



COLUMN 1

COLUMN 2

COLUMN 3

COLUMN 4

COLUMN 5

COLUMN 6

NOTCH SCHEMATIC

L & R 6' X 60 " MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017
LNR0660U_IS17.psa

Column: 1 - Row: 01 Notch: 1 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	1	N/A	041554459692	COLOR SENSATIONAL LIQUID MATTE	Nude Thrill	5	
2	1	N/A	041554459708	COLOR SENSATIONAL LIQUID MATTE	Nude Flush	10	
3	1	N/A	041554459715	COLOR SENSATIONAL LIQUID MATTE	Pink Charge	15	
4	1	N/A	041554459722	COLOR SENSATIONAL LIQUID MATTE	Electric Pink	20	
5	1	N/A	041554459753	COLOR SENSATIONAL LIQUID MATTE	Fuchsia Ecstasy	25	
6	1	N/A	041554459739	COLOR SENSATIONAL LIQUID MATTE	Orange Shot	30	
7	1	N/A	041554459760	COLOR SENSATIONAL LIQUID MATTE	Rebel Red	35	
8	1	N/A	041554459746	COLOR SENSATIONAL LIQUID MATTE	Berry Boost	40	
9	1	N/A	041554459784	COLOR SENSATIONAL LIQUID MATTE	Vivid Violet	45	
10	1	N/A	041554459777	COLOR SENSATIONAL LIQUID MATTE	Possessed Plum	50	

Column: 1 - Row: 02 Notch: 15 Fixture Type: TRAYS Fixture Description: COL SEN CREAMY MATTES 1.1
Shade Chart Re-Order Code: PM0000021830 SS Graphic Re-Order Code: PM0000020993, PM0000021830
Graphic Re-Order Code: PM0000005942 SS Holder Re-Order Code: PM0000005942
TRAYS Re-Order Code: PM0000019866 TRAYS Rolled Up Code: PM0000019866 UPC Blade Code: PM0000005714

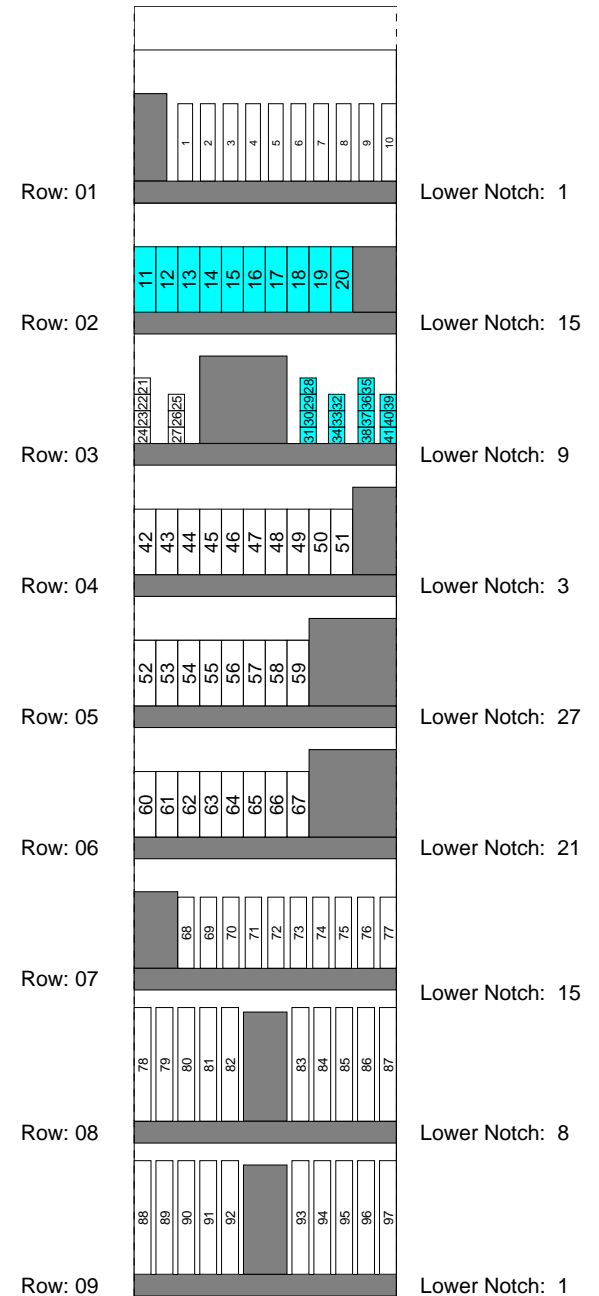
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
11	1	N/A	041554496505	COLOR SEN THE MATTES	HOT SAND	530	PM0000020647
12	1	N/A	041554496512	COLOR SEN THE MATTES	PURELY NUDE	535	PM0000020648
13	1	N/A	041554496529	COLOR SEN THE MATTES	PEACH BUFF	540	PM0000020649
14	1	N/A	041554496536	COLOR SEN THE MATTES	BEIGE BABE	545	PM0000020650
15	1	N/A	041554496543	COLOR SEN THE MATTES	HONEY PINK	550	PM0000020651
16	1	N/A	041554496550	COLOR SEN THE MATTES	NAKED CORAL	555	PM0000020652
17	1	N/A	041554496567	COLOR SEN THE MATTES	RAW CHOCOLATE	560	PM0000020653
18	1	N/A	041554496574	COLOR SEN THE MATTES	ALMOND ROSE	565	PM0000020654
19	1	N/A	041554496581	COLOR SEN THE MATTES	TOASTED TRUFFLE	570	PM0000020655
20	1	N/A	041554496598	COLOR SEN THE MATTES	BROWN BLUSH	575	PM0000020656

Column: 1 - Row: 03 Notch: 9 Fixture Type: TRAYS Fixture Description: COL SEN LIP LINERS 1.1
Shade Chart Re-Order Code: PM0000021724 SS Graphic Re-Order Code: PM0000021725
Graphic Re-Order Code: PM0000021725 SS Holder Re-Order Code: PM0000021725
TRAYS Re-Order Code: PM0000019869 TRAYS Rolled Up Code: PM0000019869 UPC Blade Code: PM0000021655

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
21	1	N/A	041554203288	COLOR SEN LIP LINER	Nude	20	
22	1	N/A	041554203271	COLOR SEN LIP LINER	Rose	5	
23	1	N/A	041554203301	COLOR SEN LIP LINER	Raisin	40	
24	1	N/A	041554203363	COLOR SEN LIP LINER	Red	50	
25	1	N/A	041554203318	COLOR SEN LIP LINER	Toast	25	
26	1	N/A	041554203325	COLOR SEN LIP LINER	Plum	45	
27	1	N/A	041554203295	COLOR SEN LIP LINER	Wine	55	
28	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LIN... CLEAR		100	
29	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LIN... PURELY NUDE		110	
30	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LIN... DUSTY ROSE		130	
31	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LIN... BRICK RED		150	
32	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LIN... TOTALLY TOFFEE		115	
33	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LIN... PALEST PINK		135	
34	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LIN... WILD VIOLETS		155	
35	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LIN... NUDE WHISPER		105	
36	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LIN... RICH CHOCOLATE		120	
37	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LIN... PINK CORAL		140	
38	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LIN... RICH WINE		160	
39	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LIN... MAGNETIC MAUVE		125	
40	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LIN... VERY CHERRY		145	
41	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LIN... PLUM PASSION		165	

Column: 1 - Row: 04 Notch: 3 Fixture Type: TRAYS Fixture Description: COL SEN LIP 1.3 PINKS/BUFFS NO LINERS
Shade Chart Re-Order Code: PM0000020968 SS Graphic Re-Order Code: PM0000020968
Graphic Re-Order Code: PM0000005942 SS Holder Re-Order Code: PM0000005942
TRAYS Re-Order Code: PM0000019923 TRAYS Rolled Up Code: PM0000019923 UPC Blade Code: PM0000003541

