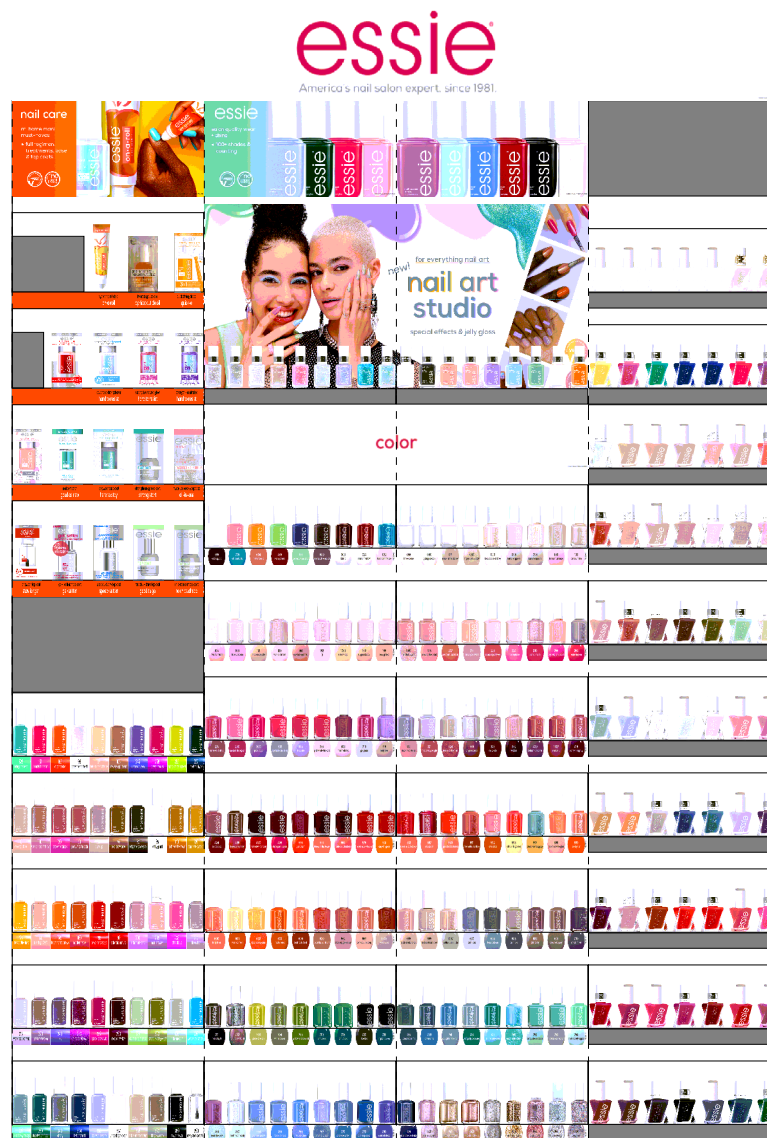


ESSIE

WAKEFERN - ESSIE 4FT X 65IN FLEX WALL - SPRING 2025

POG Name: ESSWAK0465FLEX_IS25.psa



ESSIE

WAKEFERN - ESSIE 4FT X 65IN FLEX WALL - SPRING 2025

POG Name: ESSWAK0465FLEX_IS25.psa

Column: 1

WAKEFERN - ESSIE 4FT X 65IN FLEX WALL - SPRING 2025

ESSWAK0465FLEX.IS25

Column: 1 - Row: 1	Lower Notch: 66	Fixture Type: HEADER	Fixture Description: ESS FLEX HEADER 4FT
HEADER Fixture Re-Order Code: PE0000007736		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE0000014092		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: 60	Fixture Type: SIGN	Fixture Description: ESS FLEX NAIL CARE 6X12 **
SIGN Fixture Re-Order Code: PE0000011371		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE0000015378		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: 53	Fixture Type: TRAYS	Fixture Description: ESS FLEX CARE 1.4 **
TRAYS Fixture Re-Order Code: PE0000001830		SS Graphic Re-Order Code: PE00000014711	
Graphic Re-Order Code:		SS Holder Re-Order Code: PE0000001878	
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PE00000015137		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
1	1	N/A	3600531663391	ESSIE NAIL CARE	on-a-roll apricot cuticle oil	00	
2	1	N/A	095008006260	ESSIE APRICOT CUTICLE OIL	Apricot Cuticle Oil	100	
3	1	N/A	095008063102	ESSIE NAIL CARE	ready. prep. go cuticle remover	00	

Column: 1 - Row: 4	Lower Notch: 47	Fixture Type: TRAYS	Fixture Description: ESS FLEX CARE 2.4 **
TRAYS Fixture Re-Order Code: PE0000001830		SS Graphic Re-Order Code: PE00000014193	
Graphic Re-Order Code:		SS Holder Re-Order Code: PE0000001878	
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PE00000015138		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
4	1	N/A	095008062600	ESSIE NAIL CARE	to the rescue nail repair	00	
5	1	N/A	095008057101	ESSIE NAIL CARE	hard to resist advanced nail strengthener	00	
6	1	N/A	095008053462	ESSIE NAIL CARE	glow & shine	00	
7	1	N/A	095008053882	ESSIE NAIL CARE	neutralize & brighten	01	

Column: 1 - Row: 5	Lower Notch: 41	Fixture Type: TRAYS	Fixture Description: ESS FLEX CARE 3.4 **
TRAYS Fixture Re-Order Code: PE0000001830		SS Graphic Re-Order Code: PE00000014200	
Graphic Re-Order Code:		SS Holder Re-Order Code: PE00000004833	
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PE00000015139		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
8	1	N/A	095008061740	ESSIE NAIL CARE	good as new	00	
9	1	N/A	095008028965	ESSIE BASE COAT	here to stay	00	
10	1	N/A	095008031422	ESSIE NAIL CARE	Strong Start	00	
11	1	N/A	095008006161	ESSIE BASE COAT	All In One Base	260	
12	1	N/A	095008010007	ESSIE QUICK DROPS	quick-e drops	00	

