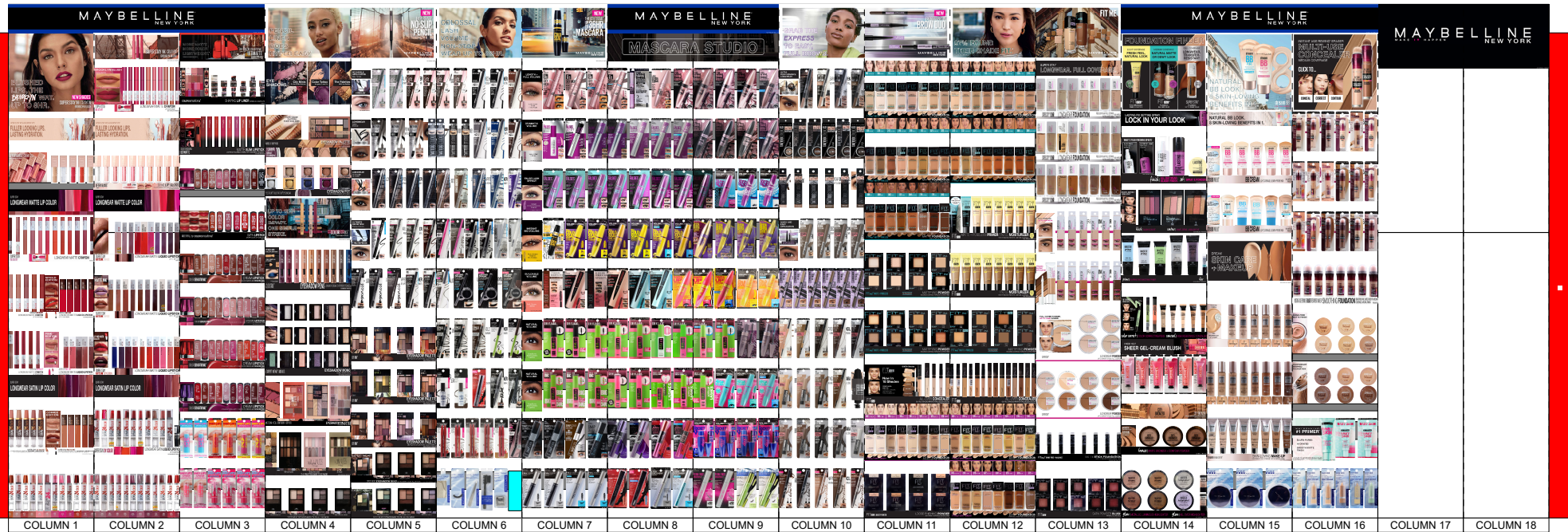




WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1672ULH.psa

Column: 1 - Row: 01 Notch: 29 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PM0000027632 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

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

Column: 1 - Row: 03 Notch: 15 Fixture Type: SIGNS Fixture Description: RENO CS LIFTER GLOSS (PRODUCT) 3X24 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037546 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000027633 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 04 Notch: 7 Fixture Type: TRAYS Fixture Description: CS LIFTER GLOSS 1.1 (EXTENSION) **
 Shade Chart Re-Order Code: PM0000036172 SS Graphic Re-Order Code: PM0000037875
 Graphic Re-Order Code: PM0000036184, PM0000036813 SS Holder Re-Order Code: PM0000035922
 TRAYS Re-Order Code: PL2000000621 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
1	1	N/A	041554586992	LIFTER GLOSS	Brass	011	
2	1	N/A	041554587005	LIFTER GLOSS	Opal	012	
3	1	N/A	041554587012	LIFTER GLOSS	Ruby	013	
4	1	N/A	041554587029	LIFTER GLOSS	Heat	014	
5	1	N/A	041554587036	LIFTER GLOSS	Sand	015	

Column: 1 - Row: 05 Notch: 5 Fixture Type: SIGNS Fixture Description: RENO SS LIP (NAV-FRANCHISE MATTES) 3X24 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037408 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000027633 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 06 Notch: 37 Fixture Type: TRAYS Fixture Description: SS INK CRAYON 1.1 **
 Shade Chart Re-Order Code: PM0000031522 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031523, PM0000031524 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000491 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
6	1	N/A	041554558753	SUPERSTAY INK CRAYON	LIVE ON THE EDGE	5	
7	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
8	1	N/A	041554558784	SUPERSTAY INK CRAYON	ENJOY THE VIEW	20	
9	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
10	1	N/A	041554558807	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
11	1	N/A	041554558814	SUPERSTAY INK CRAYON	TREAT YOURSELF	35	
12	1	N/A	041554558821	SUPERSTAY INK CRAYON	LAUGH LOUDER	40	
13	1	N/A	041554558838	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
14	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
15	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
16	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
17	1	N/A	041554558973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Column: 1 - Row: 07 Notch: 29 Fixture Type: TRAYS Fixture Description: SS SPICED ED 1.1 **
 Shade Chart Re-Order Code: PM0000037091 SS Graphic Re-Order Code: PM0000037103
 Graphic Re-Order Code: PM0000037100 SS Holder Re-Order Code: PM0000019000
 TRAYS Re-Order Code: PL2000000548 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
18	1	N/A	041554587876	Superstay Ink Crayon Spiced Up	TALK THE TALK	95	
19	1	N/A	041554587869	Superstay Ink Crayon Spiced Up	REACH HIGH	100	
20	1	N/A	041554587852	Superstay Ink Crayon Spiced Up	ON THE GRIND	105	
21	1	N/A	041554587845	Superstay Ink Crayon Spiced Up	RISE TO THE TOP	110	
22	1	N/A	041554587838	Superstay Ink Crayon Spiced Up	KNOW NO LIMITS	115	
23	1	N/A	041554589481	Superstay Matte Ink Spiced Up	INDIVIDUALIST	320	
24	1	N/A	041554589498	Superstay Matte Ink Spiced Up	SHOT CALLER	325	
25	1	N/A	041554589504	Superstay Matte Ink Spiced Up	INNOVATOR	330	
26	1	N/A	041554589511	Superstay Matte Ink Spiced Up	HUSTLER	335	
27	1	N/A	041554589528	Superstay Matte Ink Spiced Up	EXHILARATOR	340	

Column: 1 - Row: 08 Notch: 21 Fixture Type: TRAYS Fixture Description: SS PINK COLLECTION 1.1 **
 Shade Chart Re-Order Code: PM0000034377 SS Graphic Re-Order Code: PM0000034476
 Graphic Re-Order Code: PM0000034475 SS Holder Re-Order Code: PM0000019000
 TRAYS Re-Order Code: PL2000000548 TRAYS Rolled Up Code: N/A UPC Blade Code:

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 22

Row: 03 Lower Notch: 15

Row: 04 Lower Notch: 7

Row: 05 Lower Notch: 5

Row: 06 Lower Notch: 37

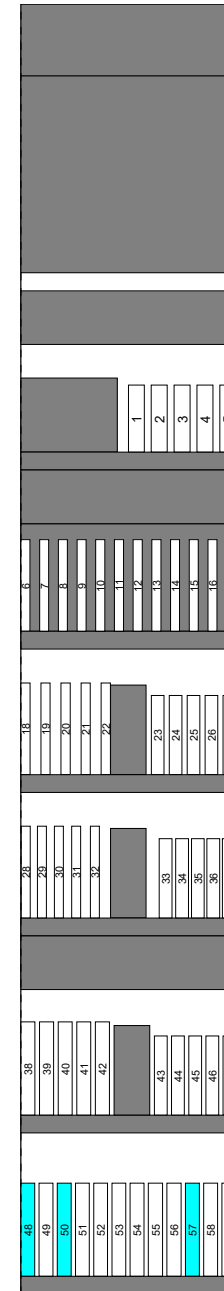
Row: 07 Lower Notch: 29

Row: 08 Lower Notch: 21

Row: 09 Lower Notch: 19

Row: 10 Lower Notch: 10

Row: 11 Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
28	1	N/A	041554558760	INK CRAYON PINK EDITION	TRUST YOUR GUT	10
29	1	N/A	041554577884	INK CRAYON PINK EDITION	SPEAK YOUR MIND	75
30	1	N/A	041554581522	INK CRAYON PINK EDITION	RUN THE WORLD	80
31	1	N/A	041554581539	INK CRAYON PINK EDITION	CHANGE IS GOOD	85
32	1	N/A	041554577877	INK CRAYON PINK EDITION	KEEP IT FUN	90
33	1	N/A	041554577853	MATTE INK PINK EDITION	PATHFINDER	150
34	1	N/A	041554577860	MATTE INK PINK EDITION	SAVANT	155
35	1	N/A	041554577822	MATTE INK PINK EDITION	MOVER	160
36	1	N/A	041554577839	MATTE INK PINK EDITION	RINGLEADER	175
37	1	N/A	041554577846	MATTE INK PINK EDITION	REVOLUTIONARY	180

Column: 1 - Row: 09 Notch: 19 Fixture Type: SIGNS Fixture Description: RENO SS LIP (NAV-FRANCHISE SATINS) 3X24 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037409 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000027633 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 10 Notch: 10 Fixture Type: TRAYS Fixture Description: SS COFFEE EDITION 1.1 **
 Shade Chart Re-Order Code: PM0000036171 SS Graphic Re-Order Code: PM0000036182
 Graphic Re-Order Code: PM0000036186 SS Holder Re-Order Code: PM0000006942
 TRAYS Re-Order Code: PL2000000386 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000006941

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
38	1	N/A	041554586305	SUPER STAY 24 COFFEE	CARAMEL CRUSH	320	
39	1	N/A	041554586312	SUPER STAY 24 COFFEE	CHAI ONCE MORE	325	
40	1	N/A	041554586299	SUPER STAY 24 COFFEE	HUSHED HAZELNUT	330	
41	1	N/A	041554586282	SUPER STAY 24 COFFEE	MOCHA CHOCO-LATTE	335	
42	1	N/A	041554586268	SUPER STAY 24 COFFEE	MOCHA MOVES	340	
43	1	N/A	041554581904	SUPER STAY MATTE INK COFFEE	CHAI GENIUS	255	
44	1	N/A	041554581911	SUPER STAY MATTE INK COFFEE	HAZELNUT HYPNOTIZER	260	
45	1	N/A	041554581935	SUPER STAY MATTE INK COFFEE	CARAMEL COLLECTOR	265	
46	1	N/A	041554581942	SUPER STAY MATTE INK COFFEE	COCOA CONNOISSEUR	270	
47	1	N/A	041554581959	SUPER STAY MATTE INK COFFEE	MOCHA INVENTOR	275	

Column: 1 - Row: 11 Notch: 1 Fixture Type: TRAYS Fixture Description: SS 24HR 2.3 **
 Shade Chart Re-Order Code: PM0000037938 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031083 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000386 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000006941

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

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 22

Row: 03 Lower Notch: 15

Row: 04 Lower Notch: 7

Row: 05 Lower Notch: 5

Row: 06 Lower Notch: 37

Row: 07 Lower Notch: 29

Row: 08 Lower Notch: 21

Row: 09 Lower Notch: 19

Row: 10 Lower Notch: 10

Row: 11 Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1672ULH.psa

Column: 1 - Row: 01 Notch: 29 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028005

SS Holder Re-Order Code:

HEADER LIT Re-Order Code: PM0000027632

HEADER LIT Rolled Up Code: N/A

UPC Blade Code:

Column: 2 - Row: 02 Notch: 25 Fixture Type: SIGNS Fixture Description: RENO SS INK CRAYON BKLYN BLUSH (PRODUCT) 4X12 UNL...

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000037978

SS Holder Re-Order Code:

SIGNS Re-Order Code: PM0000029067

SIGNS Rolled Up Code: N/A

UPC Blade Code:

Column: 2 - Row: 03 Notch: 18 Fixture Type: TRAYS Fixture Description: SS INK CRAYON BKLYN BLUSH 1.1 **

Shade Chart Re-Order Code: PM0000037934

SS Graphic Re-Order Code: PM0000037933

Graphic Re-Order Code: PM0000038211

SS Holder Re-Order Code: PM1000016138

TRAYS Re-Order Code: PL2000000410

TRAYS Rolled Up Code: N/A

UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
60	1	N/A	041554064698	SUPERSTAY INK CRAYON	BE BOLD, BE YOU	120	
61	1	N/A	041554064643	SUPERSTAY INK CRAYON	CHECK YOURSELF	125	
62	1	N/A	041554064650	SUPERSTAY INK CRAYON	PAVE THE ROAD	130	
63	1	N/A	041554064711	SUPERSTAY INK CRAYON	MAKE MOVES	135	
64	1	N/A	041554064667	SUPERSTAY INK CRAYON	WORK FOR IT	140	
65	1	N/A	041554064728	SUPERSTAY INK CRAYON	BREAK THE CEILING	145	
66	1	N/A	041554064735	SUPERSTAY INK CRAYON	CHASE DREAMS	150	
67	1	N/A	041554064681	SUPERSTAY INK CRAYON	ACHIEVE IT ALL	155	
68	1	N/A	041554064674	SUPERSTAY INK CRAYON	STOP AT NOTHING	160	
69	1	N/A	041554064704	SUPERSTAY INK CRAYON	DRIVE THE FUTURE	165	

Column: 2 - Row: 04 Notch: 15 Fixture Type: SIGNS Fixture Description: RENO CS LIFTER GLOSS (PRODUCT) 3X24 UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000037546

SS Holder Re-Order Code:

SIGNS Re-Order Code: PM0000027633

SIGNS Rolled Up Code: N/A

UPC Blade Code:

Column: 2 - Row: 05 Notch: 7 Fixture Type: TRAYS Fixture Description: CS LIFTER GLOSS 1.1 **

Shade Chart Re-Order Code: PM0000036173

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000036184, PM0000036812

SS Holder Re-Order Code:

TRAYS Re-Order Code: PL2000000621

TRAYS Rolled Up Code: N/A

UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
70	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
71	1	N/A	041554583861	LIFTER GLOSS	Ice	002	
72	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
73	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
74	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
75	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
76	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
77	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
78	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
79	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 2 - Row: 06 Notch: 5 Fixture Type: SIGNS Fixture Description: RENO SS LIP (NAV-FRANCHISE MATTES) 3X24 UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000037408

SS Holder Re-Order Code:

SIGNS Re-Order Code: PM0000027633

SIGNS Rolled Up Code: N/A

UPC Blade Code:

