

INTRODUCING

CND™

PLEXIGEL!

SEPTEMBER 2020



PROJECT BACKGROUND

The Enhancement category is the fastest growing category in professional nail market globally.

Nail Professionals are looking for easier and faster way of creating **perfectly enhanced nails**.

CND offers a **new innovative enhancement solution** that **overcomes the main barriers** of current enhancement systems.



CATEGORY BARRIERS



For Nail Professionals:

Difficult To Learn

Too Many Steps & Products

Time Consuming

For Clients:

Nail Damage

Health Concerns

Time Consuming

ENTER THE MARKET WITH A NEW PROPOSITION



Fewer Products & Steps

Easy & Convenient

Strength & Durability

CND™ PLEXIGEL



A unique **brush-in-a-bottle** gel enhancement system

CND™ PLEXIGEL

Versatile & Convenient **brush-in-a-bottle gel enhancement system**, that provides **strength and shape for 3+ weeks wear**.

Designed for every professional skill level.

No Pots.

No Tubes.

No Mixing .

No Mess.

Use with CND™ color to provide flawless nails!



PREMIUM PACKAGING

Premium Silver Cap
To Drive Appeal

Larger Bottle Neck
For Efficient Product Use

Superior Brush for
Smooth & Easy Application



PREMIUM BRUSHES FOR PRECISE RESULTS

BONDER & BUILDER



For firm and precise control

SHAPER & PROTECTOR



For smooth and even flow

PRODUCT PROFILES

What it is
What it does
Why you need it

CND™ PLEXIGEL BONDER



WHAT IT IS

A bonding agent that anchors CND™ PLEXIGEL to the natural nail for secure adhesion for 3+ week wear.

WHAT IT DOES

Provides the first step in the CND™ PLEXIGEL System to anchor the Shaper or Builder layer to the natural nail for lift-free adhesion and 3+ week wear.

WHY YOU NEED IT

Prevents lifting

Promotes 3+ week wear

Provides an attraction layer

*Note: 100 uses

CND™ PLEXIGEL SHAPER



WHAT IT IS

A crystal-clear brush-on gel enhancement that provides strength and protection to the natural nail for 3+ weeks wear.

WHAT IT DOES

Protects and adds strength and length to the natural nail

Provides shape to shapeless, flat nails

Repairs cracks and restores broken free edges

WHY YOU NEED IT

Provides a lightweight crystal-clear layer of protection, surface refinement, strength and free edge length to natural nails (approximately 2 – 3mm; 1/8 to 1/16 inches)

Brush in a bottle provides ease of use for any professional skill level

Wide neck bottle allows for easy application

Can be rebalanced or removed

Light-cure system is compatible with the CND™ SHELLAC™

*Note: 30 uses

CND™ PLEXIGEL BUILDER



WHAT IT IS

A clear brush-on gel enhancement that provides strength, architecture and moderate/long length to the natural nail.

WHAT IT DOES

Creates strong, clear, lightweight medium/long enhancements (approximately 6 – 12 mm; ¼ – ½ inch)

Provides versatility; can be used over a tip or a sculpting form for customizable length

WHY YOU NEED IT

Thicker viscosity allows for control and buildability

Self-Smoothing Formula for less filing

Brush in a bottle provides ease of use for any professional skill level

Wide neck bottle allows for easy application

Can be rebalanced or removed

Light-cure system is compatible with the CND™ SHELLAC™

*Note: 20 uses

CND™ PLEXIGEL PROTECTOR



WHAT IT IS

A clear, high-gloss, protective Top Coat designed to complete the final layer of Plexi Gel enhancements.

WHAT IT DOES

Provides the final step in the CND™ Plexi Gel system providing a layer of shine and protection for enhancement .

