

C

THE CONNECT

J
JESSICA®

Fall

2013





Dear Friends,

Did you know that women buy an average of 11 bottles of nail polish a year according to Woman's Wear Daily? Hopefully you have focused your retail sales on colour as the nail colour explosion peaks. We have embraced this trend by offering an extensive array of collections with innovative colour palettes, textures and finishes in both JESSICA and our new EFFECTS line that can be mixed and matched to create simple yet sophisticated nail art. Your enthusiastic response and support reinforces our commitment to bring you innovation in colour.

As we approach autumn and the holiday season, you will enjoy our collections with strong fashion influences. A Night at the Opera deserves a standing ovation for the high drama jewel tone hues that incorporate my favorite palette with my love of opera. For a bit of fun, you can infuse Glitzy glitters as a signature nail with your fall manicures for a touch of glam. Holiday brings festive flashes of Metallics & Glitters that can take you from holiday parties to the red carpet. We are also offering an assortment of stocking stuffers and fabulous hostess gifts that are featured in this issue.

While colour has been the hot story over the past year, we must always remember that we are in the service business. Offering trendy colours is only part of what we need to focus on as professionals. We need to be committed to offering unique and quality services to our clients. In the JESSICA Nail Clinic, our reputation was built on JESSICA Nail Cultivation System & ZenSpa pedicure. To this day, clients come back so we can treat their nails after getting inferior services in young, trendy salons. The key to longevity is quality in services, products and customer care. Take the time to improve your skills, learn something new, and always love what you do!

I am pleased to present our new products, and also a special sneak preview of Spring 2014!

Enjoy, and continue to give us your feedback and suggestions. We love hearing from you.

Best wishes,

A handwritten signature in cursive script that reads "Jessica". The signature is written in a dark ink on a white background.



GLITZY

Find your inner-sparkle with GLITZY—a collection of high-res multi-dimensional glitters in different colours, shapes, and textures. Bring "bling" to a whole new level!



MJ 139





A Night at the Opera

The promise of *epic drama* and *romantic intrigue* takes center stage in a bold new collection from JESSICA Cosmetics—**A Night at the Opera**—debuting in Fall 2013.

Daring, passionate, confident, A Night at the Opera celebrates the *inner diva* in us all. Its six deeply evocative colours bring a sense of *bravura* performance to your work life, fun time or to going out on the town.

With its rich shades of twilight, indigo, copper, jade and tuxedo black, **A Night at the Opera** creates a memorable story—whether you choose the elegant “*Velvet & Pearls*” or make a lasting impression in variations of indigo with “*Prima Donna*” and “*Opening Night*.” You can shine a spotlight on your sophisticated style with coppery “*Overture*.” Or earn rave reviews with the lush tones of “*Blue Aria*” and “*Standing Ovation*.”

A Night at the Opera reflects a personal interest of Jessica Vartoughian, pioneering founder and CEO of JESSICA Cosmetics.

*“I love the opera for its passion and its spectacular twists and turns—anything is possible!” says Jessica. “We have captured that same spirit in our new collection, **A Night at the Opera**.”*



JA 136

A Night at the Opera display features 2 each of the six *Opulent, Diva-esque* Fall Colours:

- 752 – *Velvet & Pearls*, a brand new definition of black
- 753 – *Prima Donna*, a violet celebration of the inner diva
- 754 – *Overture*, the start of something big in iridescent copper
- 755 – *Opening Night*, a debut-worthy fuchsia
- 756 – *Blue Aria*, an unforgettable song in cobalt
- 757 – *Standing Ovation*, a green guaranteed to get glowing notices

• All colours available in mini and GEL

a Night at the

J
JESSICA®

Unleash your inner diva with these show-stopping
colours. A bravura performance, day or night.



Opera

Encore! Encore!



Velvet & Pearls



Prima Donna



Overture



Opening Night



Blue Aria



Standing Ovation

Artfully polished living.™ **JESSICA®**

FEARLESSLY PINK

Jessica's FEARLESSLY PINK collection is designed to empower and inspire with its duet of pinks that include SURVIVOR, a heroic glam glitter and COMPASSIONATE HEART, a lovely sheer hue. You can mix, match and layer and as your nails remind us to help fight the fight.