Column: 2 - Row: 07 Notch: 37 Fixture Type: TRAYS Fixture Description: SS MATTE INK 1.1 **

Shade Chart Re-Order Code: PM0000028528

SS Graphic Re-Order Code: PM0000028631

Graphic Re-Order Code: PM0000028676

SS Holder Re-Order Code: PM0000016521

TRAYS Re-Order Code: PL2000000421

TRAYS Rolled Up Code: N/A

UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
80	1	N/A	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
81	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
82	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
83	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
84	1	N/A	041554496932	SUPERSTAY MATTE INK	HEROINE	25	
85	1	N/A	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
86	1	N/A	041554496956	SUPERSTAY MATTE INK	CREATOR	35	
87	1	N/A	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
88	1	N/A	041554496970	SUPERSTAY MATTE INK	ESCAPIST	45	
89	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	

Row: 01

Lower Notch: 29

Row: 02

Lower Notch: 25

Row: 03

Lower Notch: 18

Row: 04

Lower Notch: 15

Row: 05

Lower Notch: 7

Row: 06

Lower Notch: 5

Row: 07

Lower Notch: 37

Row: 08

Lower Notch: 29

Row: 09

Lower Notch: 21

Row: 10

Lower Notch: 19

Row: 11

Lower Notch: 10

Row: 12

Lower Notch: 1

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

Column: 2 - Row: 08		Notch: 29	Fixture Type: TRAYS		Fixture Description: SS MATTE INK UNNUDES 1.1 **			
Shade Chart Re-Order Code: PM0000028529			SS Graphic Re-Order Code: PM0000028632					
Graphic Re-Order Code: PM0000028676			SS Holder Re-Order Code: PM0000016521					
TRAYS Re-Order Code: PL2000000421			TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665			
Loc ID	Fac	Acct Code	UPC		Description	Shade	Shade #	Chip Codes
90	1	N/A	041554543698	SUPERSTAY MATTE INK	DRIVER		55	
91	1	N/A	041554543681	SUPERSTAY MATTE INK	POET		60	
92	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS		65	
93	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN		70	
94	1	N/A	041554543674	SUPERSTAY MATTE INK	FIGHTER		75	
95	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER		80	
96	1	N/A	041554543667	SUPERSTAY MATTE INK	PROTECTOR		85	
97	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS		90	
98	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY		95	
99	1	N/A	041554543728	SUPERSTAY MATTE INK	PHILOSOPHER		100	

Column: 2 - Row: 09 Notch: 21 Fixture Type: TRAYS				Fixture Description: SS MATTE INK CITY ED 1.1 **			
Shade Chart Re-Order Code: PM0000028765				SS Graphic Re-Order Code: PM0000028766			
Graphic Re-Order Code: PM0000028767				SS Holder Re-Order Code: PM0000016521			
TRAYS Re-Order Code: PL2000000421				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
100	1	N/A	041554554458	SUPERSTAY MATTE INK CITY EDITION	EXPLORER	105	
101	1	N/A	041554554465	SUPERSTAY MATTE INK CITY EDITION	ORIGINATOR	110	
102	1	N/A	041554554540	SUPERSTAY MATTE INK CITY EDITION	COMPOSER	112	
103	1	N/A	041554554472	SUPERSTAY MATTE INK CITY EDITION	FOUNDER	115	
104	1	N/A	041554554526	SUPERSTAY MATTE INK CITY EDITION	GROUND-BREAKER	117	
105	1	N/A	041554554533	SUPERSTAY MATTE INK CITY EDITION	DANCER	118	
106	1	N/A	041554554489	SUPERSTAY MATTE INK CITY EDITION	ARTIST	120	
107	1	N/A	041554554496	SUPERSTAY MATTE INK CITY EDITION	INSPIRER	125	
108	1	N/A	041554554502	SUPERSTAY MATTE INK CITY EDITION	SELF-STARTER	130	
109	1	N/A	041554554519	SUPERSTAY MATTE INK CITY EDITION	GLOBETROTTER	135	

Column: 2 - Row: 10	Notch: 19	Fixture Type: SIGNS	Fixture Description: RENO SS LIP (NAV-FRANCHISE SATINS) 3X24 UNLIT **
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000037409		SS Holder Re-Order Code:	
SIGNS Re-Order Code: PM0000027633		SIGNS Rolled Up Code: N/A	
		UPC Blade Code:	

Column: 2 - Row: 11 Notch: 10 Fixture Type: TRAYS				Fixture Description: SS 24HR 1.3 **			
Shade Chart Re-Order Code: PM0000034453				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031083				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000386				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006941	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
110	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	PM0000006117
111	1	N/A	041554558876	SuperStay 24 Smile Brightners	Crisp Magenta	305	
112	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	PM0000006120
113	1	N/A	041554494969	SUPERSTAY SUPER IMPACT	ETERNAL CHERRY	200	PM0000023449
114	1	N/A	041554558890	SuperStay 24 Smile Brightners	Optic Ruby	310	
115	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	PM0000006118
116	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	PM0000006116
117	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	PM0000006080
118	1	N/A	041554552041	SUPERSTAY 24 EXTENSION	ENDLESS EXPRESSO	275	
119	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	PM0000006136
120	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	PM0000006142
121	1	N/A	041554494891	SUPERSTAY ERASER	SUPERSTAY ERASER	00	PM0000023453

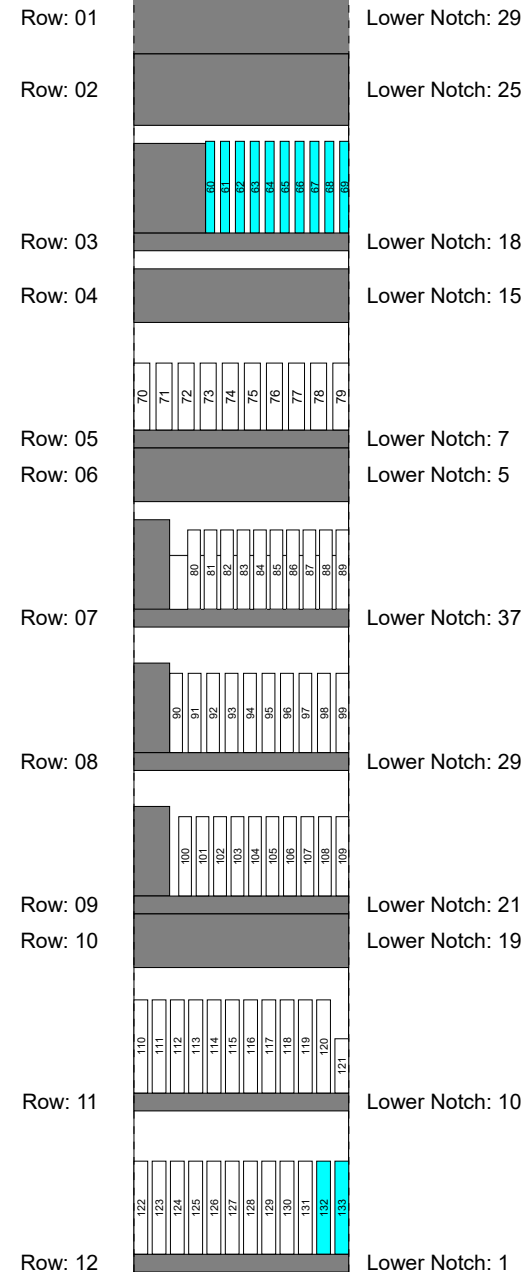
Column: 2 - Row: 12 Notch: 1 Fixture Type: TRAYS				Fixture Description: SS 24HR 3.3 **			
Shade Chart Re-Order Code: PM0000037939				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031083				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000386				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006941	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
122	1	N/A	041554551075	SUPERSTAY 24 EXTENSION	FIRMLY MAUVE	245	
123	1	N/A	041554558883	SuperStay 24 Smile Brightners	Frosted Mauve	300	
124	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	PM0000006122
125	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	PM0000006129
126	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	PM0000006124
127	1	N/A	041554551990	SUPERSTAY 24 EXTENSION	RELENTLESS RUBY	255	
128	1	N/A	041554558906	SuperStay 24 Smile Brightners	Frozen Rose	315	
129	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	PM0000006123
130	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	PM0000006137
131	1	N/A	041554552027	SUPERSTAY 24 EXTENSION	MERLOT ARMOUR	265	
132	1	N/A	041554064872	Super Stay 24 Lip Color	BROOKLYN SUNSET	925	

Row: 01		Lower Notch: 29
Row: 02		Lower Notch: 25
Row: 03		Lower Notch: 18
Row: 04		Lower Notch: 15
Row: 05		Lower Notch: 7
Row: 06		Lower Notch: 5
Row: 07		Lower Notch: 37
Row: 08		Lower Notch: 29
Row: 09		Lower Notch: 21
Row: 10		Lower Notch: 19
Row: 11		Lower Notch: 10
Row: 12		Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

133	1	N/A	041554064865 Super Stay 24 Lip Color	CITY ABLAZE	930	
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NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1672ULH.psa

Column: 1 - Row: 01 Notch: 29 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028005

SS Holder Re-Order Code:

HEADER LIT Re-Order Code: PM0000027632

HEADER LIT Rolled Up Code: N/A

UPC Blade Code:

Column: 3 - Row: 02 Notch: 25 Fixture Type: SIGNS

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

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000037491

SS Holder Re-Order Code:

SIGNS Re-Order Code: PM0000029067

SIGNS Rolled Up Code: N/A

UPC Blade Code:

Column: 3 - Row: 03 Notch: 19 Fixture Type: TRAYS

Fixture Description: CS LIP LINERS 1.1

Shade Chart Re-Order Code: PM0000026216

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028678

SS Holder Re-Order Code:

TRAYS Re-Order Code: PM0000019869

TRAYS Rolled Up Code: PM0000019869

UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
134	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LIN...	CLEAR	100	
135	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LIN...	NUDE WHISPER	105	
136	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LIN...	DUSTY ROSE	130	
137	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LIN...	BRICK RED	150	
138	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LIN...	PURELY NUDE	110	
139	1	N/A	041554549287	Color Sensational Shaping Lip Liner	Almond Rose	132	
140	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LIN...	WILD VIOLETS	155	
141	1	N/A	041554549300	Color Sensational Shaping Lip Liner	Beige Babe	102	
142	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LIN...	TOTALLY TOFFEE	115	
143	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
144	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
145	1	N/A	041554549355	Color Sensational Shaping Lip Liner	Raw Chocolate	118	
146	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LIN...	PALEST PINK	135	
147	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LIN...	RICH WINE	160	
148	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
149	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LIN...	RICH CHOCOLATE	120	
150	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LIN...	PINK CORAL	140	
151	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LIN...	PLUM PASSION	165	
152	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LIN...	MAGNETIC MAUVE	125	
153	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LIN...	VERY CHERRY	145	
154	1	N/A	041554549317	Color Sensational Shaping Lip Liner	Concrete Jungle	170	

Column: 3 - Row: 04 Notch: 12 Fixture Type: TRAYS

Fixture Description: CS ULTIMATTES 1.1 **

Shade Chart Re-Order Code: PM0000037092

SS Graphic Re-Order Code: PM0000037104

Graphic Re-Order Code: PM0000037101

SS Holder Re-Order Code: PM0000037106

TRAYS Re-Order Code: PL2000000409

TRAYS Rolled Up Code: N/A

UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
155	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
156	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
157	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
158	1	N/A	041554582291	Color Sensational Ultimatte	More Magenta	399	
159	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
160	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	
161	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
162	1	N/A	041554582307	Color Sensational Ultimatte	More Taupe	799	
163	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
164	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 3 - Row: 05 Notch: 6 Fixture Type: TRAYS

Fixture Description: CS MATTES 1.1 RENO **

Shade Chart Re-Order Code: PM0000037093, PM0000037105

SS Graphic Re-Order Code: PM0000033899

Graphic Re-Order Code: PM0000033898, PM0000033900

SS Holder Re-Order Code: PM0000027630

TRAYS Re-Order Code: PL2000000446

TRAYS Rolled Up Code: N/A

UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
165	1	N/A	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	PM0000014866
166	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	PM0000013399
167	1	N/A	041554496574	COLOR SEN THE MATTES	ALMOND ROSE	565	PM0000020654
168	1	N/A	041554429916	COLOR SEN THE MATTES	Ravishing Rose	670	PM0000013401
169	1	N/A	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	PM0000013400
170	1	N/A	041554429930	COLOR SEN THE MATTES	Mesmerizing Magenta	680	PM0000013403
171	1	N/A	041554453638	COLOR SEN THE MATTES	Rich Ruby	691	PM0000014865
172	1	N/A	041554453690	COLOR SEN THE MATTES	Burgundy Blush	696	PM0000014871
173	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	PM0000013406
174	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	PM0000018204

Row: 01

Lower Notch: 29

Row: 02

Lower Notch: 25

Row: 03

Lower Notch: 19

Row: 04

Lower Notch: 12

Row: 05

Lower Notch: 6

Row: 06

Lower Notch: 40

Row: 07

Lower Notch: 34

Row: 08

Lower Notch: 28

Row: 09

Lower Notch: 22

Row: 10

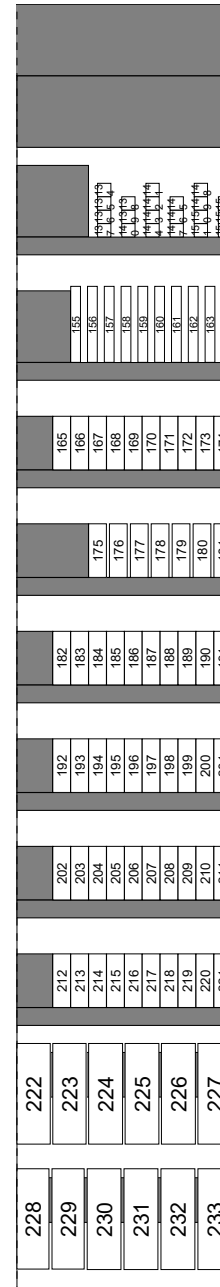
Lower Notch: 16

Row: 11

Lower Notch: 12

Row: 12

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

Column: 3 - Row: 06			Notch: 40	Fixture Type: TRAYS	Fixture Description: CS MADE FOR ALL 1.1 **		
Shade Chart Re-Order Code: PM0000028753				SS Graphic Re-Order Code: PM0000028754			
Graphic Code: PM0000028756,PM0000028757,PM0000031905				SS Holder Re-Order Code: PM0000027620			
TRAYS Re-Order Code: PL2000000434				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
175	1	N/A	041554564839	CS MADE FOR YOU	SPICE FOR ME	370	
176	1	N/A	041554564815	CS MADE FOR YOU	MAUVE FOR ME	373	
177	1	N/A	041554566772	CS MADE FOR YOU	PINK FOR ME	376	
178	1	N/A	041554564860	CS MADE FOR YOU	FUCHSIA FOR ME	379	
179	1	N/A	041554564846	CS MADE FOR YOU	RED FOR ME	382	
180	1	N/A	041554564853	CS MADE FOR YOU	RUBY FOR ME	385	
181	1	N/A	041554564877	CS MADE FOR YOU	PLUM FOR ME	388	

