



WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2024

POG Name: ESSWAK0370ECL_IS24.psa





WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2024

POG Name: ESSWAK0370ECL_IS24.psa

Column: 1

WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2024 ESSWAK0370ECL_IS24

Column: 1 - Row: 1 Lower Notch: 27 Fixture Type: HEADER Fixture Description: ESS EC 3FT LOGO HDR LIT
HEADER Fixture Re-Order Code: PE0000002489 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 2 Lower Notch: 21 Fixture Type: SIGN Fixture Description: ESS EC UNLIT EXPRESSIE PWR MOVES 1.1 6X12 **
SIGN Fixture Re-Order Code: PE2000000061 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000013019 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 3 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: ESS EC LIT EXPRESSIE COLOR 1.5 **
TRAYS Fixture Re-Order Code: PE0000007228 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013468 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
1	1	N/A	095008060149	ESSIE EXPRESSIE	take a breakdance	97	
2	1	N/A	095008060170	ESSIE EXPRESSIE	never skip a beat	105	
3	1	N/A	095008060156	ESSIE EXPRESSIE	choreo queen	245	
4	1	N/A	095008060125	ESSIE EXPRESSIE	power moves	258	
5	1	N/A	095008060163	ESSIE EXPRESSIE	main character moment	295	
6	1	N/A	095008060132	ESSIE EXPRESSIE	feel the hype	352	
7	1	N/A	095008056869	ESSIE EXPRESSIE	word on the street	336	
8	1	N/A	095008056982	ESSIE EXPRESSIE	unapologetic icon	357	
9	1	N/A	095008039596	ESSIE EXPRESSIE	binge-worthy	360	
10	1	N/A	095008046501	ESSIE EXPRESSIE	MALL CRAWLER	205	

Column: 1 - Row: 4 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: ESS EC LIT EXPRESSIE COLOR 2.5 **
TRAYS Fixture Re-Order Code: PE0000007228 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013467 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
11	1	N/A	095008039329	ESSIE EXPRESSIE	crop top & roll	0	
12	1	N/A	095008039336	ESSIE EXPRESSIE	second hand first love	10	
13	1	N/A	095008039350	ESSIE EXPRESSIE	crave the chaos	20	
14	1	N/A	095008039237	ESSIE EXPRESSIE	checked in	40	
15	1	N/A	095008039244	ESSIE EXPRESSIE	party mix & match	50	
16	1	N/A	095008039282	ESSIE EXPRESSIE	buns up	60	
17	1	N/A	095008039275	ESSIE EXPRESSIE	cold brew crew	70	
18	1	N/A	095008039312	ESSIE EXPRESSIE	take the espresso	90	
19	1	N/A	095008052731	ESSIE EXPRESSIE	daily grind	95	
20	1	N/A	095008039268	ESSIE EXPRESSIE	saffron on the move	110	

Column: 1 - Row: 5 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: ESS EC LIT EXPRESSIE COLOR 3.5 **
TRAYS Fixture Re-Order Code: PE0000007228 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013468 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
21	1	N/A	095008039534	ESSIE EXPRESSIE	don't hate curate	120	
22	1	N/A	095008056937	ESSIE EXPRESSIE	outside the lines	123	
23	1	N/A	095008039480	ESSIE EXPRESSIE	all things OOO	130	
24	1	N/A	095008052700	ESSIE EXPRESSIE	bearer of rad news	145	
25	1	N/A	095008039510	ESSIE EXPRESSIE	in a flash sale	160	
26	1	N/A	095008039442	ESSIE EXPRESSIE	bolt and be bold	180	
27	1	N/A	095008056838	ESSIE EXPRESSIE	send a message	185	
28	1	N/A	095008039459	ESSIE EXPRESSIE	seize the minute	190	
29	1	N/A	095008039367	ESSIE EXPRESSIE	in the time zone	200	
30	1	N/A	095008052687	ESSIE EXPRESSIE	trick clique	208	

Column: 1 - Row: 6 Lower Notch: 33 Fixture Type: TRAYS Fixture Description: ESS EC LIT EXPRESSIE COLOR 4.5 **
TRAYS Fixture Re-Order Code: PE0000007228 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013469 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
31	1	N/A	095008039381	ESSIE EXPRESSIE	throw it on	210	
32	1	N/A	095008056852	ESSIE EXPRESSIE	world as a canvas	215	
33	1	N/A	095008039398	ESSIE EXPRESSIE	get a mauve on	220	
34	1	N/A	095008039428	ESSIE EXPRESSIE	IRL	240	
35	1	N/A	095008039374	ESSIE EXPRESSIE	mic drop-it-low	250	
36	1	N/A	095008056883	ESSIE EXPRESSIE	spray it to say it	252	
37	1	N/A	095008039251	ESSIE EXPRESSIE	misfit right in	270	
38	1	N/A	095008039473	ESSIE EXPRESSIE	not so low-key	290	
39	1	N/A	095008039558	ESSIE EXPRESSIE	express to impress	310	
40	1	N/A	095008039565	ESSIE EXPRESSIE	precious cargo-go!	320	

