



COLUMN 1

COLUMN 2

COLUMN 3

COLUMN 4

NOTCH SCHEMATIC

L & R 4' X 54 MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017
LNR0454U_IS17.psa

Column: 1 - Row: 01 Notch: 15 Fixture Type: TRAYS Fixture Description: COL SEN LIQ VIV MATTES 1.1
Shade Chart Re-Order Code: PM0000016526 SS Graphic Re-Order Code: PM0000020975
Graphic Re-Order Code: PM0000016527 SS Holder Re-Order Code: PM0000016521
TRAYS Re-Order Code: PM0000016148 TRAYS Rolled Up Code: PM0000016148 UPC Blade Code: PM0000015041

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
1		N/A	041554459692	COLOR SENSATIONAL LIQUID MATTE	Nude Thrill	5	
2		N/A	041554459708	COLOR SENSATIONAL LIQUID MATTE	Nude Flush	10	
3		N/A	041554459715	COLOR SENSATIONAL LIQUID MATTE	Pink Charge	15	
4		N/A	041554459722	COLOR SENSATIONAL LIQUID MATTE	Electric Pink	20	
5		N/A	041554459753	COLOR SENSATIONAL LIQUID MATTE	Fuchsia Ecstasy	25	
6		N/A	041554459739	COLOR SENSATIONAL LIQUID MATTE	Orange Shot	30	
7		N/A	041554459760	COLOR SENSATIONAL LIQUID MATTE	Rebel Red	35	
8		N/A	041554459746	COLOR SENSATIONAL LIQUID MATTE	Berry Boost	40	
9		N/A	041554459784	COLOR SENSATIONAL LIQUID MATTE	Vivid Violet	45	
10		N/A	041554459777	COLOR SENSATIONAL LIQUID MATTE	Possessed Plum	50	

Column: 1 - Row: 02 Notch: 9 Fixture Type: TRAYS Fixture Description: COL SEN CREAMY MATTES 1.1
Shade Chart Re-Order Code: PM0000020993, PM0000021830 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000005942 SS Holder Re-Order Code:
TRAYS Re-Order Code: PM0000019866 TRAYS Rolled Up Code: PM0000019866 UPC Blade Code: PM0000005714

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
11		N/A	041554496505	COLOR SEN THE MATTES	HOT SAND	530	PM0000020647
12		N/A	041554496512	COLOR SEN THE MATTES	PURELY NUDE	535	PM0000020648
13		N/A	041554496529	COLOR SEN THE MATTES	PEACH BUFF	540	PM0000020649
14		N/A	041554496536	COLOR SEN THE MATTES	BEIGE BABE	545	PM0000020650
15		N/A	041554496543	COLOR SEN THE MATTES	HONEY PINK	550	PM0000020651
16		N/A	041554496550	COLOR SEN THE MATTES	NAKED CORAL	555	PM0000020652
17		N/A	041554496567	COLOR SEN THE MATTES	RAW CHOCOLATE	560	PM0000020653
18		N/A	041554496574	COLOR SEN THE MATTES	ALMOND ROSE	565	PM0000020654
19		N/A	041554496581	COLOR SEN THE MATTES	TOASTED TRUFFLE	570	PM0000020655
20		N/A	041554496598	COLOR SEN THE MATTES	BROWN BLUSH	575	PM0000020656

Column: 1 - Row: 03 Notch: 3 Fixture Type: TRAYS Fixture Description: COL SEN LIP 1.1 PINK
Shade Chart Re-Order Code: PM0000003355 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000003355 SS Holder Re-Order Code:
TRAYS Re-Order Code: PM0000003378 TRAYS Rolled Up Code: PM0000003378 UPC Blade Code: PM0000003541

