



ARTISTIC COLOUR GLOSS SETS THE STAGE FOR THE WINTER SEASON

New Colours Inspired By Bright, Reflective Jewel Tones

MISSOURI, USA – (October 2013) – While developing the colours for the **Artistic Nail Design[™] What Kind Of Woman Are You? Winter 2013** Collection, Executive Vice President and Creative Director Alisha Rimando Botero was inspired by reflective fabrics that brought a rich, deep jewel tone to otherwise spring and summer shades. “The reflective emerald and blue, combined with rich plum and sinful reds set the stage for this jewel-tone collection of colours,” says Botero.

“The new Artistic Colour Gloss hues for Winter 2013 are rich and indulgent, which are perfect for the winter season,” adds Botero. “These jewel toned hues are a perfect match for your winter accessories. Pair *Envied* with an emerald scarf or *Loyal* with a sapphire statement handbag – add a pop to a monochrome outfit with *Sinful* nails and glossy red lips.”

For the Artistic Nail Design[™] *What Kind Of Woman Are You? Winter 2013* photo shoot and ad campaign, Botero chose *Desired*, a plum hue as the featured nail colour shown on the model’s fingertips. She completed the look with copper foil appliques to add a touch of glam.

Colours in Artistic Nail Design[™] *What Kind Of Woman Are You? Winter 2013* Collection include:

- **Sinful:** Ruby red shimmer
- **Loyal:** Blue topaz shimmer
- **Desired:** Plum shimmer
- **Envied:** Emerald shimmer

To create conversation with the client, the Artistic Nail Design[™] *What Kind Of Woman Are You? Winter 2013* Collection will also be available in a four-piece pop-up 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? Winter 2013* Collection will be launching October 2013.

For a behind-the-scenes look at the Artistic Nail Design[™] *What Kind Of Woman Are You? Winter 2013* photo shoot, visit:

<http://www.youtube.com/watch?v=JkqwUJ8muQ&feature=youtu.be>

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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

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