



THE CONNECT

Artfully Polished Living™

Brides: BLISS IS THIS!

Spring: **Awakening** Collection

JESSICA IN ITALY & MORE



J
JESSICA®

Spring
2012



hello from JESSICA

Dear Friends,

Welcome to JESSICA Cosmetics International and to our third edition of the CONNECT. We are delighted to introduce you to our newest products, including **Awakening**, **Bliss is This!**, **Gelato Mio**, and our extended **GElation** collection.

We also have launched an exciting new ad campaign—**Artfully Polished Living™**—to support our salon partners worldwide.

This unique campaign combines dramatic photography and fashion-style illustrations to convey moments in a woman's life and how they are heightened by JESSICA. All JESSICA products are inspired by my philosophy that beautiful nails are healthy nails, carefully cultivated from the inside out.

We always use the finest ingredients, from antioxidant vitamins to therapeutic herbs and healing agents. So you can help your clients nurture and maintain natural, healthy nails all while enjoying rich, evocative, and memorable colour. We promise more exciting developments to come!

Thank you for your continued support.

Warm Regards,

Artfully Polished Living™,
*JESSICA's 2012 ad campaign
debuts this spring in NAILPRO,
NAILS Magazine and Export
Magazine. To produce these
distinctive, Euro-glamorous
ads, JESSICA is working with
Paris-based fashion illustrator
Aurore de La Morinerie.*

Clock-busting

In your jam-packed, 24/7 world, who has a moment to worry about chips or smudges? **GElation** goes with you from work to workout and allows your nails to grow naturally, for 3–4 weeks of rich, dependable colour.

Colour



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jessicacosmetics.com | 800 582 4000
Featured Colour: Birds of Paradise. JESSICA® is a registered trademark. ©2012 Jessica Cosmetics International, Inc. Jessica Custom Nail Colours are Formaldehyde, Toluene & DBP Free.

Artfully polished

Hands that speak volumes, beautifully. **Phenomen Oil** heals and nourishes cuticles while encouraging nail growth. At the heart of this transformation: the rejuvenating power of pure jojoba, almond and rice oils. And JESSICA's commitment to natural nail care.

Part of our exclusive JESSICA Nail Cultivation System.

living.™



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Spring Fling: ELEGANT & VERSATILE NEUTRALS

Spring's colour palette reflects a heart-fluttering range of moods and styles, from playful and breezy to contemporary and sophisticated.

The season's most sought-after trend may be subdued neutrals—those classic earth tones we all love. Delicate feminine styles are expressed in warm, soft, muted colours, as well as cool, energizing hues and an occasional jolt of bright colour to radiate warmth and cheer.

Always on target with the trends, JESSICA has introduced **Awakening**, our 2012 collection of six subtly rich, chic neutrals that can take you from the workplace to happy hour to the theatre or out to dinner and home again.

It's the season for growth.

Our Awakening Collection Counter Display creates a retail magnet in your salon. Each display includes two bottles of every spring-tastic shade.



“These are the new neutrals—versatile, sophisticated, understated with a touch of fun,” says Jessica. “They complement any woman’s Artfully Polished life.”

Awakening takes its inspiration from the butterfly and its transformation from earthbound caterpillar to winged creature. The spring-fresh palette ranges from slate gray, soft blue and creamy taupe to a charcoal brown, dusty rose and vivid coral for an added punch.

Polish up your salon with an **Awakening**, a collection of confident neutrals—for a confident future!



J
JESSICA®

Spring Awakening

This is your season to blossom. Polish up your debut with **Awakening** from JESSICA — confident neutrals for a confident future.

Spread your wings.



Sunrise

Flutter

Soar

Wing It

Sky High

Monarch

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Featured Colour: Sunrise. JESSICA® is a registered trademark. ©2012 Jessica Cosmetics International, Inc. Jessica Custom Nail Colours are Formaldehyde, Toluene & DBP Free.

HAPPILY EVER AFTER

Starts Here.

Bridal season is here, love is in the air and colour in bridal wear is back with a vengeance!

Dominating the palettes of this season’s most fashionable brides are lively, fresh colours with a dash of romance. During Spring Bridal Fashion Week 2012 in New York, top designers like Vera Wang, Rivini and Monique Ihuillier showed some jaw-dropping gowns in alluring shades.

