

CND Shellac™ Power Polish™ is Named in
Top 25 Hottest Brands of 2011 By
AdvertisingAge

February 2012 - *AdAge* declares CND Shellac Power Polish as one of the Hottest Brands of 2011, hailing CND for revolutionizing the market with no-chip nail color. CND Shellac, the only two week manicure that is safe for natural nails and comes off in only ten minutes, is a winner among Nail Professionals and industry media alike. Lauded for its patent-pending formula, packaging and enticing color range, the prestigious industry awards for this miracle manicure speak for themselves:



- Favorite Polish (Gel-Polish or UV-Cured Polish)



- Best New Product
- Best Nail Polish/Color (*Tutti Frutti*)
- Best Soak-Off Gel/Polish System
- Most Innovative Packaging
- Best Marketing/Favorite Ad (*CND Flash Mob*)



- Best New Launch
- Best Polish

“CND has proven, once again, that it is a company infused not only with fashion and design, but innovation. The development of CND Shellac Power Polish has changed both the industry and the way women view nail color,” says **Stephanie Yaggy, Executive Editor of NAILPRO.**

“Since I brought CND Shellac into my salon it’s been a life changer. I had clients who would never wear polish on their nails or they would wear a clear coat of polish so no one would be able to notice the chips. Since CND Shellac, they have been coming in excited about putting color on their nails. It has changed their lives!” says **Susan Nam, Owner of NYC’s Polished Beauty Bar.**

CND Shellac is a professional salon service product. Manicure prices typically range from \$35-45 and pedicures from \$40-60 depending on location. CND Shellac services are offered in thousands of salons. CND is currently conducting a year-long salon certification program to ensure consistent services to clients by training and certifying over 100 salons nationwide. Look for “CND Shellac Certified” Salon signage to find the “REAL” CND Shellac, or find a certified salon via the locator at cnd.com.

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. CND is an industry-leading advocate for the role of nail care in personal beauty and fashion.

Press Contacts

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