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ABOUT US

Artistic Nail Design was created by world renowned nail artists and nail product developers with the desire to fill the void in the professional nail market for a gel polish brand designed specifically for the true Artist at heart. We pride ourselves on consistently developing innovative products that encourage Nail Artists to push the boundaries and explore new levels of creativity through their personal artistry. For more information, please visit:

www.ArtisticNailDesign.com

ALISHA RIMANDO BOTERO



Executive Vice President
& Creative Director

Artistic Nail Design[®] Official Press Release



ARTISTIC COLOUR GLOSS COMMANDS COLOUR TRENDS FOR FALL

Artistic Nail Design[™] VP and Creator Inspired By Edgy, Street- Chic Fashion

MISSOURI, USA – (June 2013) – While developing the colours for the **Artistic Nail Design[™] What Kind Of Woman Are You? Fall 2013** Collection, executive vice president and creative director Alisha Rimando Botero was influenced by laser-cut leathers and lady-like silhouettes that were prevalent on the fashion runways. “Gucci, Prada, Vera Wang and Michael Kors brought deep and sexy hues to the forefront for fall,” says Botero. “These sleek and powerful shades inspired the Artistic Nail Design[™] What Kind Of Woman Are You? Fall 2013 Collection.”

“The new Artistic Colour Gloss hues for fall 2013 are captivating and dark, which are perfect for the season,” adds Botero. “I picture them being worn with cinched waists combined with exposed metal zippers for an edgy, cool-weather look.”

For the Artistic Nail Design[™] What Kind Of Woman Are You? Fall 2013 photo shoot and ad campaign, Botero chose *Determined*, a deep navy hue as the featured nail colour shown on the model's fingertips. She completed the look with an on-trend accent finger composed of fine multi-colored crystals.

Colors in Artistic Nail Design[™] What Kind Of Woman Are You? Fall 2013 Collection include:

- **Intoxicating:** Rich Burgundy
- **Empowered:** Charcoal Grey
- **Luscious:** Deep Purple
- **Determined:** Dark Navy

To create conversation with the client, the Artistic Nail Design[™] What Kind Of Woman Are You? Fall 2013 Collection will also be available in a four-piece display. “The display has become a mainstay with all of our seasonal colour collections,” says Botero. “Our customers love displaying them at their stations!”

The Artistic Nail Design[™] What Kind Of Woman Are You? Fall 2013 Collection will be launching August 2013.

For a behind-the-scenes look at the Artistic Nail Design[™] What Kind Of Woman Are You Fall 2013 photo shoot, visit: <http://www.youtube.com/watch?v=JkqwUJ8muQ&feature=youtu.be>