

MAYBELLINE  
NEW YORK

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COLUMN 8

**L & R 8' X 67" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017**  
LNR0867U\_IS17.psa

Column: 1 - Row: 01 Notch: 4 Fixture Type: TRAYS Fixture Description: COL SEN LIQ VIV MATTES 1.2  
Shade Chart Re-Order Code: PM0000020665 SS Graphic Re-Order Code: PM0000020975  
Graphic Re-Order Code: PM0000016527 SS Holder Re-Order Code: PM0000016521  
TRAYS Re-Order Code: PM0000019867 TRAYS Rolled Up Code: PM0000019867 UPC Blade Code: PM0000015041

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
1	1	N/A	041554493535	COLOR SENSATIONAL LIQUID MATTE	GREY ENVY	02	
2	1	N/A	041554459692	COLOR SENSATIONAL LIQUID MATTE	Nude Thrill	5	
3	1	N/A	041554459708	COLOR SENSATIONAL LIQUID MATTE	Nude Flush	10	
4	1	N/A	041554493542	COLOR SENSATIONAL LIQUID MATTE	TWISTED TULIP	12	
5	1	N/A	041554459715	COLOR SENSATIONAL LIQUID MATTE	Pink Charge	15	
6	1	N/A	041554493559	COLOR SENSATIONAL LIQUID MATTE	ORANGE OBSESSION	18	
7	1	N/A	041554459722	COLOR SENSATIONAL LIQUID MATTE	Electric Pink	20	
8	1	N/A	041554459753	COLOR SENSATIONAL LIQUID MATTE	Fuchsia Ecstasy	25	
9	1	N/A	041554459739	COLOR SENSATIONAL LIQUID MATTE	Orange Shot	30	
10	1	N/A	041554459760	COLOR SENSATIONAL LIQUID MATTE	Rebel Red	35	

Column: 1 - Row: 02 Notch: 28 Fixture Type: TRAYS Fixture Description: COL SEN LIQ VIV MATTES 2.2  
Shade Chart Re-Order Code: PM0000020666 SS Graphic Re-Order Code: PM0000021059  
Graphic Re-Order Code: PM0000016527 SS Holder Re-Order Code: PM0000016521  
TRAYS Re-Order Code: PM0000019868 TRAYS Rolled Up Code: PM0000019868 UPC Blade Code: PM0000015041

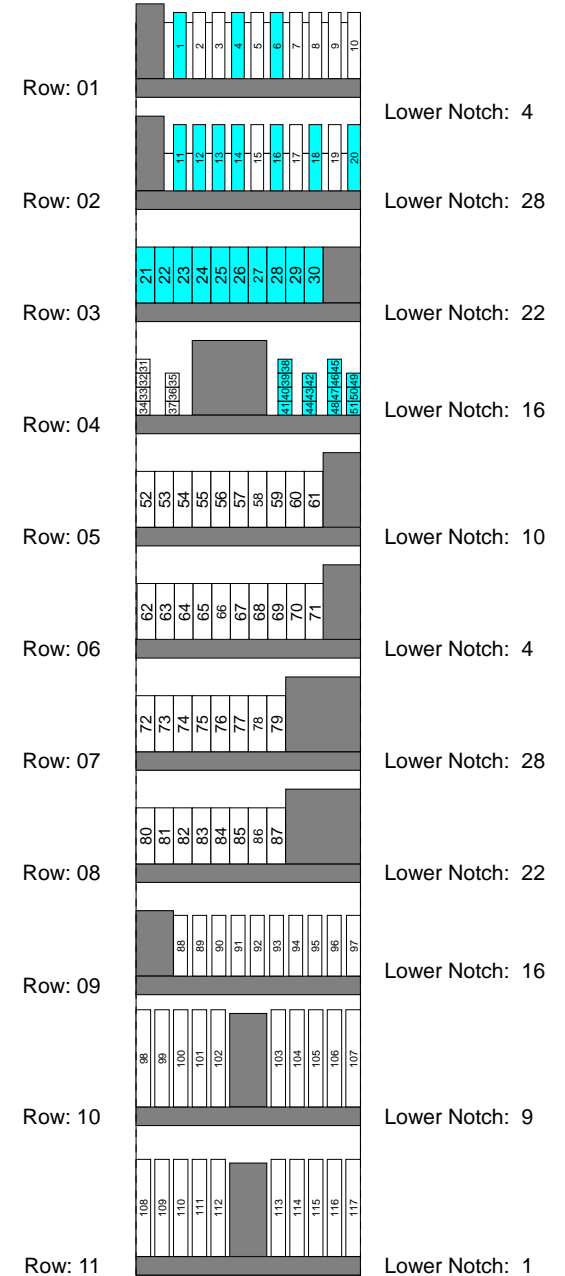
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
11	1	N/A	041554493566	COLOR SENSATIONAL LIQUID MATTE	RED PUNCH	36	
12	1	N/A	041554493573	COLOR SENSATIONAL LIQUID MATTE	COFFEE BUZZ	37	
13	1	N/A	041554493580	COLOR SENSATIONAL LIQUID MATTE	SMOKY ROSE	38	
14	1	N/A	041554493597	COLOR SENSATIONAL LIQUID MATTE	CORRUPT CRANBERRY	39	
15	1	N/A	041554459746	COLOR SENSATIONAL LIQUID MATTE	Berry Boost	40	
16	1	N/A	041554493603	COLOR SENSATIONAL LIQUID MATTE	ORCHID SHOCK	42	
17	1	N/A	041554459784	COLOR SENSATIONAL LIQUID MATTE	Vivid Violet	45	
18	1	N/A	041554493610	COLOR SENSATIONAL LIQUID MATTE	WICKED BERRY	48	
19	1	N/A	041554459777	COLOR SENSATIONAL LIQUID MATTE	Possessed Plum	50	
20	1	N/A	041554493627	COLOR SENSATIONAL LIQUID MATTE	SINFUL STONE	55	

Column: 1 - Row: 03 Notch: 22 Fixture Type: TRAYS Fixture Description: COL SEN CREAMY MATTES 1.1  
Shade Chart Re-Order Code: PM0000020666 SS Graphic Re-Order Code: PM0000020993, PM0000021830  
Graphic Re-Order Code: PM0000016527 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
21	1	N/A	041554496505	COLOR SEN THE MATTES	HOT SAND	530	PM0000020647
22	1	N/A	041554496512	COLOR SEN THE MATTES	PURELY NUDE	535	PM0000020648
23	1	N/A	041554496529	COLOR SEN THE MATTES	PEACH BUFF	540	PM0000020649
24	1	N/A	041554496536	COLOR SEN THE MATTES	BEIGE BABE	545	PM0000020650
25	1	N/A	041554496543	COLOR SEN THE MATTES	HONEY PINK	550	PM0000020651
26	1	N/A	041554496550	COLOR SEN THE MATTES	NAKED CORAL	555	PM0000020652
27	1	N/A	041554496567	COLOR SEN THE MATTES	RAW CHOCOLATE	560	PM0000020653
28	1	N/A	041554496574	COLOR SEN THE MATTES	ALMOND ROSE	565	PM0000020654
29	1	N/A	041554496581	COLOR SEN THE MATTES	TOASTED TRUFFLE	570	PM0000020655
30	1	N/A	041554496598	COLOR SEN THE MATTES	BROWN BLUSH	575	PM0000020656

Column: 1 - Row: 04 Notch: 16 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: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
31	1	N/A	041554203288	COLOR SEN LIP LINER	Nude	20	
32	1	N/A	041554203271	COLOR SEN LIP LINER	Rose	5	
33	1	N/A	041554203301	COLOR SEN LIP LINER	Raisin	40	
34	1	N/A	041554203363	COLOR SEN LIP LINER	Red	50	
35	1	N/A	041554203318	COLOR SEN LIP LINER	Toast	25	
36	1	N/A	041554203325	COLOR SEN LIP LINER	Plum	45	
37	1	N/A	041554203295	COLOR SEN LIP LINER	Wine	55	
38	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LIN... CLEAR		100	
39	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LIN... PURELY NUDE		110	
40	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LIN... DUSTY ROSE		130	
41	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LIN... BRICK RED		150	
42	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LIN... TOTALLY TOFFEE		115	
43	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LIN... PALEST PINK		135	
44	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LIN... WILD VIOLETS		155	
45	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LIN... NUDE WHISPER		105	
46	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LIN... RICH CHOCOLATE		120	
47	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LIN... PINK CORAL		140	



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48	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LIN... RICH WINE	160	
49	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LIN... MAGNETIC MAUVE	125	
50	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LIN... VERY CHERRY	145	
51	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LIN... PLUM PASSION	165	

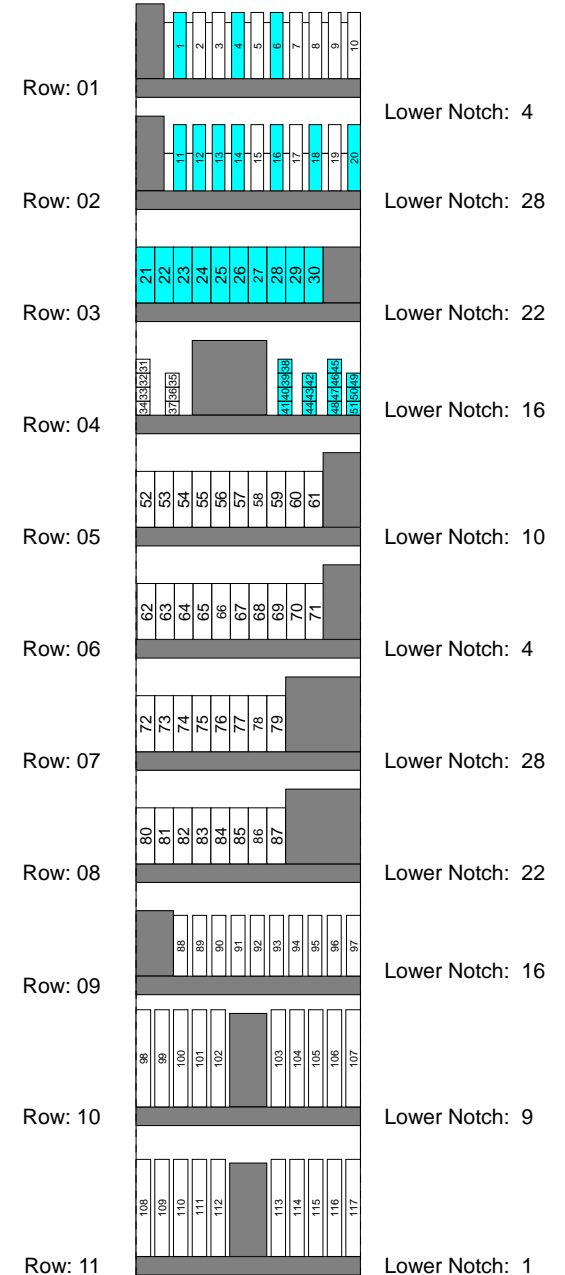
Column: 1 - Row: 05 Notch: 10 Fixture Type: TRAYS Fixture Description: COL SEN LIP 1.3 PINKS/BUFFS NO LINERS						
Shade Chart Re-Order Code:			SS Graphic Re-Order Code: PM0000020968			
Graphic Re-Order Code:			SS Holder Re-Order Code: PM0000005942			
TRAYS Re-Order Code: PM0000019923		TRAYS Rolled Up Code: PM0000019923		UPC Blade Code: PM0000003541		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
52	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	5
53	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15
54	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20
55	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105
56	1	N/A	041554295054	COLOR SEN LIP VIVIDS	FUCHSIA FLASH	865
57	1	N/A	041554408485	COLOR SEN BUFFS	BARE ALL	910
58	1	N/A	041554408515	COLOR SEN BUFFS	BLUSHING BEIGE	915
59	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920
60	1	N/A	041554408492	COLOR SEN BUFFS	TRUFFLE TEASE	930
61	1	N/A	041554413243	COLOR SEN BUFFS	SIN-A-MON	935

