



YOUR NAIL EXPERT COLLECTION: SALLY HANSEN CANADA INTRODUCES THE COMPLETE SALON MANICURE™ BEAUTIFIERS

This Canadian-exclusive collection is the perfect beauty regimen for your manicure!

Mani lovers rejoice! Finally, the recipe for a flawless manicure is right at your fingertips! Introducing the new Sally Hansen Complete Salon Manicure Beautifiers collection, the beauty regimen your nails have been waiting for. Inspired by skin care regimes and makeup routines, this collection is your solution to a gorgeous manicure, every time.

STEP ONE: PRIME & BEAUTIFY

Much like a skin care or makeup routine, it's important to prepare the canvas before applying colour. The **Complete Salon Manicure Beautifiers Nail Primer** and the **Complete Salon Manicure Nail Corrector** both help to prepare your nails for a beautiful manicure.

- Use one coat of the Complete Salon Manicure Beautifiers Nail Primer to smooth your nail, filling in any bumps or ridges to give you a unified nail canvas.
- The Complete Salon Manicure Nail Corrector works like a concealer, correcting the pigment in your nail to even out discolouration or spots, which is especially important if you are applying a sheer shade. Use one to two coats as needed.

STEP TWO: COLOUR

Apply your favourite shade of Sally Hansen Nail Polish.

STEP THREE: SEAL & GO

Use the finishing Top Coat that suits your look:

- Do you love a velvety matte manicure? Apply one coat of **Complete Salon Manicure Matte Top Coat** for a flawless matte finish.
- Looking for a long-lasting glossy shine? Use one coat of **Complete Salon Manicure High Gloss Top Coat** to achieve a shine that lasts for days.
- In a hurry? Apply the **Complete Salon Manicure Fast Dry Top Coat** and you will be dry in 60 seconds.

STEP FOUR: HYDRATE

Keep it beautiful with the **Complete Salon Manicure Nail + Cuticle Serum**. Use it to hydrate and refresh nails and cuticles both during and between manicures.

It's time for your manicure to be treated with the beauty regimen it deserves! The Sally Hansen Complete Salon Manicure Beautifiers collection will be available at Canadian mass and drug retailers as of February 2018. They are priced at \$9.99 each.

ABOUT Sally Hansen

Sally Hansen Inc. is an American beauty brand, first founded in 1946 by Sally Hansen herself. Hard As Nails was the first Sally Hansen product filed for a patent in 1957. Since then, the brand has become a household name, famous for its dedication to making innovatively-formulated, affordable beauty products for real women. Beauty that really works.



Launched with just two nail products, including the iconic 'Hard As Nails', the award-winning brand now has over 300 shades, is distributed in over 55 countries worldwide, and is the number one nail brand in the U.S.A. amongst other countries. But Sally Hansen is so much more than just nails, with products spanning 5 beauty categories: nail color, nail care, sunless tanning, hair removal, and beauty tools.

Our founder, Sally Hansen, was a fearless beauty entrepreneur, innovator and style icon. In a time when women ran households not companies, Sally defied husbands, parents, and society in general, to create the life and the beauty she wanted for herself, by herself.

For additional information about Sally Hansen, please visit [SallyHansen.com/ca](https://www.SallyHansen.com/ca)

ABOUT Coty Inc.

Coty is one of the world's largest beauty companies with approximately \$9 billion in pro forma revenue, with a purpose to celebrate and liberate the diversity of consumers' beauty. Its strong entrepreneurial heritage has created an iconic portfolio of leading beauty brands. Coty is the global leader in fragrance, a strong number two in professional salon hair color & styling, and number three in color cosmetics. Coty operates three divisions - Consumer Beauty, which is focused on mass color cosmetics, mass retail hair coloring and styling products, body care and mass fragrances with brands such as COVERGIRL, Max Factor and Rimmel; Luxury, which is focused on prestige fragrances and skincare with brands such as Calvin Klein, Marc Jacobs, Hugo Boss, Gucci and philosophy; and Professional Beauty, which is focused on servicing salon owners and professionals in both hair and nail, with brands such as Wella Professionals, Sebastian Professional, OPI and ghd. Coty has over 20,000 colleagues globally and its products are sold in over 150 countries. Coty and its brands are committed to a range of social causes as well as seeking to minimize its impact on the environment.

For additional information about Coty Inc., please visit [Coty.com](https://www.Coty.com)

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Sally Hansen