

Q&A

CND™ SHELLAC™ BRAND 14+ DAY NAIL COLOR SYSTEM

POSITIONING

QUESTION

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

ANSWER

1. 14+ days of high-performance wear
2. Zero dry time
3. High shine
4. Off in minutes
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 nine U.S. patents, six for SHELLAC™ Brand and three for the CND™ LED Lamp. An updated list of SHELLAC™ Brand patents can be found at CND.com/patents.

FORMULA / APPLICATION

3. 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.

4. 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.

5. 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.

6. 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.

7. 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.

8. 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.

9. 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.

10. 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.

*When used and removed as directed.

**Compared to SHELLAC™ Original Top Coat.

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QUESTION

ANSWER

11. 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.

12. 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.

13. Do the Special Effects Top Coats (Matte, Pearl & Glitter) have the same durability and wear as all other **SHELLAC™** Top Coats?

Yes. The Special Effects Top Coats (Matte, Pearl & Glitter) have the same durability and wear as all other **SHELLAC™** Top Coats.

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™**, **DURAFORCE™** and Special Effects 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.

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

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

| | XPRESS5™ TOP COAT | ORIGINAL TOP COAT | DURAFORCE™ TOP COAT | SPECIAL EFFECTS TOP COATS |
|---------------------------|--------------------------------|----------------------------|-----------------------------|----------------------------------|
| REMOVAL TIME | Ultra Fast removal - 5 minutes | Off In Minutes - 8 Minutes | Off In Minutes - 15 Minutes | Off in Minutes - 8-10 Minutes |
| SHINE | Crystal Shine | Ultra Shine | Mirror Shine | Unique Finishes |
| NAIL TYPE | All | All | Weak/Brittle Nails | All |
| ACTIVITY LIFESTYLE | Low to Moderate | Moderate To Medium | Medium to High | Low to Moderate |

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.

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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 |
| SPECIAL EFFECTS (Matte, Pearl & Glitter) | 8-10 MINUTES |

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

Yes. All SHELLAC™ Top Coats can be used with pigments, nail art and embellishments. (For details, see the Nail Art Gallery on 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.
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 in the CND™ LED 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 of color for one additional 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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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 |
| SPECIAL EFFECTS (Matte, Pearl & Glitter) | 8-10 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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FORMULA/
APPLICATION (CONT.)

QUESTION

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

ANSWER

It may last longer than 14 days. 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™ Color Coats (select shades) = 15 mL (.5 fl oz)
SHELLAC™ Original, **XPRESS5™** and **DURAFORCE™** Top Coats = 7.3 mL (.25 fl oz) and 15 mL (.5 fl oz)
SHELLAC™ Special Effects Top Coats = 7.3 mL (.25 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)
SHELLAC™ **DURAFORCE™** Top Coat = 18 (.25 fl oz) / 36 (.5 fl oz)
SHELLAC™ Special Effects Top Coats = 25 (.25 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.