



As Seen in
headway
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"Goodbye Nicks chips and smudges -The Shellac attack has hit"

INNOVATIONS



NAIL IT

Goodbye nicks, chips and smudges - the Shellac attack has hit

Nearly every woman out there has suffered the indignity of running her beautiful polished and colour-glossed talons within days, hours or mere minutes of application. But all of that is about to change thanks to new Shellac™ Hybrid Nail Colour. Creative Nail Design, a leader in professional nail, hand and foot beauty, have spent more than five years working in their state-of-the-art laboratory to create this revolutionary new product. Shellac™ Hybrid Nail Colour applies like polish, wears flawlessly for 14 days of high-gloss shine and is removed in minutes.

It's all about saying goodbye to chips, smudges and dry time - forever!

It sounds too good to be true but when I was invited to try the Shellac experience for myself, 14 days later my nails were still perfect. Absolutely perfect! Not a chip or scratch in sight. In fact, the

only reason to get re-Shellaced (as it's called) was that my nails had started to grow.

Shellac paints on like polish and is cured in a UV light so there is zero-dry time. The colours are hypo-allergenic and "3-Free" - no formaldehyde, toluene or DBP. The formula is thin and flexible like polish, so it not only looks natural, it provides strong natural nail protection with a resilient and glossy mirror-finish that resists dullness and chipping, even during the most rigorous activities. Removal is just as easy with no soaking, drilling or filing required. Nails are gently swathed in individual Shellac Remover Wraps that limit finger and skin exposure to acetone by keeping it precoriated just on the nail.

Like a normal manicure, Shellac application involves a base coat, colour coat and top coat. After each step, nails dry briefly under a special Creative Nail Design UV Lamp, which also

accommodates feet, for perfect, long-lasting manicures and pedicures. The lamp ensures a great finish for these maintenance-free nails. Co-founder and Style Director of CND, Jan Arnold, was here in New Zealand for the May launch of Shellac. A charismatic businesswoman, Jan has been a leading innovator in the nail fashion industry for over thirty years and is one of the beauty industry's most respected authorities in the field of nail technology, runway trends and education.

Speaking at an intimate lunch attended by media and nail industry professionals, Jan inspired guests with her vision of education, one that has a strong fashion focus. She is passionate about the industry and about revolutionizing nail care. "Just as hair colour moved its positioning from covering grey to being a fashion statement, so have moved nails through to being a fashion statement



also," says Jan. "CND is successful as we are always dreamers. You must never lose sight of the moon."

Jan is excited about Shellac and the opportunity it provides for both nail technicians and their clients. "Our chemists have essentially invented a modern solution to the normal polish inconveniences that frustrate women," she says. "Shellac is fret-free and convenient and women can finally get their time back."

Shellac is a salon-only nail service and takes 30 minutes. CND has launched with twelve shades, from pretty French pinks and whites, to siren red and darks. The day that I was 'Shellaced', Fedora (a dark, creamy brown/black) seemed to be the ultimate colour choice, judging by the nails of the other beauty editors present. A dozen more shades will be launched for the holiday season with more to come in 2011, ultimately resulting in a colour palette of 50 shades.

For more information on Shellac, contact Creative Nail Design 0800 624 569 or see their website www.creativenails.co.nz

