

CND Shellac™ Power Polish Launches Six New Shades Salon Debut in September 2011

May 2011 – **CND Shellac** has won over women as the original “power polish” that combines the ease of polish with incomparable high-gloss shine and extended wear. It is the only product on the market that really is removed in ten minutes and does not require surface filing during application or removal. Now, **CND** introduces a collection of six new shades to keep color cravings satisfied! With 30 colors to choose from, CND Shellac offers variety, value and personalization for salons and their clients.

CND Shellac is an all-around favorite thanks to natural nail-friendly removal and effortless, zero-dry time. Clients are in and out of the salon without smudges! As consumers and nail professionals alike can attest, once you Shellac, you never go back.

“CND Shellac manicures and pedicures are an affordable way to thrill yourself and you’ve got ten opportunities at your fingertips to make a new style statement for fall,” says **CND Co-founder and Style Director, Jan Arnold**.

Say HELLO to the brand new shades:



ZILLIONAIRE
Dazzling Multi-Colored Effect –
Great for layering over any color



PURPLE PURPLE
Iridescent Azure Violet



STUDIO WHITE
Semi-Sheer Soft White –
Natural French Manicure Option



ASPHALT
Concrete Gray



MOONLIGHT & ROSES
Opalescent Pink



HOTSKI TO TCHOTCHKE
Vibrant Teal

CND Shellac gently comes off in ten minutes with convenient, hygienic **CND Shellac Remover Wraps** that limit finger and skin exposure to acetone by keeping it pinpointed on the nail. CND Shellac comes off from the inside out. The high-tech ‘quick release’ base coat causes CND Shellac to flake into small pieces that gently slide off the nail easily without filing off the surface of the nail, unlike gels that require at least a half hour of soaking to remove.

CND Shellac is a professional salon service product. Manicure prices typically range from \$25-45 and pedicures from \$40-60 depending on location. For local salons around the world offering CND Shellac, visit the CND Shellac Salon 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.

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