



WAKEFERN - ESSIE 4FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2025

POG Name: ESSWAK0470ECL_IS25.psa





WAKEFERN - ESSIE 4FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2025

POG Name: ESSWAK0470ECL_IS25.psa

Column: 1

WAKEFERN - ESSIE 4FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2025

ESSWAK0470ECL.IS25

Column: 1 - Row: 1 Lower Notch: 27 Fixture Type: HEADER Fixture Description: ESS EC 4 FT LOGO HDR LIT
HEADER Fixture Re-Order Code: PE0000002488 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 NAIL CARE 1.1 6X12 UNLIT **
SIGN Fixture Re-Order Code: PE2000000061 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000015367 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 CARE 1.4 **
TRAYS Fixture Re-Order Code: PE0000001830 SS Graphic Re-Order Code: PE0000014711
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: PE0000014548 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: 9 Fixture Type: TRAYS Fixture Description: ESS EC LIT CARE 2.4 **
TRAYS Fixture Re-Order Code: PE0000001830 SS Graphic Re-Order Code: PE0000014678
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: PE0000014549 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: 3 Fixture Type: TRAYS Fixture Description: ESS EC LIT CARE 3.4 **
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: PE0000014550 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: 32 Fixture Type: TRAYS Fixture Description: ESS EC LIT CARE 4.4 **
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: PE0000014551 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: 27
Row: 2		Lower Notch: 21
Row: 3	1 2 3	Lower Notch: 15
Row: 4	4 5 6 7	Lower Notch: 9
Row: 5	8 9 10 11 12	Lower Notch: 3
Row: 6	13 14 15 16 17	Lower Notch: 32
Row: 7	18 19 20 21 22 23 24 25 26 27	Lower Notch: 27
Row: 8	28 29 30 31 32 33 34 35 36 37	Lower Notch: 22
Row: 9	38 39 40 41 42 43 44 45 46 47	Lower Notch: 17
Row: 10	48 49 50 51 52 53 54 55 56 57	Lower Notch: 12
Row: 11	58 59 60 61 62 63 64 65 66 67	Lower Notch: 6
Row: 12		Lower Notch: 1



WAKEFERN - ESSIE 4FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2025

POG Name: ESSWAK0470ECL_IS25.psa

Column: 1

Column: 1 - Row: 7 Lower Notch: 27 Fixture Type: TRAYS Fixture Description: ESS EC LIT 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: PE0000015180

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: 8 Lower Notch: 22 Fixture Type: TRAYS Fixture Description: ESS EC LIT 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: PE0000015181

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	saff-on the move	110	
37	1	N/A	095008039534	ESSIE EXPRESSIE	dont hate curate	120	

Column: 1 - Row: 9 Lower Notch: 17 Fixture Type: TRAYS Fixture Description: ESS EC LIT 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: PE0000015182

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	

Column: 1 - Row: 10 Lower Notch: 12 Fixture Type: TRAYS Fixture Description: ESS EC LIT 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: PE0000015183

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	

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



WAKEFERN - ESSIE 4FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2025

POG Name: ESSWAK0470ECL_IS25.psa

Column: 1

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: 11 Lower Notch: 6 Fixture Type: TRAYS Fixture Description: ESS EC LIT 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: PE0000015184

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	

Column: 1 - Row: 12 Lower Notch: 1 Fixture Type: HEADER Fixture Description: ESS EC 4FT FOOTER

HEADER Fixture Re-Order Code: PE0000002503

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:

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



WAKEFERN - ESSIE 4FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2025

POG Name: ESSWAK0470ECL_IS25.psa

Column: 2

WAKEFERN - ESSIE 4FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2025

ESSWAK0470ECL.IS25

Column: 1 - Row: 1 Lower Notch: 27 Fixture Type: HEADER Fixture Description: ESS EC 4 FT LOGO HDR LIT
HEADER Fixture Re-Order Code: PE0000002488 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: 12 Lower Notch: 1 Fixture Type: HEADER Fixture Description: ESS EC 4FT FOOTER
HEADER Fixture Re-Order Code: PE0000002503 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: 12 Fixture Type: HOT SPOT Fixture Description: ESS EC HOTSPOT BE THEM ALL+NAS LIT **
HOT SPOT Fixture Re-Order Code: PE0000002488,PE0000006437 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000015243 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOT SPOT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000014710 UPC Blade Code:

