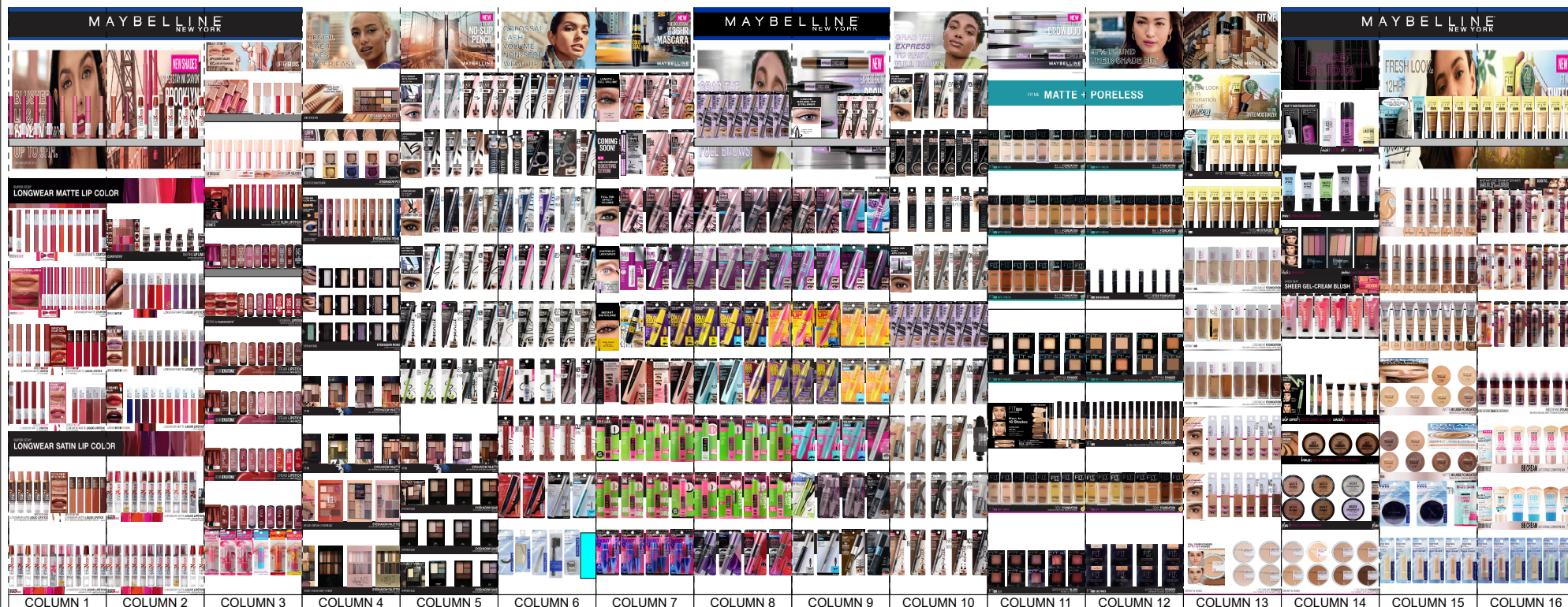




WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

MNYWAK1670FWLIS21.psa

Column: 1 - Row: 01 Notch: 34 Fixture Type: SIGNS Fixture Description: FW 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:
SIGNS Re-Order Code: PM0000030019 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 02 Notch: 17 Fixture Type: HOTSPOT Fixture Description: FW HOTSPOT SS INK CRAY+24HR (BKLYN) LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Code: PM0000038200,PM0000038201,PM0000038202 SS Holder Re-Order Code:
HOTSPOT: PL2000000636,PM0000029248 HOTSPOT Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 03 Notch: 15 Fixture Type: SIGNS Fixture Description: FW SS LIP (NAV-FRANCHISE MATTES) 3X24 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037556 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000027634 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 04 Notch: 7 Fixture Type: TRAYS Fixture Description: FW SS INK CRAYON 1.1 LIT **
Shade Chart Re-Order Code: PM0000031522 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031523,PM0000031587 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000494 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
9	1	N/A	041554558753	SUPERSTAY INK CRAYON	LIVE ON THE EDGE	5	
10	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
11	1	N/A	041554558784	SUPERSTAY INK CRAYON	ENJOY THE VIEW	20	
12	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
13	1	N/A	041554558807	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
14	1	N/A	041554558814	SUPERSTAY INK CRAYON	TREAT YOURSELF	35	
15	1	N/A	041554558821	SUPERSTAY INK CRAYON	LAUGH LOUDER	40	
16	1	N/A	041554558838	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
17	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
18	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
19	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
20	1	N/A	041554565973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Column: 1 - Row: 05 Notch: 35 Fixture Type: TRAYS Fixture Description: FW SS INK CRAYON BKLYN BLUSH 1.1 LIT **
Shade Chart Re-Order Code: PM0000037934 SS Graphic Re-Order Code: PM0000037933
Graphic Re-Order Code: PM0000038212 SS Holder Re-Order Code: PM1000016138
TRAYS Re-Order Code: PM0000026554 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
21	1	N/A	041554064698	SUPERSTAY INK CRAYON	BE BOLD, BE YOU	120	
22	1	N/A	041554064643	SUPERSTAY INK CRAYON	CHECK YOURSELF	125	
23	1	N/A	041554064650	SUPERSTAY INK CRAYON	PAVE THE ROAD	130	
24	1	N/A	041554064711	SUPERSTAY INK CRAYON	MAKE MOVES	135	
25	1	N/A	041554064667	SUPERSTAY INK CRAYON	WORK FOR IT	140	
26	1	N/A	041554064728	SUPERSTAY INK CRAYON	BREAK THE CEILING	145	
27	1	N/A	041554064735	SUPERSTAY INK CRAYON	CHASE DREAMS	150	
28	1	N/A	041554064681	SUPERSTAY INK CRAYON	ACHIEVE IT ALL	155	
29	1	N/A	041554064674	SUPERSTAY INK CRAYON	STOP AT NOTHING	160	
30	1	N/A	041554064704	SUPERSTAY INK CRAYON	DRIVE THE FUTURE	165	

Column: 1 - Row: 06 Notch: 28 Fixture Type: TRAYS Fixture Description: FW SS SPICED ED 1.1 LIT **
Shade Chart Re-Order Code: PM0000037091 SS Graphic Re-Order Code: PM0000037103
Graphic Re-Order Code: PM0000037212 SS Holder Re-Order Code: PM0000019000
TRAYS Re-Order Code: PL2000000552 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
31	1	N/A	041554587876	Superstay Ink Crayon Spiced Up	TALK THE TALK	95	
32	1	N/A	041554587869	Superstay Ink Crayon Spiced Up	REACH HIGH	100	
33	1	N/A	041554587852	Superstay Ink Crayon Spiced Up	ON THE GRIND	105	
34	1	N/A	041554587845	Superstay Ink Crayon Spiced Up	RISE TO THE TOP	110	
35	1	N/A	041554587838	Superstay Ink Crayon Spiced Up	KNOW NO LIMITS	115	
36	1	N/A	041554589481	Superstay Matte Ink Spiced Up	INDIVIDUALIST	320	
37	1	N/A	041554589498	Superstay Matte Ink Spiced Up	SHOT CALLER	325	
38	1	N/A	041554589504	Superstay Matte Ink Spiced Up	INNOVATOR	330	
39	1	N/A	041554589511	Superstay Matte Ink Spiced Up	HUSTLER	335	
40	1	N/A	041554589528	Superstay Matte Ink Spiced Up	EXHILARATOR	340	

Column: 1 - Row: 07 Notch: 21 Fixture Type: TRAYS Fixture Description: FW SS PINK COLLECTION 1.1 LIT **
Shade Chart Re-Order Code: PM0000034377 SS Graphic Re-Order Code: PM0000034476
Graphic Re-Order Code: PM0000034495 SS Holder Re-Order Code: PM0000019000
TRAYS Re-Order Code: PL2000000552 TRAYS Rolled Up Code: N/A UPC Blade Code:

Row: 01 Lower Notch: 34

Row: 02 Lower Notch: 17

Row: 03 Lower Notch: 15

Row: 04 Lower Notch: 7

Row: 05 Lower Notch: 35

Row: 06 Lower Notch: 28

Row: 07 Lower Notch: 21

Row: 08 Lower Notch: 19

Row: 09 Lower Notch: 10

Row: 10 Lower Notch: 1

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
41	1	N/A	041554558760	INK CRAYON PINK EDITION	TRUST YOUR GUT	10	
42	1	N/A	041554577884	INK CRAYON PINK EDITION	SPEAK YOUR MIND	75	
43	1	N/A	041554581522	INK CRAYON PINK EDITION	RUN THE WORLD	80	
44	1	N/A	041554581539	INK CRAYON PINK EDITION	CHANGE IS GOOD	85	
45	1	N/A	041554577877	INK CRAYON PINK EDITION	KEEP IT FUN	90	
46	1	N/A	041554577853	MATTE INK PINK EDITION	PATHFINDER	150	
47	1	N/A	041554577860	MATTE INK PINK EDITION	SAVANT	155	
48	1	N/A	041554577822	MATTE INK PINK EDITION	MOVER	160	
49	1	N/A	041554577839	MATTE INK PINK EDITION	RINGLEADER	175	
50	1	N/A	041554577846	MATTE INK PINK EDITION	REVOLUTIONARY	180	

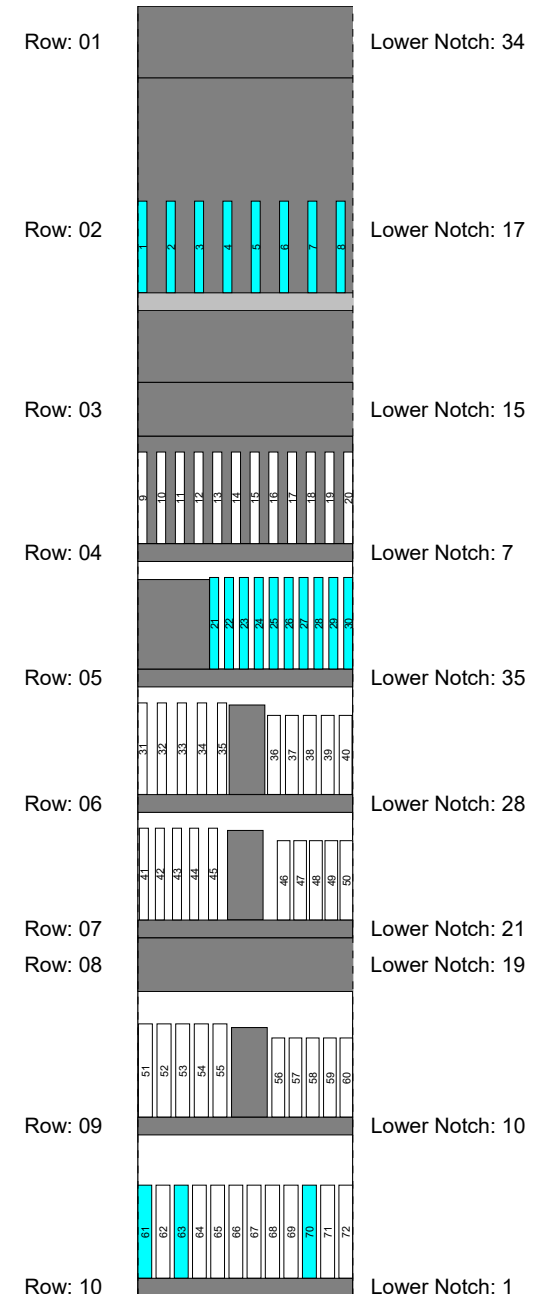
Column: 1 - Row: 08 Notch: 19 Fixture Type: SIGNS Fixture Description: FW SS LIP (NAV-FRANCHISE SATINS) 3X24 LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037557 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000027634 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 09 Notch: 10 Fixture Type: TRAYS Fixture Description: FW SS COFFEE EDITION 1.1 LIT **
 Shade Chart Re-Order Code: PM0000036198 SS Graphic Re-Order Code: PM0000036199
 Graphic Re-Order Code: PM0000036197 SS Holder Re-Order Code: PM0000019000
 TRAYS Re-Order Code: PM0000018999 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
51	1	N/A	041554586305	SUPER STAY 24 COFFEE	CARAMEL CRUSH	320	
52	1	N/A	041554586312	SUPER STAY 24 COFFEE	CHAI ONCE MORE	325	
53	1	N/A	041554586299	SUPER STAY 24 COFFEE	HUSHED HAZELNUT	330	
54	1	N/A	041554586282	SUPER STAY 24 COFFEE	MOCHA CHOCO-LATTE	335	
55	1	N/A	041554586268	SUPER STAY 24 COFFEE	MOCHA MOVES	340	
56	1	N/A	041554581904	SUPER STAY MATTE INK COFFEE	CHAI GENIUS	255	
57	1	N/A	041554581911	SUPER STAY MATTE INK COFFEE	HAZELNUT HYPNOTIZER	260	
58	1	N/A	041554581935	SUPER STAY MATTE INK COFFEE	CARAMEL COLLECTOR	265	
59	1	N/A	041554581942	SUPER STAY MATTE INK COFFEE	COCOA CONNOISSEUR	270	
60	1	N/A	041554581959	SUPER STAY MATTE INK COFFEE	MOCHA INVENTOR	275	

Column: 1 - Row: 10 Notch: 1 Fixture Type: TRAYS Fixture Description: FW SS 24HR 2.3 LIT **
 Shade Chart Re-Order Code: PM0000038288 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031270 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PM0000018999 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
61	1	N/A	041554064902	Super Stay 24 Lip Color	COPPER GLISTEN	910	
62	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	
63	1	N/A	041554064889	Super Stay 24 Lip Color	SULTRY AMBER	915	
64	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	
65	1	N/A	041554544619	SUPERSTAY 24 EXTENSION	ALL NIGHT APRICOT	240	
66	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	
67	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	
68	1	N/A	041554494945	SUPERSTAY SUPER IMPACT	PINK GOES ON	215	
69	1	N/A	041554494983	SUPERSTAY SUPER IMPACT	24/7 FUSCHIA	220	
70	1	N/A	041554064896	Super Stay 24 Lip Color	BRONZED DREAM	920	
71	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	
72	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	



WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

MNYWAK1670FWLIS21.psa

Column: 1 - Row: 01 Notch: 34 Fixture Type: SIGNS Fixture Description: FW 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:
SIGNS Re-Order Code: PM0000030019 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 02 Notch: 17 Fixture Type: HOTSPOT Fixture Description: FW HOTSPOT SS INK CRAY+24HR (BKLYN) LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Code: PM0000038200,PM0000038201,PM0000038202 SS Holder Re-Order Code:
HOTSPOT: PL2000000636,PM0000029248 HOTSPOT Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 03 Notch: 15 Fixture Type: SIGNS Fixture Description: FW SS LIP (NAV-FRANCHISE MATTES) 3X24 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037556 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000027634 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 08 Notch: 19 Fixture Type: SIGNS Fixture Description: FW SS LIP (NAV-FRANCHISE SATINS) 3X24 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037557 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000027634 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 2 - Row: 04 Notch: 7 Fixture Type: TRAYS Fixture Description: FW CS LIP LINERS 1.1 LIT **
Shade Chart Re-Order Code: PM0000026216 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031281 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000413 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
80	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LIN...CLEAR		100	
81	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LIN...NUDE WHISPER		105	
82	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LIN...DUSTY ROSE		130	
83	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LIN...BRICK RED		150	
84	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LIN...PURELY NUDE		110	
85	1	N/A	041554549287	Color Sensational Shaping Lip Liner	Almond Rose	132	
86	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LIN...WILD VIOLETS		155	
87	1	N/A	041554549300	Color Sensational Shaping Lip Liner	Beige Babe	102	
88	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LIN...TOTALLY TOFFEE		115	
89	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
90	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
91	1	N/A	041554549355	Color Sensational Shaping Lip Liner	Raw Chocolate	118	
92	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LIN...PALEST PINK		135	
93	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LIN...RICH WINE		160	
94	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
95	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LIN...RICH CHOCOLATE		120	
96	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LIN...PINK CORAL		140	
97	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LIN...PLUM PASSION		165	
98	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LIN...MAGNETIC MAUVE		125	
99	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LIN...VERY CHERRY		145	
100	1	N/A	041554549317	Color Sensational Shaping Lip Liner	Concrete Jungle	170	

