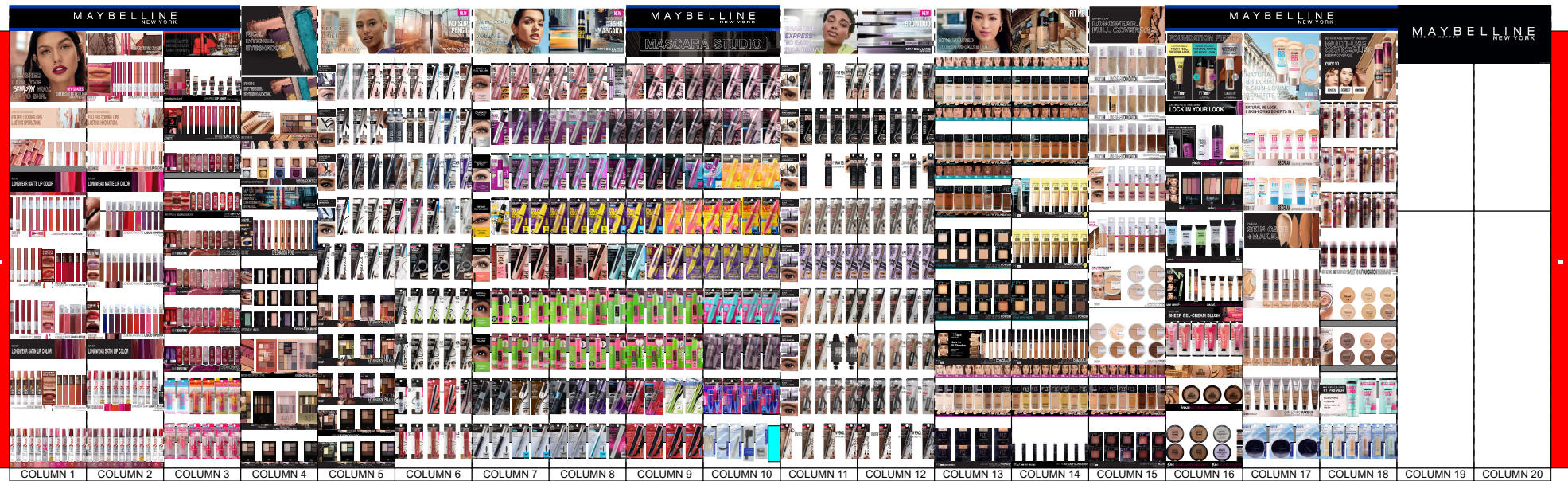




WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.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	041554565973	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 18' 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

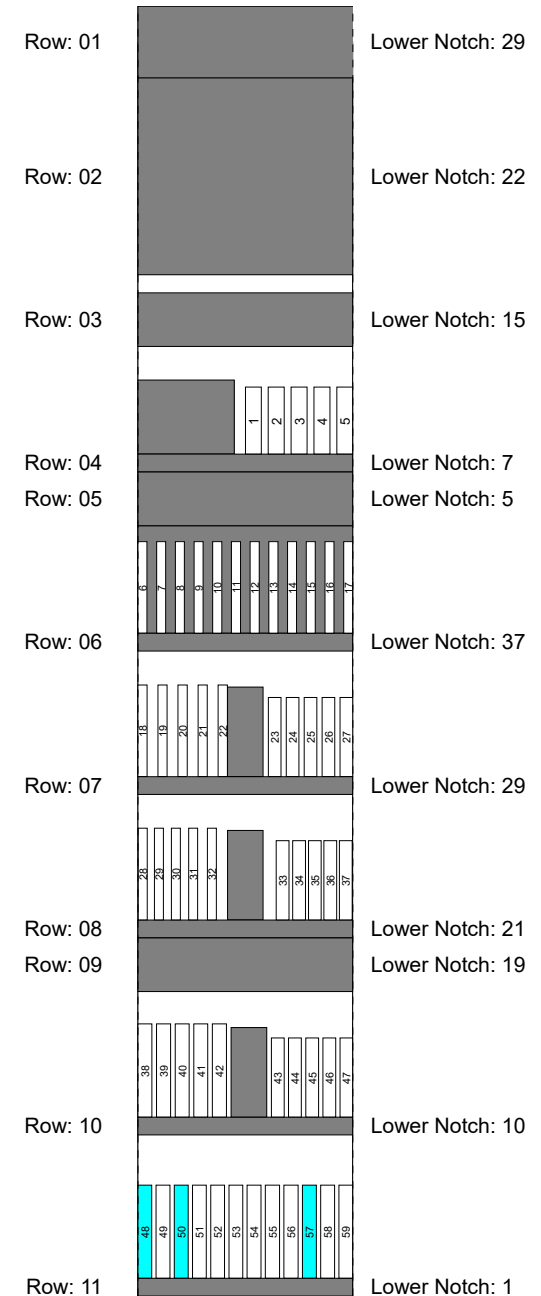
Column: 1 - Row: 09 Notch: 19 Fixture Type: SIGNS Fixture Description: RENO SS LIP (NAV-FRANCHISE SATINS) 3X24 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037409 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000027633 SIGNS Rolled Up Code: N/A UPC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



NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.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 18' 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

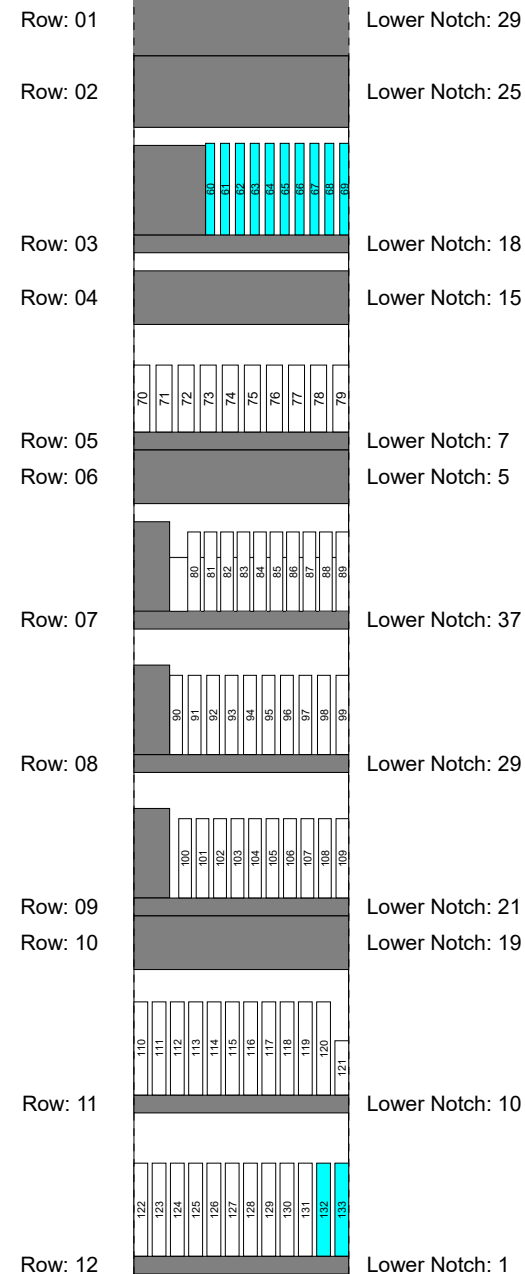
Column: 2 - Row: 12		Notch: 1	Fixture Type: TRAYS	Fixture Description: SS 24HR 3.3 **			
Shade Chart Re-Order Code: PM0000037939				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031083				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000386		TRAYS Rolled Up Code: N/A		UPC Blade Code: 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 18' 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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WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.psa

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

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028005

SS Holder Re-Order Code:

HEADER LIT Re-Order Code: PM0000027632

HEADER LIT Rolled Up Code: N/A

UPC Blade Code:

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

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

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000037491

SS Holder Re-Order Code:

SIGNS Re-Order Code: PM0000029067

SIGNS Rolled Up Code: N/A

UPC Blade Code:

Column: 3 - Row: 03 Notch: 18 Fixture Type: TRAYS

Fixture Description: CS LIP LINERS 1.1

Shade Chart Re-Order Code: PM0000026216

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028678

SS Holder Re-Order Code:

TRAYS Re-Order Code: PM0000019869

TRAYS Rolled Up Code: PM0000019869

UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
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: 18

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 18' 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: 18