Row: 1		Lower Notch: 27
Row: 2		Lower Notch: 21
Row: 3	1 2 3 4 5 6 7 8 9 10	Lower Notch: 15
Row: 4	11 12 13 14 15 16 17 18 19 20	Lower Notch: 9
Row: 5	21 22 23 24 25 26 27 28 29 30	Lower Notch: 3
Row: 6	31 32 33 34 35 36 37 38 39 40	Lower Notch: 33
Row: 7	41 42 43 44 45 46 47 48 49 50	Lower Notch: 28
Row: 8	51 52 53 54 55 56 57 58 59	Lower Notch: 23
Row: 9	60 61 62 63 64 65 66 67 68	Lower Notch: 18
Row: 10	69 70 71 72 73 74 75 76 77	Lower Notch: 13
Row: 11	78 79 80 81 82 83 84 85 86	Lower Notch: 7
Row: 12	87 88 89 90 91 92 93 94 95	Lower Notch: 1



WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2024

POG Name: ESSWAK0370ECL_IS24.psa

Column: 1

Column: 1 - Row: 7 Lower Notch: 28 Fixture Type: TRAYS Fixture Description: ESS EC LIT EXPRESSIE COLOR 5.5 **
TRAYS Fixture Re-Order Code: PE0000007228 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013470 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
41	1	N/A	095008046495	ESSIE EXPRESSIE	IN THE MODEM	335	
42	1	N/A	095008046532	ESSIE EXPRESSIE	UP UP & AWAY MESSAGE	338	
43	1	N/A	095008052717	ESSIE EXPRESSIE	streetwear n' tear	339	
44	1	N/A	095008039572	ESSIE EXPRESSIE	air dry	340	
45	1	N/A	095008039589	ESSIE EXPRESSIE	lose the snooze	350	
46	1	N/A	095008052670	ESSIE EXPRESSIE	left on shred	354	
47	1	N/A	095008052663	ESSIE EXPRESSIE	sk8 with destiny	356	
48	1	N/A	095008046419	ESSIE EXPRESSIE	millennium momentum	358	
49	1	N/A	095008039619	ESSIE EXPRESSIE	now or never	380	
50	1	N/A	095008039626	ESSIE EXPRESSIE	always transparent	390	

Column: 1 - Row: 8 Lower Notch: 23 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR TRAY 1.10 **
TRAYS Fixture Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013342 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
51	1	N/A	095008059822	ESSIE NAIL COLOR	odd squad	365	
52	1	N/A	095008059839	ESSIE NAIL COLOR	offbeat chic	775	
53	1	N/A	095008059846	ESSIE NAIL COLOR	never basic	604	
54	1	N/A	095008059853	ESSIE NAIL COLOR	not a phase	435	
55	1	N/A	095008059860	ESSIE NAIL COLOR	perfectly peculiar	755	
56	1	N/A	095008059877	ESSIE NAIL COLOR	mismatch to match	689	
57	1	N/A	09500800107	ESSIE NAIL COLOR	Blanc	008	
58	1	N/A	095008000121	ESSIE NAIL COLOR	Marshmallow	024	
59	1	N/A	095008014371	ESSIE NAIL COLOR	tuck it in my tux	032	

Column: 1 - Row: 9 Lower Notch: 18 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR TRAY 3.10 **
TRAYS Fixture Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013387 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
60	1	N/A	095008000343	ESSIE NAIL COLOR	Eternal Optimist	144	
61	1	N/A	095008000237	ESSIE NAIL COLOR	Fiji	152	
62	1	N/A	095008026589	ESSIE NAIL COLOR	skinny dip	1001	
63	1	N/A	095008000275	ESSIE NAIL COLOR	Sugar Daddy	160	
64	1	N/A	095008032054	ESSIE NAIL COLOR	birthday girl	1019	
65	1	N/A	095008044989	ESSIE NAIL COLOR	slumber party-on	223	
66	1	N/A	095008000381	ESSIE NAIL COLOR	Mod Square	224	
67	1	N/A	095008055442	ESSIE NAIL COLOR	pencil me in	230	
68	1	N/A	095008000404	ESSIE NAIL COLOR	Watermelon	264	

