

# LONDONTOWN®

Thoughtfully clean beauty without compromise



# LONDONTOWN'S STORY



## 1940's in the midst of World War II

Two sisters were separated. My grandmother stayed behind while my great-aunt moved hundreds of miles away to England, unsure if they would ever see each other again.



## Sisters created their own Beauty Essentials

Letters became their lifeline. Messages from Radlett, England were laced with beautiful botanicals handpicked from the family garden. One curated ingredients, the other created. Out of these came restorative recipes, designed to beautify and treat.



## Grandmother's Family Recipe

Three generations later, while pregnant with my first child, I was reminded of those cherished family recipes. As a practicing Intellectual Property attorney, I was frustrated by the lack of effective, safe nail care and set out to create a solution.



## Creating Florium Complex

My grandmother's antioxidant-enriched, flower oil emulsion was the answer. And with it, Londontown was born. That original remedy would become known as Florium Complex: the heart of Londontown and inspiration behind every formulation we make.



## Family-owned Women-run Business

We believe in beauty without compromise, with a single mission to prove that clean can look as good as it feels. That you can have it all: elevated experience, effortless application, and products that go the extra mile.

*Welcome to Londontown!*

Marina Dimentman, Founder



# OUR COMMITMENT TO CLEAN

**Botanical-powered beauty** is the foundation of Londontown. More important than fulfilling a baseline definition of “clean,” we are proud to redefine it and lead the way in doing beauty better, thoughtfully.


**We believe in clean formulations** with consciousness and care. We strive for better, not perfect: a mantra that focuses on transparency and enables us to continue improving, always.

**Safe, effective innovation is possible**—and a thoughtful approach to clean beauty means that what goes into our formulas is just as important as what we keep out of them.

## WHAT'S IN

- ✓ Supercharged Natural Actives and Minerals
- ✓ Responsibly Sourced Ingredients
- ✓ Scientifically Proven Innovations
- ✓ Restorative Botanicals
- ✓ Safe Synthetics
- ✓ Skin Conditioners

## WHAT'S OUT

- ✗ Unstable, Sensitizing Extracts
  - ✗ Animal Derived Ingredients
  - ✗ Petrochemical Solvents
  - ✗ Known Toxins
  - ✗ Parabens
  - ✗ Irritating Detergents
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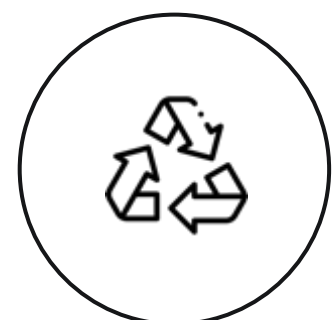
# KEEPING OUR COMMITMENT FOR A MORE SUSTAINABLE FUTURE

**Forward-thinking formulations, clean products, transparency,** and doing our part in keeping the planet healthy are the foundation of our philosophy. **Progress has no finish line.** With every product we create and every decision we make, we strive to do more.



## CLEAN, THOUGHTFUL FORMULATIONS

As we continue to focus on opportunities to **reformulate & enhance** our overall processes, we are proud of our move in officially **eliminating petrochemicals.**



## SUSTAINABLE PACKAGING

We have introduced more **naturally resourced packaging.**

- Kur Whipped Cloud Hand Cream utilizes **100% sugarcane** packaging
- Pedikur & bodykur lines are packaged in **Post-Consumer Recycled** (“PCR”) plastic



## CONTINUED EFFORTS

- Kur & lakur lines are packaged in glass components with **minimal plastic use**
- Orders are shipped with **60% PCR tissue paper** and **recycled kraft tape**

*Proprietary*

# FLORIUM COMPLEX<sup>®</sup>



Flower Oils

+



Botanical Extracts

+



Vitamin Oils

## Powered by Botanicals & Florium Infused

At the **heart of Londontown is Florium Complex**, a proprietary blend of beautiful botanicals and antioxidant-enriched flower oils designed to fortify nails, maximize manicures, and condition skin with every application. This very formula has been passed down for three generations—and now, we're sharing it with you.





