



SS19 PRESENTATION

**ELEGANT
TOUCH**
LONDON

CONSUMER ONE

EXISTING GLUE-ON CONSUMER

Uses:

Nail glue (always)

Expects:

Longevity and quality

Craves:

Newness, appealing colours and patterns.



GLUE-ON NAILS RANGE



FRENCH

Who doesn't love a French manicure? With zero fiddly polish + a gel-like finish, you can have perfect white tips in minutes. Oh-so-elegant!



FRENCH

MEDIUM LENGTH



**FRENCH CUTICLE
MOON
(BARE/OVAL)
40 20 678**

RRP: £7.85



FRENCH



FRENCH 143
(PINK/SQUARE)
40 20 409



FRENCH 144
(BARE/SQUARE)
40 20 410



FRENCH 124
(BARE/SQUARE)
40 20 413



FRENCH 126
(PINK/SQUARE)
40 20 414



FRENCH 101
(BARE/SQUARE)
40 20 415



FRENCH 103
(PINK FADE
TIP/SQUARE)
40 20 417



FRENCH 106
(PINK/OVAL)
40 20 407



FRENCH 107
(PINK/STILETTO)
40 13 157

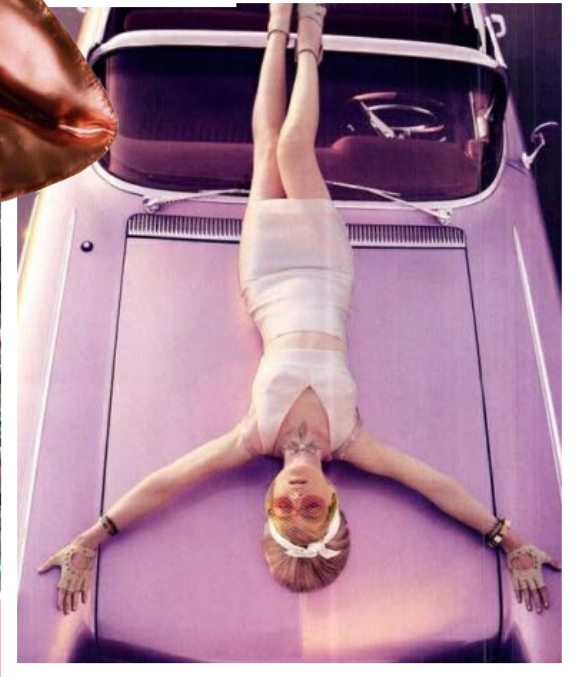


FRENCH CUTICLE
(BARE/OVAL)
40 20 678



COLOUR

The Core Colour collection is now your go-to for flawless polish! Skip the salon, you can get perfect nails for less £££ in the comfort of your own home, pyjamas optional.