Column: 1 - Row: 06 Notch: 4 Fixture Type: TRAYS Fixture Description: COL SEN LIP 2.5/2.4 BUFFS						
Shade Chart Re-Order Code:			SS Graphic Re-Order Code: PM0000020965			
Graphic Re-Order Code:			SS Holder Re-Order Code: PM0000005942			
TRAYS Re-Order Code: PM0000012373		TRAYS Rolled Up Code: PM0000012373		UPC Blade Code: PM0000005714		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
62	1	N/A	041554408485	COLOR SEN BUFFS	BARE ALL	910
63	1	N/A	041554408515	COLOR SEN BUFFS	BLUSHING BEIGE	915
64	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920
65	1	N/A	041554408553	COLOR SEN BUFFS	MAPLE KISS	925
66	1	N/A	041554408492	COLOR SEN BUFFS	TRUFFLE TEASE	930
67	1	N/A	041554413243	COLOR SEN BUFFS	SIN-A-MON	935
68	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940
69	1	N/A	041554408560	COLOR SEN BUFFS	STORMY SAHARA	945
70	1	N/A	041554408577	COLOR SEN BUFFS	UNTAINTED SPICE	950
71	1	N/A	041554408584	COLOR SEN BUFFS	ESPRESSO EXPOSED	955

Column: 1 - Row: 07 Notch: 28 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	Chip Codes
72	1	N/A	041554471021	COLOR SEN LIPSTICK	Pretty in Plum	405
73	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410
74	1	N/A	041554283433	COLOR SEN LIPSTICK	Deepest Cherry	420
75	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425
76	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435
77	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445
78	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450
79	1	N/A	041554294972	COLOR SEN LIP VIVIDS	BRAZEN BERRY	905

Column: 1 - Row: 08 Notch: 22 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	Chip Codes
80	1	N/A	041554198461	COLOR SEN LIPSTICK	Coral Crush	515
81	1	N/A	041554198515	COLOR SEN LIPSTICK	Are You Red-dy	625
82	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630
83	1	N/A	041554198522	COLOR SEN LIPSTICK	Very Cherry	635
84	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645
85	1	N/A	041554295047	COLOR SEN LIP VIVIDS	VIVID ROSE	875
86	1	N/A	041554295023	COLOR SEN LIP VIVIDS	ELECTRIC ORANGE	880
87	1	N/A	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895

Column: 1 - Row: 09 Notch: 16 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:			
TRAYS Re-Order Code: PM0000007784		TRAYS Rolled Up Code: PM0000007784		UPC Blade Code: PM0000006941		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Chip Codes
88	1	N/A	041554273168	SS 14 HR LIPSTICK	Perpetual Peony	5
89	1	N/A	041554273175	SS 14 HR LIPSTICK	Ultimate Blush	10



NOTCH SCHEMATIC

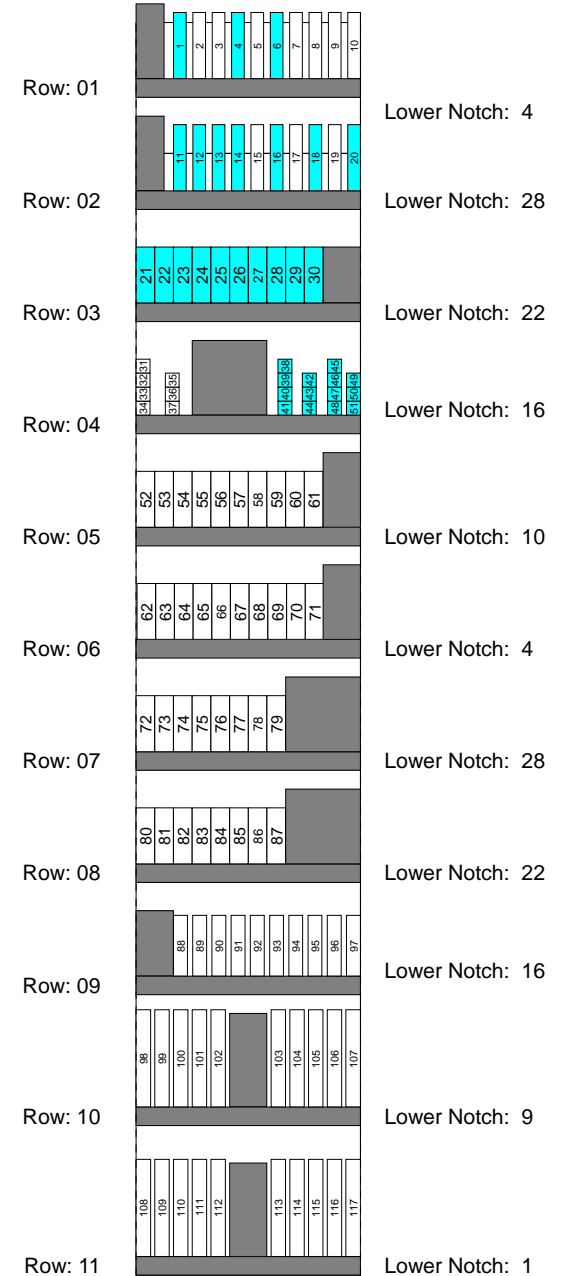
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90	1	N/A	041554273250	SS 14 HR LIPSTICK	Pout Out Pink	12
91	1	N/A	041554273199	SS 14 HR LIPSTICK	Eternal Rose	20
92	1	N/A	041554273212	SS 14 HR LIPSTICK	Never Ending Nude	30
93	1	N/A	041554273304	SS 14 HR LIPSTICK	Keep Me Coral	55
94	1	N/A	041554273267	SS 14 HR LIPSTICK	Ravishing Rouge	65
95	1	N/A	041554273311	SS 14 HR LIPSTICK	Infinite Iris	80
96	1	N/A	041554273328	SS 14 HR LIPSTICK	Till Mauve Do Us Part	85
97	1	N/A	041554273335	SS 14 HR LIPSTICK	Please Stay Plum	95

Column: 1 - Row: 10 Notch: 9 Fixture Type: TRAYS Fixture Description: SS 24 HR LIP TRAY 1.3  
 Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000020989  
 Graphic Re-Order Code: PM0000020985 SS Holder Re-Order Code: PM0000006942  
 TRAYS Re-Order Code: PM0000006150 TRAYS Rolled Up Code: PM0000006150 UPC Blade Code: PM0000006941

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
98	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	PM0000006080
99	1	N/A	041554237733	SS 2 STEP 24 HR LIPCOLOR	Reliable Raspberry	010	PM0000006115
100	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	PM0000006116
101	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	PM0000006117
102	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	PM0000006118
103	1	N/A	041554336320	SS 2 STEP 24 HR LIPCOLOR	Always Blazing	031	PM0000010811
104	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	PM0000006120
105	1	N/A	041554336177	SS 2 STEP 24 HR LIPCOLOR	Committed Coral	041	PM0000010809
106	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	PM0000006122
107	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	PM0000006123

Column: 1 - Row: 11 Notch: 1 Fixture Type: TRAYS Fixture Description: SS 24 HR LIP TRAY 3.3  
 Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000021779  
 Graphic Re-Order Code: PM0000020988 SS Holder Re-Order Code: PM0000006942  
 TRAYS Re-Order Code: PM0000006152 TRAYS Rolled Up Code: PM0000006152 UPC Blade Code: PM0000006941

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
108	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	PM0000006134
109	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	PM0000006135
110	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	PM0000006136
111	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	PM0000006137
112	1	N/A	041554237962	SS 2 STEP 24 HR LIPCOLOR	So Sienna	125	PM0000006138
113	1	N/A	041554335873	SS 2 STEP 24 HR LIPCOLOR	Sienna Ever After	131	PM0000010810
114	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	PM0000010808
115	1	N/A	041554335897	SS 2 STEP 24 HR LIPCOLOR	More & More Mocha	141	PM0000010812
116	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	PM0000006142
117	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	PM0000006143



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**Column: 2 - Row: 01 Notch: 4 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
118	1	N/A	041554466409	DREAM VELVET BLENDER	DREAM VELVET BLENDER	10	PM0000016227
119	1	N/A	041554457728	DREAM FRESH VELVET	Ivory	15	PM0000016217
120	1	N/A	041554457759	DREAM FRESH VELVET	Classic Ivory	20	PM0000016218
121	1	N/A	041554457766	DREAM FRESH VELVET	Nude	40	PM0000016219
122	1	N/A	041554457872	DREAM FRESH VELVET	Pure Beige	70	PM0000016222
123	1	N/A	041554457896	DREAM FRESH VELVET	Natural Beige	75	PM0000016223
124	1	N/A	041554457902	DREAM FRESH VELVET	Honey Beige	90	PM0000016224

**Column: 2 - Row: 02 Notch: 27 Fixture Type: TRAYS Fixture Description: DRM Matte Mousse Tray 1.2**  
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: 041554327250 TRAYS Rolled Up Code: 041554327250 UPC Blade Code: PM0000008631

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
125	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	PM0000015501
126	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	PM0000015495
127	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	PM0000015493
128	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	PM0000015497
129	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	PM0000015500
130	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	PM0000015503

**Column: 2 - Row: 03 Notch: 19 Fixture Type: TRAYS Fixture Description: DRM WONDER PDR TRAY 1.1**  
Shade Chart Re-Order Code: 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
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