# kur<sup>®</sup>

*/kyür/ - pronounced like cure!*

a play on cure, our collection of effective, clean nail care solutions—**designed to condition and improve skin and nails.**

# KUR THE COMPLETE LINE

## MANI MUST-HAVES

Our go-to products essential for any manicure; prep to perfect.



*New*

Cuticle Gel Pen



● Original ● Pink

Illuminating  
Nail Concealer



Accelerating  
Drying Oil



Instant  
Smudge Fix



Prep & Remove  
Lacquer Remover



Strengthening  
Lacquer Remover

## NAIL WELLNESS

A collection specifically formulated to provide targeted solutions to restore nail health



No Bite  
Nail Recovery



Nail Probiotic  
Instant Boost



Fresh Glow  
Cuticle Remover



Soft Touch  
Nail Scrub



Nourishing  
Cuticle Oil



Gel Well  
Nail Recovery



Restorative  
Nail Cream

# KUR THE COMPLETE LINE

## BASE + TOP COATS

Long lasting solutions for every finish, effect and concern, delivering the ideal balance between strengthen and moisturization.



**Fortifying Ridge Filler**



**Diamond Shine Top Coat**



**Duplex Base & Top Coat**



**Flash Dry Top Coat**



**Gel Genius Base Coat**



**Gel Genius Top Coat**



**Protective Matte Coat**



**Protective Top Coat**



**Nail Hardener & Base Coat**

## HAND CARE

A collection that goes beyond hand care basics to exfoliate, rejuvenate, and combat dehydration due to environmental factors, frequent washing, and sanitizing.

*New*



**Rose Gold Hand Peel**



**Whipped Cloud Hand Cream**



**2 in 1 Hand & Nail Treatment**





*100+ Shades*

# lakur<sup>®</sup>

*/ˈlɑ-kər/ - Pronounced like lacquer!*

A play on lacquer with an emphasis on kur. Lakurs are equal parts color and moisturizing nail care. Our polishes promise **elevated experience, effortless application, and long-lasting color** that goes the extra mile for gel-like wear and shine without the damage.

# WHAT MAKES LAKUR SPECIAL



## FLORIUM-INFUSED

for healthier, stronger-looking nails that look beautiful bare.



## BREATHABLE FORMULA

that enables oxygen and hydration to pass through—which allows for healthier nail beds and helps with less chipping, less yellowing, less peeling, and longer-lasting manicures.



## GEL-LIKE SHINE & WEAR

plus rich, creamy pigment for cushion-y color and shine that really last!



## PRO-CONTOUR BRUSH

specially designed to hug the natural shape of your nail for effortless application in three easy strokes.





NOT JUST CLEAN-ISH  
LAKURS ARE CLEAN, PERIOD.

## FORMULATED WITHOUT

01. Glycol ether of series E
02. Nonylphenol Ethoxylate
03. Sulfates
04. Mineral Oil
05. Parabens
06. MEHQ/HQ
07. Methylisothiazolinone
08. Animal-derived ingredients
09. Animal Testing
10. Formaldehyde
11. Toluene
12. Phthalates, including DBP
13. Formaldehyde resin
14. Camphor
15. Xylene
16. Ethyl tosylamide
17. Acetone
18. TPHP
19. Bisphenol A
20. Cyclic Silicones
21. Benzene



# gel color

Professional Use

A luxe and clean take on gels, created and curated specifically for professional use—**no harmful fumes, separation, or evaporation ever.**

# WHAT MAKES GEL SPECIAL



## **FORMULATED WITHOUT**

Solvents, eliminating harmful fumes and nail weakening.

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## **PROVIDES RICH CREAMY PIGMENT**

for cushion-y color and shine.

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## **OFFERS SELF-LEVELING COLOR**

for a flawless, chip-free manicure for up to 3 weeks wear.