Column: 3 - Row: 07			Notch: 34	Fixture Type: TRAYS	Fixture Description: CS CREAMS 1.4 RENO **		
Shade Chart Re-Order Code: PM0000034378,PM0000034481				SS Graphic Re-Order Code: PM0000033908			
Graphic Re-Order Code: PM0000033907,PM0000033909				SS Holder Re-Order Code: PM0000027630			
TRAYS Re-Order Code: PL2000000446				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
182	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
183	1	N/A	041554578324	COLOR SEN LIPSTICK	NAKED DARE	144	
184	1	N/A	041554408492	COLOR SEN BUFFS	TRUFFLE TEASE	930	PM0000011891
185	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
186	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	PM0000007184
187	1	N/A	041554578331	COLOR SEN LIPSTICK	BRICK BEAT	122	
188	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	PM0000006187
189	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	PM0000011893
190	1	N/A	041554408577	COLOR SEN BUFFS	UNTAINTED SPICE	950	PM0000011895
191	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	

Column: 3 - Row: 08				Notch: 28	Fixture Type: TRAYS	Fixture Description: CS CREAMS 2.4 RENO **		
Shade Chart Re-Order Code: PM0000034379,PM0000034482						SS Graphic Re-Order Code: PM0000033911		
Graphic Re-Order Code: PM0000033910,PM0000033912						SS Holder Re-Order Code: PM0000027630		
TRAYS Re-Order Code: PL2000000446				TRAYS Rolled Up Code: N/A			UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes	
192	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	PM0000011889	
193	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	PM0000006180	
194	1	N/A	041554578355	COLOR SEN LIPSTICK	BARE REVEAL	177		
195	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	PM0000006183	
196	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	PM0000006169	
197	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005		
198	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222		
199	1	N/A	041554578263	COLOR SEN LIPSTICK	ROSEY RISK	211		
200	1	N/A	041554578256	COLOR SEN LIPSTICK	ROSE EMBRACE	200		
201	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255		

Column: 3 - Row: 09			Notch: 22	Fixture Type: TRAYS	Fixture Description: CS CREAMS 3.4 RENO **		
Shade Chart Re-Order Code: PM0000034380,PM0000034483					SS Graphic Re-Order Code: PM0000033917		
Graphic Re-Order Code: PM0000033916,PM0000033918					SS Holder Re-Order Code: PM0000027630		
TRAYS Re-Order Code: PL2000000446					TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
202	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	PM0000016238
203	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	PM0000006175
204	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
205	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
206	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	PM0000006081
207	1	N/A	041554578270	COLOR SEN LIPSTICK	PINK THRILL	266	
208	1	N/A	041554578379	COLOR SEN LIPSTICK	SUNSET SPARK	366	
209	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
210	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	
211	1	N/A	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	PM0000009774

Column: 3 - Row: 10				Notch: 16	Fixture Type: TRAYS	Fixture Description: CS CREAMS 4.4 RENO **		
Shade Chart Re-Order Code: PM0000034381,PM0000034484				SS Graphic Re-Order Code: PM0000033914				
Graphic Re-Order Code: PM0000033913,PM0000033915				SS Holder Re-Order Code: PM0000027630				
TRAYS Re-Order Code: PL2000000446				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes	
212	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	PM0000006148	
213	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	PM0000006209	
214	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311		
215	1	N/A	041554578393	COLOR SEN LIPSTICK	WINE RUSH	322		
216	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	PM0000006200	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 25

Row: 03 Lower Notch: 19

Row: 04 Lower Notch: 12

Row: 05 Lower Notch: 6

Row: 06 Lower Notch: 40

Row: 07 Lower Notch: 34

Row: 08 Lower Notch: 28

Row: 09 Lower Notch: 22

Row: 10 Lower Notch: 16

Row: 11 Lower Notch: 12

Row: 12 Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
217	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425
218	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410
219	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435
220	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411
221	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400

Column: 3 - Row: 11 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 6HK GENERIC URBAN HKBR UNLIT						
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:			
Graphic Re-Order Code:			SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984521			HOOK BARS Rolled Up Code: 041554984521			UPC Blade Code: 041554994452
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
222	1	N/A	041554586404	Baby Lips Quenched	Quenched	005
223	1	N/A	041554586404	Baby Lips Quenched	Quenched	005
224	1	N/A	041554264548	BABY LIPS	CHERRY ME	15
225	1	N/A	041554264548	BABY LIPS	CHERRY ME	15
226	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25
227	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25

Column: 3 - Row: 12 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK GENERIC URBAN HKBR UNLIT						
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:			
Graphic Re-Order Code:			SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984521			HOOK BARS Rolled Up Code: 041554984521			UPC Blade Code: 041554994452
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
228	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140
229	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140
230	1	N/A	041554483123	BABY LIPS	MY PINK	01
231	1	N/A	041554483123	BABY LIPS	MY PINK	01
232	1	N/A	041554483123	BABY LIPS	MY PINK	01
233	1	N/A	041554483123	BABY LIPS	MY PINK	01

Row: 01		Lower Notch: 29
Row: 02		Lower Notch: 25
Row: 03		Lower Notch: 19
Row: 04		Lower Notch: 12
Row: 05		Lower Notch: 6
Row: 06		Lower Notch: 40
Row: 07		Lower Notch: 34
Row: 08		Lower Notch: 28
Row: 09		Lower Notch: 22
Row: 10		Lower Notch: 16
Row: 11		Lower Notch: 12
Row: 12		Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1672ULH.psa

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

Column: 4 - Row: 02 Notch: 20 Fixture Type: SIGNS Fixture Description: RENO SHADOW FINDER 6X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000033502 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029072 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 4 - Row: 03 Notch: 13 Fixture Type: TRAYS Fixture Description: NUDES OF NY PALETTE 1.1 UT **
Shade Chart Re-Order Code: PM0000034376 SS Graphic Re-Order Code: PM0000036968
Graphic Re-Order Code: PM0000034474 SS Holder Re-Order Code: PM0000034172
TRAYS Re-Order Code: PL2000000549 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
234	1	N/A	041554578768	NUDES OF NEW YORK	NUDES OF NEW YORK	01	

Column: 4 - Row: 04 Notch: 6 Fixture Type: TRAYS Fixture Description: COL TAT POTS 1.1 **
Shade Chart Re-Order Code: PM0000031554,PM0000031555 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031556,PM0000031557,PM0000031937 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000493 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
235	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
236	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
237	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
238	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
239	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
240	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
241	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
242	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
243	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
244	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

Column: 4 - Row: 05 Notch: 1 Fixture Type: SIGNS Fixture Description: RENO COLOR STRIKE SHDW PEN (PRODUCT) 6X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000035997 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029072 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 4 - Row: 06 Notch: 33 Fixture Type: TRAYS Fixture Description: COLOR STRIKE SHDW PEN 1.1 **
Shade Chart Re-Order Code: PM0000036174 SS Graphic Re-Order Code: PM0000036177
Graphic Re-Order Code: PM0000036183 SS Holder Re-Order Code: PM0000019278
TRAYS Re-Order Code: PL2000000435 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000015041

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
245	1	N/A	041554584073	COLOR STRIKE EYESHADOW PEN	CRAVE	10	
246	1	N/A	041554584080	COLOR STRIKE EYESHADOW PEN	TEMPT	15	
247	1	N/A	041554584097	COLOR STRIKE EYESHADOW PEN	CHARM	20	
248	1	N/A	041554584103	COLOR STRIKE EYESHADOW PEN	SPARK	30	
249	1	N/A	041554584110	COLOR STRIKE EYESHADOW PEN	FLASH	35	
250	1	N/A	041554584127	COLOR STRIKE EYESHADOW PEN	RALLY	40	
251	1	N/A	041554584134	COLOR STRIKE EYESHADOW PEN	CHASE	45	
252	1	N/A	041554584141	COLOR STRIKE EYESHADOW PEN	HUSTLE	50	
253	1	N/A	041554584158	COLOR STRIKE EYESHADOW PEN	FLARE	55	
254	1	N/A	041554584165	COLOR STRIKE EYESHADOW PEN	ACE	65	

Column: 4 - Row: 07 Notch: 21 Fixture Type: TRAYS Fixture Description: EW MONOS 1.1 (3TIER) **
Shade Chart Re-Order Code: PM0000028842,PM0000028843,PM0000028844 SS Graphic Re-Order Code: PM0000033871,PM0000033872
Graphic Re-Order Code: PM0000033870 SS Holder Re-Order Code: PM0000027726
TRAYS Re-Order Code: PL2000000441 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
255	1	N/A	041554490824	New Expertwear Monos	Forest Green	80S	
256	1	N/A	041554492644	New Expertwear Monos	Vanilla	100S	
257	1	N/A	041554490794	New Expertwear Monos	The Glo Down	60S	
258	1	N/A	041554492651	New Expertwear Monos	Night Sky	110S	
259	1	N/A	041554490749	New Expertwear Monos	Soft Pearl	10S	
260	1	N/A	041554552218	New Expertwear Monos	Bold Beige	210S	
261	1	N/A	041554552201	New Expertwear Monos	Dusty Rose	200S	
262	1	N/A	041554490763	New Expertwear Monos	Seashell	30S	
263	1	N/A	041554492682	New Expertwear Monos	Made for Mocha	140S	
264	1	N/A	041554492712	New Expertwear Monos	Humdrum Plum	170S	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 20

Row: 03

Lower Notch: 13

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 1

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 21

Row: 08

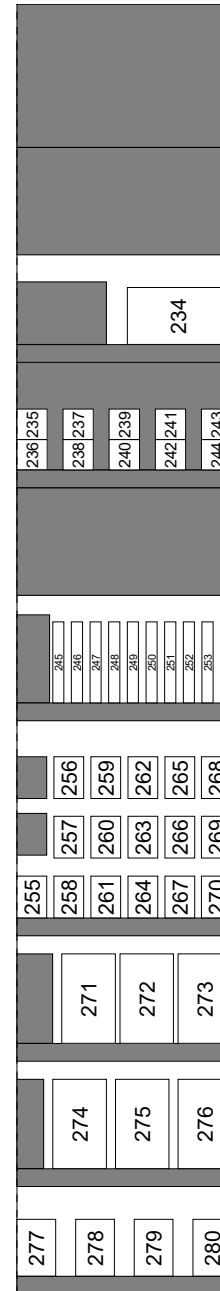
Lower Notch: 14

Row: 09

Lower Notch: 7

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
265	1	N/A	041554490770	New Expertwear Monos	Nude Glow	40S
266	1	N/A	041554490800	New Expertwear Monos	Cool Cocoa	70S
267	1	N/A	041554490787	New Expertwear Monos	Tastefully Taupe	50S
268	1	N/A	041554490756	New Expertwear Monos	Linen	20S
269	1	N/A	041554552225	New Expertwear Monos	Royal Nude	220S
270	1	N/A	041554552232	New Expertwear Monos	Sterling Greige	230S

Column: 4 - Row: 08 Notch: 14 Fixture Type: TRAYS				Fixture Description: MATTE BAR+TTL TMPT+CITY KITS 1.1 **			
Shade Chart Re-Order Code: PM0000028851				SS Graphic Re-Order Code: PM0000035981			
Graphic Re-Order Code:				SS Holder Re-Order Code: PM0000013510			
TRAYS Re-Order Code: PL2000000444				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013508	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
271	1	N/A	041554563290	The Matte Bar Eyeshadow Palette	The Matte Bar	300	
272	1	N/A	041554545043	Total Temptation Eye + Highlight Palette	Total Temptation Eye + Hig...	140	
273	1	N/A	041554545869	The City Kits	Kit #2 Pink Edge	160	

Column: 4 - Row: 09			Notch: 7		Fixture Type: TRAYS		Fixture Description: EYE PALETTES 1.1 **		
Shade Chart Re-Order Code: PM0000028434					SS Graphic Re-Order Code: PM0000033846				
Graphic Re-Order Code:					SS Holder Re-Order Code: PM0000013510				
TRAYS Re-Order Code: PL2000000444					TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013508		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes		
274	1	N/A	041554419184	THE PALETTES	The Nudes	02			
275	1	N/A	041554434866	THE PALETTES	The Blushed Nudes	06			
276	1	N/A	041554490848	24KT NUDES PALETTE	24KT NUDES PALETTE	120			

Column: 4 - Row: 10 Notch: 1 Fixture Type: TRAYS				Fixture Description: EW SHAD Q 2.9/8/7/6 **			
Shade Chart Re-Order Code: PM0000028432				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000023				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000007818	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
277	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
278	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
279	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
280	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 20

Row: 03

Lower Notch: 13

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 1

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 21

Row: 08

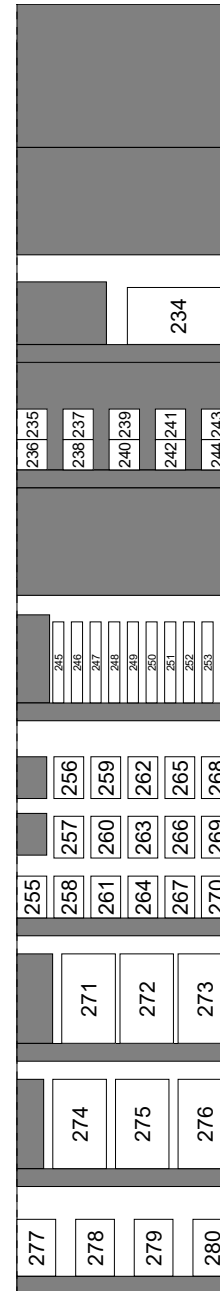
Lower Notch: 14

Row: 09

Lower Notch: 7

Row: 10

Lower Notch: 1



WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1672ULH.psa

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

Column: 5 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 5HK HYPER EASY MECH PEN (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037139
Graphic Re-Order Code: PM0000037997 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
281	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800	
282	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800	
283	1	N/A	041554588736	HYPER EASY MECHANICAL PENCIL	Black	001	
284	1	N/A	041554588736	HYPER EASY MECHANICAL PENCIL	Black	001	

