

PERFECTLY POLISHED

Nail care is traditionally a quiet category driven by seasonal color launches and quick drying formulas. However, there has been a surge of recent activity in new applications, technology, and services.

On the run? Try **OPI's Nic's Sticks Paint & Go Nail Lacquer** or **Sally Hansen's Color Quick Fast Dry Nail Color Pen**. Both products are packaged in easy to use pen like applicators. *Looking for something less permanent?* **Sula's Paint & Peel nail polish** is "make-up for your nails" that you can apply and then simply peel off.

Feeling creative? **Sally Hansen's Nail Art Pen** comes in 8 shades with a fine tip point that you can "design & go." **Migi Nail Art** "has both a brush for painting your nails and an art tip for drawing." For the young set, **Claire's** offers 3 in 1 nail polish in neon colors. *Want something flashier?* Step into a nail salon and get the **Minx Nail treatment**, a flexible metallic film that is heated and applied to the nail in a variety of designs.

More of a collector? **Piggy Polish** for your toes comes with a flower-topped toe ring. In the UK, **Nail Inc.** launched 10 nail polish shades each with a collectible, miniature British-themed charm.

Want the latest technology? Gel nails are the new hot ticket. This technology offers a "non-yellowing, clear and flexible overlay" that makes the nails look natural and glossy. To jazz up your nails, the gel can be used to embed gems. Give it a try at a **Dashing Diva Nail Salon** that features the **Gelife™** manicure that "lasts for weeks.

Crave something simpler? Matte finish is the in vogue nail texture this season. Choose from **Opi's Matte Nail Lacquer**, **Zoya Matte Velvet**, and **Essie's Matte About You Finisher**. If men want a piece of the action, **ManGlaze** offers **Black Matte** and **Grey Matte** nail color.

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Regards,

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