The perfect accompaniment: JESSICA’S new **Bliss is This!** collection for wedding-worthy nails.

Today’s brides are embracing nostalgic creamy shades like these on their Big Day. Jessica created **Bliss is This!** with brides in mind, for a polished look that lets your personal style shine through on a glamour-packed occasion.

Most important, **Bliss is This!** complements a wide range of gown shades, with its picture-perfect hues of red, pink and peach that evoke romance in three stages: Flirtation, Desire and Love Story.

Tell a tale of romance.

When you purchase 1 each of Bliss is This!, GELeration Soak-Off® Polish, you receive 1 set of matching JESSICA Custom Colours FREE!

These soft, ultra-creamy, trend-defining shades will transition beautifully into summer and carry forward through the year. A trio of the crème de la crème of custom colours, **Bliss is This!** can take any bride from a beautiful start to a fabulous finish...because forever starts now!

The Inspiration: Alexis

In developing Bliss is This!, Jessica was inspired by her eldest granddaughter, Alexis. The minute Alexis began planning her wedding, Jessica knew she wanted to create a collection worthy of her granddaughter’s wedding nails and of brides everywhere.



The day before her wedding, Alexis and her bridal party had their nails done at the world-famous JESSICA Nail Clinic. Jessica painted her granddaughter’s nails herself with Desire, a bold, dark color that lasted from the wedding to well after the honeymoon. For Alexis, this special occasion brought back fond memories of her grandmother painting her nails when she was a little girl.



Bliss is This!

When you’re starting a new life together, the beauty is in the details: the gown, the vows, the forever after. Complete your picture-perfect look with JESSICA’s Bliss is This!



Rodeo Drive, Beverly Hills 2011
Introducing Jessica’s granddaughter, Alexis, and her groom, Anto, on their Big Day.

Sealed with a kiss.



Desire



Flirtation



Love Story



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Summer

SNEAK PEEK!

We love summer at JESSICA. We're inspired by the bright light and delicious possibilities of long days at the beach or pool. So we're thrilled to give you a special sneak peek at our new Summer 2012 collection—**Gelato Mio**.

Its playful ice cream hues define a colour palette whose chic, effortless appeal is certain to continue beyond a single season. Refreshing and universally flattering, **Gelato Mio** combines whimsy and style in a way that lifts the spirits.

We're happy to note we're on point with the fashion trends in this tasty summer collection. Pastels dominated summer collection catwalks this year, exuding a fresh, femininity with positive yet subtle vibes. Encourage your clients to mix and match our summer lovin' colours to their heart's content!

STRAWBERRY SHAKE IT

Barely Blueberry

Lime Cooler

Banana Peel

Tangerine Dreamz

surfer boyz 'n berry

GELeration Soak-Off Polishes available in the following colours:
Strawberry Shake It, Tangerine Dreamz, Surfer Boyz 'n Berry

COSMOPROF BOLOGNA & BEYOND

The JESSICA team recently traveled to Cosmoprof Worldwide, Bologna, for the official launch of the 2012 Artfully Polished Living™ ad campaign.

We also showed our newest colour collections, which are now making their way into salons across the globe. Artfully Polished Living received rave reviews in Italy. You can see the campaign for yourself in leading nail magazines.

GELeration: give your clients lasting colour & more time!

Today's woman has so many demands on her jam-packed schedule, it can be difficult to find the time for the finishing touches. You can help your clients pamper and polish themselves—and gain precious moments in their day—with **GELeration** from JESSICA.

The fastest curing soak-off gel system on the market today, **GELeration** offers fantastic colour that dries in seconds and lasts 21+ days without chipping, fading, or peeling. It leaves absolutely no damage to the natural nail.

Now JESSICA is introducing fresh new colours from our Awakening and Bliss is This! collections to expand your **GELeration** business. Equally exciting, our **GELeration** Soak-Off Gel System includes the Pro LED 30 Lamp, a time and energy saver that makes gel manicures faster, safer and more efficient.



The Pro LED 30 Lamp cuts curing time down to only 10, 20, 30 seconds—about ¼ of the time compared to traditional UV technology.

That means you can book more clients in less time. And your clients can get back to their lives (and into their Manolo Blahniks) even faster!