Row: 04 Lower Notch: 12

Row: 05 Lower Notch: 6

Row: 06 Lower Notch: 40

Row: 07 Lower Notch: 34

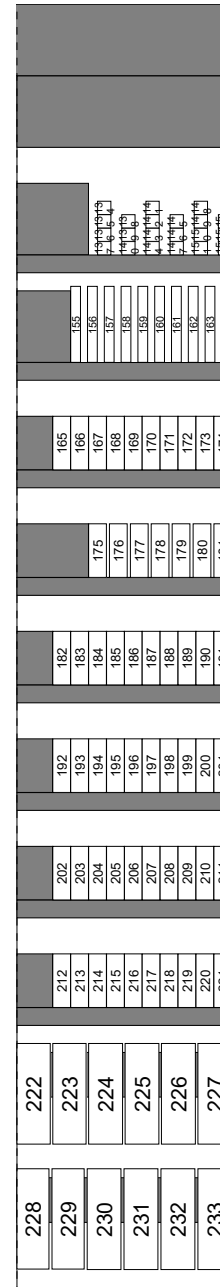
Row: 08 Lower Notch: 28

Row: 09 Lower Notch: 22

Row: 10 Lower Notch: 16

Row: 11 Lower Notch: 12

Row: 12 Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 18' 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: 18
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

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.psa

Column: 4 - Row: 01 Notch: 26 Fixture Type: HEADER LIT Fixture Description: RENO SHADOW (NAV+TEXTURE) 11X12 LIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000033781 SS Holder Re-Order Code:
 HEADER LIT Re-Order Code: PM0000029071 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 4 - Row: 02 Notch: 18 Fixture Type: SIGNS Fixture Description: RENO SHADOW (NAV+TEXTURE) 4X12 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000033876 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000029067 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 4 - Row: 03 Notch: 12 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: 5 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) 4X12 UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000036018 SS Holder Re-Order Code:
 SIGNS Re-Order Code: PM0000029067 SIGNS Rolled Up Code: N/A UPC Blade Code:

Column: 4 - Row: 06 Notch: 34 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: 22 Fixture Type: TRAYS Fixture Description: EW MONOS 1.1 (3TIER) **
 Shade Chart Re-Order Code: PM0000028842,PM0000028843,PM0000033871,PM0000033872 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: 26

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 5

Row: 05

Lower Notch: 1

Row: 06

Lower Notch: 34

Row: 07

Lower Notch: 22

Row: 08

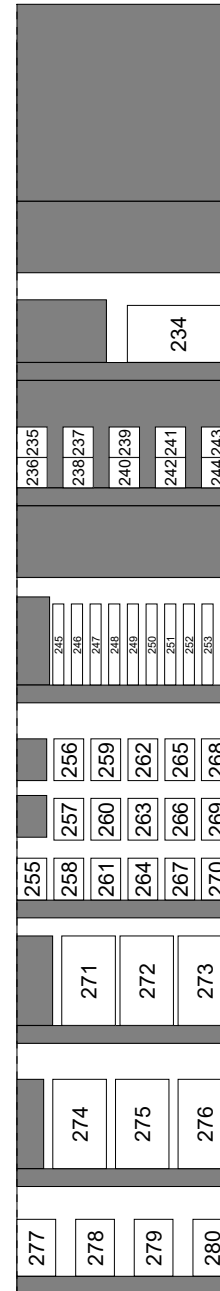
Lower Notch: 15

Row: 09

Lower Notch: 7

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 18' 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: 15 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: 26
Row: 02		Lower Notch: 18
Row: 03	234	Lower Notch: 12
Row: 04	236 235 238 237 240 239 242 241 244 243	Lower Notch: 5
Row: 05		Lower Notch: 1
Row: 06	245 246 247 248 249 250 251 252 253 254	Lower Notch: 34
Row: 07	255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270	Lower Notch: 22
Row: 08	271 272 273	Lower Notch: 15
Row: 09	274 275 276	Lower Notch: 7
Row: 10	277 278 279 280	Lower Notch: 1

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.psa

Column: 5 - 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

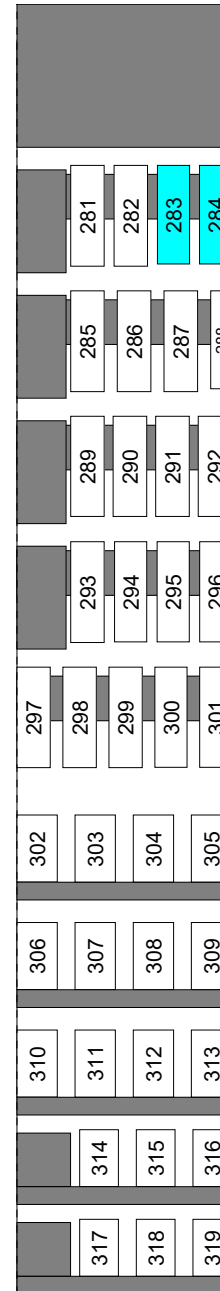
Lower Notch: 11

Row: 10

Lower Notch: 6

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 18' 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:

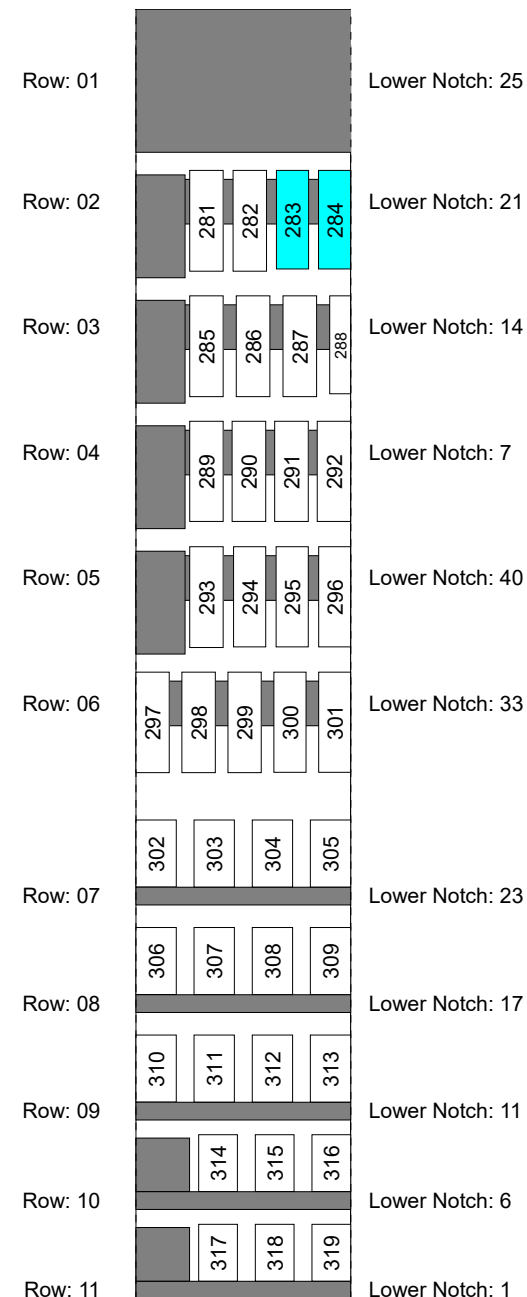
TRAYS Re-Order Code: PL2000000445 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000013507

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	



WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.psa

Column: 5 - 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: 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: 5HK 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: PL2000000145 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	041554563894	TATTOO STUDIO LINER	SPARKLING SILVER	961	
340	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
341	1	N/A	041554454361	Lasting Drama Eyelights Liner	TWINKLE BLACK	850	
342	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
343	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
344	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	

Column: 6 - Row: 07 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 5HK DEFINE-A-LINE HKBR UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000028358 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
345	1	N/A	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510	
346	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
347	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
348	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	

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

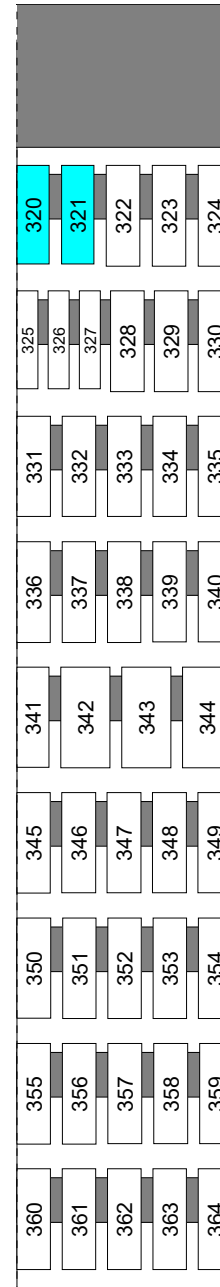
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
349	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3

Column: 6 - Row: 08 Notch: 19 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 #
350	1	N/A	041554294231	MASTER DUO LINER	Black Lacquer	500
351	1	N/A	041554572476	LINE EXPRESS	EBONY BLACK	01
352	1	N/A	041554572476	LINE EXPRESS	EBONY BLACK	01
353	1	N/A	041554572483	LINE EXPRESS	SOFT BLACK	02
354	1	N/A	041554572490	LINE EXPRESS	BROWNISH BLACK	03

Column: 6 - Row: 09 Notch: 12 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 #
355	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1
356	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2
357	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1
358	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1
359	1	N/A	041554494198	CURVITUDE LINER	BLACK	410