Column: 1 - Row: 6	Lower Notch: 35	Fixture Type: TRAYS	Fixture Description: ESS FLEX CARE 4.4 **
TRAYS Fixture Re-Order Code: PE00000001830		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: PE00000015138		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
13	1	N/A	095008057118	ESSIE NAIL CARE	stay longer longwear top coat	00	
14	1	N/A	095008016948	Essie Gel Setter	Gel Setter	00	
15	1	N/A	095008025476	ESSIE GEL SPEED SETTER	speed setter	00	
16	1	N/A	095008006154	ESSIE GOOD TO GO TOP COAT	Good To Go	280	
17	1	N/A	095008006147	ESSIE NO CHIPS AHEAD TOP COAT	No Chips Ahead	240	

Row: 1		Lower Notch: 66
Row: 2		Lower Notch: 60
Row: 3		Lower Notch: 53
Row: 4		Lower Notch: 47
Row: 5		Lower Notch: 41
Row: 6		Lower Notch: 35
Row: 7		Lower Notch: 29
Row: 8		Lower Notch: 24
Row: 9		Lower Notch: 19
Row: 10		Lower Notch: 13
Row: 11		Lower Notch: 7
Row: 12		Lower Notch: 1

ESSIE

WAKEFERN - ESSIE 4FT X 65IN FLEX WALL - SPRING 2025

POG Name: ESSWAK0465FLEX_IS25.psa

Column: 1

Column: 1 - Row: 7	Lower Notch: 29	Fixture Type: SIGN	Fixture Description: ESS FLEX EXPRESSIE 1.1 6X12 **
SIGN Fixture Re-Order Code: PE0000015141		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE0000015146		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: 8	Lower Notch: 24	Fixture Type: TRAYS	Fixture Description: ESS FLEX EXPRESSIE 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: PE0000015198		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
18	1	N/A	095008062082	EXPRESSIE	bring the beat	329	
19	1	N/A	095008062099	EXPRESSIE	hands in the air	31	
20	1	N/A	095008062105	EXPRESSIE	catch a vibe	165	
21	1	N/A	095008062112	EXPRESSIE	pass the fit check	96	
22	1	N/A	095008060149	ESSIE EXPRESSIE	take a breakdance	97	
23	1	N/A	095008060170	ESSIE EXPRESSIE	never skip a beat	105	
24	1	N/A	095008060156	ESSIE EXPRESSIE	choreo queen	245	
25	1	N/A	095008060125	ESSIE EXPRESSIE	power moves	258	
26	1	N/A	095008060163	ESSIE EXPRESSIE	main character moment	295	
27	1	N/A	095008060132	ESSIE EXPRESSIE	feel the hype	352	

Column: 1 - Row: 9	Lower Notch: 19	Fixture Type: TRAYS	Fixture Description: ESS FLEX EXPRESSIE 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: PE0000015199		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
28	1	N/A	095008039329	ESSIE EXPRESSIE	crop top & roll	00	
29	1	N/A	095008039336	ESSIE EXPRESSIE	second hand first love	10	
30	1	N/A	095008039350	ESSIE EXPRESSIE	crave the chaos	20	
31	1	N/A	095008039244	ESSIE EXPRESSIE	party mix & match	50	
32	1	N/A	095008039282	ESSIE EXPRESSIE	buns up	60	
33	1	N/A	095008039275	ESSIE EXPRESSIE	cold brew crew	70	
34	1	N/A	095008039312	ESSIE EXPRESSIE	take the espresso	90	
35	1	N/A	095008052731	ESSIE EXPRESSIE	daily grind	95	
36	1	N/A	095008039268	ESSIE EXPRESSIE	saffr-on the move	110	
37	1	N/A	095008039534	ESSIE EXPRESSIE	dont hate curate	120	

Column: 1 - Row: 10	Lower Notch: 13	Fixture Type: TRAYS	Fixture Description: ESS FLEX EXPRESSIE 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: PE00000015200		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
38	1	N/A	095008056937	ESSIE EXPRESSIE	outside the lines	123	
39	1	N/A	095008039480	ESSIE EXPRESSIE	all things OOO	130	
40	1	N/A	095008052700	ESSIE EXPRESSIE	bearer of rad news	145	
41	1	N/A	095008039510	ESSIE EXPRESSIE	in a flash sale	160	
42	1	N/A	095008056838	ESSIE EXPRESSIE	send a message	185	
43	1	N/A	095008039459	ESSIE EXPRESSIE	seize the minute	190	
44	1	N/A	095008039367	ESSIE EXPRESSIE	in the time zone	200	
45	1	N/A	095008046501	ESSIE EXPRESSIE	MALL CRAWLER	205	
46	1	N/A	095008052687	ESSIE EXPRESSIE	trick clique	208	
47	1	N/A	095008039381	ESSIE EXPRESSIE	throw it on	210	

Row: 1		Lower Notch: 66
Row: 2		Lower Notch: 60
Row: 3	1 2 3	Lower Notch: 53
Row: 4	4 5 6 7	Lower Notch: 47
Row: 5	8 9 10 11 12	Lower Notch: 41
Row: 6	13 14 15 16 17	Lower Notch: 35
Row: 7		Lower Notch: 29
Row: 8	18 19 20 21 22 23 24 25 26 27	Lower Notch: 24
Row: 9	28 29 30 31 32 33 34 35 36 37	Lower Notch: 19
Row: 10	38 39 40 41 42 43 44 45 46 47	Lower Notch: 13
Row: 11	48 49 50 51 52 53 54 55 56 57	Lower Notch: 7
Row: 12	58 59 60 61 62 63 64 65 66 67	Lower Notch: 1

ESSIE

WAKEFERN - ESSIE 4FT X 65IN FLEX WALL - SPRING 2025

POG Name: ESSWAK0465FLEX_IS25.psa

Column: 1

Column: 1 - Row: 11		Lower Notch: 7		Fixture Type: TRAYS		Fixture Description: ESS FLEX EXPRESSIE 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: PE0000015201						UPC Blade Code:	
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
48	1	N/A	095008056852	ESSIE EXPRESSIE	world as a canvas	215	
49	1	N/A	095008039398	ESSIE EXPRESSIE	get a mauve on	220	
50	1	N/A	095008039428	ESSIE EXPRESSIE	IRL	240	
51	1	N/A	095008039374	ESSIE EXPRESSIE	mic drop-it-low	250	
52	1	N/A	095008056883	ESSIE EXPRESSIE	spray it to say it	252	
53	1	N/A	095008039473	ESSIE EXPRESSIE	not so low-key	290	
54	1	N/A	095008039558	ESSIE EXPRESSIE	express to impress	310	
55	1	N/A	095008039565	ESSIE EXPRESSIE	precious cargo-go!	320	
56	1	N/A	095008046495	ESSIE EXPRESSIE	IN THE MODEM	335	
57	1	N/A	095008056869	ESSIE EXPRESSIE	word on the street	336	

