



ALISHA RIMANDO BOTERO JOINS ARTISTIC NAIL DESIGN AS EXECUTIVE VICE PRESIDENT & CREATIVE DIRECTOR

Strength And Growth Are At The Top Of Botero's Agenda For Artistic Nail Design

Beverly Hills, CA – (June 2012): Artistic Nail Design® is excited to announce World Champion Nail Artist, educator, published author and licensed nail specialist **Alisha Rimando Botero** as the new **Artistic Nail Design® Executive Vice President and Creative Director**. In her new role, Botero will be overseeing all aspects of **Artistic Nail Design®**, which includes developing new products, educational programs, and new business initiatives, while working and supporting all current distributors and technicians with quality products and inspired design.

Extremely passionate about the industry, Botero expressed her affection for the business in a recent Scratch magazine interview when she stated, "I love this industry...I love creating nail products and I love teaching and inspiring technicians. I'm so excited and blessed to be able to do what I love." With passion and excitement comes the constant flow of ideas; you will never see Botero without a pen and notepad to jot down whatever ideas may come to her! Realizing that **Artistic Nail Design®** is a relatively new brand in the market, she has amazing plans in place for the upcoming months. There's no doubt that Botero's dedication and vivacity will make **Artistic Nail Design®** a huge success.

Having competed in over 100 nail competitions in 10 countries, Botero was named “World Champion” in 2005. Always striving for more, Botero created and conducted training seminars for nail students, nail professionals and top nail educators in over 15 countries, all while developing and writing educational and artistic procedures for numerous manufacturers and salon franchises.

Sought after for her expertise, Botero also researched and developed artificial nail enhancements, nano-technology skin care, polish collections and natural nail treatments for professional nail product manufacturers. As a published author, Botero wrote “Milady’s Standard Nail Technology Workbook, 6th Edition” and contributed to “Milady’s Standard Nail Technology” and “Milady’s Standard Cosmetology” textbooks.

With experience as a celebrity manicurist in both Los Angeles and New York, Botero worked on Academy Award winner Jennifer Hudson, actresses Mena Suvari and Leah Remini, Olympic gold medalists Ekaterina Gordeeva and Kristi Yamaguchi, on the runway with fashion designers Isaac Mizrahi, Diane Von Furstenberg, Akiko Ogawa and Erin Fetherston. Her work was featured in over 150 beauty and trade publications worldwide, such as People, Teen Vogue, Self, Fitness, and Seventeen, along with prestigious industry trade magazines such as NAILS, Nailpro, Scratch (U.K.) and Stylish Nail (Japan).

Before being named **Executive Vice President and Creative Director of Artistic Nail Design**, Botero directed the nail division of Elizabeth Arden Red Door Spas with 31 locations across the United States. She is also a certified reflexologist and permanent make-up artist.

About Artistic Nail Design Colour Gloss™: Soak Off Gel Color is beautifully formulated to glide on just like polish...then light-cured, just like gel. Colour Gloss™ cures in only 30 seconds drying to a flexible yet strong, super-shiny lacquer-like gloss. Colour Gloss™ is available in dozens of high fashion colors, from demure to dynamite. Colour Gloss™ wears for up to three weeks without chipping, dulling, cracking or peeling and soaks off quickly and completely in minutes, without any damage to the natural nail. For more information, please visit: www.artisticnaildesign.com

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