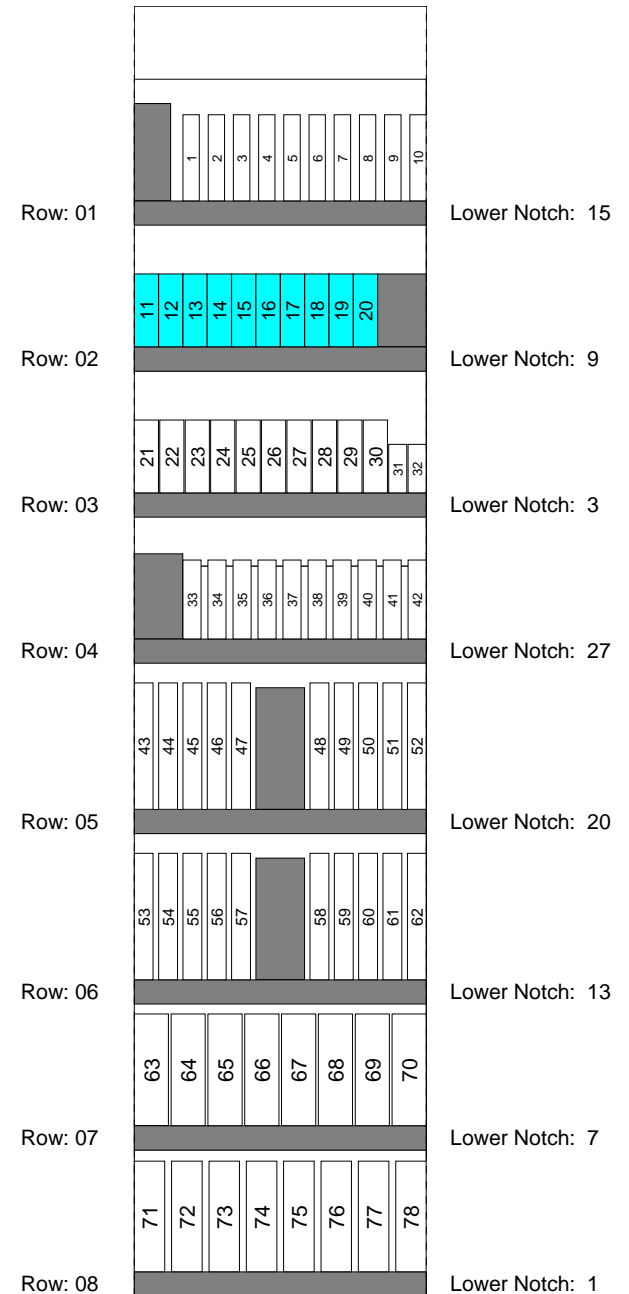
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
21		N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	5	PM0000006168
22		N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	PM0000006081
23		N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	PM0000006175
24		N/A	041554408492	COLOR SEN BUFFS	TRUFFLE TEASE	930	PM0000011891
25		N/A	041554413243	COLOR SEN BUFFS	SIN-A-MON	935	PM0000011892
26		N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	PM0000006180
27		N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	PM0000009174
28		N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	PM0000006200
29		N/A	041554198515	COLOR SEN LIPSTICK	Are You Red-dy	625	PM0000006207
30		N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	PM0000006209
31		N/A	041554203271	COLOR SEN LIP LINER	Rose	5	
32		N/A	041554203288	COLOR SEN LIP LINER	Nude	20	

Column: 1 - Row: 04 Notch: 27 Fixture Type: TRAYS Fixture Description: SS 14HR LIP TRAY 1.1
Shade Chart Re-Order Code: PM0000020977 SS Graphic Re-Order Code: PM0000020981
Graphic Re-Order Code: PM0000007784 SS Holder Re-Order Code:
TRAYS Re-Order Code: PM0000007784 TRAYS Rolled Up Code: PM0000007784 UPC Blade Code: PM0000006941

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
33		N/A	041554273168	SS 14 HR LIPSTICK	Perpetual Peony	5	
34		N/A	041554273175	SS 14 HR LIPSTICK	Ultimate Blush	10	
35		N/A	041554273250	SS 14 HR LIPSTICK	Pout Out Pink	12	
36		N/A	041554273199	SS 14 HR LIPSTICK	Eternal Rose	20	
37		N/A	041554273212	SS 14 HR LIPSTICK	Never Ending Nude	30	
38		N/A	041554273304	SS 14 HR LIPSTICK	Keep Me Coral	55	
39		N/A	041554273267	SS 14 HR LIPSTICK	Ravishing Rouge	65	
40		N/A	041554273311	SS 14 HR LIPSTICK	Infinite Iris	80	
41		N/A	041554273328	SS 14 HR LIPSTICK	Till Mauve Do Us Part	85	
42		N/A	041554273335	SS 14 HR LIPSTICK	Please Stay Plum	95	

Column: 1 - Row: 05 Notch: 20 Fixture Type: TRAYS Fixture Description: SS 24 HR LIP TRAY 1.2
Shade Chart Re-Order Code: PM0000020984 SS Graphic Re-Order Code: PM0000020989
Graphic Re-Order Code: PM0000006153 SS Holder Re-Order Code:
TRAYS Re-Order Code: PM0000006153 TRAYS Rolled Up Code: PM0000006153 UPC Blade Code: PM0000006941