Column: 5 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 5HK TS SMK GEL PEN HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037327
Graphic Re-Order Code: PM0000037389 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
285	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BLACK	10	
286	1	N/A	041554588934	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY GREY	20	
287	1	N/A	041554588927	TATTOO STUDIO SMOKEY GEL PENCIL	SMOKEY BROWN	40	
288	1	N/A	041554549416	TATTOO STUDIO LIQUID LINER	BLACK	001	

Column: 5 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 5HK TS GEL LNR (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037395
Graphic Re-Order Code: PM0000029016 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
289	1	N/A	041554563337	TATTOO STUDIO LINER	DEEP ONYX	900	
290	1	N/A	041554563337	TATTOO STUDIO LINER	DEEP ONYX	900	
291	1	N/A	041554563344	TATTOO STUDIO LINER	INTENSE CHARCOAL	901	
292	1	N/A	041554563344	TATTOO STUDIO LINER	INTENSE CHARCOAL	901	

Column: 5 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 5HK MSTR PREC ALL DAY (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037145
Graphic Re-Order Code: PM0000028366 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
293	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
294	1	N/A	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110	
295	1	N/A	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110	
296	1	N/A	041554549454	EYE STUDIO MASTER PREC ALL DAY	FOREST BROWN	111	

Column: 5 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 5HK LD GEL PENCIL (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028361 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
297	1	N/A	041554434804	LASTING DRAMA GEL PENCIL	SLEEK ONYX	601	
298	1	N/A	041554434804	LASTING DRAMA GEL PENCIL	SLEEK ONYX	601	
299	1	N/A	041554434835	LASTING DRAMA GEL PENCIL	GLAZED TOFFEE	604	
300	1	N/A	041554552560	LASTING DRAMA MATTES	JET BLACK	860	
301	1	N/A	041554552560	LASTING DRAMA MATTES	JET BLACK	860	

Column: 5 - Row: 07 Notch: 23 Fixture Type: TRAYS Fixture Description: CITY MINI PALETTES 1.3 **
Shade Chart Re-Order Code: PM0000028375 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000033852 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000445 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000013507

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
302	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	
303	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
304	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
305	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 23

Row: 08

Lower Notch: 17

Row: 09

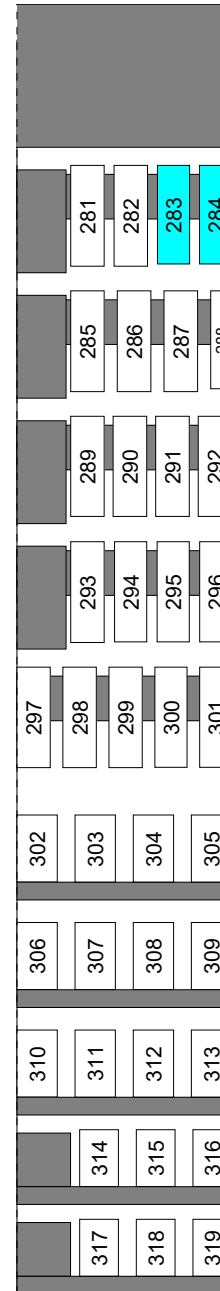
Lower Notch: 11

Row: 10

Lower Notch: 6

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

Column: 5 - Row: 08 Notch: 17 Fixture Type: TRAYS				Fixture Description: CITY MINI PALETTES 2.3 **			
Shade Chart Re-Order Code: PM0000036946				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000033852				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000445				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013507	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
306	1	N/A	041554540758	CITY MINI PALETTES	Gramercy Decadence	460	
307	1	N/A	041554499773	CITY MINI PALETTES	Urban Jungle	420	
308	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	
309	1	N/A	041554563313	CITY MINI PALETTES	Cocoa City	550	

Column: 5 - Row: 09 Notch: 11 Fixture Type: TRAYS				Fixture Description: CITY MINI PALETTES 3.3 **			
Shade Chart Re-Order Code: PM0000028853				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000033852				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000445				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013507	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
310	1	N/A	041554552485	CITY MINI PALETTES	Brooklyn Nudes	500	
311	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
312	1	N/A	041554552508	CITY MINI PALETTES	Skyscape Dusk	520	
313	1	N/A	041554552515	CITY MINI PALETTES	Hi-Rise Sunset	530	

Column: 5 - Row: 10		Notch: 6		Fixture Type: TRAYS		Fixture Description: EW SHAD Q 1.3 **		
Shade Chart Re-Order Code: PM0000028430				SS Graphic Re-Order Code: PM0000033844				
Graphic Re-Order Code:				SS Holder Re-Order Code:				
TRAYS Re-Order Code: PL2000000023				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000007818		
Loc ID	Fac	Acct Code	UPC	Description		Shade	Shade #	Chip Codes
314	1	N/A	041554409093	EXPERT WEAR QUADS		Natural Smokes	2Q	
315	1	N/A	041554409161	EXPERT WEAR QUADS		Chai Latte	22Q	
316	1	N/A	041554409123	EXPERT WEAR QUADS		Sunlit Bronze	50Q	

Column: 5 - Row: 11		Notch: 1		Fixture Type: TRAYS		Fixture Description: EW QUADS 3.3 **		
Shade Chart Re-Order Code: PM0000028433				SS Graphic Re-Order Code: PM0000033845				
Graphic Re-Order Code:				SS Holder Re-Order Code:				
TRAYS Re-Order Code: PL2000000023				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000007818		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes	
317	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q		
318	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q		
319	1	N/A	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q		

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 23

Row: 08

Lower Notch: 17

Row: 09

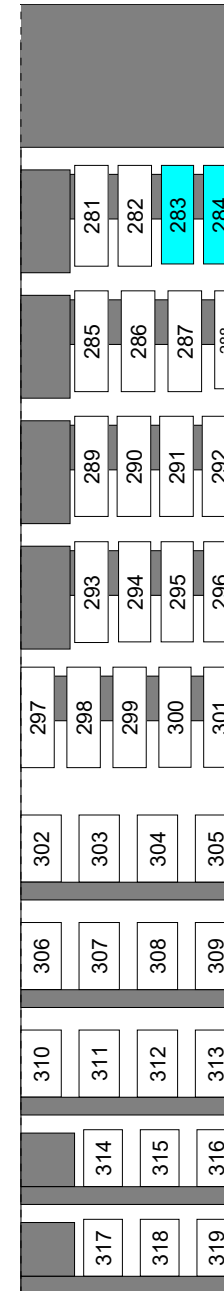
Lower Notch: 11

Row: 10

Lower Notch: 6

Row: 11

Lower Notch: 1



WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1672ULH.psa

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

Column: 6 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 5HK UNSTOPPABLE (DEMO) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000035835 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
320	1	N/A	041554588743	HYPER EASY MECHANICAL PENCIL	Deep Brown	002	
321	1	N/A	041554588750	HYPER EASY MECHANICAL PENCIL	Medium Brown	003	
322	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
323	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
324	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	

Column: 6 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 6HK TS LIQ LNR (DEMO) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000031771 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
325	1	N/A	041554549416	TATTOO STUDIO LIQUID LINER	BLACK	001	
326	1	N/A	041554578799	TATTOO STUDIO LIQUID LINER	DARK HENNA BROWN	002	
327	1	N/A	041554578805	TATTOO STUDIO LIQUID LINER	RUSTIC BROWN	003	
328	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
329	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
330	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	

Column: 6 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 5HK TS GEL LNR (DEMO) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000029016 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
331	1	N/A	041554563351	TATTOO STUDIO LINER	BOLD BROWN	910	
332	1	N/A	041554568172	TATTOO STUDIO LINER	SMOOTH WALNUT	911	
333	1	N/A	041554563863	TATTOO STUDIO LINER	STRIKING NAVY	920	
334	1	N/A	041554563870	TATTOO STUDIO LINER	DEEP TEAL	921	
335	1	N/A	041554563887	TATTOO STUDIO LINER	RICH AMETHYST	940	

Column: 6 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 6HK ES MSTR PREC SKINNY (DEMO) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000028365 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
336	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
337	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
338	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	
339	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	
340	1	N/A	041554563894	TATTOO STUDIO LINER	SPARKLING SILVER	961	
341	1	N/A	041554563900	TATTOO STUDIO LINER	POLISHED WHITE	970	

Column: 6 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 4HK LD GEL LNR POT (DEMO) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000035829 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000146 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
342	1	N/A	041554546361	Lasting Drama Eyelights Liner	TWINKLE BLACK	850	
343	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
344	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
345	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	

Column: 6 - Row: 07 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 5HK LINE EXPRESS (DEMO) HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000032251 SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
346	1	N/A	041554572476	LINE EXPRESS	EBONY BLACK	01	
347	1	N/A	041554572483	LINE EXPRESS	SOFT BLACK	02	
348	1	N/A	041554572490	LINE EXPRESS	BROWNISH BLACK	03	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

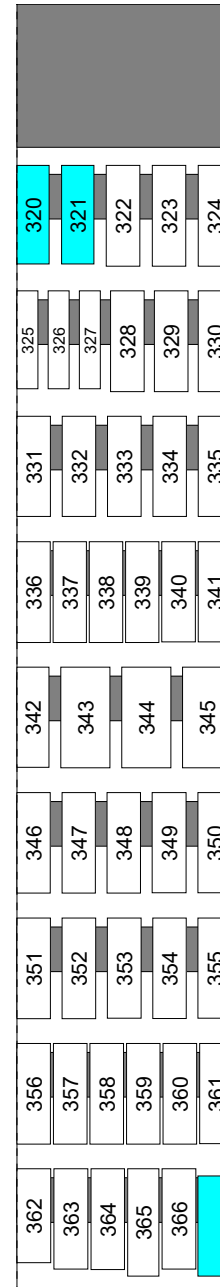
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
349	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1
350	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3

Column: 6 - Row: 08	Notch: 19	Fixture Type: HOOK BARS	Fixture Description: 5HK ULTRA LNR (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code:	SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000028371	SS Holder Re-Order Code:		
HOOK BARS Re-Order Code: PL2000000145	HOOK BARS Rolled Up Code: N/A	UPC Blade Code: PM0000008588	

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
351	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
352	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2	
353	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
354	1	N/A	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510	
355	1	N/A	041554294231	MASTER DUO LINER	Black Lacquer	500	

Column: 6 - Row: 09	Notch: 12	Fixture Type: HOOK BARS	Fixture Description: 6HK EXPERT EYES TWIN BRW HKBR UNLIT **
Shade Chart Re-Order Code:	SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000028359	SS Holder Re-Order Code:		
HOOK BARS Re-Order Code: PL2000000147	HOOK BARS Rolled Up Code: N/A	UPC Blade Code: PM0000008588	

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
356	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01	
357	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02	
358	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03	
359	1	N/A	041554530339	EXPERT EYES TWIN BROW & EYE PENC...	Light Brown	04	
360	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENC...	Blonde	7	
361	1	N/A	041554494198	CURVITUDE LINER	BLACK	410	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
362	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELAS...		
363	1	N/A	041554535457	EYELASH CURLER REFILLS			
364	1	N/A	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER		
365	1	N/A	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH '...		
366	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL S...		

Row: 01							Lower Notch: 25
Row: 02	320	321	322	323	324		Lower Notch: 21
Row: 03	325	326	327	328	329	330	Lower Notch: 14
Row: 04	331	332	333	334	335		Lower Notch: 7
Row: 05	336	337	338	339	340	341	Lower Notch: 40
Row: 06	342	343	344	345			Lower Notch: 33
Row: 07	346	347	348	349	350		Lower Notch: 26
Row: 08	351	352	353	354	355		Lower Notch: 19
Row: 09	356	357	358	359	360	361	Lower Notch: 12
Row: 10	362	363	364	365	366		Lower Notch: 5

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1672ULH.psa

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

Column: 7 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037140
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
367	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
368	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	
369	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	VERY BLACK	802	

Column: 7 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000034570
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
370	1	N/A	041554584233	FALSIES LASH MASK	OVERNIGHT CONDITIONI...	190	
371	1	N/A	041554590364	Falsies Lash Lift Ultra Black Intensifier	ULTRA BLACK	195	
372	1	N/A	041554578478	FALSIES SALON LIFT	BLACKEST BLACK	200	

Column: 7 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000028327
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
373	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
374	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
375	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	

Column: 7 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000031067
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
376	1	N/A	041554065862	COLOSSAL 36HR LONGWEAR	VERY BLACK	212	
377	1	N/A	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
378	1	N/A	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	

Column: 7 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000036950
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
379	1	N/A	041554559309	TOTAL TEMPTATION WASHABLE	DEEP COCOA	606	
380	1	N/A	041554522556	FALSIES TEMPTATION	BLKST BLK	601	
381	1	N/A	041554522563	FALSIES TEMPTATION	VERY BLK	602	

Column: 7 - Row: 07 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037843
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
382	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
383	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
384	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	

Column: 7 - Row: 08 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037843
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
385	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
386	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
387	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

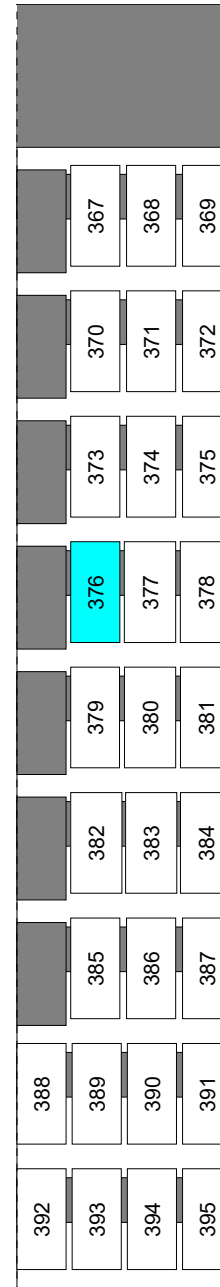
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

Column: 7 - Row: 09 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
388	1	N/A	041554539912	SNPSACARA	PITCH BLACK	300	
389	1	N/A	041554539912	SNPSACARA	PITCH BLACK	300	
390	1	N/A	041554539950	SNPSACARA	BOLD BROWN	305	
391	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	