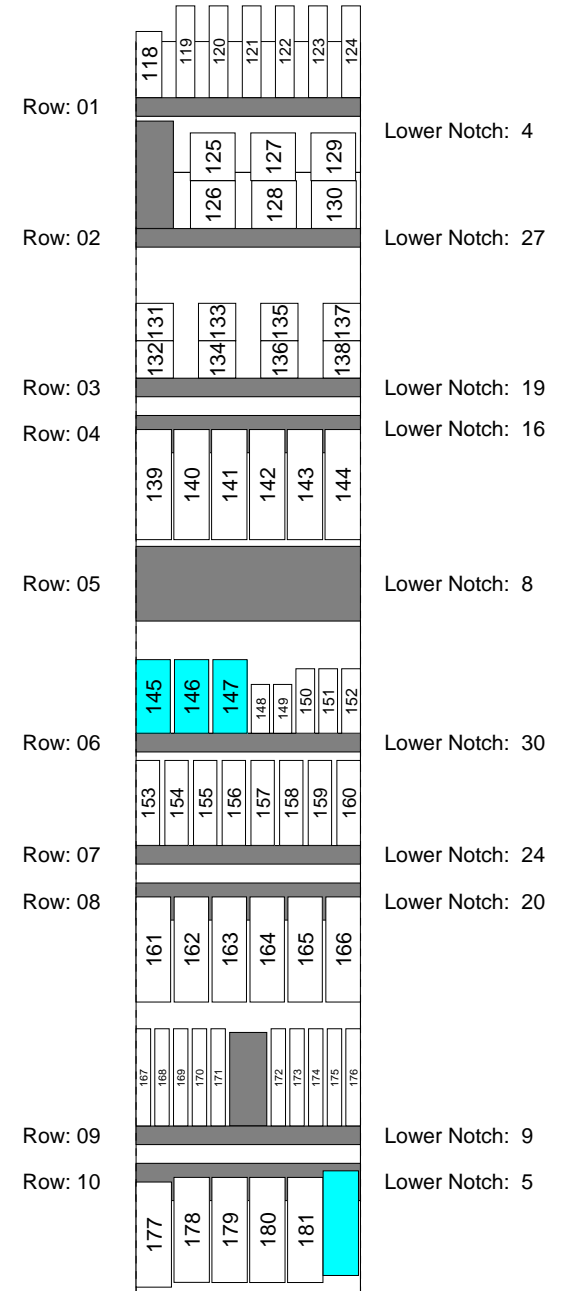
**Column: 2 - Row: 04 Notch: 16 Fixture Type: HOOK BARS Fixture Description: HB DRM LUMI CONCEALER 6F\*\***  
Shade Chart Re-Order Code: SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000020189 SS Holder Re-Order Code:  
HOOK BARS Re-Order Code: PL2000000153 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008952

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
139	1	N/A	041554275698	DREAM LUMI TOUCH HIGHT CONCEAL...	Radiant	310	
140	1	N/A	041554275681	DREAM LUMI TOUCH HIGHT CONCEAL...	Ivory	320	
141	1	N/A	041554275711	DREAM LUMI TOUCH HIGHT CONCEAL...	Nude	330	
142	1	N/A	041554275704	DREAM LUMI TOUCH HIGHT CONCEAL...	Buff	340	
143	1	N/A	041554275728	DREAM LUMI TOUCH HIGHT CONCEAL...	Beige	350	
144	1	N/A	041554277500	DREAM LUMI TOUCH HIGHT CONCEAL...	Honey	360	

**Column: 2 - Row: 05 Notch: 8 Fixture Type: CHROME SIGN UR Fixture Description: FS MSTR STROBE LIQUID 4X12 \*\***  
Shade Chart Re-Order Code: SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000021684 SS Holder Re-Order Code:  
CHROME SIGN UR Re-Order Code: PL20000000038 CHROME SIGN UR Rolled Up Code: N/A UPC Blade Code:

**Column: 2 - Row: 06 Notch: 30 Fixture Type: TRAYS Fixture Description: FS MSTR STROBE LIQ/STK/CNTR STK**  
Shade Chart Re-Order Code: PM0000020678 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000021677 SS Holder Re-Order Code:  
TRAYS Re-Order Code: PM0000020245 TRAYS Rolled Up Code: PM0000020245 UPC Blade Code: PM0000022732

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
145	1	N/A	041554493658	FACE STUDIO MASTER STROBING LIQUID	Light/Iridescent	100	
146	1	N/A	041554493665	FACE STUDIO MASTER STROBING LIQUID	Medium/Nude Glow	200	
147	1	N/A	041554493672	FACE STUDIO MASTER STROBING LIQUID	Deep/Gold	300	
148	1	N/A	041554486155	FACE STUDIO MASTER STROBE	LIGHT - IRIDESCENT	100	
149	1	N/A	041554486162	FACE STUDIO MASTER STROBE	MEDIUM - NUDE GLOW	200	
150	1	N/A	041554481891	FACE STUDIO MASTER CONTOUR STICK	LIGHT	10	
151	1	N/A	041554481907	FACE STUDIO MASTER CONTOUR STICK	MEDIUM	15	
152	1	N/A	041554481914	FACE STUDIO MASTER CONTOUR STICK	DEEP	20	



**L & R 8' X 67" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017**

Column: 2 - Row: 07 Notch: 24 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: PM0000008833

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
153	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	PM0000004171
154	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	PM0000004172
155	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	PM0000004173
156	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190	PM0000004174
157	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	PM0000004195
158	1	N/A	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220	PM0000004175
159	1	N/A	041554220124	IAR ERASER FOUNDATION	Pure Beige	250	PM0000004176
160	1	N/A	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	PM0000004179

Column: 2 - Row: 08 Notch: 20 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

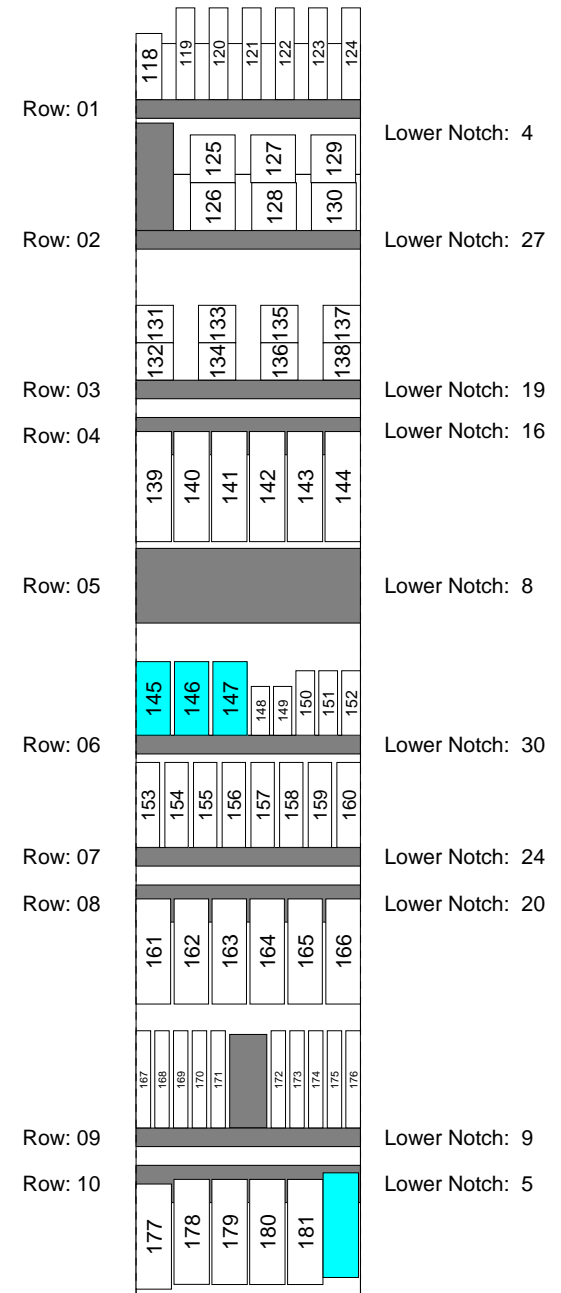
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
161	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
162	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
163	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
164	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	
165	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
166	1	N/A	041554267204	IAR Eraser Concealer	Brightener	60	

Column: 2 - Row: 09 Notch: 9 Fixture Type: TRAYS Fixture Description: SS 24 HR LIP TRAY 2.3  
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000020990  
Graphic Re-Order Code: PM0000020987 SS Holder Re-Order Code: PM0000006942  
TRAYS Re-Order Code: PM0000006151 TRAYS Rolled Up Code: PM0000006151 UPC Blade Code: PM0000006941

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
167	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	PM0000006124
168	1	N/A	041554237832	SS 2 STEP 24 HR LIPCOLOR	Won't Move Mauve	060	PM0000006125
169	1	N/A	041554237849	SS 2 STEP 24 HR LIPCOLOR	Constantly Cabernet	065	PM0000006126
170	1	N/A	041554237856	SS 2 STEP 24 HR LIPCOLOR	On and On Orchid	070	PM0000006127
171	1	N/A	041554237863	SS 2 STEP 24 HR LIPCOLOR	Berry Persistent	075	PM0000006128
172	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	PM0000006129
173	1	N/A	041554237887	SS 2 STEP 24 HR LIPCOLOR	Lasting Lilac	085	PM0000006130
174	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	PM0000006131
175	1	N/A	041554237900	SS 2 STEP 24 HR LIPCOLOR	Never Ending Pearl	095	PM0000006132
176	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	PM0000006133

Column: 2 - Row: 10 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
177	1	N/A	041554483123	BABY LIPS	MY PINK	01	
178	1	N/A	041554404937	BABY LIPS DR RESCUE	Coral Crave	55	
179	1	N/A	041554264524	BABY LIPS	QUENCHED	05	
180	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
181	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	



**L & R 8' X 67" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017**  
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**Column: 3 - 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
182	1	N/A	041554482324	DREAM CUSHION FOUNDATION	Porcelain	10	
183	1	N/A	041554482362	DREAM CUSHION FOUNDATION	True Beige	40	
184	1	N/A	041554482331	DREAM CUSHION FOUNDATION	Ivory	15	
185	1	N/A	041554482379	DREAM CUSHION FOUNDATION	Medium Beige	45	
186	1	N/A	041554482348	DREAM CUSHION FOUNDATION	Classic Ivory	20	
187	1	N/A	041554482386	DREAM CUSHION FOUNDATION	Caramel	55	
188	1	N/A	041554482355	DREAM CUSHION FOUNDATION	Warm Nude	30	
189	1	N/A	041554482393	DREAM CUSHION FOUNDATION	Cocoa	60	

**Column: 3 - Row: 02 Notch: 24 Fixture Type: TRAYS Fixture Description: DRM Matte Mousse Tray 2.2**  
Shade Chart Re-Order Code: SS Graphic Re-Order Code: PM0000020943  
Graphic Re-Order Code: PM0000016899 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
190	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	PM0000015502
191	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	PM0000015496
192	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	PM0000015499
193	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	PM0000015492
194	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	PM0000015498
195	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	PM0000015494