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
43		N/A	041554273168	SS 24 HR LIPSTICK	Perpetual Peony	5	
44		N/A	041554273175	SS 24 HR LIPSTICK	Ultimate Blush	10	
45		N/A	041554273250	SS 24 HR LIPSTICK	Pout Out Pink	12	
46		N/A	041554273199	SS 24 HR LIPSTICK	Eternal Rose	20	
47		N/A	041554273212	SS 24 HR LIPSTICK	Never Ending Nude	30	
48		N/A	041554273304	SS 24 HR LIPSTICK	Keep Me Coral	55	
49		N/A	041554273267	SS 24 HR LIPSTICK	Ravishing Rouge	65	
50		N/A	041554273311	SS 24 HR LIPSTICK	Infinite Iris	80	
51		N/A	041554273328	SS 24 HR LIPSTICK	Till Mauve Do Us Part	85	
52		N/A	041554273335	SS 24 HR LIPSTICK	Please Stay Plum	95	



NOTCH SCHEMATIC

L & R 4' X 54 MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
43	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	PM0000006080
44	1	N/A	041554237733	SS 2 STEP 24 HR LIPCOLOR	Reliable Raspberry	010	PM0000006115
45	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	PM0000006116
46	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	PM0000006117
47	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	PM0000006120
48	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	PM0000006122
49	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	PM0000006123
50	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	PM0000006124
51	1	N/A	041554237832	SS 2 STEP 24 HR LIPCOLOR	Won't Move Mauve	060	PM0000006125
52	1	N/A	041554237849	SS 2 STEP 24 HR LIPCOLOR	Constantly Cabernet	065	PM0000006126

Column: 1 - Row: 06 Notch: 13 Fixture Type: TRAYS Fixture Description: SS 24 HR LIP TRAY 2.2
 Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000020990
 Graphic Re-Order Code: PM0000020986 SS Holder Re-Order Code: PM0000006942
 TRAYS Re-Order Code: PM0000006154 TRAYS Rolled Up Code: PM0000006154 UPC Blade Code: PM0000006941

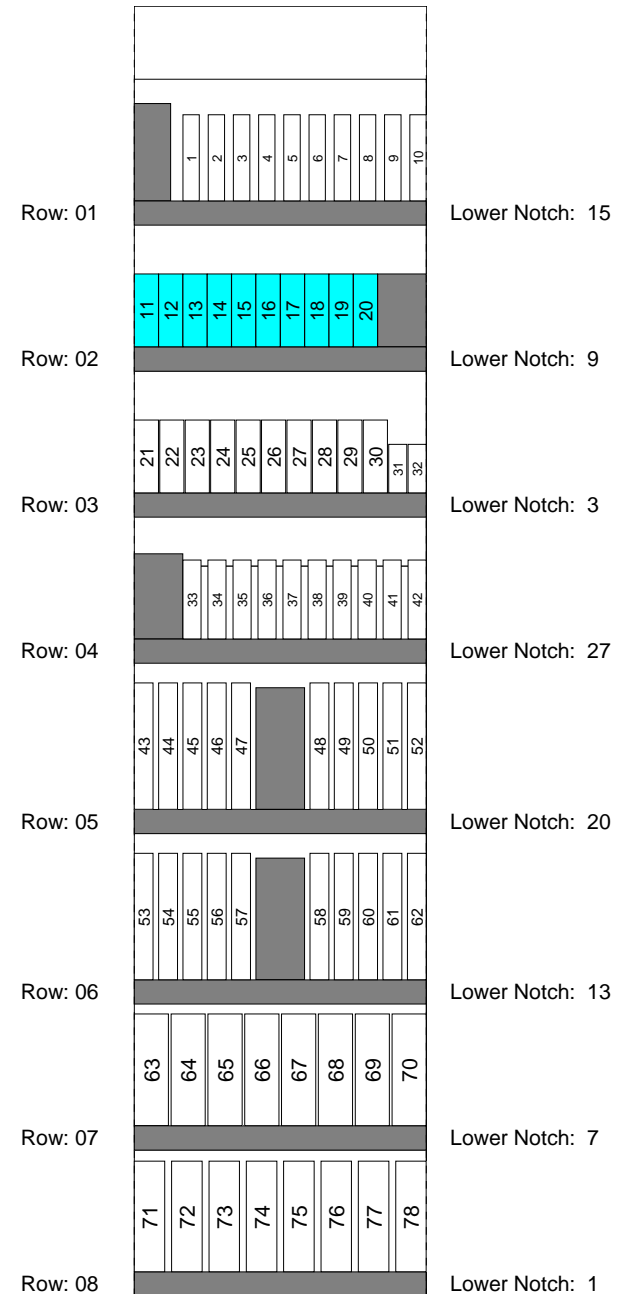
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
53	1	N/A	041554237863	SS 2 STEP 24 HR LIPCOLOR	Berry Persistent	075	PM0000006128
54	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	PM0000006129
55	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	PM0000006131
56	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	PM0000006133
57	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	PM0000006135
58	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	PM0000006136
59	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	PM0000006137
60	1	N/A	041554237962	SS 2 STEP 24 HR LIPCOLOR	So Sienna	125	PM0000006138
61	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	PM0000010808
62	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	PM0000006142