Column: 7 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
392	1	N/A	041554699159	FULL 'N SOFT WASHABLE	Very Black	1	
393	1	N/A	041554699159	FULL 'N SOFT WASHABLE	Very Black	1	
394	1	N/A	041554605228	FULL 'N SOFT WATERPROOF	Very Black	1	
395	1	N/A	041554605228	FULL 'N SOFT WATERPROOF	Very Black	1	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

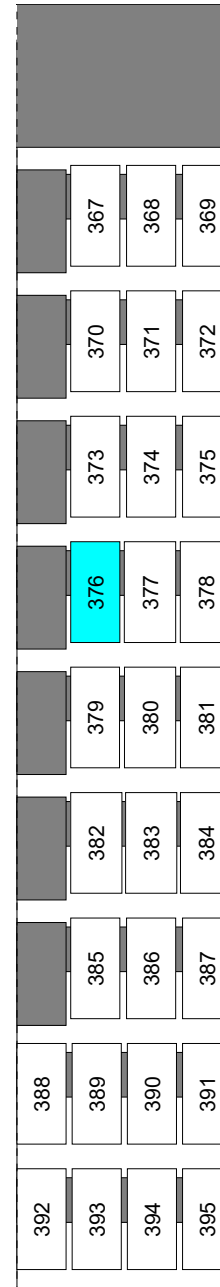
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021							
MNYWAK1672ULH.psa							
Column: 8 - Row: 01 Notch: 29 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR 4X24 LIT **							
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000028002				SS Holder Re-Order Code:			
HEADER LIT Re-Order Code: PM0000029069				HEADER LIT Rolled Up Code: N/A		UPC Blade Code:	
Column: 8 - Row: 02 Notch: 25 Fixture Type: SIGNS Fixture Description: RENO MASC STUDIO (NAV) 4X24 UNLIT **							
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031263				SS Holder Re-Order Code:			
SIGNS Re-Order Code: PM0000027636				SIGNS Rolled Up Code: N/A		UPC Blade Code:	
Column: 8 - Row: 03 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT							
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
396	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	BROWNISH BLACK	803	
397	1	N/A	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SER...	250	
398	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
399	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
Column: 8 - Row: 04 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT							
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
400	1	N/A	041554578478	FALSIES SALON LIFT	BLACKEST BLACK	200	
401	1	N/A	041554578485	FALSIES SALON LIFT	VERY BLACK	201	
402	1	N/A	041554578492	FALSIES SALON LIFT WTP	VERY BLACK (WTP)	202	
403	1	N/A	041554578508	FALSIES SALON LIFT WTP	BROWNISH BLACK (WTP)	203	
Column: 8 - Row: 05 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT							
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
404	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
405	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
406	1	N/A	041554217988	FALSIES MASCARA WP	Very Black	01	
407	1	N/A	041554217988	FALSIES MASCARA WP	Very Black	01	
Column: 8 - Row: 06 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT							
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
408	1	N/A	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01	
409	1	N/A	041554056761	VOLUM' EXPRESS COLOSSAL	Glam Brown (Brn/Blk)	2	
410	1	N/A	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black	00	
411	1	N/A	041554197044	VOLUM' EXPRESS COLOSSAL WP	Classic Black	1	
Column: 8 - Row: 07 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT							
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
412	1	N/A	041554522570	FALSIES TEMPTATION	BROWNISH BLK	603	
413	1	N/A	041554522679	FALSIES TEMPTATION WTP	VERY BLACK WTP	604	
414	1	N/A	041554524048	FALSIES TEMPTATION WTP	BROWNISH WTP	605	
415	1	N/A	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	
Column: 8 - Row: 08 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT							
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
416	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
417	1	N/A	041554532982	GREAT LASH MASCARA	Dark Brown	3	
418	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
419	1	N/A	041554533064	GREAT LASH MASCARA	Royal Blue	104	

Row: 01					Lower Notch: 29
Row: 02					Lower Notch: 25
Row: 03	396	397	398	399	Lower Notch: 21
Row: 04	400	401	402	403	Lower Notch: 14
Row: 05	404	405	406	407	Lower Notch: 7
Row: 06	408	409	410	411	Lower Notch: 40
Row: 07	412	413	414	415	Lower Notch: 33
Row: 08	416	417	418	419	Lower Notch: 26
Row: 09	420	421	422	423	Lower Notch: 19
Row: 10	424	425	426	427	Lower Notch: 12
Row: 11	428	429	430	431	Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

Column: 8 - Row: 09 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
420	1	N/A	041554672237	CURVED BRUSH GREAT LASH WASHAB...	Blackest Black	00	
421	1	N/A	041554565294	CURVED BRUSH GREAT LASH WASHAB...	Very Black	1	
422	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
423	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	

Column: 8 - Row: 10 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
424	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
425	1	N/A	041554462838	FALSIES PUSH UP DRAMA ANGEL WTP	Very Black WTP	01	
426	1	N/A	041554443462	PUSH UP DRAMA WSH	Blackest Black	00	
427	1	N/A	041554443493	PUSH UP DRAMA WTP	Very Black	01	

Column: 8 - Row: 11 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
428	1	N/A	041554054156	LASH STILETTO	Very Black	1	
429	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	
430	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
431	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 25

Row: 03 Lower Notch: 21

Row: 04 Lower Notch: 14

Row: 05 Lower Notch: 7

Row: 06 Lower Notch: 40

Row: 07 Lower Notch: 33

Row: 08 Lower Notch: 26

Row: 09 Lower Notch: 19

Row: 10 Lower Notch: 12

Row: 11 Lower Notch: 5

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

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1672ULH.psa

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

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

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

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

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

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

Graphic Re-Order Code: PM0000031263 SS Holder Re-Order Code:

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

Column: 9 - Row: 03 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
432	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
433	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
434	1	N/A	041554420647	LASH SENSATIONAL WP	Very Black	01	
435	1	N/A	041554420654	LASH SENSATIONAL WP	Brownish Black	02	

Column: 9 - Row: 04 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
436	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
437	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	
438	1	N/A	041554460261	LASH SENSATIONAL LUSCIOUS	Brownish Black WSH	02	
439	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS WATER...	Very Black WTP	01	

Column: 9 - Row: 05 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
440	1	N/A	041554217995	FALSIES MASCARA WP	Brownish Black	02	
441	1	N/A	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	
442	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	
443	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	

Column: 9 - Row: 06 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
444	1	N/A	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	
445	1	N/A	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	
446	1	N/A	041554493733	COLOSSAL BIG SHOT	BROWNISH BLACK WSH	225	
447	1	N/A	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	

Column: 9 - Row: 07 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
448	1	N/A	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	
449	1	N/A	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01	
450	1	N/A	041554288254	CAT EYES MASCARA	Glam Black	01	
451	1	N/A	041554288261	CAT EYES MASCARA WP	Glam Black	01	

Column: 9 - Row: 08 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
452	1	N/A	041554626964	GREAT LASH WATERPROOF	Very Black	1	
453	1	N/A	041554626988	GREAT LASH WATERPROOF	Brownish Black	3	
454	1	N/A	041554496185	LASH SENSATIONAL CURVITUDE	Blkst Black WSH	710	
455	1	N/A	041554496260	LASH SENSATIONAL CURVITUDE WTP	Very Black WTP	740	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 25

Row: 03 Lower Notch: 21

Row: 04 Lower Notch: 14

Row: 05 Lower Notch: 7

Row: 06 Lower Notch: 40

Row: 07 Lower Notch: 33

Row: 08 Lower Notch: 26

Row: 09 Lower Notch: 19

Row: 10 Lower Notch: 12

Row: 11 Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

Column: 9 - Row: 09 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
456	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	
457	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
458	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
459	1	N/A	041554281484	MEGA PLUSH MASCARA WP	Very Black	01	

Column: 9 - Row: 10 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
460	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
461	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
462	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
463	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	

Column: 9 - Row: 11 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
464	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	
465	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	
466	1	N/A	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	
467	1	N/A	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 25

Row: 03 Lower Notch: 21

Row: 04 Lower Notch: 14

Row: 05 Lower Notch: 7

Row: 06 Lower Notch: 40

Row: 07 Lower Notch: 33

Row: 08 Lower Notch: 26

Row: 09 Lower Notch: 19

Row: 10 Lower Notch: 12

Row: 11 Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1672ULH.psa

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

Column: 10 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 5HK TS BRW TINT PEN (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028370 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
468	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
469	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
470	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
471	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	Deep Brown	365	

Column: 10 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 6HK TS BRW POMADE (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029017 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
472	1	N/A	041554559736	TattooStudio Brow Pomade	Blonde	372	
473	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
474	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
475	1	N/A	041554559767	TattooStudio Brow Pomade	Ash Brown	378	
476	1	N/A	041554559774	TattooStudio Brow Pomade	Deep Brown	380	
477	1	N/A	041554563733	TattooStudio Brow Pomade	Black Brown	382	

Column: 10 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 6HK TS BRW GEL (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028368 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
478	1	N/A	041554544923	TATTOO STUDIO BROW GEL	BLONDE	250	
479	1	N/A	041554544930	TATTOO STUDIO BROW GEL	SOFT BROWN	255	
480	1	N/A	041554545005	TATTOO STUDIO BROW GEL	MEDIUM BROWN	257	
481	1	N/A	041554545005	TATTOO STUDIO BROW GEL	MEDIUM BROWN	257	
482	1	N/A	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	
483	1	N/A	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	

Column: 10 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 5HK BRW EXTENSIONS HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000036717 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
484	1	N/A	041554584035	BROW EXTENSIONS POMADE CRAYON	SOFT BROWN	255	
485	1	N/A	041554584042	BROW EXTENSIONS POMADE CRAYON	MEDIUM BROWN	257	
486	1	N/A	041554584059	BROW EXTENSIONS POMADE CRAYON	DEEP BROWN	260	
487	1	N/A	041554584066	BROW EXTENSIONS POMADE CRAYON	BLACK BROWN	262	

Column: 10 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 6HK EXPRESS BRW (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000038182 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
488	1	N/A	041554064292	Express Brow Duo	Light Blonde	248	
489	1	N/A	041554064308	Express Brow Duo	Blonde	250	
490	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
491	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
492	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
493	1	N/A	041554064346	Express Brow Duo	Black Brown	262	

Column: 10 - Row: 07 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 5HK BRW ULTRA SLIM (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031772 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
494	1	N/A	041554572285	BROW ULTRA SLIM	LIGHT BLONDE	248	
495	1	N/A	041554572292	BROW ULTRA SLIM	BLONDE	250	
496	1	N/A	041554572308	BROW ULTRA SLIM	SOFT BROWN	255	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

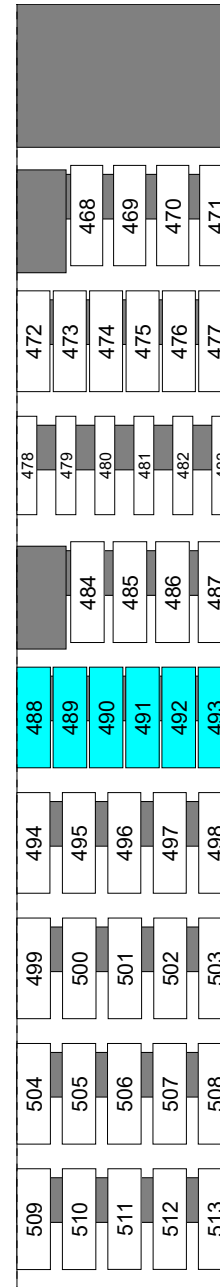
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
497	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257
498	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260

Column: 10 - Row: 08 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 5HK BRW FAST SCULPT GEL (DEMO) HKBR UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000034706

SS Holder Re-Order Code:

HOOK BARS Re-Order Code: PL2000000145

HOOK BARS Rolled Up Code: N/A

UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
499	1	N/A	041554578683	BROW FAST SCULPT	LIGHT BLONDE	248	
500	1	N/A	041554578690	BROW FAST SCULPT	BLONDE	250	
501	1	N/A	041554578706	BROW FAST SCULPT	SOFT BROWN	255	
502	1	N/A	041554572346	BROW ULTRA SLIM	BLACK BROWN	262	
503	1	N/A	041554581393	BROW ULTRA SLIM	BLACK	264	

Column: 10 - Row: 09 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 5HK BRW FAST SCULPT GEL (DEMO) HKBR UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000034706

SS Holder Re-Order Code:

HOOK BARS Re-Order Code: PL2000000145

HOOK BARS Rolled Up Code: N/A

UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
504	1	N/A	041554578713	BROW FAST SCULPT	WARM BROWN	256	
505	1	N/A	041554578720	BROW FAST SCULPT	MEDIUM BROWN	257	
506	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
507	1	N/A	041554578744	BROW FAST SCULPT	BLACK BROWN	262	
508	1	N/A	041554578751	BROW FAST SCULPT	CLEAR	264	

Column: 10 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 5HK ES BRW PREC (DEMO) HKBR UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028355

SS Holder Re-Order Code:

HOOK BARS Re-Order Code: PL2000000145

HOOK BARS Rolled Up Code: N/A

UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
509	1	N/A	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255	
510	1	N/A	041554442205	BROW DEFINE + FILL DUO	Deep Brown	260	
511	1	N/A	041554429657	BROW PRECISE	Blonde	250	
512	1	N/A	041554429640	BROW PRECISE	Soft Brown	255	
513	1	N/A	041554429633	BROW PRECISE	Deep Brown	260	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

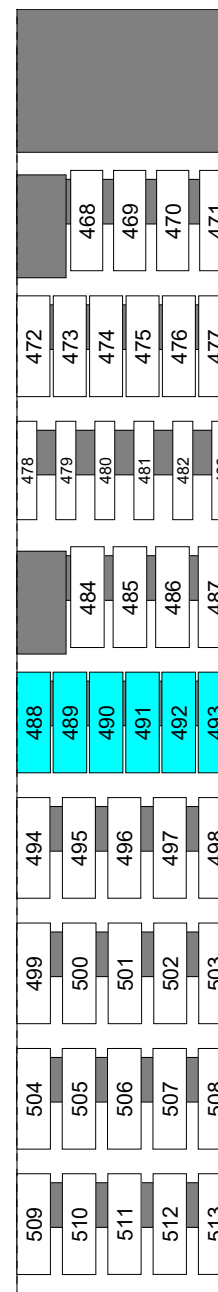
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021							
540	1	N/A	041554433753	FitMe MATTE+PORELESS PDR	Porcelain	110	
541	1	N/A	041554553420	FitMe MATTE+PORELESS PDR	Natural Ivory	112	
542	1	N/A	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
543	1	N/A	041554553437	FitMe MATTE+PORELESS PDR	Creamy Beige	122	
544	1	N/A	041554553444	FitMe MATTE+PORELESS PDR	Warm Nude	128	
545	1	N/A	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	

