



## CND Cracks Down To Ensure Quality Control With Shellac™ Salon Certification Program

January 2012 – As Nail Professionals and consumers can attest, all nail services are NOT created equal! Factors include the skill and proper training of the Nail Professional and the quality of the products used. **CND Shellac Power Polish™** is a one-of-a-kind product with easy, non-damaging removal that sets it apart from “me-too” products and gel manicures. When used as directed, it comes off quickly and easily without harming the natural nail – no filing is necessary for application or removal.

So what happens when consumers ask for a CND Shellac Power Polish service, but receive something completely different (although they may be told it’s CND Shellac)? CND hears stories continually about women who have unintentionally tried “gel-polish” and Shellac pretenders, and then ruined their nails trying to remove it. Salon clients across the U.S. will soon be assured that the CND Shellac services they receive have CND’s official seal of approval.

CND is cracking down on CND Shellac fraud by implementing a **CND Shellac Salon Certification Program**. This program deploys CND Education Ambassadors to visit salons across the country who registered on [cnd.com](http://cnd.com) as Shellac Salons. To be a certified CND Shellac Salon, a CND representative will visit the salon, provide training and review protocol (no mixing systems or filing on the nail...ever!). Salons that meet the criteria will be awarded CND’s seal of approval. Look for the “Certified” window cling in the entrance to the salon and icon on [cnd.com](http://cnd.com)’s Salon Locator.

“Our CND Shellac Salon Certification Program will ensure the ultimate experience for clients and will provide a great incentive to Nail Professionals to provide exemplary CND Shellac services,” says **CND Co-Founder, Jan Arnold**.

As an educated consumer, here are some pointers for making sure you receive the REAL CND Shellac:

- 1) Look for the CND seal of approval on the window of your salon.
- 2) Ask if the salon uses CND Shellac products.
- 3) Watch the products that are being used during the service – if you do not see “CND Shellac” on the bottle, it’s not Shellac.
- 4) During removal, do not allow soaking of nails in a bowl of acetone – request CND Shellac Remover Wraps or cotton and tin foil removal method.

The program is rolling out first in New York, California, Nevada, Colorado, Ohio and Chicago, and will expand across the US in 2012.

If you want to report on progress of the CND Shellac Salon Certification Program in your region, please contact [Rachel@red-pr.com](mailto:Rachel@red-pr.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. 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](http://cnd.com).

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