Column: 1 - Row: 07 Notch: 7 Fixture Type: TRAYS Fixture Description: SS BETTER SKIN TRAY 1.1
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000016886 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PM0000014892 TRAYS Rolled Up Code: PM0000014892 UPC Blade Code: PM0000008633

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
63	1	N/A	041554442663	SS BETTER SKIN FNDDTN	Ivory	15	PM0000014853
64	1	N/A	041554442670	SS BETTER SKIN FNDDTN	Classic Ivory	20	PM0000014854
65	1	N/A	041554442687	SS BETTER SKIN FNDDTN	Nude Beige	25	PM0000014855
66	1	N/A	041554488371	SS BETTER SKIN FNDDTN	Sand Beige	45	PM0000018181
67	1	N/A	041554442717	SS BETTER SKIN FNDDTN	Natural Beige	50	PM0000014858
68	1	N/A	041554442731	SS BETTER SKIN FNDDTN	Riche Tan	80	PM0000014860
69	1	N/A	041554488395	SS BETTER SKIN FNDDTN	Golden Honey	93	PM0000018183
70	1	N/A	041554442762	SS BETTER SKIN FNDDTN	Coconut	95	PM0000014863

Column: 1 - Row: 08 Notch: 1 Fixture Type: TRAYS Fixture Description: IAR Eraser FOUND Tray 1.1
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000020947 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PM0000004197 TRAYS Rolled Up Code: PM0000004197 UPC Blade Code: PM0000008633

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
71	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	PM0000004171
72	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	PM0000004172
73	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	PM0000004173
74	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190	PM0000004174
75	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	PM0000004195
76	1	N/A	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220	PM0000004175
77	1	N/A	041554220124	IAR ERASER FOUNDATION	Pure Beige	250	PM0000004176
78	1	N/A	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	PM0000004179



NOTCH SCHEMATIC

L & R 4' X 54 MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017

LNR0454U_IS17.psa

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

Column: 2 - Row: 02	Notch: 8	Fixture Type: TRAYS	Fixture Description: DRM FRESH VELVET TRAY 1.1
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000016529		SS Holder Re-Order Code:	
TRAYS Re-Order Code: PM0000016142	TRAYS Rolled Up Code: PM0000016142	UPC Blade Code: PM0000008609	

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
79	1	N/A	041554466409	DREAM VELVET BLENDER	DREAM VELVET BLENDER	10	PM0000016227
80	1	N/A	041554457728	DREAM FRESH VELVET	Ivory	15	PM0000016217
81	1	N/A	041554457759	DREAM FRESH VELVET	Classic Ivory	20	PM0000016218
82	1	N/A	041554457766	DREAM FRESH VELVET	Nude	40	PM0000016219
83	1	N/A	041554457872	DREAM FRESH VELVET	Pure Beige	70	PM0000016222
84	1	N/A	041554457896	DREAM FRESH VELVET	Natural Beige	75	PM0000016223
85	1	N/A	041554457902	DREAM FRESH VELVET	Honey Beige	90	PM0000016224

Column: 2 - Row: 03	Notch: 1	Fixture Type: TRAYS	Fixture Description: DRM Matte Mousse Tray 1.1
Shade Chart Re-Order Code:		SS Graphic Re-Order Code: PM0000020942	
Graphic Re-Order Code: PM0000016699		SS Holder Re-Order Code: 041554349023	
TRAYS Re-Order Code: 041554327281	TRAYS Rolled Up Code: 041554327281	UPC Blade Code: PM0000008631	

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
86	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	PM0000015501
87	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	PM0000015495
88	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	PM0000015493
89	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	PM0000015502
90	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	PM0000015500
91	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	PM0000015499

Column: 2 - Row: 04	Notch: 24	Fixture Type: TRAYS	Fixture Description: FM DEW+SMTH FNDTN TRAY 1.1
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000016703		SS Holder Re-Order Code:	
TRAYS Re-Order Code: PM0000006072	TRAYS Rolled Up Code: PM0000006072	UPC Blade Code: PM0000014575	

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
92	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	
93	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115	
94	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Cisc Ivry	120	
95	1	N/A	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130	
96	1	N/A	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220	
97	1	N/A	041554238747	FitMe DEW+SMTH FNDTN	Pure Bge	235	
98	1	N/A	041554238761	FitMe DEW+SMTH FNDTN	Sun Bge	310	
99	1	N/A	041554400816	FitMe DEW+SMTH FNDTN	Toffee	330	