Column: 1 - Row: 10 Lower Notch: 13 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR TRAY 5.10 **
TRAYS Fixture Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013389 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
69	1	N/A	095008021416	ESSIE NAIL COLOR	mrs always-right	321	
70	1	N/A	095008000541	ESSIE NAIL COLOR	Angora Cardi	336	
71	1	N/A	095008057033	ESSIE NAIL COLOR	no to-do	343	
72	1	N/A	095008000633	ESSIE NAIL COLOR	Wicked	352	
73	1	N/A	095008000466	ESSIE NAIL COLOR	Bahama Mama	400	
74	1	N/A	095008000619	ESSIE NAIL COLOR	Berry Naughty	416	
75	1	N/A	095008000626	ESSIE NAIL COLOR	Bordeaux	424	
76	1	N/A	095008000701	ESSIE NAIL COLOR	Forever Yummy	488	
77	1	N/A	095008044996	ESSIE NAIL COLOR	not red-y for bed	490	

Column: 1 - Row: 11 Lower Notch: 7 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR TRAY 7.10 **
TRAYS Fixture Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013391 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
78	1	N/A	095008036342	ESSIE NAIL COLOR	bed rock & roll	605	
79	1	N/A	095008044965	ESSIE NAIL COLOR	the snuggle is real	662	
80	1	N/A	095008026602	ESSIE NAIL COLOR	wild nude	1005	
81	1	N/A	095008013411	ESSIE NAIL COLOR	topless & barefoot	665	
82	1	N/A	095008032030	ESSIE NAIL COLOR	toned down	685	
83	1	N/A	095008000896	ESSIE NAIL COLOR	Chinchilly	688	
84	1	N/A	095008055466	ESSIE NAIL COLOR	crochet away	691	
85	1	N/A	095008002334	ESSIE NAIL COLOR	Smokin Hot	700	
86	1	N/A	095008057040	ESSIE NAIL COLOR	home by 8	701	

Row: 1		Lower Notch: 27
Row: 2		Lower Notch: 21
Row: 3	1 2 3 4 5 6 7 8 9 10	Lower Notch: 15
Row: 4	11 12 13 14 15 16 17 18 19 20	Lower Notch: 9
Row: 5	21 22 23 24 25 26 27 28 29 30	Lower Notch: 3
Row: 6	31 32 33 34 35 36 37 38 39 40	Lower Notch: 33
Row: 7	41 42 43 44 45 46 47 48 49 50	Lower Notch: 28
Row: 8	51 52 53 54 55 56 57 58 59	Lower Notch: 23
Row: 9	60 61 62 63 64 65 66 67 68	Lower Notch: 18
Row: 10	69 70 71 72 73 74 75 76 77	Lower Notch: 13
Row: 11	78 79 80 81 82 83 84 85 86	Lower Notch: 7
Row: 12	87 88 89 90 91 92 93 94 95	Lower Notch: 1



WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2024

POG Name: ESSWAK0370ECL_IS24.psa

Column: 1

Column: 1 - Row: 12		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: ESS EC LIT COLOR TRAY 9.10 **	
TRAYS Fixture Re-Order Code: PE0000001829				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PE0000013393				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
87	1	N/A	095008056753	ESSIE NAIL COLOR	caught in the rain	741	
88	1	N/A	095008056814	ESSIE NAIL COLOR	(un)guilty pleasures	743	
89	1	N/A	095008013404	ESSIE NAIL COLOR	in the cab-ana	747	
90	1	N/A	095008046969	ESSIE NAIL COLOR	main attraction	749	
91	1	N/A	095008001074	ESSIE NAIL COLOR	Turquoise & Caicos	752	
92	1	N/A	095008006239	ESSIE NAIL COLOR	mint candy apple	754	
93	1	N/A	095008012872	ESSIE NAIL COLOR	find me an oasis	760	
94	1	N/A	095008007861	ESSIE NAIL COLOR	bikini so teeny	764	
95	1	N/A	095008052434	ESSIE NAIL COLOR	ripple reflect	765	

