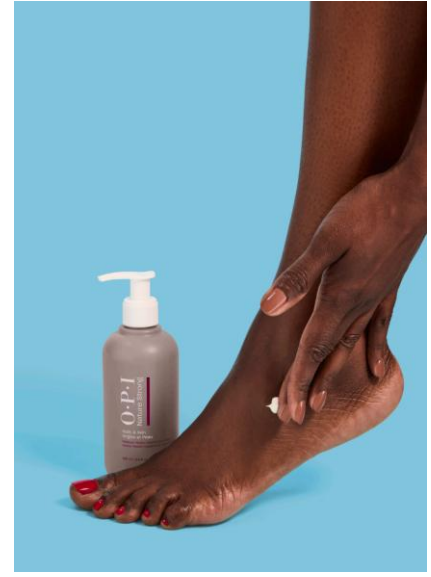
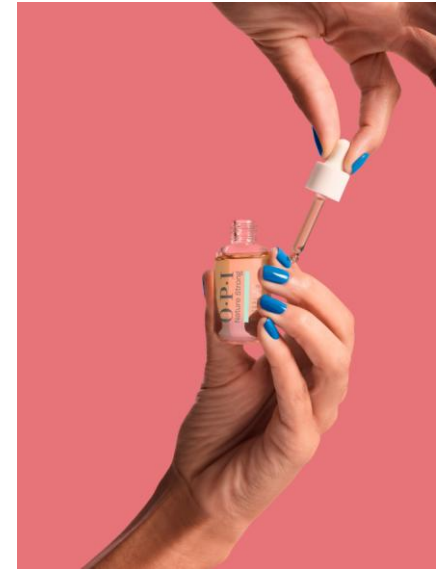


Nature Strong Nails & Skin The Products





A complete color & care line with vegan, natural origin story, a modernized look, curated across the seasons



Lacquers:

- Up to 7 days of wear
- 65% natural origin formulas* (*see OPI for more details)
- Vegan formula** (*No animal derived ingredients or by-products)

NEW Nails & Skin:

- Formula includes smoothing emollients
- 91% natural origin formulas* (*excluding Soft & Gone Callus Softener that has 87% natural origin formula. See OPI.com for more details)
- MoodBloom Scent Technology™

NEW and fresh visuals across seasons to bring the shades and skincare line to life



Spring



Summer



Fall



Winter

Nature Strong is adding 8 new vegan shades with up to 7 days of wear, curated for all seasons

Cauliflower Power



Blossom Into Awesome



Fresh as a Blue Daisy



Give Me Some Suga Cane



Sage It for Later



Rooting For Hue



Make My Bark on the World



Berry Pickin' Season



SPRING

SUMMER

FALL

HOLIDAY

Link here: [JPEG - Dropbox](#)

To respond to our consumer needs, we are launching a new nails & skin line



A collection of O.P.I. Nature Strong skincare products is displayed against a solid light pink background. The products include a spray bottle on the left, a tube in the center, and a pump bottle on the right. All products are dark grey with white and orange accents. The O.P.I. logo is prominently featured in large white letters across the center. The tube also lists 'Nails & Skin' and 'Ongles et Peau' in smaller text.

O.P.I.


Nature Strong

O.P.I.
Nature Strong

O.P.I.
Nature Strong
Nails & Skin
Ongles et Peau
Moisture Mission
Hand & Foot Cream
Crème Mission Hydratante
Mains et Pieds
100 mL / 3.4 fl. oz.