Column: 2 - Row: 05	Notch: 16	Fixture Type: TRAYS	Fixture Description: FM SET+SMTH PDR/CONCLR TRAY 1.1
Shade Chart Re-Order Code: PM0000019245, PM0000019246		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000016712		SS Holder Re-Order Code:	
TRAYS Re-Order Code: PM0000019243	TRAYS Rolled Up Code: PM0000019243	UPC Blade Code: PM0000006928	

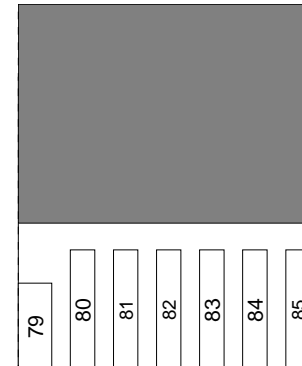
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
100	1	N/A	041554238808	FitMe SET+SMTH PDR	Porcelain	110	
101	1	N/A	041554238822	FitMe SET+SMTH PDR	Cisc Ivry	120	
102	1	N/A	041554238846	FitMe SET+SMTH PDR	Buff Bge	130	
103	1	N/A	041554238877	FitMe SET+SMTH PDR	Nat Bge	220	
104	1	N/A	041554247718	FitMe CONCEALER	Light	10	
105	1	N/A	041554247701	FitMe CONCEALER	Fair	15	
106	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
107	1	N/A	041554247725	FitMe CONCEALER	Med	25	
108	1	N/A	041554247756	FitMe CONCEALER	Cafe	30	
109	1	N/A	041554247749	FitMe CONCEALER	Deep	35	

Column: 2 - Row: 06	Notch: 9	Fixture Type: TRAYS	Fixture Description: FS MSTR CONTR/MSTR FIX TRAY 1.1
Shade Chart Re-Order Code: PM0000017651		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000016246		SS Holder Re-Order Code:	
TRAYS Re-Order Code: PM0000016146	TRAYS Rolled Up Code: PM0000016146	UPC Blade Code: PM0000013507	

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
110	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	LIGHT TO MEDIUM	10	
111	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	MEDIUM TO DEEP	20	
112	1	N/A	041554455588	MASTER FIX TRANSLUCENT POWDER	MASTER FIX TRANSLUC...	10	
113	1	N/A	041554455571	MASTER FIX SETTING SPRAY	MASTER FIX SETTING SP...	10	

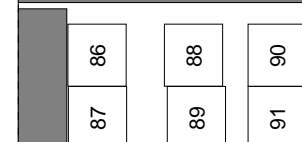
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Lower Notch: 15



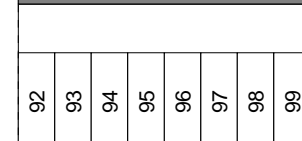
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Lower Notch: 8



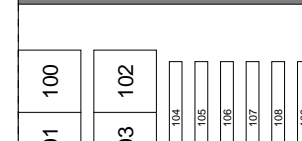
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Lower Notch: 1



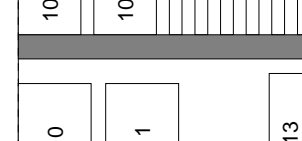
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Lower Notch: 24



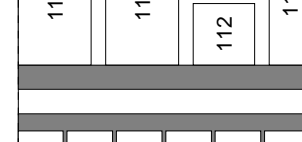
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Lower Notch: 16



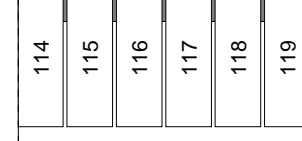
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Lower Notch: 9



