





To Every Thing... There Is a Season

As we emerge from the dark of winter, see what's bright and new in nail polish for spring and summer.

by Heather Larson

Retailers may be thinking 'nail polish, schmail polish' since not long ago only basic colors in shades of red, pink or coral were available. All were neutral and paired well with fashion. But customers are a fickle bunch. And to keep up with them, the industry has had to invent shades that meet today's consumer demands for colors ranging from midnight blue and aubergine to copper and pearlescent opal. Today's polish options don't *follow* fashion, they keep pace with it. And so should you. Here are some of the hot new colors for spring and summer 2009.

CHINA GLAZE

Amy MacGregor, associate brand manager for China Glaze at American International Industries, changes her nail polish every few days. MacGregor knows what she wants and she pays attention to what others say *they* want in lacquer colors and textures. The Romantique collection offers 12 shades with a chrome finish, while the Summer Days collection features a glass-flecked finish.

ROMANTIQUE

With color names like Passion, Magical and Harmony, this spring collection is designed to inspire romance. The chrome finish draws attention to a manicure while setting Cupid in motion.



Warm Palette

Passion—*soft gold*
Magical—*soft peach*
Poetic—*peach*
Delight—*medium brown*
Emotion—*rose*
Joy—*soft burgundy*



Cool Palette

Awaken—*charcoal*
Adore—*teal*
Cherish—*soft green*
Harmony—*purple*
Admire—*light pink*
Devotion—*soft purple*
Suggested retail price: \$6.50

Displays

The Romantique collection comes in a six-piece box containing either the warm palette or the cool palette. The 12-piece display contains two of each shade. A 36-piece rack is also available.

Selling Points

What better way to emerge from the dark days of winter to the fresh and bright days of spring and summer than with fun, subdued metallics? China Glaze lacquers are free of dibutyl phthalates, toluene and formaldehyde.

Suggestive Selling

Both palettes are available in gift collections and the counter displays have more than one bottle of each shade so customers can have options. MacGregor says that applying lacquers with chrome finishes can be difficult and using a ridge-filling base, like the China Glaze Ridge Filler Base Coat, helps.

SUMMER DAYS

With summer come sundresses, strappy sandals and picnics at the park. And lush, juicy lacquer shades blended with liquid glass bring to mind lazy, sun-filled days.

Orange Marmalade—*orange*
Cherry Pie—*orange-pink*
Raspberry Festival—*dark pink*
Strawberry Fields—*pink*
Grape Juice—*purple*
Watermelon Rind—*teal*

SRP: \$6.50



Displays

Summer Days is available in a six-piece box collection, a six-piece counter display with a six-piece backup or a 12-piece display with a 12-piece backup.

Selling Points

The China Glaze formula contains a special balance of polymers and resins that create a long-lasting, durable and chip-resistant nail lacquer. It never thickens in the bottle.

Suggestive Selling

“A lot of people are layering polishes, and this gives the nails a unique look,” says MacGregor. When selling to the consumer, you can suggest colors that would layer well together or even names of colors that might go together, such as Awaken and Joy or Adore and Strawberry Fields.

China Glaze is based in Los Angeles. For more information, call 800.621.9585 or visit www.chinaglaze.com.

COLOR CLUB

Color Club is just one of the many brands from the Forsythe Cosmetic Group. The company manufactures its own products. Trends for the coming season include eco-friendly packaging and neo neons to brighten even the dreariest of April showers.

ONE & DONE

With color names like Planet Crunch, Earthy Mama and Make Love Not War, Color Club has created its own ‘green’ nail lacquer collection. Although this collection was first introduced last fall, its eco-chic concept has been expanded with smaller displays, eco-friendly packaging and additional treatments for spring. The collection is available year-round.

No Granola—*white sheer*
Tree Hugger—*cool white sheer*
It's Only Natural—*light pink sheer*
Summer of Love—*pink sheer*
(transparent)
Make Love Not War—*light pink sheer*
(opalescent)
Crunchy—*pink crème*
Skin Deep—*medium pink sheer* (opalescent)
Kumba Ya-Ya-Ya—*pink crème*
Save the Whales—*medium pink crème*
Green Is the New Pink—*pinkish*
mauve crème

Hippie Chick—*satin pink shimmer*
Inner Beauty—*clear pink sheer*
Ride a Bike—*pinkish coral crème*
Peace Out—*dark pink crème*
Planet Crunch—*dark pink-red crème*
I Can't Believe It's Tofu—*dark fuchsia*
crème

Think Green, Wear Red—*red crème*
Recycle This!—*campfire red shimmer*
Nature Rocks—*dark red crème*
Sign My Petition—*dark fuchsia*
red shimmer

Earthy Mama—*dark brown shimmer*
I Am Not A Plastic Bottle—*wine-*
burgundy shimmer

Nature Goddess—*deep brown-*
wine shimmer

The Eternal Optimist—*iridescent dark*
gray-black

SRP: \$3.20



Displays

One & Done comes in a 24-piece display with one of each of the 24 colors plus 48 pieces of back stock packaged in a reusable flowerpot for a total of 72 pieces.

Selling Points

Color Club nail lacquers don't contain any DBP, toluene or formaldehyde. Plus, each One & Done lacquer comes in a mini bottle that clients can take home to touch up their manicures.

Suggestive Selling

Manicures last the longest and look the best when Stuck On You Base Coat is used before applying the nail lacquer and then finished with Color Club's 0-60 Speedy Top Coat. Applying Vivid Intensifying Top Coat two to three days after the initial manicure renews and refreshes fading polish. "Nail art is in and trendy for 2009," says Erika Bosley, public relations coordinator for Color Club, so you can suggest stickers in patterns, stripes, black and white and neon designs to make any manicure bolder and more chic.