**Column: 3 - Row: 03 Notch: 18 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 1.1**  
Shade Chart Re-Order Code: PM0000020670 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000020669 SS Holder Re-Order Code:  
TRAYS Re-Order Code: PM0000019917 TRAYS Rolled Up Code: PM0000019917 UPC Blade Code: PM0000009354

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
196	1	N/A	041554282634	DREAM FRESH BB CRM	Light Medium	110	
197	1	N/A	041554282641	DREAM FRESH BB CRM	Medium	120	
198	1	N/A	041554282658	DREAM FRESH BB CRM	Medium/Deep	130	
199	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
200	1	N/A	041554349573	DREAM PURE BB	Medium	120	
201	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	

**Column: 3 - Row: 04 Notch: 12 Fixture Type: TRAYS Fixture Description: DRM LIQUID Tray 1.1**  
Shade Chart Re-Order Code: 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: 041554874723

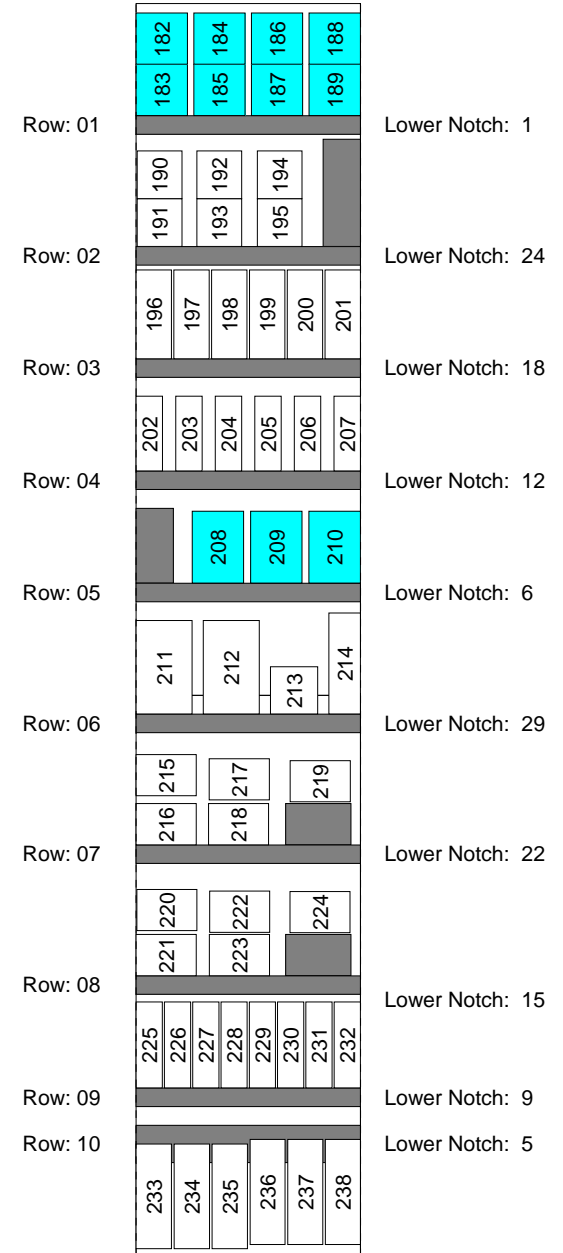
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
202	1	N/A	041554055993	DREAM LIQUID FOUNDATION	Classic Ivory	20	PM0000015481
203	1	N/A	041554056037	DREAM LIQUID FOUNDATION	Nude Beige	35	PM0000015488
204	1	N/A	041554056013	DREAM LIQUID FOUNDATION	Nude	40	PM0000015487
205	1	N/A	041554056020	DREAM LIQUID FOUNDATION	Creamy Natural	50	PM0000015483
206	1	N/A	041554056051	DREAM LIQUID FOUNDATION	Pure Beige	70	PM0000015490
207	1	N/A	041554056068	DREAM LIQUID FOUNDATION	Natural Beige	75	PM0000015485

**Column: 3 - Row: 05 Notch: 6 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
208	1	N/A	041554494518	FACE STUDIO MASTER CAMO PALETTE	Light	100	
209	1	N/A	041554494525	FACE STUDIO MASTER CAMO PALETTE	Medium	200	
210	1	N/A	041554494532	FACE STUDIO MASTER CAMO PALETTE	Deep	300	

**Column: 3 - Row: 06 Notch: 29 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
211	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	LIGHT TO MEDIUM	10	
212	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	MEDIUM TO DEEP	20	
213	1	N/A	041554455588	MASTER FIX TRANSLUCENT POWDER	MASTER FIX TRANSLUC...	10	
214	1	N/A	041554455571	MASTER FIX SETTING SPRAY	MASTER FIX SETTING SP...	10	



**L & R 8' X 67" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017**

Column: 3 - Row: 07 Notch: 22 Fixture Type: TRAYS Fixture Description: FM BLUSH TRAY 1.2  
 Shade Chart Re-Order Code: PM0000016701 SS Graphic Re-Order Code: PM0000014136  
 Graphic Re-Order Code: SS Holder Re-Order Code: PM0000006934  
 TRAYS Re-Order Code: PM0000006085 TRAYS Rolled Up Code: PM0000006085 UPC Blade Code: PM0000006928

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
215	1	N/A	041554254037	FitMe BLUSH	Light Pink	104	
216	1	N/A	041554339628	FitMe BLUSH	Light Rose	102	
217	1	N/A	041554254075	FitMe BLUSH	Medium Pink	204	
218	1	N/A	041554254112	FitMe BLUSH	Deep Rose	302	
219	1	N/A	041554339680	FitMe BLUSH	Deep Wine	310	

Column: 3 - Row: 08 Notch: 15 Fixture Type: TRAYS Fixture Description: FM BLUSH TRAY 2.2  
 Shade Chart Re-Order Code: PM0000016702 SS Graphic Re-Order Code: PM0000014137  
 Graphic Re-Order Code: SS Holder Re-Order Code: PM0000006934  
 TRAYS Re-Order Code: PM0000006086 TRAYS Rolled Up Code: PM0000006086 UPC Blade Code: PM0000006928

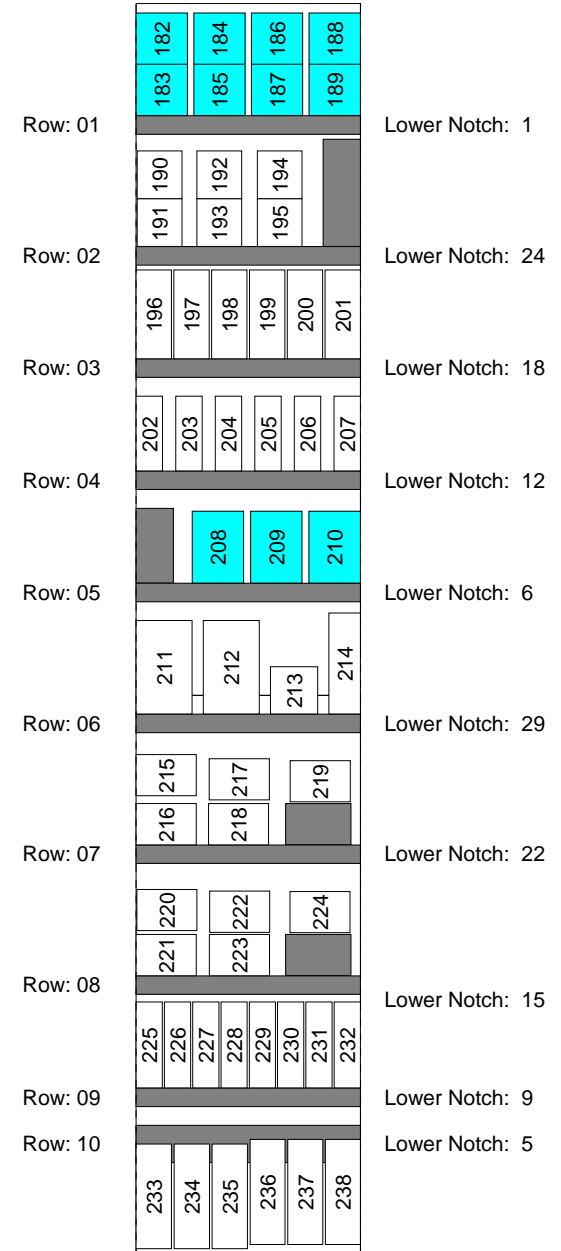
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
220	1	N/A	041554254051	FitMe BLUSH	Light Mauve	106	
221	1	N/A	041554339635	FitMe BLUSH	Medium Coral	202	
222	1	N/A	041554254105	FitMe BLUSH	Medium Nude	208	
223	1	N/A	041554339673	FitMe BLUSH	Deep Coral	306	
224	1	N/A	041554254167	FitMe BRONZER	Medium Bronze	200	

Column: 3 - Row: 09 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
225	1	N/A	041554442663	SS BETTER SKIN FNDDTN	Ivory	15	PM0000014853
226	1	N/A	041554442670	SS BETTER SKIN FNDDTN	Classic Ivory	20	PM0000014854
227	1	N/A	041554442687	SS BETTER SKIN FNDDTN	Nude Beige	25	PM0000014855
228	1	N/A	041554488371	SS BETTER SKIN FNDDTN	Sand Beige	45	PM0000018181
229	1	N/A	041554442717	SS BETTER SKIN FNDDTN	Natural Beige	50	PM0000014858
230	1	N/A	041554442731	SS BETTER SKIN FNDDTN	Riche Tan	80	PM0000014860
231	1	N/A	041554488395	SS BETTER SKIN FNDDTN	Golden Honey	93	PM0000018183
232	1	N/A	041554442762	SS BETTER SKIN FNDDTN	Coconut	95	PM0000014863

Column: 3 - Row: 10 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: 04155498452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
233	1	N/A	041554442779	SS BETTER SKIN CNCLR	Ivory	10	
234	1	N/A	041554442786	SS BETTER SKIN CNCLR	Light	20	
235	1	N/A	041554442793	SS BETTER SKIN CNCLR	Light/Medium	30	
236	1	N/A	041554543872	COVER STICK (CORRECTOR)	Ivory	1	
237	1	N/A	041554543889	COVER STICK (CORRECTOR)	Light Beige	2	
238	1	N/A	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3	



NOTCH SCHEMATIC

L & R 8' X 67" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017  
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Column: 4 - Row: 01 Notch: 1 Fixture Type: TRAYS Fixture Description: FM MT+PRLS FNDTN TRAY 1.2  
Shade Chart Re-Order Code: PM0000019263 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
TRAYS Re-Order Code: PM0000013853 TRAYS Rolled Up Code: PM0000013853 UPC Blade Code: PM0000014575

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
239	1	N/A	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	239
240	1	N/A	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	240
241	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	241
242	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	242
243	1	N/A	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	243
244	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	244
245	1	N/A	041554466461	FitMe MATTE+PORELESS FNDTN	TRUE BEIGE	222	245
246	1	N/A	041554433487	FitMe MATTE+PORELESS FNDTN	Ntrl Buff	230	246