CORE COLOUR



DUSKY DENIM
(STILETTO/GLOSS)
40 20 681



RED ALERT
(STILETTO/MATTE)
40 20 679



PEACH PERFECT
(COFFIN/GLOSS)
40 20 680



LUSH LAVENDER
(STILETTO/GLOSS)
40 20 683

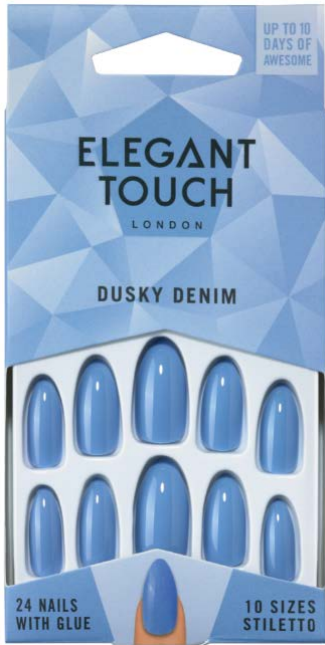


VINTAGE BLOSSOM
(STILETTO/GLOSS)
40 20 682

RRP: £7.95



CORE COLOUR



DUSKY DENIM
(STILETTO/GLOSS)
40 20 681



RED ALERT
(STILETTO/MATTE)
40 20 679



PEACH PERFECT
(COFFIN/GLOSS)
40 20 680



LUSH LAVENDER
(STILETTO/GLOSS)
40 20 683



VINTAGE BLOSSOM
(STILETTO/GLOSS)
40 20 682



CORE COLOUR PORTFOLIO



JACKIE

(OVAL/GLOSS)
40 16 276



POWER TRIP

(OVAL/SHIMMER)
40 12 095



PEACH PERFECT

(COFFIN/GLOSS)
40 20 680



NANCY

(OVAL/GLOSS)
40 16 277



RED ALERT

(STILETTO/MATTE)
40 20 679



STEEL THE NIGHT

(COFFIN/
PEARLESCENT)
40 13 442



BLACK

(SQUARE/GLOSS)
40 13 231



GARNET

(OVAL/GLOSS)
40 12 081



DUSKY DENIM

(STILETTO/GLOSS)
40 20 681



LUSH LAVENDER

(STILETTO/GLOSS)
40 20 683



PETROL

(STILETTO/
PEARLESCENT)
40 13 424



**NEXT STOP
NEW YORK**

(OVAL/MATTE)
40 13 382



**HOLOGRAPHIC
SILVER**

(STILETTO/
HOLOGRAPHIC)
40 20 659



**METALLIC
PINK**

(OVAL/METALLIC)
40 20 656



**VINTAGE
BLOSSOM**

(STILETTO/GLOSS)
40 20 682



**SHIMMER
LILAC**

(OVAL/SHIMMER)
40 20 656



**FIERY
FUCHSIA**

(STILETTO/GLOSS)
40 20 657



MINK

(OVAL/MATTE)
40 13 458



PORCELAIN

(SQUOVAL/MATTE)
40 13 455

RETRO ROMANTIC COLLECTION SS19



RETRO ROMANTIC COLLECTION

Insight & Inspiration

The Retro Romantic Collection was designed to be super-fun with a 1950's all-American diner, date night vibe. Think Happy Days and Grease brought into the 21st Century.

It's for the girls that want to have fun—playing nostalgic hits on the Juke box, dancing away with the fries and shake close by.

The collection brings together this sense of fun, with subtle shades that compliment the vintage diner vibe and ooze innocence combined with simple, delicate embellishments and finishes that add a hint of rebelliousness.

Whether it's a night out with the girls or a cute, casual date night, this girl just wants to have fun.

RETRO ROMANTIC COLLECTION

SEASONAL



SUNDAE FUNDAY
(STILETTO/GLOSS)
40 13 785



FRIES B4 GUYS
(STILETTO/MATTE)
40 13 786

RRP: £9.95

RETRO ROMANTIC COLLECTION

Pack Design

The nostalgic inspiration of the Retro Romantic collection allows us to have some innocent fun with the look.

Taking cues from the 1950's all-American diner, the iconic juke box and instantly conjures up the image of dancing the night away. Colours take inspiration from the nail to help consumers navigate the fixture.

Bringing in the iconic chequered flooring, with a colour twist, on the side of pack to complete the nostalgic diner feel.



RETRO ROMANTIC COLLECTION

SEASONAL



WILD NUDES COLLECTION SS19



WILD NUDES COLLECTION

Insight & Inspiration

The Wild Nudes Collection was designed to be the you-but-better range with a variety of nude shades, made extra special with trend-led designs and embellishments, for an added touch of glamour and attitude.

For the girl that wants to keep the colour subtle so her lovely long nails and elegantly simple designs can do all the talking. She may look delicate but she's fierce on the inside. Glam with a bit of a wild side.

WILD NUDES COLLECTION

SEASONAL



YOU GLOW, GIRL!
(STILETTO/
GLOSS/GLITTER)
40 13 783



FEELIN' MY SELFIE
(STILETTO/
MATTE/GLITTER)
40 13 781



GOT YOU BLUSHIN'
(OVAL/GLOSS)
40 13 784



NUDES TO ME
(OVAL/SHIMMER)
40 13 782

RRP: £9.95

WILD NUDES COLLECTION

Pack Design

Reflecting the shades within the Wild Nudes Collection, the packaging retains the subtle shades, so the nails inside can do the talking.

Capturing the “delicate with a wild streak” feel and reflecting the trend led designs, timeless animal prints from the world of fashion adorn (but not takeover) the pack to add a bit of glam.