Column: 2 - Row: 3 Lower Notch: 9 Fixture Type: SIGNS Fixture Description: ESS EC LIT COLOR (NAV SIGN) 2X24 **
SIGNS Fixture Re-Order Code: PL2000000237 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008314 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 2 - Row: 4 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: ESS EC LIT 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: PE0000014448 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
95	1	N/A	095008062303	ESSIE NAIL COLOR	stay fluid	015	
96	1	N/A	095008062334	ESSIE NAIL COLOR	playful & rebellious	140	
97	1	N/A	095008062327	ESSIE NAIL COLOR	be them all	594	
98	1	N/A	095008062341	ESSIE NAIL COLOR	this and that	742	
99	1	N/A	095008062297	ESSIE NAIL COLOR	new day, new me	771	
100	1	N/A	095008062310	ESSIE NAIL COLOR	always morphing	815	
101	1	N/A	095008059822	ESSIE NAIL COLOR	odd squad	365	
102	1	N/A	095008059853	ESSIE NAIL COLOR	not a phase	435	
103	1	N/A	095008059839	ESSIE NAIL COLOR	offbeat chic	775	

Column: 2 - Row: 5 Lower Notch: 32 Fixture Type: TRAYS Fixture Description: ESS EC LIT 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: PE0000014448 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
104	1	N/A	095008052427	ESSIE NAIL COLOR	boatloads of love (hero)	90	
105	1	N/A	095008000176	ESSIE NAIL COLOR	Ballet Slippers	096	
106	1	N/A	095008000176	ESSIE NAIL COLOR	Ballet Slippers	096	
107	1	N/A	095008011943	ESSIE NAIL COLOR	hi maintenance	100	
108	1	N/A	095008000282	ESSIE NAIL COLOR	Muchi Muchi	104	
109	1	N/A	095008039916	ESSIE NAIL COLOR	free to roam	108	
110	1	N/A	095008000220	ESSIE NAIL COLOR	Mademoiselle	112	
111	1	N/A	095008000220	ESSIE NAIL COLOR	Mademoiselle	112	
112	1	N/A	095008000206	ESSIE NAIL COLOR	Vanity Fairest	120	

Row: 1 Lower Notch: 27

Row: 2.00 Lower Notch: 12

Row: 3 Lower Notch: 9

Row: 4 Lower Notch: 3

Row: 5 Lower Notch: 32

Row: 6 Lower Notch: 27

Row: 7 Lower Notch: 22

Row: 8 Lower Notch: 17

Row: 9 Lower Notch: 12

Row: 10 Lower Notch: 6

Row: 12 Lower Notch: 1



WAKEFERN - ESSIE 4FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2025

POG Name: ESSWAK0470ECL_IS25.psa

Column: 2

Column: 2 - Row: 6 Lower Notch: 27 Fixture Type: TRAYS Fixture Description: ESS EC LIT 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: PE0000014450

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
113	1	N/A	095008044989	ESSIE NAIL COLOR	slumber party-on	223	
114	1	N/A	095008000381	ESSIE NAIL COLOR	Mod Square	224	
115	1	N/A	095008055442	ESSIE NAIL COLOR	pencil me in	230	
116	1	N/A	095008000428	ESSIE NAIL COLOR	Bachelorette Bash	256	
117	1	N/A	095008000404	ESSIE NAIL COLOR	Watermelon	264	
118	1	N/A	095008000404	ESSIE NAIL COLOR	Watermelon	264	
119	1	N/A	095008028873	ESSIE NAIL COLOR	drive-in & dine	274	
120	1	N/A	095008052403	ESSIE NAIL COLOR	swoon in the lagoon	290	
121	1	N/A	095008002903	ESSIE NAIL COLOR	Play Date	300	

Column: 2 - Row: 7 Lower Notch: 22 Fixture Type: TRAYS Fixture Description: ESS EC LIT 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: PE0000014452

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
122	1	N/A	095008000541	ESSIE NAIL COLOR	Angora Cardi	336	
123	1	N/A	095008057033	ESSIE NAIL COLOR	no to-do	343	
124	1	N/A	095008000633	ESSIE NAIL COLOR	Wicked	352	
125	1	N/A	095008000466	ESSIE NAIL COLOR	Bahama Mama	400	
126	1	N/A	095008032085	ESSIE NAIL COLOR	nailed it	1027	
127	1	N/A	095008000619	ESSIE NAIL COLOR	Berry Naughty	416	
128	1	N/A	095008000626	ESSIE NAIL COLOR	Bordeaux	424	
129	1	N/A	095008000701	ESSIE NAIL COLOR	Forever Yummy	488	
130	1	N/A	095008000701	ESSIE NAIL COLOR	Forever Yummy	488	