Column: 2 - Row: 05 Notch: 35 Fixture Type: TRAYS Fixture Description: FW SS MATTE INK 1.1 LIT **
Shade Chart Re-Order Code: PM0000029470 SS Graphic Re-Order Code: PM0000028631
Graphic Re-Order Code: PM0000029349 SS Holder Re-Order Code: PM0000016819
TRAYS Re-Order Code: PM0000012952 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
101	1	N/A	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
102	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
103	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
104	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
105	1	N/A	041554496932	SUPERSTAY MATTE INK	HEROINE	25	
106	1	N/A	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
107	1	N/A	041554496956	SUPERSTAY MATTE INK	CREATOR	35	
108	1	N/A	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
109	1	N/A	041554496970	SUPERSTAY MATTE INK	ESCAPIST	45	
110	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	

Column: 2 - Row: 06 Notch: 28 Fixture Type: TRAYS Fixture Description: FW SS MATTE INK UNNUDES 1.1 LIT **
Shade Chart Re-Order Code: PM0000029479 SS Graphic Re-Order Code: PM0000029445
Graphic Re-Order Code: PM0000029353 SS Holder Re-Order Code: PM0000016819
TRAYS Re-Order Code: PM0000012952 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
111	1	N/A	041554543698	SUPERSTAY MATTE INK	DRIVER	55	

Row: 01 Lower Notch: 34

Row: 02 Lower Notch: 17

Row: 03 Lower Notch: 15

Row: 04 Lower Notch: 7

Row: 05 Lower Notch: 35

Row: 06 Lower Notch: 28

Row: 07 Lower Notch: 21

Row: 08 Lower Notch: 19

Row: 09 Lower Notch: 10

Row: 10 Lower Notch: 1

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021						
112	1	N/A	041554543681	SUPERSTAY MATTE INK	POET	60
113	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65
114	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70
115	1	N/A	041554543674	SUPERSTAY MATTE INK	FIGHTER	75
116	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80
117	1	N/A	041554543667	SUPERSTAY MATTE INK	PROTECTOR	85
118	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90
119	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95
120	1	N/A	041554543728	SUPERSTAY MATTE INK	PHILOSOPHER	100

Column: 2 - Row: 07 Notch: 21 Fixture Type: TRAYS Fixture Description: FW SS MATTE INK CITY ED 1.1 LIT **
 Shade Chart Re-Order Code: PM0000028765 SS Graphic Re-Order Code: PM0000028766
 Graphic Re-Order Code: PM0000029268 SS Holder Re-Order Code: PM0000016819
 TRAYS Re-Order Code: PM0000012952 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
121	1	N/A	041554554458	SUPERSTAY MATTE INK CITY EDITION	EXPLORER	105	
122	1	N/A	041554554465	SUPERSTAY MATTE INK CITY EDITION	ORIGINATOR	110	
123	1	N/A	041554554540	SUPERSTAY MATTE INK CITY EDITION	COMPOSER	112	
124	1	N/A	041554554472	SUPERSTAY MATTE INK CITY EDITION	FOUNDER	115	
125	1	N/A	041554554526	SUPERSTAY MATTE INK CITY EDITION	GROUND-BREAKER	117	
126	1	N/A	041554554533	SUPERSTAY MATTE INK CITY EDITION	DANCER	118	
127	1	N/A	041554554489	SUPERSTAY MATTE INK CITY EDITION	ARTIST	120	
128	1	N/A	041554554496	SUPERSTAY MATTE INK CITY EDITION	INSPIRER	125	
129	1	N/A	041554554502	SUPERSTAY MATTE INK CITY EDITION	SELF-STARTER	130	
130	1	N/A	041554554519	SUPERSTAY MATTE INK CITY EDITION	GLOBETROTTER	135	

Column: 2 - Row: 09 Notch: 10 Fixture Type: TRAYS Fixture Description: FW SS 24HR 1.3 LIT **
 Shade Chart Re-Order Code: PM0000034507 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031270 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PM0000018999 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
131	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
132	1	N/A	041554558876	SuperStay 24 Smile Brightners	Crisp Magenta	305	
133	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	
134	1	N/A	041554494969	SUPERSTAY SUPER IMPACT	ETERNAL CHERRY	200	
135	1	N/A	041554558890	SuperStay 24 Smile Brightners	Optic Ruby	310	
136	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	
137	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	
138	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	
139	1	N/A	041554552041	SUPERSTAY 24 EXTENSION	ENDLESS EXPRESSO	275	
140	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	
141	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	
142	1	N/A	041554494891	SUPERSTAY ERASER	SUPERSTAY ERASER	00	

Column: 2 - Row: 10 Notch: 1 Fixture Type: TRAYS Fixture Description: FW SS 24HR 3.3 LIT **
 Shade Chart Re-Order Code: PM0000038289 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031270 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PM0000018999 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
143	1	N/A	041554551075	SUPERSTAY 24 EXTENSION	FIRMLY MAUVE	245	
144	1	N/A	041554558883	SuperStay 24 Smile Brightners	Frosted Mauve	300	
145	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	
146	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	
147	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	
148	1	N/A	041554551990	SUPERSTAY 24 EXTENSION	RELENTLESS RUBY	255	
149	1	N/A	041554558906	SuperStay 24 Smile Brightners	Frozen Rose	315	
150	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	
151	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	
152	1	N/A	041554552027	SUPERSTAY 24 EXTENSION	MERLOT ARMOUR	265	
153	1	N/A	041554064872	Super Stay 24 Lip Color	BROOKLYN SUNSET	925	
154	1	N/A	041554064865	Super Stay 24 Lip Color	CITY ABLAZE	930	

Row: 01

Lower Notch: 34

Row: 02

Lower Notch: 17

Row: 03

Lower Notch: 15

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 35

Row: 06

Lower Notch: 28

Row: 07

Lower Notch: 21

Row: 08

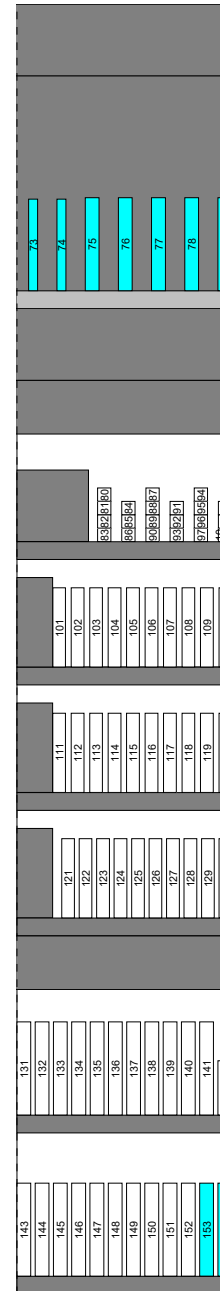
Lower Notch: 19

Row: 09

Lower Notch: 10

Row: 10

Lower Notch: 1



WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

MNYWAK1670FWLIS21.psa

Column: 1 - Row: 01 Notch: 34 Fixture Type: SIGNS Fixture Description: FW 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:
SIGNS Re-Order Code: PM0000030019 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 3 - Row: 02 Notch: 30 Fixture Type: SIGNS Fixture Description: FW CS LIFTER GLOSS (PRODUCT+DEMO) 4X12 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000036115 SS Holder Re-Order Code:
SIGNS Re-Order Code: PL2000000194 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 3 - Row: 03 Notch: 24 Fixture Type: TRAYS Fixture Description: FW CS LIFTER GLOSS 1.1 (EXTENSION) LIT **
Shade Chart Re-Order Code: PM0000036172 SS Graphic Re-Order Code: PM0000037875
Graphic Re-Order Code: PM0000036813, PM0000036194 SS Holder Re-Order Code: PM0000035922
TRAYS Re-Order Code: PL2000000620 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
155	1	N/A	041554586992	LIFTER GLOSS	Brass	011	
156	1	N/A	041554587005	LIFTER GLOSS	Opal	012	
157	1	N/A	041554587012	LIFTER GLOSS	Ruby	013	
158	1	N/A	041554587029	LIFTER GLOSS	Heat	014	
159	1	N/A	041554587036	LIFTER GLOSS	Sand	015	

Column: 3 - Row: 04 Notch: 17 Fixture Type: TRAYS Fixture Description: FW CS LIFTER GLOSS 1.1 LIT **
Shade Chart Re-Order Code: PM0000036173 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000036812, PM0000036194 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000620 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
160	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
161	1	N/A	041554583861	LIFTER GLOSS	Ice	002	
162	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
163	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
164	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
165	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
166	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
167	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
168	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
169	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 3 - Row: 05 Notch: 11 Fixture Type: TRAYS Fixture Description: FW CS ULTIMATTES 1.1 LIT **
Shade Chart Re-Order Code: PM0000037092 SS Graphic Re-Order Code: PM0000037104
Graphic Re-Order Code: PM0000037213 SS Holder Re-Order Code: PM0000037106
TRAYS Re-Order Code: PM0000026555 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
170	1	N/A	041554582314	Color Sensational Ultimate	More Berry	099	
171	1	N/A	041554582222	Color Sensational Ultimate	More Ruby	199	
172	1	N/A	041554582239	Color Sensational Ultimate	More Scarlet	299	
173	1	N/A	041554582291	Color Sensational Ultimate	More Magenta	399	
174	1	N/A	041554582277	Color Sensational Ultimate	More Blush	499	
175	1	N/A	041554582260	Color Sensational Ultimate	More Mauve	599	
176	1	N/A	041554582284	Color Sensational Ultimate	More Buff	699	
177	1	N/A	041554582307	Color Sensational Ultimate	More Taupe	799	
178	1	N/A	041554582253	Color Sensational Ultimate	More Rust	899	
179	1	N/A	041554582246	Color Sensational Ultimate	More Truffle	999	

Column: 3 - Row: 06 Notch: 5 Fixture Type: TRAYS Fixture Description: FW CS MATTES 1.1 LIT **
Shade Chart Re-Order Code: PM0000037093, PM0000037105 SS Graphic Re-Order Code: PM0000033899
Graphic Re-Order Code: PM0000033898, PM0000034080 SS Holder Re-Order Code: PM0000027630
TRAYS Re-Order Code: PL2000000533 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
180	1	N/A	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	PM0000014866
181	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	PM0000013399
182	1	N/A	041554496574	COLOR SEN THE MATTES	ALMOND ROSE	565	PM0000020654
183	1	N/A	041554429916	COLOR SEN THE MATTES	Ravishing Rose	670	PM0000013401
184	1	N/A	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	PM0000013400
185	1	N/A	041554429930	COLOR SEN THE MATTES	Mesmerizing Magenta	680	PM0000013403
186	1	N/A	041554453638	COLOR SEN THE MATTES	Rich Ruby	691	PM0000014865
187	1	N/A	041554453690	COLOR SEN THE MATTES	Burgundy Blush	696	PM0000014871
188	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	PM0000013406
189	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	PM0000018204

Row: 01 Lower Notch: 34

Row: 02 Lower Notch: 30

Row: 03 Lower Notch: 24

Row: 04 Lower Notch: 17

Row: 05 Lower Notch: 11

Row: 06 Lower Notch: 5

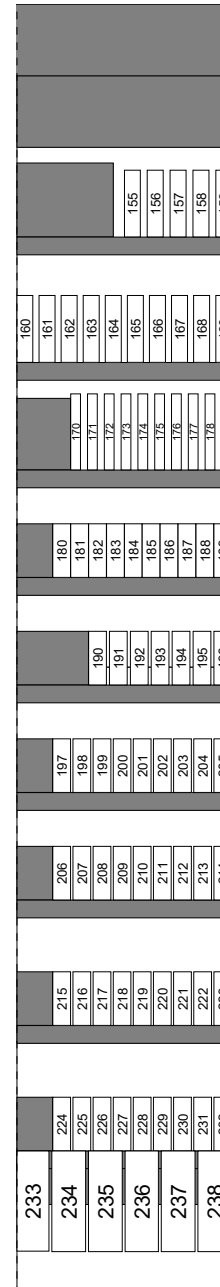
Row: 07 Lower Notch: 34

Row: 08 Lower Notch: 28

Row: 09 Lower Notch: 22

Row: 10 Lower Notch: 15

Row: 11 Lower Notch: 8
Row: 12 Lower Notch: 6



NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

Column: 3 - Row: 07 Notch: 34 Fixture Type: TRAYS				Fixture Description: FW CS MADE FOR ALL 1.1 LIT **			
Shade Chart Re-Order Code: PM0000028753				SS Graphic Re-Order Code: PM0000028754			
Graphic Code: PM0000028756,PM0000028757,PM0000029262				SS Holder Re-Order Code: PM0000027620			
TRAYS Re-Order Code: PL2000000534				TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
190	1	N/A	041554564839	CS MADE FOR YOU	SPICE FOR ME	370	
191	1	N/A	041554564815	CS MADE FOR YOU	MAUVE FOR ME	373	
192	1	N/A	041554566772	CS MADE FOR YOU	PINK FOR ME	376	
193	1	N/A	041554564860	CS MADE FOR YOU	FUCHSIA FOR ME	379	
194	1	N/A	041554564846	CS MADE FOR YOU	RED FOR ME	382	
195	1	N/A	041554564853	CS MADE FOR YOU	RUBY FOR ME	385	
196	1	N/A	041554564877	CS MADE FOR YOU	PLUM FOR ME	388	

Column: 3 - Row: 08			Notch: 28	Fixture Type: TRAYS	Fixture Description: FW CS CREAMS 1.4 (9W W/TSTR) LIT		
Shade Chart Re-Order Code: PM0000035478				SS Graphic Re-Order Code: PM0000031321			
Graphic Re-Order Code: PM0000034097				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PM0000027131				TRAYS Rolled Up Code: PM0000027131		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
197	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
198	1	N/A	041554578324	COLOR SEN LIPSTICK	NAKED DARE	144	
199	1	N/A	041554408492	COLOR SEN BUFFS	TRUFFLE TEASE	930	PM0000011891
200	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
201	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	PM0000007184
202	1	N/A	041554578331	COLOR SEN LIPSTICK	BRICK BEAT	122	
203	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	PM0000006187
204	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	PM0000011893
205	1	N/A	041554408577	COLOR SEN BUFFS	UNTAINTED SPICE	950	PM0000011895

Column: 3 - Row: 09			Notch: 22	Fixture Type: TRAYS	Fixture Description: FW CS CREAMS 2.4 (9W W/TSTR) LIT		
Shade Chart Re-Order Code: PM0000035479				SS Graphic Re-Order Code: PM0000031321			
Graphic Re-Order Code: PM0000034093				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PM0000027172				TRAYS Rolled Up Code: PM0000027172		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
206	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
207	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	PM0000011889
208	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	PM0000006180
209	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	PM0000006183
210	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	PM0000006169
211	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
212	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
213	1	N/A	041554578263	COLOR SEN LIPSTICK	ROSEY RISK	211	
214	1	N/A	041554578256	COLOR SEN LIPSTICK	ROSE EMBRACE	200	

