

# Q&A

## SHELLAC™ BRAND 14+ DAY NAIL COLOR SYSTEM

POSITIONING

### QUESTION

### ANSWER

1. What are the benefits of the **SHELLAC™** Brand 14+ Day Nail Color System?

1. Effortless glide-on application
2. 14+ days of high-performance wear
3. High shine
4. Fast removal
5. No nail damage\*

2. Is the **SHELLAC™** Brand 14+ Day Nail Color System patented?

Yes. The **SHELLAC™** Brand 14+ Day Nail Color System has eight U.S. patents, six for **SHELLAC™** Brand and two for the **CND™** LED Lamp. An updated list of **SHELLAC™** Brand patents can be found at [CND.com/patents](http://CND.com/patents).

3. Are all **SHELLAC™** Nail Color formulas "7-Free"?

**SHELLAC™** Brand products are formulated without toluene, camphor, formaldehyde, phthalates (DBP), formaldehyde resin, xylene, or methyl ethyl ketone (MEK).

4. Does **XPRESS5™** Top Coat have the same durability and wear as **SHELLAC™** Original Top Coat, even with the faster removal time?

Yes. **XPRESS5™** Top Coat will provide the same durability, 14+ days of high-performance wear and crystal shine with 5-minute removal.

5. Why is **XPRESS5™** Top Coat tinted slightly yellow?

The ingredients in **XPRESS5™** Top Coat make the formula appear slightly yellow. However, after curing in the **CND™** Lamp, the yellow tint transforms to clear and the tint is eliminated.

6. How does **XPRESS5™** Top Coat remove faster than **SHELLAC™** Original Top Coat?

The **XPRESS5™** Top Coat formula allows **OFFLY FAST™** Moisturizing Remover or acetone to penetrate faster.

7. What makes **DURAFORCE™** Top Coat different from the other **SHELLAC™** Top Coats?

**DURAFORCE™** Top Coat was designed with a new breakthrough technology that delivers an effortless application and natural-looking finish while providing extra protection for weak nails.

8. How does the technology in the **DURAFORCE™** Top Coat differ from that in the **SHELLAC™** Original Top Coat?

**DURAFORCE™** Top Coat is built with a tighter network. This tighter network due to the reactants makes the formula stronger and more viscous (thick), offering an increased protection barrier. The result is 25% more protection\*\* on weak, thin or damaged nails.

9. Will **DURAFORCE™** Top Coat's increased viscosity make nails look thick and chunky?

No. Although the **DURAFORCE™** Top Coat formula is more viscous when compared to **SHELLAC™** Original Top Coat, it will cure to a natural and thin appearance.


10. Does **DURAFORCE™** Top Coat have the same durability and wear as other **SHELLAC™** Top Coats?

Yes. **DURAFORCE™** Top Coat will provide the same durability, 14+ days of high-performance wear and ultra shine.

FORMULA

\*When used and removed as directed.

\*\*Compared to **SHELLAC™** Original Top Coat.

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### ANSWER

11. Can **DURAFORCE™** Top Coat be used on healthy natural nails?

Yes. The increased protection offered by **DURAFORCE™** Top Coat's tighter monomer system makes it ideal for active lifestyles.

12. Does **DURAFORCE™** Top Coat make the nail stronger after color is removed?

No. The **DURAFORCE™** Top Coat is not a nail treatment. Nails will feel stronger while wearing the **SHELLAC™** Brand Nail Color System but it will not affect the condition of the natural nail.

13. Does removing **DURAFORCE™** Top Coat cause damage to weak nails?

When proper **SHELLAC™** Brand Nail Color system removal protocol is followed there will be no damage to the natural nails. No filing is required.

14. Can the **SHELLAC™** Base Coat, Color Coats and Top Coats be cured in either **CND™** Lamp?

Yes. All **SHELLAC™** Base Coat, Colors and Top Coats can be cured in either the **CND™** UV or LED Lamp.

15. How long does it take to cure **SHELLAC™** Base Coat?

**SHELLAC™** Base Coat should be cured for 10 seconds in the **CND™** LED Lamp (preset button 1) or 10 seconds in the **CND™** UV Lamp.

16. How long does it take to cure **SHELLAC™** Color Coat?

**SHELLAC™** Color Coat should be cured for one minute in the **CND™** LED Lamp (preset button 2S) or two minutes in the **CND™** UV Lamp.

17. How long does it take to cure **SHELLAC™** Original, **XPRESS5™** and **DURAFORCE™** Top Coats?

**SHELLAC™** Top Coats should be cured for one minute in the **CND™** LED Lamp (preset button 3) and two minutes in the **CND™** UV Lamp.

