

## CND SHELLAC™ POWER POLISH™ EXPANDS COLOR RANGE CND Launches Six New Shades in March 2012

November 2011 – CND’s celebrated beauty innovation, **CND Shellac Power Polish**, is a lifesaver for modern women, thanks to its two-week flawless wear, zero-dry time and mirror shine. Now, CND is adding six gorgeous new shades to the line-up in March 2012. Whether you’re a classic taupe addict or a metallic iron maiden, with 36 shades there is a sophisticated look to suit all digit desires.

This summer, CND kicked off an intensive **CND Shellac Salon Certification Program** in the USA to ensure that women seeking a CND Shellac manicure service are getting what they ask for by a properly trained Nail Professional. To find a CND Shellac certified salon, visit CND’s Salon Locator at [cnd.com](http://cnd.com). Look for CND Shellac Certified Salon signage and branding in order to find the “REAL” CND Shellac.

Say HELLO to the new colors:



**SILVER VIP STATUS**  
Sheer Diamond Shimmer Effect –  
Great for layering over any color



**GOLD VIP STATUS**  
Sheer Golden Shimmer Effect –  
Great for layering over any color



**CITYSCAPE**  
Creamy Dove Gray



**RUBBLE**  
Mushroom Taupe



**DARK LAVA**  
Stormy Raisin



**SILVER CHROME**  
Iron Metallic

CND Shellac comes off gently in ten minutes with convenient, hygienic **CND Shellac Remover Wraps** that limit skin exposure to acetone by keeping it pinpointed on the nail. CND Shellac color comes off from the inside out. The high-tech ‘quick release’ base coat causes it to flake into small pieces that gently slide off the nail 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.

### 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](mailto:Julia@red-pr.com), Rachel Cooper [Rachel@red-pr.com](mailto:Rachel@red-pr.com)  
RED PR • 110 Greene Street, Suite 706 • New York NY 10012 • (212)431.8873