

manucurist  
PARIS

An expert in nail colour and nail care since 1996, Manucurist is a family business that initially specialised in distribution and professional salons. In 2017, the founder's daughter Gaëlle Lebrat-Personnaz left her career in the luxury industry to fully focus on the company. Her aim was to expand the business to the general public and become a recognised B2C brand.

The international nail market is experiencing a meteoric rise reflected both in the figures and in product use. It should reach €10 billion by 2027. France has not been left behind in this upswing, as this beauty ritual—which became popular in the United States a long time ago—has now become a habit for women.

In parallel with this growth—and with the recent knowledge that endocrine disruptors and other toxic substances found in nail polish and gel nail polish are harmful to users and beauty professionals—the nail sector has embraced the global trend of «better consumption».

"With its salon origins and awareness of the issues related to frequent exposure by professionals and consumers, Manucurist has always made health its number one priority."

**Gaëlle Lebrat-Personnaz,**  
Founder of Manucurist

Surrounded by like-minded partners equally concerned about the ingredients in these products, Manucurist positioned itself as an innovative, ethical, natural French brand in 2017, with products that are kind to health and the environment. Manucurist was able to shine by positioning itself as an innovative, ethical, natural French brand with environmentally friendly credentials. Its flagship innovation, the Green Flash™ range of gel nail polishes launched in 2019, distinguished the brand from its competitors.

It is the first gel polish with healthy ingredients that can be removed like regular polish—a real revolution that allows users to turn their back on toxic products and no longer have to rely on laborious salon application and removal.

Since 2019, the range has been sold to the general public, mainly via the Manucurist B2C website. The product immediately found its audience—and success.

In 2020, having amassed a solid fan base and with a presence in around 100 nail salons and 70 of the world's best spas, Manucurist was awarded the Marie-Claire Prix d'Excellence Beauty Award for its innovative work. Manucurist generates 90% of its turnover online and launched its new website a few days before the first lockdown. It is one of those companies that was given an incredible boost by successive lockdowns.

By offering a complete manicure solution to women who could no longer visit salons, Manucurist's reputation—and turnover—took off in just a few weeks. In 2020, the brand took another major step forward by translating its website into multiple languages, accelerating international sales.

While this profitable family business has doubled its sales every year to achieve a turnover of €12 million in 2021 (70% of it from the brand's website), Manucurist now plans to significantly accelerate its growth to hit a target turnover of €50 million in three years' time.

The company is accelerating its strategy of conquering international markets with a particular focus on the United States, the United Kingdom, Italy, Germany, Korea and, one year from now, China.

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## RETAIL FOCUS:

### 70 SPAS WORLDWIDE AND 400 SALONS

Ritz Club Paris,  
Le Fouquet's Paris (& soon in NYC),  
Le Grand Contrôle (Versailles),  
Lily of The Valley (Saint Tropez),  
les Maisons Cheval Blanc  
(Courchevel, Saint Barthélemy  
& Saint Tropez),  
Maybourne Riviera (Monaco),  
Saint James (Paris),

Le Brach (Paris),  
Les Bords de Mer (Marseille),  
Le Coucou (Méribel),  
Le Royal Monceau (Paris),  
L'auberge du Père Bise (Annecy),  
La Sivolière (Courchevel),  
partenariat avec BGA Corp  
(Le Grand Lisboa Palace à Macao,  
Anantara aux Maldives, etc),  
The Berkeley London.

### IN FRANCE

DEPARTMENT STORES:  
La Samaritaine,  
Galeries Lafayette Champs Elysées,  
Galeries lafayette, BHV & Printemps

CONCEPT STORE :  
Merci, Smallable, Fleux, Aussih,  
Maison Orso,  
La Maison Générale,  
Jane de Boy, Club Couleur

E-RETAILER :  
Sephora, Nocibe,  
Blissim et Smallable

PHARMACIES :  
groupements Apothical  
et Lafayette Santé,  
la Grande Pharmacie Bailly  
et l'Iconique Pharmacie  
des Grands Hommes.

### INTERNATIONAL DISTRIBUTION:

Sold in more than 35 countries through  
distributors and premium retailers:  
Douglas, Cult Beauty, Niche Beauty, Sephora Europe,  
La Rinascente Milan,  
Isetan Tokyo, Anthropologie London...

### TWO SUBSIDIARIES ESTABLISHED IN 2020 IN THE US AND UK

#### DIRECTLY-OWNED STORES:

A sales outlet located on the ground floor  
of its head office and the first retail concept store  
in Paris opening soon.

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