Column: 2 - Row: 8 Lower Notch: 17 Fixture Type: TRAYS Fixture Description: ESS EC LIT 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: PE0000014454

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
131	1	N/A	095008023199	ESSIE NAIL COLOR	peach side babe	590	
132	1	N/A	095008046983	ESSIE NAIL COLOR	all fun & games	595	
133	1	N/A	095008039954	ESSIE NAIL COLOR	check your baggage	597	
134	1	N/A	095008055480	ESSIE NAIL COLOR	to diy for	599	
135	1	N/A	095008052465	ESSIE NAIL COLOR	frilly lilies	600	
136	1	N/A	095008036359	ESSIE NAIL COLOR	yes i canyon	601	
137	1	N/A	095008036304	ESSIE NAIL COLOR	rocky rose	603	
138	1	N/A	095008059846	ESSIE NAIL COLOR	never basic	604	
139	1	N/A	095008036342	ESSIE NAIL COLOR	bed rock & roll	605	

Column: 2 - Row: 9 Lower Notch: 12 Fixture Type: TRAYS Fixture Description: ESS EC LIT 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: PE0000014456

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
140	1	N/A	095008057040	ESSIE NAIL COLOR	home by 8	701	
141	1	N/A	095008011059	ESSIE NAIL COLOR	for the twill of it	702	
142	1	N/A	095008055404	ESSIE NAIL COLOR	piece of work	703	
143	1	N/A	095008046990	ESSIE NAIL COLOR	win me over	704	
144	1	N/A	095008052472	ESSIE NAIL COLOR	willow in the wind	705	
145	1	N/A	095008023182	ESSIE NAIL COLOR	off tropic	706	
146	1	N/A	095008023182	ESSIE NAIL COLOR	off tropic	706	

Row: 1 Lower Notch: 27

Row: 2.00 Lower Notch: 12

Row: 3 Lower Notch: 9

Row: 4 Lower Notch: 3

Row: 5 Lower Notch: 32

Row: 6 Lower Notch: 27

Row: 7 Lower Notch: 22

Row: 8 Lower Notch: 17

Row: 9 Lower Notch: 12

Row: 10 Lower Notch: 6

Row: 12 Lower Notch: 1



WAKEFERN - ESSIE 4FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2025

POG Name: ESSWAK0470ECL_IS25.psa

Column: 2

147	1	N/A	095008000978	ESSIE NAIL COLOR	Licorice	720	
148	1	N/A	095008000978	ESSIE NAIL COLOR	Licorice	720	

Column: 2 - Row: 10 Lower Notch: 6 Fixture Type: TRAYS Fixture Description: ESS EC LIT 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: PE00000014458

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
149	1	N/A	095008042855	ESSIE NAIL COLOR	seas the day	758	
150	1	N/A	095008012872	ESSIE NAIL COLOR	find me an oasis	760	
151	1	N/A	095008007861	ESSIE NAIL COLOR	bikini so teeny	764	
152	1	N/A	095008007861	ESSIE NAIL COLOR	bikini so teeny	764	
153	1	N/A	095008052434	ESSIE NAIL COLOR	ripple reflect	765	
154	1	N/A	095008039961	ESSIE NAIL COLOR	you do blue	766	
155	1	N/A	095008016177	ESSIE NAIL COLOR	pret-a-surfer	770	
156	1	N/A	095008006246	ESSIE NAIL COLOR	butler please	772	
157	1	N/A	095008045023	ESSIE NAIL COLOR	wink of sleep	780	

Row: 1		Lower Notch: 27
Row: 2.00	68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85	Lower Notch: 12
Row: 3		Lower Notch: 9
Row: 4	95 96 97 98 99 100 101 102 103	Lower Notch: 3
Row: 5	104 105 106 107 108 109 110 111 112	Lower Notch: 32
Row: 6	113 114 115 116 117 118 119 120 121	Lower Notch: 27
Row: 7	122 123 124 125 126 127 128 129 130	Lower Notch: 22
Row: 8	131 132 133 134 135 136 137 138 139	Lower Notch: 17
Row: 9	140 141 142 143 144 145 146 147 148	Lower Notch: 12
Row: 10	149 150 151 152 153 154 155 156 157	Lower Notch: 6
Row: 12		Lower Notch: 1



