

# essie

USA's nail salon expert. Since 1981.



training manual australia 2023

## about essie

essie is the go-to nail brand for salon professionals, beauty junkies, industry insiders, celebrities and fashion icons around the world. America's nail salon expert, essie aims to inspire a love for the manicure experience with a wit and style that touches people everywhere.

essie remains center stage on runways around the world, offering highly anticipated color collections that drive trends season after season. the salon-quality formula and catchy, whimsical names have led to the creation of thousands of shades.

for more than 40 years, essie has been a colour authority and leader in nail luxury, committed to high quality standards with an award-winning line of nail polishes and nail care products. started in 1981 by our namesake Essie Weingarten, essie continues to delight the colour-obsessed with a love shared all over the world.

for further information and updates please visit:

 @essieaustralia  @essie [essie.com.au](http://essie.com.au)

## virtual try on salon

your virtual try on salon is waiting, all you need is your phone.



try it  
now



essie



## vegan & 8-free

as USA's nail salon expert since 1981, our approach to nail polish making remains the same. safety is at the heart of what we do - our nail polishes are tested with the strictest regulations worldwide, and we remain committed to not test on animals. we select effective nail polish ingredients that meet the highest standards, and most importantly, that allow us to consistently deliver the impeccable colour, outstanding wear and salon quality formulas you have come to expect.

essie is proud to say that by the end of 2020, we have formulated and begun to distribute our full portfolio as 100% vegan - no animal derived ingredients - and 8-free, formulated without the following ingredients:

- formaldehyde
- toluene
- dibutyl phthalate
- formaldehyde resin
- camphor
- ethyl tosylamide
- xylene
- triphenyl phosphate

\*Excludes the Essie Treat, Love & Color range

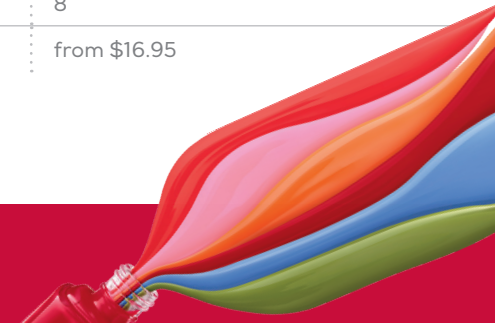
essie



# essie range



product	<b>core</b> the original, the beloved, the iconic. nuanced to perfection, with names that always carry the essie wit and charm.	<b>expressie</b> quick dry on-the-fly formula. speedy application, easy to apply even when using your non-dominant hand.	<b>gel couture</b> long lasting nail polish formula in a two step system: colour & top coat. chip-resistant, fade-resistant, even colour coverage.	<b>treat love &amp; color</b> 1-step formula: delivers strength to improve dry brittle nails and a beautiful colour manicure.	<b>care</b> the perfect essie manicure means choosing nail care products right for you.
format	high glossy shine finish	quick dry formula	long lasting formula	1-step strength and colour	care
benefit	<ul style="list-style-type: none"> <li>- provides flawless coverage along with outstanding durability.</li> <li>- brush fits every nail size for streak-free application.</li> <li>- extensive colour palette with 92 shades available.</li> <li>- vegan &amp; 8-free.</li> </ul>	<ul style="list-style-type: none"> <li>- angled brush for application by both hands including the non dominant hand.</li> <li>- dries in about a minute.</li> <li>- vegan &amp; 8-free.</li> </ul>	<ul style="list-style-type: none"> <li>- up to 12 days of wear.</li> <li>- luxurious longwear with gel-like colour and shine in an easy 2-step system.</li> <li>- easy removal.</li> <li>- patent-pending curve hugging brush for perfect essie colour coverage.</li> <li>- use with gel couture top coat for optimal results.</li> <li>- vegan &amp; 8-free.</li> </ul>	<ul style="list-style-type: none"> <li>- breathable care formula infused with collagen &amp; camellia extract.</li> <li>- stronger nails in just one week.</li> <li>- 60% less peeling &amp; 35% less breakage.</li> <li>- nails look instantly perfected with brightening pigments.</li> </ul>	<ul style="list-style-type: none"> <li>- start from the bottom up with salon quality base coats.</li> <li>- seal, add and protect your perfect manicure with one of essie's three top coats.</li> <li>- instantly condition and protect nails with apricot cuticle oil</li> <li>- create a protective barrier against daily wear and tear with hard to resist nail strengthener.</li> <li>- vegan &amp; 8-free.</li> </ul>
shades	92	22	20 shades + 1 top coat	6	8
rrp	\$15.99	\$12.95	\$17.99	\$17.95	from \$16.95



# icons

core



ballet slippers



blanc



mademoiselle



mint candy apple



licorice



lady like



lilacism



bikini so teeny



lovey dovie



fifth avenue

essie



# icons

## expressie



air dry



precious cargo



second hand first love



sk8 with destiny



now or never

## gel couture



top coat



fairy tailor



rock the runway



sheer fantasy



totally plaid





BEST  
SELLER



NEW



product	<b>strong start</b>	<b>all in one</b>	<b>gel-setter</b>	<b>stay longer</b>
format	clear base coat	clear all-in-one top and base coat	clear top coat gel	clear top coat
benefit	<ul style="list-style-type: none"> <li>- strengthening boosting formula.</li> <li>- infused with biotin.</li> <li>- helps reinforce weak and brittle nails.</li> </ul>	<ul style="list-style-type: none"> <li>- multipurpose top and base coat.</li> <li>- infused with argan oil to help strengthen and nourish nails.</li> <li>- adds a glossy, high shine finish.</li> </ul>	<ul style="list-style-type: none"> <li>- clear top coat that delivers gel-like colour, shine and durability.</li> <li>- extends life of your manicure.</li> <li>- delivers incredible, high gloss shine.</li> <li>- can be easily removed with acetone or non-acetone polish remover.</li> </ul>	<ul style="list-style-type: none"> <li>- up to 7 day salon quality manicure</li> <li>- the ultimate longwear top coat for: chip protection, lasting shine, locking in color</li> <li>- keeps essie color mani smooth, bright and shiny</li> <li>- 8-free formula. formulated without formaldehyde</li> </ul>
shades	1	1	1	1
rrp	\$17.99	\$17.99	\$19.95	\$20.99





NEW



product	hard to resist – pink tint	hard to resist – violet tint	apricot nail & cuticle oil	hard to resist - advanced
format	nail strengthener	nail strengthener	hydrating nail care	nail strengthener
benefit	<ul style="list-style-type: none"> <li>- glow and shine.</li> <li>- sheer, pink tint.</li> <li>- instantly provides a natural glow.</li> <li>- resists daily wear &amp; tear.</li> </ul>	<ul style="list-style-type: none"> <li>- neutralises and brightens.</li> <li>- sheer, violet tint.</li> <li>- instantly neutralises the look of yellow tones.</li> <li>- resists daily wear &amp; tear.</li> </ul>	<ul style="list-style-type: none"> <li>- absorbs quickly to instantly condition and protect cuticles from dryness and provide nourishing moisture.</li> </ul>	<ul style="list-style-type: none"> <li>- repairs and protects</li> <li>- clear tint, instantly provides lasting shine.</li> </ul>
shades	1	1	1	1
rrp	\$17.95	\$17.95	\$17.99	\$19.99













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For all product queries, usage queries and customer complaints or compliments please call: 1300 651 743  
For all business queries relating to orders, damaged stock or returns please call Client Services: 1300 659 359