



## BE MY VALENTINE: SALLY HANSEN COMPLETE SALON MANICURE™ INTRODUCES SEVEN NEW SHADES, JUST IN TIME FOR VALENTINE'S DAY

*Say "I love you" to your nails with these gorgeous new shades from the Blushed collection*

You can have a flawless finish in romantic yet fashion-forward hues! Treat your tips to Sally Hansen Complete Salon Manicure™ pretty polishes in seven new, rich tones. Our formula with keratin boasts seven benefits in one bottle — base coat, strength, growth treatment, salon color, top coat, chip resistance and gel-shine finish. The formula also delivers up to 64% stronger nails and up to 10 days of chip-resistant wear. It's everything you need to achieve a professional nail look at home!

The line-up features the following gorgeous shades:

- **Know-the-Espa-Drille** Lace 'em up with a creamy, gray nude tone that coordinates with everything from leather to silk
- **Off-the-Shoulder** Show a little skin in a sultry peach nude
- **Blush Against the World** A sheer clean pink is the new neutral that will enhance every ensemble
- **Rose to the Occasion** Elongate your digits with this fresh-picked muted pink
- **One in a Melon** Cultivate a unique mani moment with a bright take on coral
- **Killer Heels** Walk tall in a perfectly punchy pink red cream
- **Red It Online** Indulge in a little smartphone session with a deep red cream hue



Sally Hansen's Complete Salon Manicure polishes feature a contouring brush that easily executes a simple, smooth, streak-free application for a salon-quality manicure and delivers up to 10 days of chip-resistant wear. The new Sally Hansen Complete Salon Manicure shades are available in January 2018.

### 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)

For more information, please contact:

Lori Hacker: [lori\\_hacker@cotyinc.com](mailto:lori_hacker@cotyinc.com), 416-659-3285

Sisi Berhe: [sisi.berhe@mslgroup.com](mailto:sisi.berhe@mslgroup.com), 416-847-1323