NEONS

Inspired by pop culture and fashion trends, Color Club offers saucy neons for summer.

Pink Lust—pink neon
Electric Sunset—orange neon
Screamin Fuchsia—fuchsia neon
Power Play—purple neon
Electric Coral—coral neon
Amp'd Up—dark orange neon
220 Volts—medium blue neon

Explosive—light orange neon
Limelight—lime neon
Wild Child—dark green neon
Yell-Oh!—yellow neon
On Fire—red-orange neon
Blue Light—light blue neon
Pink Rush—pink neon
Pink Flame—pink-orange neon
Orange Revenge—bright orange neon
Bizerk Turq—bright turquoise neon
Jeweltone Blue—deep blue neon
Lazer Pink—extreme neon pink
SRP: \$3.20

Displays

The Neons are available in seven-piece salon packs, which include six polish colors and one treatment, or 27-piece or 54-piece displays.

Selling Points

Each Color Club display adds to the store's ambience with bright colors and bold designs. The company's nail lacquer offers lasting, great color at a very affordable price.

Suggestive Selling

Color Club treatments like Cuticle Soothe conditioning cuticle oil and Vitabase nutrient nail strengthener should also find their way into the shopping bag with the Neon collection.



Color Club is based in Lawrence, New York. For more information, call 800.221.8080 or visit www.cosmeticgroup.com.

SPARITUAL

SpaRitual offers vegan nail lacquers that are free of DBP, toluene and formaldehyde. The unique, short brush length offers greater control in application, and the lacquer bottle is crafted from reusable glass with up to 50% recycled materials.

CHERISH

Available for spring 2009, Cherish offers shades ranging from light pink to a bright, shimmering orange that may just bring back fond memories of carefree, youthful times.

Love—*bright pink crème*

Adore—*bright pink shimmer*

Marvel—*lavender pink shimmer*

Delight—*aqua crème*

Treasure—*orange gold shimmer*

Revere—*bright orange shimmer*

SRP: \$9



Displays

SpaRitual's Cherish collection display includes an eco-friendly, reusable wooden tray. It doesn't contain glue and can be composted or recycled with paper products, although the manufacturer would really like nail techs to use it at their stations even after they've finished using the product. The other display option is a compact six-piece kit in a clear, jeweled box.

Selling Points

SpaRitual's lacquers and elixirs are completely vegan and devoid of DBP, toluene and formaldehyde. Each bottle comes with the patented ergoluxe Plum Cap, which is specially textured and rubberized to make opening the bottles easy time after time.

Suggestive Selling

All seasonal collections, including Cherish, come displayed on a 12-piece lacquered wooden tray with a removable seasonal header card. Keeping with its eco-friendly philosophy, SpaRitual also offers eco-refills. This refill option consists of two bottles of each shade and the header card. After the Cherish collection is sold, SpaRitual hopes nail techs will incorporate the tray into their spa decor.

SpaRitual is based in Los Angeles. For more information, call 877.772.7488 or visit www.sparitual.com.

ORLY INTERNATIONAL

With a permanent collection of more than 105 shades, Orly features seasonal collections with a kick, featuring sophisticated, yet fun colors that are free of DBP, toluene and formaldehyde. The lacquers feature an award-winning, ergonomic Gripper Cap that makes application fast and easy.

CARNIVÀLE

The Carnivàle collection conjures up visions of Brazil's colorful festival. These six flirtatious shades were designed to be flaunted.

Samba—*deep fuchsia crème*

Rio Nights—*vibrant purple crème*

Chica Boom—*hot orange crème*

Festival Lights—*creamy peach crème*

Confetti—*sweet pink crème*

Bongo Beat—*iridescent pink shimmer*

SRP: \$7.50

Displays

The collection is available in an 18-piece countertop display containing three each of the six lacquers. The display includes a layout for good

lacquer visibility and comes with a free promotional poster while supplies last. A compact six-piece lacquer pack containing one of each shade in the collection is also available.



Selling Points

The free 16-inch by 20-inch poster boosts product visibility and increases sales while making a stylish addition to any store.

Suggestive Selling

To make nail color last up to 10 days, start with a basecoat of Orly Bonder and finish with an Orly topcoat like Won't Chip.

PREPSTER

Available in April, this collection gives Ivy League fashion an overhaul where class meets attitude.

Prim & Proper—*lilac shimmer*
Country Club Khaki—*taupe crème*
OMG!—*hot red crème, just this side of pink*
Tennis Anyone?—*nude crème*
Cashmere Cardigan—*periwinkle crème*
Polo Princess—*pastel pink punch crème*
SRP: \$7.50



Displays

This collection has a unique 18-piece countertop display with three each of the six lacquers and a free promotional poster while supplies last. Orly promises that its displays truly connect with consumers by providing an instantly recognizable representation of the overall collection concept and of the Orly brand. The collection is also available in a six-piece lacquer pack.

Selling Points

Besides being free of DBP, toluene and formaldehyde, Orly products use the company's ergonomic and patented Gripper Cap. This award-winning cap makes opening the bottle easier and offers stress-free use for the nail tech.

Suggestive Selling

Smudge Fixer restores smudged or nicked wet polish without removing it or requiring polish reapplication. Stores and salons shouldn't be caught without Orly's 3-Way Buffer, a polisher that gives nails a high-gloss shine.

Orly International is based in Los Angeles. For more information, call 800.275.1111 or visit www.orlybeauty.com. ■

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