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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

PROFESSIONAL FORMULA | PROFESSIONAL RESULTS™

Artistic Nail Design® Official Press Release



From left to right: Flair, Impulse, Fantasy, Style, Creativity, and Rhythm

RICH AND BRIGHT COLOURS DEFINE THE SUMMER SEASON

Artistic Colour Gloss Launches 6 New Colours – Inspired by Bold Runway Styles

MISSOURI, USA – (March 2014) – Inspired by bright, rich colours with a feminine feel, the *Artistic Colour Inspires Summer 2014 Collection* focuses on the woman through vibrant and bright colours that takes cues from rich denim blues found on floating dresses, hats, clutches and belted accessories. Combine this with bold berry and burnt umber and you've got an eye-popping edge to any chic design.

“Wearing these colors alone is just as bold as using them together to create nail art designs,” says Artistic executive vice president Alisha Rimando Botero. “But no matter how you decide to wear them, these eye-popping colors are the definition of sophisticated summer style.”

The 6 colors in the *Artistic Colour Inspires Summer Collection* include:

- **Flair:** Bright coral pink
- **Impulse:** Bright denim blue
- **Fantasy:** Creamy rose
- **Style:** Deep raspberry crème
- **Creativity :** Rich orange sunset
- **Rhythm:** Deep lavender crème

The brand new summer colors are also featured in the much-loved collection kits that beautifully showcases the gorgeous selection of colours developed for the season. Both practical and attractive, these parcels not only display the colours, they also are a convenient place to store and show them off at your station.

The *Artistic Colour Inspires Summer Collection* will be on shelves starting May 2014.

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