WHY YOU NEED IT

Lasting shine for 3+ week wear

Non-yellowing formula provides color stability for clear enhancements

Light-cure system is compatible with the CND™ SHELLAC™ Gel Polish system

*Note: 80 uses

CND™ PLEXIGEL PORTFOLIO



BONDER	SHAPER	BUILDER	PROTECTOR TOP COAT
Superior adhesion for 3+ week wear	Crystal clear brush-on gel enhancement	Clear brush-on gel enhancement	Shine & protection 3+ week wear
Shake before use (contains solvents)	Provides protection and strength	Buildable for long length	Shake before use (contains solvents)
	Plumps, smooths and shapes nails	Provides apex & architecture	
	Helps repair cracked nails Boosts wear	Customizes length	
	For short free edge length	An easier way to sculpt long nails	

CONFIDENTIAL

WHO IS PLEXIGEL FOR?



FILL IT – Save Nails with Wearable Patches

FIX IT – Repair Broken Nails

SHAPE IT – Plump & Shape Flat Nails

BUILD IT – Create Customizable Length

FILL IT – SAVE NAILS WITH WEARABLE PATCHES



FILL IT – SAVE NAILS WITH WEARABLE PATCHES



FIX IT – REPAIR BROKEN NAILS



FIX IT – REPAIR BROKEN NAILS



SHAPE IT – PLUMP & SHAPE FLAT NAILS



SHAPE IT – PLUMP & SHAPE FLAT NAILS



BUILD IT – CREATE CUSTOMIZABLE LENGTH



BUILD IT – CREATE CUSTOMIZABLE LENGTH



CND™ ENHANCEMENTS FOR EVERY NEED



RETENTION +™ LIQUID & POWDER

Classic Enhancements
#11 Relative Strength

Strong & Hard for Soft, Weak Nails

BRISA™ GEL

Classic Enhancements
#10 Relative Strength

Tough & Flexible for Hard, Brittle Nails

PLEXIGEL

Modern & Convenient Enhancements
Builder: #9 & Shaper: #8 Relative Strength
2 x Faster

Strong, Flexible & Effort

Finish all enhancements with **CND™ SHELLAC™ Gel Polish**



HOW IT WORKS

THE SCIENCE: NAIL ENHANCEMENTS

THE METAPHOR: A CANDY STORE



CND™ PLEXIGEL



Taffy - BONDER
Soft, sticky and porous



M&M's - SHAPER/BUILDER
Hard on the outside and soft on the inside



Hard Candy - PROTECTOR
Hard and shiny

THE SCIENCE: CND™ PLEXIGEL



Taffy - PLEXIGEL BONDER

A stretchy, sticky blend of unique ingredients mixed together and aerated (meaning that tiny air bubbles are produced) resulting in a light, fluffy and chewy candy.

The Analogy: Bonder is super adhesive highly crosslinked taffy, with tiny tunnels and acetone soluble polymers.

THE SCIENCE: CND™ PLEXIGEL



M&M's - SHAPER AND BUILDER

Hard outer shell and Soft inside

The Analogy:

- A unique customized blend of oligomers, crosslinked and webbed together on the outside for hardness and strength.
- Spongy inside for body and flexibility