WAKEFERN - ESSIE 4FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2025

POG Name: ESSWAK0470ECL_IS25.psa

Column: 3

WAKEFERN - ESSIE 4FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2025

ESSWAK0470ECL.IS25

Column: 1 - Row: 1 Lower Notch: 27 Fixture Type: HEADER Fixture Description: ESS EC 4 FT LOGO HDR LIT
HEADER Fixture Re-Order Code: PE0000002488 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: 12 Lower Notch: 1 Fixture Type: HEADER Fixture Description: ESS EC 4FT FOOTER
HEADER Fixture Re-Order Code: PE0000002503 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: 12 Fixture Type: HOT SPOT Fixture Description: ESS EC HOTSPOT BE THEM ALL+NAS LIT **
HOT SPOT Fixture Re-Order Code: PE0000002466,PE0000006437 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000015243 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOT SPOT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000014710 UPC Blade Code:

Column: 2 - Row: 3 Lower Notch: 9 Fixture Type: SIGNS Fixture Description: ESS EC LIT COLOR (NAV SIGN) 2X24 **
SIGNS Fixture Re-Order Code: PL2000000237 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000008314 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 3 - Row: 2 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: ESS EC LIT 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: PE0000014447 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
185	1	N/A	095008000107	ESSIE NAIL COLOR	Blanc	008	
186	1	N/A	095008000107	ESSIE NAIL COLOR	Blanc	008	
187	1	N/A	095008000121	ESSIE NAIL COLOR	Marshmallow	024	
188	1	N/A	095008000121	ESSIE NAIL COLOR	Marshmallow	024	
189	1	N/A	095008014371	ESSIE NAIL COLOR	tuck it in my tux	032	
190	1	N/A	095008000190	ESSIE NAIL COLOR	Limo-Scene	056	
191	1	N/A	095008028910	ESSIE NAIL COLOR	going steady	060	
192	1	N/A	095008032009	ESSIE NAIL COLOR	mind-full meditation	071	
193	1	N/A	095008000862	ESSIE NAIL COLOR	Imported Bubbly	080	

Column: 3 - Row: 3 Lower Notch: 32 Fixture Type: TRAYS Fixture Description: ESS EC LIT 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: PE0000014449 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
194	1	N/A	095008000343	ESSIE NAIL COLOR	Eternal Optimist	144	
195	1	N/A	095008000343	ESSIE NAIL COLOR	Eternal Optimist	144	
196	1	N/A	095008000237	ESSIE NAIL COLOR	Fiji	152	
197	1	N/A	095008026589	ESSIE NAIL COLOR	skinny dip	1001	
198	1	N/A	095008000275	ESSIE NAIL COLOR	Sugar Daddy	160	
199	1	N/A	095008000275	ESSIE NAIL COLOR	Sugar Daddy	160	
200	1	N/A	095008032054	ESSIE NAIL COLOR	birthday girl	1019	
201	1	N/A	095008036335	ESSIE NAIL COLOR	around the bend	186	
202	1	N/A	095008042848	ESSIE NAIL COLOR	suits you swell	217	

Row: 1 Lower Notch: 27

Row: 2.00 Lower Notch: 12

Row: 3 Lower Notch: 9

Row: 2 Lower Notch: 3

Row: 3 Lower Notch: 32

Row: 4 Lower Notch: 27

Row: 5 Lower Notch: 22

Row: 6 Lower Notch: 17

Row: 7 Lower Notch: 12

Row: 8 Lower Notch: 6

Row: 12 Lower Notch: 1



WAKEFERN - ESSIE 4FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2025

POG Name: ESSWAK0470ECL_IS25.psa

Column: 3

Column: 3 - Row: 4 Lower Notch: 27 Fixture Type: TRAYS Fixture Description: ESS EC LIT 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: PE0000014451

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
203	1	N/A	095008055435	ESSIE NAIL COLOR	in pursuit of craftiness	302	
204	1	N/A	095008000503	ESSIE NAIL COLOR	Lilacism	304	
205	1	N/A	095008014364	ESSIE NAIL COLOR	minimalistic	308	
206	1	N/A	095008010359	ESSIE NAIL COLOR	go ginza	310	
207	1	N/A	095008006192	ESSIE NAIL COLOR	ladylike	316	
208	1	N/A	095008036311	ESSIE NAIL COLOR	into the a-bliss	318	
209	1	N/A	095008021416	ESSIE NAIL COLOR	mrs always-right	321	
210	1	N/A	095008021416	ESSIE NAIL COLOR	mrs always-right	321	
211	1	N/A	095008046952	ESSIE NAIL COLOR	ferris of them all	324	