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
42	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	5	PM0000006168
43	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	PM0000006169
44	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	PM0000006081
45	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	PM0000006175
46	1	N/A	041554295054	COLOR SEN LIP VIDS	FUCHSIA FLASH	865	PM0000009780
47	1	N/A	041554408485	COLOR SEN BUFFS	BARE ALL	910	PM0000011887



NOTCH SCHEMATIC

L & R 6' X 60 " MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017						
48	1	N/A	041554408515	COLOR SEN BUFFS	BLUSHING BEIGE	915 PM0000011888
49	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920 PM0000011889
50	1	N/A	041554408492	COLOR SEN BUFFS	TRUFFLE TEASE	930 PM0000011891
51	1	N/A	041554413243	COLOR SEN BUFFS	SIN-A-MON	935 PM0000011892

Column: 1 - Row: 05 Notch: 27 Fixture Type: TRAYS Fixture Description: COL SEN LIP 4.5/3.4/2.3 PLUMS NO LINERS
 Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000020969, PM0000020972
 Graphic Re-Order Code: SS Holder Re-Order Code: PM0000005073, PM0000005942
 TRAYS Re-Order Code: PM0000019922 TRAYS Rolled Up Code: PM0000019922 UPC Blade Code: PM0000003541

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
52	1	N/A	041554471021	COLOR SEN LIPSTICK	Pretty in Plum	405	PM0000016240
53	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	PM0000009174
54	1	N/A	041554283433	COLOR SEN LIPSTICK	Deepest Cherry	420	PM0000009175
55	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	PM0000006198
56	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	PM0000006199
57	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	PM0000006200
58	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	PM0000016238
59	1	N/A	041554294972	COLOR SEN LIP VIVIDS	BRAZEN BERRY	905	PM0000009772

Column: 1 - Row: 06 Notch: 21 Fixture Type: TRAYS Fixture Description: COL SEN LIP 5.5/4.4/3.3 REDS NO LINERS
 Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000020681, PM0000020966
 Graphic Re-Order Code: SS Holder Re-Order Code: PM0000005073, PM0000005942
 TRAYS Re-Order Code: PM0000019921 TRAYS Rolled Up Code: PM0000019921 UPC Blade Code: PM0000003541

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
60	1	N/A	041554198461	COLOR SEN LIPSTICK	Coral Crush	515	PM0000006204
61	1	N/A	041554198515	COLOR SEN LIPSTICK	Are You Red-dy	625	PM0000006207
62	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	PM0000006148
63	1	N/A	041554198522	COLOR SEN LIPSTICK	Very Cherry	635	PM0000006208
64	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	PM0000006209
65	1	N/A	041554295047	COLOR SEN LIP VIVIDS	VIVID ROSE	875	PM0000009779
66	1	N/A	041554295023	COLOR SEN LIP VIVIDS	ELECTRIC ORANGE	880	PM0000009777
67	1	N/A	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	PM0000009774

Column: 1 - Row: 07 Notch: 15 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: SS Holder Re-Order Code: PM0000006942
 TRAYS Re-Order Code: PM0000007784 TRAYS Rolled Up Code: PM0000007784 UPC Blade Code: PM0000006941

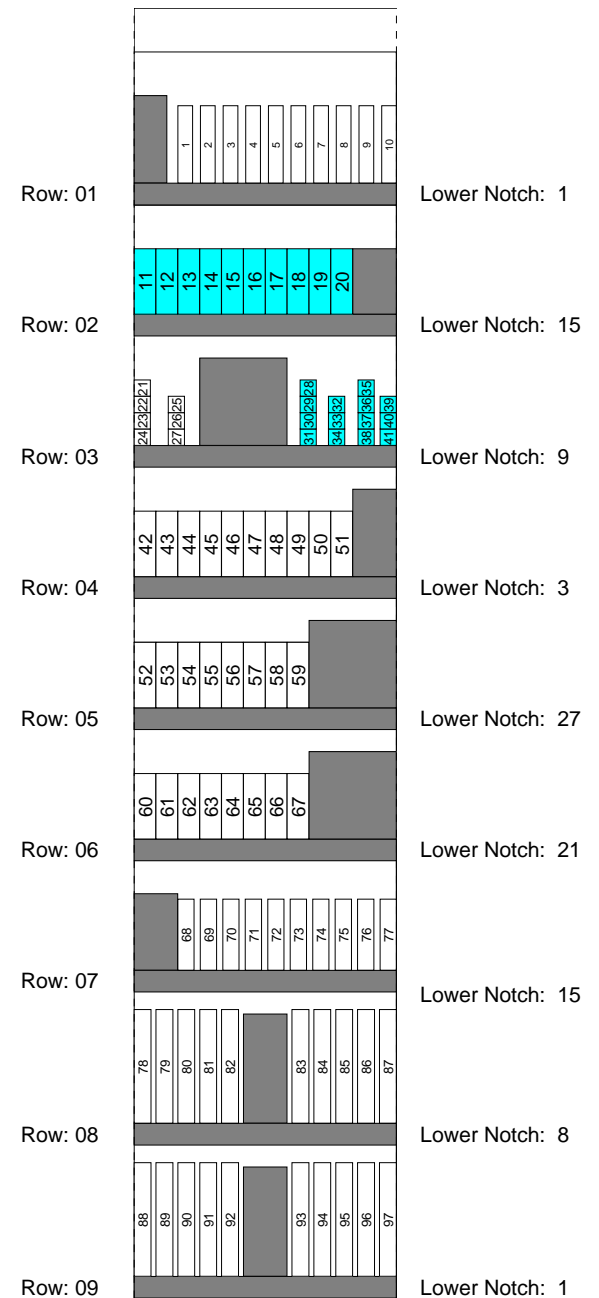
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
68	1	N/A	041554273168	SS 14 HR LIPSTICK	Perpetual Peony	5	
69	1	N/A	041554273175	SS 14 HR LIPSTICK	Ultimate Blush	10	
70	1	N/A	041554273250	SS 14 HR LIPSTICK	Pout Out Pink	12	
71	1	N/A	041554273199	SS 14 HR LIPSTICK	Eternal Rose	20	
72	1	N/A	041554273212	SS 14 HR LIPSTICK	Never Ending Nude	30	
73	1	N/A	041554273304	SS 14 HR LIPSTICK	Keep Me Coral	55	
74	1	N/A	041554273267	SS 14 HR LIPSTICK	Ravishing Rouge	65	
75	1	N/A	041554273311	SS 14 HR LIPSTICK	Infinite Iris	80	
76	1	N/A	041554273328	SS 14 HR LIPSTICK	Till Mauve Do Us Part	85	
77	1	N/A	041554273335	SS 14 HR LIPSTICK	Please Stay Plum	95	

Column: 1 - Row: 08 Notch: 8 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: SS Holder Re-Order Code: PM0000006942
 TRAYS Re-Order Code: PM0000006153 TRAYS Rolled Up Code: PM0000006153 UPC Blade Code: PM0000006941