Row: 01

Lower Notch: 1

Column: 4 - Row: 02 Notch: 24 Fixture Type: TRAYS Fixture Description: FM MT+PRLS FNDTN TRAY 2.2  
Shade Chart Re-Order Code: PM0000019264 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
TRAYS Re-Order Code: PM0000013854 TRAYS Rolled Up Code: PM0000013854 UPC Blade Code: PM0000014575

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
247	1	N/A	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	247
248	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	248
249	1	N/A	041554466478	FitMe MATTE+PORELESS FNDTN	NATURAL TAN	320	249
250	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	250
251	1	N/A	041554466492	FitMe MATTE+PORELESS FNDTN	CLASSIC TAN	335	251
252	1	N/A	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	252
253	1	N/A	041554466515	FitMe MATTE+PORELESS FNDTN	CAPUCCINO	340	253
254	1	N/A	041554466522	FitMe MATTE+PORELESS FNDTN	MOCHA	360	254

Row: 02

Lower Notch: 24

Column: 4 - Row: 03 Notch: 17 Fixture Type: TRAYS Fixture Description: FM DEW+SMTH FNDTN TRAY 1.2  
Shade Chart Re-Order Code: PM0000016704 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
TRAYS Re-Order Code: PM0000006070 TRAYS Rolled Up Code: PM0000006070 UPC Blade Code: PM0000014575

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
255	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	255
256	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115	256
257	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Clsc Ivry	120	257
258	1	N/A	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125	258
259	1	N/A	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130	259
260	1	N/A	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge	210	260
261	1	N/A	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220	261
262	1	N/A	041554238723	FitMe DEW+SMTH FNDTN	Med Buff	225	262

Row: 03

Lower Notch: 17

Column: 4 - Row: 04 Notch: 10 Fixture Type: TRAYS Fixture Description: FM DEW+SMTH FNDTN TRAY 2.2  
Shade Chart Re-Order Code: PM0000016705 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
TRAYS Re-Order Code: PM0000006071 TRAYS Rolled Up Code: PM0000006071 UPC Blade Code: PM0000014575

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
263	1	N/A	041554238730	FitMe DEW+SMTH FNDTN	Nat Buff	230	263
264	1	N/A	041554238747	FitMe DEW+SMTH FNDTN	Pure Bge	235	264
265	1	N/A	041554339697	FitMe DEW+SMTH FNDTN	Gldn Bge	240	265
266	1	N/A	041554238761	FitMe DEW+SMTH FNDTN	Sun Bge	310	266
267	1	N/A	041554238778	FitMe DEW+SMTH FNDTN	Soft Honey	315	267
268	1	N/A	041554400816	FitMe DEW+SMTH FNDTN	Toffee	330	268
269	1	N/A	041554247152	FitMe DEW+SMTH FNDTN	Coconut	355	269
270	1	N/A	041554339895	FitMe DEW+SMTH FNDTN	Mocha	360	270

Row: 04

Lower Notch: 10

Column: 4 - Row: 05 Notch: 3 Fixture Type: TRAYS Fixture Description: FM STICK TRAY 1.1  
Shade Chart Re-Order Code: PM0000010950,PM0000016718 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
TRAYS Re-Order Code: PM0000010799 TRAYS Rolled Up Code: PM0000010799 UPC Blade Code: PM0000006928

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
271	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	271
272	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	272
273	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	273
274	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	274
275	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	275
276	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	276
277	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	277
278	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	278

Row: 05

Lower Notch: 3

Row: 06

Lower Notch: 25

Row: 07

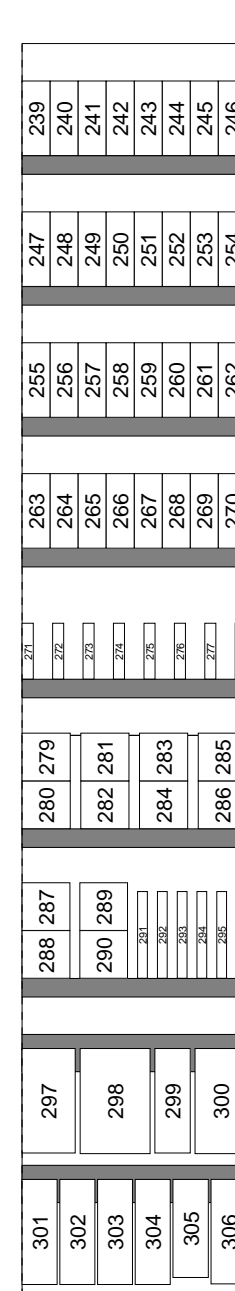
Lower Notch: 17

Row: 08

Lower Notch: 12

Row: 09

Lower Notch: 5



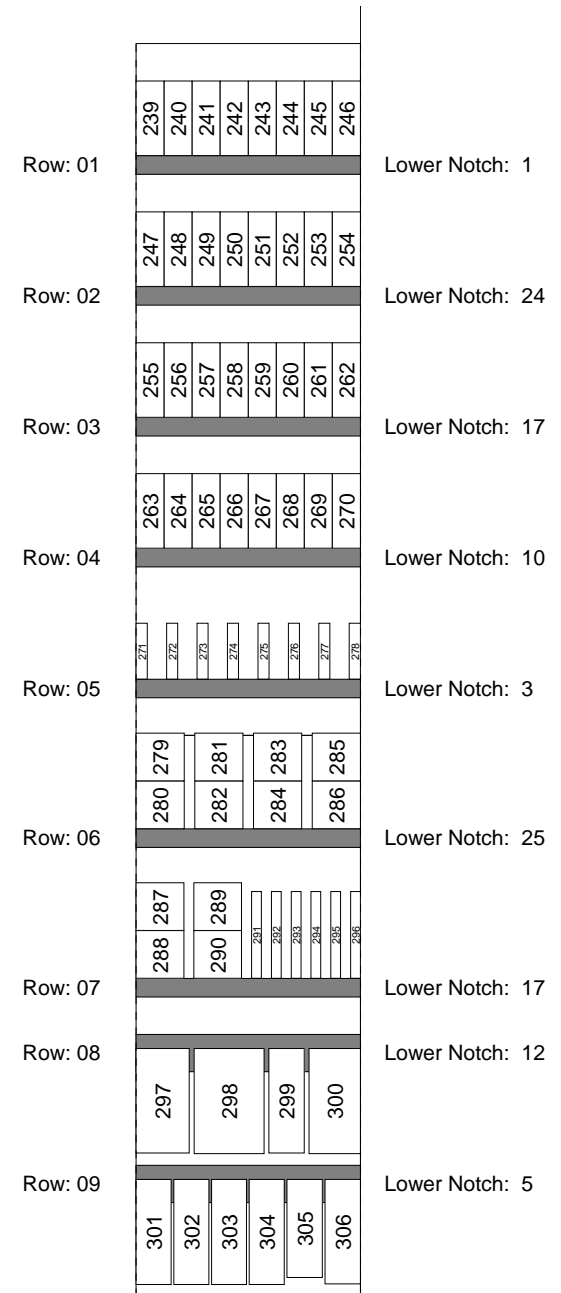
**NOTCH SCHEMATIC**

L & R 8' X 67" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017							
Column: 4 - Row: 06		Notch: 25		Fixture Type: TRAYS		Fixture Description: FM SET+SMTH PDR TRAY 1.1	
Shade Chart Re-Order Code: PM0000018210,PM0000018211				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000016715				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PM0000018282		TRAYS Rolled Up Code: PM0000018282		UPC Blade Code: PM0000006928			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
279	1	N/A	041554238808	FitMe SET+SMTH PDR	Porcelain	110	
280	1	N/A	041554238822	FitMe SET+SMTH PDR	Clsc Ivry	120	
281	1	N/A	041554238839	FitMe SET+SMTH PDR	Nude Bge	125	
282	1	N/A	041554238846	FitMe SET+SMTH PDR	Buff Bge	130	
283	1	N/A	041554238877	FitMe SET+SMTH PDR	Nat Bge	220	
284	1	N/A	041554247626	FitMe SET+SMTH PDR	Med Buff	225	
285	1	N/A	041554339918	FitMe SET+SMTH PDR	Gldn Bge	240	
286	1	N/A	041554249415	FitMe SET+SMTH PDR	Coconut	355	

Column: 4 - Row: 07							
Notch: 17		Fixture Type: TRAYS		Fixture Description: FM MT+PRLS PDR/CONCLR 1.1			
Shade Chart Re-Order Code: PM0000019247,PM0000019248				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000020945				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PM0000019244		TRAYS Rolled Up Code: PM0000019244		UPC Blade Code: PM0000006928			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
287	1	N/A	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	
288	1	N/A	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
289	1	N/A	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	
290	1	N/A	041554488357	FitMe MATTE+PORELESS PDR	Natural Tan	320	
291	1	N/A	041554247718	FitMe CONCEALER	Light	10	
292	1	N/A	041554247701	FitMe CONCEALER	Fair	15	
293	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
294	1	N/A	041554247725	FitMe CONCEALER	Med	25	
295	1	N/A	041554247756	FitMe CONCEALER	Cafe	30	
296	1	N/A	041554247749	FitMe CONCEALER	Deep	35	

Column: 4 - Row: 08							
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
297	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	
298	1	N/A	041554566499	SHINE FREE OIL CONTROL LOOSE POW...	Light	1	
299	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL SH...		
300	1	N/A	041554537970	100% OIL-FREE EYE MAKEUP REMOVER	100% OIL-FREE EYE MAK...		