Column: 3 - Row: 5 Lower Notch: 22 Fixture Type: TRAYS Fixture Description: ESS EC LIT 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: PE0000014453

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
212	1	N/A	095008044996	ESSIE NAIL COLOR	not red-y for bed	490	
213	1	N/A	095008011042	ESSIE NAIL COLOR	shes pampered	496	
214	1	N/A	095008000787	ESSIE NAIL COLOR	Geranium	536	
215	1	N/A	095008042817	ESSIE NAIL COLOR	throw in the towel	567	
216	1	N/A	095008000831	ESSIE NAIL COLOR	Cute As A Button	568	
217	1	N/A	095008055473	ESSIE NAIL COLOR	handmade with love (hero)	575	
218	1	N/A	095008042862	ESSIE NAIL COLOR	any-fin goes	581	
219	1	N/A	095008039985	ESSIE NAIL COLOR	check in to check out	582	
220	1	N/A	095008056975	ESSIE NAIL COLOR	snooze in	587	

Column: 3 - Row: 6 Lower Notch: 17 Fixture Type: TRAYS Fixture Description: ESS EC LIT 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: PE0000014455

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
221	1	N/A	095008044965	ESSIE NAIL COLOR	the snuggle is real	662	
222	1	N/A	095008026602	ESSIE NAIL COLOR	wild nude	1005	
223	1	N/A	095008013411	ESSIE NAIL COLOR	topless & barefoot	665	
224	1	N/A	095008032030	ESSIE NAIL COLOR	toned down	685	
225	1	N/A	095008032023	ESSIE NAIL COLOR	on mute	686	
226	1	N/A	095008000886	ESSIE NAIL COLOR	Chinchilly	688	
227	1	N/A	095008059877	ESSIE NAIL COLOR	mismatch to match	689	
228	1	N/A	095008055466	ESSIE NAIL COLOR	crochet away	691	
229	1	N/A	095008002934	ESSIE NAIL COLOR	Smokin Hot	700	

Column: 3 - Row: 7 Lower Notch: 12 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR 12.14 **

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: PE0000014457

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
230	1	N/A	095008039992	ESSIE NAIL COLOR	in plane view	728	
231	1	N/A	095008056777	ESSIE NAIL COLOR	to me from me	735	
232	1	N/A	095008046938	ESSIE NAIL COLOR	amuse me	738	
233	1	N/A	095008056753	ESSIE NAIL COLOR	caught in the rain	741	
234	1	N/A	095008056814	ESSIE NAIL COLOR	(un)guilty pleasures	743	
235	1	N/A	095008013404	ESSIE NAIL COLOR	in the cab-ana	747	
236	1	N/A	095008001074	ESSIE NAIL COLOR	Turquoise & Caicos	752	

Row: 1

Lower Notch: 27

Row: 2.00

Lower Notch: 12

Row: 3

Lower Notch: 9

Row: 2

Lower Notch: 3

Row: 3

Lower Notch: 32

Row: 4

Lower Notch: 27

Row: 5

Lower Notch: 22

Row: 6

Lower Notch: 17

Row: 7

Lower Notch: 12

Row: 8

Lower Notch: 6

Row: 12

Lower Notch: 1



WAKEFERN - ESSIE 4FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2025

POG Name: ESSWAK0470ECL_IS25.psa

Column: 3

237	1	N/A	095008006239	ESSIE NAIL COLOR	mint candy apple	754	
238	1	N/A	095008059860	ESSIE NAIL COLOR	perfectly peculiar	755	

Column: 3 - Row: 8 Lower Notch: 6 Fixture Type: TRAYS Fixture Description: ESS EC LIT COLOR 14.14 **

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: PE0000014459

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
239	1	N/A	095008012889	ESSIE NAIL COLOR	after school boy blazer	795	
240	1	N/A	095008030043	ESSIE NAIL COLOR	sil vous play	920	
241	1	N/A	095008003825	ESSIE MIRROR METALLICS	Good as Gold	941	
242	1	N/A	095008003832	ESSIE MIRROR METALLICS	Penny Talk	942	
243	1	N/A	095008032016	ESSIE NAIL COLOR	gadget-free	944	
244	1	N/A	095008014272	ESSIE LUXEFFECTS	summit of style	946	
245	1	N/A	095008002668	ESSIE LUXEFFECTS	A Cut Above	954	
246	1	N/A	095008002682	ESSIE LUXEFFECTS	Set in Stones	958	
247	1	N/A	095008032061	ESSIE NAIL COLOR	congrats	1029	