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## **FEATURES PRO-CONTOUR BRUSH**

for precise, professional application.

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## **NO SHAKING REQUIRED**

which means consistent color that's good 'til the last drop.

**BACK BAR AVAILABLE IN  
SELECT SKUS FOR SALON USE**

# pedikur

*/ˈpe-di-kyür / - Pronounced like pedicure!*

A play on pedicure, our collection of clean, foot care essentials are designed to **elevate the at-home pedi experience.**



# New PEDIKUR THE COMPLETE LINE



## FOOT SCRUB

1.9 fl.oz - 57.8ml

Tough calluses and dry patches are smoothed away as natural sugar crystals dissolve into a luxurious, nutrient-dense base.



## FOOT BALM

6.0 fl.oz - 180ml

A restorative foot balm enriched with ultra-nourishing butters, formulated to create a barrier that helps lock in moisture.



## GLASS FOOT FILE

Pro-grade glass file made specifically for your feet.



## JELLY TOE SEPARATORS

Reusable toe separators that make painting on polish easier—all while giving feet a light stretch of relief.



## PEDI PERFECT MOISTURIZING SPA SOCKS

Dreamy, skincare-infused socks for the ultimate pre-pedicure prep or a pampering, overnight treat.



# bodykur

*/'ba-di-,kyür / - Pronounced like bodycure!*

An extension on kur, featuring our collection of conscious, clean care—**formulated to beautify skin from head to toe.**



# New BODYKUR THE COMPLETE LINE



## BOTANICAL RADIANCE OIL

1.9 fl.oz - 57.8ml

The everyday, everywhere facial grade oil for head-to-toe hydration and glow—and a luxe, uplifting boost.



## BOTANICAL BOOST BODY WASH

6.0 fl.oz - 180ml

Clean, sulfate-free shower gel that froths up into the most luxurious lather.



## NOURISHING BODY CONDITIONER

6.0 fl.oz - 180ml

Decadent, water-activated body cream for in-shower use, formulated with on-the-go ease in mind.



## WHIPPED FROSTING BODY BUTTER

7.76 fl.oz – 215g

Whipped body cream rich with decadence but oh-so-light to the touch and infused with our proprietary Florium Complex.