THE SCIENCE: CND™ PLEXIGEL



Hard Candy - PROTECTOR Top Coat

A hard glaze/sheet candy, like stained-glass candy

The Analogy: POTECTOR Top Coat

- Hard and shiny
- Contains tiny tunnels and acetone soluble polymers

CUSTOM CURE

CND™ PLEXIGEL
THE PROTOCOL

PLEXIGEL SHAPER



1 APPLY BONDER

CURE 10 SECS BUTTON 1

2 APPLY 1- 2 LAYERS OF SHAPER

CURE 1 MINUTE BUTTON 2B

3 APPLY PROTECTOR TOPCOAT

CURE 1 MINUTE BUTTON 3

Prepare The Natural Nail –
Dry P.R.E.P



PLEXIGEL SHAPER – ADD CND™ SHELLAC™



1 APPLY BONDER

CURE 10 SECS
BUTTON 1

2 APPLY 1- 2 LAYERS OF SHAPER

CURE 1 MINUTE
BUTTON 2B

3 APPLY 2 LAYERS OF SHELLAC

CURE 1 MINUTE
BUTTON 2S

4 APPLY CND™ SHELLAC™ TOPCOAT

CURE 1 MINUTE BUTTON 3

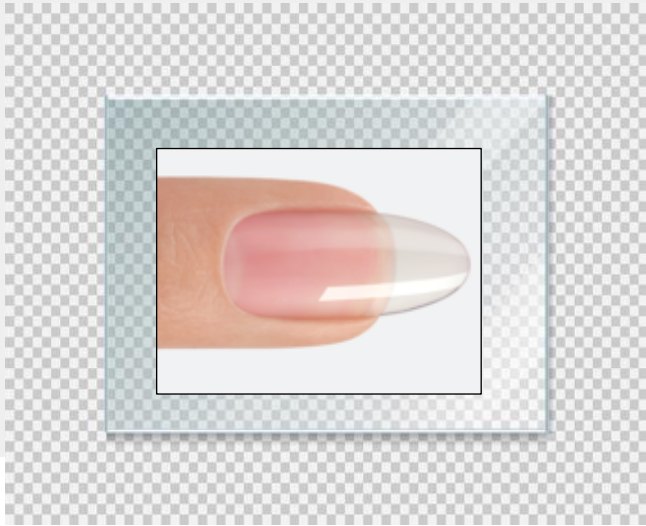
Prepare The Natural Nail –
Dry P.R.E.P



**CND™ PLEXIGEL
SHAPER NATURAL NAIL**

VIDEO

PLEXIGEL BUILDER



APPLY the TIP or FORM



1 APPLY BONDER

CURE 10 SECS BUTTON 1

2 APPLY 1- 2 LAYERS OF
BUILDER

CURE 1 MINUTE
BUTTON 2B

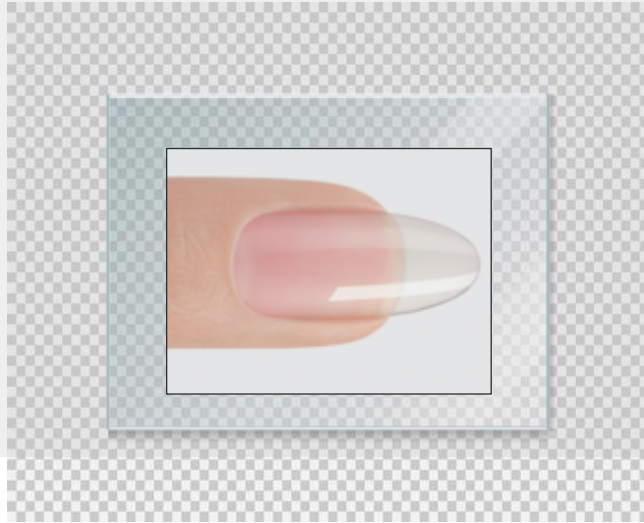
FLASH CURE AS NEEDED

3 APPLY PROTECTOR
TOPCOAT

CURE 1 MINUTE BUTTON 3



PLEXIGEL BUILDER – ADD CND™ SHELLAC™



1 APPLY BONDER

CURE 10 SECS
BUTTON 1

2 APPLY 1- 2 LAYERS OF
BUILDER

CURE 1 MINUTE
BUTTON 2B

3 APPLY 2 LAYERS OF