Column: 1 - Row: 12		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: ESS FLEX EXPRESSIE 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: PE0000015202						UPC Blade Code:	
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
58	1	N/A	095008046532	ESSIE EXPRESSIE	UP UP & AWAY MESSAGE	338	
59	1	N/A	095008052717	ESSIE EXPRESSIE	streetwear n' tear	339	
60	1	N/A	095008039572	ESSIE EXPRESSIE	air dry	340	
61	1	N/A	095008052670	ESSIE EXPRESSIE	left on shred	354	
62	1	N/A	095008052663	ESSIE EXPRESSIE	sk8 with destiny	356	
63	1	N/A	095008056982	ESSIE EXPRESSIE	unapologetic icon	357	
64	1	N/A	095008046419	ESSIE EXPRESSIE	millennium momentum	358	
65	1	N/A	095008039596	ESSIE EXPRESSIE	binge-worthy	360	
66	1	N/A	095008039619	ESSIE EXPRESSIE	now or never	380	
67	1	N/A	095008039626	ESSIE EXPRESSIE	always transparent	390	

Row: 1		Lower Notch: 66
Row: 2		Lower Notch: 60
Row: 3	1 2 3	Lower Notch: 53
Row: 4	4 5 6 7	Lower Notch: 47
Row: 5	8 9 10 11 12	Lower Notch: 41
Row: 6	13 14 15 16 17	Lower Notch: 35
Row: 7		Lower Notch: 29
Row: 8	18 19 20 21 22 23 24 25 26 27	Lower Notch: 24
Row: 9	28 29 30 31 32 33 34 35 36 37	Lower Notch: 19
Row: 10	38 39 40 41 42 43 44 45 46 47	Lower Notch: 13
Row: 11	48 49 50 51 52 53 54 55 56 57	Lower Notch: 7
Row: 12	58 59 60 61 62 63 64 65 66 67	Lower Notch: 1

ESSIE

WAKEFERN - ESSIE 4FT X 65IN FLEX WALL - SPRING 2025

POG Name: ESSWAK0465FLEX_IS25.psa

Column: 2

WAKEFERN - ESSIE 4FT X 65IN FLEX WALL - SPRING 2025

ESSWAK0465FLEX.IS25

Column: 1 - Row: 1	Lower Notch: 66	Fixture Type: HEADER	Fixture Description: ESS FLEX HEADER 4FT
HEADER Fixture Re-Order Code: PE0000007736		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE0000014092		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: 60	Fixture Type: SIGN	Fixture Description: ESS FLEX COLOR 100+SHDS AND CNTING 1.2 6X12 **
SIGN Fixture Re-Order Code: PE0000013278		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE0000014409		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 -	Lower Notch: 48	Fixture Type: HOT SPOT	Fixture Description: ESS FLEX HOTSPOT NAS 12X24 **
HOT SPOT Fixture Re-Order Code: PE0000014161		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE0000015140		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		HOT SPOT Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PE0000015414,PE0000015415		UPC Blade Code:	

Column: 2 -	Lower Notch: 47	Fixture Type: Hotspot Tray	Fixture Description:
Hotspot Tray Fixture Re-Order Code: 0		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		Hotspot Tray Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
68	1	N/A	095008061030	SPECIAL EFFECTS	lustrous luxury	00	
69	1	N/A	095008061047	SPECIAL EFFECTS	cosmic chrome	5	
70	1	N/A	095008061054	SPECIAL EFFECTS	separated starlight	10	
71	1	N/A	095008061061	SPECIAL EFFECTS	gilded galaxy	17	
72	1	N/A	095008061078	SPECIAL EFFECTS	astral aura	20	
73	1	N/A	095008061085	SPECIAL EFFECTS	divine dimension	25	
74	1	N/A	095008061092	SPECIAL EFFECTS	ethereal escape	30	
75	1	N/A	095008061108	SPECIAL EFFECTS	frosted fantasy	37	
76	1	N/A	095008061115	SPECIAL EFFECTS	mystic marine	40	

Column: 2 - Row: 5	Lower Notch: 43	Fixture Type: SIGN	Fixture Description: ESS FLEX COLOR (NAV) 3X24 **
SIGN Fixture Re-Order Code: PE0000009862		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE0000009861		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: 6	Lower Notch: 37	Fixture Type: TRAYS	Fixture Description: ESS FLEX COLOR 1.14 **
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: PE0000014914		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
77	1	N/A	095008062303	ESSIE NAIL COLOR	stay fluid	015	
78	1	N/A	095008062334	ESSIE NAIL COLOR	playful & rebellious	140	
79	1	N/A	095008062327	ESSIE NAIL COLOR	be them all	594	
80	1	N/A	095008062341	ESSIE NAIL COLOR	this and that	742	
81	1	N/A	095008062297	ESSIE NAIL COLOR	new day, new me	771	
82	1	N/A	095008062310	ESSIE NAIL COLOR	always morphing	815	
83	1	N/A	095008059822	ESSIE NAIL COLOR	odd squad	365	
84	1	N/A	095008059853	ESSIE NAIL COLOR	not a phase	435	
85	1	N/A	095008059839	ESSIE NAIL COLOR	offbeat chic	775	

