

# life in colour green

CLEAN BEAUTY,  
AT YOUR FINGERTIPS



manucurist

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## INTRODUCING MANUCURIST THE GREEN, CLEAN AND CRUELTY-FREE NAIL BRAND REVOLUTIONISING THE NAIL INDUSTRY, ONE MANICURE AT A TIME

Manucurist isn't new to the nail game. In fact, we've been around since 1996 – but when Gaëlle Lebrat-Personnaz took over the family business in 2015, she made it her mission to revolutionise not only the brand, but in doing so, the nail industry as a whole. And that meant one thing: going completely green.

With a strict blacklist of 9 no-go ingredients (DBP, camphor, xylene, formaldehyde, ethyl tosylamide, triphenyl phosphate, benzophenones, sensitizing monomers and hydroquinones), each and every formula is **clean**, **vegan** and **cruelty-free**. But it isn't just about what the products leave out: we have worked tirelessly to hunt out incredible bio available alternatives to traditional nail polish ingredients. Harnessing the long-neglected powers of **potato**, **wheat**, **manioc** and **cotton** extracts, our polishes are plant-based and up to 84% natural without compromising (a single bit!) on efficacy, pigment or finish.

Better still, Manucurist has eyes on the entire production process, and everything is formulated and **manufactured in France** to keep our carbon footprint as minimal as possible. As for packaging? It won't surprise you to hear it's all **biodegradable**, from the cardboard box right down to the foam chips used to cushion the bottles in transit. Pop them under running water and watch them dissolve. Trust us, it's ridiculously satisfying.

**Ready to experience life in colour green? Let's walk through Manucurist's range of revolutionary products that take care of both your nails and the planet...**



## GREEN / PLANT-BASED NAIL POLISH

Consider this the go-to range for your everyday (green) mani. The Green line comprises a collection of plant-based polishes in a curated spectrum of fashion-minded shades, plus base and top coats to protect both the nail underneath and the polish on top. In Gaëlle's words, they've been **"Relentlessly re-worked to achieve a formula we truly wanted – nail lacquers which are as natural and respectful to the planet as possible."**



### NAIL POLISH - €14

A (growing!) line up of 59 unique shades, the formula is 9-free, up to 84 % bio-sourced and enriched with two powerful actives: coconut oil to hydrate the nail bed, and bamboo extract to fortify.



### BASE COAT - €12

A cocktail of vitamins, nutrients and antioxidants, this nourishing base coat contains avocado, spinach and green tea, forming a protective shield over the nail.





## TOP COAT - €12

A high-shine sealant, this top coat formula is up to 81% natural and increases the durability of your manicure.

## SUNSHINE TOP COAT - €15

New for 2020, this super-glossy top coat provides a gel-effect manicure without the need of a lamp. Simply cure the colour with natural UV rays from the sun.



## NAIL POLISH REMOVER - €14

100% bio-based and acetone-free, this gentle formula lifts away nail polish while conditioning the nail plate, thanks to a nourishing blend of sweet almond oil and vitamins A, B, D and E.





## GREEN FLASH / THE GREEN SOLUTION TO GEL POLISH

A true feat of green-engineering, our award-winning **Green Flash** is the world's first (and only!) LED-cured gel routine with natural ingredients. Put it this way: it's gel polish without the drawbacks. Available in 30 shades (with more to come), expect a high **shine**, super **durable** finish with none of that tell-tale thick, plastic-effect. The formula offers up to ten days' wear, and after that? You can remove it just like regular nail polish - no harsh acetone required.



## THE CLEAN CREDENTIALS

Green Flash is 9-free and has been formulated without any endocrine disruptors, allergen molecules, monomers or hydroquinone. Why is that important? Acrylic or methacrylic monomers present a risk of contact sensitization, which can lead to allergic reactions or breathing problems like asthma. Instead, we use oligomers with a greater molecular mass, so they don't penetrate the nail or skin. As for hydroquinones, these are traditionally used to prevent the polish from spontaneously catalysing inside the bottle, but they are considered CMR (carcinogenic, mutagenic or toxic for reproduction) so, instead, we use sunflower oil derived Vitamin E (tocopherol).

## THE GREEN CREDENTIALS

Green Flash is formulated with up to 84% of bio-sourced ingredients, including sugar cane, manioc, corn, wheat and cotton, sourced from vegetal biomass and produced using renewable energy sources. The Gel Polish Remover is 97% bio-based and completely acetone-free, making it much gentler on nails.

## THE GREEN FLASH SYSTEM

BASE COAT - €20  
LED GEL NAIL LACQUER - €19  
TOP COAT - €20  
GREEN FLASH GEL POLISH REMOVER - €16  
LED LAMPS - **FROM €25**  
KITS - **FROM €69**

## NAIL CARE

A DIY manicure is so much more than a lick of colour. That's why we've also developed a wide range of nail products to attend to the health of your hands. Like a skincare routine for your nails, we offer a collection of plant-based nail care formulas to prepare, protect and care - for the healthiest of nails. Our Emollient Efficace Cuticle Remover is essential at the start of any nail routine to soften and gently remove cuticles. Then, choose from an array of treatments to suit any nail ailment, including bases to hydrate, moisturise, nourish, smooth, fortify and restructure the nail's surface. Our range of plant based topcoats deliver quick drying with a high-shine finish – your best manicure yet is kind to your nails, and to the environment!

FROM €14



For more information, imagery or samples please contact:  
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