SHELLAC

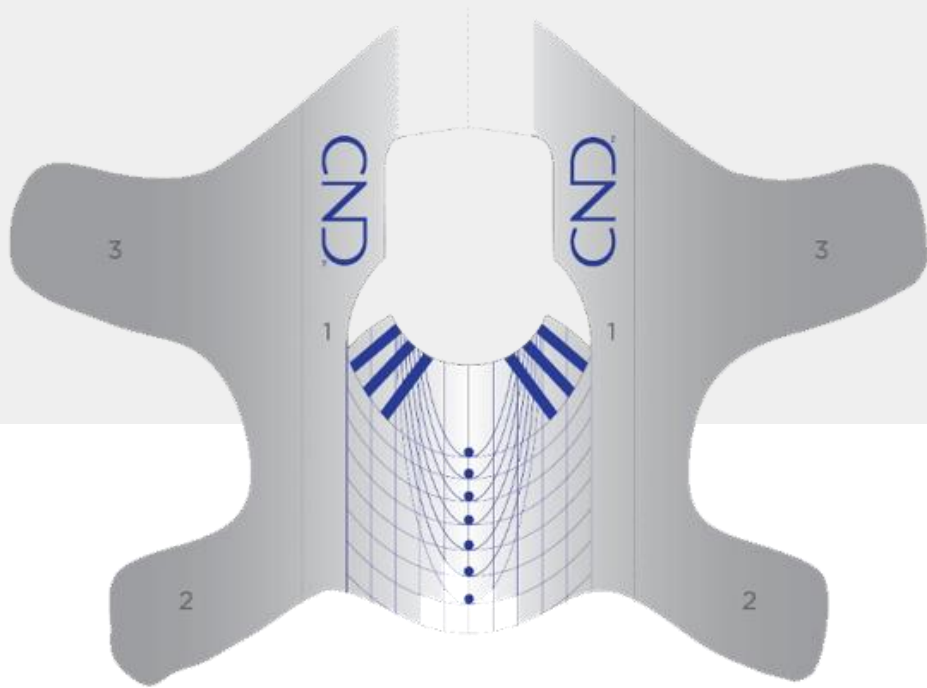
CURE 1 MINUTE
BUTTON 2S

4 APPLY CND™ SHELLAC™
TOPCOAT

CURE 1 MINUTE BUTTON 3

APPLY the TIP or FORM





FPO



FUTURE FORM

By Nail PRO, for Nail PRO

Sturdy foil-like **moldable material**

Easy & intuitive design – **for all levels**

Customized fit

Reinforced adhesion

Made in the US from the US materials

Timing: October 2020 On Counter

PLEXIGEL REBALANCE



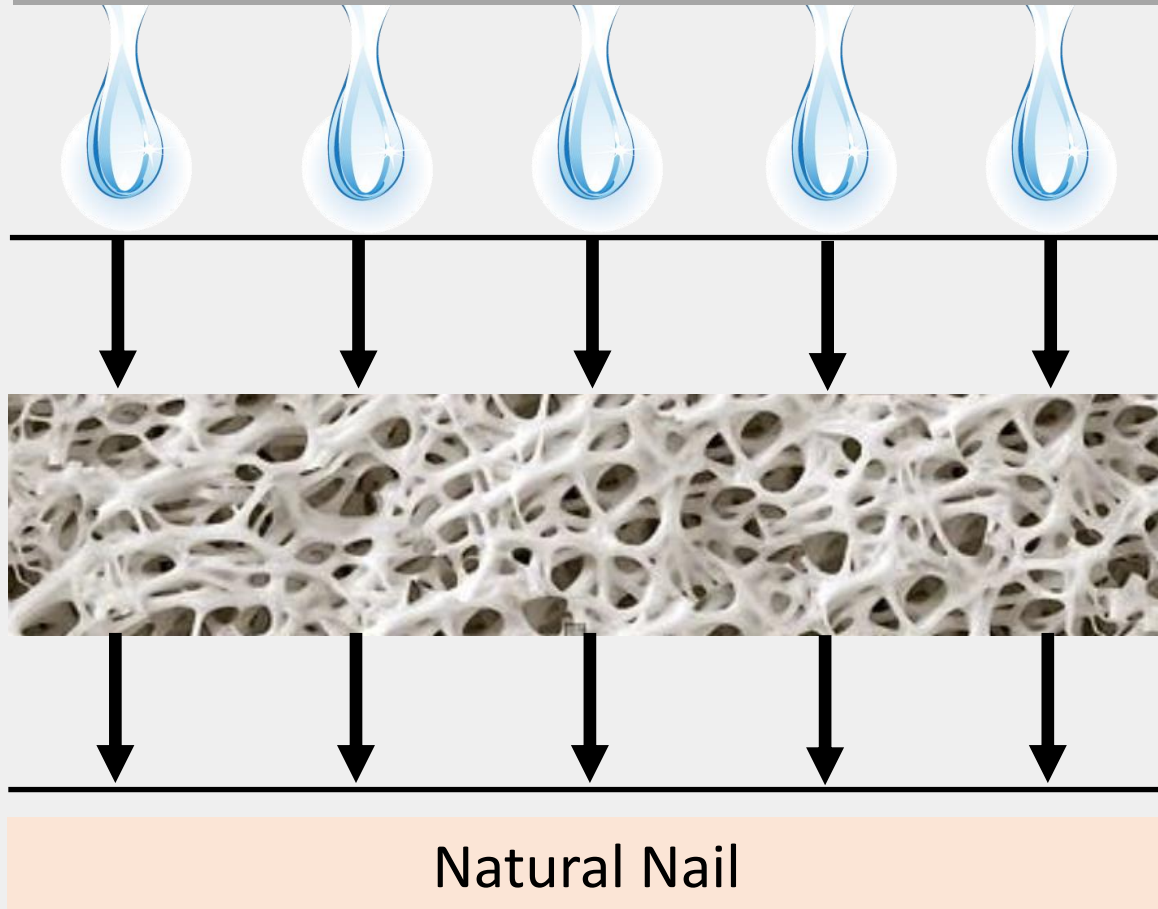
Feel free to adjust the recommendation at rebalance to adjust performance, if needed

Both Shaper & Builder have great cohesion with each other and to Bonder!