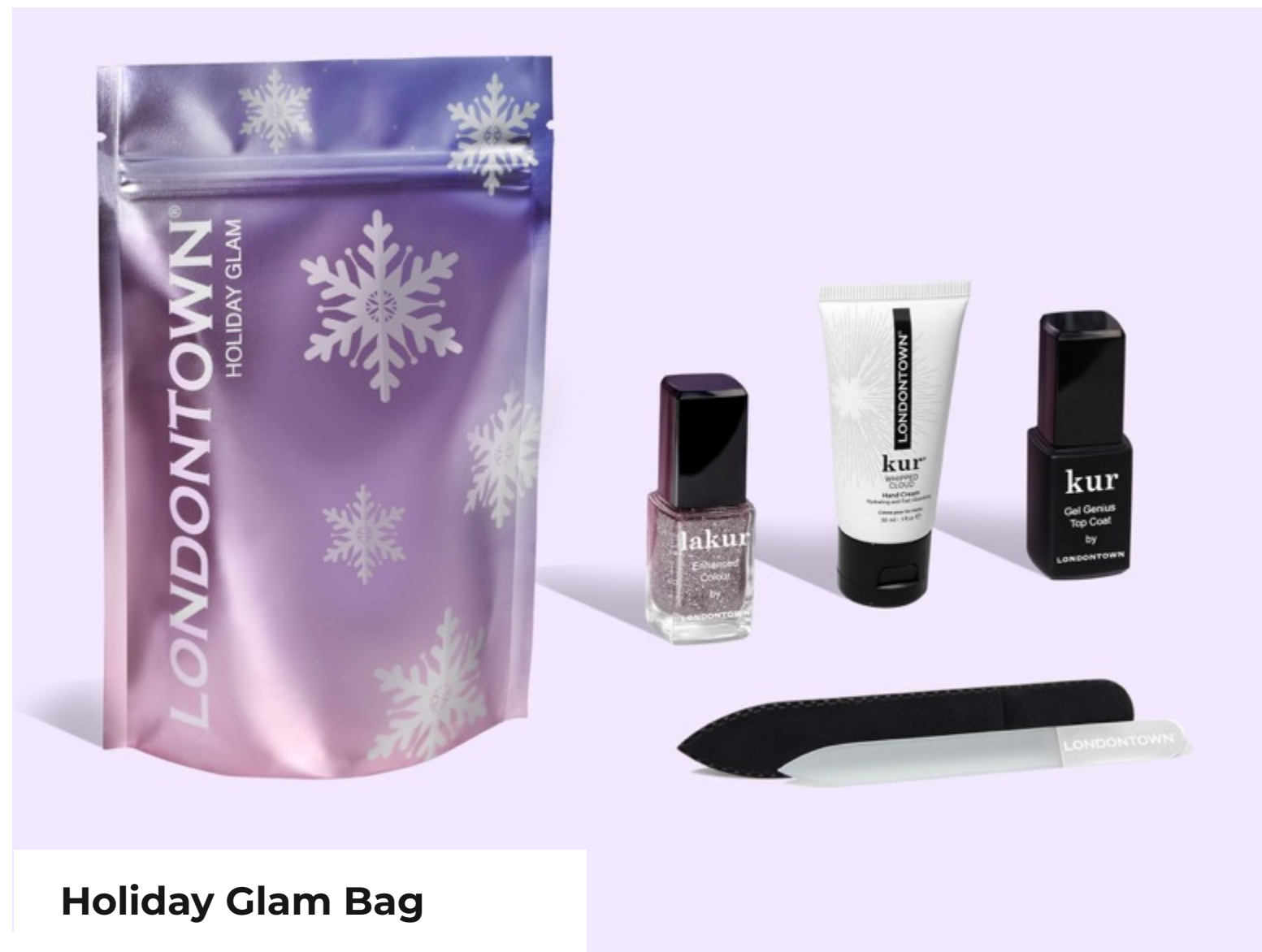


## BOTANICAL RADIANCE BODY SCRUB

7.76 fl.oz – 215g

Sugar-based body polish that offers a dose of conditioning plant oils to replenish while rejuvenating the body.