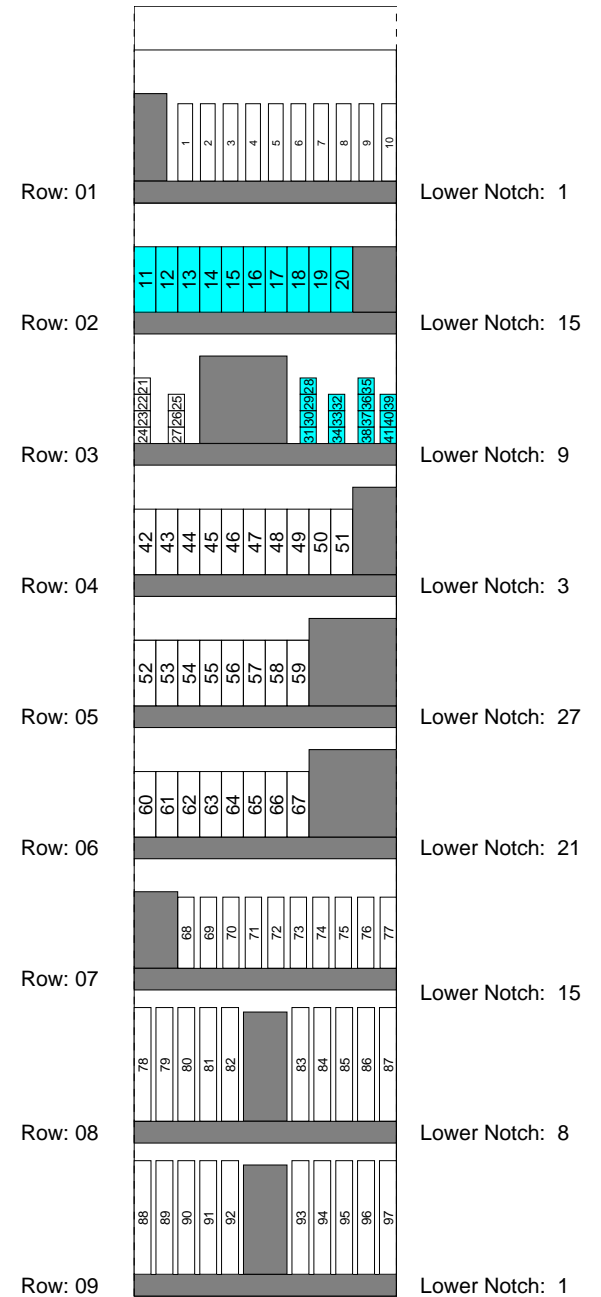
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
78	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	PM0000006080
79	1	N/A	041554237733	SS 2 STEP 24 HR LIPCOLOR	Reliable Raspberry	010	PM0000006115
80	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	PM0000006116
81	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	PM0000006117
82	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	PM0000006120
83	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	PM0000006122
84	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	PM0000006123
85	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	PM0000006124
86	1	N/A	041554237832	SS 2 STEP 24 HR LIPCOLOR	Won't Move Mauve	060	PM0000006125
87	1	N/A	041554237849	SS 2 STEP 24 HR LIPCOLOR	Constantly Cabernet	065	PM0000006126

Column: 1 - Row: 09 Notch: 1 Fixture Type: TRAYS Fixture Description: SS 24 HR LIP TRAY 2.2
 Shade Chart Re-Order Code: PM0000020986 SS Graphic Re-Order Code: PM0000020990
 Graphic Re-Order Code: 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
88	1	N/A	041554237863	SS 2 STEP 24 HR LIPCOLOR	Berry Persistent	075	PM0000006128
89	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	PM0000006129



L & R 6' X 60 " MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017						
90	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090 PM0000006131
91	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100 PM0000006133
92	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110 PM0000006135
93	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115 PM0000006136
94	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120 PM0000006137
95	1	N/A	041554237962	SS 2 STEP 24 HR LIPCOLOR	So Sienna	125 PM0000006138
96	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136 PM0000010808
97	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145 PM0000006142



NOTCH SCHEMATIC

L & R 6' X 60 " MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017
LNR0660U_IS17.psa

Column: 2 - Row: 01 Notch: 1 Fixture Type: TRAYS Fixture Description: DRM CUSH FNDTN 1.1
Shade Chart Re-Order Code: PM0000021061,PM0000021062 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000021060 SS Holder Re-Order Code:
TRAYS Re-Order Code: PM0000019871 TRAYS Rolled Up Code: PM0000019871 UPC Blade Code: PM0000008631

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
98	1	N/A	041554482324	DREAM CUSHION FOUNDATION	Porcelain	10	
99	1	N/A	041554482362	DREAM CUSHION FOUNDATION	True Beige	40	
100	1	N/A	041554482331	DREAM CUSHION FOUNDATION	Ivory	15	
101	1	N/A	041554482379	DREAM CUSHION FOUNDATION	Medium Beige	45	
102	1	N/A	041554482348	DREAM CUSHION FOUNDATION	Classic Ivory	20	
103	1	N/A	041554482386	DREAM CUSHION FOUNDATION	Caramel	55	
104	1	N/A	041554482355	DREAM CUSHION FOUNDATION	Warm Nude	30	
105	1	N/A	041554482393	DREAM CUSHION FOUNDATION	Cocoa	60	

Column: 2 - Row: 02 Notch: 14 Fixture Type: TRAYS Fixture Description: DRM FRESH VELVET TRAY 1.1
Shade Chart Re-Order Code: PM0000016529 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
106	1	N/A	041554466409	DREAM VELVET BLENDER	DREAM VELVET BLENDER	10	PM0000016227
107	1	N/A	041554457728	DREAM FRESH VELVET	Ivory	15	PM0000016217
108	1	N/A	041554457759	DREAM FRESH VELVET	Classic Ivory	20	PM0000016218
109	1	N/A	041554457766	DREAM FRESH VELVET	Nude	40	PM0000016219
110	1	N/A	041554457872	DREAM FRESH VELVET	Pure Beige	70	PM0000016222
111	1	N/A	041554457896	DREAM FRESH VELVET	Natural Beige	75	PM0000016223
112	1	N/A	041554457902	DREAM FRESH VELVET	Honey Beige	90	PM0000016224

Column: 2 - Row: 03 Notch: 8 Fixture Type: TRAYS Fixture Description: DRM LIQUID Tray 1.1
Shade Chart Re-Order Code: PM0000016696 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000016696 SS Holder Re-Order Code:
TRAYS Re-Order Code: PM0000002477 TRAYS Rolled Up Code: PM0000002477 UPC Blade Code: 04155487423

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
113	1	N/A	041554055993	DREAM LIQUID FOUNDATION	Classic Ivory	20	PM0000015481
114	1	N/A	041554056037	DREAM LIQUID FOUNDATION	Nude Beige	35	PM0000015488
115	1	N/A	041554056013	DREAM LIQUID FOUNDATION	Nude	40	PM0000015487
116	1	N/A	041554056020	DREAM LIQUID FOUNDATION	Creamy Natural	50	PM0000015483
117	1	N/A	041554056051	DREAM LIQUID FOUNDATION	Pure Beige	70	PM0000015490
118	1	N/A	041554056068	DREAM LIQUID FOUNDATION	Natural Beige	75	PM0000015485

Column: 2 - Row: 04 Notch: 1 Fixture Type: TRAYS Fixture Description: DRM Matte Mousse Tray 1.2
Shade Chart Re-Order Code: PM0000016699 SS Graphic Re-Order Code: PM0000020942
Graphic Re-Order Code: PM0000016699 SS Holder Re-Order Code: 041554349023
TRAYS Re-Order Code: 041554327250 TRAYS Rolled Up Code: 041554327250 UPC Blade Code: PM0000008631

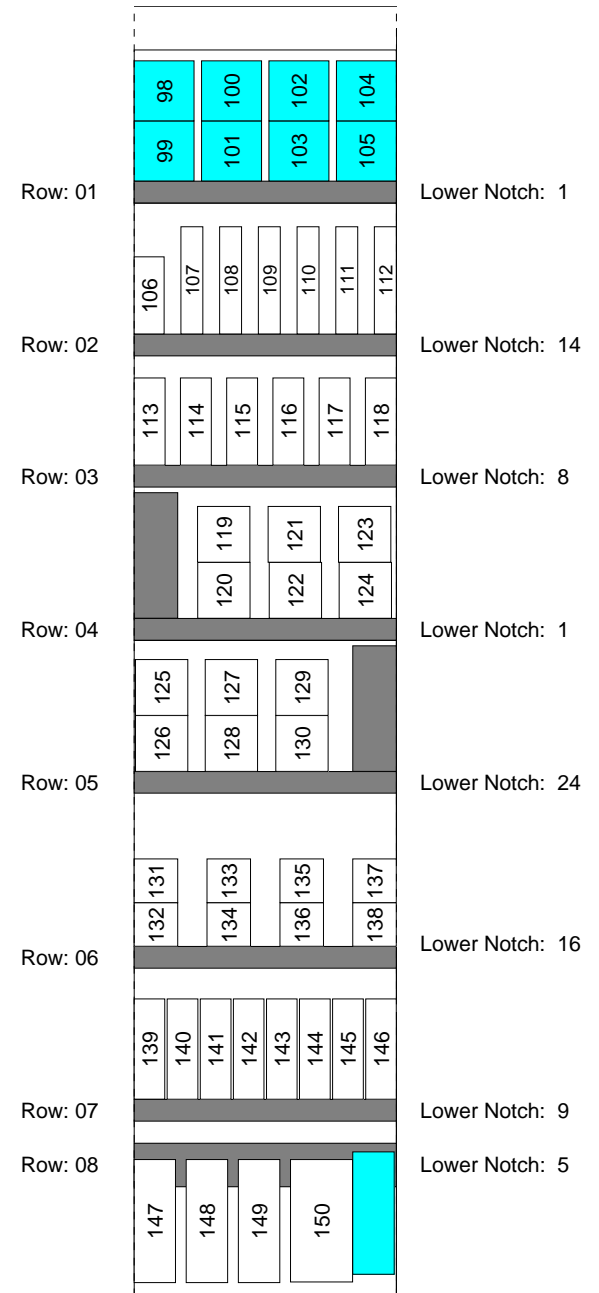
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
119	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	PM0000015501
120	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	PM0000015495
121	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	PM0000015493
122	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	PM0000015497
123	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	PM0000015500
124	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	PM0000015503