JESSICA's Fearlessly Pink collection is designed to empower and inspire with it's duet of pinks that include SURVIVOR, a confident and glam pink glitter and COMPASSIONATE HEART, a lovely sheet pink. You can mix, match and layer as your nails are a reminder to help the fight.

All profits from this product will be donated to breastcancer.org, the world's leading online breast health and breast cancer resource, reaching nearly 10 million people globally each year.



BREASTCANCER.ORG

JOIN
the
fight

RE-THINK PINK

JESSICA brings the minimalist trend that's been gaining momentum for the season to you. Twelve new natural to pink sheer hues that can be used alone or paired with colours from the dark side for a two-toned manicure.

Toning down your nails is the new way to play it cool.

PRE-PACK #: JA 1317

DISPLAY CONTENTS:
3 each of the following









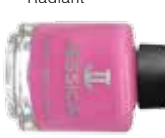











- 777 Party Pink
- 768 Oh So Sweet
- 769 Barely Blush
- 767 Baby Doll
- 774 Call Me Baby
- 766 Tickled Pink
- 776 Pink Crush
- 771 Graceful
- 770 Pink Devotion
- 775 Tea for 2
- 772 Sweetie Pie
- 773 Pink Tutus

*All colours available
open stock*



BREAST CANCER COLLECTION

31 days of pink

		1  467 Faintest Whisper	2  769 Barely Blush	3  647 Starry Eyed	4  654 Power Driven Pink	5  772 Sweetie Pie
6  492 Desert Rose	7  502 Krystal Pink	8  766 Ticked Pink	9  713 Rolling Rose	10  748 Amira Smitten Kitten	11  768 Oh So Sweet	12  387 Radiant
13  777 Party Pink	14  770 Pink Devotion	15  426 Happy Hour	16  771 Graceful	17  679 Pass the Pink-Tini	18  389 Powerful	19  493 Pharaoh
20  790 Pink Shockwaves	21  655 Hi-Res Raspberry	22  775 Tea for 2	23  481 Harlequin	24  767 Baby Doll	25  416 Comedy Club	26  384 Striking
27  776 Pink Crush	28  480 Renaissance Fair	29  539 VIP Room	30  527 Soak-Up the Sun	31  093 Pink Explosion		

Part of the Re-Think Pink Collection

Join JESSICA in celebrating *Breast Cancer Awareness Month* with a shade of **PINK** for each day of October!



Go for the Gold

JESSICA's GO FOR THE GOLD is packed with intense shimmer and brilliant glints of gold.

Mix, match and layer these golden glitters for a sophisticated, high-street style.



PRE-PACK #: JA 137

GIFT-SET CONTENTS:

(4 Mini Glittery Golds—5mL / 0.18 fl oz)

Gold Digger
Starstruck

Gilded Beauty
Heart of Gold

FOR PROFESSIONALS:

Go For the Gold PRO —
12mL / 0.4 fl oz

PRE-PACK #: JA 1315

PRO KIT CONTENTS:
(1 each of 4 Glitzy Golds)

FX-2012	Gold Digger
FX-2013	Starstruck
FX-2014	Gilded Beauty
FX-2015	Heart of Gold



FX-2012

FX-2013

FX-2014

FX-2015

GELERATION: *Party Time* COLLECTION

JESSICA's on trend with a glimmer of precious metals for the holiday season; high-luster combination of silver and gold will give your nails a sparkling glow.

The **Party Time** collection provides colour that will take you through the festivities of the holiday season.



GEL 986

GEL 987

GEL 988

PRE-PACK #: GK 1312 (14.8 mL / 0.5 fl oz)

Party Time Collection Includes:

GEL 986 Silver Sparkler GEL 987 Ultra Luxe GEL 988 Tinseltown Treasure

HOLIDAY

Let it Snow!

Let It Snow by JESSICA is duo of shiny snowflakes accented with pops of colour in Reindeer Red or Blue Year's Eve.

A magical winter wonderland of custom nail colour for the season!

Winter-Wonderland of Colour...