Row: 1		Lower Notch: 27
Row: 2		Lower Notch: 21
Row: 3	1 2 3 4 5 6 7 8 9 10	Lower Notch: 15
Row: 4	11 12 13 14 15 16 17 18 19 20	Lower Notch: 9
Row: 5	21 22 23 24 25 26 27 28 29 30	Lower Notch: 3
Row: 6	31 32 33 34 35 36 37 38 39 40	Lower Notch: 33
Row: 7	41 42 43 44 45 46 47 48 49 50	Lower Notch: 28
Row: 8	51 52 53 54 55 56 57 58 59	Lower Notch: 23
Row: 9	60 61 62 63 64 65 66 67 68	Lower Notch: 18
Row: 10	69 70 71 72 73 74 75 76 77	Lower Notch: 13
Row: 11	78 79 80 81 82 83 84 85 86	Lower Notch: 7
Row: 12	87 88 89 90 91 92 93 94 95	Lower Notch: 1



WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2024

POG Name: ESSWAK0370ECL_IS24.psa

Column: 2

WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2024
ESSWAK0370ECL_IS24

Column: 1 - Row: 1 Lower Notch: 27 Fixture Type: HEADER Fixture Description: ESS EC 3FT LOGO HDR LIT
HEADER Fixture Re-Order Code: PE0000002489 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 2 - Row: 2 Lower Notch: 21 Fixture Type: SIGN Fixture Description: ESS EC UNLIT LOVE 1.1 6X12 **
SIGN Fixture Re-Order Code: PE2000000061 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000012281 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 2 - Row: 3 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: ESS EC LIT CARE 1.3 **
TRAYS Fixture Re-Order Code: PE0000001830 SS Graphic Re-Order Code: PE0000012682
Graphic Re-Order Code: SS Holder Re-Order Code: PE0000004833
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013528 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
96	1	N/A	3600531663391	ESSIE NAIL CARE	on-a-roll apricot cuticle oil	00	
97	1	N/A	095008006260	ESSIE APRICOT CUTICLE OIL	Apricot Cuticle Oil	100	
98	1	N/A	095008057101	ESSIE NAIL CARE	hard to resist advanced nail strengthener	00	
99	1	N/A	095008053462	ESSIE NAIL CARE	glow & shine	00	
100	1	N/A	095008053882	ESSIE NAIL CARE	neutralize & brighten	01	

Column: 2 - Row: 4 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: ESS EC LIT CARE 2.3 **
TRAYS Fixture Re-Order Code: PE0000001830 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013529 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
101	1	N/A	095008028965	ESSIE BASE COAT	here to stay	00	
102	1	N/A	095008031422	ESSIE NAIL CARE	Strong Start	00	
103	1	N/A	095008031439	ESSIE NAIL CARE	Smooth-e	00	
104	1	N/A	095008006161	ESSIE BASE COAT	All In One Base	260	
105	1	N/A	095008010007	ESSIE QUICK DROPS	quick-e drops	00	

Column: 2 - Row: 5 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: ESS EC LIT CARE 3.3 **
TRAYS Fixture Re-Order Code: PE0000001830 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013530 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
106	1	N/A	095008057118	ESSIE NAIL CARE	stay longer longwear top coat	00	
107	1	N/A	095008016948	Essie Gel Setter	Gel Setter	00	
108	1	N/A	095008025476	ESSIE GEL SPEED SETTER	speed setter	00	
109	1	N/A	095008006154	ESSIE GOOD TO GO TOP COAT	Good To Go	280	
110	1	N/A	095008006147	ESSIE NO CHIPS AHEAD TOP COAT	No Chips Ahead	240	

Column: 2 - Row: 6 Lower Notch: 33 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR TRAY 1.2 W/LOVE **
TRAYS Fixture Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013513 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
111	1	N/A	095008056531	ESSIE LOVE	blessed, never stressed	100	
112	1	N/A	095008056548	ESSIE LOVE	back to love (hero)	110	
113	1	N/A	095008056562	ESSIE LOVE	better than yesterday	120	
114	1	N/A	095008056579	ESSIE LOVE	free in me	130	
115	1	N/A	095008056586	ESSIE LOVE	spinning in joy	140	
116	1	N/A	095008056593	ESSIE LOVE	self-love rush (hero)	150	
117	1	N/A	095008056609	ESSIE LOVE	i am the spark	160	
118	1	N/A	095008056616	ESSIE LOVE	lust for life	170	
119	1	N/A	095008056623	ESSIE LOVE	i am the moment	180	