Just because every girl has a different wild side, there’s a different print to suit each, to differentiate from each other, but still sit beautifully together.

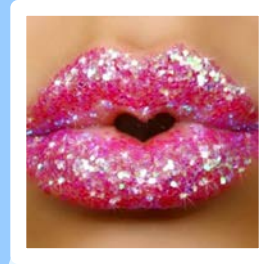


WILD NUDES COLLECTION

SEASONAL



BOOTS EXCLUSIVE HIGHLIGHT IT UP COLLECTION SS19



GLUE-ON NAILS

HIGHLIGHT IT UP COLLECTION

Insight & Inspiration

The Highlight It Up Collection is all about adding some glow, sparkle and shine to your look. Inspired by the beauty of make-up, this feminine collection combines soft shades with reflective gems, glitter and chrome for a multi-dimensional look that is guaranteed to turn heads.

Innovating to bring newness and lead the trends, this collection is the natural evolution from chrome, with shine and sparkle being enhanced with textures.

For the girl that loves her make-up and is a huge fan of anything and everything with a bit of sparkle. She's not afraid to stand out and reflect her personality through her nails or to add the finishing sparkly touches to any outfit.

HIGHLIGHT IT UP COLLECTION

SEASONAL

BOOTS EXCLUSIVE



TIME 2 SHINE
(S. ALMOND/
GLOSS/GLITTER)
40 13 800

IN THE GLOW
(STILETTO/FOIL)
40 13 802

RRP: £9.95

HIGHLIGHT IT UP COLLECTION

Pack Designs

Just like the nails in the Highlight It Up Collection, the packaging has been designed to reflect the light and catch the eye. Complimenting the nails, multi-dimensional texture combined with hints of glitter adds extra sparkle and subtle tactile texture create a beautiful feminine touch and look.

There's no blending in with for this packaging—just like the girls who'll love these nails, it's designed to stand out with glitz and glamour.

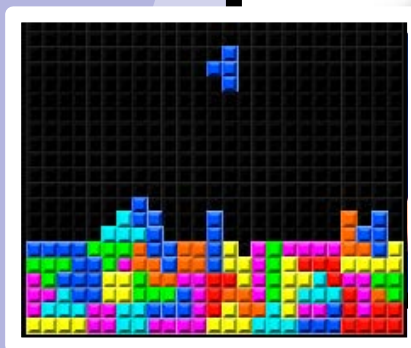
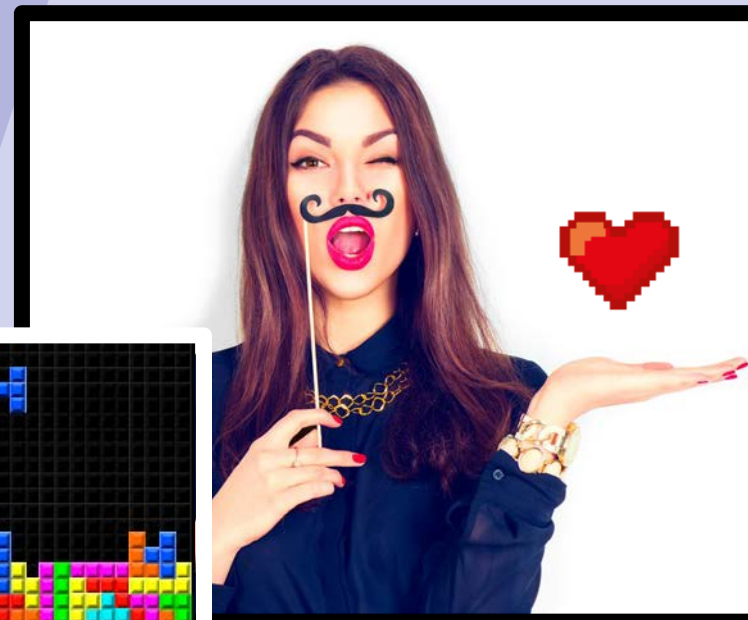


HIGHLIGHT IT UP COLLECTION

SEASONAL



SUPERDRUG
EXCLSUIVE
POWER
PLAYGROUND
COLLECTION



POWER PLAYGROUND COLLECTION

Insight & Inspiration

The Power Playground Collection is all about colour and having fun. Inspired by game play and our resistance to growing up—because it's more fun not to.