Column: 4 - Row: 09							
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
301	1	N/A	041554543902	COVER STICK (CORRECTOR)	Deep Beige	4	
302	1	N/A	041554507386	COVER STICK (CORRECTOR)	White	6	
303	1	N/A	041554615982	COVER STICK (CORRECTOR)	Yellow Corrects Dark Circles	8	
304	1	N/A	041554616019	COVER STICK (CORRECTOR)	Green Corrects Redness	9	
305	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELAS...		
306	1	N/A	041554535457	EYELASH CURLER REFILLS			



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Column: 5 - Row: 01 Notch: 1 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: 5 - Row: 02 Notch: 27 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
307	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
308	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	
309	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS WATER...	Very Black WTP	01	
310	1	N/A	041554452495	LASH SENSATIONAL	Black Pearl	11	

Column: 5 - Row: 03 Notch: 20 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
311	1	N/A	041554443462	PUSH UP DRAMA WSH	Blackest Black	00	
312	1	N/A	041554443479	PUSH UP DRAMA WSH	Very Black	01	
313	1	N/A	041554443493	PUSH UP DRAMA WTP	Very Black	01	
314	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	

Column: 5 - Row: 04 Notch: 13 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
315	1	N/A	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	
316	1	N/A	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	
317	1	N/A	041554493733	COLOSSAL BIG SHOT	BROWNISH BLACK WSH	225	
318	1	N/A	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	

Column: 5 - Row: 05 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
319	1	N/A	041554460292	COLOSSAL SPIDER LASH	CLASSIC BLACK	01	
320	1	N/A	041554460308	COLOSSAL SPIDER LASH	GLAM BLACK	00	
321	1	N/A	041554452204	COLOSSAL CHAOTIC LASHES WSH	Blackest Black	00	
322	1	N/A	041554452211	COLOSSAL CHAOTIC LASHES WTP	Blackest Black	00	

Column: 5 - Row: 06 Notch: 27 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

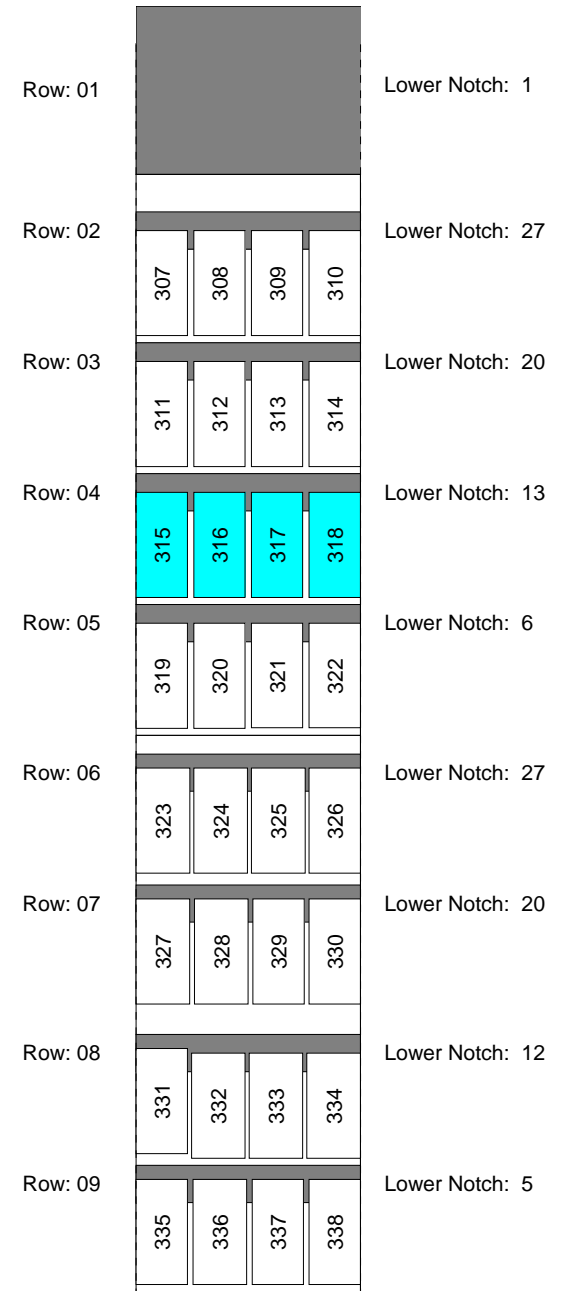
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
323	1	N/A	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
324	1	N/A	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01	
325	1	N/A	041554056761	VOLUM' EXPRESS COLOSSAL	Glam Brown (Brn/Blk)	2	
326	1	N/A	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black	00	

Column: 5 - Row: 07 Notch: 20 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
327	1	N/A	041554288254	CAT EYES MASCARA	Glam Black	01	
328	1	N/A	041554288261	CAT EYES MASCARA WP	Glam Black	01	
329	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
330	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	

Column: 5 - Row: 08 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

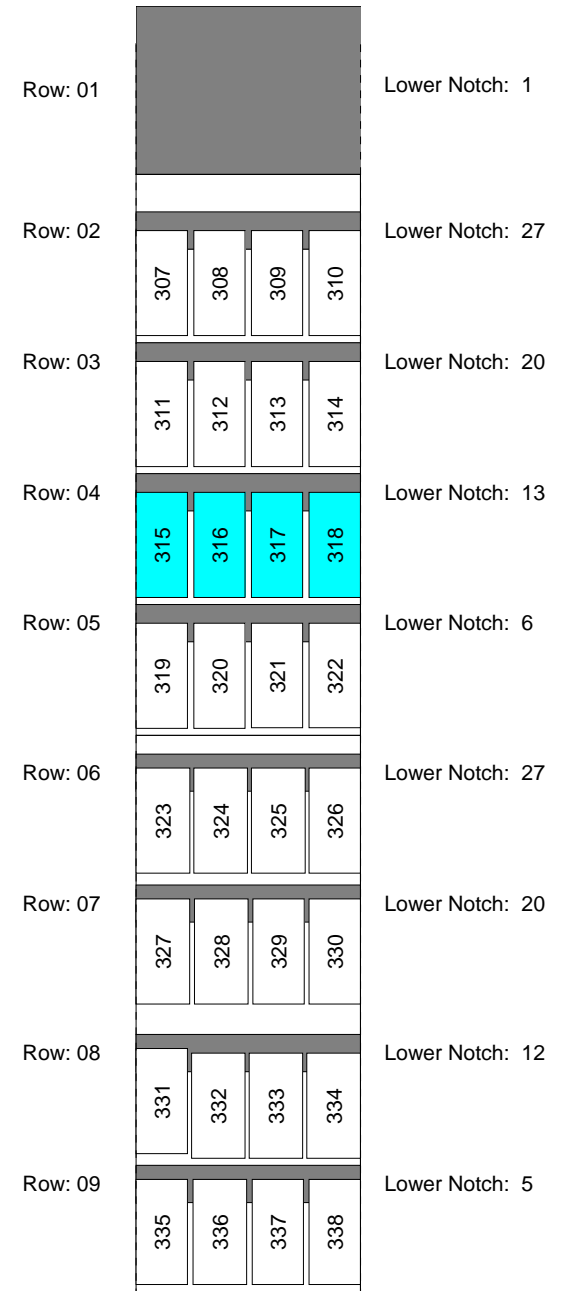
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
331	1	N/A	041554562422	MOISTURIZING MASCARA REMOVER	MOISTURIZING MASCAR...		



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332	1	N/A	041554670745	GREAT LASH WASHABLE	Blackest Black	00
333	1	N/A	041554532722	GREAT LASH WASHABLE	Very Black	1
334	1	N/A	041554532807	GREAT LASH WASHABLE	Brownish Black	2

Column: 5 - Row: 09		Notch: 5		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
335	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
336	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	
337	1	N/A	041554054156	LASH STILETTO	Very Black	1	
338	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	



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Column: 5 - Row: 01 Notch: 1 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: 6 - Row: 02 Notch: 27 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
339	1	N/A	041554452501	LASH SENSATIONAL WP	Black Pearl	11	
340	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
341	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
342	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	

Column: 6 - Row: 03 Notch: 20 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
343	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
344	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
345	1	N/A	041554217988	FALSIES MASCARA WP	Very Black	01	
346	1	N/A	041554420647	LASH SENSATIONAL WP	Very Black	01	

Column: 6 - Row: 04 Notch: 13 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
347	1	N/A	041554493863	COLOSSAL BIG SHOT WTP	BROWNISH BLACK WTP	227	
348	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	
349	1	N/A	041554268713	FALSIES FLARED	Very Black	01	
350	1	N/A	041554268720	FALSIES FLARED WP	Very Black	01	

Column: 6 - Row: 05 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
351	1	N/A	041554338911	FALSIES BIG EYES	Blackest Black	00	
352	1	N/A	041554338928	FALSIES BIG EYES	Very Black	01	
353	1	N/A	041554338966	FALSIES BIG EYES WP	Very Black	01	
354	1	N/A	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	

Column: 6 - Row: 06 Notch: 27 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

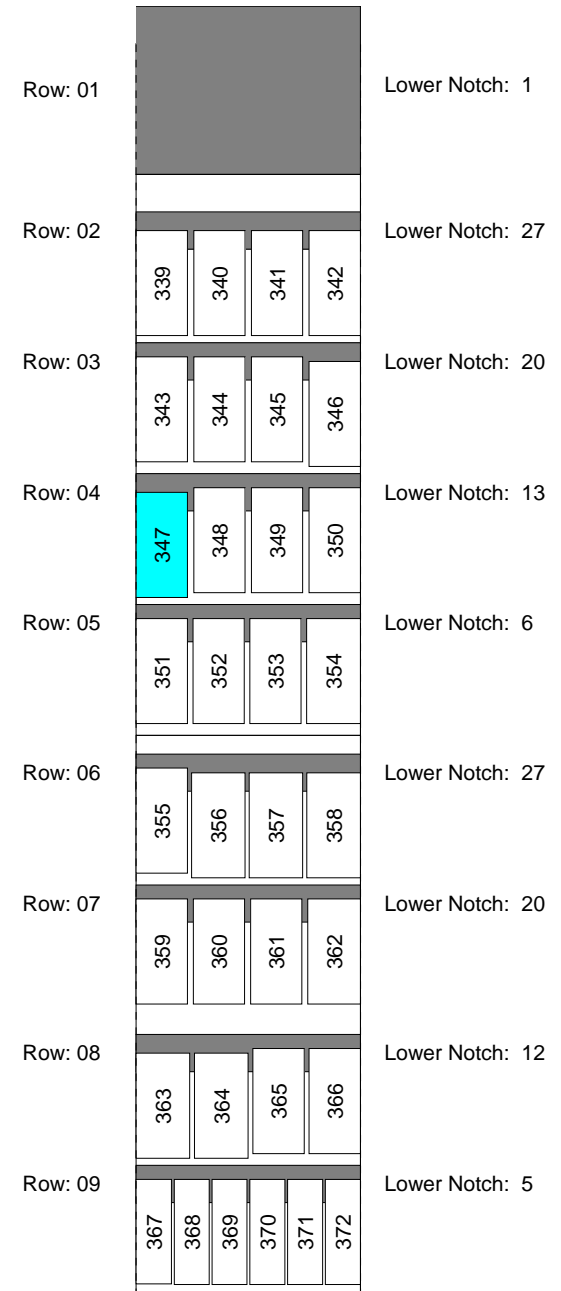
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
355	1	N/A	041554197044	VOLUM' EXPRESS COLOSSAL WP	Classic Black	1	
356	1	N/A	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	
357	1	N/A	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	
358	1	N/A	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01	

Column: 6 - Row: 07 Notch: 20 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
359	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	
360	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
361	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
362	1	N/A	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	

