



*(Michelle Obama wearing Artistic Nail Design Colour Gloss in Vogue, at the Democratic National Convention: Photo courtesy of Fashion Bomb Daily, NOT ok for reprint)*

### **FIRST LADY MICHELE OBAMA WEARS ARTISTIC NAIL DESIGN SOAK-OFF COLOUR GLOSS**

*Vogue Is The Choice Of Color For The 2012 Democratic National Convention*

**Beverly Hills, CA – (September 2012):** Whatever the First Lady of the United States decides to wear for a big event, it becomes an immediate hit. Dresses fly off the shelves, shoes disappear, and on this instance it was all about the nails! Everyone watching the Democratic National Convention were not only caught up in Michelle's heart felt speech, but they also couldn't help but notice the unique color on her nails which just happened to be **Artistic Nail Design Colour Gloss™ "Vogue"**.

**Artistic Nail Design Colour Gloss™ "Vogue"** is best described as a "grey lilac with subtle iridescence" which embodies the new generation of "neutrals" that women are choosing for their manicures these days. Despite any slack that Michelle Obama might have received for not picking a traditional pink or red shade, this on-trend, non-traditional choice rocked the house and made everyone look twice at her perfectly manicured hands.



The First Lady also made a smart decision by choosing a soak-off gel polish because who wants to deal with last minute chips when they're about to make a speech in front of millions of viewers? **Artistic Nail Design Colour Gloss™** is designed for up to 3 weeks of flawless wear, without any chipping, peeling or lifting.

**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](http://www.artisticnaildesign.com)

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