Column: 2 - Row: 7 Lower Notch: 28 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR TRAY 2.2 W/LOVE **
TRAYS Fixture Re-Order Code: PE0000001829 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013514 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
120	1	N/A	095008056630	ESSIE LOVE	make the move	190	
121	1	N/A	095008056647	ESSIE LOVE	get it girl	200	
122	1	N/A	095008056661	ESSIE LOVE	playing in paradise (hero)	210	
123	1	N/A	095008056678	ESSIE LOVE	putting myself first	220	
124	1	N/A	095008056685	ESSIE LOVE	walking the walk	230	
125	1	N/A	095008056708	ESSIE LOVE	good impressions (hero)	240	
126	1	N/A	095008056715	ESSIE LOVE	revive to thrive	250	
127	1	N/A	095008056722	ESSIE LOVE	on the brighter side	260	
128	1	N/A	095008057125	ESSIE LOVE	ESSIE NAIL CARE BASE & TOP COAT	0	

Row: 1

Lower Notch: 27

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 15

Row: 4

Lower Notch: 9

Row: 5

Lower Notch: 3

Row: 6

Lower Notch: 33

Row: 7

Lower Notch: 28

Row: 8

Lower Notch: 23

Row: 9

Lower Notch: 18

Row: 10

Lower Notch: 13

Row: 11

Lower Notch: 7

Row: 12

Lower Notch: 1



WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2024

POG Name: ESSWAK0370ECL_IS24.psa

Column: 2

Column: 2 - Row: 8		Lower Notch: 23		Fixture Type: TRAYS		Fixture Description: ESS EC LIT COLOR TRAY 2.10 **	
TRAYS Fixture Re-Order Code: PE0000001829		SS Graphic Re-Order Code:					
Graphic Re-Order Code:		SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PE0000013388		UPC Blade Code:					
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
129	1	N/A	095008000190	ESSIE NAIL COLOR	Limo-Scene	056	
130	1	N/A	095008022810	ESSIE NAIL COLOR	going steady	060	
131	1	N/A	095008000862	ESSIE NAIL COLOR	Imported Bubbly	080	
132	1	N/A	095008052427	ESSIE NAIL COLOR	boatloads of love (hero)	90	
133	1	N/A	095008000176	ESSIE NAIL COLOR	Ballet Slippers	096	
134	1	N/A	095008011943	ESSIE NAIL COLOR	hi maintenance	100	
135	1	N/A	095008000282	ESSIE NAIL COLOR	Muchi Muchi	104	
136	1	N/A	095008000200	ESSIE NAIL COLOR	Mademoiselle	112	
137	1	N/A	095008000206	ESSIE NAIL COLOR	Vanity Fairest	120	

Column: 2 - Row: 9		Lower Notch: 18		Fixture Type: TRAYS		Fixture Description: ESS EC LIT COLOR TRAY 4.10 **	
TRAYS Fixture Re-Order Code: PE0000001829		SS Graphic Re-Order Code:					
Graphic Re-Order Code:		SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PE0000013388		UPC Blade Code:					
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
138	1	N/A	095008052403	ESSIE NAIL COLOR	swoon in the lagoon	290	
139	1	N/A	095008002903	ESSIE NAIL COLOR	Play Date	300	
140	1	N/A	095008055435	ESSIE NAIL COLOR	in pursuit of craftiness	302	
141	1	N/A	095008000503	ESSIE NAIL COLOR	Lilacism	304	
142	1	N/A	095008044558	ESSIE NAIL COLOR	pillow talk-the-talk	307	
143	1	N/A	095008014364	ESSIE NAIL COLOR	minimalistic	308	
144	1	N/A	095008010359	ESSIE NAIL COLOR	go ginza	310	
145	1	N/A	095008006192	ESSIE NAIL COLOR	ladylike	316	
146	1	N/A	095008036311	ESSIE NAIL COLOR	into the a-bliss	318	

Column: 2 - Row: 10		Lower Notch: 13		Fixture Type: TRAYS		Fixture Description: ESS EC LIT COLOR TRAY 6.10 **	
TRAYS Fixture Re-Order Code: PE0000001829		SS Graphic Re-Order Code:					
Graphic Re-Order Code:		SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PE0000013390		UPC Blade Code:					
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
147	1	N/A	095008000831	ESSIE NAIL COLOR	Cute As A Button	568	
148	1	N/A	095008055473	ESSIE NAIL COLOR	handmade with love (hero)	575	
149	1	N/A	095008039985	ESSIE NAIL COLOR	check in to check out	582	
150	1	N/A	095008056975	ESSIE NAIL COLOR	snooze in	587	
151	1	N/A	095008023199	ESSIE NAIL COLOR	peach side babe	590	
152	1	N/A	095008046983	ESSIE NAIL COLOR	all fun & games	595	
153	1	N/A	095008039954	ESSIE NAIL COLOR	check your baggage	597	
154	1	N/A	095008055480	ESSIE NAIL COLOR	to diy for	599	
155	1	N/A	095008036304	ESSIE NAIL COLOR	rocky rose	603	