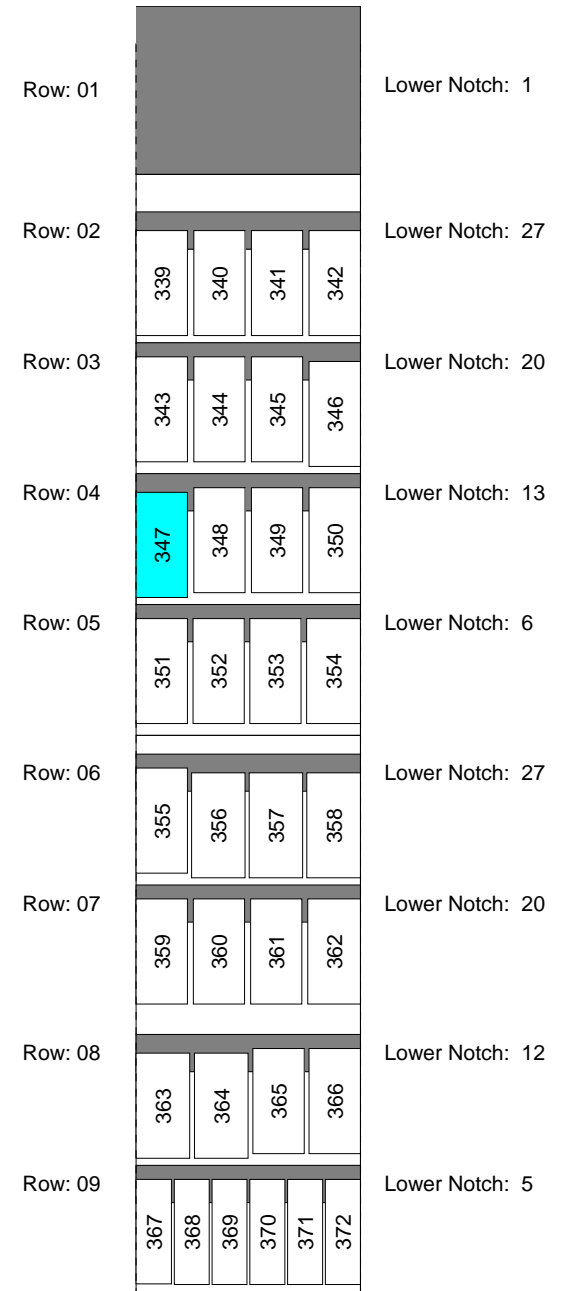
Column: 6 - Row: 08 Notch: 12 Fixture Type: HOOK BARS Fixture Description: Urban Hook Bar with 4 Peg Hooks  
Shade Chart Re-Order Code: SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
363	1	N/A	041554532982	GREAT LASH WASHABLE	Dark Brown	3	



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364	1	N/A	041554519457	GREAT LASH WASHABLE	Clear	10
365	1	N/A	041554626964	GREAT LASH WATERPROOF	Very Black	1
366	1	N/A	041554626988	GREAT LASH WATERPROOF	Brownish Black	3

Column: 6 - Row: 09 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK 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: PL2000000147		HOOK BARS Rolled Up Code: N/A		UPC Blade Code: PM0000008588		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
367	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1
368	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2
369	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1
370	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10
371	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20
372	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30



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Column: 7 - Row: 01 Notch: 4 Fixture Type: TRAYS Fixture Description: EYE PALETTES 1.2  
Shade Chart Re-Order Code: PM0000020679 SS Graphic Re-Order Code: PM0000020959  
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000013510,PM0000013687  
TRAYS Re-Order Code: PM0000019872 TRAYS Rolled Up Code: PM0000019872 UPC Blade Code: PM0000013508

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
373	1	N/A	041554490848	24KT NUDES PALETTE	24KT NUDES PALETTE	120	
374	1	N/A	041554460513	SHADOW PALETTE	The Rock Nudes Palette	100	

Column: 7 - Row: 02 Notch: 27 Fixture Type: TRAYS Fixture Description: EYE PALETTES 2.2  
Shade Chart Re-Order Code: PM0000020680 SS Graphic Re-Order Code: PM0000020960  
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000013510,PM0000013687  
TRAYS Re-Order Code: PM0000019873 TRAYS Rolled Up Code: PM0000019873 UPC Blade Code: PM0000013508

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
375	1	N/A	041554434866	THE PALETTES	The Blushed Nudes	06	
376	1	N/A	041554419184	THE PALETTES	The Nudes	02	

Column: 7 - Row: 03 Notch: 23 Fixture Type: TRAYS Fixture Description: EW MONOS 1.1 \*\*  
Shade Chart Re-Order Code: PM0000020927 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
TRAYS Re-Order Code: PL2000000022 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000007818

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
377	1	N/A	041554492644	New Expertwear Monos	Vanilla	100S	
378	1	N/A	041554490756	New Expertwear Monos	Linen	20S	
379	1	N/A	041554490794	New Expertwear Monos	The Glo Down	60S	
380	1	N/A	041554492682	New Expertwear Monos	Made for Mocha	140S	

Column: 7 - Row: 04 Notch: 20 Fixture Type: HOOK BARS Fixture Description: 6HK BRAND HB MASTER KAJAL \*\*  
Shade Chart Re-Order Code: SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000016667 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
381	1	N/A	041554460209	MASTER PRECISE CURVY	Black	310	
382	1	N/A	041554275940	EYE STUDIO MASTER PREC INK PEN	Black	200	
383	1	N/A	041554426762	EYE STUDIO MASTER GRAPHIC	MASTER GRAPHIC STRIK...	550	
384	1	N/A	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510	
385	1	N/A	041554415445	EYE STUDIO MASTER KAJAL LINER	Charcoal Skies	520	
386	1	N/A	041554415452	EYE STUDIO MASTER KAJAL LINER	Midnight Brown	530	

Column: 7 - Row: 05 Notch: 13 Fixture Type: HOOK BARS Fixture Description: 4HK BRAND HB GEL LINER POT \*\*  
Shade Chart Re-Order Code: SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000016663 SS Holder Re-Order Code:  
HOOK BARS Re-Order Code: PL2000000146 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

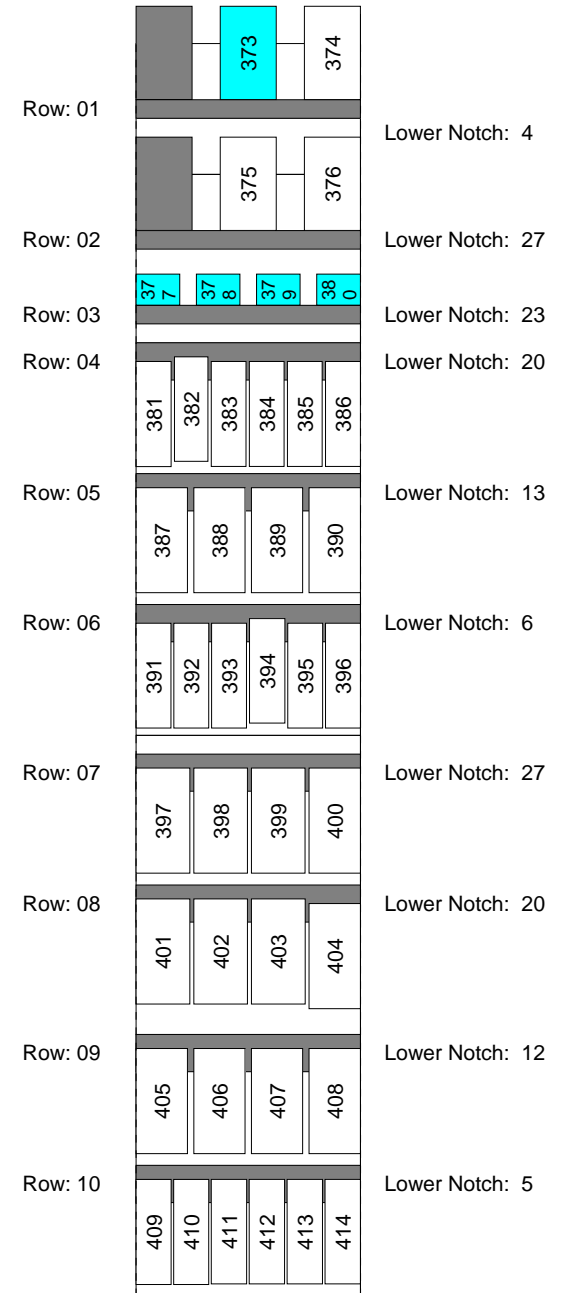
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
387	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
388	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	
389	1	N/A	041554220209	EYE STUDIO GEL LINER	Gunmetal	54	
390	1	N/A	041554220216	EYE STUDIO GEL LINER	Eggplant	56	

Column: 7 - Row: 06 Notch: 6 Fixture Type: HOOK BARS Fixture Description: 6HK BRAND HB MASTER SKINNY \*\*  
Shade Chart Re-Order Code: SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000016669 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
391	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
392	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
393	1	N/A	041554460858	MASTER PRECISE SKINNY	Refined Charcoal	230	
394	1	N/A	041554294231	MASTER DUO LINER	Black Lacquer	500	
395	1	N/A	041554440072	MASTER PRIME - EYESHADOW PRIMER	PRIME + SMOOTH	410	
396	1	N/A	041554463972	MASTER PRIME - EYESHADOW PRIMER	PRIME + MATTE	420	

Column: 7 - Row: 07 Notch: 27 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
397	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
398	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
399	1	N/A	041554281484	MEGA PLUSH MASCARA WP	Very Black	01	
400	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	



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Column: 7 - Row: 08 Notch: 20 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
401	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
402	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
403	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	
404	1	N/A	041554429688	EYE STUDIO BROW DRAMA	SOFT BROWN	255	

Column: 7 - Row: 09 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
405	1	N/A	041554672237	CURVED BRUSH GREAT LASH WASHABLE	Blackest Black	00	
406	1	N/A	041554565294	CURVED BRUSH GREAT LASH WASHABLE	Very Black	1	
407	1	N/A	041554699159	FULL 'N SOFT WASHABLE	Very Black	1	
408	1	N/A	041554605228	FULL 'N SOFT WATERPROOF	Very Black	1	

