

# Sally Hansen®

SALON  
insta  
gel  
STRIPS™

+

SALON  
gel  
POLISH

## INTRODUCING NEW AT-HOME GEL MANICURE SYSTEMS

**THINK:** Salon results at home, no manicurist necessary.

**WHAT IT IS:** The at-home alternative to a salon mainstay: the gel manicure. Professional, high-shine, no dry time and long-wear—these are the qualities that have made millions of women gel manicure converts. But as any gel manicure devotee can attest, these perks are also what make the manicures so expensive—and time-consuming. That's why the innovators at Sally Hansen are taking the manicurist out of the equation and putting professional results at your fingertips with the new Salon InstaGel Strips™ and Salon GelPolish™, two unique systems that equip you with everything you need to replicate a state-of-the-art gel manicure. Delivering mirror shine, no dry time and indestructible, chip-free wear for up to 14 days, each easy-to-apply system makes you your own manicurist at a fraction of the price. With Sally Hansen, you can effortlessly get the salon manicure you covet without leaving home—or breaking the bank.

### FOR PROFESSIONAL RESULTS IN 2 EASY STEPS

Speed up your gel manicure and get the same lasting results with the Salon InstaGel Strips™, a breakthrough, easy-to-use innovation exclusive to Sally Hansen featuring UV-cured real nail polish appliqués. The two-step gel manicure is quick and simple: Just cleanse nails and apply the nail polish strips, then apply the gel top coat. Cure nails under the Mini LED light, swipe nails with the cleaning pad, and voila—maximum shine and wear. Available in 16 solid colors and 8 designs and infused with nourishing Vitamin E, the easy-apply strips come off fuss-free with Acetone polish remover. The Starter Kit features everything you need for a complete Salon InstaGel Strips™ manicure, including:

- 16 UV-cured real nail polish appliqués (8 size choices for the perfect fit)
- Quick-Cure gel top coat
- Mini LED Light
- Application Accessories: Cuticle stick, buffer and alcohol cleaning pad

### FOR PROFESSIONAL RESULTS, MINUS THE MANICURIST

If you're a tried-and-true manicure maven who's ready to stop frequenting the salon and start saving money, go for the Salon GelPolish™, a professional-grade system that delivers the total salon experience at home, at a great value complete with 16 exclusive shades. Just like at the salon, the system "cures" nails using an LED light for a fast, long-lasting gel manicure with no dry time. In just three easy steps—applying base coat, gel nail color, and gel top coat—the system delivers salon results. The Starter Kit features everything you need for up to 10 manicures, from prep to application to removal:

- Cleanser Pads
- Base Coat
- Color (choice of three shades)
- Top Coat
- Remover
- LED Light
- Application Accessories: Cuticle stick, buffer and alcohol cleaning pad

Ready to keep coloring? Replenish your gel manicure essentials with the Prep Kit, which includes everything you need—Base Coat, Top Coat and Cleanser Pads—at a great value.

**WHAT THEY COST:** Salon InstaGel Strips™ Starter Kit (\$29.99), Salon GelPolish™ Starter Kit (\$69.99), Refill Kit (\$19.99). Also available for sale separately: Salon InstaGel Strips™ (\$14.99); Base Coat, Top Coat & Nail Color (\$12.99 each); Alcohol Wipes & Remover (\$4.99 each).

**WHERE TO FIND THEM:** Beginning November 2012, these Sally Hansen launches are available at chain drug stores, food stores and mass retailers nationally.



Nail expert Tracylee is joining Sally Hansen as the brand's Nail Ambassador, bringing with her more than 15 years of experience as an educator and trendsetter in the industry. As Nail Ambassador, Tracylee will be a voice for the brand, bringing Sally Hansen's legendary nail authority to life in new ways while educating media and consumers on the importance of nail health as well as the latest nail trends and colors. Tracylee represents a perfect fit for the bestselling brand, renowned for its unparalleled range of colors and treatments as well as its innovative technology, from breakthrough formulas to entirely new categories.

Known for her innovative techniques, editorial approach and flair for nail art, Tracylee is a sought-after manicurist backstage at fashion shows, on set at magazine shoots, and on hand—literally—for her celebrity clients. Tracylee's alignment with Sally Hansen will continue to bring the brand to the forefront of fashion, from the runway to the red carpet.

Tracylee maintains a clientele of New York socialites, designers, and celebrities like Natalie Portman, Emma Watson, Nicki Minaj, Ashley Greene and Emma Stone.

FOR MORE INFORMATION, PRODUCT IMAGES OR SAMPLES:  
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