Column: 6 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 5HK 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: PL2000000145			HOOK BARS Rolled Up Code: N/A			UPC Blade Code: PM0000008588
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
360	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01
361	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02
362	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03
363	1	N/A	041554530339	EXPERT EYES TWIN BROW & EYE PENC...	Light Brown	04
364	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENC...	Blonde	7

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

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.psa

Column: 7 - 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
365	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
366	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
367	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	

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
368	1	N/A	041554590364	Falsies Lash Lift Ultra Black Intensifier	ULTRA BLACK	195	
369	1	N/A	041554578478	FALSIES SALON LIFT	BLACKEST BLACK	200	
370	1	N/A	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
371	1	N/A	041554584233	FALSIES LASH MASK	OVERNIGHT CONDITIONI...	190	
372	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
373	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	

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
374	1	N/A	041554065862	COLOSSAL 36HR LONGWEAR	VERY BLACK	212	
375	1	N/A	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
376	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
377	1	N/A	041554559309	TOTAL TEMPTATION WASHABLE	DEEP COCOA	606	
378	1	N/A	041554522556	FALSIES TEMPTATION	BLKST BLK	601	
379	1	N/A	041554522556	FALSIES TEMPTATION	BLKST BLK	601	

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
380	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
381	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
382	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
383	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
384	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
385	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	

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

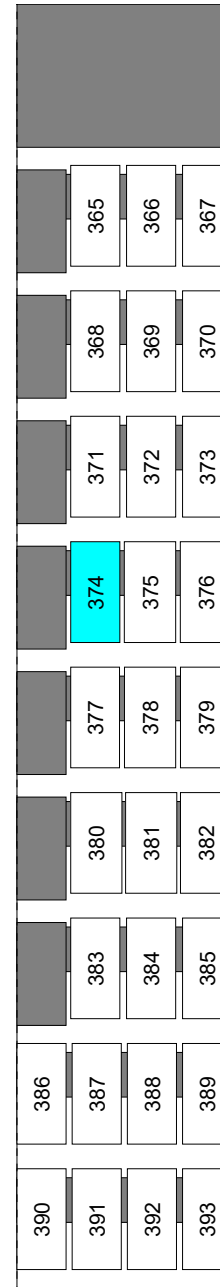
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 18' 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
386	1	N/A	041554539912	SNPSACARA	PITCH BLACK	300	
387	1	N/A	041554539912	SNPSACARA	PITCH BLACK	300	
388	1	N/A	041554539950	SNPSACARA	BOLD BROWN	305	
389	1	N/A	041554539950	SNPSACARA	BOLD BROWN	305	

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
390	1	N/A	041554699159	FULL 'N SOFT WASHABLE	Very Black	1	
391	1	N/A	041554699159	FULL 'N SOFT WASHABLE	Very Black	1	
392	1	N/A	041554605228	FULL 'N SOFT WATERPROOF	Very Black	1	
393	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

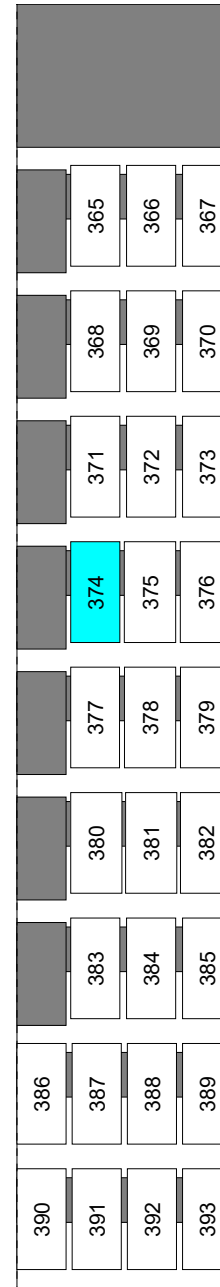
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.psa

Column: 7 - 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: 8 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
394	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	
395	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	VERY BLACK	802	
396	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	BROWNISH BLACK	803	
397	1	N/A	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SER...	250	

Column: 8 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
398	1	N/A	041554578485	FALSIES SALON LIFT	VERY BLACK	201	
399	1	N/A	041554578492	FALSIES SALON LIFT WTP	VERY BLACK (WTP)	202	
400	1	N/A	041554578508	FALSIES SALON LIFT WTP	BROWNISH BLACK (WTP)	203	
401	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	

Column: 8 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
402	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
403	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
404	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
405	1	N/A	041554217988	FALSIES MASCARA WP	Very Black	01	

Column: 8 - Row: 05 Notch: 40 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
406	1	N/A	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01	
407	1	N/A	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01	
408	1	N/A	041554056761	VOLUM' EXPRESS COLOSSAL	Glam Brown (Brn/Blk)	2	
409	1	N/A	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black	00	

Column: 8 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
410	1	N/A	041554522563	FALSIES TEMPTATION	VERY BLK	602	
411	1	N/A	041554522563	FALSIES TEMPTATION	VERY BLK	602	
412	1	N/A	041554522570	FALSIES TEMPTATION	BROWNISH BLK	603	
413	1	N/A	041554522679	FALSIES TEMPTATION WTP	VERY BLACK WTP	604	

Column: 8 - Row: 07 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
414	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
415	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
416	1	N/A	041554532982	GREAT LASH MASCARA	Dark Brown	3	
417	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	

Column: 8 - Row: 08 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Row: 01

Lower Notch: 25

Row: 02

Lower Notch: 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

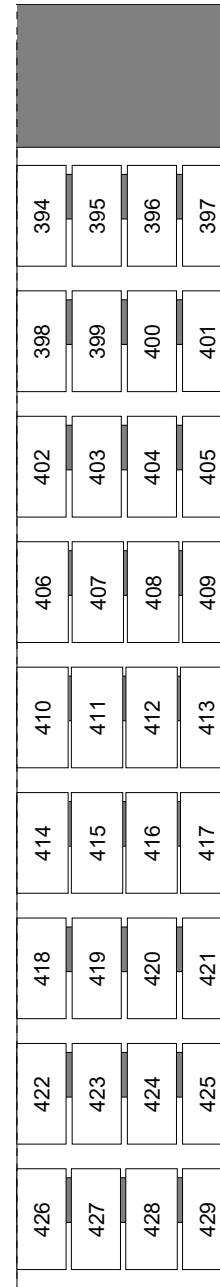
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
418	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02
419	1	N/A	041554672237	CURVED BRUSH GREAT LASH WASHAB...	Blackest Black	00
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

Column: 8 - 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 #
422	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340
423	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00
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

Column: 8 - 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 #
426	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1
427	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1
428	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1
429	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00

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

394	395	396	397
398	399	400	401
402	403	404	405
406	407	408	409
410	411	412	413
414	415	416	417
418	419	420	421
422	423	424	425
426	427	428	429

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.psa

Column: 9 - 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: 9 - 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
430	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
431	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
432	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
433	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	

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
434	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
435	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
436	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	
437	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	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
438	1	N/A	041554217988	FALSIES MASCARA WP	Very Black	01	
439	1	N/A	041554217995	FALSIES MASCARA WP	Brownish Black	02	
440	1	N/A	041554217995	FALSIES MASCARA WP	Brownish Black	02	
441	1	N/A	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	

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
442	1	N/A	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black	00	
443	1	N/A	041554197044	VOLUM' EXPRESS COLOSSAL WP	Classic Black	1	
444	1	N/A	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	
445	1	N/A	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	

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
446	1	N/A	041554524048	FALSIES TEMPTATION WTP	BROWNISH WTP	605	
447	1	N/A	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	
448	1	N/A	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	
449	1	N/A	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	

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
450	1	N/A	041554533064	GREAT LASH MASCARA	Royal Blue	104	
451	1	N/A	041554626964	GREAT LASH WATERPROOF	Very Black	1	
452	1	N/A	041554626964	GREAT LASH WATERPROOF	Very Black	1	
453	1	N/A	041554626988	GREAT LASH WATERPROOF	Brownish Black	3	

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 18' 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
454	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
455	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
456	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
457	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	

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
458	1	N/A	041554443462	PUSH UP DRAMA WSH	Blackest Black	00	
459	1	N/A	041554443493	PUSH UP DRAMA WTP	Very Black	01	
460	1	N/A	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	
461	1	N/A	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	

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
462	1	N/A	041554054156	LASH STILETTO	Very Black	1	
463	1	N/A	041554054156	LASH STILETTO	Very Black	1	
464	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	
465	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	

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 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.psa

Column: 9 - 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: 9 - 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: 10 - 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
466	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
467	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
468	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
469	1	N/A	041554420647	LASH SENSATIONAL WP	Very Black	01	

Column: 10 - 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
470	1	N/A	041554460261	LASH SENSATIONAL LUSCIOUS	Brownish Black WSH	02	
471	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS WATER...	Very Black WTP	01	
472	1	N/A	041554420654	LASH SENSATIONAL WP	Brownish Black	02	
473	1	N/A	041554420647	LASH SENSATIONAL WP	Very Black	01	