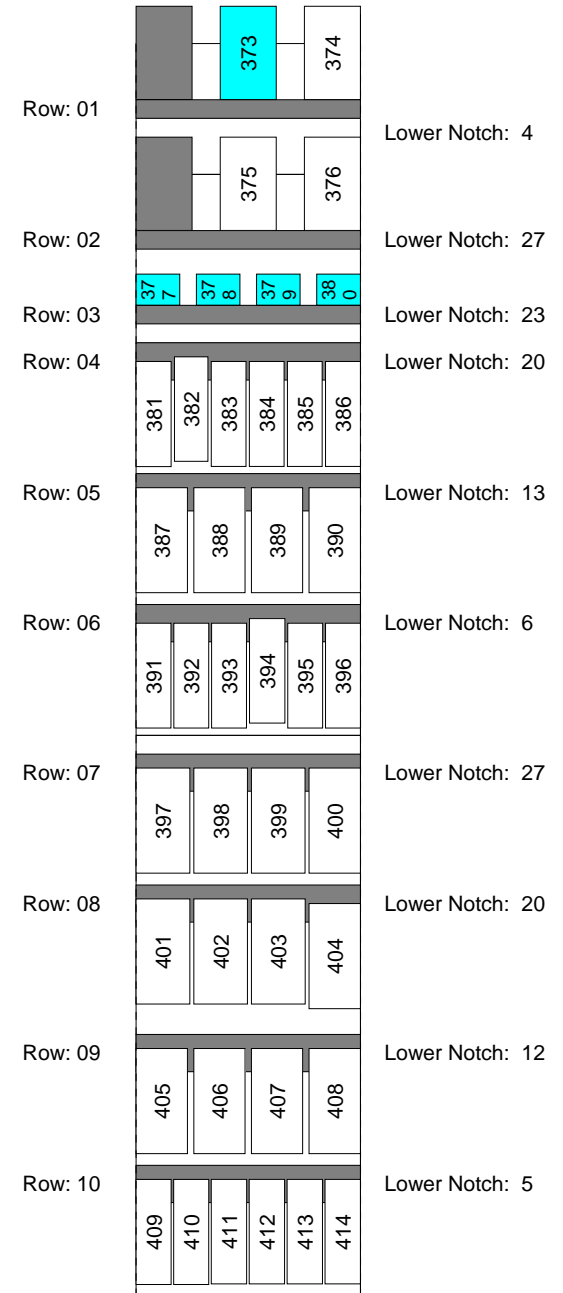
Column: 7 - Row: 10 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK BRAND HB DEFINE A LINE \*\*

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: PL200000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
409	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
410	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
411	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
412	1	N/A	041554009088	DEFINE A LINE	Soft Black	2	
413	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
414	1	N/A	041554009118	DEFINE A LINE	Slate Gray	5	



**NOTCH SCHEMATIC**

L & R 8' X 67" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2017  
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Column: 8 - Row: 01 Notch: 5 Fixture Type: TRAYS Fixture Description: ES COLOR PLUSH Quad Tray 1.1/1.2  
Shade Chart Re-Order Code: SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000008208 SS Holder Re-Order Code:  
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
415	1	N/A	041554219838	EYE STUDIO COLOR PLUSH QUADS	Give me Gold	5	
416	1	N/A	041554223200	EYE STUDIO COLOR PLUSH QUADS	Mad for Mauve	10	
417	1	N/A	041554219869	EYE STUDIO COLOR PLUSH QUADS	Sapphire Siren	20	
418	1	N/A	041554219876	EYE STUDIO COLOR PLUSH QUADS	Purple Icon	30	
419	1	N/A	041554219883	EYE STUDIO COLOR PLUSH QUADS	Green with Envy	40	
420	1	N/A	041554223217	EYE STUDIO COLOR PLUSH QUADS	Taupe Tempress	50	

Column: 8 - Row: 02 Notch: 29 Fixture Type: TRAYS Fixture Description: ES COLOR PLUSH QUAD TRAY 2.2  
Shade Chart Re-Order Code: SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000008209 SS Holder Re-Order Code:  
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
421	1	N/A	041554284973	EYE STUDIO COLOR PLUSH QUADS	Smokey Night	55	
422	1	N/A	041554219845	EYE STUDIO COLOR PLUSH QUADS	Copper Chic	70	
423	1	N/A	041554219852	EYE STUDIO COLOR PLUSH QUADS	Pink Persuasion	80	
424	1	N/A	041554284980	EYE STUDIO COLOR PLUSH QUADS	Gutsy Green	85	
425	1	N/A	041554284997	EYE STUDIO COLOR PLUSH QUADS	Coral Oasis	95	
426	1	N/A	041554223248	EYE STUDIO COLOR PLUSH QUADS	Legendary Lilac	110	

Column: 8 - Row: 03 Notch: 24 Fixture Type: TRAYS Fixture Description: EW SHAD Q TRAY 1.9/8/7/6 \*\*  
Shade Chart Re-Order Code: PM0000016163 SS Graphic Re-Order Code: PM0000016311  
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
427	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
428	1	N/A	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	
429	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 8 - Row: 04 Notch: 19 Fixture Type: TRAYS Fixture Description: EW SHAD Q TRAY 2.9/8/7/6 \*\*  
Shade Chart Re-Order Code: PM0000016160 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
430	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
431	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
432	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
433	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Column: 8 - Row: 05 Notch: 14 Fixture Type: TRAYS Fixture Description: EW SHAD Q TRAY 3.9/8/7/6 \*\*  
Shade Chart Re-Order Code: PM0000016161 SS Graphic Re-Order Code: PM0000016313  
Graphic Re-Order Code: SS Holder Re-Order Code:  
TRAYS Re-Order Code: PL2000000023 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000007818

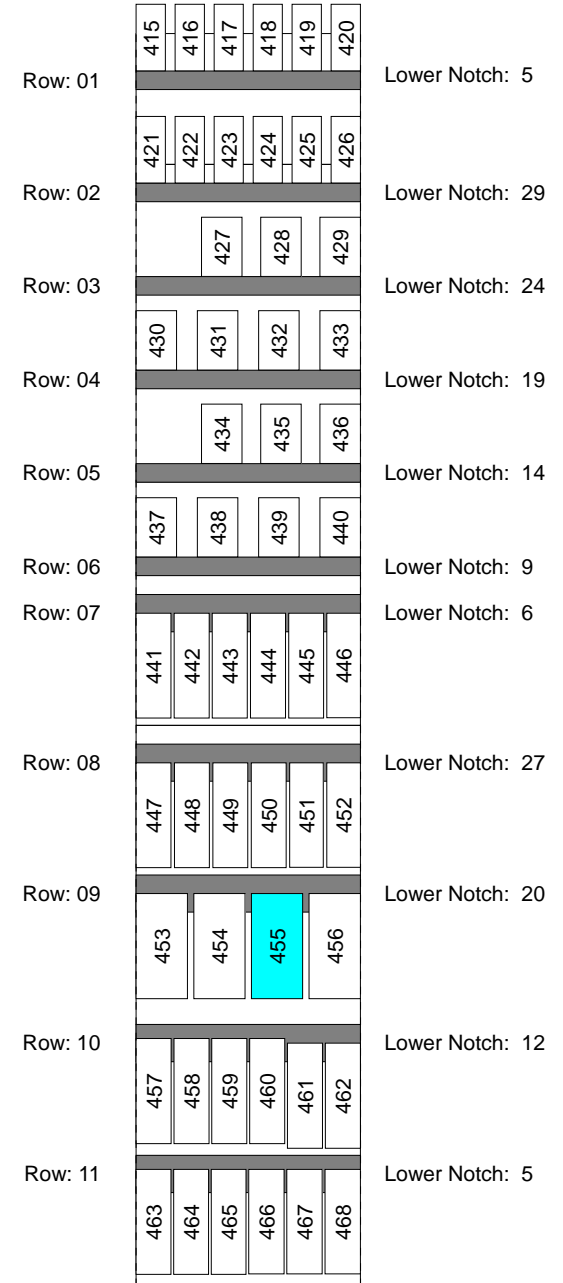
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
434	1	N/A	041554409222	EXPERT WEAR QUADS	Electric Blue	21Q	
435	1	N/A	041554409246	EXPERT WEAR QUADS	Sandstone Shimmer	60Q	
436	1	N/A	041554409215	EXPERT WEAR QUADS	Luminous Lilacs	7Q	

Column: 8 - Row: 06 Notch: 9 Fixture Type: TRAYS Fixture Description: EW SHAD Q TRAY 4.9/8/7/6 \*\*  
Shade Chart Re-Order Code: PM0000016162 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
437	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
438	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
439	1	N/A	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q	
440	1	N/A	041554409185	EXPERT WEAR QUADS	Amethyst Smokes	6Q	

Column: 8 - Row: 07 Notch: 6 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
441	1	N/A	041554463989	MASTER PRIME - EYESHADOW PRIMER	PRIME + ILLUMINATE	430	
442	1	N/A	041554460391	EYE STUDIO BROW POMADE	Blonde	250	
443	1	N/A	041554460353	EYE STUDIO BROW POMADE	Soft Brown	255	



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444	1	N/A	041554460346	EYE STUDIO BROW POMADE	Deep Brown	260
445	1	N/A	041554460407	EYE STUDIO BROW POMADE	Auburn	265
446	1	N/A	041554442182	BROW DEFINE + FILL DUO	Blonde	250

Column: 8 - Row: 08 Notch: 27 Fixture Type: HOOK BARS Fixture Description: 6HK BRAND HB BROW PRECISE **							
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:				
Graphic Re-Order Code: PM0000020185			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
447	1	N/A	041554429657	BROW PRECISE	Blonde	250	
448	1	N/A	041554429640	BROW PRECISE	Soft Brown	255	
449	1	N/A	041554429633	BROW PRECISE	Deep Brown	260	
450	1	N/A	041554429664	BROW PRECISE	Auburn	265	
451	1	N/A	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255	
452	1	N/A	041554442205	BROW DEFINE + FILL DUO	Deep Brown	260	

Column: 8 - Row: 09 Notch: 20 Fixture Type: HOOK BARS Fixture Description: 4HK BRAND HB BROW DRAMA **							
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:				
Graphic Re-Order Code: PM0000016656			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
453	1	N/A	041554429695	EYE STUDIO BROW DRAMA	DEEP BROWN	260	
454	1	N/A	041554429701	EYE STUDIO BROW DRAMA	Auburn	265	
455	1	N/A	041554486599	EYE STUDIO BROW PRECISE FIBER VOL...	Medium Brown	257	
456	1	N/A	041554486605	EYE STUDIO BROW PRECISE FIBER VOL...	DEEP BROWN	260	

Column: 8 - Row: 10 Notch: 12 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
457	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01	
458	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02	
459	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03	
460	1	N/A	041554530339	EXPERT EYES TWIN BROW & EYE PENC...	Light Brown	04	
461	1	N/A	041554460032	EYE STUDIO BROW PRECISE MICRO	SOFT BROWN	255	
462	1	N/A	041554460049	EYE STUDIO BROW PRECISE MICRO	DEEP BROWN	260	

Column: 8 - Row: 11 Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK BRAND HB LINE EXPRESS **							
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:				
Graphic Re-Order Code: PM0000016671			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
463	1	N/A	041554055344	LINE EXPRESS	Ebony Black	1	
464	1	N/A	041554055351	LINE EXPRESS	Soft Black	2	
465	1	N/A	041554055368	LINE EXPRESS	Brownish Black	5	
466	1	N/A	041554022476	DEFINE A BROW	Medium Brown	643	
467	1	N/A	041554022469	DEFINE A BROW	Light Brown	644	
468	1	N/A	041554025316	DEFINE A BROW	Dark Blonde	646	