Column: 3 - Row: 10			Notch: 15	Fixture Type: TRAYS	Fixture Description: FW CS CREAMS 3.4 (9W W/STR) LIT		
Shade Chart Re-Order Code: PM0000035480				SS Graphic Re-Order Code: PM0000031321			
Graphic Re-Order Code: PM0000034095				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PM0000035484				TRAYS Rolled Up Code: PM0000035484		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
215	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
216	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	PM0000016238
217	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	PM0000006175
218	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
219	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
220	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	PM0000006081
221	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
222	1	N/A	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	PM0000009774
223	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	PM0000006148

Column: 3 - Row: 11			Notch: 8	Fixture Type: TRAYS	Fixture Description: FW CS CREAMS 4.4 (9W W/TSTR) LIT		
Shade Chart Re-Order Code: PM0000035481				SS Graphic Re-Order Code: PM0000031321			
Graphic Re-Order Code: PM0000034094				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PM0000035485				TRAYS Rolled Up Code: PM0000035485		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
224	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	PM0000006209
225	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
226	1	N/A	041554578393	COLOR SEN LIPSTICK	WINE RUSH	322	
227	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	PM0000006200
228	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	PM0000006198
229	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	PM0000009174
230	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	PM0000006199
231	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411	

Row: 01		Lower Notch: 34
Row: 02		Lower Notch: 30
Row: 03		Lower Notch: 24
Row: 04		Lower Notch: 17
Row: 05		Lower Notch: 11
Row: 06		Lower Notch: 5
Row: 07		Lower Notch: 34
Row: 08		Lower Notch: 28
Row: 09		Lower Notch: 22
Row: 10		Lower Notch: 15
Row: 11		Lower Notch: 8
Row: 12		Lower Notch: 6

NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021							
232	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400	
Column: 3 - Row: 12 Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 6HK BABY LIPS HKBR LIT ** Shade Chart Re-Order Code: SS Graphic Re-Order Code: Graphic Re-Order Code: PM0000031314 SS Holder Re-Order Code: HOOK BARS Re-Order Code: PL2000000067 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
233	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
234	1	N/A	041554483123	BABY LIPS	MY PINK	01	
235	1	N/A	041554483123	BABY LIPS	MY PINK	01	
236	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
237	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
238	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	

Row: 01		Lower Notch: 34
Row: 02		Lower Notch: 30
Row: 03		Lower Notch: 24
Row: 04		Lower Notch: 17
Row: 05		Lower Notch: 11
Row: 06		Lower Notch: 5
Row: 07		Lower Notch: 34
Row: 08		Lower Notch: 28
Row: 09		Lower Notch: 22
Row: 10		Lower Notch: 15
Row: 11		Lower Notch: 8
Row: 12		Lower Notch: 6

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

MNYWAK1670FWLIS21.psa

Column: 4 - Row: 01 Notch: 30 Fixture Type: SIGNS Fixture Description: FW HYPER EASY MECH PEN HDR (BTY+PRODUCT) 8X24 LIT...
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037994 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000030017 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 4 - Row: 02 Notch: 24 Fixture Type: TRAYS Fixture Description: FW NUDES OF NY PALETTE 1.1 UT LIT **
 Shade Chart Re-Order Code: PM0000034376 SS Graphic Re-Order Code: PM0000036968
 Graphic Re-Order Code: PM0000034494 SS Holder Re-Order Code: PM0000034172
 TRAYS Re-Order Code: PL2000000551 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: 03 Notch: 16 Fixture Type: TRAYS Fixture Description: FW COL TAT POTS 1.1 LIT **
 Shade Chart Re-Order Code: PM0000031554, PM0000031555 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031557, PM0000031937, PM0000034098 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000492 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: 04 Notch: 9 Fixture Type: TRAYS Fixture Description: FW COLOR STRIKE SHDW PEN 1.1 LIT **
 Shade Chart Re-Order Code: PM0000036200 SS Graphic Re-Order Code: PM0000036177
 Graphic Re-Order Code: PM0000036195 SS Holder Re-Order Code: PM0000019278
 TRAYS Re-Order Code: PM0000035926 TRAYS Rolled Up Code: N/A UPC Blade Code:

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: 05 Notch: 31 Fixture Type: TRAYS Fixture Description: FW EW MONOS (3TIER) LIT **
 Shade Chart Re-Order Code: PM0000028842, PM0000028843, PM0000028844 SS Graphic Re-Order Code: PM0000033871, PM0000033872
 Graphic Re-Order Code: PM0000034040 SS Holder Re-Order Code: PM0000027726
 TRAYS Re-Order Code: PM0000029244 TRAYS Rolled Up Code: N/A UPC Blade Code:

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	
275	1	N/A	041554552232	New Expertwear Monos	Sterling Greige	230S	

Row: 01

Lower Notch: 30

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 16

Row: 04

Lower Notch: 9

Row: 05

Lower Notch: 31

Row: 06

Lower Notch: 23

Row: 07

Lower Notch: 16

Row: 08

Lower Notch: 9

Row: 09

Lower Notch: 1

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

Column: 4 - Row: 06 Notch: 23 Fixture Type: TRAYS				Fixture Description: FW CITY MINI PALETTE 1.3 LIT **			
Shade Chart Re-Order Code: PM0000029823				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000034041				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PM0000019011				TRAYS Rolled Up Code: N/A			
				UPC Blade Code:			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
276	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	
277	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
278	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
279	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	

Column: 4 - Row: 07 Notch: 16 Fixture Type: TRAYS				Fixture Description: FW CITY MINI PALETTE 2.3 LIT **			
Shade Chart Re-Order Code: PM0000036953				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000034041				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PM0000019011				TRAYS Rolled Up Code: N/A			
				UPC Blade Code:			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
280	1	N/A	041554540758	CITY MINI PALETTES	Gramercy Decadence	460	
281	1	N/A	041554499773	CITY MINI PALETTES	Urban Jungle	420	
282	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	
283	1	N/A	041554563313	CITY MINI PALETTES	Cocoa City	550	

Column: 4 - Row: 08 Notch: 9 Fixture Type: TRAYS				Fixture Description: FW MATTE BAR+TTL TMPT+CITY KITS LIT **			
Shade Chart Re-Order Code: PM0000029821				SS Graphic Re-Order Code: PM0000035981			
Graphic Re-Order Code:				SS Holder Re-Order Code: PM0000013569			
TRAYS Re-Order Code: PM0000013552				TRAYS Rolled Up Code: N/A			
				UPC Blade Code:			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
284	1	N/A	041554563290	The Matte Bar Eyeshadow Palette	The Matte Bar	300	
285	1	N/A	041554545043	Total Temptation Eye + Highlight Palette	Total Temptation Eye + Hig...	140	
286	1	N/A	041554545869	The City Kits	Kit #2 Pink Edge	160	

Column: 4 - Row: 09 Notch: 1 Fixture Type: TRAYS				Fixture Description: FW EYE PALETTES 1.1 LIT **			
Shade Chart Re-Order Code: PM0000029482				SS Graphic Re-Order Code: PM0000033846			
Graphic Re-Order Code:				SS Holder Re-Order Code: PM0000013569			
TRAYS Re-Order Code: PM0000013552				TRAYS Rolled Up Code: N/A			
				UPC Blade Code:			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
287	1	N/A	041554419184	THE PALETTES	The Nudes	02	
288	1	N/A	041554434866	THE PALETTES	The Blushed Nudes	06	
289	1	N/A	041554490848	24KT NUDES PALETTE	24KT NUDES PALETTE	120	

Row: 01

Lower Notch: 30

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 16

Row: 04

Lower Notch: 9

Row: 05

Lower Notch: 31

Row: 06

Lower Notch: 23

Row: 07

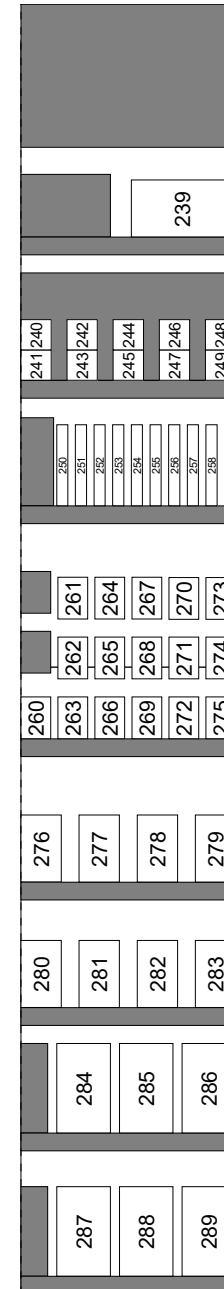
Lower Notch: 16

Row: 08

Lower Notch: 9

Row: 09

Lower Notch: 1



WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

MNYWAK1670FWLIS21.psa

Column: 4 - Row: 01 Notch: 30 Fixture Type: SIGNS Fixture Description: FW HYPER EASY MECH PEN HDR (BTY+PRODUCT) 8X24 LIT...
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037994 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000030017 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 5 - Row: 02 Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 5HK HYPER EASY MECH PEN HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037139
Graphic Re-Order Code: PM0000038280 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000066 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
290	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800	
291	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800	
292	1	N/A	041554588736	HYPER EASY MECHANICAL PENCIL	Black	001	
293	1	N/A	041554588743	HYPER EASY MECHANICAL PENCIL	Deep Brown	002	

Column: 5 - Row: 03 Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 5HK TS SMK GEL PEN HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037327
Graphic Re-Order Code: PM0000037454 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000066 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
294	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BLACK	10	
295	1	N/A	041554588934	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY GREY	20	
296	1	N/A	041554588927	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BROWN	40	
297	1	N/A	041554549416	TATTOO STUDIO LIQUID LINER	BLACK	001	

Column: 5 - Row: 04 Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 5HK TS GEL LNR HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037395
Graphic Re-Order Code: PM0000029870 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000066 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
298	1	N/A	041554563337	TATTOO STUDIO LINER	DEEP ONYX	900	
299	1	N/A	041554563344	TATTOO STUDIO LINER	INTENSE CHARCOAL	901	
300	1	N/A	041554563351	TATTOO STUDIO LINER	BOLD BROWN	910	
301	1	N/A	041554568172	TATTOO STUDIO LINER	SMOOTH WALNUT	911	

Column: 5 - Row: 05 Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 5HK MSTR PREC ALL DAY HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037145
Graphic Re-Order Code: PM0000029435 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000066 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
302	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
303	1	N/A	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110	
304	1	N/A	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110	
305	1	N/A	041554549454	EYE STUDIO MASTER PREC ALL DAY	FOREST BROWN	111	

Column: 5 - Row: 06 Notch: 34 Fixture Type: HOOK BARS Fixture Description: FW 5HK LD GEL PENCIL HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029409 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000066 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
306	1	N/A	041554434804	LASTING DRAMA GEL PENCIL	SLEEK ONYX	601	
307	1	N/A	041554434804	LASTING DRAMA GEL PENCIL	SLEEK ONYX	601	
308	1	N/A	041554434835	LASTING DRAMA GEL PENCIL	GLAZED TOFFEE	604	
309	1	N/A	041554552560	LASTING DRAMA MATTES	JET BLACK	860	
310	1	N/A	041554552560	LASTING DRAMA MATTES	JET BLACK	860	

Column: 5 - Row: 07 Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 5HK DEFINE-A-LINE HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029412 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000066 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
311	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
312	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
313	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
314	1	N/A	041554294231	MASTER DUO LINER	Black Lacquer	500	
315	1	N/A	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510	

Row: 01

Lower Notch: 30

Row: 02

Lower Notch: 27

Row: 03

Lower Notch: 20

Row: 04

Lower Notch: 13

Row: 05

Lower Notch: 6

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 27

Row: 08

Lower Notch: 16

Row: 09

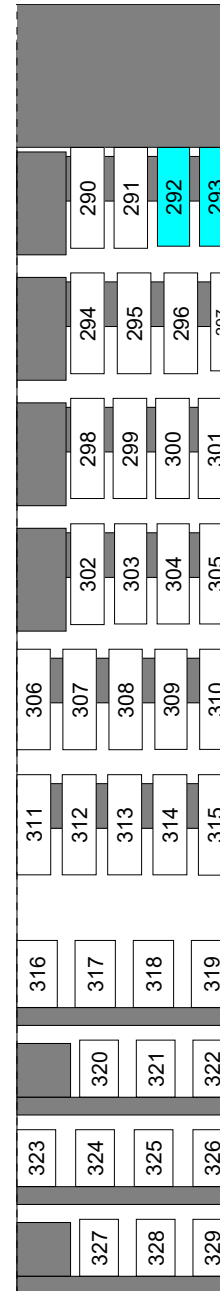
Lower Notch: 11

Row: 10

Lower Notch: 6

Row: 11

Lower Notch: 1



WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

Column: 5 - Row: 08			Notch: 16	Fixture Type: TRAYS	Fixture Description: FW CITY MINI PALETTE 3.3 LIT **		
Shade Chart Re-Order Code: PM0000029825				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000034041				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PM0000019011				TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
316	1	N/A	041554552485	CITY MINI PALETTES	Brooklyn Nudes	500	
317	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
318	1	N/A	041554552508	CITY MINI PALETTES	Skyscape Dusk	520	
319	1	N/A	041554552515	CITY MINI PALETTES	Hi-Rise Sunset	530	

Column: 5 - Row: 09 Notch: 11 Fixture Type: TRAYS Fixture Description: FW EW SHAD Q 1.3 LIT **

Shade Chart Re-Order Code: PM0000029449 SS Graphic Re-Order Code: PM0000029447

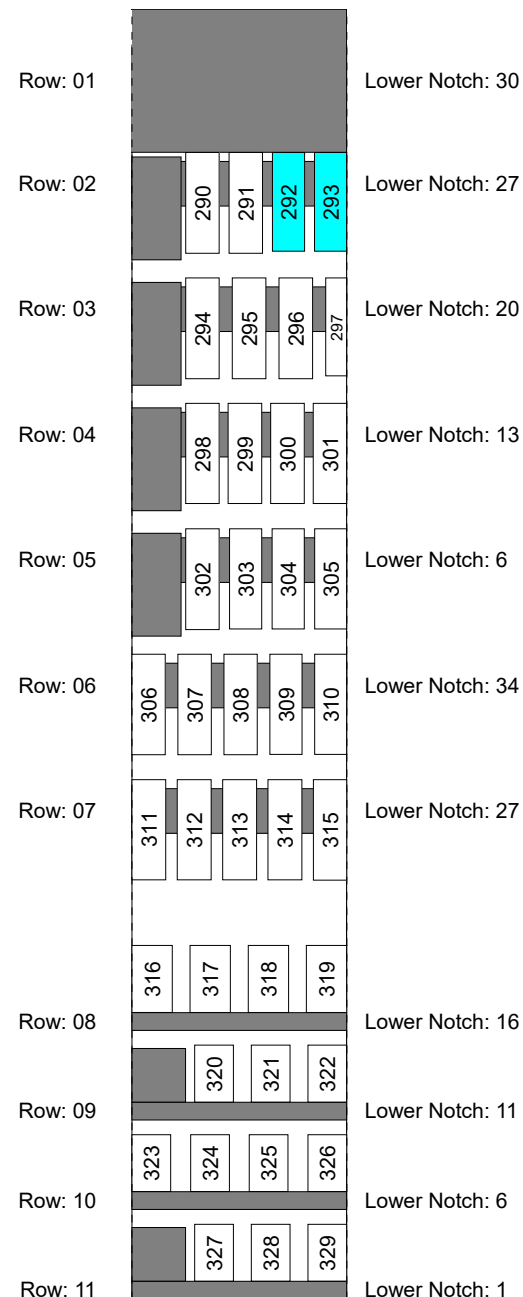
Graphic Re-Order Code: PM0000034039 SS Holder Re-Order Code: PM0000018551