Row: 1 Lower Notch: 27

Row: 2.00 Lower Notch: 12

Row: 3 Lower Notch: 9

Row: 2 Lower Notch: 3

Row: 3 Lower Notch: 32

Row: 4 Lower Notch: 27

Row: 5 Lower Notch: 22

Row: 6 Lower Notch: 17

Row: 7 Lower Notch: 12

Row: 8 Lower Notch: 6

Row: 12 Lower Notch: 1



WAKEFERN - ESSIE 4FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2025

POG Name: ESSWAK0470ECL_IS25.psa

Column: 4

WAKEFERN - ESSIE 4FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2025

ESSWAK0470ECL.IS25

Column: 1 - Row: 1 Lower Notch: 27 Fixture Type: HEADER Fixture Description: ESS EC 4 FT LOGO HDR LIT
HEADER Fixture Re-Order Code: PE0000002488 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: 12 Lower Notch: 1 Fixture Type: HEADER Fixture Description: ESS EC 4FT FOOTER
HEADER Fixture Re-Order Code: PE0000002503 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: 4 - Row: 2 Lower Notch: 25 Fixture Type: SIGNS Fixture Description: ESS EC LIT COUTURE (NAV SIGN) 2X12 **
SIGNS Fixture Re-Order Code: PL2000000235 SS Graphic Re-Order Code:
Graphic Re-Order Code: PE0000007929 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 4 - Row: 3 Lower Notch: 19 Fixture Type: TRAYS Fixture Description: ESS EC COUTURE 1.10 LIT**
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: PE0000015256 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
248	1	N/A	095008021409	ESSIE GEL COUTURE TOP COAT	gel couture TOP COAT	00	
249	1	N/A	095008021409	ESSIE GEL COUTURE TOP COAT	gel couture TOP COAT	00	
250	1	N/A	095008021409	ESSIE GEL COUTURE TOP COAT	gel couture TOP COAT	00	
251	1	N/A	095008021409	ESSIE GEL COUTURE TOP COAT	gel couture TOP COAT	00	
252	1	N/A	095008021409	ESSIE GEL COUTURE TOP COAT	gel couture TOP COAT	00	
253	1	N/A	095008054285	ESSIE GEL COUTURE COLOR	gel couture matte top coat	01	
254	1	N/A	095008054285	ESSIE GEL COUTURE COLOR	gel couture matte top coat	01	

Column: 4 - Row: 4 Lower Notch: 14 Fixture Type: TRAYS Fixture Description: ESS EC COUTURE 2.10 LIT**
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: PE0000014694 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
255	1	N/A	095008062617	ESSIE GEL COUTURE	rev it up	104	
256	1	N/A	095008062624	ESSIE GEL COUTURE	fuel your life	313	
257	1	N/A	095008062631	ESSIE GEL COUTURE	dopamine rush	404	
258	1	N/A	095008062648	ESSIE GEL COUTURE	new highs	174	
259	1	N/A	095008062648	ESSIE GEL COUTURE	new highs	174	
260	1	N/A	095008062655	ESSIE GEL COUTURE	you can-dy it	286	
261	1	N/A	095008062662	ESSIE GEL COUTURE	strut with it	182	

Column: 4 - Row: 5 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: ESS EC COUTURE 3.10 LIT**
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: PE0000014694 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
262	1	N/A	095008042879	ESSIE GEL COUTURE COLOR	chiffon the move	7	
263	1	N/A	095008021003	ESSIE GEL COUTURE COLOR	sheer fantasy	10	
264	1	N/A	095008025131	ESSIE GEL COUTURE COLOR	wearing hue?	14	
265	1	N/A	095008020983	ESSIE GEL COUTURE COLOR	fairly tailor	40	
266	1	N/A	095008030487	ESSIE GEL COUTURE COLOR	gossamer garments	49	
267	1	N/A	095008021133	ESSIE GEL COUTURE COLOR	stitch by stitch	50	
268	1	N/A	095008047188	ESSIE GEL COUTURE COLOR	gallery glam	53	

Row: 1		Lower Notch: 27
Row: 2		Lower Notch: 25
Row: 3	248 249 250 251 252 253 254	Lower Notch: 19
Row: 4	255 256 257 258 259 260 261	Lower Notch: 14
Row: 5	262 263 264 265 266 267 268	Lower Notch: 9
Row: 6	269 270 271 272 273 274 275	Lower Notch: 3
Row: 7	276 277 278 279 280 281 282	Lower Notch: 32
Row: 8	283 284 285 286 287 288 289	Lower Notch: 27
Row: 9	290 291 292 293 294 295 296	Lower Notch: 22
Row: 10	297 298 299 300 301 302 303	Lower Notch: 17
Row: 11	304 305 306 307 308 309 310	Lower Notch: 12
Row: 12	311 312 313 314 315 316 317	Lower Notch: 6
Row: 12		Lower Notch: 1