Column: 11 - Row: 09 Notch: 24 Fixture Type: TRAYS				Fixture Description: FM M&P PDR 2.3 **			
Shade Chart Re-Order Code: PM0000028835, PM0000028836				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031079				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000440				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006928	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
546	1	N/A	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	
547	1	N/A	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	
548	1	N/A	041554433821	FitMe MATTE+PORELESS PDR	Natural Buff	230	
549	1	N/A	041554488340	FitMe MATTE+PORELESS PDR	Pure Beige	235	
550	1	N/A	041554553499	FitMe MATTE+PORELESS PDR	Classic Beige	245	
551	1	N/A	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310	
552	1	N/A	041554553505	FitMe MATTE+PORELESS PDR	Golden	312	
553	1	N/A	041554488357	FitMe MATTE+PORELESS PDR	Natural Tan	320	

Column: 11 - Row: 10 Notch: 17 Fixture Type: TRAYS				Fixture Description: FM CNCLR 1.2 **			
Shade Chart Re-Order Code: PM0000034449				SS Graphic Re-Order Code: PM00000335826			
Graphic Re-Order Code: PM0000033869				SS Holder Re-Order Code: PM0000034175			
TRAYS Re-Order Code: PL2000000410				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
554	1	N/A	041554580631	FitMe CONCEALER	COOL IVORY	01	
555	1	N/A	041554550450	FitMe CONCEALER	IVORY	05	
556	1	N/A	041554247701	FitMe CONCEALER	Fair	10	
557	1	N/A	041554580648	FitMe CONCEALER	VANILLA	11	

Column: 11 - Row: 11	Notch: 16	Fixture Type: SIGNS	Fixture Description: RENO FM D&S 1.3 (FACES-TRAY 1.3) 2X12 UNLIT **
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000029006		SS Holder Re-Order Code:	
SIGNS Re-Order Code: PM0000029066	SIGNS Rolled Up Code: N/A		UPC Blade Code:

Column: 11 - Row: 12 Notch: 9 Fixture Type: TRAYS				Fixture Description: FM D&S FNDTN 1.3 **			
Shade Chart Re-Order Code: PM0000033866				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000439				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000014575	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
558	1	N/A	041554553307	FitMe DEW+SMTH FNDTN	Fair Porcelain	102	
559	1	N/A	041554553314	FitMe DEW+SMTH FNDTN	Fair Ivory	105	
560	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	
561	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115	
562	1	N/A	041554553321	FitMe DEW+SMTH FNDTN	Light Beige	118	
563	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Clsc Ivry	120	
564	1	N/A	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125	
565	1	N/A	041554553345	FitMe DEW+SMTH FNDTN	Warm Nude	128	

Column: 11 - Row: 13 Notch: 1 Fixture Type: TRAYS				Fixture Description: FM LOOSE PDR 1.1 **			
Shade Chart Re-Order Code: PM0000028443, PM0000028444				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000033858				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000457				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006928	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
566	1	N/A	041554501995	FIT ME LOOSE POWDER	FAIR	05	
567	1	N/A	041554502046	FIT ME LOOSE POWDER	MEDIUM	25	
568	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
569	1	N/A	041554503036	FIT ME LOOSE POWDER	MEDIUM DEEP	30	
570	1	N/A	041554502022	FIT ME LOOSE POWDER	LIGHT	15	
571	1	N/A	041554503043	FIT ME LOOSE POWDER	DEEP	35	
572	1	N/A	041554502039	FIT ME LOOSE POWDER	LIGHT MEDIUM	20	
573	1	N/A	041554503050	FIT ME LOOSE POWDER	DARK	40	

Row: 01

Lower Notch: 25

514	
515	
516	
517	
518	
519	
520	
521	

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 16

522
523
524
525
526
527
528
529

Row: 05

Lower Notch: 8

Row: 06

Lower Notch: 7

530
531
532
533
534
535
536
537

Row: 07

Lower Notch: 40

39	538
41	540
43	542
45	544

Row: 08

Lower Notch: 32

47	546
49	548
51	550
53	552

Row: 09

Lower Notch: 24

554
555
556

Row: 10

Lower Notch: 17

Row: 11

Lower Notch: 16

558
559
560
561
562
563
564
565

Row: 12

Lower Notch: 9

567	566
569	568
571	570
573	572

Row: 13

Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1672ULH.psa

Column: 12 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO 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:
HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 12 - Row: 02 Notch: 24 Fixture Type: SIGNS Fixture Description: RENO FM M&P 2.5 (FACES-TRAY 2.5) 2X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031023 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 12 - Row: 03 Notch: 17 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 2.5 **
Shade Chart Re-Order Code: PM0000033837 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
574	1	N/A	041554538694	FitMe MATTE+PORELESS FNDTN	SOFT SAND	124	
575	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
576	1	N/A	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
577	1	N/A	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	
578	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
579	1	N/A	041554466461	FitMe MATTE+PORELESS FNDTN	TRUE BEIGE	222	
580	1	N/A	041554438178	FitMe MATTE+PORELESS FNDTN	Soft Tan	228	
581	1	N/A	041554433487	FitMe MATTE+PORELESS FNDTN	Ntrl Buff	230	

Column: 12 - Row: 04 Notch: 16 Fixture Type: SIGNS Fixture Description: RENO FM M&P 4.5 (FACES-TRAY 4.5) 2X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031025 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 12 - Row: 05 Notch: 8 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 4.5 **
Shade Chart Re-Order Code: PM0000033842 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000439 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000014575

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
582	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	
583	1	N/A	041554466485	FitMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332	
584	1	N/A	041554539639	FitMe MATTE+PORELESS FNDTN	WARM SUN (WMT,ULTA)	334	
585	1	N/A	041554466492	FitMe MATTE+PORELESS FNDTN	CLASSIC TAN	335	
586	1	N/A	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
587	1	N/A	041554466515	FitMe MATTE+PORELESS FNDTN	CAPUCCINO	340	
588	1	N/A	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
589	1	N/A	041554539677	FitMe MATTE+PORELESS FNDTN	WARM COCONUT (WMT,...)	356	

Column: 12 - Row: 06 Notch: 40 Fixture Type: TRAYS Fixture Description: FM TINTED MOIST 1.2 **
Shade Chart Re-Order Code: PM0000037925 SS Graphic Re-Order Code: PM0000037929
Graphic Re-Order Code: PM0000038139 SS Holder Re-Order Code: PM0000037915
TRAYS Re-Order Code: PL2000000478 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
590	1	N/A	041554584431	Fit Me Primers	Mattifying	00	
591	1	N/A	041554062892	Fit Me Tinted Moisturizer	103	103	
592	1	N/A	041554062908	Fit Me Tinted Moisturizer	115	115	
593	1	N/A	041554062915	Fit Me Tinted Moisturizer	118	118	
594	1	N/A	041554062922	Fit Me Tinted Moisturizer	120	120	
595	1	N/A	041554062939	Fit Me Tinted Moisturizer	220	220	
596	1	N/A	041554062946	Fit Me Tinted Moisturizer	310	310	

Column: 12 - Row: 07 Notch: 32 Fixture Type: TRAYS Fixture Description: FM TINTED MOIST 2.2 **
Shade Chart Re-Order Code: PM0000037926 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037927 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000478 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
597	1	N/A	041554069853	Fit Me Tinted Moisturizer	322	322	
598	1	N/A	041554062953	Fit Me Tinted Moisturizer	330	330	
599	1	N/A	041554069860	Fit Me Tinted Moisturizer	335	335	
600	1	N/A	041554062960	Fit Me Tinted Moisturizer	355	355	
601	1	N/A	041554062977	Fit Me Tinted Moisturizer	360	360	
602	1	N/A	041554069877	Fit Me Tinted Moisturizer	368	368	
603	1	N/A	041554062984	Fit Me Tinted Moisturizer	370	370	
604	1	N/A	041554062991	Fit Me Tinted Moisturizer	375	375	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 16

Row: 05

Lower Notch: 8

Row: 06

Lower Notch: 40

Row: 07

Lower Notch: 32

Row: 08

Lower Notch: 24

Row: 09

Lower Notch: 17

Row: 10

Lower Notch: 16

Row: 11

Lower Notch: 9

Row: 12

Lower Notch: 8

Row: 13

Lower Notch: 1

574	575	576	577	578	579	580	581
582	583	584	585	586	587	588	589
590	591	592	593	594	595	596	
597	598	599	600	601	602	603	604
605	606	607	608	609	610	611	612
613	614	615	616	617	618	619	620
621	622	623	624	625	626	627	628
629	630	631	632	633	634	635	636
637	638	639	640	641	642	643	644

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
642	1	N/A	041554553406	FitMe DEW+SMTH FNDTN	Java	375

Row: 01		Lower Notch: 25
Row: 02		Lower Notch: 24
Row: 03	574	Lower Notch: 17
Row: 04	575	Lower Notch: 16
	576	
	577	
	578	
	579	
	580	
	581	
Row: 05	582	Lower Notch: 8
	583	
	584	
	585	
	586	
	587	
	588	
	589	
Row: 06	590	Lower Notch: 40
	591	
	592	
	593	
	594	
	595	
	596	
Row: 07	597	Lower Notch: 32
	598	
	599	
	600	
	601	
	602	
	603	
	604	
Row: 08	605	Lower Notch: 24
	606	
	607	
	608	
	609	
	610	
	611	
	612	
Row: 09	613	Lower Notch: 17
Row: 10	614	Lower Notch: 16
	615	
	616	
	617	
	618	
	619	
	620	
	621	
	622	
	623	
	624	
	625	
	626	
Row: 11	627	Lower Notch: 9
Row: 12	628	Lower Notch: 8
	629	
	630	
	631	
	632	
	633	
	634	
Row: 13	635	Lower Notch: 1
	636	
	637	
	638	
	639	
	640	
	641	
	642	

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021
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Column: 12 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO 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:
HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 13 - Row: 02 Notch: 24 Fixture Type: SIGNS Fixture Description: RENO SS FACE (NAV) 2X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037149 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 13 - Row: 03 Notch: 17 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 1.3 **
Shade Chart Re-Order Code: PM0000030214 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037844 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000437 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000008633

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
643	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Porcelain	102	
644	1	N/A	041554559392	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Ivory	105	
645	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDA...	Porcelain	110	
646	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Ivory	112	
647	1	N/A	041554559408	SUPERSTAY FULL COVERAGE FOUNDA...	Ivory	115	
648	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDA...	Light Beige	118	
649	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDA...	Classic Ivory	120	
650	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDA...	Nude Beige	125	

Column: 13 - Row: 04 Notch: 11 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 2.3 **
Shade Chart Re-Order Code: PM0000037098 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037844 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000437 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000008633

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
651	1	N/A	041554565614	SUPERSTAY FULL COVERAGE FOUNDA...	Sand Beige	127	
652	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDA...	Warm Nude	128	
653	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDA...	Medium Beige	129	
654	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDA...	Buff Beige	130	
655	1	N/A	041554565621	SUPERSTAY FULL COVERAGE FOUNDA...	Light Tan	140	
656	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Beige	220	
657	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDA...	Sun Beige	310	
658	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDA...	Golden	312	

Column: 13 - Row: 05 Notch: 5 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 3.3 **
Shade Chart Re-Order Code: PM0000037099 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037844 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000437 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000008633

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
659	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDA...	Honey	320	
660	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDA...	Toffee	330	
661	1	N/A	041554559422	SUPERSTAY FULL COVERAGE FOUNDA...	Golden Caramel	332	
662	1	N/A	041554559439	SUPERSTAY FULL COVERAGE FOUNDA...	Cappuccino	340	
663	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDA...	Coconut	355	
664	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDA...	Mocha	360	
665	1	N/A	041554559446	SUPERSTAY FULL COVERAGE FOUNDA...	Deep Bronze	370	
666	1	N/A	041554559453	SUPERSTAY FULL COVERAGE FOUNDA...	Java	375	

Column: 13 - Row: 06 Notch: 1 Fixture Type: HOOK BARS Fixture Description: 7HK SS UNDEREYE CNCLR HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000031545
Graphic Re-Order Code: PM0000031541 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000488 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008952

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
667	1	N/A	041554574586	SUPER STAY CONCEALER	Ivory	05	
668	1	N/A	041554574593	SUPER STAY CONCEALER	Fair	10	
669	1	N/A	041554574609	SUPER STAY CONCEALER	Light	15	
670	1	N/A	041554574616	SUPER STAY CONCEALER	Light/Medium	18	
671	1	N/A	041554574623	SUPER STAY CONCEALER	Sand	20	
672	1	N/A	041554574630	SUPER STAY CONCEALER	Medium	25	

Column: 13 - Row: 07 Notch: 34 Fixture Type: HOOK BARS Fixture Description: 7HK SS UNDEREYE CNCLR HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000034575
Graphic Re-Order Code: PM0000031541 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000488 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008952

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

Lower Notch: 25

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 11

Row: 05

Lower Notch: 5

Row: 06

Lower Notch: 1

Row: 07

Lower Notch: 34

Row: 08

Lower Notch: 23

Row: 09

Lower Notch: 15

Row: 10

Lower Notch: 9

Row: 11

Lower Notch: 1

643	644	645	646	647	648	649	650
651	652	653	654	655	656	657	658
659	660	661	662	663	664	665	666
667	668	669	670	671	672		
673	674	675	676	677	678		
		679	680	681	682		
683	685	687	689				
684	686	688	690				
691	692	693	694	695	696	697	698
700	701	703	705	707			

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
673	1	N/A	041554574647	SUPER STAY CONCEALER	Honey	30
674	1	N/A	041554574654	SUPER STAY CONCEALER	Caramel	40
675	1	N/A	041554574661	SUPER STAY CONCEALER	Tan	45
676	1	N/A	041554574678	SUPER STAY CONCEALER	Warm Olive	52
677	1	N/A	041554574685	SUPER STAY CONCEALER	Deep Bronze	65
678	1	N/A	041554574692	SUPER STAY CONCEALER	Deep Cocoa	70