Column: 10 - 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
474	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	
475	1	N/A	041554288254	CAT EYES MASCARA	Glam Black	01	
476	1	N/A	041554288254	CAT EYES MASCARA	Glam Black	01	
477	1	N/A	041554288261	CAT EYES MASCARA WP	Glam Black	01	

Column: 10 - 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
478	1	N/A	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	
479	1	N/A	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	
480	1	N/A	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01	
481	1	N/A	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01	

Column: 10 - 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
482	1	N/A	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	
483	1	N/A	041554493733	COLOSSAL BIG SHOT	BROWNISH BLACK WSH	225	
484	1	N/A	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	
485	1	N/A	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	

Column: 10 - 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
486	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
487	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
488	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
489	1	N/A	041554281484	MEGA PLUSH MASCARA WP	Very Black	01	

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

466	467	468	469
470	471	472	473
474	475	476	477
478	479	480	481
482	483	484	485
486	487	488	489
490	491	492	493
494	495	496	497
498	499	500	501
		502	

NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

Column: 10 - 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
490	1	N/A	041554496185	LASH SENSATIONAL CURVITUDE	Blkst Black WSH	710	
491	1	N/A	041554496185	LASH SENSATIONAL CURVITUDE	Blkst Black WSH	710	
492	1	N/A	041554496260	LASH SENSATIONAL CURVITUDE WTP	Very Black WTP	740	
493	1	N/A	041554496260	LASH SENSATIONAL CURVITUDE WTP	Very Black WTP	740	

Column: 10 - 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
494	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
495	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
496	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
497	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	

Column: 10 - Row: 11 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK GENERIC URBAN HKBR UNLIT

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

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

HOOK BARS Re-Order Code: 041554984521 HOOK BARS Rolled Up Code: 041554984521 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
498	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELAS...		
499	1	N/A	041554535457	EYELASH CURLER REFILLS			
500	1	N/A	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER		
501	1	N/A	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH '...		
502	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL S...		

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

466	467	468	469
470	471	472	473
474	475	476	477
478	479	480	481
482	483	484	485
486	487	488	489
490	491	492	493
494	495	496	497
498	499	500	501
502			

NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.psa

Column: 11 - Row: 01 Notch: 25 Fixture Type: HEADER LIT Fixture Description: RENO EXPRESS BRW HDR (BTY+PRODUCT) 8X24 LIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000038268 SS Holder Re-Order Code:
HEADER LIT Re-Order Code: PM0000027628 HEADER LIT Rolled Up Code: N/A UPC Blade Code:

Column: 11 - Row: 02 Notch: 21 Fixture Type: HOOK BARS Fixture Description: 4HK TS BRW TINT PEN (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037328
Graphic Re-Order Code: PM0000028370 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000146 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
503	1	N/A	04155454012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
504	1	N/A	04155454012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
505	1	N/A	04155454029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	

Column: 11 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 5HK TS BRW POMADE (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037328
Graphic Re-Order Code: PM0000029017 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
506	1	N/A	041554559736	TattooStudio Brow Pomade	Blonde	372	
507	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
508	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
509	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	

Column: 11 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 4HK TS BRW GEL (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037328
Graphic Re-Order Code: PM0000028368 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
510	1	N/A	041554544923	TATTOO STUDIO BROW GEL	BLONDE	250	
511	1	N/A	041554544923	TATTOO STUDIO BROW GEL	BLONDE	250	
512	1	N/A	041554544930	TATTOO STUDIO BROW GEL	SOFT BROWN	255	

Column: 11 - 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: PM0000037883
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
513	1	N/A	041554584011	BROW EXTENSIONS POMADE CRAYON	LIGHT BLONDE	248	
514	1	N/A	041554584028	BROW EXTENSIONS POMADE CRAYON	BLONDE	250	
515	1	N/A	041554584035	BROW EXTENSIONS POMADE CRAYON	SOFT BROWN	255	
516	1	N/A	041554584035	BROW EXTENSIONS POMADE CRAYON	SOFT BROWN	255	

Column: 11 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 5HK EXPRESS BRW (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037883
Graphic Re-Order Code: PM0000038182 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
517	1	N/A	041554064292	Express Brow Duo	Light Blonde	248	
518	1	N/A	041554064308	Express Brow Duo	Blonde	250	
519	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
520	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	

Column: 11 - 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: PM0000037883
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
521	1	N/A	041554572285	BROW ULTRA SLIM	LIGHT BLONDE	248	
522	1	N/A	041554572292	BROW ULTRA SLIM	BLONDE	250	
523	1	N/A	041554572292	BROW ULTRA SLIM	BLONDE	250	
524	1	N/A	041554572308	BROW ULTRA SLIM	SOFT BROWN	255	

Column: 11 - Row: 08 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 5HK BRW ULTRA SLIM (DEMO) HKBR UNLIT **
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000037883
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
525	1	N/A	041554572346	BROW ULTRA SLIM	BLACK BROWN	262	

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

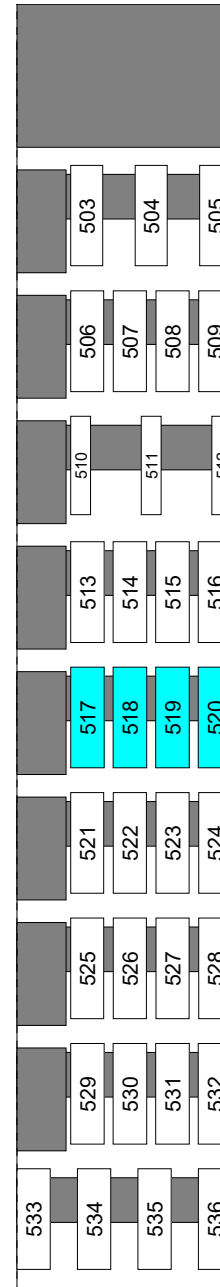
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
526	1	N/A	041554572346	BROW ULTRA SLIM	BLACK BROWN	262
527	1	N/A	041554581393	BROW ULTRA SLIM	BLACK	264
528	1	N/A	041554581393	BROW ULTRA SLIM	BLACK	264

Column: 11 - 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: PM0000037883		SS Holder 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
529	1	N/A	041554578713	BROW FAST SCULPT	WARM BROWN	256	
530	1	N/A	041554578713	BROW FAST SCULPT	WARM BROWN	256	
531	1	N/A	041554578720	BROW FAST SCULPT	MEDIUM BROWN	257	
532	1	N/A	041554578720	BROW FAST SCULPT	MEDIUM BROWN	257	

Column: 11 - Row: 10		Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 4HK ES BRW PREC (DEMO) HKBR UNLIT **	
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000028355		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
533	1	N/A	041554429657	BROW PRECISE	Blonde	250	
534	1	N/A	041554429640	BROW PRECISE	Soft Brown	255	
535	1	N/A	041554429640	BROW PRECISE	Soft Brown	255	
536	1	N/A	041554429633	BROW PRECISE	Deep Brown	260	

Row: 01							Lower Notch: 25
Row: 02		503		504		505	Lower Notch: 21
Row: 03		506		507		508	Lower Notch: 14
Row: 04		510		511		512	Lower Notch: 7
Row: 05		513		514		515	Lower Notch: 40
Row: 06		517		518		519	Lower Notch: 33
Row: 07		521		522		523	Lower Notch: 26
Row: 08		525		526		527	Lower Notch: 19
Row: 09		529		530		531	Lower Notch: 12
Row: 10	533	534		535		536	Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.psa

Column: 11 - 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: 12 - 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
537	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
538	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
539	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
540	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	Deep Brown	365	
541	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	Deep Brown	365	

Column: 12 - Row: 03 Notch: 14 Fixture Type: HOOK BARS Fixture Description: 5HK 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: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
542	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
543	1	N/A	041554559767	TattooStudio Brow Pomade	Ash Brown	378	
544	1	N/A	041554559774	TattooStudio Brow Pomade	Deep Brown	380	
545	1	N/A	041554559774	TattooStudio Brow Pomade	Deep Brown	380	
546	1	N/A	041554563733	TattooStudio Brow Pomade	Black Brown	382	

Column: 12 - Row: 04 Notch: 7 Fixture Type: HOOK BARS Fixture Description: 5HK 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: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
547	1	N/A	041554544930	TATTOO STUDIO BROW GEL	SOFT BROWN	255	
548	1	N/A	041554545005	TATTOO STUDIO BROW GEL	MEDIUM BROWN	257	
549	1	N/A	041554545005	TATTOO STUDIO BROW GEL	MEDIUM BROWN	257	
550	1	N/A	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	
551	1	N/A	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	

Column: 12 - 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
552	1	N/A	041554584042	BROW EXTENSIONS POMADE CRAYON	MEDIUM BROWN	257	
553	1	N/A	041554584042	BROW EXTENSIONS POMADE CRAYON	MEDIUM BROWN	257	
554	1	N/A	041554584059	BROW EXTENSIONS POMADE CRAYON	DEEP BROWN	260	
555	1	N/A	041554584059	BROW EXTENSIONS POMADE CRAYON	DEEP BROWN	260	
556	1	N/A	041554584066	BROW EXTENSIONS POMADE CRAYON	BLACK BROWN	262	