Column: 2 - Row: 11		Lower Notch: 7		Fixture Type: TRAYS		Fixture Description: ESS EC LIT COLOR TRAY 8.10 **	
TRAYS Fixture Re-Order Code: PE0000001829		SS Graphic Re-Order Code:					
Graphic Re-Order Code:		SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PE0000013392		UPC Blade Code:					
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
156	1	N/A	095008011059	ESSIE NAIL COLOR	for the twill of it	702	
157	1	N/A	095008055404	ESSIE NAIL COLOR	piece of work	703	
158	1	N/A	095008046990	ESSIE NAIL COLOR	win me over	704	
159	1	N/A	095008052472	ESSIE NAIL COLOR	willow in the wind	705	
160	1	N/A	095008023182	ESSIE NAIL COLOR	off tropic	706	
161	1	N/A	095008000978	ESSIE NAIL COLOR	Licorice	720	
162	1	N/A	095008039992	ESSIE NAIL COLOR	in plane view	728	
163	1	N/A	095008056777	ESSIE NAIL COLOR	to me from me	735	
164	1	N/A	095008046938	ESSIE NAIL COLOR	amuse me	738	

Column: 2 - Row: 12		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: ESS EC LIT COLOR TRAY 10.10 **	
TRAYS Fixture Re-Order Code: PE0000001829		SS Graphic Re-Order Code:					
Graphic Re-Order Code:		SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PE0000013394		UPC Blade Code:					
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
165	1	N/A	095008039961	ESSIE NAIL COLOR	you do blue	766	
166	1	N/A	095008006246	ESSIE NAIL COLOR	butter please	772	
167	1	N/A	095008045023	ESSIE NAIL COLOR	wink of sleep	780	
168	1	N/A	095008012889	ESSIE NAIL COLOR	after school boy blazer	795	
169	1	N/A	095008030043	ESSIE NAIL COLOR	sil vous play	920	
170	1	N/A	095008003825	ESSIE MIRROR METALLICS	Good as Gold	941	
171	1	N/A	095008003832	ESSIE MIRROR METALLICS	Penny Talk	942	
172	1	N/A	095008014272	ESSIE LUXEFFECTS	summit of style	945	
173	1	N/A	095008002682	ESSIE LUXEFFECTS	Set in Stones	958	

Row: 1		Lower Notch: 27
Row: 2		Lower Notch: 21
Row: 3	96 97 98 99 100	Lower Notch: 15
Row: 4	101 102 103 104 105	Lower Notch: 9
Row: 5	106 107 108 109 110	Lower Notch: 3
Row: 6	111 112 113 114 115 116 117 118 119	Lower Notch: 33
Row: 7	120 121 122 123 124 125 126 127 128	Lower Notch: 28
Row: 8	129 130 131 132 133 134 135 136 137	Lower Notch: 23
Row: 9	138 139 140 141 142 143 144 145 146	Lower Notch: 18
Row: 10	147 148 149 150 151 152 153 154 155	Lower Notch: 13
Row: 11	156 157 158 159 160 161 162 163 164	Lower Notch: 7
Row: 12	165 166 167 168 169 170 171 172 173	Lower Notch: 1



WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2024

POG Name: ESSWAK0370ECL_IS24.psa

Column: 3

WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2024

ESSWAK0370ECL_IS24

Column: 1 - Row: 1 Lower Notch: 27 Fixture Type: HEADER Fixture Description: ESS EC 3FT LOGO HDR LIT
HEADER Fixture Re-Order Code: PE0000002489 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 3 - Row: 2 Lower Notch: 21 Fixture Type: SIGN Fixture Description: ESS EC UNLIT GC BE DAZZLED 1.2 6X12 **
SIGN Fixture Re-Order Code: PE2000000061 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000012760 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 3 - Row: 3 Lower Notch: 15 Fixture Type: SIGN Fixture Description: ESS EC UNLIT GC BE DAZZLED 2.2 6X12 **
SIGN Fixture Re-Order Code: PE2000000061 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000009583 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 3 - Row: 4 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: ESS EC LIT COUTURE 1.8/1.9/1.10 (KITS) **
TRAYS Fixture Re-Order Code: PE0000004588 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008948 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000011561 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
174	1	N/A	095008026220	ESSIE GEL COUTURE COLOR & TOP COAT KIT	Fairy Tailor Kit	01	
175	1	N/A	095008026237	ESSIE GEL COUTURE COLOR & TOP COAT KIT	Take Me to Thread Kit	03	
176	1	N/A	095008026244	ESSIE GEL COUTURE COLOR & TOP COAT KIT	Rock the Runway Kit	04	