TRAYS Re-Order Code: PM0000010676 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
320	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
321	1	N/A	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	
322	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 5 - Row: 10				Notch: 6		Fixture Type: TRAYS		Fixture Description: FW EW SHAD Q 2.3 LIT **			
Shade Chart Re-Order Code: PM0000029504								SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000034039								SS Holder Re-Order Code:			
TRAYS Re-Order Code: PM0000010676				TRAYS Rolled Up Code: N/A				UPC Blade Code:			
Loc ID	Fac	Acct Code	UPC	Description		Shade		Shade #	Chip Codes		
323	1	N/A	041554409116	EXPERT WEAR QUADS		Mocha Motion		10Q			
324	1	N/A	041554409130	EXPERT WEAR QUADS		Designer Chocolates		40Q			
325	1	N/A	041554409192	EXPERT WEAR QUADS		Lavender Smokes		8Q			
326	1	N/A	041554409147	EXPERT WEAR QUADS		Charcoal Smokes		4Q			

Column: 5 - Row: 11 Notch: 1 Fixture Type: TRAYS				Fixture Description: FW EW SHAD Q 3.3 LIT **			
Shade Chart Re-Order Code: PM0000029505				SS Graphic Re-Order Code: PM0000029446			
Graphic Re-Order Code: PM0000034039				SS Holder Re-Order Code: PM0000018551			
TRAYS Re-Order Code: PM0000010676				TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
327	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
328	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
329	1	N/A	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q	



WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

MNYWAK1670FWLIS21.psa

Column: 6 - Row: 01 Notch: 30 Fixture Type: SIGNS Fixture Description: FW 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:
 SIGNS Re-Order Code: PM0000030017 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 6 - Row: 02 Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 6HK UNSTOPPABLE HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000029415 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000067 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
330	1	N/A	041554588750	HYPER EASY MECHANICAL PENCIL	Medium Brown	003	
331	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
332	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
333	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	
334	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
335	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	

Column: 6 - Row: 03 Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 5HK LD GEL LNR POT HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000029397 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000066 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
336	1	N/A	041554578799	TATTOO STUDIO LIQUID LINER	DARK HENNA BROWN	002	
337	1	N/A	041554578805	TATTOO STUDIO LIQUID LINER	RUSTIC BROWN	003	
338	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
339	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	
340	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	

Column: 6 - Row: 04 Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 5HK TS GEL LNR HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000029870 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000066 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
341	1	N/A	041554563863	TATTOO STUDIO LINER	STRIKING NAVY	920	
342	1	N/A	041554563870	TATTOO STUDIO LINER	DEEP TEAL	921	
343	1	N/A	041554563887	TATTOO STUDIO LINER	RICH AMETHYST	940	
344	1	N/A	041554563894	TATTOO STUDIO LINER	SPARKLING SILVER	961	
345	1	N/A	041554563900	TATTOO STUDIO LINER	POLISHED WHITE	970	

Column: 6 - Row: 05 Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 5HK ES MSTR PREC SKINNY HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000029410 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000066 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
346	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
347	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
348	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
349	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
350	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	

Column: 6 - Row: 06 Notch: 34 Fixture Type: HOOK BARS Fixture Description: FW 5HK LINE EXPRESS HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000032469 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000066 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
351	1	N/A	041554546361	Lasting Drama Eyelights Liner	TWINKLE BLACK	850	
352	1	N/A	041554572476	LINE EXPRESS	EBONY BLACK	01	
353	1	N/A	041554572476	LINE EXPRESS	EBONY BLACK	01	
354	1	N/A	041554572483	LINE EXPRESS	SOFT BLACK	02	
355	1	N/A	041554572490	LINE EXPRESS	BROWNISH BLACK	03	

Column: 6 - Row: 07 Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 5HK ULTRA LNR HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000029414 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000066 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
356	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
357	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
358	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2	

Row: 01

Lower Notch: 30

Row: 02

Lower Notch: 27

Row: 03

Lower Notch: 20

Row: 04

Lower Notch: 13

Row: 05

Lower Notch: 6

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 27

Row: 08

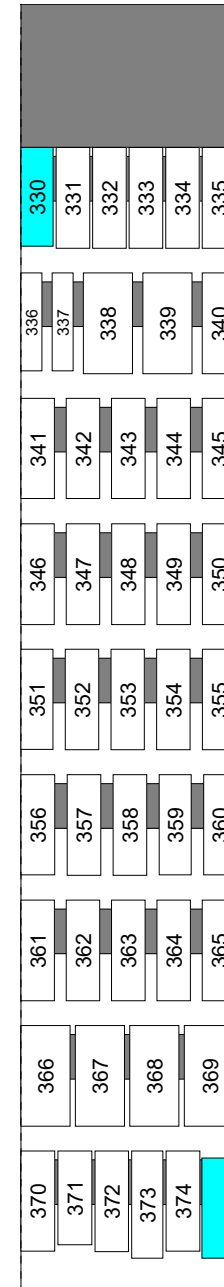
Lower Notch: 20

Row: 09

Lower Notch: 13

Row: 10

Lower Notch: 6



NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021						
359	1	N/A	041554494198	CURVITUDE LINER	BLACK	410
360	1	N/A	041554494198	CURVITUDE LINER	BLACK	410

Column: 6 - Row: 08 Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 5HK EXPERT EYES TWIN BRW HKBR LIT **						
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000029386			SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000066			HOOK BARS Rolled Up Code: N/A		UPC Blade Code: PM0000012603	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
361	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01
362	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02
363	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03
364	1	N/A	041554530339	EXPERT EYES TWIN BROW & EYE PENC...	Light Brown	04
365	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENC...	Blonde	7

Column: 6 - Row: 09 Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH DISCOVERY HKBR LIT **						
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000029398			SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000069			HOOK BARS Rolled Up Code: N/A		UPC Blade Code: PM0000012603	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
366	1	N/A	041554054156	LASH STILETTO	Very Black	1
367	1	N/A	041554208832	LASH STILETTO WP	Very Black	01
368	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1
369	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1

Column: 6 - Row: 10 Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 6HK MAKEUP TOOLS HKBR LIT **						
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031317			SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000067			HOOK BARS Rolled Up Code: N/A		UPC Blade Code: PM0000012603	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
370	1	N/A	041554535457	EYELASH CURLER REFILLS		
371	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELAS...	
372	1	N/A	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER	
373	1	N/A	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH '...	
374	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL S...	

Row: 01						Lower Notch: 30
Row: 02	330	331	332	333	334	Lower Notch: 27
Row: 03	336	337	338	339	340	Lower Notch: 20
Row: 04	341	342	343	344	345	Lower Notch: 13
Row: 05	346	347	348	349	350	Lower Notch: 6
Row: 06	351	352	353	354	355	Lower Notch: 34
Row: 07	356	357	358	359	360	Lower Notch: 27
Row: 08	361	362	363	364	365	Lower Notch: 20
Row: 09	366	367	368	369		Lower Notch: 13
Row: 10	370	371	372	373	374	Lower Notch: 6

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

MNYWAK1670FWLIS21.psa

Column: 6 - Row: 01 Notch: 30 Fixture Type: SIGNS Fixture Description: FW 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:
SIGNS Re-Order Code: PM0000030017 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 7 - Row: 02 Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH SEN SKY HIGH HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037453
Graphic Re-Order Code: PM0000037453 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
375	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
376	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	
377	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	VERY BLACK	802	

Column: 7 - Row: 03 Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH SEN BASE HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000028330
Graphic Re-Order Code: PM0000029376 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
378	1	N/A	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SER...	250	
379	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
380	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	BROWNISH BLACK	803	

Column: 7 - Row: 04 Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH SEN BASE HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000036952
Graphic Re-Order Code: PM0000029376 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
381	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
382	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
383	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	

Column: 7 - Row: 05 Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 4HK FALSIES LASH MASK+LASH LIFT HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000036766
Graphic Re-Order Code: PM0000036577 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
384	1	N/A	041554584233	FALSIES LASH MASK	OVERNIGHT CONDITIONI...	190	
385	1	N/A	041554590364	Falsies Lash Lift Ultra Black Intensifier	ULTRA BLACK	195	
386	1	N/A	041554578478	FALSIES SALON LIFT	BLACKEST BLACK	200	

Column: 7 - Row: 06 Notch: 34 Fixture Type: HOOK BARS Fixture Description: FW 4HK VE COLOSSAL BASE HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000031067
Graphic Re-Order Code: PM0000031311 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
387	1	N/A	041554065862	COLOSSAL 36HR LONGWEAR	VERY BLACK	212	
388	1	N/A	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
389	1	N/A	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01	

Column: 7 - Row: 07 Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 4HK TTL TMPT MASC HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029428 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
390	1	N/A	041554522563	FALSIES TEMPTATION	VERY BLK	602	
391	1	N/A	041554522570	FALSIES TEMPTATION	BROWNISH BLK	603	
392	1	N/A	041554559309	TOTAL TEMPTATION WASHABLE	DEEP COCOA	606	
393	1	N/A	041554522556	FALSIES TEMPTATION	BLKST BLK	601	

Column: 7 - Row: 08 Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 4HK GREAT LASH BASE HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029385 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
394	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
395	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
396	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
397	1	N/A	041554532982	GREAT LASH MASCARA	Dark Brown	3	

Row: 01

Lower Notch: 30

Row: 02

Lower Notch: 27

Row: 03

Lower Notch: 20

Row: 04

Lower Notch: 13

Row: 05

Lower Notch: 6

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 27

Row: 08

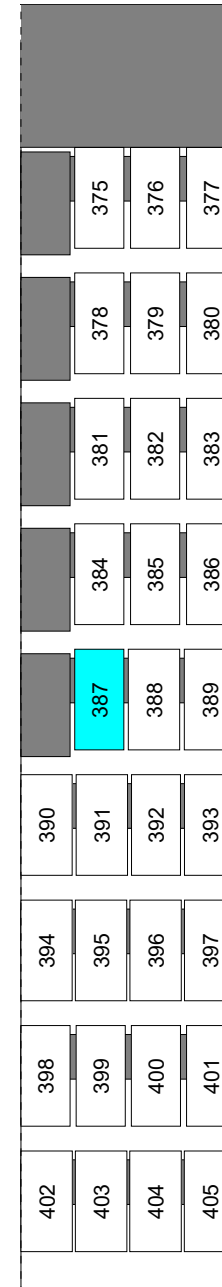
Lower Notch: 20

Row: 09

Lower Notch: 13

Row: 10

Lower Notch: 6



NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

Column: 7 - Row: 09 Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK GREAT LASH BIG HKBR LIT **

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

Graphic Re-Order Code: PM0000029380 SS Holder Re-Order Code:

HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
398	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
399	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
400	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	
401	1	N/A	041554672237	CURVED BRUSH GREAT LASH WASHAB...	Blackest Black	00	

Column: 7 - Row: 10 Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 4HK VE ROCKET HKBR LIT **

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

Graphic Re-Order Code: PM0000029384 SS Holder Re-Order Code:

HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
402	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
403	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
404	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
405	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	

Row: 01 Lower Notch: 30

Row: 02 Lower Notch: 27

Row: 03 Lower Notch: 20

Row: 04 Lower Notch: 13

Row: 05 Lower Notch: 6

Row: 06 Lower Notch: 34

Row: 07 Lower Notch: 27

Row: 08 Lower Notch: 20

Row: 09 Lower Notch: 13

Row: 10 Lower Notch: 6

	375	376	377
	378	379	380
	381	382	383
	384	385	386
	387	388	389
390	391	392	393
394	395	396	397
398	399	400	401
402	403	404	405

NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

MNYWAK1670FWLIS21.psa

Column: 8 - Row: 01 Notch: 34 Fixture Type: SIGNS Fixture Description: FW MNY LOGO HDR 4X24 LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM00000028002 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PL2000000195 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 8 - Row: 02 Notch: 17 Fixture Type: HOTSPOT Fixture Description: FW HOT SPOT EYE EXPRESS BRW-HYPER EASY MECH PE...
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Code: PM0000038203, PM0000038204, PM0000038205, PM0000038206 SS Holder Re-Order Code:
 HOTSPOT: PL2000000635, PM0000029248 HOTSPOT Rolled Up Code: N/A UPC Blade Code:

Column: 8 - Row: 03 Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH SEN BASE HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM00000029376 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
412	1	N/A	041554420647	LASH SENSATIONAL WP	Very Black	01	
413	1	N/A	041554420654	LASH SENSATIONAL WP	Brownish Black	02	
414	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
415	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	

Column: 8 - Row: 04 Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 4HK FALSIES LASH LIFT HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM00000034727 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
416	1	N/A	041554578485	FALSIES SALON LIFT	VERY BLACK	201	
417	1	N/A	041554578492	FALSIES SALON LIFT WTP	VERY BLACK (WTP)	202	
418	1	N/A	041554578508	FALSIES SALON LIFT WTP	BROWNISH BLACK (WTP)	203	
419	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	

Column: 8 - Row: 05 Notch: 34 Fixture Type: HOOK BARS Fixture Description: FW 4HK VE COLOSSAL BASE HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM00000031311 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
420	1	N/A	041554056761	VOLUM' EXPRESS COLOSSAL	Glam Brown (Brn/Blk)	2	
421	1	N/A	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black	00	
422	1	N/A	041554197044	VOLUM' EXPRESS COLOSSAL WP	Classic Black	1	
423	1	N/A	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	

Column: 8 - Row: 06 Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 4HK TTL TMPT MASC HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM00000029428 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
424	1	N/A	041554522679	FALSIES TEMPTATION WTP	VERY BLACK WTP	604	
425	1	N/A	041554524048	FALSIES TEMPTATION WTP	BROWNISH WTP	605	
426	1	N/A	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	
427	1	N/A	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	

Column: 8 - Row: 07 Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 4HK GREAT LASH BASE HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM00000029385 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
428	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
429	1	N/A	041554533064	GREAT LASH MASCARA	Royal Blue	104	
430	1	N/A	041554626964	GREAT LASH WATERPROOF	Very Black	1	
431	1	N/A	041554626988	GREAT LASH WATERPROOF	Brownish Black	3	

Column: 8 - Row: 08 Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK GREAT LASH LOL HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM00000029379 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
432	1	N/A	041554565294	CURVED BRUSH GREAT LASH WASHAB...	Very Black	1	
433	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
434	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
435	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	

Row: 01 Lower Notch: 34

Row: 02 Lower Notch: 17

Row: 03 Lower Notch: 13

Row: 04 Lower Notch: 6

Row: 05 Lower Notch: 34

Row: 06 Lower Notch: 27

Row: 07 Lower Notch: 20

Row: 08 Lower Notch: 13

Row: 09 Lower Notch: 6

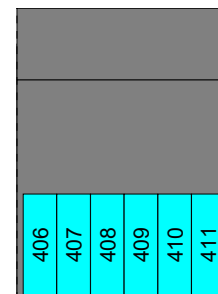
NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

Column: 8 - Row: 09 Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 4HK FALSIES PUSH UP ANGEL HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000029395 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

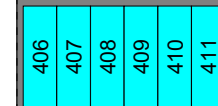
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
436	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
437	1	N/A	041554462838	FALSIES PUSH UP DRAMA ANGEL WTP	Very Black WTP	01	
438	1	N/A	041554443462	PUSH UP DRAMA WSH	Blackest Black	00	
439	1	N/A	041554443493	PUSH UP DRAMA WTP	Very Black	01	