Column: 12 - Row: 06 Notch: 33 Fixture Type: HOOK BARS Fixture Description: 5HK 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: PL2000000145 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
557	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
558	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
559	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
560	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
561	1	N/A	041554064346	Express Brow Duo	Black Brown	262	

Column: 12 - 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
562	1	N/A	041554572308	BROW ULTRA SLIM	SOFT BROWN	255	
563	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257	
564	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257	
565	1	N/A	041554572339	BROW ULTRA SLIM	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

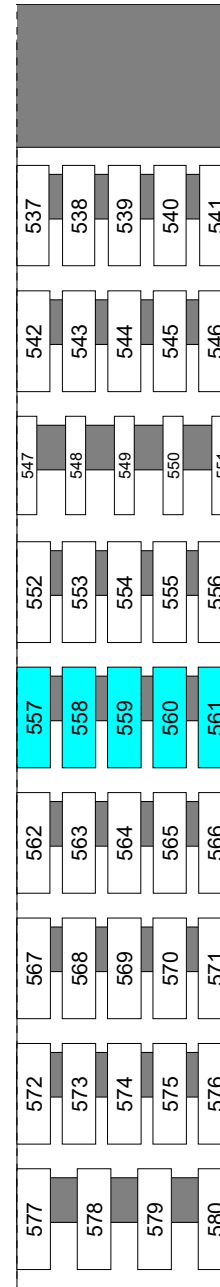
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
566	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260

Column: 12 - 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 #
567	1	N/A	041554578683	BROW FAST SCULPT	LIGHT BLONDE	248
568	1	N/A	041554578690	BROW FAST SCULPT	BLONDE	250
569	1	N/A	041554578690	BROW FAST SCULPT	BLONDE	250
570	1	N/A	041554578706	BROW FAST SCULPT	SOFT BROWN	255
571	1	N/A	041554578706	BROW FAST SCULPT	SOFT BROWN	255

Column: 12 - 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 #
572	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260
573	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260
574	1	N/A	041554578744	BROW FAST SCULPT	BLACK BROWN	262
575	1	N/A	041554578751	BROW FAST SCULPT	CLEAR	264
576	1	N/A	041554578751	BROW FAST SCULPT	CLEAR	264

Column: 12 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK ES BRW DEF+FILL (DEMO) HKBR UNLIT **						
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000028357			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 #
577	1	N/A	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255
578	1	N/A	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255
579	1	N/A	041554442205	BROW DEFINE + FILL DUO	Deep Brown	260
580	1	N/A	041554442205	BROW DEFINE + FILL DUO	Deep Brown	260

Row: 01						Lower Notch: 25
Row: 02	537	538	539	540	541	Lower Notch: 21
Row: 03	542	543	544	545	546	Lower Notch: 14
Row: 04	547	548	549	550	551	Lower Notch: 7
Row: 05	552	553	554	555	556	Lower Notch: 40
Row: 06	557	558	559	560	561	Lower Notch: 33
Row: 07	562	563	564	565	566	Lower Notch: 26
Row: 08	567	568	569	570	571	Lower Notch: 19
Row: 09	572	573	574	575	576	Lower Notch: 12
Row: 10	577	578	579	580		Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021							
607	1	N/A	041554433753	FitMe MATTE+PORELESS PDR	Porcelain	110	
608	1	N/A	041554553420	FitMe MATTE+PORELESS PDR	Natural Ivory	112	
609	1	N/A	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
610	1	N/A	041554553437	FitMe MATTE+PORELESS PDR	Creamy Beige	122	
611	1	N/A	041554553444	FitMe MATTE+PORELESS PDR	Warm Nude	128	
612	1	N/A	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	

Column: 13 - 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
613	1	N/A	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	
614	1	N/A	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	
615	1	N/A	041554433821	FitMe MATTE+PORELESS PDR	Natural Buff	230	
616	1	N/A	041554488340	FitMe MATTE+PORELESS PDR	Pure Beige	235	
617	1	N/A	041554553499	FitMe MATTE+PORELESS PDR	Classic Beige	245	
618	1	N/A	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310	
619	1	N/A	041554553505	FitMe MATTE+PORELESS PDR	Golden	312	
620	1	N/A	041554488357	FitMe MATTE+PORELESS PDR	Natural Tan	320	

Column: 13 - Row: 10 Notch: 17 Fixture Type: TRAYS				Fixture Description: FM CNCLR 1.2 **			
Shade Chart Re-Order Code: PM0000034449				SS Graphic Re-Order Code: PM0000035826			
Graphic Re-Order Code: PM0000033869				SS Holder Re-Order Code: PM0000034175			
TRAYS Re-Order Code: PL2000000410				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
621	1	N/A	041554580631	FitMe CONCEALER	COOL IVORY	01	
622	1	N/A	041554550450	FitMe CONCEALER	IVORY	05	
623	1	N/A	041554247701	FitMe CONCEALER	Fair	10	
624	1	N/A	041554580648	FitMe CONCEALER	VANILLA	11	

Column: 13 - 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: 13 - 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
625	1	N/A	041554553307	FitMe DEW+SMTH FNDTN	Fair Porcelain	102	
626	1	N/A	041554553314	FitMe DEW+SMTH FNDTN	Fair Ivory	105	
627	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	
628	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115	
629	1	N/A	041554553321	FitMe DEW+SMTH FNDTN	Light Beige	118	
630	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Clsc Ivry	120	
631	1	N/A	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125	
632	1	N/A	041554553345	FitMe DEW+SMTH FNDTN	Warm Nude	128	

Column: 13 - 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
633	1	N/A	041554501995	FIT ME LOOSE POWDER	FAIR	05	
634	1	N/A	041554502046	FIT ME LOOSE POWDER	MEDIUM	25	
635	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
636	1	N/A	041554503036	FIT ME LOOSE POWDER	MEDIUM DEEP	30	
637	1	N/A	041554502022	FIT ME LOOSE POWDER	LIGHT	15	
638	1	N/A	041554503043	FIT ME LOOSE POWDER	DEEP	35	
639	1	N/A	041554502039	FIT ME LOOSE POWDER	LIGHT MEDIUM	20	
640	1	N/A	041554503050	FIT ME LOOSE POWDER	DARK	40	

Row: 01

Lower Notch: 25

581	
582	
583	
584	
585	
586	
587	
588	

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 16

589
590
591
592
593
594
595
596

Row: 05

Lower Notch: 8

Row: 06

Lower Notch: 7

597
598
599
600
601
602
603
604

Row: 07

Lower Notch: 40

06	605
08	607
10	609
12	611

Row: 08

Lower Notch: 32

614	613
616	615
618	617
620	619

Row: 09

Lower Notch: 24

	621
	622
	623

Row: 10

Lower Notch: 17

Row: 11

Lower Notch: 16

625
626
627
628
629
630
631
632

Row: 12

Lower Notch: 9

634	633
636	635
638	637
640	639

Row: 13

Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.psa

Column: 13 - 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: 14 - 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: 14 - 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
641	1	N/A	041554538694	FitMe MATTE+PORELESS FNDTN	SOFT SAND	124	
642	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
643	1	N/A	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
644	1	N/A	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	
645	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
646	1	N/A	041554466461	FitMe MATTE+PORELESS FNDTN	TRUE BEIGE	222	
647	1	N/A	041554438178	FitMe MATTE+PORELESS FNDTN	Soft Tan	228	
648	1	N/A	041554433487	FitMe MATTE+PORELESS FNDTN	Ntrl Buff	230	

Column: 14 - 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: 14 - 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
649	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	
650	1	N/A	041554466485	FitMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332	
651	1	N/A	041554539639	FitMe MATTE+PORELESS FNDTN	WARM SUN (WMT,ULTA)	334	
652	1	N/A	041554466492	FitMe MATTE+PORELESS FNDTN	CLASSIC TAN	335	
653	1	N/A	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
654	1	N/A	041554466515	FitMe MATTE+PORELESS FNDTN	CAPUCCINO	340	
655	1	N/A	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
656	1	N/A	041554539677	FitMe MATTE+PORELESS FNDTN	WARM COCONUT (WMT,...)	356	

Column: 14 - 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
657	1	N/A	041554584431	Fit Me Primers	Mattifying	00	
658	1	N/A	041554062892	Fit Me Tinted Moisturizer	103	103	
659	1	N/A	041554062908	Fit Me Tinted Moisturizer	115	115	
660	1	N/A	041554062915	Fit Me Tinted Moisturizer	118	118	
661	1	N/A	041554062922	Fit Me Tinted Moisturizer	120	120	
662	1	N/A	041554062939	Fit Me Tinted Moisturizer	220	220	
663	1	N/A	041554062946	Fit Me Tinted Moisturizer	310	310	