Column: 3 - Row: 5 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: ESS EC LIT COUTURE 1.8/2.9 **
TRAYS Fixture Re-Order Code: PE0000002457 SS Graphic Re-Order Code: PE0000012616
Graphic Re-Order Code: PE0000008948 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013450 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
177	1	N/A	095008060064	ESSIE GEL COUTURE	statement peace	172	
178	1	N/A	095008060095	ESSIE GEL COUTURE	bling it	91	
179	1	N/A	095008060088	ESSIE GEL COUTURE	multi-faceted	71	
180	1	N/A	095008060071	ESSIE GEL COUTURE	pinkie ring	283	
181	1	N/A	095008021409	ESSIE GEL COUTURE TOP COAT	gel couture TOP COAT	00	
182	1	N/A	095008021409	ESSIE GEL COUTURE TOP COAT	gel couture TOP COAT	00	
183	1	N/A	095008021409	ESSIE GEL COUTURE TOP COAT	gel couture TOP COAT	00	

Column: 3 - Row: 6 Lower Notch: 33 Fixture Type: TRAYS Fixture Description: ESS EC LIT COUTURE 2.8/3.9 **
TRAYS Fixture Re-Order Code: PE0000002457 SS Graphic Re-Order Code: PE0000012616
Graphic Re-Order Code: PE0000008948 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013451 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
184	1	N/A	095008042879	ESSIE GEL COUTURE COLOR	chiffon the move	7	
185	1	N/A	095008021003	ESSIE GEL COUTURE COLOR	sheer fantasy	10	
186	1	N/A	095008026131	ESSIE GEL COUTURE COLOR	wearing hue?	14	
187	1	N/A	095008020983	ESSIE GEL COUTURE COLOR	fairy tailor	40	
188	1	N/A	095008030487	ESSIE GEL COUTURE COLOR	gossamer garments	49	
189	1	N/A	095008054285	ESSIE GEL COUTURE COLOR	gel couture matte top coat	01	
190	1	N/A	095008054285	ESSIE GEL COUTURE COLOR	gel couture matte top coat	01	

Column: 3 - Row: 7 Lower Notch: 28 Fixture Type: TRAYS Fixture Description: ESS EC LIT COUTURE 3.8/4.9 **
TRAYS Fixture Re-Order Code: PE0000002457 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008948 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013452 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
191	1	N/A	095008011133	ESSIE GEL COUTURE COLOR	stitch by stitch	50	
192	1	N/A	095008047188	ESSIE GEL COUTURE COLOR	gallery glam	53	
193	1	N/A	095008056968	ESSIE GEL COUTURE COLOR	woven at heart	54	
194	1	N/A	095008030500	ESSIE GEL COUTURE COLOR	sheer silhouette	57	
195	1	N/A	095008030517	ESSIE GEL COUTURE COLOR	of corset	62	
196	1	N/A	095008027555	ESSIE GEL COUTURE COLOR	princess charming	64	
197	1	N/A	095008030470	ESSIE GEL COUTURE COLOR	last night	68	

Column: 3 - Row: 8 Lower Notch: 23 Fixture Type: TRAYS Fixture Description: ESS EC LIT COUTURE 4.8/5.9 **
TRAYS Fixture Re-Order Code: PE0000002457 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008948 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013453 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
198	1	N/A	095008021089	ESSIE GEL COUTURE COLOR	take me to thread	70	
199	1	N/A	095008040073	ESSIE GEL COUTURE COLOR	not what it seems	72	
200	1	N/A	095008052618	ESSIE GEL COUTURE COLOR	all checked out	82	

Row: 1

Lower Notch: 27

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 15

Row: 4

Lower Notch: 9

Row: 5

Lower Notch: 3

Row: 6

Lower Notch: 33

Row: 7

Lower Notch: 28

Row: 8

Lower Notch: 23

Row: 9

Lower Notch: 18

Row: 10

Lower Notch: 13

Row: 11

Lower Notch: 7

Row: 12

Lower Notch: 1



WAKEFERN ESSIE 3FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2024

POG Name: ESSWAK0370ECL_IS24.psa

Column: 3

201	1	N/A	095008052595	ESSIE GEL COUTURE COLOR	totally plaid	89	
202	1	N/A	095008047201	ESSIE GEL COUTURE COLOR	behind the glass	120	
203	1	N/A	095008021065	ESSIE GEL COUTURE COLOR	first view	135	
204	1	N/A	095008029573	ESSIE GEL COUTURE COLOR	first fitting	136	