JESSICA's Pro LED 30 Lamp Item #: GA 600

- Sleek, compact and portable, fits on any manicure station
- Easy to operate
- Removable plates simplify sanitizing
- Ergonomic design for client comfort
- Protective eye shield
- Auto timed interval settings saves technicians time
- Duo manicure / pedicure capabilities
- 45,000 working hours—changing bulbs never necessary
- One year manufacturer warranty



Come Visit Us.

Cosmoprof North America 2012
July 22–24 in Las Vegas!

A Model Family:
Jessica and her granddaughter,
Amira, recently walked the catwalk
together at a fashion show held during
the Armenian Missionary Association
of America’s “Children Helping
Children” luncheon in Beverly Hills.



NAILS^Y Satisfies your Clients

with Effortless, High-Impact Nail Art.

The latest manicure trend bedazzling its way around the world—stylish nail art—extends fashion fun to tips and toes through intricately designed appliquéés. It’s a low-maintenance, high-impact way to accessorize and upgrade manicure styles.

NAILS^Y, JESSICA’s nail enhancement system, creates an instant statement by adding whimsy and creativity to your nail wardrobe. Our bright, sassy foils range from solid metallics to detailed patterns for the ultimate self-expression.

Custom **NAILS^Y** manicures allow you to upgrade your service menu and increase revenue while offering your clients a clever, on-trend manicure.

NAILS^Y is easy to apply in the salon or at home and requires no drying. That saves you and your clients time over traditional nail art services. Its superior solid coating adhesive adheres easily to natural or gel-manicured nails and lasts up to 14+ days. Ready to remove it? Just peel it off.

Tips from Jessica:

Warm up nail foil with an LED/UV lamp or hairdryer to seal the foil tighter or to peel off.

Apply pressure with your thumb to all edges of the nail to secure appliqué into place, otherwise the edges may lift.

2-in-1: First apply JESSICA’s GELeration, next add NAILS^Y.

Your clients will have high-style nails for a night out that can be easily removed for a more modest work-week look.

We’re huge fans of beauty bloggers at JESSICA. Each week, we check out the web’s hottest bloggers for insights into consumer thinking so we can better serve our salon partners.

Meet this month’s featured bloggers.

thepolishaholic.com

“JESSICA Iridescent Eye is a spot-on dupe for Peridot. Formula wise I actually prefer the JESSICA polish, (it) was a little thicker and easier to apply. . . Pricewise, JESSICA retails for \$7.50 a bottle, Chanel \$26... the JESSICA bottle is also bigger.”

- Peacock Queen (Iridescent Eye vs. Chanel’s Peridot)

scrangie.com

“Born 2 Pansy really, really impressed me and I love it intensely. Rolling Rose is one of the nicest pale pinks I’ve ever worn. . . If you were disappointed by Essie To Buy Or Not To Buy, check this one out. It has that same multi-chrome shimmer, but it actually shows up and is quite noticeable.”

- Heavy Petal

mylucidbubble.blogspot.com

“I like JESSICA . . . they have a wonderful formula and have released some gems like Hologram Chic. (In) Heavy Petal. . . the shimmer shades were done beautifully and are the stars.”

- Heavy Petal

facebook.com

Like us at www.facebook.com/jessicacosmetics for a chance to win JESSICA’s **Awakening** collection.

twitter.com

For tips, tricks and the latest updates, follow us @Jessica_Intl

REVEAL YOUR

Creative Streak

Enter JESSICA’s **Second Skin Contest** for your chance to win JESSICA’s **Top It Off** collection with White Alligator, Brown Croc and Black Python.

Here’s all you need to do: Create a custom JESSICA manicure using the latest reptile print fashion as inspiration, then upload your picture to our Facebook wall at www.facebook.com/jessicacosmetics during the month of May. At the conclusion of the month, you could be one of our lucky winners of the **Top It Off** collection along with our newest collection, **Gelato Mio**.





Summer

Fun. Flirty. Kissed by the sun.

Gelato Mio, exclusively from **JESSICA®**.

A fresh way to dress up the season.

Treats



Delizioso. Bella!



Strawberry Shake It



Barely Blueberry



Lime Cooler



Banana Peel



Tangerine Dreamz



Surfer Boyz 'n Berry



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