Row: 1 Lower Notch: 66

Row: 2 Lower Notch: 60

Lower Notch: 48

Lower Notch: 47

Row: 5 Lower Notch: 43

Row: 6 Lower Notch: 37

Row: 7 Lower Notch: 31

Row: 8 Lower Notch: 25

Row: 9 Lower Notch: 19

Row: 10 Lower Notch: 13

Row: 11 Lower Notch: 7

Row: 12 Lower Notch: 1

ESSIE

WAKEFERN - ESSIE 4FT X 65IN FLEX WALL - SPRING 2025

POG Name: ESSWAK0465FLEX_IS25.psa

Column: 2

Column: 2 - Row: 7	Lower Notch: 31	Fixture Type: TRAYS	Fixture Description: ESS FLEX COLOR 3.14 **
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: PE0000014918		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
86	1	N/A	095008052427	ESSIE NAIL COLOR	boatloads of love (hero)	90	
87	1	N/A	095008000176	ESSIE NAIL COLOR	Ballet Slippers	096	
88	1	N/A	095008000176	ESSIE NAIL COLOR	Ballet Slippers	096	
89	1	N/A	095008011943	ESSIE NAIL COLOR	hi maintenance	100	
90	1	N/A	095008000282	ESSIE NAIL COLOR	Muchi Muchi	104	
91	1	N/A	095008039916	ESSIE NAIL COLOR	free to roam	108	
92	1	N/A	095008000220	ESSIE NAIL COLOR	Mademoiselle	112	
93	1	N/A	095008000220	ESSIE NAIL COLOR	Mademoiselle	112	
94	1	N/A	095008000206	ESSIE NAIL COLOR	Vanity Fairest	120	

Column: 2 - Row: 8	Lower Notch: 25	Fixture Type: TRAYS	Fixture Description: ESS FLEX COLOR 5.14 **
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: PE0000014918		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
95	1	N/A	095008044989	ESSIE NAIL COLOR	slumber party-on	223	
96	1	N/A	095008000381	ESSIE NAIL COLOR	Mod Square	224	
97	1	N/A	095008055442	ESSIE NAIL COLOR	pencil me in	230	
98	1	N/A	095008000428	ESSIE NAIL COLOR	Bachelorette Bash	256	
99	1	N/A	095008000404	ESSIE NAIL COLOR	Watermelon	264	
100	1	N/A	095008000404	ESSIE NAIL COLOR	Watermelon	264	
101	1	N/A	095008028873	ESSIE NAIL COLOR	drive-in & dine	274	
102	1	N/A	095008052403	ESSIE NAIL COLOR	swoon in the lagoon	290	
103	1	N/A	095008002903	ESSIE NAIL COLOR	Play Date	300	

Column: 2 - Row: 9	Lower Notch: 19	Fixture Type: TRAYS	Fixture Description: ESS FLEX COLOR 7.14 **
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: PE0000014920		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
104	1	N/A	095008000541	ESSIE NAIL COLOR	Angora Cardi	336	
105	1	N/A	095008057033	ESSIE NAIL COLOR	no to-do	343	
106	1	N/A	095008000633	ESSIE NAIL COLOR	Wicked	352	
107	1	N/A	095008000466	ESSIE NAIL COLOR	Bahama Mama	400	
108	1	N/A	095008032085	ESSIE NAIL COLOR	nailed it	1027	
109	1	N/A	095008000619	ESSIE NAIL COLOR	Berry Naughty	416	
110	1	N/A	095008000626	ESSIE NAIL COLOR	Bordeaux	424	
111	1	N/A	095008000701	ESSIE NAIL COLOR	Forever Yummy	488	
112	1	N/A	095008000701	ESSIE NAIL COLOR	Forever Yummy	488	

Column: 2 - Row: 10	Lower Notch: 13	Fixture Type: TRAYS	Fixture Description: ESS FLEX COLOR 9.14 **
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: PE0000014922		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
113	1	N/A	095008023199	ESSIE NAIL COLOR	peach side babe	590	
114	1	N/A	095008046983	ESSIE NAIL COLOR	all fun & games	595	
115	1	N/A	095008039954	ESSIE NAIL COLOR	check your baggage	597	
116	1	N/A	095008055480	ESSIE NAIL COLOR	to diy for	599	
117	1	N/A	095008052465	ESSIE NAIL COLOR	frilly lilies	600	
118	1	N/A	095008036359	ESSIE NAIL COLOR	yes i canyon	601	

Row: 1 Lower Notch: 66

Row: 2 Lower Notch: 60

Lower Notch: 48

Lower Notch: 47

Row: 5 Lower Notch: 43

Row: 6 Lower Notch: 37

Row: 7 Lower Notch: 31

Row: 8 Lower Notch: 25

Row: 9 Lower Notch: 19

Row: 10 Lower Notch: 13

Row: 11 Lower Notch: 7

Row: 12 Lower Notch: 1

ESSIE

WAKEFERN - ESSIE 4FT X 65IN FLEX WALL - SPRING 2025

POG Name: ESSWAK0465FLEX_IS25.psa

Column: 2

119	1	N/A	095008036304	ESSIE NAIL COLOR	rocky rose	603	
120	1	N/A	095008059846	ESSIE NAIL COLOR	never basic	604	
121	1	N/A	095008036342	ESSIE NAIL COLOR	bed rock & roll	605	

Column: 2 - Row: 11		Lower Notch: 7		Fixture Type: TRAYS		Fixture Description: ESS FLEX COLOR 11.14 **		
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: PE0000014924						UPC Blade Code:		
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code	
122	1	N/A	095008057040	ESSIE NAIL COLOR	home by 8	701		
123	1	N/A	095008011059	ESSIE NAIL COLOR	for the twill of it	702		
124	1	N/A	095008055404	ESSIE NAIL COLOR	piece of work	703		
125	1	N/A	095008046990	ESSIE NAIL COLOR	win me over	704		
126	1	N/A	095008052472	ESSIE NAIL COLOR	willow in the wind	705		
127	1	N/A	095008023182	ESSIE NAIL COLOR	off tropic	706		
128	1	N/A	095008023182	ESSIE NAIL COLOR	off tropic	706		
129	1	N/A	095008000978	ESSIE NAIL COLOR	Licorice	720		
130	1	N/A	095008000978	ESSIE NAIL COLOR	Licorice	720		