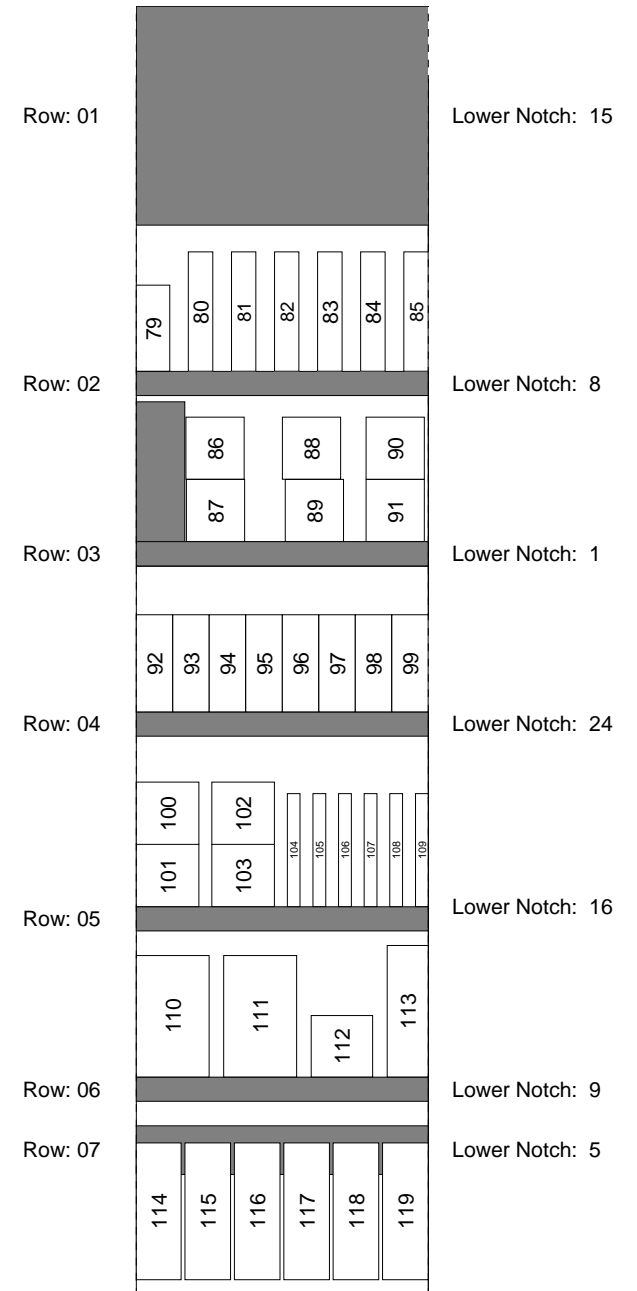
Row: 07

Lower Notch: 5



NOTCH SCHEMATIC

L & R 4' X 54 MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017							
Column: 2 - Row: 07		Notch: 5		Fixture Type: HOOK BARS		Fixture Description: Urban Hook Bar with 6 Peg Hooks	
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
114	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
115	1	N/A	041554543872	COVER STICK (CORRECTOR)	Ivory	1	
116	1	N/A	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3	
117	1	N/A	041554543902	COVER STICK (CORRECTOR)	Deep Beige	4	
118	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01	
119	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02	



L & R 4' X 54 MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017
LNR0454U_IS17.psa

Column: 2 - Row: 01 Notch: 15 Fixture Type: HEADER Fixture Description: MNY 2' LOGO FLAT FRONT UNLIT HDR **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000021064 SS Holder Re-Order Code:
HEADER Re-Order Code: PL200000244 HEADER Rolled Up Code: N/A UPC Blade Code:

Column: 3 - Row: 02 Notch: 11 Fixture Type: HOOK BARS Fixture Description: Urban Hook Bar with 4 Peg Hooks
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
120	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
121	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	
122	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
123	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	

Column: 3 - Row: 03 Notch: 4 Fixture Type: HOOK BARS Fixture Description: Urban Hook Bar with 4 Peg Hooks
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
124	1	N/A	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	
125	1	N/A	041554443462	PUSH UP DRAMA WSH	Blackest Black	00	
126	1	N/A	041554443479	PUSH UP DRAMA WSH	Very Black	01	
127	1	N/A	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	

Column: 3 - Row: 04 Notch: 26 Fixture Type: HOOK BARS Fixture Description: Urban Hook Bar with 4 Peg Hooks
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
128	1	N/A	041554288254	CAT EYES MASCARA	Glam Black	01	
129	1	N/A	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
130	1	N/A	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	
131	1	N/A	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	

Column: 3 - Row: 05 Notch: 19 Fixture Type: HOOK BARS Fixture Description: Urban Hook Bar with 4 Peg Hooks
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