Column: 13 - Row: 08 Notch: 23 Fixture Type: TRAYS				Fixture Description: SS FC PDR 1.2 **			
Shade Chart Re-Order Code: PM0000028405,PM0000028406				SS Graphic Re-Order Code: PM0000028805			
Graphic Re-Order Code: PM0000033864				SS Holder Re-Order Code: PM0000027618			
TRAYS Re-Order Code: PL2000000436				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
679	1	N/A	041554562804	SUPERSTAY FULL COVERAGE POWDER	Fair Porcelain	102	
680	1	N/A	041554562828	SUPERSTAY FULL COVERAGE POWDER	Natural Ivory	112	
681	1	N/A	041554562811	SUPERSTAY FULL COVERAGE POWDER	Porcelain	110	
682	1	N/A	041554562835	SUPERSTAY FULL COVERAGE POWDER	Classic Ivory	120	

Column: 13 - Row: 09 Notch: 15 Fixture Type: TRAYS				Fixture Description: SS FC PDR 2.2 **			
Shade Chart Re-Order Code: PM0000028798,PM0000028799				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000033864				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000436				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
683	1	N/A	041554562859	SUPERSTAY FULL COVERAGE POWDER	Buff Beige	130	
684	1	N/A	041554562880	SUPERSTAY FULL COVERAGE POWDER	Golden Caramel	332	
685	1	N/A	041554562866	SUPERSTAY FULL COVERAGE POWDER	Natural Beige	220	
686	1	N/A	041554562903	SUPERSTAY FULL COVERAGE POWDER	Coconut	355	
687	1	N/A	041554562873	SUPERSTAY FULL COVERAGE POWDER	Golden	312	
688	1	N/A	041554563399	SUPERSTAY FULL COVERAGE POWDER	Truffle	362	
689	1	N/A	041554563368	SUPERSTAY FULL COVERAGE POWDER	Honey	320	
690	1	N/A	041554563375	SUPERSTAY FULL COVERAGE POWDER	Java	375	

Column: 13 - Row: 10 Notch: 9 Fixture Type: TRAYS				Fixture Description: FM STICK 1.1 **			
Shade Chart Re-Order Code: PM0000028487				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000028654				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000383				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006928	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
691	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	PM0000010714
692	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	PM0000010715
693	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	PM0000010716
694	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	PM0000010717
695	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	PM0000010718
696	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	PM0000010720
697	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	PM0000010723
698	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	PM0000010725

Column: 13 - Row: 11 Notch: 1 Fixture Type: TRAYS				Fixture Description: FM BLUSH 1.1 **			
Shade Chart Re-Order Code: PM0000028435,PM0000028436				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000033854				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000456				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006928	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
699	1	N/A	041554503067	FIT ME BLUSH OPTIMIZATION	BUFF	10	
700	1	N/A	041554503135	FIT ME BLUSH OPTIMIZATION	CORAL	35	
701	1	N/A	041554503074	FIT ME BLUSH OPTIMIZATION	NUDE	15	
702	1	N/A	041554503142	FIT ME BLUSH OPTIMIZATION	PEACH	40	
703	1	N/A	041554503098	FIT ME BLUSH OPTIMIZATION	MAUVE	20	
704	1	N/A	041554503159	FIT ME BLUSH OPTIMIZATION	PLUM	45	
705	1	N/A	041554503104	FIT ME BLUSH OPTIMIZATION	PINK	25	
706	1	N/A	041554503524	FIT ME BLUSH OPTIMIZATION	WINE	50	
707	1	N/A	041554503111	FIT ME BLUSH OPTIMIZATION	ROSE	30	
708	1	N/A	041554503722	FIT ME BLUSH OPTIMIZATION	BERRY	55	

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 11

Row: 05

Lower Notch: 5

Row: 06

Lower Notch: 1

Row: 07

Lower Notch: 34

Row: 08

Lower Notch: 23

Row: 09

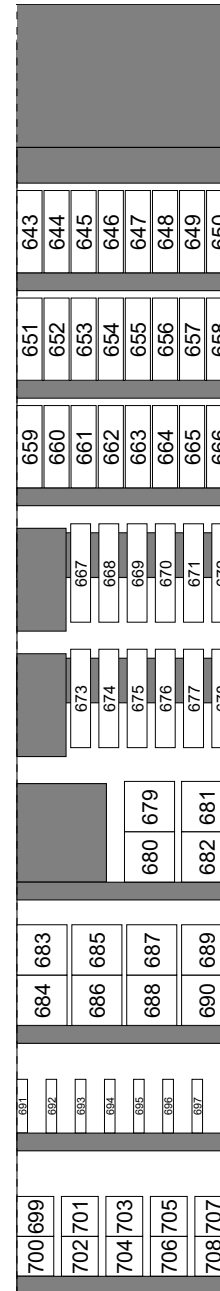
Lower Notch: 15

Row: 10

Lower Notch: 9

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

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Column: 14 - Row: 01 Notch: 29 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027632 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 14 - Row: 02 Notch: 22 Fixture Type: SIGNS Fixture Description: RENO FOUNDATION FINDER 11X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037862 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029070 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 14 - Row: 03 Notch: 17 Fixture Type: SIGNS Fixture Description: RENO FS FIXSPRY 2X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000030943 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 14 - Row: 04 Notch: 8 Fixture Type: TRAYS Fixture Description: FS GLSSPRY+FIXSPRY+BNNAPDR UT **
Shade Chart Re-Order Code: PM0000037094 SS Graphic Re-Order Code: PM0000036181
Graphic Re-Order Code: PM0000037102 SS Holder Re-Order Code: PM0000035924
TRAYS Re-Order Code: PL2000000613 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
709	1	N/A	041554584479	FACE STUDIO GLASS SKIN SPRAY	Glass Skin Spray	00	
710	1	N/A	041554562927	MASTER FIX SETTING SPRAY	Lasting Fix Set Spray	00	
711	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10	

Column: 14 - Row: 05 Notch: 1 Fixture Type: TRAYS Fixture Description: FS MSTR BLSH+CNTR PAL 1.1 UT **
Shade Chart Re-Order Code: PM0000031551 SS Graphic Re-Order Code: PM0000035960
Graphic Re-Order Code: PM0000031553 SS Holder Re-Order Code: PM0000014723
TRAYS Re-Order Code: PL2000000501 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
712	1	N/A	041554496475	FACE STUDIO MASTER BLUSH PALETTE	BLUSH PALETTE	10	
713	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	LIGHT TO MEDIUM	10	
714	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	MEDIUM TO DEEP	20	

Column: 14 - Row: 06 Notch: 34 Fixture Type: TRAYS Fixture Description: FS MSTR PRIME+BLURSTK 1.1 **
Shade Chart Re-Order Code: PM0000031546 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031547 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000479 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
715	1	N/A	041554547429	MASTER PRIME BLUR + HYDRATE	MASTER PRIME BLUR + ...	050	
716	1	N/A	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	PM0000013800
717	1	N/A	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	PM0000013802
718	1	N/A	041554551792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
719	1	N/A	041554551808	MASTER PRIME BLUR + HYDRATE	BLUR + PROTECT	500	
720	1	N/A	041554548341	Master Prime Blur Stick	Universal Transparent	100	

Column: 14 - Row: 07 Notch: 26 Fixture Type: TRAYS Fixture Description: FS CAMO PENS+CNCLR 1.1 **
Shade Chart Re-Order Code: PM0000028819, PM0000029151 SS Graphic Re-Order Code: PM0000028820
Graphic Code: PM0000028821, PM0000029152, PM0000029153 SS Holder Re-Order Code: PM0000027622
TRAYS Re-Order Code: PL2000000438 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000023431

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
721	1	N/A	041554501940	FACE STUDIO MASTER CAMO COLOR C...	Green	10	
722	1	N/A	041554501964	FACE STUDIO MASTER CAMO COLOR C...	Apricot	50	
723	1	N/A	041554431902	FACE STUDIO MASTER CONCEAL	Fair	10	
724	1	N/A	041554431919	FACE STUDIO MASTER CONCEAL	Light	20	
725	1	N/A	041554431926	FACE STUDIO MASTER CONCEAL	Light/Medium	30	
726	1	N/A	041554431933	FACE STUDIO MASTER CONCEAL	Medium	40	
727	1	N/A	041554431940	FACE STUDIO MASTER CONCEAL	Medium/Deep	50	

Column: 14 - Row: 08 Notch: 25 Fixture Type: SIGNS Fixture Description: RENO CHEEK HEAT BLUSH (PRODUCT) 2X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000033574 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 14 - Row: 09 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 6HK CHEEK HEAT BLUSH HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000034705 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000153 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008952

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
728	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
729	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 22

Row: 03 Lower Notch: 17

Row: 04 Lower Notch: 8

Row: 05 Lower Notch: 1

Row: 06 Lower Notch: 34

Row: 07 Lower Notch: 26

Row: 08 Lower Notch: 25

Row: 09 Lower Notch: 21

Row: 10 Lower Notch: 16

Row: 11 Lower Notch: 10

Row: 12 Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
730	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20
731	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25
732	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30
733	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35

Column: 14 - Row: 10	Notch: 16	Fixture Type: SIGNS	Fixture Description: RENO FS CITY BRONZER 2X12 UNLIT **
Shade Chart Re-Order Code:	SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000031028	SS Holder Re-Order Code:		
SIGNS Re-Order Code: PM0000029066	SIGNS Rolled Up Code: N/A	UPC Blade Code:	

Column: 14 - Row: 11			Notch: 10		Fixture Type: TRAYS		Fixture Description: FS CITY BRONZE 1.1 UT **		
Shade Chart Re-Order Code: PM0000028816					SS Graphic Re-Order Code: PM0000036948				
Graphic Re-Order Code: PM0000028818					SS Holder Re-Order Code: PM0000027619				
TRAYS Re-Order Code: PL2000000463					TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		
Loc ID	Fac	Acct Code	UPC		Description	Shade	UPC Blade Code	Shade #	Chip Codes
734	1	N/A	041554562958	FACE STUDIO CITY BRONZER		100		100	
735	1	N/A	041554562965	FACE STUDIO CITY BRONZER		200		200	
736	1	N/A	041554562972	FACE STUDIO CITY BRONZER		300		300	

Column: 14 - Row: 12 Notch: 1 Fixture Type: TRAYS				Fixture Description: FS MSTR CHROME+HOLO+STROBE 1.1 **			
Shade Chart Re-Order Code: PM0000028505,PM0000028506				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000028662				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000405				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000025405	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
737	1	N/A	041554542578	FACE STUDIO MASTER CHROME METAL...	Molten Rose Gold	050	
738	1	N/A	041554553918	FACE STUDIO MASTER CHROME METAL...	Molten Peach	150	
739	1	N/A	041554538281	FACE STUDIO MASTER CHROME METAL...	Molten Gold	100	
740	1	N/A	041554553925	FACE STUDIO MASTER CHROME METAL...	Molten Topaz	200	
741	1	N/A	041554547757	MASTER HOLOGRAPHIC	Master Holographic	50	
742	1	N/A	041554548006	MASTER HOLOGRAPHIC	Purple	100	
743	1	N/A	041554486155	FACE STUDIO MASTER STROBE	LIGHT - IRIDESCENT	100	
744	1	N/A	041554486162	FACE STUDIO MASTER STROBE	MEDIUM - NUDE GLOW	200	

Row: 01		Lower Notch: 29
Row: 02		Lower Notch: 22
Row: 03		Lower Notch: 17
Row: 04	709 710 711	Lower Notch: 8
Row: 05	712 713 714	Lower Notch: 1
Row: 06	715 716 717 718 719 720	Lower Notch: 34
Row: 07	721 722 723 724 725 726 727	Lower Notch: 26
Row: 08		Lower Notch: 25
Row: 09	728 729 730 731 732 733	Lower Notch: 21
Row: 10		Lower Notch: 16
Row: 11	734 735 736	Lower Notch: 10
Row: 12	737 738 739 740 741 742 743 744	Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021
MNYWAK1672ULH.psa

Column: 14 - Row: 01 Notch: 29 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027632 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 15 - Row: 02 Notch: 22 Fixture Type: SIGNS Fixture Description: RENO DRM BB CRMS (PRODUCT) 11X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037121 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029070 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 15 - Row: 03 Notch: 17 Fixture Type: SIGNS Fixture Description: RENO DRM BB CREAMS (PRODUCT) 2X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000036040 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029066 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 15 - Row: 04 Notch: 8 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 1.2 (FRESH) **
Shade Chart Re-Order Code: PM0000036175 SS Graphic Re-Order Code: PM0000037000
Graphic Re-Order Code: PM0000031250 SS Holder Re-Order Code: PM0000035923
TRAYS Re-Order Code: PL2000000454 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000009354

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
745	1	N/A	041554587043	DREAM FRESH BB CRM	LIGHT	100	
746	1	N/A	041554282634	DREAM FRESH BB CRM	Light Medium	110	
747	1	N/A	041554282641	DREAM FRESH BB CRM	Medium	120	
748	1	N/A	041554282658	DREAM FRESH BB CRM	Medium/Deep	130	
749	1	N/A	041554587050	DREAM FRESH BB CRM	DEEP	140	

Column: 15 - Row: 05 Notch: 1 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 2.2 (PURE) **
Shade Chart Re-Order Code: PM0000036176 SS Graphic Re-Order Code: PM0000037001
Graphic Re-Order Code: PM0000031250 SS Holder Re-Order Code: PM0000035923
TRAYS Re-Order Code: PL2000000454 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000009354

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
750	1	N/A	041554587067	DREAM PURE BB	LIGHT	100	
751	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
752	1	N/A	041554349573	DREAM PURE BB	Medium	120	
753	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
754	1	N/A	041554587074	DREAM PURE BB	DEEP	140	

Column: 15 - Row: 06 Notch: 35 Fixture Type: SIGNS Fixture Description: RENO DRM (NAV-SKINCARE+MAKEUP) 6X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037947 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029072 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 15 - Row: 07 Notch: 25 Fixture Type: TRAYS Fixture Description: DRM RADIANT FNDTN 1.2 **
Shade Chart Re-Order Code: PM0000038045 SS Graphic Re-Order Code: PM0000034477
Graphic Re-Order Code: PM0000034479 SS Holder Re-Order Code: PM0000034174
TRAYS Re-Order Code: PL2000000550 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
755	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	Fair Porcelain	02	
756	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
757	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
758	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
759	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
760	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	