Row: 01



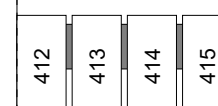
Lower Notch: 34

Row: 02



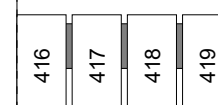
Lower Notch: 17

Row: 03



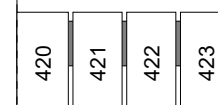
Lower Notch: 13

Row: 04



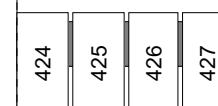
Lower Notch: 6

Row: 05



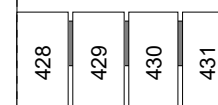
Lower Notch: 34

Row: 06



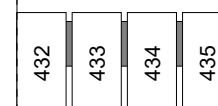
Lower Notch: 27

Row: 07



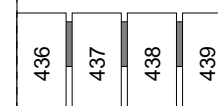
Lower Notch: 20

Row: 08



Lower Notch: 13

Row: 09



Lower Notch: 6

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

MNYWAK1670FWLIS21.psa

Column: 8 - Row: 01 Notch: 34 Fixture Type: SIGNS Fixture Description: FW 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:
SIGNS Re-Order Code: PL2000000195 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 8 - Row: 02 Notch: 17 Fixture Type: HOTSPOT Fixture Description: FW HOT SPOT EYE EXPRESS BRW-HYPER EASY MECH PE...
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Code: PM0000038203, PM0000038204, PM0000038205, PM0000038206 SS Holder Re-Order Code:
HOTSPOT: PL2000000635, PM0000029248 HOTSPOT Rolled Up Code: N/A UPC Blade Code:

Column: 9 - Row: 03 Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH SEN LUSCIOUS HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029392 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
443	1	N/A	041554460261	LASH SENSATIONAL LUSCIOUS	Brownish Black WSH	02	
444	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS WATER...	Very Black WTP	01	
445	1	N/A	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	
446	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	

Column: 9 - Row: 04 Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 4HK FALSIES BASE HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029381 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
447	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
448	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
449	1	N/A	041554217988	FALSIES MASCARA WP	Very Black	01	
450	1	N/A	041554217995	FALSIES MASCARA WP	Brownish Black	02	

Column: 9 - Row: 05 Notch: 34 Fixture Type: HOOK BARS Fixture Description: FW 4HK VE CAT EYES HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029377 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
451	1	N/A	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	
452	1	N/A	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01	
453	1	N/A	041554288254	CAT EYES MASCARA	Glam Black	01	
454	1	N/A	041554288254	CAT EYES MASCARA	Glam Black	01	

Column: 9 - Row: 06 Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 4HK VE COLOSSAL BIG SHOT HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029420 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
455	1	N/A	041554493733	COLOSSAL BIG SHOT	BROWNISH BLACK WSH	225	
456	1	N/A	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	
457	1	N/A	041554288261	CAT EYES MASCARA WP	Glam Black	01	
458	1	N/A	041554288261	CAT EYES MASCARA WP	Glam Black	01	

Column: 9 - Row: 07 Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 4HK MEGA PLUSH HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029383 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
459	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
460	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
461	1	N/A	041554281484	MEGA PLUSH MASCARA WP	Very Black	01	
462	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	

Column: 9 - Row: 08 Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH SEN CURVITUDE HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029424 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
463	1	N/A	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	
464	1	N/A	041554496185	LASH SENSATIONAL CURVITUDE	Blkst Black WSH	710	
465	1	N/A	041554496260	LASH SENSATIONAL CURVITUDE WTP	Very Black WTP	740	
466	1	N/A	041554539912	SNPSACARA	PITCH BLACK	300	

Row: 01 Lower Notch: 34

Row: 02 Lower Notch: 17

Row: 03 Lower Notch: 13

Row: 04 Lower Notch: 6

Row: 05 Lower Notch: 34

Row: 06 Lower Notch: 27

Row: 07 Lower Notch: 20

Row: 08 Lower Notch: 13

Row: 09 Lower Notch: 6

NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

Column: 9 - Row: 09 Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 4HK FULL-N-SOFT HKBR LIT **

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

Graphic Re-Order Code: PM0000029403 SS Holder Re-Order Code:

HOOK BARS Re-Order Code: PL2000000069 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
467	1	N/A	041554699159	FULL 'N SOFT WASHABLE	Very Black	1	
468	1	N/A	041554605228	FULL 'N SOFT WATERPROOF	Very Black	1	
469	1	N/A	041554539950	SNPSACARA	BOLD BROWN	305	
470	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	

Row: 01 Lower Notch: 34

Row: 02 Lower Notch: 17

Row: 03 Lower Notch: 13

Row: 04 Lower Notch: 6

Row: 05 Lower Notch: 34

Row: 06 Lower Notch: 27

Row: 07 Lower Notch: 20

Row: 08 Lower Notch: 13

Row: 09 Lower Notch: 6

NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

MNYWAK1670FWLIS21.psa

Column: 10 - Row: 01 Notch: 30 Fixture Type: SIGNS Fixture Description: FW 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:
 SIGNS Re-Order Code: PM0000030017 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 10 - Row: 02 Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 5HK TS BRW TINT PEN HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037328
 Graphic Re-Order Code: PM0000029433 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000066 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
471	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
472	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
473	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
474	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	Deep Brown	365	

Column: 10 - Row: 03 Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 6HK TS BRW POMADE HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000029869 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000067 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
475	1	N/A	041554559736	TattooStudio Brow Pomade	Blonde	372	
476	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
477	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
478	1	N/A	041554559767	TattooStudio Brow Pomade	Ash Brown	378	
479	1	N/A	041554559774	TattooStudio Brow Pomade	Deep Brown	380	
480	1	N/A	041554563733	TattooStudio Brow Pomade	Black Brown	382	

Column: 10 - Row: 04 Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 6HK TS BRW GEL (DEMO) HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000029430 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000067 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
481	1	N/A	041554544923	TATTOO STUDIO BROW GEL	BLONDE	250	
482	1	N/A	041554544930	TATTOO STUDIO BROW GEL	SOFT BROWN	255	
483	1	N/A	041554545005	TATTOO STUDIO BROW GEL	MEDIUM BROWN	257	
484	1	N/A	041554545005	TATTOO STUDIO BROW GEL	MEDIUM BROWN	257	
485	1	N/A	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	
486	1	N/A	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	

Column: 10 - Row: 05 Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 5HK BRW EXTENSIONS HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037883
 Graphic Re-Order Code: PM0000036721 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000066 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
487	1	N/A	041554584035	BROW EXTENSIONS POMADE CRAYON	SOFT BROWN	255	
488	1	N/A	041554584042	BROW EXTENSIONS POMADE CRAYON	MEDIUM BROWN	257	
489	1	N/A	041554584059	BROW EXTENSIONS POMADE CRAYON	DEEP BROWN	260	
490	1	N/A	041554584066	BROW EXTENSIONS POMADE CRAYON	BLACK BROWN	262	

Column: 10 - Row: 06 Notch: 34 Fixture Type: HOOK BARS Fixture Description: FW 6HK EXPRESS BRW (DEMO) HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000038255 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000067 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
491	1	N/A	041554064292	Express Brow Duo	Light Blonde	248	
492	1	N/A	041554064308	Express Brow Duo	Blonde	250	
493	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
494	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
495	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
496	1	N/A	041554064346	Express Brow Duo	Black Brown	262	

Column: 10 - Row: 07 Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 5HK BRW ULTRA SLIM HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031770 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000066 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
497	1	N/A	041554572285	BROW ULTRA SLIM	LIGHT BLONDE	248	
498	1	N/A	041554572292	BROW ULTRA SLIM	BLONDE	250	
499	1	N/A	041554572308	BROW ULTRA SLIM	SOFT BROWN	255	

Row: 01

Lower Notch: 30

Row: 02

Lower Notch: 27

Row: 03

Lower Notch: 20

Row: 04

Lower Notch: 13

Row: 05

Lower Notch: 6

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 27

Row: 08

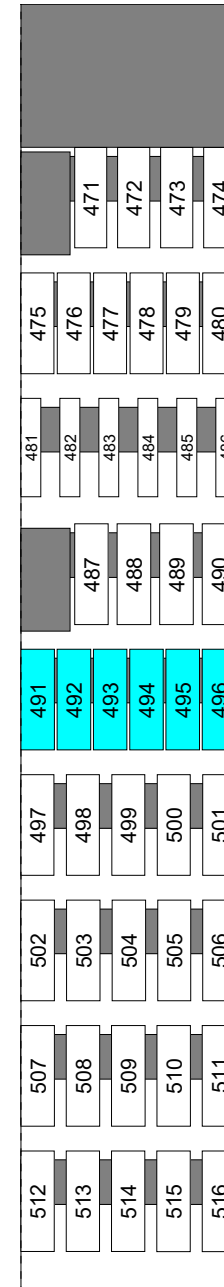
Lower Notch: 20

Row: 09

Lower Notch: 13

Row: 10

Lower Notch: 6



NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021						
500	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257
501	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260

Column: 10 - Row: 08 Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 5HK BRW FAST SCULPT GEL HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000034725 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000066 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
502	1	N/A	041554578683	BROW FAST SCULPT	LIGHT BLONDE	248	
503	1	N/A	041554578690	BROW FAST SCULPT	BLONDE	250	
504	1	N/A	041554578706	BROW FAST SCULPT	SOFT BROWN	255	
505	1	N/A	041554572346	BROW ULTRA SLIM	BLACK BROWN	262	
506	1	N/A	041554581393	BROW ULTRA SLIM	BLACK	264	

Column: 10 - Row: 09 Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 5HK BRW FAST SCULPT GEL HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000034725 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000066 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
507	1	N/A	041554578713	BROW FAST SCULPT	WARM BROWN	256	
508	1	N/A	041554578720	BROW FAST SCULPT	MEDIUM BROWN	257	
509	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
510	1	N/A	041554578744	BROW FAST SCULPT	BLACK BROWN	262	
511	1	N/A	041554578751	BROW FAST SCULPT	CLEAR	264	

Column: 10 - Row: 10 Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 5HK ES BRW PREC HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000029407 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000066 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
512	1	N/A	041554429657	BROW PRECISE	Blonde	250	
513	1	N/A	041554429640	BROW PRECISE	Soft Brown	255	
514	1	N/A	041554429633	BROW PRECISE	Deep Brown	260	
515	1	N/A	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255	
516	1	N/A	041554442205	BROW DEFINE + FILL DUO	Deep Brown	260	

Row: 01							Lower Notch: 30
Row: 02		471	472	473	474		Lower Notch: 27
Row: 03	475	476	477	478	479	480	Lower Notch: 20
Row: 04	481	482	483	484	485	486	Lower Notch: 13
Row: 05		487	488	489	490		Lower Notch: 6
Row: 06	491	492	493	494	495	496	Lower Notch: 34
Row: 07	497	498	499	500	501		Lower Notch: 27
Row: 08	502	503	504	505	506		Lower Notch: 20
Row: 09	507	508	509	510	511		Lower Notch: 13
Row: 10	512	513	514	515	516		Lower Notch: 6

NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

MNYWAK1670FWLIS21.psa

Column: 10 - Row: 01 Notch: 30 Fixture Type: SIGNS Fixture Description: FW 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:
 SIGNS Re-Order Code: PM0000030017 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 11 - Row: 02 Notch: 27 Fixture Type: SIGNS Fixture Description: FW FM M&P (NAV) 3X24 LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000030164 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000027634 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 11 - Row: 03 Notch: 18 Fixture Type: TRAYS Fixture Description: FW FM M&P FNDTN 1.5 (ULTA) W/TESTER LIT **
 Shade Chart Re-Order Code: PM0000029512 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000034651 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000179 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
517	1	N/A	041554538311	FitMe MATTE+PORELESS FNDTN	FAIR PORCELAIN	102	
518	1	N/A	041554538328	FitMe MATTE+PORELESS FNDTN	FAIR IVORY	105	
519	1	N/A	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
520	1	N/A	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
521	1	N/A	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
522	1	N/A	041554539462	FitMe MATTE+PORELESS FNDTN	LIGHT BEIGE (WMT,ULTA)	118	
523	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
524	1	N/A	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	

Column: 11 - Row: 04 Notch: 10 Fixture Type: TRAYS Fixture Description: FW FM M&P FNDTN 3.5 (ULTA) W/TESTER LIT **
 Shade Chart Re-Order Code: PM0000029514 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000034651 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000179 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
525	1	N/A	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	
526	1	N/A	041554438185	FitMe MATTE+PORELESS FNDTN	Rich Tan	238	
527	1	N/A	041554538700	FitMe MATTE+PORELESS FNDTN	LIGHT HONEY	242	
528	1	N/A	041554539615	FitMe MATTE+PORELESS FNDTN	CLASSIC BEIGE (WMT,UL...	245	
529	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
530	1	N/A	041554539622	FitMe MATTE+PORELESS FNDTN	GOLDEN (WMT,ULTA)	312	
531	1	N/A	041554466478	FitMe MATTE+PORELESS FNDTN	NATURAL TAN	320	
532	1	N/A	041554438192	FitMe MATTE+PORELESS FNDTN	Warm Honey	322	

Column: 11 - Row: 05 Notch: 2 Fixture Type: TRAYS Fixture Description: FW FM M&P FNDTN 5.5 (ULTA) W/TESTER LIT **
 Shade Chart Re-Order Code: PM0000029516 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000034651 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000179 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
533	1	N/A	041554538717	FitMe MATTE+PORELESS FNDTN	LATTE	358	
534	1	N/A	041554466522	FitMe MATTE+PORELESS FNDTN	MOCHA	360	
535	1	N/A	041554538724	FitMe MATTE+PORELESS FNDTN	TRUFFLE	362	
536	1	N/A	041554539721	FitMe MATTE+PORELESS FNDTN	NUTMEG (WMT,ULTA)	365	
537	1	N/A	041554538731	FitMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
538	1	N/A	041554539752	FitMe MATTE+PORELESS FNDTN	DEEP BRONZE (WMT,UL...	370	
539	1	N/A	041554538748	FitMe MATTE+PORELESS FNDTN	JAVA	375	
540	1	N/A	041554539776	FitMe MATTE+PORELESS FNDTN	ESPRESSO (WMT,ULTA)	380	

Column: 11 - Row: 06 Notch: 27 Fixture Type: TRAYS Fixture Description: FW FM M&P PDR 1.2 LIT W/TESTER LIT **
 Shade Chart Re-Order Code: PM0000029456, PM0000029457 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000034649 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000192 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
541	1	N/A	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	
542	1	N/A	041554433753	FitMe MATTE+PORELESS PDR	Porcelain	110	
543	1	N/A	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
544	1	N/A	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	
545	1	N/A	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	
546	1	N/A	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	
547	1	N/A	041554433821	FitMe MATTE+PORELESS PDR	Natural Buff	230	
548	1	N/A	041554488340	FitMe MATTE+PORELESS PDR	Pure Beige	235	

Row: 01

Lower Notch: 30

Row: 02

Lower Notch: 27

Row: 03

Lower Notch: 18

Row: 04

Lower Notch: 10

Row: 05

Lower Notch: 2

Row: 06

Lower Notch: 27

Row: 07

Lower Notch: 19

Row: 08

Lower Notch: 11

Row: 09

Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

Column: 11 - Row: 07 Notch: 19 Fixture Type: TRAYS				Fixture Description: FW FM CNCLR 1.2 LIT **			
Shade Chart Re-Order Code: PM0000034449				SS Graphic Re-Order Code: PM0000035826			
Graphic Re-Order Code: PM0000034070				SS Holder Re-Order Code: PM0000034175			
TRAYS Re-Order Code: PM0000026554				TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
549	1	N/A	041554580631	FitMe CONCEALER	COOL IVORY	01	
550	1	N/A	041554550450	FitMe CONCEALER	IVORY	05	
551	1	N/A	041554247701	FitMe CONCEALER	Fair	10	
552	1	N/A	041554580648	FitMe CONCEALER	VANILLA	11	

