



CND Launches CND Shellac™ Salon Certification Program Rewards Nail Professionals for Proper Technique

August 2011 - Salon clients across the U.S. will soon be assured that the Shellac services they are being offered have CND's official seal of approval. The **CND Shellac Salon Certification Program** will showcase salons that provide quality CND Shellac services. To earn this coveted certification, salons must prove they precisely follow corporate protocol for every CND Shellac service to clients; from application to removal. Certified salons will be listed in CND's Salon Locator on cnd.com, receive CND Shellac "Certified Salon" window salon signage, and have the opportunity to participate in other business building programs. To be certified, a CND representative will visit the salon and review protocol as well as, educate salon professionals on CND Shellac services. In addition, the salon must fulfill the following requirements:

- Salon uses CND Shellac Base Coat, Color Coat and Top Coat for all CND Shellac services.
- Salon uses the Brisa™ or CND UV Lamp for all CND Shellac services.
- Salon does not mix or pair CND Shellac with ANY non-CND shellac products such as base coats, top coats or color coats.
- Salon does not file the natural nail surface during application or removal of CND Shellac.
- Salon does not soak client's nails in a bowl of acetone to remove CND Shellac.
- Salon performs a manicure using ScrubFresh™ to P.E.P. (Perform the manicure, Eliminate surface contaminants and Purify the nail plate layers) the natural nail prior to a CND Shellac application.
- Salon uses 99% IPA to remove the tacky layer at the end of a CND Shellac service.
- Salon uses SolarOil™ to condition the nail and cuticle area.
- Salon uses pure acetone and CND Shellac Remover Wraps (or foil & cotton removal method) for removal of CND Shellac.

"The implementation of CND's Shellac Salon Certification Program will ensure the ultimate experience for clients and will provide a great incentive to nail professionals to provide exemplary Shellac services," says **CND Co-Founder, Jan Arnold**.

Salons wishing to receive CND Shellac Salon Certification are required to register on the Salon Locator at www.cnd.com. If salons are already registered and have accepted CND's new terms and conditions, they can call the CND Hotline to request certification. For any questions about the CND Shellac Salon Certification Program, please contact 1.800.833.NAIL.

About CND

Founded in 1979 and based in Vista, CA, CND (Creative Nail Design, Inc.) is the global leader in professional nail, hand, and foot beauty. Deeply committed to advancing the nail care industry, CND devotes significant time and resources to product research and development, education, and customer support. Additionally, CND is an industry-leading advocate for the role of nail care in personal beauty and fashion. For more information about CND, please visit cnd.com.

Press Contacts

Julia Labaton Julia@red-pr.com or Rachel Cooper Rachel@red-pr.com.
RED PR • 110 Greene Street, Suite 706 • New York NY 10012 • (212)431.8873