



## PURE POLISH

Four years ago Trendincite examined activity in the nail care market in Tidbits [Perfectly Polished](#) (July/August '09) issue. The nail care market has boomed and according to Kline's report "Professional Nail Care: Global Market," nail care has increased over 25% globally in 2012. WWD reported nail polish sales reached \$768 million in the U.S. in 2012, a 32% gain over 2011. According to Nails Magazine "2012-2013 The Big Book report," drugstore sales of polish and nail products have soared; polish sales are up 59% with a 36% increase in natural nail products. Innovation is a key driver and consumers' interest in natural products has lead manufacturers to reformulate their products while new players are launching 'natural' and nontoxic formulas.

Zoya Nail Polish is a leading natural nail polish line free of toluene, formaldehyde, DBP (phthalates) and camphor. The company offers over 300 colors and four seasonal collections every year. Zoya released 12 new Summer 2013 colors including shiny creams and foil metallics. Additionally, the company launched 12 new colors in the **Zoya PixieDust** range (6 for summer and 6 for fall,) which is a textured, matte, sparkle formula. **Priti NYC** is another natural nail polish brand that claims it is "5 Free & Vegan, completely non-toxic, and free of toluene, dibutyl phthalate, formaldehyde, formaldehyde resin, and camphor." The company offers over 100 different shades and as well as the **Priti Princess** nail polish collection, a line of non-toxic nail polishes for children. **Rainbow Honey** is a new brand of custom blended nail lacquers that are designed and made in the United States and free of the "big 3" formaldehyde, toluene, and dibutyl phthalate. The Summer of 199X is the latest collection of 10 new colors inspired by the Super Nintendo Earthbound video game. Clinique's **A Different Nail Enamel For Sensitive Skins** is a unique line of nail polishes formulated not to irritate hands and "to reduce the chances eyes will itch, burn or water with contact."

The category has become so popular that **Nail It!** magazine launched in 2013 and Oxygen Media is introducing "**Nailed It!**" a reality TV show which will feature contestants competing in nail-inspired challenges. Consumers' interest in nail care products isn't waning as new technologies are being introduced and natural ingredients are being explored.

Want more tidbits? Read April's Perfumer & Flavorist Forward Thinking: [Citrus in the Limelight](#) article. Find out what's happening in [subscription boxes](#) and [beauty packaging](#). Check out Trendincite's [Olfactive Trends Quick Peek](#) presentation from Sniffapalooza's Spring Fling and see Williamsburg's hotspots from the WFFC's sixth annual [sensory trend excursion](#). Last but not least, follow me on twitter [@trendincite](#) or visit Trendincite's Xchange [blog](#).

Ready for fall? Let Trendincite craft a custom green trend excursion to cultivate your natural ideas. Contact us at [inquiries@trendincite.com](mailto:inquiries@trendincite.com) or at 888-561-1229.

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Regards,

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