Column: 2 - Row: 12		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: ESS FLEX COLOR 13.14 **		
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: PE0000014926						UPC Blade Code:		
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code	
131	1	N/A	095008042855	ESSIE NAIL COLOR	seas the day	758		
132	1	N/A	095008012872	ESSIE NAIL COLOR	find me an oasis	760		
133	1	N/A	095008007861	ESSIE NAIL COLOR	bikini so teeny	764		
134	1	N/A	095008007861	ESSIE NAIL COLOR	bikini so teeny	764		
135	1	N/A	095008052434	ESSIE NAIL COLOR	ripple reflect	765		
136	1	N/A	095008039961	ESSIE NAIL COLOR	you do blue	766		
137	1	N/A	095008016177	ESSIE NAIL COLOR	pret-a-surfer	770		
138	1	N/A	095008006246	ESSIE NAIL COLOR	butter please	772		
139	1	N/A	095008045023	ESSIE NAIL COLOR	wink of sleep	780		

Row: 1 Lower Notch: 66

Row: 2 Lower Notch: 60

Lower Notch: 48

Lower Notch: 47

Row: 5 Lower Notch: 43

Row: 6 Lower Notch: 37

Row: 7 Lower Notch: 31

Row: 8 Lower Notch: 25

Row: 9 Lower Notch: 19

Row: 10 Lower Notch: 13

Row: 11 Lower Notch: 7

Row: 12 Lower Notch: 1

ESSIE

WAKEFERN - ESSIE 4FT X 65IN FLEX WALL - SPRING 2025

POG Name: ESSWAK0465FLEX_IS25.psa

Column: 3

WAKEFERN - ESSIE 4FT X 65IN FLEX WALL - SPRING 2025

ESSWAK0465FLEX.IS25

Column: 1 - Row: 1	Lower Notch: 66	Fixture Type: HEADER	Fixture Description: ESS FLEX HEADER 4FT
HEADER Fixture Re-Order Code: PE0000007736		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE0000014092		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 -	Lower Notch: 48	Fixture Type: HOT SPOT	Fixture Description: ESS FLEX HOTSPOT NAS 12X24 **
HOT SPOT Fixture Re-Order Code: PE0000014161		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE0000015140		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		HOT SPOT Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PE0000015414,PE0000015415		UPC Blade Code:	

Column: 2 - Row: 5	Lower Notch: 43	Fixture Type: SIGN	Fixture Description: ESS FLEX COLOR (NAV) 3X24 **
SIGN Fixture Re-Order Code: PE0000009862		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE0000009861		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: 2	Lower Notch: 60	Fixture Type: SIGN	Fixture Description: ESS FLEX COLOR 100*SHDS AND CNTING 2.2 6X12 **
SIGN Fixture Re-Order Code: PE0000013279		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE0000014410		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 -	Lower Notch: 47	Fixture Type: Hotspot Tray	Fixture Description:
Hotspot Tray Fixture Re-Order Code: 0		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		Hotspot Tray Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
140	1	N/A	095008060941	JELLY GLOSS	arctic jelly	00	
141	1	N/A	095008060958	JELLY GLOSS	ink jelly	10	
142	1	N/A	095008060965	JELLY GLOSS	cheeky jelly	30	
143	1	N/A	095008060972	JELLY GLOSS	blush jelly	60	
144	1	N/A	095008060989	JELLY GLOSS	orchid jelly	70	
145	1	N/A	095008060996	JELLY GLOSS	sky jelly	100	
146	1	N/A	095008061009	JELLY GLOSS	cactus jelly	110	
147	1	N/A	095008061016	JELLY GLOSS	buttercup jelly	130	
148	1	N/A	095008061023	JELLY GLOSS	apricot jelly	120	

Column: 3 - Row: 4	Lower Notch: 37	Fixture Type: TRAYS	Fixture Description: ESS FLEX COLOR 2.14 **
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: PE0000014915		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
149	1	N/A	095008000107	ESSIE NAIL COLOR	Blanc	008	
150	1	N/A	095008000107	ESSIE NAIL COLOR	Blanc	008	
151	1	N/A	095008000121	ESSIE NAIL COLOR	Marshmallow	024	
152	1	N/A	095008000121	ESSIE NAIL COLOR	Marshmallow	024	
153	1	N/A	095008014371	ESSIE NAIL COLOR	tuck it in my tux	032	
154	1	N/A	095008000190	ESSIE NAIL COLOR	Limo-Scene	056	
155	1	N/A	095008028910	ESSIE NAIL COLOR	going steady	060	
156	1	N/A	095008032009	ESSIE NAIL COLOR	mind-full meditation	071	
157	1	N/A	095008000862	ESSIE NAIL COLOR	Imported Bubbly	080	

Row: 1 Lower Notch: 66

Row: 2 Lower Notch: 60

Lower Notch: 48

Lower Notch: 47

Row: 5 Lower Notch: 43

Row: 4 Lower Notch: 37

Row: 5 Lower Notch: 31

Row: 6 Lower Notch: 25

Row: 7 Lower Notch: 19

Row: 8 Lower Notch: 13

Row: 9 Lower Notch: 7

Row: 10 Lower Notch: 1

ESSIE

WAKEFERN - ESSIE 4FT X 65IN FLEX WALL - SPRING 2025

POG Name: ESSWAK0465FLEX_IS25.psa

Column: 3

Column: 3 - Row: 5	Lower Notch: 31	Fixture Type: TRAYS	Fixture Description: ESS FLEX COLOR 4.14 **
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: PE0000014917		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
158	1	N/A	095008000343	ESSIE NAIL COLOR	Eternal Optimist	144	
159	1	N/A	095008000343	ESSIE NAIL COLOR	Eternal Optimist	144	
160	1	N/A	095008000237	ESSIE NAIL COLOR	Fiji	152	
161	1	N/A	095008026589	ESSIE NAIL COLOR	skinny dip	1001	
162	1	N/A	095008000275	ESSIE NAIL COLOR	Sugar Daddy	160	
163	1	N/A	095008000275	ESSIE NAIL COLOR	Sugar Daddy	160	
164	1	N/A	095008032054	ESSIE NAIL COLOR	birthday girl	1019	
165	1	N/A	095008036335	ESSIE NAIL COLOR	around the bend	186	
166	1	N/A	095008042848	ESSIE NAIL COLOR	suits you swell	217	