O.P.I.
Nature Strong

Nails & Skin
Ongles et Peau
Soften Up Dead Skin
Bain de Pieds Adoucissant



91%*
natural origin
formulas

Moisturize
with
smoothing
emollients

MoodBloom
Scent
Technology™
boosts your
well-being

*excluding Soft & Gone Callus Softener that has 87% natural origin formulas. See OPI.com for details

** No animal-derived ingredients or by-products

NEW fragrance : MoodBloom Scent Technology™
to help improve the feeling of well-being in salon, and at home

A first in the nails & skin category



Top	Middle	Dry-down
Citrus	Spicy	Amber
Fruity	Peony	Woody
Water	Lily	Musky
Aromatic		

11 skus, developed by nail scientists, with 91% natural origin formula* delivering on the moisture benefit leveraged across product names

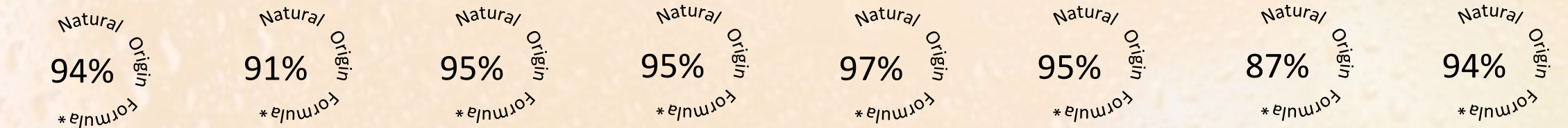


OPI Nature Strong Nails & Skin

To the Rescue Overnight Cuticle	Good as Gold Cuticle Serum	Soothe & Remove Cuticles	Smooth It Out Hand & Foot Scrub	Moisture Mission Hand & Foot Cream	Glow Up Nail & Cuticle Oil	Soft & Gone Callus Softener	Soften Up Pedi Soak
20mL	7mL	50mL	250mL	100mL, 250mL	8mL, 15mL, 30mL	250mL	250mL

A line delivering moisture, through smoothing emollients that penetrate the skin. Can be used with all OPI systems.

Vegan Formula**



9 *Excluding Soft & Gone Callus Softener that has 87% natural origin formulas. See OPI.com for details
** No animal-derived ingredients or by-products

Soften Up Pedi Soak



What it is?

Gently cleanses skin while softening dry skin and calluses, Cleanses and softens skin and cuticles for pedicure service.

Benefits:

- **94% natural origin** formula*
- Easy to pump dispense liquid formula
- Leaves skin refreshed
- Key Ingredient- Glycerin
- Pedicure Only
- Vegan Formula

Size: 250ml

Cost: £19.00

Soothe & Remove Cuticles



What it is?

Softens the cuticles to help make them easier to push back and remove cuticle from the nail plate.

Benefits:

- **95% natural origin** formula.
- liquid gel formula helps it stay where you put it.
- comes in a convenient squeeze bottle.
- Key Ingredients = Salicylic Acid (BHA) & Mandelic Acid (AHA)
- Manicure and Pedicure Friendly
- Vegan Formula

Size: 50ml

Cost: £13.50



Soft & Gone Callus Softener



What it is?

helps soften dry & cracked skin making it easier to remove excess callus and leaving skin silky smooth.

Leave for up to 5 minutes

Benefits:

- **87% natural origin** formula*
- Pro Only Liquid Spray
- Leaves skin feeling moisturized & healthier looking
- Supports the skin's natural moisture balance
- Key Ingredients- Urea & Glycerin
- Pedicure Only
- Vegan Formula

Size: 250ml

Cost: £20.00

Smooth It Out Hand & Foot Scrub



What it is?

A scrub that has exfoliating particles with apricot seed powder to help remove dead skin cells