For the girl that wants to relive her youth (or show her inner age) through her nails. It's for the young at heart, playful girls who just do not want to grow up!

To be discontinued by Aug 2019

POWER PLAYGROUND COLLECTION

SEASONAL



RULE BREAKER
(STILETTO/GLITTER)
40 13 792



OH, SNAP!
(STILETTO/
GLOSS/GLITTER)
40 13 790



BORED GAMES
(COFFIN/GLITTER)
40 13 791



KISS CHASE
(OVAL/METALLIC)
40 13 787

RRP: £9.95



POWER PLAYGROUND COLLECTION

Pack Designs

The Power Playground Collection is for the girls who don't want to grow up, so why should the packaging act grown-up?

Inspired by retro gaming brought into the age of emojis, the packaging uses bright, bold iconography to reflect the fun, playful nature of the collection (just as the names do). Why be so serious? Have some fun!



POWER PLAYGROUND COLLECTION

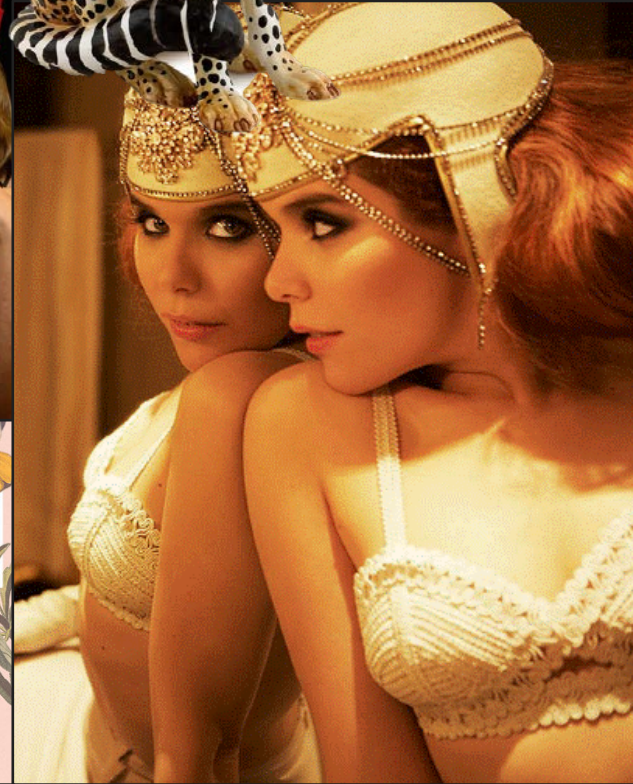
SEASONAL

SUPERDRUG EXCLUSIVE



**ELEGANT
TOUCH
X
PALOMA FAITH**

**ELEGANT
TOUCH**
LONDON



SS19 NPD

NEW LICENSE FOR ELEGANT TOUCH

PALOMA FAITH

Paloma Faith is an award winning superstar known for her incredible eccentric style, voice and presence.

A high fashion darling Paloma has a unique and original style in beauty, fashion and technology. The collection with Elegant Touch is arriving at the perfect time as Paloma globally tours with her latest album 'The Architect'.

- Mother
- Beauty innovator
- Fashion leader
- Feminist advocate
- National sweetheart