Column: 14 - 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
664	1	N/A	041554069853	Fit Me Tinted Moisturizer	322	322	
665	1	N/A	041554062953	Fit Me Tinted Moisturizer	330	330	
666	1	N/A	041554069860	Fit Me Tinted Moisturizer	335	335	
667	1	N/A	041554062960	Fit Me Tinted Moisturizer	355	355	
668	1	N/A	041554062977	Fit Me Tinted Moisturizer	360	360	
669	1	N/A	041554069877	Fit Me Tinted Moisturizer	368	368	
670	1	N/A	041554062984	Fit Me Tinted Moisturizer	370	370	
671	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: 1

NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

Column: 14 - Row: 08 Notch: 24 Fixture Type: TRAYS				Fixture Description: FM M&P PDR 3.3 **			
Shade Chart Re-Order Code: PM0000028837,PM0000028838				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031079				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000440				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006928	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
672	1	N/A	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	
673	1	N/A	041554553451	FitMe MATTE+PORELESS PDR	Golden Caramel	332	
674	1	N/A	041554553512	FitMe MATTE+PORELESS PDR	Warm Sun	334	
675	1	N/A	041554553468	FitMe MATTE+PORELESS PDR	Coconut	355	
676	1	N/A	041554488364	FitMe MATTE+PORELESS PDR	Mocha	360	
677	1	N/A	041554553475	FitMe MATTE+PORELESS PDR	Truffle	362	
678	1	N/A	041554553529	FitMe MATTE+PORELESS PDR	Nutmeg	365	
679	1	N/A	041554553482	FitMe MATTE+PORELESS PDR	Java	375	

Column: 14 - Row: 09 Notch: 17 Fixture Type: TRAYS				Fixture Description: FM CNCLR 2.2 **			
Shade Chart Re-Order Code: PM0000034450				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000033869				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000410				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
680	1	N/A	041554247718	FitMe CONCEALER	Light	15	
681	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
682	1	N/A	041554580679	FitMe CONCEALER	WHEAT	22	
683	1	N/A	041554247725	FitMe CONCEALER	Med	25	
684	1	N/A	041554550467	FitMe CONCEALER	HONEY	30	
685	1	N/A	041554247749	FitMe CONCEALER	Deep	35	
686	1	N/A	041554550474	FitMe CONCEALER	CARAMEL	40	
687	1	N/A	041554550481	FitMe CONCEALER	TAN	45	
688	1	N/A	041554247756	FitMe CONCEALER	Cafe	50	
689	1	N/A	041554550498	FitMe CONCEALER	HAZELNUT	55	
690	1	N/A	041554581492	FitMe CONCEALER	WALNUT	57	
691	1	N/A	041554550504	FitMe CONCEALER	COCOA	60	
692	1	N/A	041554581508	FitMe CONCEALER	COFFEE	65	
693	1	N/A	041554581515	FitMe CONCEALER	DARK COFFEE	70	

Column: 14 - Row: 10			Notch: 16	Fixture Type: SIGNS	Fixture Description: RENO FM D&S 2.3 (FACES-TRAY 2.3) 2X12 UNLIT **		
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000029007				SS Holder Re-Order Code:			
SIGNS Re-Order Code: PM0000029066				SIGNS Rolled Up Code: N/A		UPC Blade Code:	

Column: 14 - Row: 11 Notch: 9 Fixture Type: TRAYS				Fixture Description: FM D&S FNDTN 2.3 **			
Shade Chart Re-Order Code: PM0000033867				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000439				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000014575	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
694	1	N/A	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130	
695	1	N/A	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge	210	
696	1	N/A	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220	
697	1	N/A	041554238723	FitMe DEW+SMTH FNDTN	Med Buff	225	
698	1	N/A	041554553352	FitMe DEW+SMTH FNDTN	Soft Tan	228	
699	1	N/A	041554238730	FitMe DEW+SMTH FNDTN	Nat Buff	230	
700	1	N/A	041554238747	FitMe DEW+SMTH FNDTN	Pure Bge	235	
701	1	N/A	041554339697	FitMe DEW+SMTH FNDTN	Gldn Bge	240	

Column: 14 - Row: 12 Notch: 1 Fixture Type: TRAYS				Fixture Description: FM STICK 1.1 **			
Shade Chart Re-Order Code: PM0000028487				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000028654				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000383				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006928	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
702	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	PM0000010714
703	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	PM0000010715
704	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	PM0000010716
705	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	PM0000010717
706	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	PM0000010718
707	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	PM0000010720
708	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	PM0000010723
709	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	PM0000010725

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: 1

641	642	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		674		676		678	
673		675		677		679	
680	681	682	683	684	685	686	687
688	689	690	691	692	693	694	695
696	697	698	699	700	701		
702	703	704	705	706	707	708	709

NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.psa

Column: 15 - Row: 01	Notch: 28	Fixture Type: HEADER LIT	Fixture Description: RENO SS FACE (NAV) 6X12 LIT **
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000037151		SS Holder Re-Order Code:	
HEADER LIT Re-Order Code: PM0000029073	HEADER LIT Rolled Up Code: N/A	UPC Blade Code:	

Column: 15 - Row: 02	Notch: 21	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
710	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Porcelain	102	
711	1	N/A	041554559392	SUPERSTAY FULL COVERAGE FOUNDA...	Fair Ivory	105	
712	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDA...	Porcelain	110	
713	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Ivory	112	
714	1	N/A	041554559408	SUPERSTAY FULL COVERAGE FOUNDA...	Ivory	115	
715	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDA...	Light Beige	118	
716	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDA...	Classic Ivory	120	
717	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDA...	Nude Beige	125	

Column: 15 - Row: 03	Notch: 15	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
718	1	N/A	041554565614	SUPERSTAY FULL COVERAGE FOUNDA...	Sand Beige	127	
719	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDA...	Warm Nude	128	
720	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDA...	Medium Beige	129	
721	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDA...	Buff Beige	130	
722	1	N/A	041554565621	SUPERSTAY FULL COVERAGE FOUNDA...	Light Tan	140	
723	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Beige	220	
724	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDA...	Sun Beige	310	
725	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDA...	Golden	312	

Column: 15 - Row: 04	Notch: 9	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
726	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDA...	Honey	320	
727	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDA...	Toffee	330	
728	1	N/A	041554559422	SUPERSTAY FULL COVERAGE FOUNDA...	Golden Caramel	332	
729	1	N/A	041554559439	SUPERSTAY FULL COVERAGE FOUNDA...	Cappuccino	340	
730	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDA...	Coconut	355	
731	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDA...	Mocha	360	
732	1	N/A	041554559446	SUPERSTAY FULL COVERAGE FOUNDA...	Deep Bronze	370	
733	1	N/A	041554559453	SUPERSTAY FULL COVERAGE FOUNDA...	Java	375	

Column: 15 - Row: 05	Notch: 5	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
734	1	N/A	041554574586	SUPER STAY CONCEALER	Ivory	05	
735	1	N/A	041554574593	SUPER STAY CONCEALER	Fair	10	
736	1	N/A	041554574609	SUPER STAY CONCEALER	Light	15	
737	1	N/A	041554574616	SUPER STAY CONCEALER	Light/Medium	18	
738	1	N/A	041554574623	SUPER STAY CONCEALER	Sand	20	
739	1	N/A	041554574630	SUPER STAY CONCEALER	Medium	25	

Column: 15 - Row: 06	Notch: 37	Fixture Type: HOOK BARS	Fixture Description: 7HK SS UNDEREYE CNCLR HKBR UNLIT **
Shade Chart Re-Order Code:		SS Graphic Re-Order Code: PM0000034575	
Graphic Re-Order Code: PM0000031541		SS Holder Re-Order Code:	
HOOK BARS Re-Order Code: PL2000000488	HOOK BARS Rolled Up Code: N/A	UPC Blade Code: PM0000008952	

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
740	1	N/A	041554574647	SUPER STAY CONCEALER	Honey	30	
741	1	N/A	041554574654	SUPER STAY CONCEALER	Caramel	40	
742	1	N/A	041554574661	SUPER STAY CONCEALER	Tan	45	
743	1	N/A	041554574678	SUPER STAY CONCEALER	Warm Olive	52	
744	1	N/A	041554574685	SUPER STAY CONCEALER	Deep Bronze	65	

Row: 01

Lower Notch: 28

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 15

Row: 04

Lower Notch: 9

Row: 05

Lower Notch: 5

Row: 06

Lower Notch: 37

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 17

Row: 09

Lower Notch: 16

Row: 10

Lower Notch: 9

Row: 11

Lower Notch: 1

710	711	712	713	714	715	716	717
718	719	720	721	722	723	724	725
726	727	728	729	730	731	732	733
734	735	736	737	738	739		
740	741	742	743	744	745		
		746				748	
		747				749	
750	751	752	753	754	755	756	
758	759	760	761	762	763	764	765
767	768	769	770	771	772	773	774

NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
745	1	N/A	041554574692	SUPER STAY CONCEALER	Deep Cocoa	70