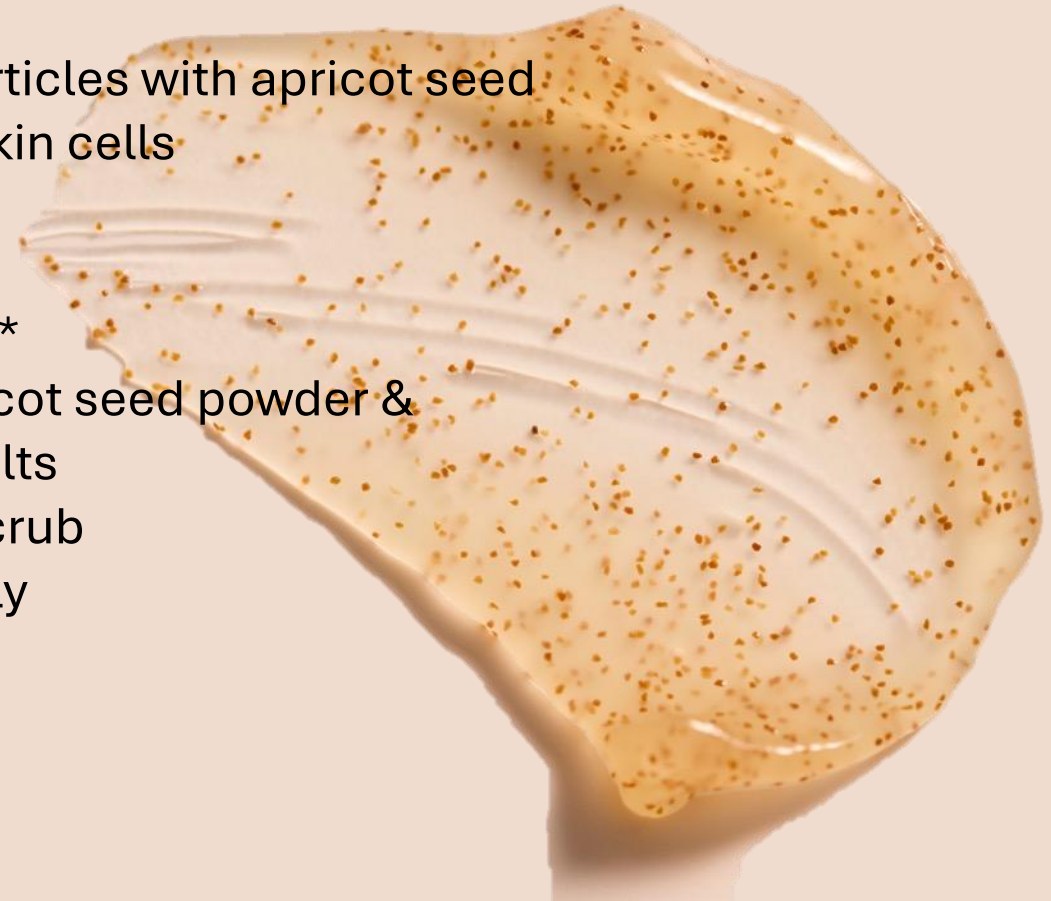
Benefits:

- **95% natural origin** formula*
- Gently exfoliates using apricot seed powder & hydrates skin for glowy results
- Key Ingredients = Apricot Scrub
- Manicure & Pedicure friendly
- Vegan Formula

Size: 250ml

Cost: £19.00

Cost Per Service: £1.52



Moisture Mission Hand & Foot Cream



What it is?

Its rich cream formula is enriched with Shea Butter providing moisture and leaving skin feeling nourished and hydrated.

Benefits:

- **97% natural origin** formula*
- Cream Formula
- Rich moisture- skin feeling nourished and hydrated
- Key ingredients- Shea Butter, Sweet Almond & Avocado Oil
- Manicure and Pedicure Friendly
- Vegan Formula

Size: 250ml & 100ml

Cost: £19.00 & £9.00



Glow Up Nail & Cuticle Oil



What it is?

A lightweight nourishing oil blend that moisturises and helps prevent dry cuticles

Benefits:

- **95% Natural Origin Formula***
- Oil formula
- Lightweight texture that hydrates cuticles
- Oil Dropper: for Pro use with refillable option
- Brush: personal use
- Key ingredients- Vitamin E, Macadamia Oil & Grapeseed Oil
- Manicure and Pedicure Friendly
- Vegan formula

Size: 30ml, 15ml & 8ml

Cost: £20.50, £10.50 & £6.50



Good as Gold Cuticle Serum



What it is?

great for on-the-go cuticle care, this gel serum has gorgeous gold flakes and a built-in cuticle massager. It quickly penetrates cuticles and skin.

