

CND Shellac[™] & the City

CND Power Polishes the Big Apple during Spring 2012 Fashion Week



Mobile Mani Van



Mobile Mani Van (Interior)



Flash Mob Participants



Shellac Salons
in NYC

October 2011 - To celebrate 15 years of designing nails at New York Fashion Week, CND provided urban New Yorkers with complimentary services and entertainment surrounding the brand's newest innovation, CND Shellac Power Polish[™].

"Our aim to blitz Manhattan's fashionable females to our no-chip, mirror shine manicure was a huge success," says CND founder, Jan Arnold. "CND Shellac Power Polish is the perfect choice for women on the go."

- For **Fashion's Night Out** on Thursday, September 8, CND debuted the **Shellac Mobile Mani Van**, which provided free Shellac services to stylish ladies in downtown SoHo. Attendees were welcomed into the van's living room interior of comfortable, plush chairs and an elegant chandelier. During the first two days of Fashion Week, the CND Shellac Mobile Mani Van parked near busy Columbus Circle, and perfectly polished scores of visitors.
- CND also offered a complimentary CND Shellac manicure bar during Fashion's Night Out at the **Malandrino Boutique** in NYC's trendy Meatpacking District.
- Celebrities, editors and socialites were pampered with CND Shellac Manicures during Fashion Week at the Daily Beauty Bar in Townhouse Spa in Midtown NYC.
- On Wednesday, September 14, Broadway superstars performed in CND's Shellac Flash Mob in Times Square. Onlookers were taken by surprise and delight, tapping along to the catchy song and dance about no-chip nail color. Watch the video here:
<http://www.youtube.com/watch?v=p00AWGyIFYY>
- CND has trained and certified over 88 salons in Manhattan to perform top quality CND Shellac services. Look for CND Shellac Certified Salon signage and merchandising. Thanks to the CND Shellac Salon Certification Program, CND is helping women find the "REAL" CND Shellac.

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