Column: 11 - Row: 08 Notch: 11 Fixture Type: TRAYS				Fixture Description: FW FM D&S FNDTN 1.2 LIT W/TESTER LIT **			
Shade Chart Re-Order Code: PM0000029453				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000034063				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000179				TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
553	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	
554	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115	
555	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Clsc Ivry	120	
556	1	N/A	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125	
557	1	N/A	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130	
558	1	N/A	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge	210	
559	1	N/A	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220	
560	1	N/A	041554238723	FitMe DEW+SMTH FNDTN	Med Buff	225	

Column: 11 - Row: 09 Notch: 1 Fixture Type: TRAYS				Fixture Description: FW FM BLUSH 1.1 LIT **			
Shade Chart Re-Order Code: PM0000028435,PM0000028436				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000034066				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PM0000023553				TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
561	1	N/A	041554503067	FIT ME BLUSH OPTIMIZATION	BUFF	10	
562	1	N/A	041554503135	FIT ME BLUSH OPTIMIZATION	CORAL	35	
563	1	N/A	041554503074	FIT ME BLUSH OPTIMIZATION	NUDE	15	
564	1	N/A	041554503142	FIT ME BLUSH OPTIMIZATION	PEACH	40	
565	1	N/A	041554503098	FIT ME BLUSH OPTIMIZATION	MAUVE	20	
566	1	N/A	041554503159	FIT ME BLUSH OPTIMIZATION	PLUM	45	
567	1	N/A	041554503104	FIT ME BLUSH OPTIMIZATION	PINK	25	
568	1	N/A	041554503524	FIT ME BLUSH OPTIMIZATION	WINE	50	
569	1	N/A	041554503111	FIT ME BLUSH OPTIMIZATION	ROSE	30	
570	1	N/A	041554503722	FIT ME BLUSH OPTIMIZATION	BERRY	55	

Row: 01

Lower Notch: 30

Row: 02

Lower Notch: 27

Row: 03

Lower Notch: 18

Row: 04

Lower Notch: 10

Row: 05

Lower Notch: 2

Row: 06

Lower Notch: 27

Row: 07

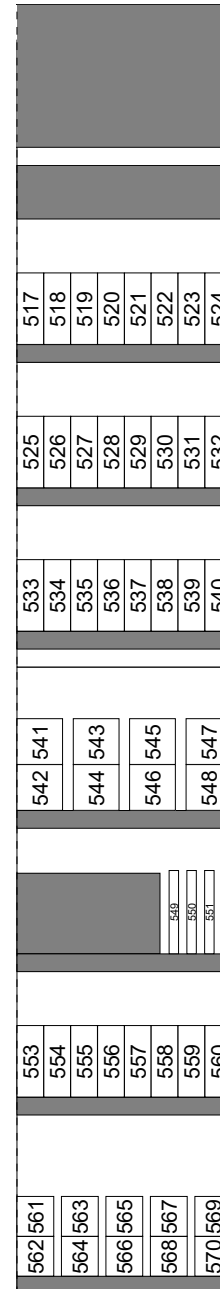
Lower Notch: 19

Row: 08

Lower Notch: 11

Row: 09

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

MNYWAK1670FWLIS21.psa

Column: 11 - Row: 02 Notch: 27 Fixture Type: SIGNS Fixture Description: FW FM M&P (NAV) 3X24 LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000030164 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000027634 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 12 - Row: 01 Notch: 30 Fixture Type: SIGNS Fixture Description: FW FM HDR (BTY+PRODUCT) 8X24 LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000036961 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000030017 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 12 - Row: 03 Notch: 18 Fixture Type: TRAYS Fixture Description: FW FM M&P FNDTN 2.5 (ULTA) W/TESTER LIT **
 Shade Chart Re-Order Code: PM0000029513 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000034651 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000179 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
571	1	N/A	041554538694	FitMe MATTE+PORELESS FNDTN	SOFT SAND	124	
572	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
573	1	N/A	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
574	1	N/A	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	
575	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
576	1	N/A	041554466461	FitMe MATTE+PORELESS FNDTN	TRUE BEIGE	222	
577	1	N/A	041554438178	FitMe MATTE+PORELESS FNDTN	Soft Tan	228	
578	1	N/A	041554433487	FitMe MATTE+PORELESS FNDTN	Ntrl Buff	230	

Column: 12 - Row: 04 Notch: 10 Fixture Type: TRAYS Fixture Description: FW FM M&P FNDTN 4.5 (ULTA) W/TESTER LIT **
 Shade Chart Re-Order Code: PM0000029515 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000034651 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000179 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
579	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	
580	1	N/A	041554466485	FitMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332	
581	1	N/A	041554539639	FitMe MATTE+PORELESS FNDTN	WARM SUN (WMT,ULTA)	334	
582	1	N/A	041554466492	FitMe MATTE+PORELESS FNDTN	CLASSIC TAN	335	
583	1	N/A	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
584	1	N/A	041554466515	FitMe MATTE+PORELESS FNDTN	CAPUCCINO	340	
585	1	N/A	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
586	1	N/A	041554539677	FitMe MATTE+PORELESS FNDTN	WARM COCONUT (WMT,...	356	

Column: 12 - Row: 05 Notch: 2 Fixture Type: TRAYS Fixture Description: FW FM STICK 1.1 LIT W/TESTER LIT **
 Shade Chart Re-Order Code: PM0000029494 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000034065 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000376 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
587	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	PM0000010714
588	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	PM0000010715
589	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	PM0000010716
590	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	PM0000010717
591	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	PM0000010718
592	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	PM0000010720
593	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	PM0000010723
594	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	PM0000010725

Column: 12 - Row: 06 Notch: 27 Fixture Type: TRAYS Fixture Description: FW FM M&P PDR 2.2 (WAKEFERN) W/TESTER LIT **
 Shade Chart Re-Order Code: PM0000029523,PM0000029524 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000034649 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000192 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
595	1	N/A	041554553499	FitMe MATTE+PORELESS PDR	Classic Beige	245	
596	1	N/A	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310	
597	1	N/A	041554553505	FitMe MATTE+PORELESS PDR	Golden	312	
598	1	N/A	041554488357	FitMe MATTE+PORELESS PDR	Natural Tan	320	
599	1	N/A	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	
600	1	N/A	041554553512	FitMe MATTE+PORELESS PDR	Warm Sun	334	
601	1	N/A	041554488364	FitMe MATTE+PORELESS PDR	Mocha	360	
602	1	N/A	041554553529	FitMe MATTE+PORELESS PDR	Nutmeg	365	

Row: 01

Lower Notch: 30

Row: 02

Lower Notch: 27

Row: 03

Lower Notch: 18

Row: 04

Lower Notch: 10

Row: 05

Lower Notch: 2

Row: 06

Lower Notch: 27

Row: 07

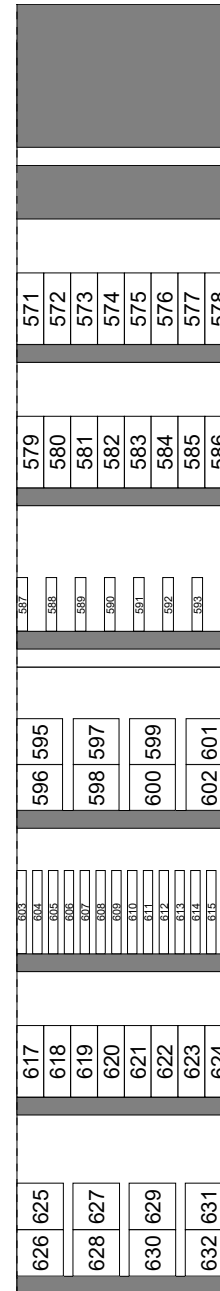
Lower Notch: 19

Row: 08

Lower Notch: 11

Row: 09

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

Column: 12 - Row: 07		Notch: 19	Fixture Type: TRAYS	Fixture Description: FW FM CNCLR 2.2 LIT **			
Shade Chart Re-Order Code: PM0000034450		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000034070		TRAYS Re-Order Code: PM0000026554		TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
603	1	N/A	041554247718	FitMe CONCEALER	Light	15	
604	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
605	1	N/A	041554580679	FitMe CONCEALER	WHEAT	22	
606	1	N/A	041554247725	FitMe CONCEALER	Med	25	
607	1	N/A	041554550467	FitMe CONCEALER	HONEY	30	
608	1	N/A	041554247749	FitMe CONCEALER	Deep	35	
609	1	N/A	041554550474	FitMe CONCEALER	CARAMEL	40	
610	1	N/A	041554550481	FitMe CONCEALER	TAN	45	
611	1	N/A	041554247756	FitMe CONCEALER	Cafe	50	
612	1	N/A	041554550498	FitMe CONCEALER	HAZELNUT	55	
613	1	N/A	041554581492	FitMe CONCEALER	WALNUT	57	
614	1	N/A	041554550504	FitMe CONCEALER	COCOA	60	
615	1	N/A	041554581508	FitMe CONCEALER	COFFEE	65	
616	1	N/A	041554581515	FitMe CONCEALER	DARK COFFEE	70	

Column: 12 - Row: 08		Notch: 11	Fixture Type: TRAYS	Fixture Description: FW FM D&S FNDTN 2.2 LIT W/TESTER LIT **			
Shade Chart Re-Order Code: PM0000029454		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000034063		TRAYS Re-Order Code: PL2000000179		TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
617	1	N/A	041554238730	FitMe DEW+SMTH FNDTN	Nat Buff	230	
618	1	N/A	041554238747	FitMe DEW+SMTH FNDTN	Pure Bge	235	
619	1	N/A	041554339697	FitMe DEW+SMTH FNDTN	Gldn Bge	240	
620	1	N/A	041554238761	FitMe DEW+SMTH FNDTN	Sun Bge	310	
621	1	N/A	041554238778	FitMe DEW+SMTH FNDTN	Soft Honey	315	
622	1	N/A	041554400816	FitMe DEW+SMTH FNDTN	Toffee	330	
623	1	N/A	041554247152	FitMe DEW+SMTH FNDTN	Coconut	355	
624	1	N/A	041554339895	FitMe DEW+SMTH FNDTN	Mocha	360	

Column: 12 - Row: 09		Notch: 1	Fixture Type: TRAYS	Fixture Description: FW FM LOOSE PDR W/TESTER 1.1 LIT **			
Shade Chart Re-Order Code: PM0000028443, PM0000028444		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000034067		TRAYS Re-Order Code: PL2000000318		TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
625	1	N/A	041554501995	FIT ME LOOSE POWDER	FAIR	05	
626	1	N/A	041554502046	FIT ME LOOSE POWDER	MEDIUM	25	
627	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
628	1	N/A	041554503036	FIT ME LOOSE POWDER	MEDIUM DEEP	30	
629	1	N/A	041554502022	FIT ME LOOSE POWDER	LIGHT	15	
630	1	N/A	041554503043	FIT ME LOOSE POWDER	DEEP	35	
631	1	N/A	041554502039	FIT ME LOOSE POWDER	LIGHT MEDIUM	20	
632	1	N/A	041554503050	FIT ME LOOSE POWDER	DARK	40	

Row: 01

Lower Notch: 30

Row: 02

Lower Notch: 27

Row: 03

Lower Notch: 18

Row: 04

Lower Notch: 10

Row: 05

Lower Notch: 2

Row: 06

Lower Notch: 27

Row: 07

Lower Notch: 19

Row: 08

Lower Notch: 11

Row: 09

Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

MNYWAK1670FWLIS21.psa

Column: 12 - Row: 01 Notch: 30 Fixture Type: SIGNS Fixture Description: FW FM HDR (BTY+PRODUCT) 8X24 LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000036961 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000030017 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 13 - Row: 02 Notch: 25 Fixture Type: SIGNS Fixture Description: FW FM TINTED MOIST (PRODUCT) 6X12 LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000038118 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PL2000000236 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 13 - Row: 03 Notch: 17 Fixture Type: TRAYS Fixture Description: FW FM TINTED MOIST 1.2 LIT **
 Shade Chart Re-Order Code: PM0000037925 SS Graphic Re-Order Code: PM0000037929
 Graphic Re-Order Code: PM0000038195 SS Holder Re-Order Code: PM0000037915
 TRAYS Re-Order Code: PM0000033423 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
633	1	N/A	041554584431	Fit Me Primers	Mattifying	00	
634	1	N/A	041554062892	Fit Me Tinted Moisturizer	103	103	
635	1	N/A	041554062908	Fit Me Tinted Moisturizer	115	115	
636	1	N/A	041554062915	Fit Me Tinted Moisturizer	118	118	
637	1	N/A	041554062922	Fit Me Tinted Moisturizer	120	120	
638	1	N/A	041554062939	Fit Me Tinted Moisturizer	220	220	
639	1	N/A	041554062946	Fit Me Tinted Moisturizer	310	310	

Column: 13 - Row: 04 Notch: 10 Fixture Type: TRAYS Fixture Description: FW FM TINTED MOIST 2.2 LIT **
 Shade Chart Re-Order Code: PM0000037926 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000038194 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PM0000033423 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
640	1	N/A	041554069853	Fit Me Tinted Moisturizer	322	322	
641	1	N/A	041554062953	Fit Me Tinted Moisturizer	330	330	
642	1	N/A	041554069860	Fit Me Tinted Moisturizer	335	335	
643	1	N/A	041554062960	Fit Me Tinted Moisturizer	355	355	
644	1	N/A	041554062977	Fit Me Tinted Moisturizer	360	360	
645	1	N/A	041554069877	Fit Me Tinted Moisturizer	368	368	
646	1	N/A	041554062984	Fit Me Tinted Moisturizer	370	370	
647	1	N/A	041554062991	Fit Me Tinted Moisturizer	375	375	

Column: 13 - Row: 05 Notch: 3 Fixture Type: TRAYS Fixture Description: FW SS FC FNDTN 1.3 LIT **
 Shade Chart Re-Order Code: PM0000030214 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000038078 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PM0000013437 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
648	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Porcelain	102	
649	1	N/A	041554559392	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Ivory	105	
650	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDA...	Porcelain	110	
651	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Ivory	112	
652	1	N/A	041554559408	SUPERSTAY FULL COVERAGE FOUNDA...	Ivory	115	
653	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDA...	Light Beige	118	
654	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDA...	Classic Ivory	120	
655	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDA...	Nude Beige	125	

Column: 13 - Row: 06 Notch: 31 Fixture Type: TRAYS Fixture Description: FW SS FC FNDTN 2.3 LIT **
 Shade Chart Re-Order Code: PM0000037098 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000038078 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PM0000013437 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
656	1	N/A	041554565614	SUPERSTAY FULL COVERAGE FOUNDA...	Sand Beige	127	
657	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDA...	Warm Nude	128	
658	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDA...	Medium Beige	129	
659	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDA...	Buff Beige	130	
660	1	N/A	041554565621	SUPERSTAY FULL COVERAGE FOUNDA...	Light Tan	140	
661	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Beige	220	
662	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDA...	Sun Beige	310	
663	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDA...	Golden	312	

Column: 13 - Row: 07 Notch: 24 Fixture Type: TRAYS Fixture Description: FW SS FC FNDTN 3.3 LIT **
 Shade Chart Re-Order Code: PM0000037099 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000038078 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PM0000013437 TRAYS Rolled Up Code: N/A UPC Blade Code:

Row: 01

Lower Notch: 30

Row: 02

Lower Notch: 25

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 10

Row: 05

Lower Notch: 3

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 24

Row: 08

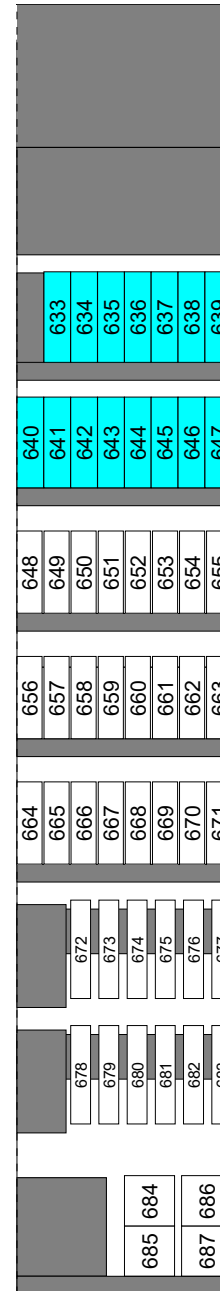
Lower Notch: 20

Row: 09

Lower Notch: 13

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
664	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDA...	Honey	320
665	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDA...	Toffee	330
666	1	N/A	041554559422	SUPERSTAY FULL COVERAGE FOUNDA...	Golden Caramel	332
667	1	N/A	041554559439	SUPERSTAY FULL COVERAGE FOUNDA...	Cappuccino	340
668	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDA...	Coconut	355
669	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDA...	Mocha	360
670	1	N/A	041554559446	SUPERSTAY FULL COVERAGE FOUNDA...	Deep Bronze	370
671	1	N/A	041554559453	SUPERSTAY FULL COVERAGE FOUNDA...	Java	375

Column: 13 - Row: 08 Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 7HK SS UNDEREYE CNCLR HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000031545
 Graphic Re-Order Code: PM0000031593 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000490 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
672	1	N/A	041554574586	SUPER STAY CONCEALER	Ivory	05	
673	1	N/A	041554574593	SUPER STAY CONCEALER	Fair	10	
674	1	N/A	041554574609	SUPER STAY CONCEALER	Light	15	
675	1	N/A	041554574616	SUPER STAY CONCEALER	Light/Medium	18	
676	1	N/A	041554574623	SUPER STAY CONCEALER	Sand	20	
677	1	N/A	041554574630	SUPER STAY CONCEALER	Medium	25	

Column: 13 - Row: 09 Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 7HK SS UNDEREYE CNCLR HKBR LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000031545
 Graphic Re-Order Code: PM0000031593 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000490 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
678	1	N/A	041554574647	SUPER STAY CONCEALER	Honey	30	
679	1	N/A	041554574654	SUPER STAY CONCEALER	Caramel	40	
680	1	N/A	041554574661	SUPER STAY CONCEALER	Tan	45	
681	1	N/A	041554574678	SUPER STAY CONCEALER	Warm Olive	52	
682	1	N/A	041554574685	SUPER STAY CONCEALER	Deep Bronze	65	
683	1	N/A	041554574692	SUPER STAY CONCEALER	Deep Cocoa	70	

Column: 13 - Row: 10 Notch: 1 Fixture Type: TRAYS Fixture Description: FW SS FC PDR 1.2 LIT **
 Shade Chart Re-Order Code: PM0000028405,PM0000028406 SS Graphic Re-Order Code: PM0000028805
 Graphic Re-Order Code: PM0000034051 SS Holder Re-Order Code: PM0000027618
 TRAYS Re-Order Code: PM0000029245 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
684	1	N/A	041554562804	SUPERSTAY FULL COVERAGE POWDER	Fair Porcelain	102	
685	1	N/A	041554562828	SUPERSTAY FULL COVERAGE POWDER	Natural Ivory	112	
686	1	N/A	041554562811	SUPERSTAY FULL COVERAGE POWDER	Porcelain	110	
687	1	N/A	041554562835	SUPERSTAY FULL COVERAGE POWDER	Classic Ivory	120	

Row: 01

Lower Notch: 30

Row: 02

Lower Notch: 25

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 10

Row: 05

Lower Notch: 3

Row: 06

Lower Notch: 31

Row: 07

Lower Notch: 24

Row: 08

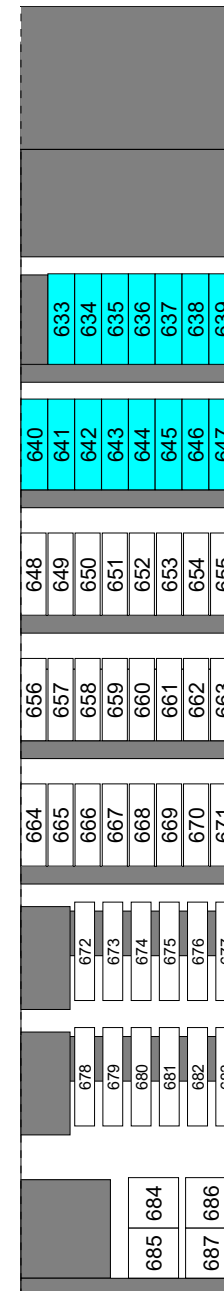
Lower Notch: 20

Row: 09

Lower Notch: 13

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

MNYWAK1670FWLIS21.psa

Column: 14 - Row: 01 Notch: 34 Fixture Type: SIGNS Fixture Description: FW 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:
SIGNS Re-Order Code: PM0000030019 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 14 - Row: 02 Notch: 29 Fixture Type: SIGNS Fixture Description: FW FS (NAV) 6X12 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000035129 SS Holder Re-Order Code:
SIGNS Re-Order Code: PL2000000236 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 14 - Row: 03 Notch: 20 Fixture Type: TRAYS Fixture Description: FW FS GLSSPRY+FIXSPRY+BNNAPDR UT LIT **
Shade Chart Re-Order Code: PM0000037094 SS Graphic Re-Order Code: PM0000036181
Graphic Re-Order Code: PM0000037214 SS Holder Re-Order Code: PM0000035924
TRAYS Re-Order Code: PL2000000614 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
688	1	N/A	041554584479	FACE STUDIO GLASS SKIN SPRAY	Glass Skin Spray	00	
689	1	N/A	041554562927	MASTER FIX SETTING SPRAY	Lasting Fix Set Spray	00	
690	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10	

Column: 14 - Row: 04 Notch: 12 Fixture Type: TRAYS Fixture Description: FW FS MSTR PRIME+BLURSTK 1.1 LIT **
Shade Chart Re-Order Code: PM0000031546 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031589 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000482 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
691	1	N/A	041554547429	MASTER PRIME BLUR + HYDRATE	MASTER PRIME BLUR + ...	050	
692	1	N/A	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	
693	1	N/A	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	
694	1	N/A	041554551792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
695	1	N/A	041554551808	MASTER PRIME BLUR + HYDRATE	BLUR + PROTECT	500	
696	1	N/A	041554548341	Master Prime Blur Stick	Universal Transparent	100	

Column: 14 - Row: 05 Notch: 5 Fixture Type: TRAYS Fixture Description: FW FS MSTR BLSH+CNTR PAL 1.1 LIT **
Shade Chart Re-Order Code: PM0000031551 SS Graphic Re-Order Code: PM0000035960
Graphic Re-Order Code: PM0000031591 SS Holder Re-Order Code: PM0000014723
TRAYS Re-Order Code: PL2000000498 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
697	1	N/A	041554496475	FACE STUDIO MASTER BLUSH PALETTE	BLUSH PALETTE	10	
698	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	LIGHT TO MEDIUM	10	
699	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	MEDIUM TO DEEP	20	

Column: 14 - Row: 06 Notch: 4 Fixture Type: SIGNS Fixture Description: FW CHEEK HEAT BLUSH (PRODUCT) 2X12 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000035418 SS Holder Re-Order Code:
SIGNS Re-Order Code: PL2000000235 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 14 - Row: 07 Notch: 35 Fixture Type: HOOK BARS Fixture Description: FW 6HK CHEEK HEAT BLUSH HKBR LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000034724 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000067 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000012603

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
700	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
701	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
702	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
703	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
704	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
705	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	

Column: 14 - Row: 08 Notch: 22 Fixture Type: TRAYS Fixture Description: FW FS CAMO PENS+CNCLR 1.1 LIT **
Shade Chart Re-Order Code: PM0000028819, PM0000029151 SS Graphic Re-Order Code: PM0000028820
Graphic Code: PM0000029152, PM0000029153, PM0000029807 SS Holder Re-Order Code: PM0000027622
TRAYS Re-Order Code: PL2000000317 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
706	1	N/A	041554501940	FACE STUDIO MASTER CAMO COLOR C...	Green	10	
707	1	N/A	041554501964	FACE STUDIO MASTER CAMO COLOR C...	Apricot	50	
708	1	N/A	041554431902	FACE STUDIO MASTER CONCEAL	Fair	10	
709	1	N/A	041554431919	FACE STUDIO MASTER CONCEAL	Light	20	
710	1	N/A	041554431926	FACE STUDIO MASTER CONCEAL	Light/Medium	30	
711	1	N/A	041554431933	FACE STUDIO MASTER CONCEAL	Medium	40	
712	1	N/A	041554431940	FACE STUDIO MASTER CONCEAL	Medium/Deep	50	

Row: 01 Lower Notch: 34

Row: 02 Lower Notch: 29

Row: 03 Lower Notch: 20

Row: 04 Lower Notch: 12

Row: 05 Lower Notch: 5

Row: 06 Lower Notch: 4

Row: 07 Lower Notch: 35

Row: 08 Lower Notch: 22

Row: 09 Lower Notch: 17

Row: 10 Lower Notch: 9

Row: 11 Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

Column: 14 - Row: 09 Notch: 17 Fixture Type: TRAYS Fixture Description: FW FS CITY BRONZE 1.1 LIT **
 Shade Chart Re-Order Code: PM0000028816 SS Graphic Re-Order Code: PM0000036948
 Graphic Re-Order Code: PM0000029806 SS Holder Re-Order Code: PM0000027619
 TRAYS Re-Order Code: PL2000000469 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
713	1	N/A	041554562958	FACE STUDIO CITY BRONZER	100	100	
714	1	N/A	041554562965	FACE STUDIO CITY BRONZER	200	200	
715	1	N/A	041554562972	FACE STUDIO CITY BRONZER	300	300	

Column: 14 - Row: 10 Notch: 9 Fixture Type: TRAYS Fixture Description: FW FS MSTR CHROME/HOLO/STROBE 1.1 LIT **
 Shade Chart Re-Order Code: PM0000028505, PM0000028506 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031295 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PM0000026547 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
716	1	N/A	041554542578	FACE STUDIO MASTER CHROME METAL...	Molten Rose Gold	050	
717	1	N/A	041554553918	FACE STUDIO MASTER CHROME METAL...	Molten Peach	150	
718	1	N/A	041554538281	FACE STUDIO MASTER CHROME METAL...	Molten Gold	100	
719	1	N/A	041554553925	FACE STUDIO MASTER CHROME METAL...	Molten Topaz	200	
720	1	N/A	041554547757	MASTER HOLOGRAPHIC	Master Holographic	50	
721	1	N/A	041554548006	MASTER HOLOGRAPHIC	Purple	100	
722	1	N/A	041554486155	FACE STUDIO MASTER STROBE	LIGHT - IRIDESCENT	100	
723	1	N/A	041554486162	FACE STUDIO MASTER STROBE	MEDIUM - NUDE GLOW	200	

Column: 14 - Row: 11 Notch: 1 Fixture Type: TRAYS Fixture Description: FW SS FC PDR 2.2 LIT **
 Shade Chart Re-Order Code: PM0000028798, PM0000028799 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000034051 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PM0000029245 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
724	1	N/A	041554562859	SUPERSTAY FULL COVERAGE POWDER	Buff Beige	130	
725	1	N/A	041554562880	SUPERSTAY FULL COVERAGE POWDER	Golden Caramel	332	
726	1	N/A	041554562866	SUPERSTAY FULL COVERAGE POWDER	Natural Beige	220	
727	1	N/A	041554562903	SUPERSTAY FULL COVERAGE POWDER	Coconut	355	
728	1	N/A	041554562873	SUPERSTAY FULL COVERAGE POWDER	Golden	312	
729	1	N/A	041554563399	SUPERSTAY FULL COVERAGE POWDER	Truffle	362	
730	1	N/A	041554563368	SUPERSTAY FULL COVERAGE POWDER	Honey	320	
731	1	N/A	041554563375	SUPERSTAY FULL COVERAGE POWDER	Java	375	

Row: 01 Lower Notch: 34

Row: 02 Lower Notch: 29

Row: 03 Lower Notch: 20

Row: 04 Lower Notch: 12

Row: 05 Lower Notch: 5

Row: 06 Lower Notch: 4

Row: 07 Lower Notch: 35

Row: 08 Lower Notch: 22

Row: 09 Lower Notch: 17

Row: 10 Lower Notch: 9

Row: 11 Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

MNYWAK1670FWLIS21.psa

Column: 14 - Row: 01 Notch: 34 Fixture Type: SIGNS Fixture Description: FW 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:
 SIGNS Re-Order Code: PM0000030019 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 15 - Row: 02 Notch: 17 Fixture Type: HOTSPOT Fixture Description: FW HOT SPOT FM PRIMER+TINTED MOIST LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Code: PM0000038207, PM0000038208, PM0000038209, PM0000038210 SS Holder Re-Order Code:
 HOTSPOT : PL2000000634, PM0000029248 HOTSPOT Rolled Up Code: N/A UPC Blade Code:

Column: 15 - Row: 03 Notch: 10 Fixture Type: TRAYS Fixture Description: FW DRM RADIANT FNDTN 1.2 LIT **
 Shade Chart Re-Order Code: PM0000038045 SS Graphic Re-Order Code: PM0000034477
 Graphic Re-Order Code: PM0000034496 SS Holder Re-Order Code: PM0000034174
 TRAYS Re-Order Code: PM0000034431 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
737	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	Fair Porcelain	02	
738	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
739	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
740	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
741	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
742	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	

Column: 15 - Row: 04 Notch: 3 Fixture Type: TRAYS Fixture Description: FW DRM RADIANT FNDTN 2.2 LIT **
 Shade Chart Re-Order Code: PM0000038046 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000034496 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PM0000034431 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
743	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
744	1	N/A	041554579130	DREAM RADIANT LIQUID FOUNDATION	Sandy Beige	60	
745	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	
746	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
747	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
748	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
749	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
750	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	Java	135	

Column: 15 - Row: 05 Notch: 31 Fixture Type: TRAYS Fixture Description: FW DRM URBAN COVER 1.1 LIT **
 Shade Chart Re-Order Code: PM0000038044 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031586 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PM0000033423 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
751	1	N/A	041554571523	DREAM URBAN COVER FOUNDATION	Porcelain	110	
752	1	N/A	041554571530	DREAM URBAN COVER FOUNDATION	Natural Ivory	112	
753	1	N/A	041554571554	DREAM URBAN COVER FOUNDATION	Classic Ivory	120	
754	1	N/A	041554571561	DREAM URBAN COVER FOUNDATION	Warm Nude	128	
755	1	N/A	041554571592	DREAM URBAN COVER FOUNDATION	Natural Beige	220	
756	1	N/A	041554571615	DREAM URBAN COVER FOUNDATION	Sun Beige	310	
757	1	N/A	041554571639	DREAM URBAN COVER FOUNDATION	Toffee	330	
758	1	N/A	041554571660	DREAM URBAN COVER FOUNDATION	Truffle	362	

Column: 15 - Row: 06 Notch: 23 Fixture Type: TRAYS Fixture Description: FW DRM MATTE MOUSSE 1.2 LIT **
 Shade Chart Re-Order Code: PM0000034047, PM0000034048 SS Graphic Re-Order Code: PM0000031322
 Graphic Re-Order Code: PM0000031283 SS Holder Re-Order Code: PM0000013027
 TRAYS Re-Order Code: PM0000013028 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
759	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	PM0000015619
760	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	PM0000015620
761	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	PM0000015617
762	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	PM0000015621
763	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	PM0000015618
764	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	PM0000015622