Benefits:

- **91% Natural Origin** formula*
- Gel Serum with gold flakes
- Perfect for on the go with a built-in cuticle massager
- Key Ingredients- Glycerin & Urea
- Manicure and Pedicure Friendly
- Vegan formula

Size: 7ml

Cost: £8.50



To the Rescue Overnight Cuticle Balm

What it is?

A transformative balm to oil formula enriched with oils & butters to soothe and condition cuticles overnight.

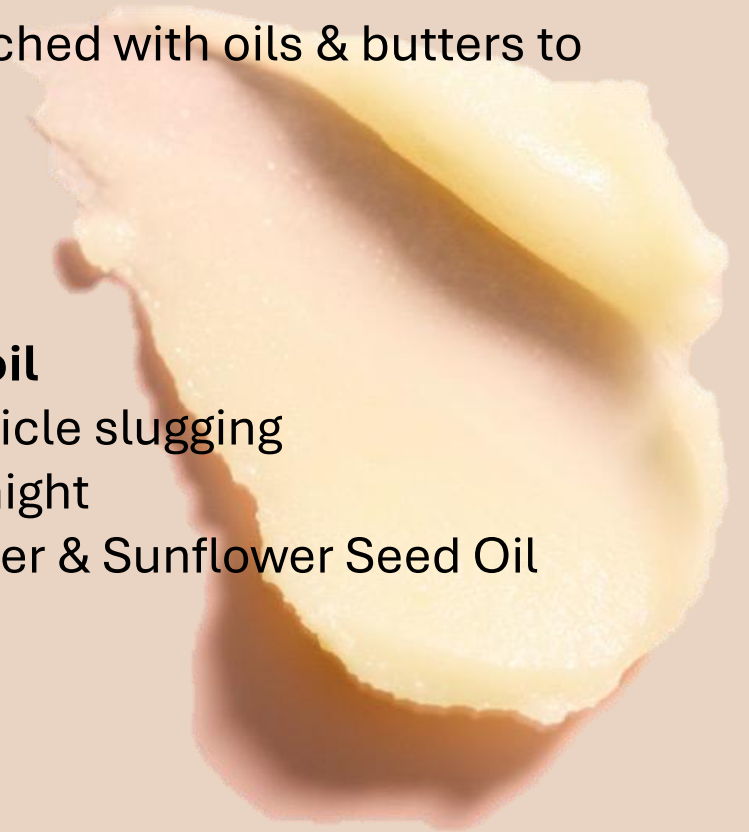


Benefits:

- **94% Natural Origin Formula***
- **Transformative formula for balm to oil**
- Can be paired with oil or serum for cuticle slugging
- Soothes and conditions cuticles overnight
- Key ingredients = Jojoba Oil, Shea Butter & Sunflower Seed Oil
- Manicure and Pedicure Friendly

Size: 20ml

Cost: £7.50



Foot file



What it is?

Dual Sided Foot File with disposable grit

Benefits:

- Disposable strips for hygiene
- 2 grit types

Size: File with 2 of each Grit, 80 Grit (pack of 20) and 120 Grit (pack of (20))

Cost: £13.60, £5.10 & £5.10

Usage per application per format

Nature Strong Nails & Skin products	SIZE PER APPLICATION (mL)	Application per package
Glow Up Nail & Cuticle Oil 8mL	0.2	32
Glow Up Nail & Cuticle Oil 15mL	0.2	60
Glow Up Nail & Cuticle Oil 30mL	0.2	120
To the Rescue Overnight Cuticle Balm 20mL	0.2	80
Good as Gold Cuticle Serum 7mL	0.16	35
Soothe & Remove Cuticles 50mL	0.22	179
Smooth It Out Hand & Foot Scrub 250mL	15.87	12.5
Moisture Mission Hand & Foot Cream 100mL	2.38	33
Moisture Mission Hand & Foot Cream 250mL	2.38	83
Soften Up Pedi Soak 250mL	1.59	125
Soft & Gone Callus Softener 250mL	3.81	52