Column: 3 - Row: 9 Lower Notch: 18 Fixture Type: TRAYS Fixture Description: ESS EC LIT COUTURE 5.8/6.9 **
TRAYS Fixture Re-Order Code: PE0000002457 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008948 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013454 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
205	1	N/A	095008021119	ESSIE GEL COUTURE COLOR	pre-show jitters	138	
206	1	N/A	095008027586	ESSIE GEL COUTURE COLOR	matter of fiction	139	
207	1	N/A	095008025148	ESSIE GEL COUTURE COLOR	inside scoop	144	
208	1	N/A	095008021072	ESSIE GEL COUTURE COLOR	haute to trot	150	
209	1	N/A	095008023281	ESSIE GEL COUTURE COLOR	perfect posture	162	
210	1	N/A	095008027562	ESSIE GEL COUTURE COLOR	once upon a time	163	
211	1	N/A	095008056876	ESSIE GEL COUTURE COLOR	tassel free	168	

Column: 3 - Row: 10 Lower Notch: 13 Fixture Type: TRAYS Fixture Description: ESS EC LIT COUTURE 6.8/7.9 **
TRAYS Fixture Re-Order Code: PE0000002457 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008948 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013455 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
212	1	N/A	095008045221	ESSIE GEL COUTURE COLOR	brocade crusade	171	
213	1	N/A	095008056890	ESSIE GEL COUTURE COLOR	cut loose	173	
214	1	N/A	095008021195	ESSIE GEL COUTURE COLOR	dress call	180	
215	1	N/A	095008047195	ESSIE GEL COUTURE COLOR	museum muse	184	
216	1	N/A	095008052632	ESSIE GEL COUTURE COLOR	paisley all the way	186	
217	1	N/A	095008030494	ESSIE GEL COUTURE COLOR	bodice goddess	188	
218	1	N/A	095008052625	ESSIE GEL COUTURE COLOR	fab florals	252	

Column: 3 - Row: 11 Lower Notch: 7 Fixture Type: TRAYS Fixture Description: ESS EC LIT COUTURE 7.8/8.9 **
TRAYS Fixture Re-Order Code: PE0000002457 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008948 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013456 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
219	1	N/A	095008052588	ESSIE GEL COUTURE COLOR	electric geometric	258	
220	1	N/A	095008021096	ESSIE GEL COUTURE COLOR	rock the runway	270	
221	1	N/A	095008052601	ESSIE GEL COUTURE COLOR	chevron trend	295	
222	1	N/A	095008021249	ESSIE GEL COUTURE COLOR	the it-factor	300	
223	1	N/A	095008025179	ESSIE GEL COUTURE COLOR	V.I. Please	304	
224	1	N/A	095008056920	ESSIE GEL COUTURE COLOR	wilder than i seam	319	
225	1	N/A	095008056999	ESSIE GEL COUTURE COLOR	put in the patchwork	331	

Column: 3 - Row: 12 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: ESS EC LIT COUTURE 8.8/9.9 **
TRAYS Fixture Re-Order Code: PE0000002457 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008948 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000013457 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
226	1	N/A	095008021263	ESSIE GEL COUTURE COLOR	bubbles only	345	
227	1	N/A	095008021102	ESSIE GEL COUTURE COLOR	gala-vanting	350	
228	1	N/A	095008021270	ESSIE GEL COUTURE COLOR	spiked with style	360	
229	1	N/A	095008021041	ESSIE GEL COUTURE COLOR	model clicks	370	
230	1	N/A	095008021287	ESSIE GEL COUTURE COLOR	caviar bar	400	
231	1	N/A	095008045276	ESSIE GEL COUTURE COLOR	jewels and jacquard only	402	
232	1	N/A	095008056944	ESSIE GEL COUTURE COLOR	in-vest in style	403	

Row: 1							Lower Notch: 27
Row: 2							Lower Notch: 21
Row: 3							Lower Notch: 15
Row: 4		174	175	176			Lower Notch: 9
Row: 5	177	178	179	180	181	182	Lower Notch: 3
Row: 6	184	185	186	187	188	189	Lower Notch: 33
Row: 7	191	192	193	194	195	196	Lower Notch: 28
Row: 8	198	199	200	201	202	203	Lower Notch: 23
Row: 9	205	206	207	208	209	210	Lower Notch: 18
Row: 10	212	213	214	215	216	217	Lower Notch: 13
Row: 11	219	220	221	222	223	224	Lower Notch: 7
Row: 12	226	227	228	229	230	231	Lower Notch: 1



essie