Loved by
PALOMA FAITH



15,970,680 views



590,750 likes



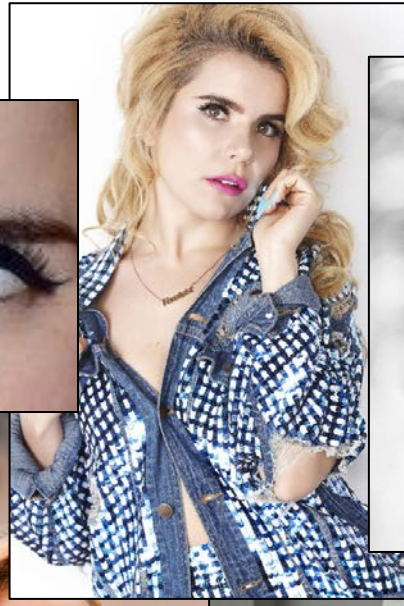
447K followers



595K followers

ELEGANT
TOUCH
LONDON

PALOMA FAITH



*BOOTS EXCLUSIVE

NEW LICENSE FOR ELEGANT TOUCH



SWEET DREAMS
(ALMOND/GLOSS)
4013804

RRP: £8.99



WARRIOR WOMAN
(COFFIN/GLOSS)
4013806



FEMME FATALE
(STILETTO/GLOSS)
4013808

RRP: £9.99



LOVE AFFAIR
(STILETTO/IRIDESCENT)
4013807



SHUT UP & DANCE
(COFFIN/GLOSS)
4013805

RRP: £12.99



FEARLESS FEMINIST
(ALMOND/GLOSS)
4013803

RRP: £9.99



*BOOTS EXCLUSIVE

NEW LICENSE FOR ELEGANT TOUCH



SWEET DREAMS
(S.ALMOND/GLOSS)
4013804

WARRIOR WOMAN
(STIELTTO/GLOSS)
4013806

FEMME FATALE
(STILETTO/GLOSS)
4013808

LOVE AFFAIR
(STILETTO/GLOSS)
4013807

FEARLESS FEMINIST
(ALMOND/MATTE)
4013803

SHUT UP AND DANCE
(COFFIN/GLOSS)
4013805

RRP: £8.99

RRP: £9.99

RRP: £12.99

**ELEGANT
TOUCH**
LONDON

*names and colours of pack subject to may change

*collection exclusive to Boots and available to fashion and online retailers

JELLY NAIL COLLECTION



JELLY NAILS- THE LATEST VIRAL BEAUTY TREND

 10,365 posts with #jellynails

VOGUE

NEWS FASHION CATWALK BEAUTY ARTS & LIFESTYLE VIDEO MORE

Would You Try Jelly Nails?



COSMOPOLITAN STYLE BEAUTY LOVE POLITICS HOROSCOPES

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Jelly Nails Are the Newest Summer Manicure Trend You Can Actually Wear

They channel '90s nostalgia and here's why.



REFINERY29 DISCOVER WATCH MORE

Story from BEAUTY >

Jelly Nails Are The Latest Beauty Trend Taking Over Instagram

GEORGIA MURRAY
19 JULY 2018, 15:30



BUSINESS INSIDER UK INSIDER

'Jelly nails' are the latest viral beauty trend — and they're inspired by every '90s kid's favorite sparkly sandals

- The latest nail trend making the rounds on Instagram is inspired by every '90s kid's favorite sparkly rubber sandals.
- Jelly nails are sheer neon acrylics that display your real nail underneath.
- People have been taking to social media to show off a variety of colors and styles.



You can get jelly nails in pretty much every color and style. boss.bitch.nails/Instagram

To be discontinued by Aug 2019

SUPERDRUG EXCLUSIVE

THE JELLY NAILS COLLECTION



JELLYLICIOUS
(COFFIN/GLITTER)
4013812



DON'T BE JELLY
(STILETTO/GLITTER)
4013811



JEL JEL BABY
(OVAL/GLOSS)
4013813



JELLY BAE
(COFFIN/GLOSS)
4013810



WE BE JELLIN'
(STILETTO/GLOSS)
4013809

RRP: £5.99



SUPERDRUG EXCLUSIVE

THE JELLY NAILS COLLECTION



JELLYLICIOUS
(COFFIN/GLITTER)
4013812



DON'T BE JELLY
(STILETTO/GLITTER)
4013811



JEL JEL BABY
(OVAL/GLOSS)
4013813



JELLY BAE
(COFFIN/GLOSS)
4013810



WE BE JELLIN'
(STILETTO/GLOSS)
4013809

RRP: £5.99



CONSUMER TWO

PRE-GLUED CONSUMER

Uses:

**Pre-glued / adhesive tabs
(will never use glue)**

Expects:

**Great nails without the
damage**

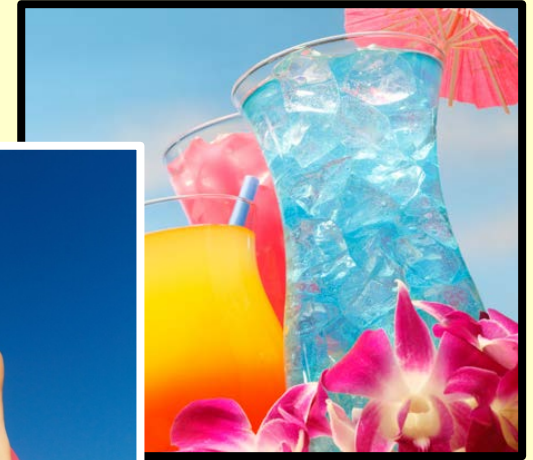
Craves:

New, trend led designs



INSTANAILS™ COLLECTION

PRE-GLUED



INSTANAAILS™ COLLECTION

SEASONAL



**SKINNY
DIPPING**
(STILETTO/
GLOSS)
40 13 796

COLOUR X1

RRP: £8.99



**HIGH
TIDES**
(STILETTO/
GLOSS)
40 13 797

TREND X2

RRP: £9.99



**SHORE
THING**
(OVAL/
GLOSS)
40 13 794

INSTANAAILS™ COLLECTION

SEASONAL



SKINNY DIPPING
(STILETTO/GLOSS)
40 13 796

RRP: £8.99



HIGH TIDES
(STILETTO/
GLOSS)
40 13 797

RRP: £9.99



SHORE THING
(OVAL/
GLOSS)
40 13 794



CONSUMER THREE

NEW FALSE NAIL CONSUMER

Previously Used:
Salon/polish

Expects:
**Salon look nails without the
salon price**

Craves:
**Long-lasting colour that
won't leave lasting damage
on their natural nails**



ACCESSORIES



BREAKING DOWN THE BARRIERS

AND MAKING LIFE EASIER

Glue Damage

Nail health is a key concern for new false nail consumers.

Break down the barrier for consumer 3

Driving penetration by bringing new consumers into the category.

Time And Effort

15 Minutes of soaking to remove glue on nails.

Make life easier for consumer 1

Driving higher usage frequency of false nails by breaking down key barrier.

NAIL SAVIOUR SINGLE

As per our original plan for SS 2019, we will be launching the individual Nail Saviour Protective Glue Barrier as a standalone line.

- ◆ Moisture-rich base coat that's proven to create a protective barrier between your lovely natural nails and our perfect colour nails.
- ◆ That means no contact between your nails and our glue.
- ◆ Formulated with Calcium, Collagen and Vitamin B.



RRP: £4.99
5ml
Code: 40 20 677

A GAME-CHANGER

FOR ALL FALSE NAIL CONSUMERS



Nail Saviour Consumers

Migrate to core and seasonal trend collections, giving them greater choice.

Glue-On Consumers

Build regime with an additional product, so they can keep on experimenting without compromising their nail health.

New False Nail Consumers

Break down the key barrier to entry—damage to their lovely natural nails.

NAIL SAVIOUR PACKAGING

Recognisable for the consumers already hooked on Nail Saviour.

Clear and concise so the newbies know exactly what it is and what it's for—it's not just another base coat!

Prominent Elegant Touch branding to attract and reassure the existing Elegant Touch groupies.



FALSE NAIL REMOVAL

THE QUICKER WAY

Let's be honest, there's got to be a quicker way of removing false nails than sitting there soaking for 15 minutes!

New Spray 'Em Off, makes changing up your nail game super easy!

This one-of-a-kind remover spray breaks down the glue so nails slip off in just a few minutes. Less time removing, and more time chilling / shopping / partying (delete as applicable).

SPRAY 'EM OFF

FALSE NAIL & POLISH REMOVER SPRAY

- ◆ First to market innovation to reignite the polish remover space.
- ◆ Speedy removal time – 2 mins vs 15 mins soaking!
- ◆ Unique precision nozzle gives targeted application where it's needed—the glue.
- ◆ No more pre-removal prep.
- ◆ Removes nail polish (even the stubborn glitter ones) without leaks and spills.
- ◆ Enriched with plant keratin & coconut oil to give natural nails added TLC.
- ◆ Delicious sweet coconut scent



RRP: £4.99
Code: 40 14 028

SS19: OVERVIEW



Own your
AMAZING.