Column: 2 - Row: 05 Notch: 24 Fixture Type: TRAYS Fixture Description: DRM Matte Mousse Tray 2.2
Shade Chart Re-Order Code: PM0000016699 SS Graphic Re-Order Code: PM0000020943
Graphic Re-Order Code: PM0000016699 SS Holder Re-Order Code: 041554349023
TRAYS Re-Order Code: 041554327267 TRAYS Rolled Up Code: 041554327267 UPC Blade Code: PM0000008631

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
125	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	PM0000015502
126	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	PM0000015496
127	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	PM0000015499
128	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	PM0000015492
129	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	PM0000015498
130	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	PM0000015494

Column: 2 - Row: 06 Notch: 16 Fixture Type: TRAYS Fixture Description: DRM WONDER PDR TRAY 1.1
Shade Chart Re-Order Code: PM0000016695 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000016695 SS Holder Re-Order Code:
TRAYS Re-Order Code: PM0000011617 TRAYS Rolled Up Code: PM0000011617 UPC Blade Code: PM0000008631

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
131	1	N/A	041554408249	DREAM WONDER POWDER	Classic Ivory	20	PM0000011393
132	1	N/A	041554411355	DREAM WONDER POWDER	Natural Beige	70	PM0000011398



NOTCH SCHEMATIC

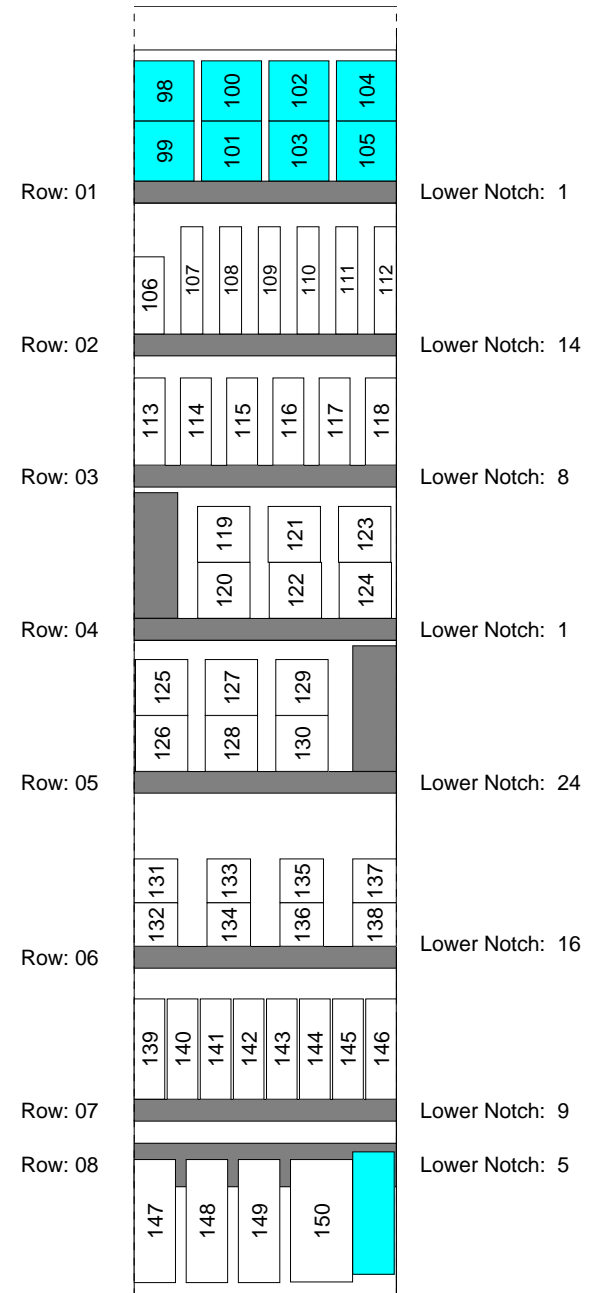
L & R 6' X 60 " MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017						
133	1	N/A	041554415476	DREAM WONDER POWDER	Buff Beige	25 PM0000011403
134	1	N/A	041554415490	DREAM WONDER POWDER	Golden Beige	83 PM0000011405
135	1	N/A	041554408270	DREAM WONDER POWDER	Nude	40 PM0000011394
136	1	N/A	041554415506	DREAM WONDER POWDER	Caramel	90 PM0000011406
137	1	N/A	041554408287	DREAM WONDER POWDER	Creamy Natural	50 PM0000011395
138	1	N/A	041554411393	DREAM WONDER POWDER	Coconut	95 PM0000011402

Column: 2 - Row: 07 Notch: 9 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: PM0000016686 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
139	1	N/A	041554442663	SS BETTER SKIN FNDTN	Ivory	15	PM0000014853
140	1	N/A	041554442670	SS BETTER SKIN FNDTN	Classic Ivory	20	PM0000014854
141	1	N/A	041554442687	SS BETTER SKIN FNDTN	Nude Beige	25	PM0000014855
142	1	N/A	041554488371	SS BETTER SKIN FNDTN	Sand Beige	45	PM0000018181
143	1	N/A	041554442717	SS BETTER SKIN FNDTN	Natural Beige	50	PM0000014858
144	1	N/A	041554442731	SS BETTER SKIN FNDTN	Riche Tan	80	PM0000014860
145	1	N/A	041554488395	SS BETTER SKIN FNDTN	Golden Honey	93	PM0000018183
146	1	N/A	041554442762	SS BETTER SKIN FNDTN	Coconut	95	PM0000014863

Column: 2 - Row: 08 Notch: 5 Fixture Type: HOOK BARS Fixture Description: Urban Hook Bar with 5 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: 041554984514 HOOK BARS Rolled Up Code: 041554984514 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
147	1	N/A	041554264524	BABY LIPS	QUENCHED	05	
148	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
149	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
150	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	



NOTCH SCHEMATIC

L & R 6' X 60 " MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017
LNR0660U_IS17.psa

Column: 3 - Row: 01	Notch: 20	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: 3 - Row: 02	Notch: 13	Fixture Type: TRAYS	Fixture Description: FM MT+PRLS FNDTN TRAY 1.1
Shade Chart Re-Order Code: PM0000016706		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
TRAYS Re-Order Code: PM0000013855	TRAYS Rolled Up Code: PM0000013855	UPC Blade Code: PM0000014575	

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
151	1	N/A	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
152	1	N/A	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
153	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
154	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
155	1	N/A	041554438178	FitMe MATTE+PORELESS FNDTN	Soft Tan	228	
156	1	N/A	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	
157	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
158	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	

Column: 3 - Row: 03	Notch: 6	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
159	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	
160	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115	
161	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Clsc Ivry	120	
162	1	N/A	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130	
163	1	N/A	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220	
164	1	N/A	041554238747	FitMe DEW+SMTH FNDTN	Pure Bge	235	
165	1	N/A	041554238761	FitMe DEW+SMTH FNDTN	Sun Bge	310	
166	1	N/A	041554400816	FitMe DEW+SMTH FNDTN	Toffee	330	