18. What if I experience "wrinkling" during curing?

The application was too thick. In some cases, the appearance of "wrinkling" can be corrected with the **SHELLAC™** Top Coat application.

Choose the **SHELLAC™** Top Coat based on client's nail type, lifestyle, desired shine, and removal time.

19. How do I choose the best **SHELLAC™** Top Coat?

	<b>XPRESS5™</b> TOP COAT	<b>ORIGINAL</b> TOP COAT	<b>DURAFORCE™</b> TOP COAT
<b>REMOVAL TIME</b>	Ultra Fast removal - 5 minutes	Off In Minutes - 8 Minutes	Off In Minutes - 15 Minutes
<b>SHINE</b>	Crystal Shine	Ultra Shine	Mirror Shine
<b>NAIL TYPE</b>	All	All	Weak/Brittle Nails
<b>ACTIVITY LIFESTYLE</b>	Low to Moderate	Moderate To Medium	Medium to High

20. Will all **SHELLAC™** Top Coats remain available?

Yes. All **SHELLAC™** Top Coats will be available as part of the **SHELLAC™** Brand 14+ Day Nail Color System.

\*When used and removed as directed.

\*\*Compared to **SHELLAC™** Original Top Coat.

# Q&A

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### QUESTION

### ANSWER

21. What is the removal time for the SHELLAC™ Nail Color System?

Removal time is based on the SHELLAC™ Top Coat used during application.

SHELLAC™ TOP COAT	REMOVAL TIMES
<i>XPRESS5™</i>	5 MINUTES
ORIGINAL	8 MINUTES
DURAFORCE™	15 MINUTES

22. Can all SHELLAC™ Top Coats be used with Additives, nail art and embellishments?

Yes. All SHELLAC™ Top Coats can be used with Additives, nail art and embellishments. (For details, see the Nail Art Gallery on [cnd.com](http://cnd.com))

23. How can nail art be applied with the SHELLAC™ Brand 14+ Day Nail Color System and the CND™ LED Lamp?

1. After applying SHELLAC™ Base Coat, apply two layers of SHELLAC™ Color Coat as a base. Cure each layer for one minute in the CND™ LED Lamp or two minutes in the CND™ UV Lamp.
2. Apply the chosen art medium(s) to the top film of the second layer of color.
3. Complete the design with one layer of SHELLAC™ Top Coat and cure for one minute or two minutes in the UV Lamp.
4. Remove the top film with 99% Isopropyl Alcohol.

NOTE: For very pale SHELLAC™ Nail Colors or when using larger artistic mediums, cure the second layer for one minute in the CND™ LED Lamp before adding the art or embellishments.

24. How do I ensure a quality service and long-lasting results with SHELLAC™ Brand 14+ Day Nail Color?

It is very important to practice proper P.E.P. to ensure long-lasting 14+ day results.

P – Perform a manicure  
E – Eliminate surface contaminants  
P – Purify nail plate layers

(For details, see the SHELLAC™ Brand Application & Removal Step-by-Step.)

25. What can be used to thin SHELLAC™ Nail Color?

Thinning SHELLAC™ Base Coat, Color Coat or Top Coats is not recommended. Polish thinner or acetone cannot be used without affecting the product's efficacy. To keep SHELLAC™ Nail Color at its best consistency, vigorously shake the bottle before every application. Tightly seal the cap and store bottles away from light when not in use.

26. Can SHELLAC™ Brand 14+ Day Nail Color be used with other nail products?

SHELLAC™ Nail Color was designed to be used as a system. For a superior service, performing proper P.E.P., using all three SHELLAC™ Brand nail products and the CND™ LED or UV Lamp, is strongly recommended.

27. Can the SHELLAC™ Brand 14+ Day Nail Color system be used with other nail lamps?

The CND™ LED Lamp and UV Lamp are the only lamps designed to provide complete cure and optimum performance for CND™ products. Other lamps do not have the same technology that these lamps use.

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\*\*Compared to SHELLAC™ Original Top Coat.

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### QUESTION

### ANSWER

28. What causes cloudiness or dullness in SHELLAC™ Top Coats?

- Confirm you are using 99% Isopropyl Alcohol to remove the top film. Using less than 99% will not sufficiently remove this layer.
- Check lamp performance. If it is not operating at full capacity, the SHELLAC™ Top Coats will not properly cure and can contribute to dullness in the finish.
- If SHELLAC™ Top Coats are applied too thick, they will not properly cure and can contribute to dullness in the finish.