Column: 15 - Row: 07 Notch: 15 Fixture Type: TRAYS Fixture Description: FW DRM MATTE MOUSSE 2.2 LIT **
 Shade Chart Re-Order Code: PM0000034049, PM0000034050 SS Graphic Re-Order Code: PM0000031323
 Graphic Re-Order Code: PM0000031275 SS Holder Re-Order Code: PM0000013027
 TRAYS Re-Order Code: PM0000013028 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
765	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	PM0000015623
766	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	PM0000015625

Row: 01 Lower Notch: 34

Row: 02 Lower Notch: 17

Row: 03 Lower Notch: 10

Row: 04 Lower Notch: 3

Row: 05 Lower Notch: 31

Row: 06 Lower Notch: 23

Row: 07 Lower Notch: 15

Row: 08 Lower Notch: 12

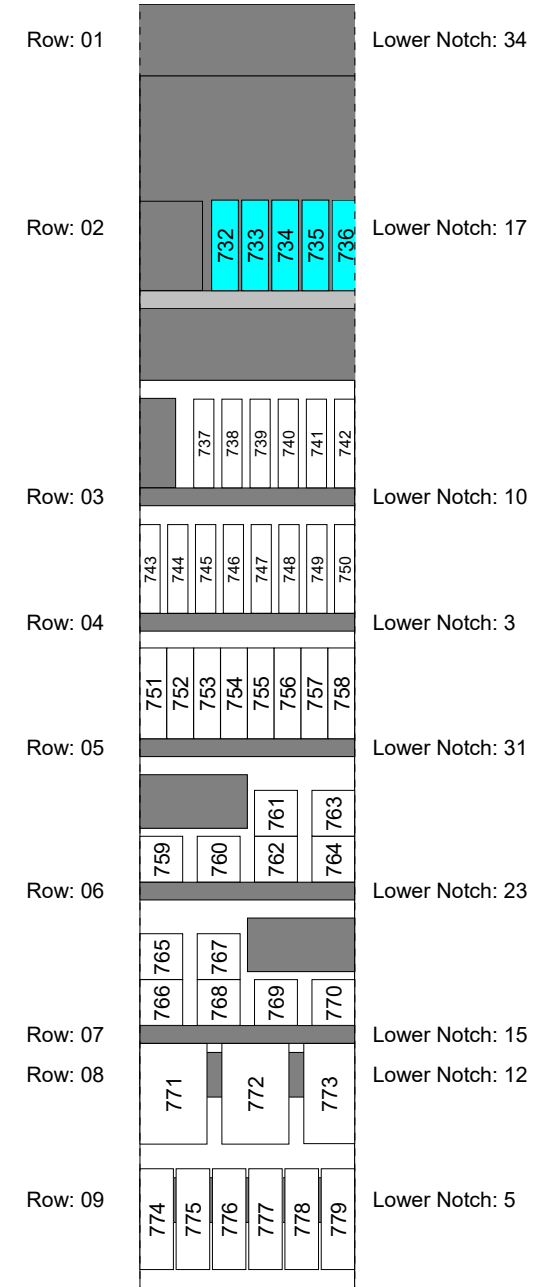
Row: 09 Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021						
767	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75 PM0000015624
768	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90 PM0000015626
769	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120 PM0000015627
770	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130 PM0000015628

Column: 15 - Row: 08			Notch: 12		Fixture Type: HOOK BARS		Fixture Description: FW 3HK SHINE FREE PDR HKBR LIT **		
Shade Chart Re-Order Code:					SS Graphic Re-Order Code:				
Graphic Re-Order Code: PM0000031315					SS Holder Re-Order Code:				
HOOK BARS Re-Order Code: PL2000000068			HOOK BARS Rolled Up Code: N/A			UPC Blade Code: PM0000012603			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes		
771	1	N/A	041554566499	SHINE FREE OIL CONTROL LOOSE POW...	Light	1			
772	1	N/A	041554566505	SHINE FREE OIL CONTROL LOOSE POW...	Medium	2			
773	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010			

Column: 15 - Row: 09			Notch: 5		Fixture Type: HOOK BARS		Fixture Description: FW 6HK COVERSTICK HKBR LIT **		
Shade Chart Re-Order Code:					SS Graphic Re-Order Code:				
Graphic Re-Order Code: PM0000031312					SS Holder Re-Order Code:				
HOOK BARS Re-Order Code: PL2000000067			HOOK BARS Rolled Up Code: N/A			UPC Blade Code: PM0000012603			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes		
774	1	N/A	041554543872	COVER STICK (CORRECTOR)	Ivory	1			
775	1	N/A	041554543872	COVER STICK (CORRECTOR)	Ivory	1			
776	1	N/A	041554543889	COVER STICK (CORRECTOR)	Light Beige	2			
777	1	N/A	041554543889	COVER STICK (CORRECTOR)	Light Beige	2			
778	1	N/A	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3			
779	1	N/A	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3			



NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021

MNYWAK1670FWLIS21.psa

Column: 14 - Row: 01	Notch: 34	Fixture Type: SIGNS	Fixture Description: FW 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:	
SIGNS Re-Order Code: PM0000030019		SIGNS Rolled Up Code: N/A	UPC Blade Code:

Column: 15 - Row: 02	Notch: 17	Fixture Type: HOTSPOT	Fixture Description: FW HOT SPOT FM PRIMER+TINTED MOIST LIT **
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:	
Graphic Code: PM0000038207, PM0000038208, PM0000038209, PM0000038210		SS Holder Re-Order Code:	
HOTSPOT: PL2000000634, PM0000029248		HOTSPOT Rolled Up Code: N/A	UPC Blade Code:

Column: 16 - Row: 03	Notch: 16	Fixture Type: SIGNS	Fixture Description: FW IAR CNCLR (NAV+DEMO) 2X12 LIT **
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000037871		SS Holder Re-Order Code:	
SIGNS Re-Order Code: PL2000000235		SIGNS Rolled Up Code: N/A	UPC Blade Code:

Column: 16 - Row: 04 Notch: 13 Fixture Type: HOOK BARS			Fixture Description: FW 6HK IAR CNCLR HKBR LIT **				
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:				
Graphic Re-Order Code: PM0000037850			SS Holder Re-Order Code:				
HOOK BARS Re-Order Code: PL2000000067			HOOK BARS Rolled Up Code: N/A		UPC Blade Code: PM0000012603		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
787	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	
788	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
789	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
790	1	N/A	041554567496	IAR Eraser Concealer	Warm Light	115	
791	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
792	1	N/A	041554567502	IAR Eraser Concealer	Light Honey	121	

Column: 16 - Row: 05		Notch: 6		Fixture Type: HOOK BARS		Fixture Description: FW 6HK IAR CNCLR HKBR LIT **	
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000037850				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000067				HOOK BARS Rolled Up Code: N/A		UPC Blade Code: PM0000012603	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
793	1	N/A	041554546798	IAR Eraser Concealer	Sand	122	
794	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
795	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	
796	1	N/A	041554546804	IAR Eraser Concealer	Golden	142	
797	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
798	1	N/A	041554567519	IAR Eraser Concealer	Warm Olive	145	

Column: 16 - Row: 06 Notch: 34 Fixture Type: HOOK BARS				Fixture Description: FW 6HK IAR CNCLR HKBR LIT **			
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000037850				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000067				HOOK BARS Rolled Up Code: N/A		UPC Blade Code: PM0000012603	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
799	1	N/A	041554546828	IAR Eraser Concealer	Tan	146	
800	1	N/A	041554567526	IAR Eraser Concealer	Mahogany	147	
801	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
802	1	N/A	041554567533	IAR Eraser Concealer	Deep Bronze	149	
803	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
804	1	N/A	041554267204	IAR Eraser Concealer	Brightener	60	

Column: 16 - Row: 07 Notch: 23 Fixture Type: TRAYS				Fixture Description: FW IAR ERASER FNDTN 1.1 LIT **			
Shade Chart Re-Order Code: PM0000029495				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031276				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PM0000013030				TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
805	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	PM0000012992
806	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	PM0000012993
807	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	PM0000012994
808	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190	PM0000012995
809	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	PM0000012996
810	1	N/A	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220	PM0000012997
811	1	N/A	041554220124	IAR ERASER FOUNDATION	Pure Beige	250	PM0000012998
812	1	N/A	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	PM0000013001

Column: 16 - Row: 08	Notch: 16	Fixture Type: TRAYS	Fixture Description: FW DRM BB CREAMS 1.2 (FRESH) LIT **
Shade Chart Re-Order Code: PM0000036175		SS Graphic Re-Order Code: PM0000037000	
Graphic Re-Order Code: PM0000031282		SS Holder Re-Order Code: PM0000035923	
TRAYS Re-Order Code: PM0000021728		TRAYS Rolled Up Code: N/A	UPC Blade Code:

Row: 01 Lower Notch: 34

Row: 02 Lower Notch: 17

Row: 03 Lower Notch: 16

Row: 04 Lower Notch: 13

Row: 05 Lower Notch: 6

Row: 06 Lower Notch: 34

Row: 07 Lower Notch: 23

Row: 08 Lower Notch: 16

Row: 09 Lower Notch: 9

Row: 10 Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 16' X 70" MAYBELLINE FASHION WALL PLANOGRAM - Fall 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
813	1	N/A	041554587043	DREAM FRESH BB CRM	LIGHT	100
814	1	N/A	041554282634	DREAM FRESH BB CRM	Light Medium	110
815	1	N/A	041554282641	DREAM FRESH BB CRM	Medium	120
816	1	N/A	041554282658	DREAM FRESH BB CRM	Medium/Deep	130
817	1	N/A	041554587050	DREAM FRESH BB CRM	DEEP	140

Column: 16 - Row: 09 Notch: 9 Fixture Type: TRAYS Fixture Description: FW DRM BB CREAMS 2.2 (PURE) LIT **

Shade Chart Re-Order Code: PM0000036176 SS Graphic Re-Order Code: PM0000037001

Graphic Re-Order Code: PM0000031282 SS Holder Re-Order Code: PM0000035923

TRAYS Re-Order Code: PM0000021728 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
818	1	N/A	041554587067	DREAM PURE BB	LIGHT	100	
819	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	PM0000021926
820	1	N/A	041554349573	DREAM PURE BB	Medium	120	PM0000021927
821	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	PM0000021928
822	1	N/A	041554587074	DREAM PURE BB	DEEP	140	

Column: 16 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: FW 6HK COVERSTICK HKBR LIT **							
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031312				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000067				HOOK BARS Rolled Up Code: N/A		UPC Blade Code: PM0000012603	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
823	1	N/A	041554543902	COVER STICK (CORRECTOR)	Deep Beige	4	
824	1	N/A	041554543902	COVER STICK (CORRECTOR)	Deep Beige	4	
825	1	N/A	041554615982	COVER STICK (CORRECTOR)	Yellow Corrects Dark Circles	8	
826	1	N/A	041554615982	COVER STICK (CORRECTOR)	Yellow Corrects Dark Circles	8	
827	1	N/A	041554616019	COVER STICK (CORRECTOR)	Green Corrects Redness	9	
828	1	N/A	041554616019	COVER STICK (CORRECTOR)	Green Corrects Redness	9	

Row: 01							Lower Notch: 34
Row: 02	780	781	782	783	784	785	Lower Notch: 17
Row: 03							Lower Notch: 16
Row: 04	787	788	789	790	791	792	Lower Notch: 13
Row: 05	793	794	795	796	797	798	Lower Notch: 6
Row: 06	799	800	801	802	803	804	Lower Notch: 34
Row: 07	805	806	807	808	809	810	Lower Notch: 23
Row: 08	813	814	815	816	817		Lower Notch: 16
Row: 09	818	819	820	821	822		Lower Notch: 9
Row: 10	823	824	825	826	827	828	Lower Notch: 5

M



SUPER STAY™ LONGWEAR MATTE LIP COLOR

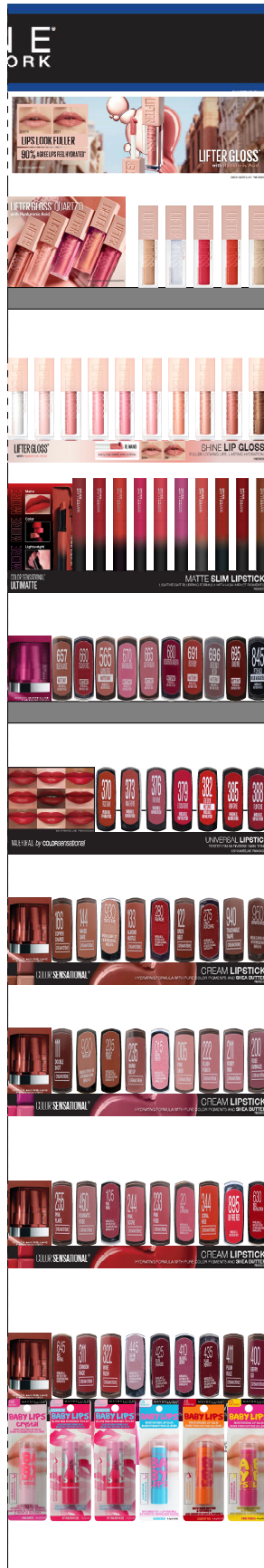


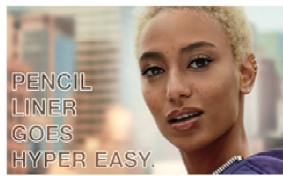
SUPER STAY™ LONGWEAR SATIN LIP COLOR



AYBELLIN NEW YORK





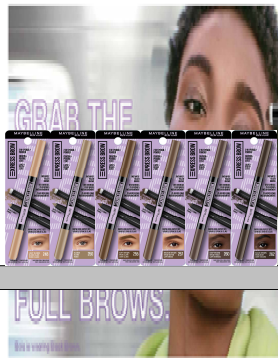






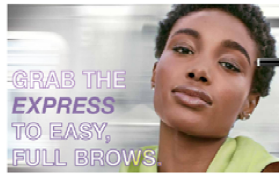


MAYBE



LLINE[®]
NEW YORK

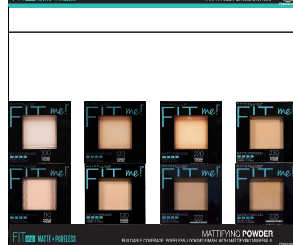
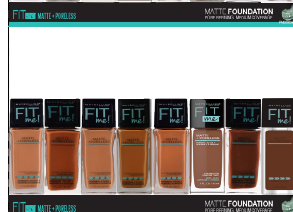






©2014 Maybelline LLC. All rights reserved.

FIT ME MATTE +





PORELESS



FIT ME! MATTE FOUNDATION
LONG WEAR, FULL COVERAGE



FIT ME! MATTE FOUNDATION
LONG WEAR, FULL COVERAGE



FIT ME! MATTE STICK FOUNDATION
LONG WEAR, FULL COVERAGE



FIT ME! MATTIFYING POWDER
BLURRY FINISH, LONG WEAR, FULL COVERAGE



FIT ME! ALL OVER CONCEALER
LONG WEAR, FULL COVERAGE



FIT ME! DEWY FOUNDATION
HYDRATING, LONG WEAR, FULL COVERAGE



FIT ME! LOOSE FINISHING POWDER
LONG WEAR, FULL COVERAGE



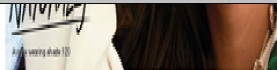
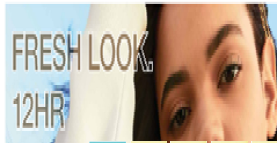
M

FACE STUDIO



SUPER SKIN | POWDER | LONKHEAT | POWDER

AYBELLIN NEW YORK



NEW YORK