Column: 3 - Row: 04	Notch: 29	Fixture Type: TRAYS	Fixture Description: FM BLUSH TRAY 1.1
Shade Chart Re-Order Code: PM0000017879		SS Graphic Re-Order Code: PM0000014135	
Graphic Re-Order Code:		SS Holder Re-Order Code: PM0000006934	
TRAYS Re-Order Code: PM0000006087	TRAYS Rolled Up Code: PM0000006087	UPC Blade Code: PM0000006928	

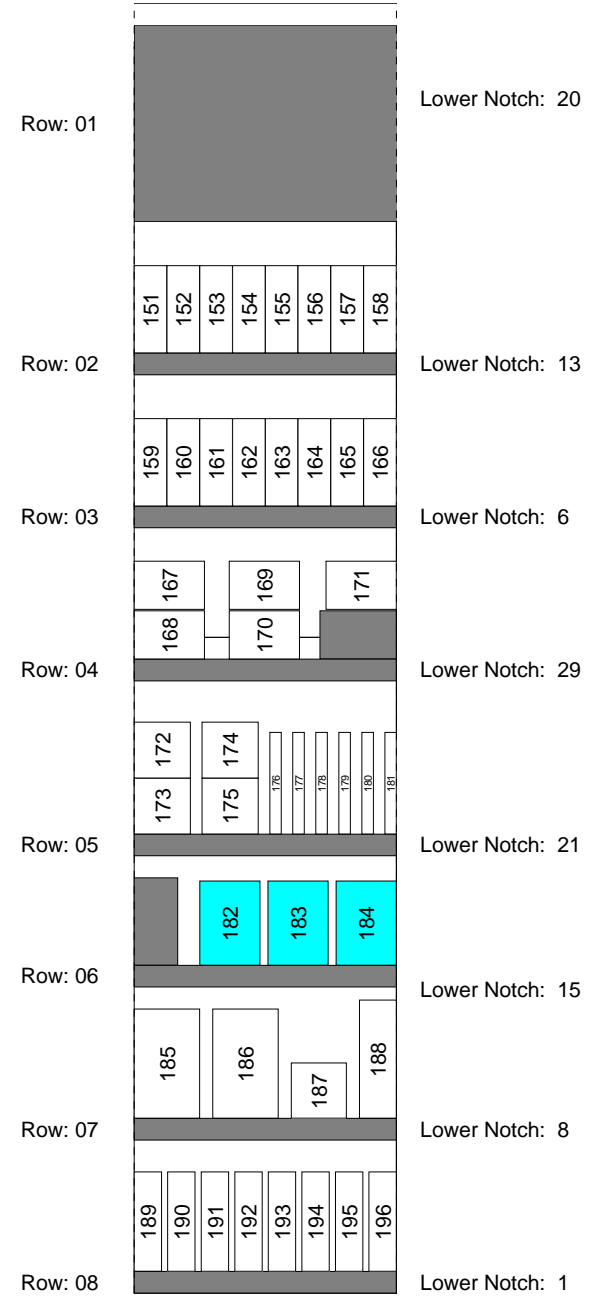
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
167	1	N/A	041554254051	FitMe BLUSH	Light Mauve	106	
168	1	N/A	041554254075	FitMe BLUSH	Medium Pink	204	
169	1	N/A	041554254105	FitMe BLUSH	Medium Nude	208	
170	1	N/A	041554254112	FitMe BLUSH	Deep Rose	302	
171	1	N/A	041554254167	FitMe BRONZER	Medium Bronze	200	

Column: 3 - Row: 05	Notch: 21	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
172	1	N/A	041554238808	FitMe SET+SMTH PDR	Porcelain	110	
173	1	N/A	041554238822	FitMe SET+SMTH PDR	Clsc Ivry	120	
174	1	N/A	041554238846	FitMe SET+SMTH PDR	Buff Bge	130	
175	1	N/A	041554238877	FitMe SET+SMTH PDR	Nat Bge	220	
176	1	N/A	041554247718	FitMe CONCEALER	Light	10	
177	1	N/A	041554247701	FitMe CONCEALER	Fair	15	
178	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
179	1	N/A	041554247725	FitMe CONCEALER	Med	25	
180	1	N/A	041554247756	FitMe CONCEALER	Cafe	30	
181	1	N/A	041554247749	FitMe CONCEALER	Deep	35	

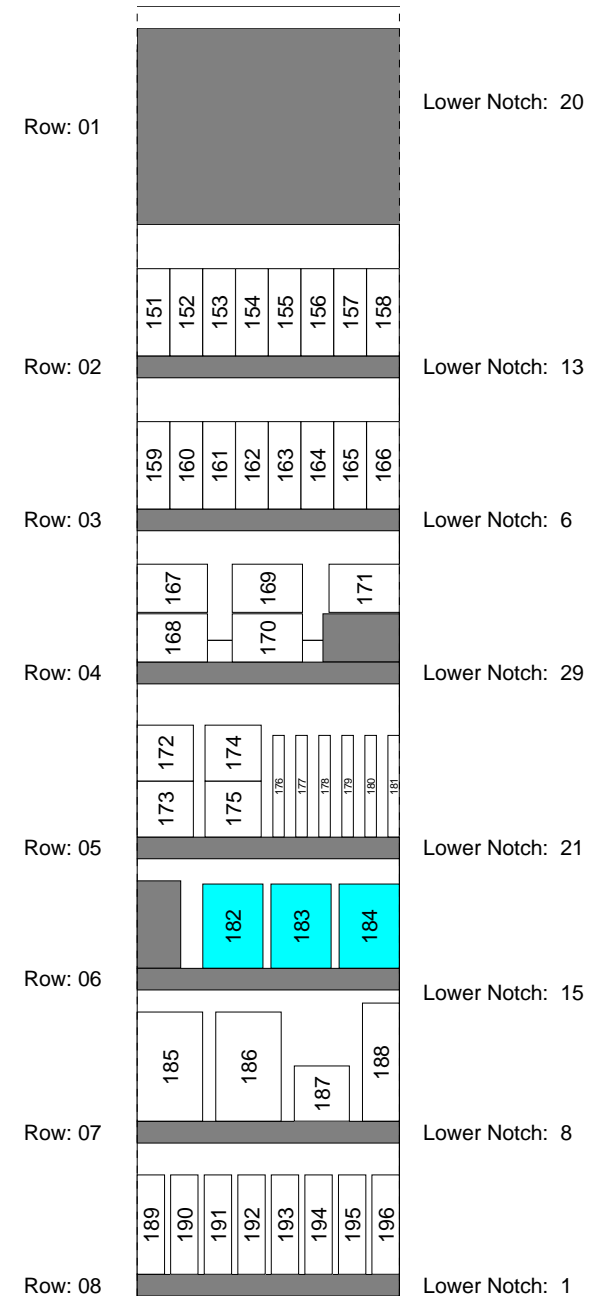
Column: 3 - Row: 06	Notch: 15	Fixture Type: TRAYS	Fixture Description: FS MSTR CAMO 1.1
Shade Chart Re-Order Code: PM0000020673		SS Graphic Re-Order Code: PM0000020950	
Graphic Re-Order Code:		SS Holder Re-Order Code: PM0000021661	
TRAYS Re-Order Code: PM0000019929	TRAYS Rolled Up Code: PM0000019929	UPC Blade Code: PM0000013508	

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
182	1	N/A	041554494518	FACE STUDIO MASTER CAMO PALETTE	Light	100	
183	1	N/A	041554494525	FACE STUDIO MASTER CAMO PALETTE	Medium	200	
184	1	N/A	041554494532	FACE STUDIO MASTER CAMO PALETTE	Deep	300	