29. How do I remove SHELLAC™ Brand 14+ Day Nail Color?

SHELLAC™ Nail Color should be removed with CND™ Foil Remover Wraps and OFFLY FAST™ Moisturizing Remover. Saturate the cotton pad on the CND™ Foil Remover Wrap with OFFLY FAST™ Moisturizing Remover, wrap each finger with the Foil Remover Wrap. Set timer for designated time based on the SHELLAC™ Top Coat used during application:

SHELLAC™ TOP COAT	REMOVAL TIMES
<i>XPRESS5™</i>	5 MINUTES
ORIGINAL	8 MINUTES
DURAFORCE™	15 MINUTES

Using a twisting motion, pull the wrap and product from the fingernail. Rub the nail with a plastic-backed, lint-free pad saturated with OFFLY FAST™ Moisturizing Remover to remove any residue. (For details, see SHELLAC™ Brand Application & Removal Step-by-Step.)

30. How do I remove SHELLAC™ Brand 14+ Day Nail Color from toes?

Removal is very similar to the removal process used on fingers. (For details, see SHELLAC™ Brand Application & Removal Step-by-Step.)

31. Can cotton and foil be used to remove SHELLAC™ Brand 14+ Day Nail Color?

Foil Remover Wraps were developed specifically for the SHELLAC™ Brand removal process in an effort to minimize acetone exposure to the nail and surrounding skin. In addition, they are aesthetically pleasing and provide an easy and sanitary option. If you run out of Foil Remover Wraps, cotton and foil can be used as a temporary solution.

32. What are the home care guidelines for SHELLAC™ Brand 14+ Day Nail Color?

Proper home care requires daily use of SOLAROIL™ Nail & Cuticle Care to maintain flexibility in the color coating and keep nails and surrounding skin moisturized.

33. Can SHELLAC™ Brand 14+ Day Nail Color be used with enhancements (Liquid & Powder and Gel)?

Yes. The SHELLAC™ Brand Nail Color system can be used over enhancements. (For details, see SHELLAC™ Brand Over Enhancements Step-by-Step.)

34. How do I remove SHELLAC™ Nail Color from enhancements?

The SHELLAC™ Color Coating must be filed off prior to an enhancement rebalance. (For details, see SHELLAC™ Brand Over Enhancements Step-by-Step.)

35. Can SHELLAC™ Nail Color shades be mixed?

No. Each shade is specifically formulated as a standalone color, allowing for optimum cure. Mixing colors will compromise the ratios of reactant ingredients. However, you may layer shades (each color layer must be cured before applying another layer) to create custom color combinations.

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\*\*Compared to SHELLAC™ Original Top Coat.

# Q&A

## SHELLAC™ BRAND 14+ DAY NAIL COLOR SYSTEM

FORMULA (CONTINUED)

### QUESTION

### ANSWER

36. Will **SHELLAC™** Nail Color last longer than 14 days?

Yes. However, the base of the nail will show nail growth after 14 days. Removal can also take slightly longer after 14 days, as adhesion will increase the longer **SHELLAC™** Nail Color is worn.

PACKAGING

37. How do I know the color if the **SHELLAC™** Brand Nail Color bottle is opaque?

The bottle covering is matched to the end-result color on the nail (including crème, shimmer, opalescent or glitter effects within the color).

38. What are the available sizes for the **SHELLAC™** Brand 14+ Day Nail Color system products?

**SHELLAC™** Base Coat = 7.3 mL (.25 fl oz) and 12.5 mL (.42 fl oz)  
**SHELLAC™** Color Coats = 7.3 mL (.25 fl oz)  
**SHELLAC™** Top Coats = 7.3 mL (.25 fl oz) and 15 mL (.5 fl oz)

39. How many approximate services per bottle of **SHELLAC™** Brand 14+ Day Nail Color?

**SHELLAC™** Base Coat = 35 (.25 fl oz) / 59 (.42 fl oz)  
**SHELLAC™** Color Coats = 20 (.25 fl oz)  
**SHELLAC™** Original & **XPRESS5™** Top Coat = 20 (.25 fl oz) / 40 (.5 fl oz)  
**DURAFORCE™** Top Coat = 18 (.25 fl oz) / 36 (.5 fl oz)


PRICING

40. What is the suggested service price for a manicure using the **SHELLAC™** Brand 14+ Day Nail Color System?

CND recommends charging 50% more for a manicure using the **SHELLAC™** Brand System than a standard or basic manicure with traditional polish.

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