JA 1310

JA 1316

COLOUR COMBINATIONS AVAILABLE:

(1 each of colour listed — 14.8 mL / 0.5 fl oz)

PRE-PACK #: JA 138

797 Snowflakes 798 Candy Cane

PRE-PACK #: JA 1310

797 Snowflakes 799 Blue Year's Eve

PRE-PACK #: JA 1316

798 Candy Cane 799 Blue Year's Eve

Pampering Petites



Nourish Bucket

Therapeutic Cuticle Formula

- Antioxidant Vitamins Restore Cuticles
- Continuous Moisture Soothes & Softens
- **TRAVEL FRIENDLY SIZE**

PRE-PACK #: JA 1314

Contents: 40 - pcs. / .25 oz



Phenomen Oil Bucket

Intensive Moisturizer

- Restore & Nourish
- Revitalize Damaged Cuticles — *in just one drop*
- **CHEMICAL FREE**

PRE-PACK #: JA 1313

Contents: 48 - pcs. / .25 oz

HOLIDAY



768
Yellow Lightning



789
Radioactive



790
Pink Shockwaves



791
Atomic Red



792
Dynamite Teal



793
Argon Blue

INTRODUCING

Explosive

Electrifying Colour

paint nails
WITH **RICH,**
VIBRANT HUES!

BEAT *UPCOMING*
COLD-WEATHER
blues

JESSICA is thrilled to announce the launch of a new collection of *electrifying colour*—**EXPLOSIVE!** The latest in colour technology, that combines the vibrancy of neon colours, (*we all love*) and JESSICA's *high-shine, staying power*—for colour that lasts... and lasts!

With **EXPLOSIVE**, colour will apply and remain *bright & shiny* without fading overtime; unlike classic neons that tend to dull.

EXPLOSIVE is a *limited edition collection* and is available open stock in 6 *Electrifying Colours!*

ORDER NOW!

EXPLOSIVE

Fresh



new

Colour

Fun. Fresh. Fabulous—

INTRODUCING 24 NEW
GELeration *HUES!*

Fantastic colour, with extraordinary
staying power; now that's what we
call *Super Colour!*



972 [C]
Blizzard



973 [S, SH]
Sheer Ecstasy



974 [S, SH]
Pixie Dust



975 [S]
Pink Champagne



976 [C]
Bellini Baby



977 [S]
Coral Reef



978 [C]
Strawberry
Daiquiri



979 [C]
Pink Cadillac



980 [C]
Valentine



981 [C]
Bella Rosa



982 [C]
Mint Julep



983 [C]
Capri Sea



984 [G]
Galaxy



985 [M]
Blue Lagoon



366 [SH]
Blush

BACK BY POPULAR DEMAND

Holiday Colours



986 [G]
Silver Sparkler



987 [M]
Ultra Luxe



988 [M]
Tinseltown Treasure

Fall Colours



752 [C]
Velvet & Pearls



753 [M]
Prima Donna



754 [M]
Overture



755 [M]
Opening Night



756 [C]
Blue Aria



757 [M]
Standing Ovation

GELeration

FLASH fusion 2.5.2

The rush for sandal-ready pedicures may come to an end but your feet shouldn't suffer from the winter blues.

Cold weather takes a toll on feet, they become dry, cracked and ravaged during the winter. Confined to closed shoes & boots causes toenails to become brittle, painful and they may split or form ingrowns. Winter pedicures are essential to maintain beautiful yet healthy feet.

Key benefits of winter pedicures

- Exfoliating feet helps control and prevent calluses and corns alleviating discomfort.
- Stimulating Mint Masque and Thermal Bootie treatment increases circulation and creates a warm cozy winter service.
- Massaging feet and lower legs loosens muscles and stimulates blood flow.

Don't let toes go into hiding...Flash Fusion let's you colourize the blues with vivid pops of colour...Applies and dries in 5 minutes... In your shoes and out the door!

- Lot's of holiday parties and galas still demand open-toed shoes!
- Be sure to ask clients about their holiday plans and get them pre-booked for their special events!



PREP :: SANITIZE

Once toenails are prepped, wipe clean of oils and lotions using **JESSICA Sanitizer Spray** and **ProTouch Lint-Free Wipe**.