L & R 6' X 60 " MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017							
Column: 3 - Row: 07		Notch: 8		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
185	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	LIGHT TO MEDIUM	10	
186	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	MEDIUM TO DEEP	20	
187	1	N/A	041554455588	MASTER FIX TRANSLUCENT POWDER	MASTER FIX TRANSLUC...	10	
188	1	N/A	041554455571	MASTER FIX SETTING SPRAY	MASTER FIX SETTING SP...	10	

L & R 6' X 60 " MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017							
Column: 3 - 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
189	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	PM0000004171
190	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	PM0000004172
191	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	PM0000004173
192	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190	PM0000004174
193	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	PM0000004195
194	1	N/A	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220	PM0000004175
195	1	N/A	041554220124	IAR ERASER FOUNDATION	Pure Beige	250	PM0000004176
196	1	N/A	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	PM0000004179



NOTCH SCHEMATIC

L & R 6' X 60 " MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017

LNR0660U_IS17.psa

Column: 3 - Row: 01 Notch: 20 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: 4 - Row: 02 Notch: 18 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
197	1	N/A	041554443479	PUSH UP DRAMA WSH	Very Black	01	
198	1	N/A	041554443462	PUSH UP DRAMA WSH	Blackest Black	00	
199	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
200	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	

Column: 4 - Row: 03 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
201	1	N/A	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	
202	1	N/A	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	
203	1	N/A	041554493733	COLOSSAL BIG SHOT	BROWNISH BLACK WSH	225	
204	1	N/A	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	

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: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
205	1	N/A	041554288254	CAT EYES MASCARA	Glam Black	01	
206	1	N/A	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
207	1	N/A	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01	
208	1	N/A	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black	00	

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: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
209	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
210	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
211	1	N/A	041554565294	CURVED BRUSH GREAT LASH WASHABLE	Very Black	1	
212	1	N/A	041554626964	GREAT LASH WATERPROOF	Very Black	1	

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: 041554994452

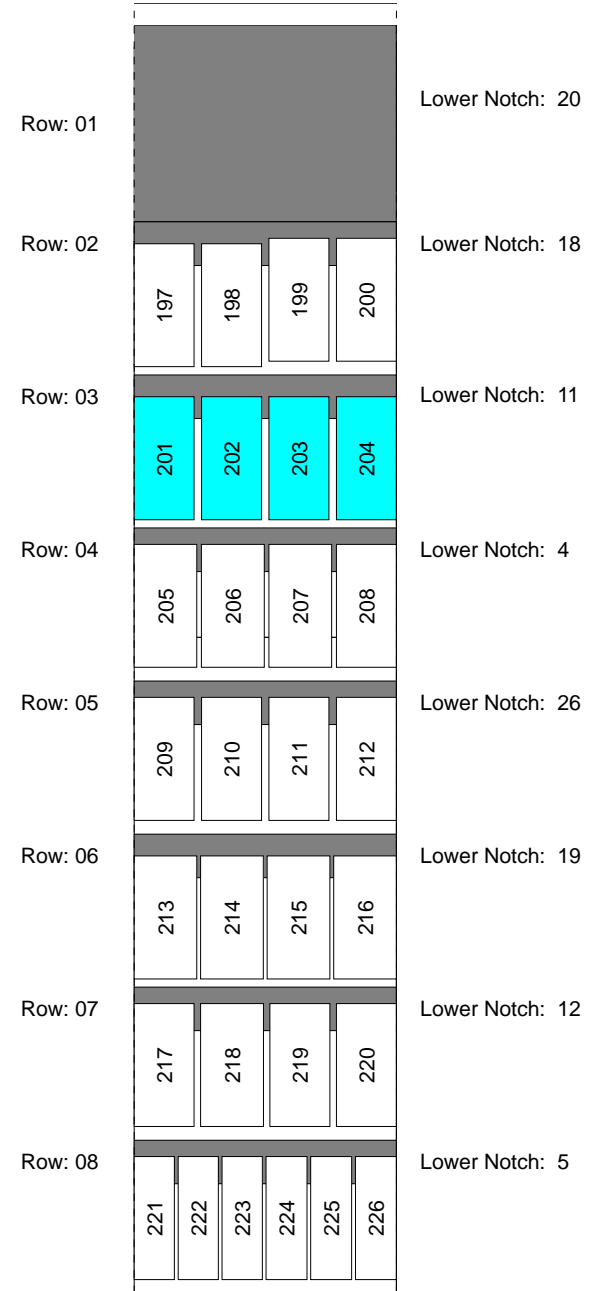
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
213	1	N/A	041554670745	GREAT LASH WASHABLE	Blackest Black	00	
214	1	N/A	041554532722	GREAT LASH WASHABLE	Very Black	1	
215	1	N/A	041554532807	GREAT LASH WASHABLE	Brownish Black	2	
216	1	N/A	041554532982	GREAT LASH WASHABLE	Dark Brown	3	

Column: 4 - Row: 07 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

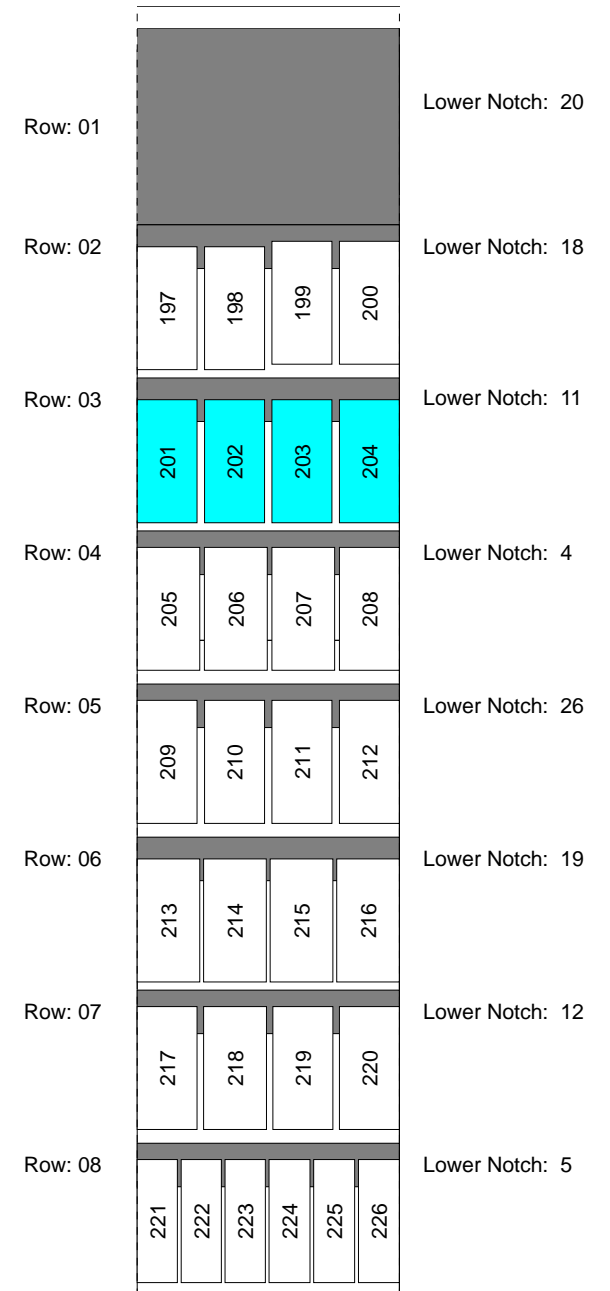
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
217	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
218	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	
219	1	N/A	041554699159	FULL 'N SOFT WASHABLE	Very Black	1	
220	1	N/A	041554605228	FULL 'N SOFT WATERPROOF	Very Black	1	

Column: 4 - Row: 08 Notch: 5 Fixture Type: HOOK BARS Fixture Description: HB IAR ERASER HB 6F**
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000020190 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
221	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	



L & R 6' X 60 " MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017						
222	1	N/A	041554259254	IAR Eraser Concealer	Light	20
223	1	N/A	041554259261	IAR Eraser Concealer	Medium	30
224	1	N/A	041554543872	COVER STICK (CORRECTOR)	Ivory	1
225	1	N/A	041554543889	COVER STICK (CORRECTOR)	Light Beige	2
226	1	N/A	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3