REMOVAL

CND PLEXIGEL REMOVAL

The Removal Process when PLEXIGEL is Exposed to Acetone



OFFLY FAST™ Moisturizing Remover/Acetone

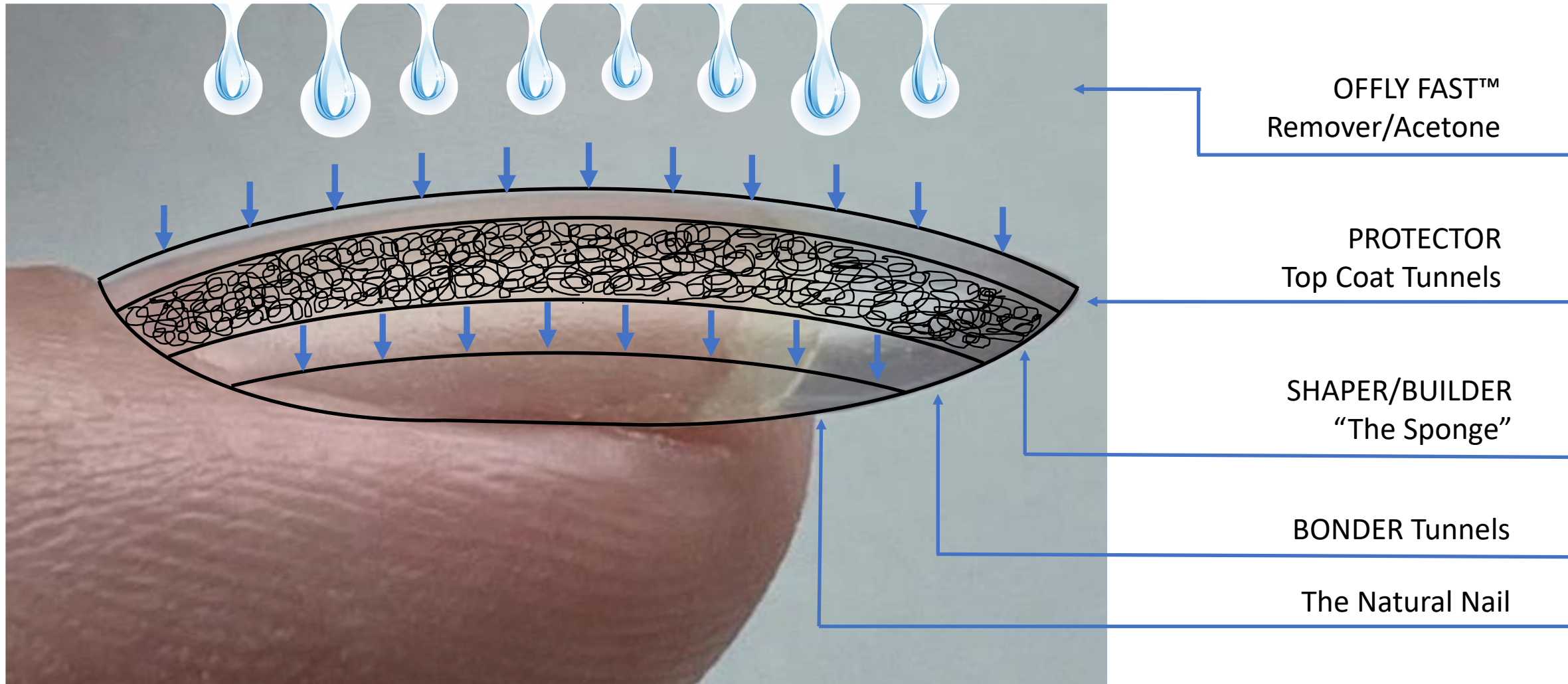
PROTECTOR Top Coat Tunnels

SHAPER/BUILDER - "the Sponge"