Column: 15 - Row: 08 Notch: 17 Fixture Type: TRAYS Fixture Description: DRM RADIANT FNDTN 2.2 **
Shade Chart Re-Order Code: PM0000038046 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000034479 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000550 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
761	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
762	1	N/A	041554579130	DREAM RADIANT LIQUID FOUNDATION	Sandy Beige	60	
763	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	
764	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
765	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
766	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
767	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
768	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	Java	135	

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 22

Row: 03 Lower Notch: 17

Row: 04 Lower Notch: 8

Row: 05 Lower Notch: 1

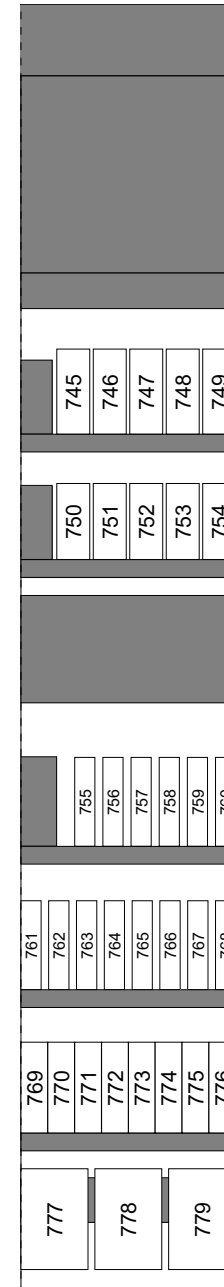
Row: 06 Lower Notch: 35

Row: 07 Lower Notch: 25

Row: 08 Lower Notch: 17

Row: 09 Lower Notch: 9

Row: 10 Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

Column: 15 - Row: 09		Notch: 9	Fixture Type: TRAYS	Fixture Description: DRM URBAN COVER 1.1 **			
Shade Chart Re-Order Code: PM0000038044				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000037944				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000478		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
769	1	N/A	041554571523	DREAM URBAN COVER FOUNDATION	Porcelain	110	
770	1	N/A	041554571530	DREAM URBAN COVER FOUNDATION	Natural Ivory	112	
771	1	N/A	041554571554	DREAM URBAN COVER FOUNDATION	Classic Ivory	120	
772	1	N/A	041554571561	DREAM URBAN COVER FOUNDATION	Warm Nude	128	
773	1	N/A	041554571592	DREAM URBAN COVER FOUNDATION	Natural Beige	220	
774	1	N/A	041554571615	DREAM URBAN COVER FOUNDATION	Sun Beige	310	
775	1	N/A	041554571639	DREAM URBAN COVER FOUNDATION	Toffee	330	
776	1	N/A	041554571660	DREAM URBAN COVER FOUNDATION	Truffle	362	

Column: 15 - Row: 10		Notch: 5	Fixture Type: HOOK BARS	Fixture Description: 3HK GENERIC URBAN HKBR UNLIT			
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984491		HOOK BARS Rolled Up Code: 041554984491		UPC Blade Code: 041554994452			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
777	1	N/A	041554566499	SHINE FREE OIL CONTROL LOOSE POW...Light		1	
778	1	N/A	041554566499	SHINE FREE OIL CONTROL LOOSE POW...Light		1	
779	1	N/A	041554566505	SHINE FREE OIL CONTROL LOOSE POW...Medium		2	

Row: 01		Lower Notch: 29
Row: 02		Lower Notch: 22
Row: 03		Lower Notch: 17
Row: 04	745 746 747 748 749	Lower Notch: 8
Row: 05	750 751 752 753 754	Lower Notch: 1
Row: 06		Lower Notch: 35
Row: 07	755 756 757 758 759 760	Lower Notch: 25
Row: 08	761 762 763 764 765 766 767 768	Lower Notch: 17
Row: 09	769 770 771 772 773 774 775 776	Lower Notch: 9
Row: 10	777 778 779	Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1672ULH.psa

Column: 14 - Row: 01 Notch: 29 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027632 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 16 - Row: 02 Notch: 22 Fixture Type: SIGNS Fixture Description: RENO IAR CNCLR (NAV+DEMO) 11X12 UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037873 SS Holder Re-Order Code:
SIGNS Re-Order Code: PM0000029070 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 16 - Row: 03 Notch: 15 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR (PRODUCT) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037846 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000153 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008952

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
780	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	
781	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
782	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
783	1	N/A	041554567496	IAR Eraser Concealer	Warm Light	115	
784	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
785	1	N/A	041554567502	IAR Eraser Concealer	Light Honey	121	

Column: 16 - Row: 04 Notch: 8 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR (PRODUCT) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037846 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000153 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008952

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
786	1	N/A	041554546798	IAR Eraser Concealer	Sand	122	
787	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
788	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	
789	1	N/A	041554546804	IAR Eraser Concealer	Golden	142	
790	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
791	1	N/A	041554567519	IAR Eraser Concealer	Warm Olive	145	

Column: 16 - Row: 05 Notch: 1 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR (PRODUCT) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000037846 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000153 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008952

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
792	1	N/A	041554546828	IAR Eraser Concealer	Tan	146	
793	1	N/A	041554567526	IAR Eraser Concealer	Mahogany	147	
794	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
795	1	N/A	041554567533	IAR Eraser Concealer	Deep Bronze	149	
796	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
797	1	N/A	041554267204	IAR Eraser Concealer	Brightener	60	

Column: 16 - Row: 06 Notch: 31 Fixture Type: TRAYS Fixture Description: IAR ERASER FNDTN 1.1 **
Shade Chart Re-Order Code: PM0000028509 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031080 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000385 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000008633

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
798	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	PM0000004171
799	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	PM0000004172
800	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	PM0000004173
801	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190	PM0000004174
802	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	PM0000004195
803	1	N/A	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220	PM0000004175
804	1	N/A	041554220124	IAR ERASER FOUNDATION	Pure Beige	250	PM0000004176
805	1	N/A	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	PM0000004179

Column: 16 - Row: 07 Notch: 23 Fixture Type: TRAYS Fixture Description: DRM MATTE MOUSSE 1.2 **
Shade Chart Re-Order Code: PM0000033814, PM0000033817 SS Graphic Re-Order Code: PM0000031248
Graphic Re-Order Code: PM0000031253 SS Holder Re-Order Code:
TRAYS Re-Order Code: PL2000000380, PL2000000460 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
806	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	PM0000015501
807	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	PM0000015495
808	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	PM0000015493
809	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	PM0000015497

Row: 01 Lower Notch: 29

Row: 02 Lower Notch: 22

Row: 03 Lower Notch: 15

Row: 04 Lower Notch: 8

Row: 05 Lower Notch: 1

Row: 06 Lower Notch: 31

Row: 07 Lower Notch: 23

Row: 08 Lower Notch: 16

Row: 09 Lower Notch: 12

Row: 10 Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
810	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40
811	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60

Column: 16 - Row: 08 Notch: 16 Fixture Type: TRAYS Fixture Description: DRM MATTE MOUSSE 2.2 **
 Shade Chart Re-Order Code: PM0000033818, PM0000033819 SS Graphic Re-Order Code: PM0000031249
 Graphic Re-Order Code: PM0000031253 SS Holder Re-Order Code:
 TRAYS: PL2000000381, PL2000000461 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
812	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	PM0000015502
813	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	PM0000015496
814	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	PM0000015499
815	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	PM0000015492
816	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	PM0000015498
817	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	PM0000015494

Column: 16 - Row: 09 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 3HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000036488
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984491 HOOK BARS Rolled Up Code: 041554984491 UPC Blade Code: 041554984452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
818	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	
819	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	

Column: 16 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK GENERIC URBAN HKBR UNLIT
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 HOOK BARS Re-Order Code: 041554984521 HOOK BARS Rolled Up Code: 041554984521 UPC Blade Code: 041554984452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
820	1	N/A	041554543872	COVER STICK (CORRECTOR)	Ivory	1	
821	1	N/A	041554543889	COVER STICK (CORRECTOR)	Light Beige	2	
822	1	N/A	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3	
823	1	N/A	041554543902	COVER STICK (CORRECTOR)	Deep Beige	4	
824	1	N/A	041554615982	COVER STICK (CORRECTOR)	Yellow Corrects Dark Circles	8	
825	1	N/A	041554616019	COVER STICK (CORRECTOR)	Green Corrects Redness	9	

Row: 01							Lower Notch: 29
Row: 02							Lower Notch: 22
Row: 03	780	781	782	783	784	785	Lower Notch: 15
Row: 04	786	787	788	789	790	791	Lower Notch: 8
Row: 05	792	793	794	795	796	797	Lower Notch: 1
Row: 06	798	799	800	801	802	803	Lower Notch: 31
Row: 07		806	807	808	809	810	Lower Notch: 23
Row: 08		812	813	814	815	816	Lower Notch: 16
Row: 09				818		819	Lower Notch: 12
Row: 10	820	821	822	823	824	825	Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1672ULH.psa

Column: 17 - Row: 01 Notch: 24 Fixture Type: HEADER Fixture Description: MNY LOGO HDR 2' FLAT FRONT UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000021064

SS Holder Re-Order Code:

HEADER Re-Order Code: PL2000000244

HEADER Rolled Up Code: N/A

UPC Blade Code:

Row: 01

Lower Notch: 24

NOTCH SCHEMATIC

WAKEFERN 16' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1672ULH.psa

Column: 17 - Row: 01 Notch: 24 Fixture Type: HEADER Fixture Description: MNY LOGO HDR 2' FLAT FRONT UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000021064

SS Holder Re-Order Code:

HEADER Re-Order Code: PL2000000244

HEADER Rolled Up Code: N/A

UPC Blade Code:

Row: 01

Lower Notch: 24

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

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SUPER STAY INK ORAL CRYSTAL BROOKLYN BLUSH

UPPER GLAZES WITH HYDRACRISTOL
FULLER LOOKING LIPS, LASTING HYDRATION.

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UPPER GLAZES WITH HYDRACRISTOL

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LONGWEAR MATTE LIP COLOR

SUPER STAY INK ORAL CRYSTAL
UPPER GLAZES WITH HYDRACRISTOL

LONGWEAR MATTE CRAYON

SPICED EDITION
UPPER GLAZES WITH HYDRACRISTOL

SUPER STAY INK ORAL CRYSTAL
UPPER GLAZES WITH HYDRACRISTOL

LONGWEAR MATTE CRAYON

PINK EDITION
UPPER GLAZES WITH HYDRACRISTOL

SUPER STAY INK ORAL CRYSTAL
UPPER GLAZES WITH HYDRACRISTOL

LONGWEAR MATTE CRAYON

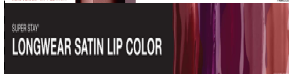
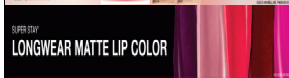
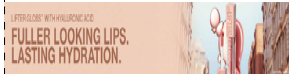
SUPER STAY
LONGWEAR SATIN LIP COLOR

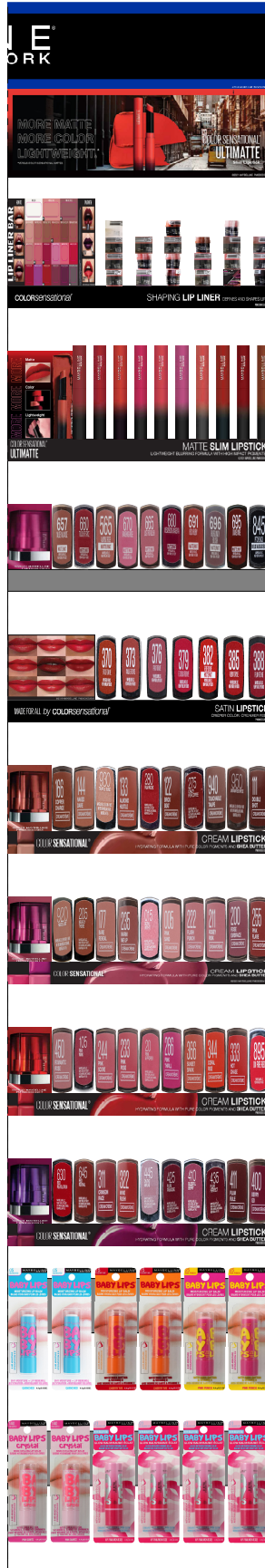
COFFEE EDITION
UPPER GLAZES WITH HYDRACRISTOL

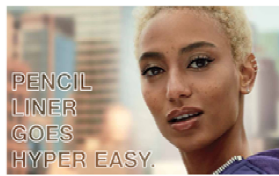
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UPPER GLAZES WITH HYDRACRISTOL

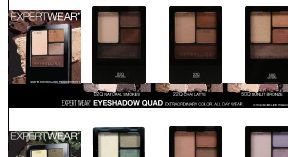
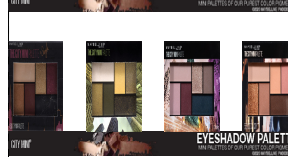
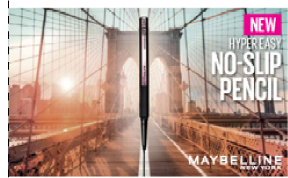
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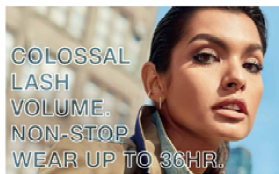
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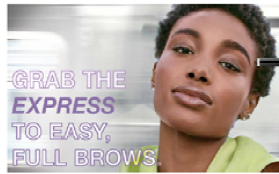
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FIT MATTE FOUNDATION



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FIT TINTED MOISTURIZER



FIT MATTE + PORELESS PRIMER/TINTED MOISTURIZER



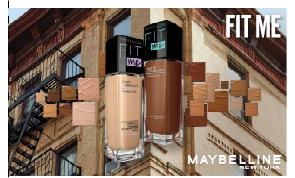
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FIT DEW FOUNDATION



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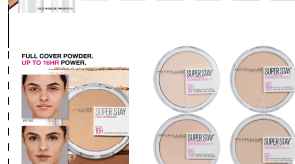
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SUPER STAY[®] LONGWEAR FOUNDATION



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SUPER STAY[®] LONGWEAR POWDER



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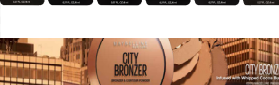
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