L & R 6' X 60 " MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017
LNR0660U_IS17.psa

Column: 5 - Row: 01 Notch: 6 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
227	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
228	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	
229	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
230	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	

Column: 5 - Row: 02 Notch: 18 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
231	1	N/A	041554217988	FALSIES MASCARA WP	Very Black	01	
232	1	N/A	041554338911	FALSIES BIG EYES	Blackest Black	00	
233	1	N/A	041554338928	FALSIES BIG EYES	Very Black	01	
234	1	N/A	041554338966	FALSIES BIG EYES WP	Very Black	01	

Column: 5 - Row: 03 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
235	1	N/A	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	
236	1	N/A	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	
237	1	N/A	041554268713	FALSIES FLARED	Very Black	01	
238	1	N/A	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	

Column: 5 - 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: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
239	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
240	1	N/A	041554281484	MEGA PLUSH MASCARA WP	Very Black	01	
241	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
242	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	

Column: 5 - 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: 041554994452

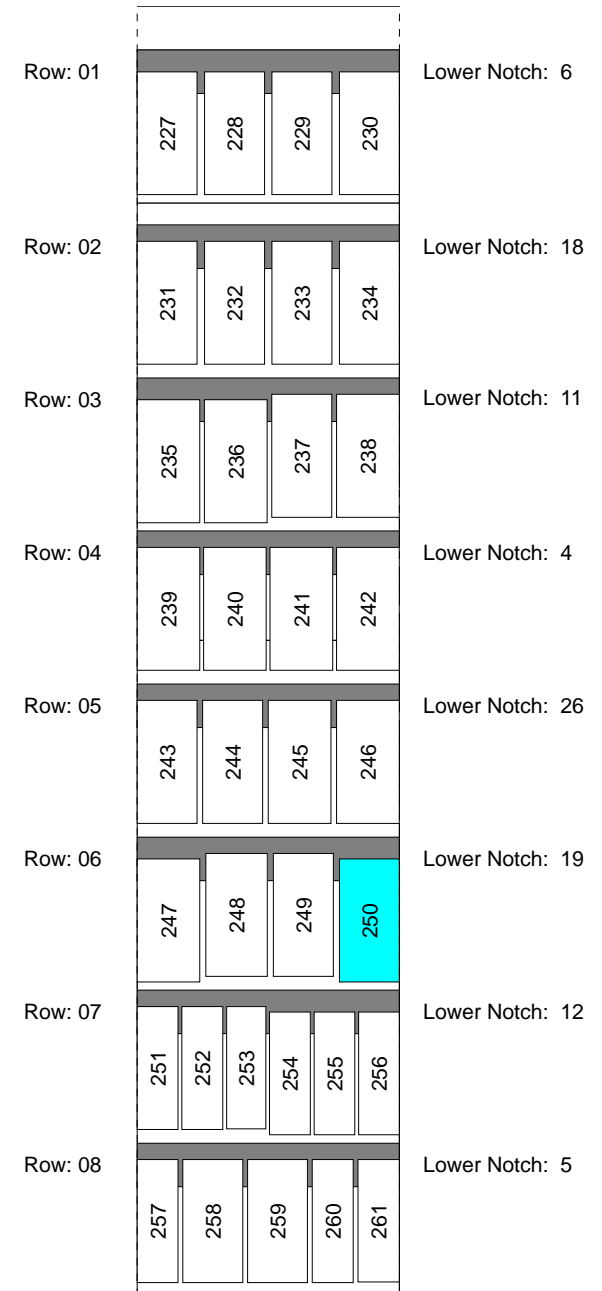
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
243	1	N/A	041554626988	GREAT LASH WATERPROOF	Brownish Black	3	
244	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	
245	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
246	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	

Column: 5 - 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: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
247	1	N/A	041554519457	GREAT LASH WASHABLE	Clear	10	
248	1	N/A	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	
249	1	N/A	041554054156	LASH STILETTO	Very Black	1	
250	1	N/A	041554486599	EYE STUDIO BROW PRECISE FIBER VOL...	Medium Brown	257	

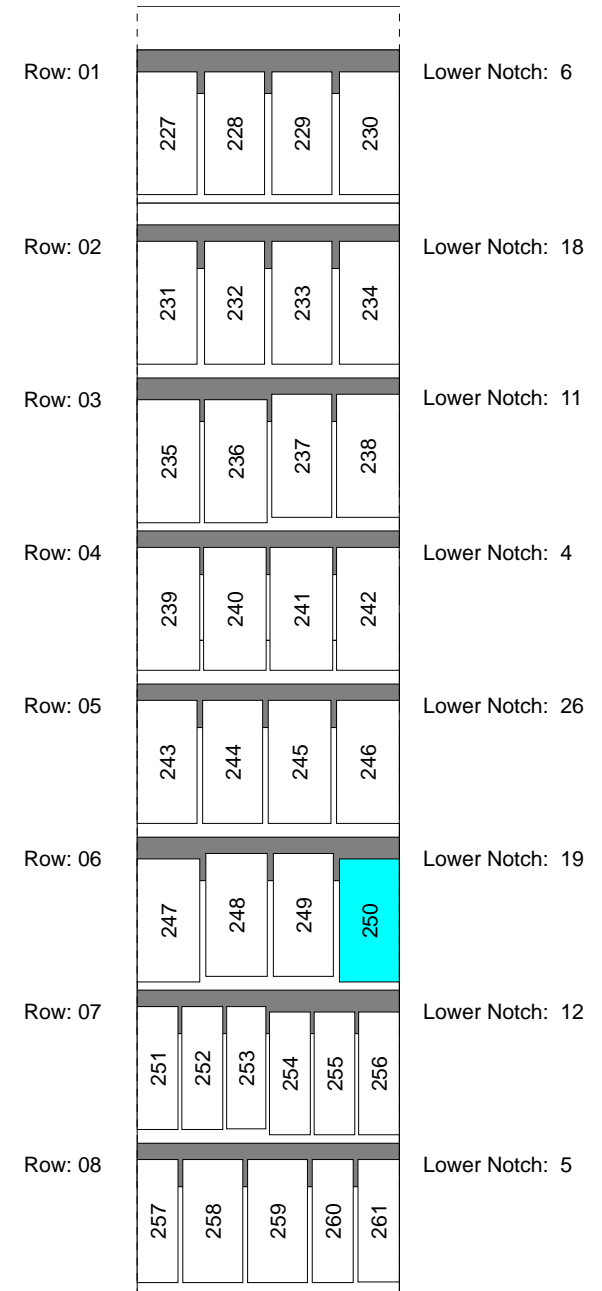
Column: 5 - Row: 07 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 6HK BRAND HB MASTER PRECISE **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000016668 SS Holder Re-Order Code:
HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
251	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
252	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2	
253	1	N/A	041554275940	EYE STUDIO MASTER PREC INK PEN	Black	200	
254	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
255	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	



L & R 6' X 60 " MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017				
256	1	N/A	041554460858	MASTER PRECISE SKINNY Refined Charcoal 230

Column: 5 - Row: 08		Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 5HK BRAND HB UNSTOPPABLE **	
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000016670				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
257	1	N/A	041554615982	COVER STICK (CORRECTOR)	Yellow Corrects Dark Circles	8	
258	1	N/A	041554562422	MOISTURIZING MASCARA REMOVER	MOISTURIZING MASCAR...		
259	1	N/A	041554537970	100% OIL-FREE EYE MAKEUP REMOVER	100% OIL-FREE EYE MAK...		
260	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
261	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	



NOTCH SCHEMATIC

L & R 6' X 60 " MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017
LNR0660U_IS17.psa

Column: 6 - Row: 01 Notch: 1 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: PM0000013510 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
262	1	N/A	041554460513	SHADOW PALETTE	The Rock Nudes Palette	100	
263	1	N/A	041554434866	THE PALETTES	The Blushed Nudes	06	
264	1	N/A	041554419184	THE PALETTES	The Nudes	02	