WAKEFERN - ESSIE 4FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2025

POG Name: ESSWAK0470ECL_IS25.psa

Column: 4

Column: 4 - Row: 6 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: ESS EC COUTURE 4.10 LIT**

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: PE0000014894 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
269	1	N/A	095008056968	ESSIE GEL COUTURE COLOR	woven at heart	54	
270	1	N/A	095008030500	ESSIE GEL COUTURE COLOR	sheer silhouette	57	
271	1	N/A	095008021201	ESSIE GEL COUTURE COLOR	pinned up	60	
272	1	N/A	095008030517	ESSIE GEL COUTURE COLOR	of corset	62	
273	1	N/A	095008027555	ESSIE GEL COUTURE COLOR	princess charming	64	
274	1	N/A	095008030470	ESSIE GEL COUTURE COLOR	last nightie	68	
275	1	N/A	095008040066	ESSIE GEL COUTURE COLOR	polished and poised	69	

Column: 4 - Row: 7 Lower Notch: 32 Fixture Type: TRAYS Fixture Description: ESS EC COUTURE 5.10 LIT**

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: PE0000014894 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
276	1	N/A	095008021089	ESSIE GEL COUTURE COLOR	take me to thread	70	
277	1	N/A	095008060088	ESSIE GEL COUTURE	multi-faceted	71	
278	1	N/A	095008040073	ESSIE GEL COUTURE COLOR	not what it seems	72	
279	1	N/A	095008052618	ESSIE GEL COUTURE COLOR	all checked out	82	
280	1	N/A	095008052595	ESSIE GEL COUTURE COLOR	totally plaid	89	
281	1	N/A	095008060095	ESSIE GEL COUTURE	bling it	91	
282	1	N/A	095008042886	ESSIE GEL COUTURE COLOR	atelier at the bay	102	

Column: 4 - Row: 8 Lower Notch: 27 Fixture Type: TRAYS Fixture Description: ESS EC COUTURE 6.10 LIT**

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: PE0000014894 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
283	1	N/A	095008047201	ESSIE GEL COUTURE COLOR	behind the glass	120	
284	1	N/A	095008021065	ESSIE GEL COUTURE COLOR	first view	135	
285	1	N/A	095008029573	ESSIE GEL COUTURE COLOR	first fitting	136	
286	1	N/A	095008021119	ESSIE GEL COUTURE COLOR	pre-show jitters	138	
287	1	N/A	095008027586	ESSIE GEL COUTURE COLOR	matter of fiction	139	
288	1	N/A	095008025148	ESSIE GEL COUTURE COLOR	inside scoop	144	
289	1	N/A	095008021072	ESSIE GEL COUTURE COLOR	haute to trot	150	

Column: 4 - Row: 9 Lower Notch: 22 Fixture Type: TRAYS Fixture Description: ESS EC COUTURE 7.10 LIT**

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: PE0000014894 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
290	1	N/A	095008023281	ESSIE GEL COUTURE COLOR	perfect posture	162	
291	1	N/A	095008023304	ESSIE GEL COUTURE COLOR	closing night	164	
292	1	N/A	095008056876	ESSIE GEL COUTURE COLOR	tassel free	168	
293	1	N/A	095008060064	ESSIE GEL COUTURE	statement peace	172	
294	1	N/A	095008056890	ESSIE GEL COUTURE COLOR	cut loose	173	
295	1	N/A	095008021195	ESSIE GEL COUTURE COLOR	dress call	180	
296	1	N/A	095008047195	ESSIE GEL COUTURE COLOR	museum muse	184	

Column: 4 - Row: 10 Lower Notch: 17 Fixture Type: TRAYS Fixture Description: ESS EC COUTURE 8.10 LIT**

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: PE0000014894 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PE0000014514 UPC Blade Code:

Row: 1 Lower Notch: 27

Row: 2 Lower Notch: 25

Row: 3 Lower Notch: 19

Row: 4 Lower Notch: 14

Row: 5 Lower Notch: 9

Row: 6 Lower Notch: 3

Row: 7 Lower Notch: 32

Row: 8 Lower Notch: 27

Row: 9 Lower Notch: 22

Row: 10 Lower Notch: 17

Row: 11 Lower Notch: 12

Row: 12 Lower Notch: 6

Row: 12 Lower Notch: 1



WAKEFERN - ESSIE 4FT X 70IN LIT ECLIPSE WALL (LIT) - SPRING 2025

POG Name: ESSWAK0470ECL_IS25.psa

Column: 4

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
297	1	N/A	095008052632	ESSIE GEL COUTURE COLOR	paisley all the way	186	
298	1	N/A	095008030494	ESSIE GEL COUTURE COLOR	bodice goddess	188	
299	1	N/A	095008052625	ESSIE GEL COUTURE COLOR	fab florals	252	
300	1	N/A	095008052588	ESSIE GEL COUTURE COLOR	electric geometric	258	
301	1	N/A	095008061641	ESSIE GEL COUTURE	flashed	260	
302	1	N/A	095008021096	ESSIE GEL COUTURE COLOR	rock the runway	270	
303	1	N/A	095008060071	ESSIE GEL COUTURE	pinky ring	283	

Column: 4 - Row: 11 Lower Notch: 12 Fixture Type: TRAYS Fixture Description: ESS EC COUTURE 9.10 LIT**

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: PE0000014694

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
304	1	N/A	095008052601	ESSIE GEL COUTURE COLOR	chevron trend	295	
305	1	N/A	095008021249	ESSIE GEL COUTURE COLOR	the it-factor	300	
306	1	N/A	095008025179	ESSIE GEL COUTURE COLOR	V.I.Please	304	
307	1	N/A	095008056920	ESSIE GEL COUTURE COLOR	wilder than I seam	319	
308	1	N/A	095008056999	ESSIE GEL COUTURE COLOR	put in the patchwork	331	
309	1	N/A	095008021263	ESSIE GEL COUTURE COLOR	bubbles only	345	
310	1	N/A	095008021102	ESSIE GEL COUTURE COLOR	gala-vanting	350	

Column: 4 - Row: 12 Lower Notch: 6 Fixture Type: TRAYS Fixture Description: ESS EC COUTURE 10.10 LIT**

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: PE0000014694

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
311	1	N/A	095008021270	ESSIE GEL COUTURE COLOR	spiked with style	360	
312	1	N/A	095008021041	ESSIE GEL COUTURE COLOR	model clicks	370	
313	1	N/A	095008045269	ESSIE GEL COUTURE COLOR	tailored by twilight	381	
314	1	N/A	095008061634	ESSIE GEL COUTURE	like it loud	391	
315	1	N/A	095008021287	ESSIE GEL COUTURE COLOR	caviar bar	400	
316	1	N/A	095008045276	ESSIE GEL COUTURE COLOR	jewels and jacquard only	402	
317	1	N/A	095008056944	ESSIE GEL COUTURE COLOR	in-vest in style	403	

Row: 1		Lower Notch: 27
Row: 2		Lower Notch: 25
Row: 3	248 249 250 251 252 253 254	Lower Notch: 19
Row: 4	255 256 257 258 259 260 261	Lower Notch: 14
Row: 5	262 263 264 265 266 267 268	Lower Notch: 9
Row: 6	269 270 271 272 273 274 275	Lower Notch: 3
Row: 7	276 277 278 279 280 281 282	Lower Notch: 32
Row: 8	283 284 285 286 287 288 289	Lower Notch: 27
Row: 9	290 291 292 293 294 295 296	Lower Notch: 22
Row: 10	297 298 299 300 301 302 303	Lower Notch: 17
Row: 11	304 305 306 307 308 309 310	Lower Notch: 12
Row: 12	311 312 313 314 315 316 317	Lower Notch: 6
Row: 12		Lower Notch: 1

nail care

at-home mani must-haves

- full regimen: treatment, base & top coats

Enamori
Gel Couture
Gel Couture Top Coat

Gel Couture
Gel Couture Top Coat
Gel Couture Base Coat

Gel Couture
Gel Couture Top Coat
Gel Couture Base Coat

Gel Couture
Gel Couture Top Coat
Gel Couture Base Coat

Gel Couture
Gel Couture Top Coat
Gel Couture Base Coat

Gel Couture
Gel Couture Top Coat
Gel Couture Base Coat

Gel Couture
Gel Couture Top Coat
Gel Couture Base Coat

Gel Couture
Gel Couture Top Coat
Gel Couture Base Coat

Gel Couture
Gel Couture Top Coat
Gel Couture Base Coat



essie
expert. nail lacquer.



shades



longwear