Column: 3 - Row: 6	Lower Notch: 25	Fixture Type: TRAYS	Fixture Description: ESS FLEX COLOR 6.14 **
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: PE0000014919		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
167	1	N/A	095008055435	ESSIE NAIL COLOR	in pursuit of craftiness	302	
168	1	N/A	095008000503	ESSIE NAIL COLOR	Lilacism	304	
169	1	N/A	095008014364	ESSIE NAIL COLOR	minimalistic	308	
170	1	N/A	095008010359	ESSIE NAIL COLOR	go ginza	310	
171	1	N/A	095008006192	ESSIE NAIL COLOR	ladylike	316	
172	1	N/A	095008036311	ESSIE NAIL COLOR	into the a-bliss	318	
173	1	N/A	095008021416	ESSIE NAIL COLOR	mrs always-right	321	
174	1	N/A	095008021416	ESSIE NAIL COLOR	mrs always-right	321	
175	1	N/A	095008046952	ESSIE NAIL COLOR	ferris of them all	324	

Column: 3 - Row: 7	Lower Notch: 19	Fixture Type: TRAYS	Fixture Description: ESS FLEX COLOR 8.14 **
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: PE0000014921		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
176	1	N/A	095008044996	ESSIE NAIL COLOR	not red-y for bed	490	
177	1	N/A	095008011042	ESSIE NAIL COLOR	shes pampered	496	
178	1	N/A	095008000787	ESSIE NAIL COLOR	Geranium	536	
179	1	N/A	095008042817	ESSIE NAIL COLOR	throw in the towel	567	
180	1	N/A	095008000831	ESSIE NAIL COLOR	Cute As A Button	568	
181	1	N/A	095008055473	ESSIE NAIL COLOR	handmade with love (hero)	575	
182	1	N/A	095008042862	ESSIE NAIL COLOR	any-fin goes	581	
183	1	N/A	095008039985	ESSIE NAIL COLOR	check in to check out	582	
184	1	N/A	095008056975	ESSIE NAIL COLOR	snooze in	587	

Column: 3 - Row: 8	Lower Notch: 13	Fixture Type: TRAYS	Fixture Description: ESS FLEX COLOR 10.14 **
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: PE0000014923		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
185	1	N/A	095008044965	ESSIE NAIL COLOR	the snuggle is real	662	
186	1	N/A	095008026602	ESSIE NAIL COLOR	wild nude	1005	
187	1	N/A	095008013411	ESSIE NAIL COLOR	topless & barefoot	665	
188	1	N/A	095008032030	ESSIE NAIL COLOR	toned down	685	
189	1	N/A	095008032023	ESSIE NAIL COLOR	on mute	686	
190	1	N/A	095008000886	ESSIE NAIL COLOR	Chinchilly	688	

Row: 1 Lower Notch: 66

Row: 2 Lower Notch: 60

Lower Notch: 48

Lower Notch: 47

Row: 5 Lower Notch: 43

Row: 4 Lower Notch: 37

Row: 5 Lower Notch: 31

Row: 6 Lower Notch: 25

Row: 7 Lower Notch: 19

Row: 8 Lower Notch: 13

Row: 9 Lower Notch: 7

Row: 10 Lower Notch: 1

ESSIE

WAKEFERN - ESSIE 4FT X 65IN FLEX WALL - SPRING 2025

POG Name: ESSWAK0465FLEX_IS25.psa

Column: 3

191	1	N/A	095008059877	ESSIE NAIL COLOR	mismatch to match	689	
192	1	N/A	095008055466	ESSIE NAIL COLOR	crochet away	691	
193	1	N/A	095008002934	ESSIE NAIL COLOR	Smokin Hot	700	

Column: 3 - Row: 9	Lower Notch: 7	Fixture Type: TRAYS	Fixture Description: ESS FLEX COLOR 12.14 **
TRAYS Fixture Re-Order Code: PE0000001829	SS Graphic Re-Order Code:	SS Holder Re-Order Code:	TRAYS Fixture Rolled-Up Code:
Carrier Tray Graphic Re-Order Code:	UPC Blade Code:		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
194	1	N/A	095008039992	ESSIE NAIL COLOR	in plane view	728	
195	1	N/A	095008056777	ESSIE NAIL COLOR	to me from me	735	
196	1	N/A	095008046938	ESSIE NAIL COLOR	amuse me	738	
197	1	N/A	095008056753	ESSIE NAIL COLOR	caught in the rain	741	
198	1	N/A	095008056814	ESSIE NAIL COLOR	(un)guilty pleasures	743	
199	1	N/A	095008013404	ESSIE NAIL COLOR	in the cab-ana	747	
200	1	N/A	095008001074	ESSIE NAIL COLOR	Turquoise & Caicos	752	
201	1	N/A	095008006239	ESSIE NAIL COLOR	mint candy apple	754	
202	1	N/A	095008059860	ESSIE NAIL COLOR	perfectly peculiar	755	

Column: 3 - Row: 10	Lower Notch: 1	Fixture Type: TRAYS	Fixture Description: ESS FLEX COLOR 14.14 **
TRAYS Fixture Re-Order Code: PE0000001829	SS Graphic Re-Order Code:	SS Holder Re-Order Code:	TRAYS Fixture Rolled-Up Code:
Carrier Tray Graphic Re-Order Code:	UPC Blade Code:		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
203	1	N/A	095008012889	ESSIE NAIL COLOR	after school boy blazer	795	
204	1	N/A	095008030043	ESSIE NAIL COLOR	sil vous play	920	
205	1	N/A	095008003825	ESSIE MIRROR METALLICS	Good as Gold	941	
206	1	N/A	095008003832	ESSIE MIRROR METALLICS	Penny Talk	942	
207	1	N/A	095008032016	ESSIE NAIL COLOR	gadget-free	944	
208	1	N/A	095008014272	ESSIE LUXEFFECTS	summit of style	946	
209	1	N/A	095008002668	ESSIE LUXEFFECTS	A Cut Above	954	
210	1	N/A	095008002682	ESSIE LUXEFFECTS	Set in Stones	958	
211	1	N/A	095008032061	ESSIE NAIL COLOR	congrats	1029	