Column: 6 - Row: 02 Notch: 14 Fixture Type: TRAYS Fixture Description: ES COLOR PLUSH Quad Tray 1.1/1.2
Shade Chart Re-Order Code: PM0000008208 SS Graphic Re-Order Code: PM0000008208
Graphic Re-Order Code: PM0000008208 SS Holder Re-Order Code: PM0000008208
TRAYS Re-Order Code: PM0000004273 TRAYS Rolled Up Code: PM0000004273 UPC Blade Code: PM0000008591

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
265	1	N/A	041554219838	EYE STUDIO COLOR PLUSH QUADS	Give me Gold	5	
266	1	N/A	041554223200	EYE STUDIO COLOR PLUSH QUADS	Mad for Mauve	10	
267	1	N/A	041554219869	EYE STUDIO COLOR PLUSH QUADS	Sapphire Siren	20	
268	1	N/A	041554219876	EYE STUDIO COLOR PLUSH QUADS	Purple Icon	30	
269	1	N/A	041554219883	EYE STUDIO COLOR PLUSH QUADS	Green with Envy	40	
270	1	N/A	041554223217	EYE STUDIO COLOR PLUSH QUADS	Taupe Temptress	50	

Column: 6 - Row: 03 Notch: 8 Fixture Type: TRAYS Fixture Description: ES COLOR PLUSH QUAD TRAY 2.2
Shade Chart Re-Order Code: PM0000008209 SS Graphic Re-Order Code: PM0000008209
Graphic Re-Order Code: PM0000005041 SS Holder Re-Order Code: PM0000005041
TRAYS Re-Order Code: PM0000005041 TRAYS Rolled Up Code: PM0000005041 UPC Blade Code: PM0000008591

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
271	1	N/A	041554284973	EYE STUDIO COLOR PLUSH QUADS	Smokey Night	55	
272	1	N/A	041554219845	EYE STUDIO COLOR PLUSH QUADS	Copper Chic	70	
273	1	N/A	041554219852	EYE STUDIO COLOR PLUSH QUADS	Pink Persuasion	80	
274	1	N/A	041554284980	EYE STUDIO COLOR PLUSH QUADS	Gutsy Green	85	
275	1	N/A	041554284997	EYE STUDIO COLOR PLUSH QUADS	Coral Oasis	95	
276	1	N/A	041554223248	EYE STUDIO COLOR PLUSH QUADS	Legendary Lilac	110	

Column: 6 - Row: 04 Notch: 3 Fixture Type: TRAYS Fixture Description: EW SHAD Q TRAY 1.5/4 **
Shade Chart Re-Order Code: PM0000016307 SS Graphic Re-Order Code: PM0000016312
Graphic Re-Order Code: PM0000016312 SS Holder Re-Order Code: PM0000016312
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	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
278	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	
279	1	N/A	041554409185	EXPERT WEAR QUADS	Amethyst Smokes	6Q	

Column: 6 - Row: 05 Notch: 28 Fixture Type: TRAYS Fixture Description: EW SHAD Q TRAY 2.5/2.4 **
Shade Chart Re-Order Code: PM0000016164 SS Graphic Re-Order Code: PM0000016164
Graphic Re-Order Code: PM0000016164 SS Holder Re-Order Code: PM0000016164
TRAYS Re-Order Code: PL2000000023 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000007818

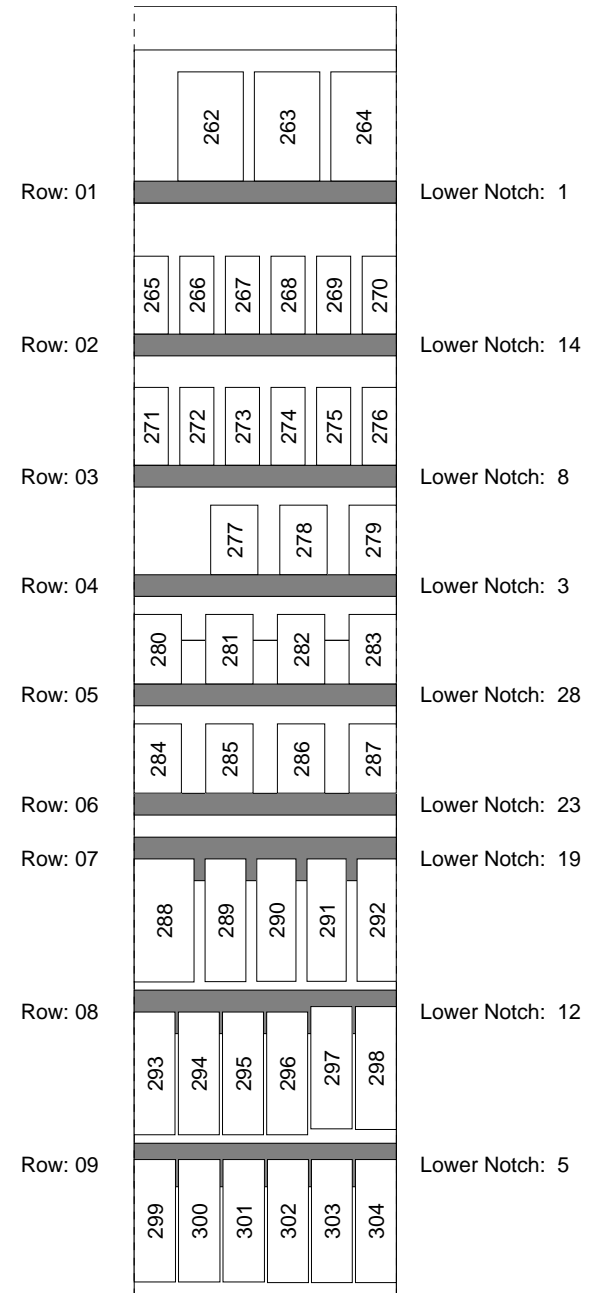
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
280	1	N/A	041554409215	EXPERT WEAR QUADS	Luminous Lilacs	7Q	
281	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
282	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
283	1	N/A	041554409222	EXPERT WEAR QUADS	Electric Blue	21Q	

Column: 6 - Row: 06 Notch: 23 Fixture Type: TRAYS Fixture Description: EW SHAD Q TRAY 3.5 **
Shade Chart Re-Order Code: PM0000016185 SS Graphic Re-Order Code: PM0000016185
Graphic Re-Order Code: PM0000016185 SS Holder Re-Order Code: PM0000016185
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
284	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
285	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
286	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
287	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 6 - Row: 07 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 5HK BRAND HB BROW DRAMA **
Shade Chart Re-Order Code: PM0000016656 SS Graphic Re-Order Code: PM0000016656
Graphic Re-Order Code: PM0000016656 SS Holder Re-Order Code: PM0000016656
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
288	1	N/A	041554429695	EYE STUDIO BROW DRAMA	DEEP BROWN	260	
289	1	N/A	041554429640	BROW PRECISE	Soft Brown	255	
290	1	N/A	041554442182	BROW DEFINE + FILL DUO	Blonde	250	



L & R 6' X 60 " MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017						
291	1	N/A	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255
292	1	N/A	041554442205	BROW DEFINE + FILL DUO	Deep Brown	260

Column: 6 - Row: 08 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 6HK BRAND HB BROW POMADE **							
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:				
Graphic Re-Order Code: PM0000016658			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
293	1	N/A	041554460391	EYE STUDIO BROW POMADE	Blonde	250	
294	1	N/A	041554460353	EYE STUDIO BROW POMADE	Soft Brown	255	
295	1	N/A	041554460346	EYE STUDIO BROW POMADE	Deep Brown	260	
296	1	N/A	041554460407	EYE STUDIO BROW POMADE	Auburn	265	
297	1	N/A	041554022476	DEFINE A BROW	Medium Brown	643	
298	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01	

Column: 6 - Row: 09 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
299	1	N/A	041554009088	DEFINE A LINE	Soft Black	2	
300	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
301	1	N/A	041554009118	DEFINE A LINE	Slate Gray	5	
302	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02	
303	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03	
304	1	N/A	041554530339	EXPERT EYES TWIN BROW & EYE PENC...	Light Brown	04	

