

CONTACT

Irene Chao
Public Relations Specialist
Artistic Nail Design
i.chao@artisticnaildesign.com

ABOUT US

In 2013 a revolution in nail enhancement technology was introduced by Artistic Nail Design. Rock Hard Nails is a full line of nail enhancement products formulated from a proprietary blend of monomers, chemically altered to form two distinct products that are designed to work together. Whether you love liquid and powder or hard gel, Artistic Nail Design has created the best of both worlds for Rock Hard nails every time. For more information, please visit:

www.ArtisticNailDesign.com

ALISHA RIMANDO BOTERO



Executive Vice President
& Creative Director

Artistic Nail Design Rock Hard NailsTM Official Press Release



ARTISTIC ROCK HARD LED STARTER KIT IS NAMED A FAVORITE

NAILS Magazine Readers' Choice Award Lists Artistic as a Winner!

MISSOURI, USA – (October 2013) – The Artistic Rock Hard fans have voted and it's unanimous – according to our fellow industry and nail professionals who participated and voted for the 2013 NAILS Readers' Choice Awards, the Artistic Rock Hard LED Gel Starter Kit was voted "Favorite New Product" in 2013.

The Artistic Rock Hard LED Gel Starter Kit, which launched in March 2013, was created to give nail technicians a product that offers amazing adhesion, strength and durability. The kit includes 4 brush-on gels and 3 building gels – which work with the Rock Hard Liquid and Powder collections that launched soon after.

As a brand new innovation to the market, Artistic Rock Hard Nail products have been consistently knocking it out of the park with a steady flow of ground-breaking industry products. "In 2014, there will be even more new and exciting products from Artistic Nail Design," says executive vice president and creative director Alisha Rimando Botero. "I can't wait to share them with everyone!"

What makes the NAILS Readers' Choice Awards so special? Thousands of votes are cast by industry insiders and only a select amount of products emerge victorious. These aren't "editor's picks" or a "best of" round up; they're products that fellow industry professionals LOVE the most at this very moment.

The award for the Artistic Rock Hard LED Gel Starter Kit follows a win that Artistic Nail Design received for the LED Pro 30 Light, which received "Top 20 Favorite New Product" in 2012.

###