Row: 1 Lower Notch: 66

Row: 2 Lower Notch: 60

Lower Notch: 48

Lower Notch: 47

Row: 5 Lower Notch: 43

Row: 4 Lower Notch: 37

Row: 5 Lower Notch: 31

Row: 6 Lower Notch: 25

Row: 7 Lower Notch: 19

Row: 8 Lower Notch: 13

Row: 9 Lower Notch: 7

Row: 10 Lower Notch: 1

ESSIE

WAKEFERN - ESSIE 4FT X 65IN FLEX WALL - SPRING 2025

POG Name: ESSWAK0465FLEX_IS25.psa

Column: 4

WAKEFERN - ESSIE 4FT X 65IN FLEX WALL - SPRING 2025

ESSWAK0465FLEX.IS25

Column: 1 - Row: 1	Lower Notch: 66	Fixture Type: HEADER	Fixture Description: ESS FLEX HEADER 4FT
HEADER Fixture Re-Order Code: PE0000007736		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE0000014092		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: 4 - Row: 2	Lower Notch: 60	Fixture Type: SIGN	Fixture Description: ESS FLEX GC DOPAMINE RUSH 1.2 6X12 **
SIGN Fixture Re-Order Code: PE0000014657		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PE0000014705		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: 4 - Row: 3	Lower Notch: 53	Fixture Type: TRAYS	Fixture Description: ESS FLEX COUTURE 1.10 **
TRAYS Fixture Re-Order Code: PE0000002457		SS Graphic Re-Order Code: PE0000014403	
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: PE0000014507		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
212	1	N/A	095008021409	ESSIE GEL COUTURE TOP COAT	gel couture TOP COAT	00	
213	1	N/A	095008021409	ESSIE GEL COUTURE TOP COAT	gel couture TOP COAT	00	
214	1	N/A	095008021409	ESSIE GEL COUTURE TOP COAT	gel couture TOP COAT	00	
215	1	N/A	095008021409	ESSIE GEL COUTURE TOP COAT	gel couture TOP COAT	00	
216	1	N/A	095008021409	ESSIE GEL COUTURE TOP COAT	gel couture TOP COAT	00	
217	1	N/A	095008054285	ESSIE GEL COUTURE COLOR	gel couture matte top coat	01	
218	1	N/A	095008054285	ESSIE GEL COUTURE COLOR	gel couture matte top coat	01	

Column: 4 - Row: 4	Lower Notch: 47	Fixture Type: TRAYS	Fixture Description: ESS FLEX COUTURE 2.10 **
TRAYS Fixture Re-Order Code: PE0000002457		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: PE0000014508		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
219	1	N/A	095008062617	ESSIE GEL COUTURE	rev it up	104	
220	1	N/A	095008062624	ESSIE GEL COUTURE	fuel your life	313	
221	1	N/A	095008062631	ESSIE GEL COUTURE	dopamine rush	404	
222	1	N/A	095008062648	ESSIE GEL COUTURE	new highs	174	
223	1	N/A	095008062648	ESSIE GEL COUTURE	new highs	174	
224	1	N/A	095008062655	ESSIE GEL COUTURE	you can-dy it	286	
225	1	N/A	095008062662	ESSIE GEL COUTURE	strut with it	182	

Column: 4 - Row: 5	Lower Notch: 42	Fixture Type: TRAYS	Fixture Description: ESS FLEX COUTURE 3.10 **
TRAYS Fixture Re-Order Code: PE0000002457		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: PE0000014509		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
226	1	N/A	095008042879	ESSIE GEL COUTURE COLOR	chiffon the move	7	
227	1	N/A	095008021003	ESSIE GEL COUTURE COLOR	sheer fantasy	10	
228	1	N/A	095008025131	ESSIE GEL COUTURE COLOR	wearing hue?	14	
229	1	N/A	095008020983	ESSIE GEL COUTURE COLOR	fairly tailor	40	
230	1	N/A	095008030487	ESSIE GEL COUTURE COLOR	gossamer garments	49	
231	1	N/A	095008021133	ESSIE GEL COUTURE COLOR	stitch by stitch	50	
232	1	N/A	095008047188	ESSIE GEL COUTURE COLOR	gallery glam	53	

Row: 1 Lower Notch: 66

Row: 2 Lower Notch: 60

Row: 3 Lower Notch: 53

Row: 4 Lower Notch: 47

Row: 5 Lower Notch: 42

Row: 6 Lower Notch: 37

Row: 7 Lower Notch: 31

Row: 8 Lower Notch: 25

Row: 9 Lower Notch: 19

Row: 10 Lower Notch: 13

Row: 11 Lower Notch: 7

Row: 12 Lower Notch: 1

ESSIE

WAKEFERN - ESSIE 4FT X 65IN FLEX WALL - SPRING 2025

POG Name: ESSWAK0465FLEX_IS25.psa

Column: 4

Column: 4 - Row: 6	Lower Notch: 37	Fixture Type: TRAYS	Fixture Description: ESS FLEX COUTURE 4.10 **
TRAYS Fixture Re-Order Code: PE0000002457		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: PE0000014510		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
233	1	N/A	095008056968	ESSIE GEL COUTURE COLOR	woven at heart	54	
234	1	N/A	095008030500	ESSIE GEL COUTURE COLOR	sheer silhouette	57	
235	1	N/A	095008021201	ESSIE GEL COUTURE COLOR	pinned up	60	
236	1	N/A	095008030517	ESSIE GEL COUTURE COLOR	of corset	62	
237	1	N/A	095008027555	ESSIE GEL COUTURE COLOR	princess charming	64	
238	1	N/A	095008030470	ESSIE GEL COUTURE COLOR	last nightie	68	
239	1	N/A	095008040066	ESSIE GEL COUTURE COLOR	polished and poised	69	

Column: 4 - Row: 7	Lower Notch: 31	Fixture Type: TRAYS	Fixture Description: ESS FLEX COUTURE 5.10 **
TRAYS Fixture Re-Order Code: PE0000002457		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: PE0000014511		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
240	1	N/A	095008021089	ESSIE GEL COUTURE COLOR	take me to thread	70	
241	1	N/A	095008060088	ESSIE GEL COUTURE	multi-faceted	71	
242	1	N/A	095008040073	ESSIE GEL COUTURE COLOR	not what it seems	72	
243	1	N/A	095008052618	ESSIE GEL COUTURE COLOR	all checked out	82	
244	1	N/A	095008052595	ESSIE GEL COUTURE COLOR	totally plaid	89	
245	1	N/A	095008060095	ESSIE GEL COUTURE	bling it	91	
246	1	N/A	095008042886	ESSIE GEL COUTURE COLOR	atelier at the bay	102	