# LIMITED-EDITION AND EXCLUSIVE SETS



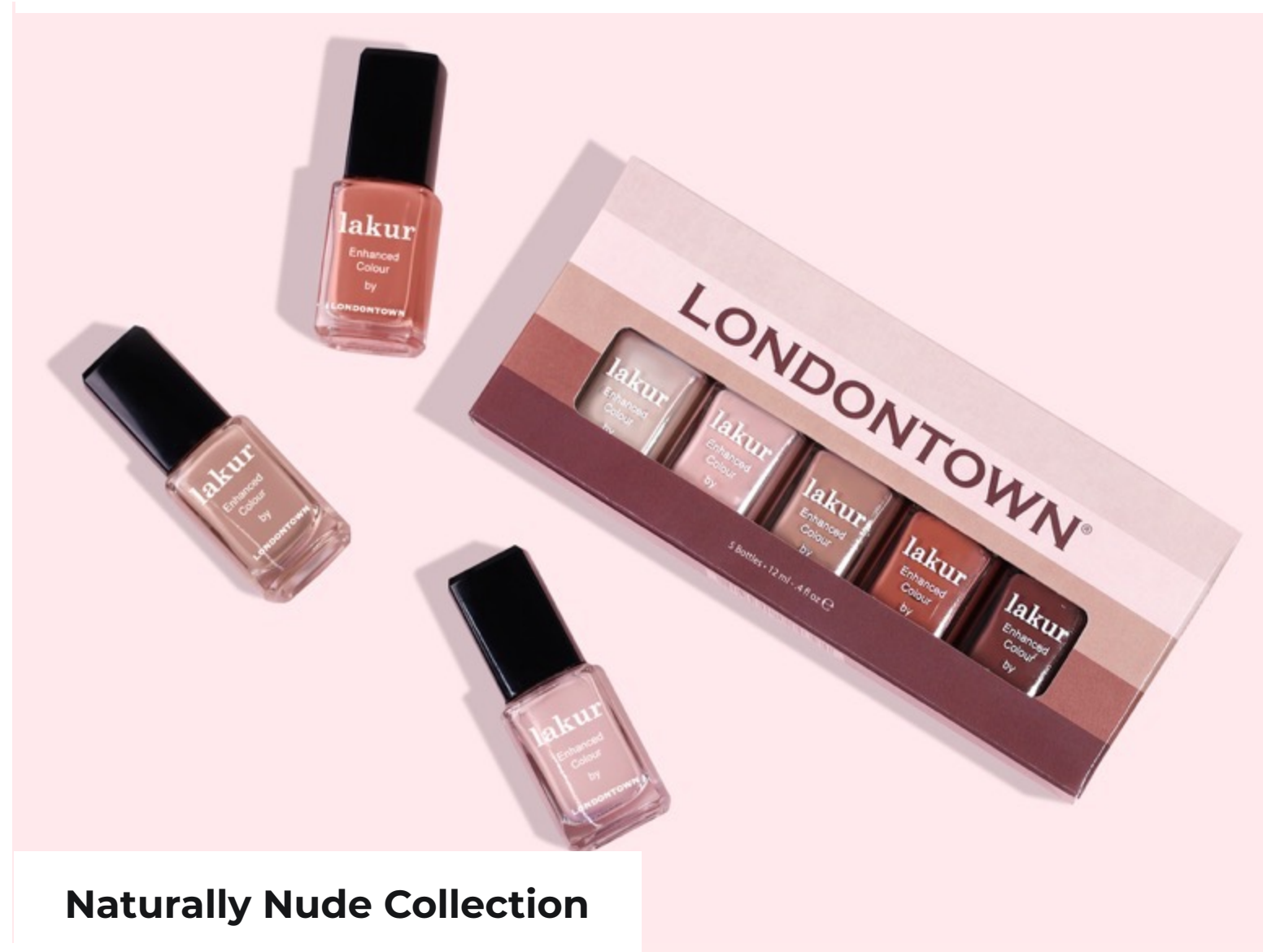
Holiday Glam Bag



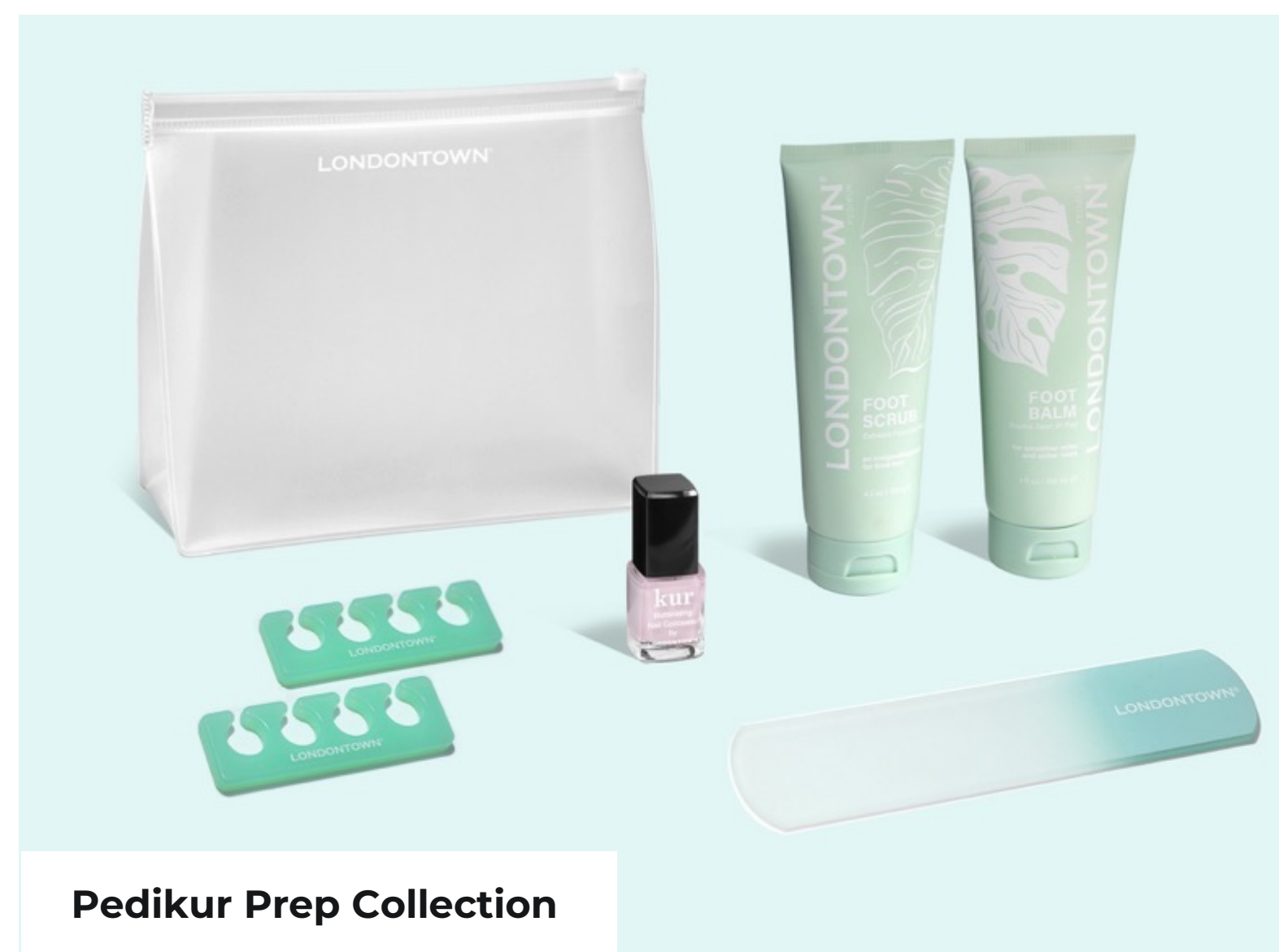
Golden Hour Minis



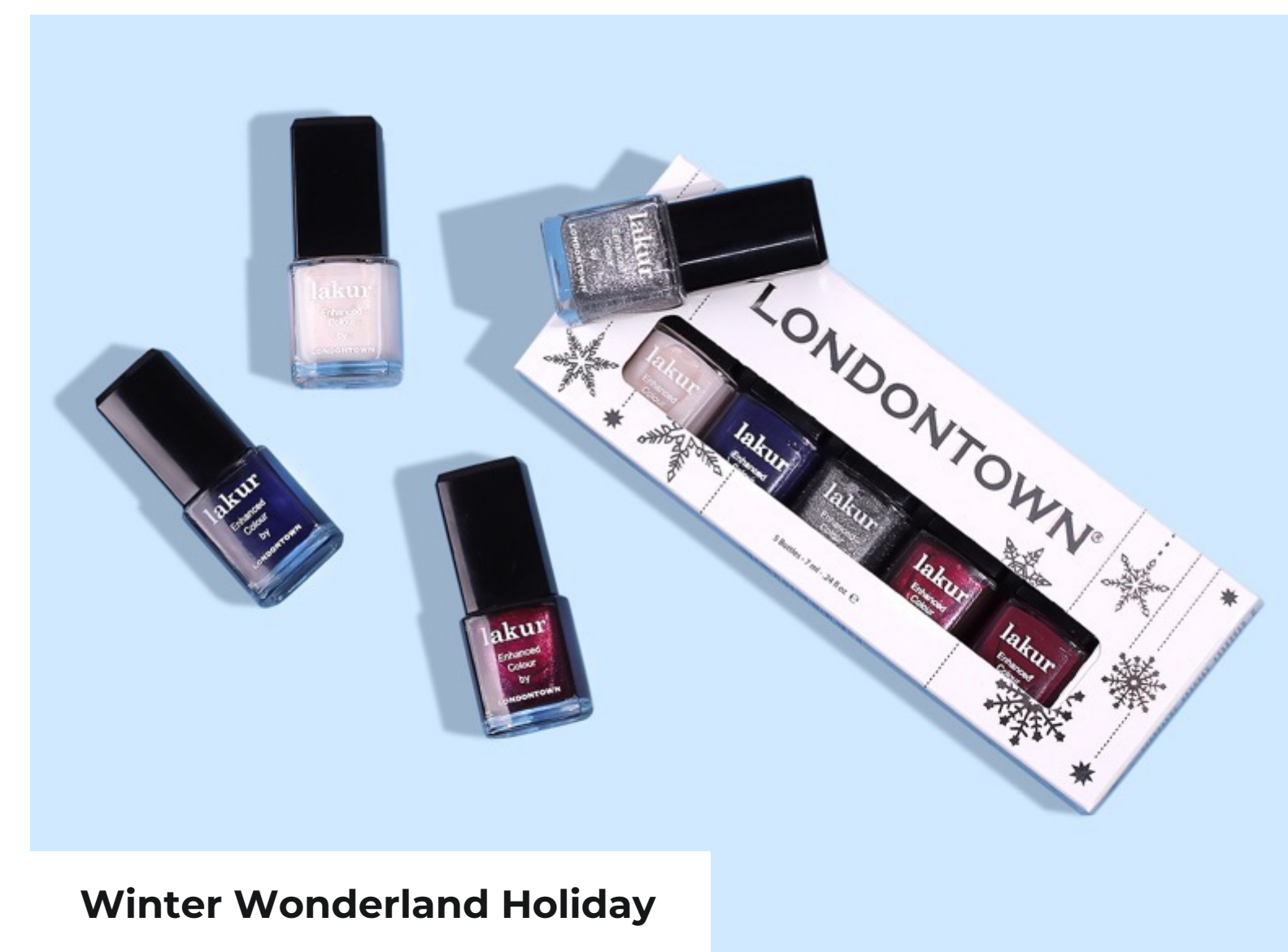
Nail Wellness System



Naturally Nude Collection



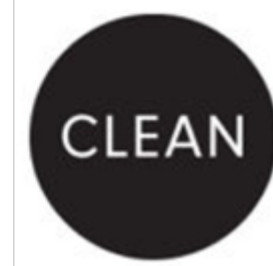
Pedikur Prep Collection



Winter Wonderland Holiday

# OUR RETAIL + SPECIALTY PARTNERS

*Neiman Marcus*



**ULTA**  
BEAUTY

**conscious**  
**beauty** at ulta  
beauty™  
CHOICES FOR YOU & FOR YOUR WORLD™

ANTHROPOLOGIE



macy's

CANYON RANCH.



*fabfitfun*™



ÅHLÉNS



*Douglas*



# BuzzFeed

"You can finally give your nails a break — without feeling like your fingers are naked and unpolished."



# BYRDIE

"This one actually works."



# Forbes

"Thanks to Florium Complex, a blend of restorative botanicals and plant oils, you can get a gel-like finish sans the damage."



# allure

"Londontown Lakur Enhanced Colour is "16+ free," omitting nearly every imaginable unwanted ingredient."



# STYLECASTER

"A super glossy polish with the durability and long wear of a traditional gel polish."



# REFINERY29

"Londontown's strengthening nail polish remover is as effective as it is chic."



# BAZAAR

"Sleek and chic, this glass nail file has all the benefits".