Recommend Retail Pricing

Item Description	List Price	RRP
To the Rescue Overnight Cuticle Balm 20 mL	£7.50	£12.75
Good as Gold Cuticle Serum 7 mL	£8.50	£15.50
Glow Up Nail & Cuticle Oil 8 mL	£6.50	£12.75
Glow Up Nail & Cuticle Oil 15 mL	£10.50	£22.50
Glow Up Nail & Cuticle Oil 30 mL	£20.50	£36.50
Soothe & Remove Cuticles 50 mL	£13.50	£28.50
Moisture Misson Hand & Foot Cream 100 mL	£9.00	£21.75
Moisture Misson Hand & Foot Cream 250 mL	£19.00	£39.75
Soft & Gone Callus Softener 250 mL	£20.00	N/A
Smooth It Out Hand & Foot Scrub 250 mL	£19.00	£36.75
Soften Up Pedi Soak 250 mL	£19.00	£36.75
Disposable Grit Strips - 80 Grit	£5.10	N/A
Disposable Grit Strips - 120 Grit	£5.10	N/A
Dual Sided Foot File with Disposable Grit	£13.60	TBC

Nature Strong Skincare

Protocols

O.P.I

O·P·I

Nature Strong
Nails & Skin

Pedicure Services

Express Pedicure (30-40 mins)

Quick, effective and oh-so relaxing.

This OPI Nature Strong Express Pedicure features essential OPI products to provide a spa pedicure experience without increasing service time.

Signature Pedicure (40-50 mins)

The OPI Signature Pedicure includes OPI Nature Strong products to soak, exfoliate and smooth callused feet. The service is completed with massage techniques to reduce stress and relieve tension.

Pamper Pedicure (50-60 mins)

Soothe, relax and renew with the ultimate pedicure experience. The OPI Nature Strong Pamper Pedicure includes callus softening, exfoliation plus, an extended massage to reduce stress and relieve tension. This pedicure will leave your feet feeling relaxed and renewed.

O·P·I

Nature Strong
Nails & Skin

Manicure Services

Express Manicure (30-40 mins)

In a rush, but still need a quick way to de-stress?

The OPI Express service is perfect.

Featuring essential OPI Nature Strong products and techniques in a condensed service that doesn't sacrifice on a premiere experience.

Signature Manicure (40-50 mins)

Experience the Signature manicure with OPI Nature Strong products combined with exfoliation and massage. This signature experience will soothe, relax and indulge your hands.

Pamper Manicure (50-60 mins)

Pamper hands with our relaxing extended manicure service with OPI Nature Strong products. During this service you will benefit from unparalleled exfoliation, moisture & protection, while revelling in a combination of massage techniques designed to reduce stress and relieve tension.

PEDICURE - Products and cost per service

Express

Using: Soothe & Remove Cuticles, Soft & Gone Callus Softener, Moisture Mission Hand & Foot Cream, Glow Up Nails & Cuticle Oil

Cost per service: £0.84*

Signature

Using: Soften Up Pedi Soak, Soothe & Remove Cuticles, Soft & Gone Callus Softener, Smooth It Out Hand & Foot Scrub, Moisture Mission Hand & Foot Cream, Glow Up Nails & Cuticle Oil

Cost per service: £2.51*

Pamper

Using: Soften Up Pedi Soak, Soothe & Remove Cuticles, Soft & Gone Callus Softener, Smooth It Out Hand & Foot Scrub, 2 x Moisture Mission Hand & Foot Cream, To the Rescue Overnight Cuticle Balm, Glow Up Nails & Cuticle Oil