Column: 4 - Row: 8	Lower Notch: 25	Fixture Type: TRAYS	Fixture Description: ESS FLEX COUTURE 6.10 **
TRAYS Fixture Re-Order Code: PE0000002457		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: PE0000014512		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
247	1	N/A	095008047201	ESSIE GEL COUTURE COLOR	behind the glass	120	
248	1	N/A	095008021065	ESSIE GEL COUTURE COLOR	first view	135	
249	1	N/A	095008029573	ESSIE GEL COUTURE COLOR	first fitting	136	
250	1	N/A	095008021119	ESSIE GEL COUTURE COLOR	pre-show jitters	138	
251	1	N/A	095008027586	ESSIE GEL COUTURE COLOR	matter of fiction	139	
252	1	N/A	095008025148	ESSIE GEL COUTURE COLOR	inside scoop	144	
253	1	N/A	095008021072	ESSIE GEL COUTURE COLOR	haute to trot	150	

Column: 4 - Row: 9	Lower Notch: 19	Fixture Type: TRAYS	Fixture Description: ESS FLEX COUTURE 7.10 **
TRAYS Fixture Re-Order Code: PE0000002457		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: PE0000014513		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
254	1	N/A	095008023281	ESSIE GEL COUTURE COLOR	perfect posture	162	
255	1	N/A	095008023304	ESSIE GEL COUTURE COLOR	closing night	164	
256	1	N/A	095008056876	ESSIE GEL COUTURE COLOR	tassel free	168	
257	1	N/A	095008060064	ESSIE GEL COUTURE	statement peace	172	
258	1	N/A	095008056890	ESSIE GEL COUTURE COLOR	cut loose	173	
259	1	N/A	095008021195	ESSIE GEL COUTURE COLOR	dress call	180	
260	1	N/A	095008047195	ESSIE GEL COUTURE COLOR	museum muse	184	

Row: 1 Lower Notch: 66

Row: 2 Lower Notch: 60

Row: 3 Lower Notch: 53

Row: 4 Lower Notch: 47

Row: 5 Lower Notch: 42

Row: 6 Lower Notch: 37

Row: 7 Lower Notch: 31

Row: 8 Lower Notch: 25

Row: 9 Lower Notch: 19

Row: 10 Lower Notch: 13

Row: 11 Lower Notch: 7

Row: 12 Lower Notch: 1

ESSIE

WAKEFERN - ESSIE 4FT X 65IN FLEX WALL - SPRING 2025

POG Name: ESSWAK0465FLEX_IS25.psa

Column: 4

Column: 4 - Row: 10		Lower Notch: 13		Fixture Type: TRAYS		Fixture Description: ESS FLEX COUTURE 8.10 **	
TRAYS Fixture Re-Order Code: PE0000002457						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: PE00000014514		UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
261	1	N/A	095008052632	ESSIE GEL COUTURE COLOR	paisley all the way	186	
262	1	N/A	095008030494	ESSIE GEL COUTURE COLOR	bodice goddess	188	
263	1	N/A	095008052625	ESSIE GEL COUTURE COLOR	fab florals	252	
264	1	N/A	095008052588	ESSIE GEL COUTURE COLOR	electric geometric	258	
265	1	N/A	095008061641	ESSIE GEL COUTURE	flashed	260	
266	1	N/A	095008021096	ESSIE GEL COUTURE COLOR	rock the runway	270	
267	1	N/A	095008060071	ESSIE GEL COUTURE	pinky ring	283	

Column: 4 - Row: 11		Lower Notch: 7		Fixture Type: TRAYS		Fixture Description: ESS FLEX COUTURE 9.10 **	
TRAYS Fixture Re-Order Code: PE0000002457						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: PE0000014515						UPC Blade Code:	
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
268	1	N/A	095008052601	ESSIE GEL COUTURE COLOR	chevron trend	295	
269	1	N/A	095008021249	ESSIE GEL COUTURE COLOR	the it-factor	300	
270	1	N/A	095008025179	ESSIE GEL COUTURE COLOR	V.I.Please	304	
271	1	N/A	095008056920	ESSIE GEL COUTURE COLOR	wilder than I seam	319	
272	1	N/A	095008056999	ESSIE GEL COUTURE COLOR	put in the patchwork	331	
273	1	N/A	095008021263	ESSIE GEL COUTURE COLOR	bubbles only	345	
274	1	N/A	095008021102	ESSIE GEL COUTURE COLOR	gala-vanting	350	

Column: 4 - Row: 12		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: ESS FLEX COUTURE 10.10 **	
TRAYS Fixture Re-Order Code: PE0000002457						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: PE0000014516						UPC Blade Code:	
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
275	1	N/A	095008021270	ESSIE GEL COUTURE COLOR	spiked with style	360	
276	1	N/A	095008021041	ESSIE GEL COUTURE COLOR	model clicks	370	
277	1	N/A	095008045269	ESSIE GEL COUTURE COLOR	tailored by twilight	381	
278	1	N/A	095008061634	ESSIE GEL COUTURE	like it loud	391	
279	1	N/A	095008021287	ESSIE GEL COUTURE COLOR	caviar bar	400	
280	1	N/A	095008045276	ESSIE GEL COUTURE COLOR	jewels and jacquard only	402	
281	1	N/A	095008056944	ESSIE GEL COUTURE COLOR	in-vest in style	403	

Row: 1		Lower Notch: 66
Row: 2		Lower Notch: 60
Row: 3	212 213 214 215 216 217 218	Lower Notch: 53
Row: 4	219 220 221 222 223 224 225	Lower Notch: 47
Row: 5	226 227 228 229 230 231 232	Lower Notch: 42
Row: 6	233 234 235 236 237 238 239	Lower Notch: 37
Row: 7	240 241 242 243 244 245 246	Lower Notch: 31
Row: 8	247 248 249 250 251 252 253	Lower Notch: 25
Row: 9	254 255 256 257 258 259 260	Lower Notch: 19
Row: 10	261 262 263 264 265 266 267	Lower Notch: 13
Row: 11	268 269 270 271 272 273 274	Lower Notch: 7
Row: 12	275 276 277 278 279 280 281	Lower Notch: 1



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