Column: 15 - Row: 07 Notch: 26 Fixture Type: TRAYS				Fixture Description: SS FC PDR 1.2 **			
Shade Chart Re-Order Code: PM0000028405,PM0000028406				SS Graphic Re-Order Code: PM0000028805			
Graphic Re-Order Code: PM0000033864				SS Holder Re-Order Code: PM0000027618			
TRAYS Re-Order Code: PL2000000436				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
746	1	N/A	041554562804	SUPERSTAY FULL COVERAGE POWDER	Fair Porcelain	102	
747	1	N/A	041554562828	SUPERSTAY FULL COVERAGE POWDER	Natural Ivory	112	
748	1	N/A	041554562811	SUPERSTAY FULL COVERAGE POWDER	Porcelain	110	
749	1	N/A	041554562835	SUPERSTAY FULL COVERAGE POWDER	Classic Ivory	120	

Column: 15 - Row: 08 Notch: 17 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
750	1	N/A	041554562859	SUPERSTAY FULL COVERAGE POWDER	Buff Beige	130	
751	1	N/A	041554562880	SUPERSTAY FULL COVERAGE POWDER	Golden Caramel	332	
752	1	N/A	041554562866	SUPERSTAY FULL COVERAGE POWDER	Natural Beige	220	
753	1	N/A	041554562903	SUPERSTAY FULL COVERAGE POWDER	Coconut	355	
754	1	N/A	041554562873	SUPERSTAY FULL COVERAGE POWDER	Golden	312	
755	1	N/A	041554563399	SUPERSTAY FULL COVERAGE POWDER	Truffle	362	
756	1	N/A	041554563368	SUPERSTAY FULL COVERAGE POWDER	Honey	320	
757	1	N/A	041554563375	SUPERSTAY FULL COVERAGE POWDER	Java	375	

Column: 15 - Row: 09			Notch: 16	Fixture Type: SIGNS	Fixture Description: RENO FM D&S 3.3 (FACES-TRAY 3.3) 2X12 UNLIT **		
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000029008				SS Holder Re-Order Code:			
SIGNS Re-Order Code: PM0000029066				SIGNS Rolled Up Code: N/A		UPC Blade Code:	

Column: 15 - Row: 10 Notch: 9 Fixture Type: TRAYS				Fixture Description: FM D&S FNDTN 3.3 **			
Shade Chart Re-Order Code: PM0000033868				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000439				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000014575	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
758	1	N/A	041554553383	FitMe DEW+SMTH FNDTN	Classic Beige	245	
759	1	N/A	041554238761	FitMe DEW+SMTH FNDTN	Sun Bge	310	
760	1	N/A	041554238778	FitMe DEW+SMTH FNDTN	Soft Honey	315	
761	1	N/A	041554553390	FitMe DEW+SMTH FNDTN	Warm Honey	322	
762	1	N/A	041554400816	FitMe DEW+SMTH FNDTN	Toffee	330	
763	1	N/A	041554247152	FitMe DEW+SMTH FNDTN	Coconut	355	
764	1	N/A	041554339895	FitMe DEW+SMTH FNDTN	Mocha	360	
765	1	N/A	041554553406	FitMe DEW+SMTH FNDTN	Java	375	

Column: 15 - 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
766	1	N/A	041554503067	FIT ME BLUSH OPTIMIZATION	BUFF	10	
767	1	N/A	041554503135	FIT ME BLUSH OPTIMIZATION	CORAL	35	
768	1	N/A	041554503074	FIT ME BLUSH OPTIMIZATION	NUDE	15	
769	1	N/A	041554503142	FIT ME BLUSH OPTIMIZATION	PEACH	40	
770	1	N/A	041554503098	FIT ME BLUSH OPTIMIZATION	MAUVE	20	
771	1	N/A	041554503159	FIT ME BLUSH OPTIMIZATION	PLUM	45	
772	1	N/A	041554503104	FIT ME BLUSH OPTIMIZATION	PINK	25	
773	1	N/A	041554503524	FIT ME BLUSH OPTIMIZATION	WINE	50	
774	1	N/A	041554503111	FIT ME BLUSH OPTIMIZATION	ROSE	30	
775	1	N/A	041554503722	FIT ME BLUSH OPTIMIZATION	BERRY	55	

Row: 01

Lower Notch: 28

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 15

Row: 04

Lower Notch: 9

Row: 05

Lower Notch: 5

Row: 06

Lower Notch: 37

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 17

Row: 09

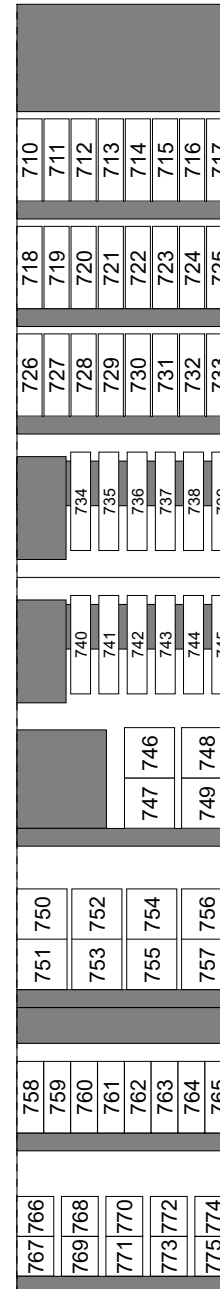
Lower Notch: 16

Row: 10

Lower Notch: 9

Row: 11

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.psa

Column: 16 - 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 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: 16 - 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: 16 - 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
776	1	N/A	041554584479	FACE STUDIO GLASS SKIN SPRAY	Glass Skin Spray	00	
777	1	N/A	041554562927	MASTER FIX SETTING SPRAY	Lasting Fix Set Spray	00	
778	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10	

Column: 16 - 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
779	1	N/A	041554496475	FACE STUDIO MASTER BLUSH PALETTE	BLUSH PALETTE	10	
780	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	LIGHT TO MEDIUM	10	
781	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	MEDIUM TO DEEP	20	

Column: 16 - Row: 06 Notch: 33 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
782	1	N/A	041554547429	MASTER PRIME BLUR + HYDRATE	MASTER PRIME BLUR + ...	050	
783	1	N/A	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	PM0000013800
784	1	N/A	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	PM0000013802
785	1	N/A	041554551792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
786	1	N/A	041554551808	MASTER PRIME BLUR + HYDRATE	BLUR + PROTECT	500	
787	1	N/A	041554548341	Master Prime Blur Stick	Universal Transparent	100	

Column: 16 - 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
788	1	N/A	041554501940	FACE STUDIO MASTER CAMO COLOR C...	Green	10	
789	1	N/A	041554501964	FACE STUDIO MASTER CAMO COLOR C...	Apricot	50	
790	1	N/A	041554431902	FACE STUDIO MASTER CONCEAL	Fair	10	
791	1	N/A	041554431919	FACE STUDIO MASTER CONCEAL	Light	20	
792	1	N/A	041554431926	FACE STUDIO MASTER CONCEAL	Light/Medium	30	
793	1	N/A	041554431933	FACE STUDIO MASTER CONCEAL	Medium	40	
794	1	N/A	041554431940	FACE STUDIO MASTER CONCEAL	Medium/Deep	50	

Column: 16 - 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: 16 - 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
795	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
796	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: 33

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 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
797	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20
798	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25
799	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30
800	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35

Column: 16 - 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: 16 - 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	Shade #	Chip Codes
801	1	N/A	041554562958	FACE STUDIO CITY BRONZER	100	100	
802	1	N/A	041554562965	FACE STUDIO CITY BRONZER	200	200	
803	1	N/A	041554562972	FACE STUDIO CITY BRONZER	300	300	

Column: 16 - 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
804	1	N/A	041554542578	FACE STUDIO MASTER CHROME METAL...	Molten Rose Gold	050	
805	1	N/A	041554553918	FACE STUDIO MASTER CHROME METAL...	Molten Peach	150	
806	1	N/A	041554538281	FACE STUDIO MASTER CHROME METAL...	Molten Gold	100	
807	1	N/A	041554553925	FACE STUDIO MASTER CHROME METAL...	Molten Topaz	200	
808	1	N/A	041554547757	MASTER HOLOGRAPHIC	Master Holographic	50	
809	1	N/A	041554548006	MASTER HOLOGRAPHIC	Purple	100	
810	1	N/A	041554486155	FACE STUDIO MASTER STROBE	LIGHT - IRIDESCENT	100	
811	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	776 777 778	Lower Notch: 8
Row: 05	779 780 781	Lower Notch: 1
Row: 06	782 783 784 785 786 787	Lower Notch: 33
Row: 07	788 789 790 791 792 793 794	Lower Notch: 26
Row: 08		Lower Notch: 25
Row: 09	795 796 797 798 799 800	Lower Notch: 21
Row: 10		Lower Notch: 16
Row: 11	801 802 803	Lower Notch: 10
Row: 12	804 805 806 807 808 809 810 811	Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.psa