BONDER Tunnels

Natural Nail

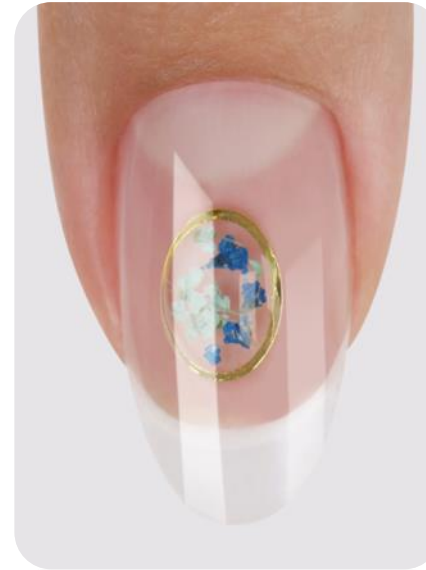
PLEXIGEL REMOVAL



**CND™ PLEXIGEL
NAIL ART**



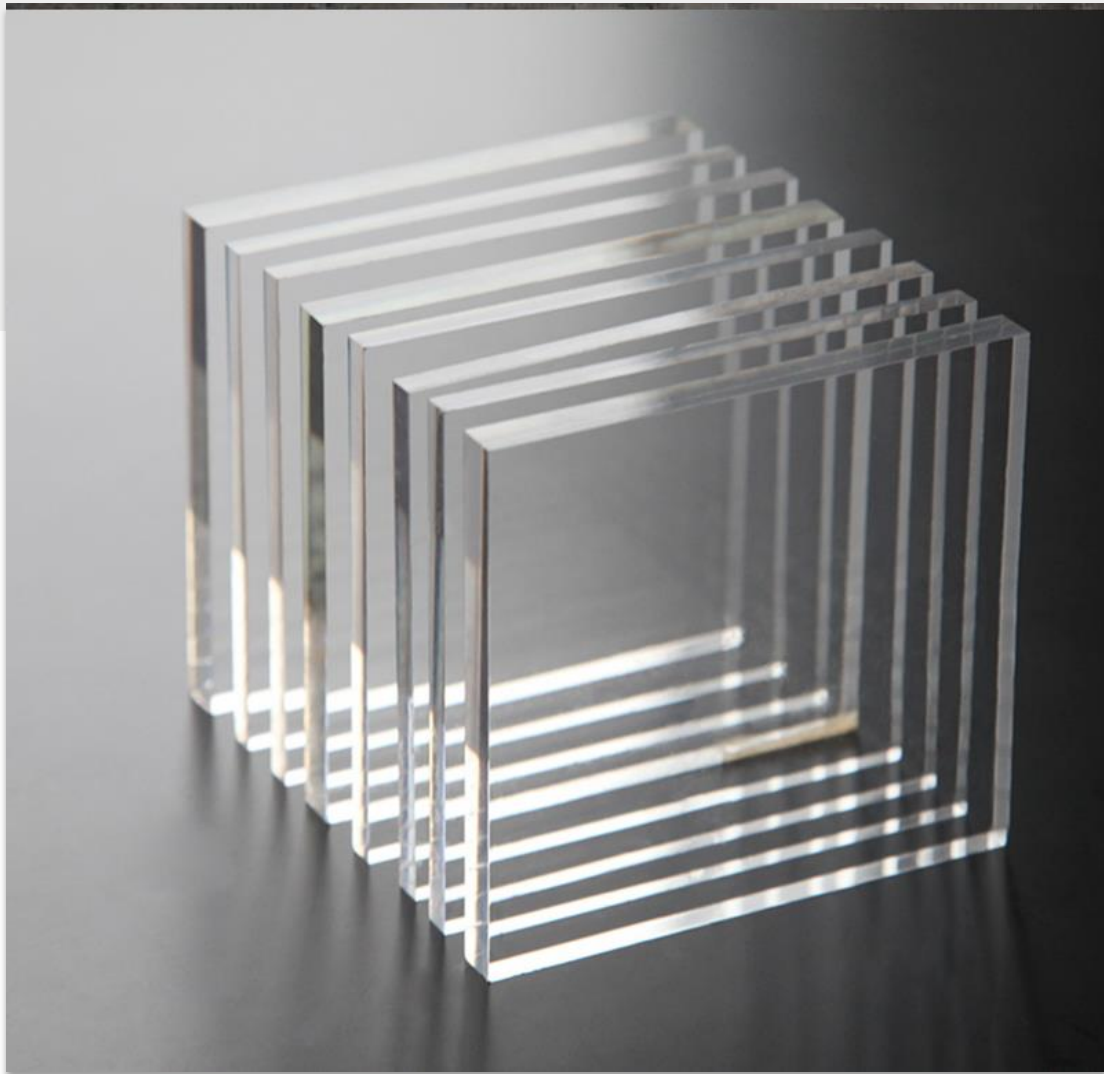
CND™ PLEXIGEL NAIL ART



PLEXIGEL EDUCATION



Serve **ALL**
Nail Professionals



EDUCATION APPEAL

THE PAINTER

Bridge To Enhancements

THE GO-GETTER

Provide Speed & Convenience

THE ARTISAN

Elevate Offering & Creativity

LAUNCH TIMELINE & PRODUCT DETAILS

Communication & CND.com Date: Sept 2020

On Counter EMEA: October 2020

On Counter NA, APAC, LatAm : January 2021

Size: 0.5 Fl. Oz. / 15 mL

Salon Price: USD \$22.75, CAD \$27.95



EDUCATION ASSET TOOLBOX

15 Video Modules (30 sec to 2 mins)

150 New Stills for ppt

4 Product Profiles

1 FAQ

7 NEW Step by Steps

5 Updated SBS for: PREP, PEP, Tip, Form, Finishing

5 Nail Art How-To's

Gel Chapter Update

Oct 30, 2020



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Q & A



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THANK YOU!