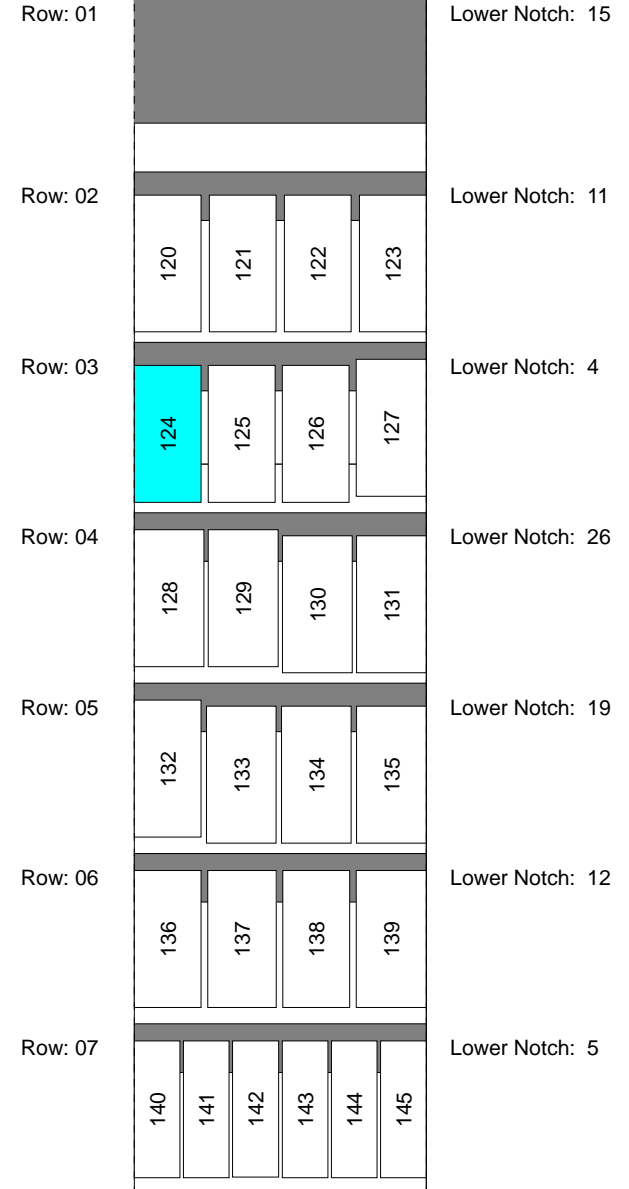
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
132	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
133	1	N/A	041554532722	GREAT LASH WASHABLE	Very Black	1	
134	1	N/A	041554532807	GREAT LASH WASHABLE	Brownish Black	2	
135	1	N/A	041554532982	GREAT LASH WASHABLE	Dark Brown	3	

Column: 3 - Row: 06 Notch: 12 Fixture Type: HOOK BARS Fixture Description: Urban Hook Bar with 4 Peg Hooks
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
136	1	N/A	041554699159	FULL 'N SOFT WASHABLE	Very Black	1	
137	1	N/A	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	
138	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
139	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	

Column: 3 - Row: 07 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK BRAND HB EXPRT EYES TWIN **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000016664 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
140	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03	
141	1	N/A	041554530339	EXPERT EYES TWIN BROW & EYE PENC...	Light Brown	04	
142	1	N/A	041554022476	DEFINE A BROW	Medium Brown	643	
143	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
144	1	N/A	041554533156	LINeworks ULTRA LINER WATERPROOF	Black	1	
145	1	N/A	041554533163	LINeworks ULTRA LINER WATERPROOF	Dark Brown	2	



L & R 4' X 54 MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017
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Column: 4 - Row: 01 Notch: 17 Fixture Type: TRAYS Fixture Description: EYE PALETTES 1.1
Shade Chart Re-Order Code: PM0000016244 SS Graphic Re-Order Code: PM0000016245
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000013510
TRAYS Re-Order Code: PM0000013047 TRAYS Rolled Up Code: PM0000013047 UPC Blade Code: PM0000013508

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
146	1	N/A	041554460513	SHADOW PALETTE	The Rock Nudes Palette	100	
147	1	N/A	041554434866	THE PALETTES	The Blushed Nudes	06	
148	1	N/A	041554419184	THE PALETTES	The Nudes	02	

Column: 4 - Row: 02 Notch: 12 Fixture Type: TRAYS Fixture Description: EW SHAD Q TRAY 1.3 **
Shade Chart Re-Order Code: PM0000016735 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
149	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
150	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	
151	1	N/A	041554409185	EXPERT WEAR QUADS	Amethyst Smokes	6Q	
152	1	N/A	041554409215	EXPERT WEAR QUADS	Luminous Lilacs	7Q	

Column: 4 - Row: 03 Notch: 7 Fixture Type: TRAYS Fixture Description: EW SHAD Q TRAY 2.3 **
Shade Chart Re-Order Code: PM0000016747 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
153	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
154	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
155	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
156	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 4 - Row: 04 Notch: 4 Fixture Type: HOOK BARS Fixture Description: Urban Hook Bar with 4 Peg Hooks
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: 04155498452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
157	1	N/A	041554338911	FALSIES BIG EYES	Blackest Black	00	
158	1	N/A	041554338928	FALSIES BIG EYES	Very Black	01	
159	1	N/A	041554338966	FALSIES BIG EYES WP	Very Black	01	
160	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	