Column: 16 - 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: 17 - 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: 17 - 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: 17 - 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
812	1	N/A	041554587043	DREAM FRESH BB CRM	LIGHT	100	
813	1	N/A	041554282634	DREAM FRESH BB CRM	Light Medium	110	
814	1	N/A	041554282641	DREAM FRESH BB CRM	Medium	120	
815	1	N/A	041554282658	DREAM FRESH BB CRM	Medium/Deep	130	
816	1	N/A	041554587050	DREAM FRESH BB CRM	DEEP	140	

Column: 17 - 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
817	1	N/A	041554587067	DREAM PURE BB	LIGHT	100	
818	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
819	1	N/A	041554349573	DREAM PURE BB	Medium	120	
820	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
821	1	N/A	041554587074	DREAM PURE BB	DEEP	140	

Column: 17 - Row: 06 Notch: 36 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: 17 - Row: 07 Notch: 26 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
822	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	Fair Porcelain	02	
823	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
824	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
825	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
826	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
827	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	

Column: 17 - 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
828	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
829	1	N/A	041554579130	DREAM RADIANT LIQUID FOUNDATION	Sandy Beige	60	
830	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	
831	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
832	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
833	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
834	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
835	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: 36

Row: 07 Lower Notch: 26

Row: 08 Lower Notch: 17

Row: 09 Lower Notch: 9

Row: 10 Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

Column: 17 - 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
836	1	N/A	041554571523	DREAM URBAN COVER FOUNDATION	Porcelain	110	
837	1	N/A	041554571530	DREAM URBAN COVER FOUNDATION	Natural Ivory	112	
838	1	N/A	041554571554	DREAM URBAN COVER FOUNDATION	Classic Ivory	120	
839	1	N/A	041554571561	DREAM URBAN COVER FOUNDATION	Warm Nude	128	
840	1	N/A	041554571592	DREAM URBAN COVER FOUNDATION	Natural Beige	220	
841	1	N/A	041554571615	DREAM URBAN COVER FOUNDATION	Sun Beige	310	
842	1	N/A	041554571639	DREAM URBAN COVER FOUNDATION	Toffee	330	
843	1	N/A	041554571660	DREAM URBAN COVER FOUNDATION	Truffle	362	

Column: 17 - 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
844	1	N/A	041554566499	SHINE FREE OIL CONTROL LOOSE POW...Light		1	
845	1	N/A	041554566499	SHINE FREE OIL CONTROL LOOSE POW...Light		1	
846	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	812 813 814 815 816	Lower Notch: 8
Row: 05	817 818 819 820 821	Lower Notch: 1
Row: 06		Lower Notch: 36
Row: 07	822 823 824 825 826 827	Lower Notch: 26
Row: 08	828 829 830 831 832 833 834 835	Lower Notch: 17
Row: 09	836 837 838 839 840 841 842 843	Lower Notch: 9
Row: 10	844 845 846	Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.psa

Column: 16 - 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: 18 - 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: 18 - 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
847	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	
848	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
849	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
850	1	N/A	041554567496	IAR Eraser Concealer	Warm Light	115	
851	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
852	1	N/A	041554567502	IAR Eraser Concealer	Light Honey	121	

Column: 18 - 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
853	1	N/A	041554546798	IAR Eraser Concealer	Sand	122	
854	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
855	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	
856	1	N/A	041554546804	IAR Eraser Concealer	Golden	142	
857	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
858	1	N/A	041554567519	IAR Eraser Concealer	Warm Olive	145	

Column: 18 - 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
859	1	N/A	041554546828	IAR Eraser Concealer	Tan	146	
860	1	N/A	041554567526	IAR Eraser Concealer	Mahogany	147	
861	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
862	1	N/A	041554567533	IAR Eraser Concealer	Deep Bronze	149	
863	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
864	1	N/A	041554267204	IAR Eraser Concealer	Brightener	60	

Column: 18 - 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
865	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	PM0000004171
866	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	PM0000004172
867	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	PM0000004173
868	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190	PM0000004174
869	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	PM0000004195
870	1	N/A	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220	PM0000004175
871	1	N/A	041554220124	IAR ERASER FOUNDATION	Pure Beige	250	PM0000004176
872	1	N/A	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	PM0000004179

Column: 18 - 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 : PL2000000380, PL2000000460 TRAYS Rolled Up Code: N/A UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
873	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	PM0000015501
874	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	PM0000015495
875	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	PM0000015493
876	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 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021						
877	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40
878	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60

Column: 18 - 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:

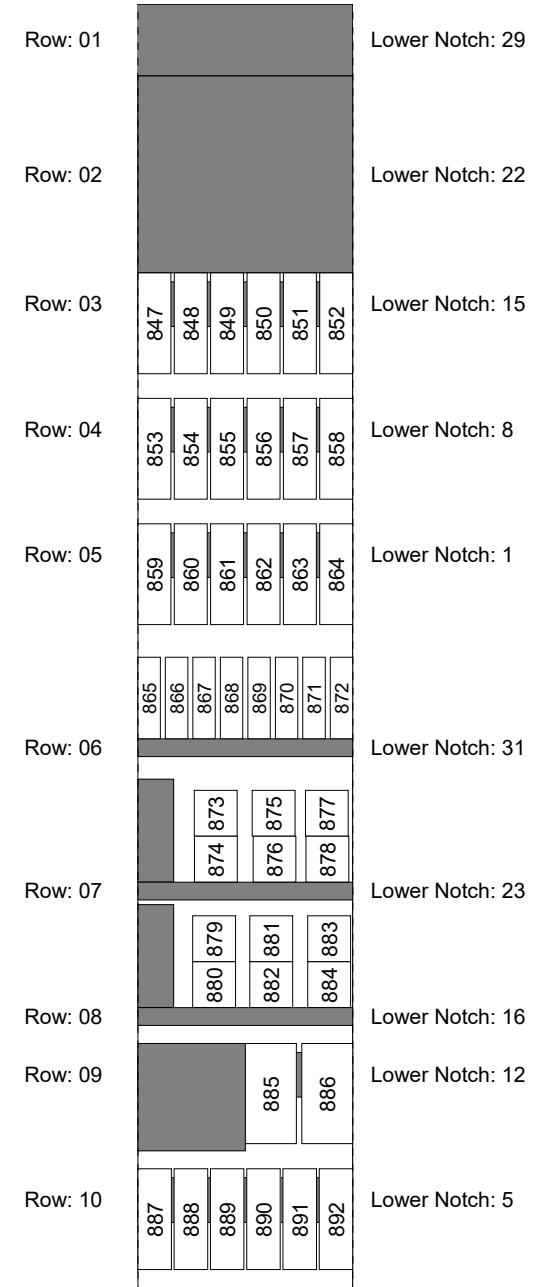
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
879	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	PM0000015502
880	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	PM0000015496
881	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	PM0000015499
882	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	PM0000015492
883	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	PM0000015498
884	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	PM0000015494

Column: 18 - 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: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
885	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	
886	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	

Column: 18 - 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
887	1	N/A	041554543872	COVER STICK (CORRECTOR)	Ivory	1	
888	1	N/A	041554543889	COVER STICK (CORRECTOR)	Light Beige	2	
889	1	N/A	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3	
890	1	N/A	041554543902	COVER STICK (CORRECTOR)	Deep Beige	4	
891	1	N/A	041554615982	COVER STICK (CORRECTOR)	Yellow Corrects Dark Circles	8	
892	1	N/A	041554616019	COVER STICK (CORRECTOR)	Green Corrects Redness	9	



NOTCH SCHEMATIC

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.psa

Column: 19 - 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 18" X 72" MAYBELLINE URBAN WALL PLANOGRAM - Fall 2021

MNYWAK1872ULH.psa

Column: 19 - Row: 01 Notch: 24 Fixture Type: HEADER Fixture Description: MNY LOGO HDR 2' FLAT FRONT UNLIT **

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

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

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

Row: 01

Lower Notch: 24

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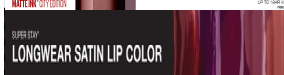
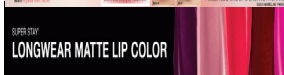
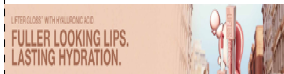
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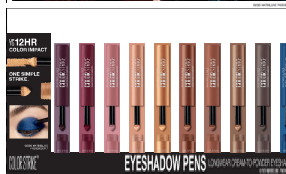
SUPER STAY
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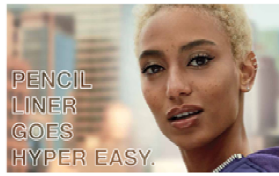


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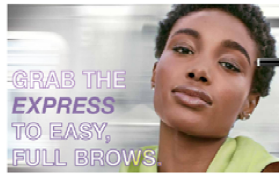
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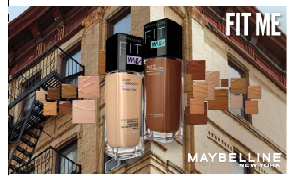
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