Cost per service: £2.82*

MANICURE - Products and cost per service

Express

Using: Soothe & Remove Cuticles, Moisture Mission Hand & Foot Cream, Glow Up Nails & Cuticle Oil

Cost per service: £0.46*

Signature

Using: Soothe & Remove Cuticles, Smooth It Out Hand & Foot Scrub, Moisture Mission Hand & Foot Cream, Glow Up Nail & Cuticle Oil

Cost per service: £1.98*

Pamper

Using: Soothe & Remove Cuticles, Smooth It Out Hand & Foot Scrub, 2 x Moisture Mission Hand & Foot Cream, To the Rescue Overnight Cuticle Balm, Glow Up Nails & Cuticle Oil

Cost per service: £2.29*

*Please note these prices are for products from the Nature Strong range only

Nature Strong PEDICURE - Protocols

Express

- Apply Soft & Gone Callus Softener
- Complete OPI Prep steps
- Foot file and remove Callus Softener
- Massage with Moisture Mission Hand & Foot Cream
- Apply your choice of OPI System
- Finish with Glow Up Nail & Cuticle Oil

Signature

- Foot Soak
- Apply Soft & Gone Callus Softener
- Complete OPI Prep steps
- Foot file and remove Callus Softener
- Exfoliate with Smooth It Out Hand & Foot Scrub and remove
- Massage with Moisture Mission Hand & Foot Cream
- Apply your choice of OPI System
- Finish with Glow Up Nail & Cuticle Oil

Pamper

- Foot Soak
- Apply Soft & Gone Callus Softener
- Complete OPI Prep steps
- Foot file and remove Callus Softener
- Exfoliate with Smooth It Out Hand & Foot Scrub and remove
- Apply To the Rescue Overnight Cuticle Balm and Moisture Mission Hand & Foot Cream for 10mins
- Elongated massage routine
- Apply your choice of OPI System
- Finish with Glow Up Nail & Cuticle Oil

Nature Stong MANICURE - Protocols

Express

- Complete OPI Prep steps
- Massage with Moisture Mission Hand & Foot Cream
- Apply your choice of OPI System
- Finish with Glow Up Nail & Cuticle Oil

Signature

- Complete OPI Prep steps
- Exfoliate with Smooth It Out Hand & Foot Scrub and remove
- Massage with Moisture Mission Hand & Foot Cream
- Apply your choice of OPI System
- Finish with Glow Up Nail & Cuticle Oil

Pamper

- Complete OPI Prep steps
- Exfoliate with Smooth It Out Hand & Foot Scrub and remove
- Apply To the Rescue Overnight Cuticle Balm and Moisture Mission Hand & Foot Cream for 10mins
- Elongated massage routine
- Apply your choice of OPI System
- Finish with Glow Up Nail & Cuticle Oil



Nature Strong Nails & Skin

Pro-quality skincare year-round, crafted by nail scientists*



*Up to 91% natural origin formulas. New formula and product

Nature Strong Spa Manicure Services



Average Cost Per Service	Service Only	Repair Mode	Nail Envy	Nature Strong	Nail Lacquer	Infinite Shine	Gel Colour	Gelevate 4 in 1	Gelevate, Tips & Gel Colour
Express	£0.46	£0.69	£0.66	£0.58	£0.56	£0.57	£0.60	£1.41*	£1.99
Signature	£1.98	£2.21	£2.18	£2.10	£2.08	£2.09	£2.12	£2.93*	£3.51
Pamper	£2.29	£2.52	£2.49	£2.41	£2.39	£2.40	£2.48	£3.24*	£3.82

* Average Price with Clear, cost for Coloured Gelevate as follows: (Express = £1.56, Signature = £3.08 , Pamper = £3.39)