STEP 1 :: PRIMER

Beginning with the left foot, brush a complete layer of **PRIMER** on all five nails (as you would a basecoat), sealing the free-edge and leaving nail wet and shiny.

***Do NOT get on cuticle. Do NOT let this layer dry.**



STEP 2 :: COLOUR ACTIVATOR

Apply a thin layer of **COLOUR ACTIVATOR** to wet **PRIMER** on all five nails. Unlike polish, it flows so start away from the cuticle and seal the free-edge.

***First layer will be sheer, do not overwork colour during application.**



STEP 3 :: CLEANSING

Pour small amount of **BRUSH CLEANER** into dappen dish. After **COLOUR ACTIVATOR** application to all five nails, wipe brush on **ProTouch Nail Wipe** and place in dappen dish.

Clean for 30 seconds; when soft, wipe again and place back in **COLOUR ACTIVATOR** so it is ready for the next application.



STEP 4 :: PRIMER & COLOUR ACTIVATOR

REPEAT STEPS 1-2 ON RIGHT FOOT:

PRIMER, COLOUR ACTIVATOR, wipe brush and put in dappen dish with cleaner. *(The polish on the first left foot will be setting as you do the second.)*



STEP 5 :: SECOND COAT

To apply the second coat, return to left foot and repeat the **PRIMER** and **COLOUR ACTIVATOR** steps.

Finish with a final coat of **PRIMER** to seal in the application. **Repeat these steps on the right foot.**



STEP 6 :: FINISHING TOUCH

After five minutes you can apply **JESSICA Phenomen Oil** to the cuticles and massage.



FINISHED :: Flash Fusion Pedicure

WINTER PEDICURES

Coral Symphony

Oceans of colour!

Imagine the most *fluid* polish possible. It *flows* onto your nail, *without streaks or lines*, then stretches while drying. Reimagined by JESSICA®.

SPRING 2014



873
Conch Shell



877
Sharktooth



876
Monsoon
Melon



875
Tropical
Sunset



874
Ocean
Bloom



878
Starfish
Glow



SAVE THE DATE...

Bridal 2014

What's new is old. What's old is new—colour for the modern-vintage bride. Revamping the past, for a look that's all her own.



SPRING 2014 SNEAK PEEK

Cosmoprof Bologna

Jessica premieres her revolutionary Flash Fusion 2.5.2 pedicure and previews new Fall / Winter products.



Ciao Bologna!

Ristorante di Fabia has become Jessica's home away from home where she hosts her family of distributors and friends for a farewell dinner!



Dusseldorf

I.S.C's managing Director Ingrid Schachner & Jessica met with the finest salons and spas from Germany.



JESSICA launches in Serbia

Jessica launched Aluna Ultra Beauty with an amazing Press Launch and training in their beautiful Beauty Centers.



Greece

OPA! Jessica and Anna Almbanis of AME got into the spirit at Beauty Greece and following the exhibition hosted 25 professionals for an exclusive Seminar.



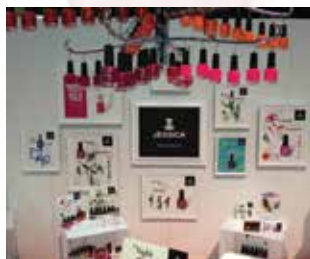
CHANEL Beverly Hills Event

Chanel & Jessica paint the town! Chanel hosted a VIP reception for their exclusive clients and invited Jessica and her team from the Jessica Nail Clinic to pamper them in style.



Cosmoprof North America

Jessica brought creativity and energy to the show this year and the debut of Glitzy, A Night at the Opera and Holiday's Let it Snow and Go for the Gold got everyone in the holiday spirit! Our JESSICA Custom Colour Chandelier was certainly a crowd pleaser!



JESSICA AROUND THE WORLD



JESSICA®

Coral

Experience the most fluid polish possible. It flows onto your nail, without streaks or lines, then stretches while drying. Reimagined by JESSICA®.

Symphony



Oceans of colour!



Conch Shell



Ocean Bloom



Tropical Sunset



Monsoon Melon



Sharktooth



Starfish Glow

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