Column: 4 - Row: 05 Notch: 26 Fixture Type: HOOK BARS Fixture Description: Urban Hook Bar with 4 Peg Hooks
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: 04155498452

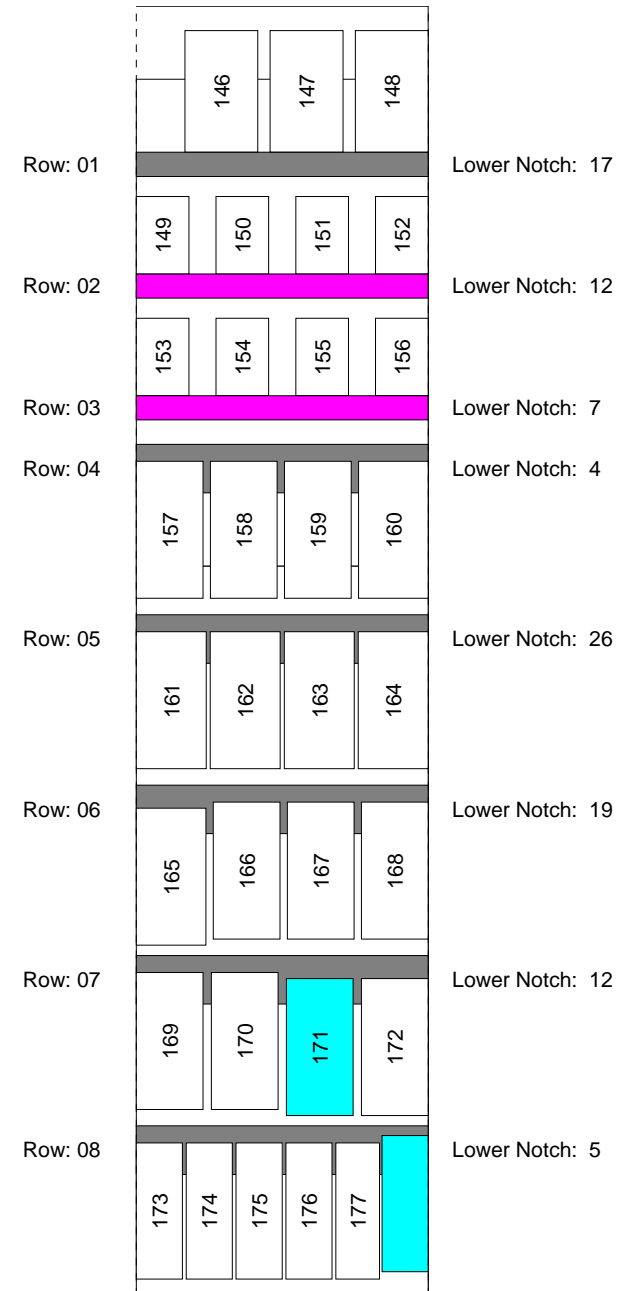
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
161	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
162	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
163	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
164	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	

Column: 4 - Row: 06 Notch: 19 Fixture Type: HOOK BARS Fixture Description: Urban Hook Bar with 4 Peg Hooks
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: 04155498452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
165	1	N/A	041554519457	GREAT LASH WASHABLE	Clear	10	
166	1	N/A	041554565294	CURVED BRUSH GREAT LASH WASHABLE	Very Black	1	
167	1	N/A	041554626964	GREAT LASH WATERPROOF	Very Black	1	
168	1	N/A	041554054156	LASH STILETTO	Very Black	1	

Column: 4 - Row: 07 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK BRAND HB BROW PREC FIBER **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000018656 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
169	1	N/A	041554562422	MOISTURIZING MASCARA REMOVER	MOISTURIZING MASCAR...		
170	1	N/A	041554537970	100% OIL-FREE EYE MAKEUP REMOVER	100% OIL-FREE EYE MAK...		
171	1	N/A	041554486599	EYE STUDIO BROW PRECISE FIBER VOL...	Medium Brown	257	
172	1	N/A	041554429695	EYE STUDIO BROW DRAMA	DEEP BROWN	260	



NOTCH SCHEMATIC

L & R 4' X 54 MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017							
Column: 4 - Row: 08		Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 6HK BRAND HB DEFINE A LINE **	
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:				
Graphic Re-Order Code: PM0000016662			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
173	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
174	1	N/A	041554009088	DEFINE A LINE	Soft Black	2	
175	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
176	1	N/A	041554009118	DEFINE A LINE	Slate Gray	5	
177	1	N/A	041554275940	EYE STUDIO MASTER PREC INK PEN	Black	200	