**Services do not include prep products such as NAS 99, Bond Aid and top and base coats.

O.P.I.
Nature Strong

Nature Strong Nails & Skin

Pro-quality skincare year-round, crafted
by nail scientists*



*Up to 91% natural origin formulas.
New formula and product

Nature Strong Spa Pedicure Services



Average Cost Per Service	Service Only	Repair Mode	Nail Envy	Nature Strong	Nail Lacquer	Infinite Shine	Gel Colour	Gelevate 4 in 1	Gelevate, Tips & Gel Colour
Express	£0.84	£1.07	£1.04	£0.96	£0.94	£0.95	£0.98	N/a	N/A
Signature	£2.51	£2.74	£2.71	£2.63	£2.61	£2.62	£2.65	N/A	N/A
Pamper	£2.82	£3.05	£3.02	£2.94	£2.92	£2.93	£2.96	N/A	N/A

*Services do not include prep products such as NAS 99, Bond Aid and top and base coats.

Nature Strong Nails & Skin

Pro-quality skincare year-round, crafted
by nail scientists*



*Up to 91% natural origin formulas.
New formula and product

Nature Strong Skin & Nails Salon Costs

						
	Moisture Mission Hand and Foot Cream 250ml	Smooth & Remove Cuticles 50ml	Soft & Gone Callus Softener 250ml	Smooth It Out Hand & Foot Scrub 250ml	Soften Up Pedi Soak 250ml	Glow Up Nail & Cuticle Oil 30ml
Salon Cost	£19.00	£13.50	£20.00	£19.00	£19.00	£20.50
Average # of services per bottle	83	179	52	12.5	125	120
Average cost per application	£0.22	£0.07	£0.38	£1.52	£0.15	£0.17

O.P.I.

Promotions



Small Intro Deal

**Designed for those salons who only do manicures
or want free range of ordering**

Spend £110 on NS Skincare and Save 10%
(Mix & Match)

Total Cost: £99
Worth: £110



Medium Intro Deal

**Full opening Salon package for those wanting
to try the full new range**

**Buy 1 of every NS Skincare SKU (including
Files) and Save 15%**
(Set Quantities)

Total Cost: £149.60
Worth: £176



Large Intro Deal

**Perfect for those salons who want to use
and retail in one package**

**Buy 3 of every NS Skincare
Product (excluding Files) and receive one
of each sku free**
(Set Quantities)

Total Cost: £456
Worth: £608

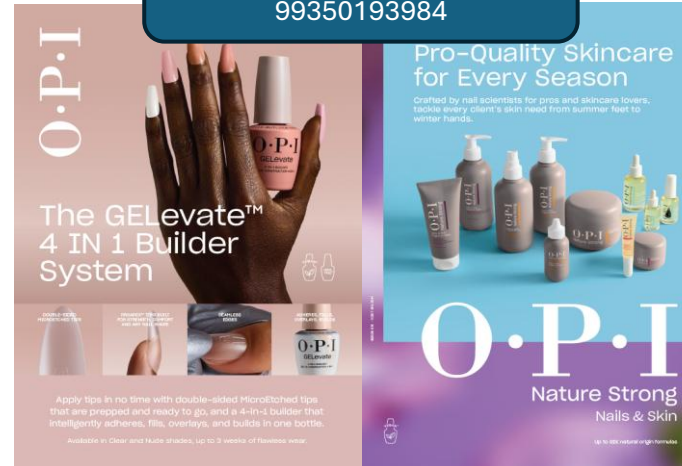


Nature Strong Nails & Skin

Point of Sale:

A5 Order Leaflet

99350193984



Wobbler

99350193982



A3 Staffroom Poster

99350193979



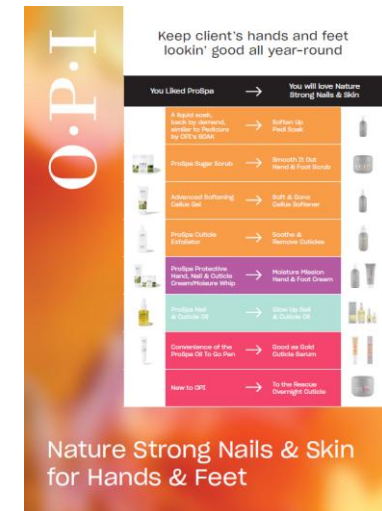
A4 One Pager

99350193981



A5 Swap Out Strutcard

99350193980



Online sessions £2.50

Discover Nature Strong Skincare	Tuesday 8th July	Zoom
---------------------------------	------------------	------

Discover Nature Strong Skincare	Tuesday 5th August	Zoom
---------------------------------	--------------------	------

Face to Face £100 +vat

Nature Strong Manicure and pedicure	Tuesday 23rd September	London
-------------------------------------	------------------------	--------

Nature Strong Manicure and pedicure	Tuesday 7th October	London
-------------------------------------	---------------------	--------

Nature Strong Manicure and pedicure	Monday 10th November	London
-------------------------------------	----------------------	--------

Nature Strong Manicure and pedicure	Monday 13th October	Manchester
-------------------------------------	---------------------	------------

Cycle 1 Base Business Promo

Ensure your salon has our top
shades that match our Gel Colour

Nail Lacquer
Buy 5 Get 1 Free



Bubble Bath
GCS86



Put It In
Neutral
GCT65



Alpine Snow
GCL00



Malaga Wine
GCL87



Complimentary
Wine
GCM112



Big Apple Red
GCN25



Funny Bunny
GCH22



Cajun Shrimp
GCL64



Strawberry
Margarita
GCM23



Got the Blues
for Red
GCW52



Dutch Tulips
GCL60



Lady in Black
GCT02-EU



Baby, Take
a Vow
GCSH1



It's a Girl
GCH39



Pink
Flamenco
GCE44



Large Intro Deal

Buy:

- 4x Gelevate Clear,
- 2x each Gelevate Colors,
- 2x boxes of Tips (any 2),
- 1x Bondex
- & 1x Flash Lamp

Receive Free:

- 1x OPI Resin Mixing Coaster
- 1x OPI Towel
- 1x 1-day Professional Education Course or 50% off Voucher for the 2.5-day Foundation Course*

Cost Price: £444.46

Worth: £615.46

*NB. In Person Education Session - £150 Discount Code will be given for the 1-day Professional Course will be free with the code, however if the 2.5days Foundation Course is required, the customer will need to pay the difference, bookable through OPIEducationUK.com. Code will be sent once bundle is paid for.



Medium Intro Deal

Buy:

- 2x Gelevate Clear,
- 1x each Gelevate Colors
- & 1x Bondex

Receive Free:

- 1x OPI Resin Mixing Coaster
- 1x OPI Towel
- 1x Online Education Session*
- 1x 50% off voucher for 1-day Professional Course

Cost Price: £145.18
Worth: £168.68

*NB. Online Education Course – Introduction to OPI Gelevate Course – Discount code to be given to customer once purchased and paid. And 50% off the In person 1 day Professional Course, bookable through OPIEducationUK.com. (Please note the online is an introduction to the products and the customer will not receive a certificate)



OPI Gelevate™ 4 in 1 Builder System

Small Intro Deal

Buy:

- 1x Gelevate Clear,
- 2x Gelevate Colors (any 2)
- & 1x Bondex

Receive Free:

- 1x OPI Resin Mixing Coaster
- 1x Online Education Session*

Cost Price: £82.39
Worth: £92.89



*NB. Online Education Course – Introduction to OPI Gelevate Course – Discount code to be given to customer once purchased and paid. (Please note this is an introduction to the products and the customer will not receive a certificate)



OPI GeLevate™ 4 in 1 Builder
OPI'm Flawless (Clear)

SPECIAL PRICE
£18.99