

C

THE CONNECT

J
JESSICA®

Spring
2014



Iconic Fashion Influencers in Mexico City

Footnotes from **JESSICA**

Dazzled with Colour 14 GELeration Shades

JESSICA To the Rescue



FROM THE DESK OF JESSICA...

I hope that your 2014 is off to a great start! Things are moving fast here at Jessica Cosmetics, with many exciting plans underway to strengthen our brand and help you build your business.

To start things off, I am very happy to announce the addition of two new executives to our team, Renée LaBran and Gabrielle Greene. I have been thinking for some time about how to take Jessica to new heights, and I spent many months looking for the right approach. I am so excited to have found two fabulous women who bring an entirely new and different perspective to our business. With their talents, our team can pursue more new initiatives and do things we could not do before. First up is a redo of our website and a launch into social media! I know this has been needed for a long time, and we will have it all up and running this spring. Renée says she will even have me tweeting by summer! (We'll see about that...).

Of course, our priority remains bringing you the best products on the market, starting with our color collections. Our first collection of the year is Coral Symphony: inspired by the undersea world of deep corals, starfish and shells. Here you will find an array of magical colours that will work their magic on any spring manicure, in polish or gel.

2014 will also bring a renewed focus on nail care. Long nails are back and that means the foundation of the nail must be stronger than ever. As nail care professionals, we need to emphasize to our clients the importance of nail health – making sure the nails themselves are strong and healthy underneath the color. The Jessica System always delivers a wealth of nail care health, with products specifically developed to be as eco-friendly and good for the nail.

There is much more information about all these things inside this issue of Connect. If you have any reactions, thoughts or ideas for us, please do not hesitate to let us know. You can reach us at JCI@jessicacosmetics.com. We look forward to hearing from you!

Best,

Treating Your Nails Right

We always notice women with beautiful skin, even when they have make-up on. With nails, it might be a little harder to know what is underneath. But there is no doubt that the condition of the nail affects the quality of the manicure. So what is the nail technician to do when a client's nails are a less than optimal canvas? This can be even more of a challenge with many of the sheer nail colours that are popular today.

What sets the knowledgeable nail technicians apart is their ability to diagnose and treat problem nails, just as an esthetician will diagnose a client's skin issues and recommend a regimen to improve a woman's skin. No one would ever suggest that one product could treat every skin problem, and the same is true for nails. The treatment products and regimen must match the ailment and treat the nail from foundation to surface. Jessica's reign as the "First Lady of Nails" brings twenty five years of proven success in solving the most difficult nail problems. Always focused on natural nails, Jessica's NATURAL NAIL CULTIVATION SYSTEM provides you with a method to guarantee your clients will have healthy beautiful nails in six weeks or less, and will create the perfect canvas for beautiful custom colours or long lasting GELeration.

The first step in the Nail Cultivation System is for the technician to analyze the client's nails. Depending on the nail type (dry, brittle, damaged, or normal), specific products are selected, including the appropriate basecoat and correctives for specific problems such as ridges, soft/ weak or peeling nails. (See the chart below). Nails are mended, breaks are invisibly repaired, and each nail is flawless by the time you are ready to apply long lasting Custom Nail Colours or GELeration Soak-Off Polishes. And of course, the Custom Colours will be topped off with a topcoat that enhances the therapeutic value of the JESSICA base coats and correctives. But the treatment cannot stop there. It is important that your client understands that like skin, it takes some time for damaged nails to return to their best. They should apply the treatment products on their own at home on a regular basis (providing a retail opportunity for the nail technicians), and the nail tech should monitor their progress in order to know when to switch products. Your clients will thank you when they see the results – beautiful, healthy, natural nails!

Elegantly groomed hands enhance a woman's charm, grace and sense of style. Every woman will discover that the time spent on an effective nail care regimen will be well worth the beautiful result.

– Jessica



Top 10 Custom Colours of 2013



Top 10 GELeration Colours of 2013



A New Generation of **GEL**eration® Soak-Off Gel Polish

GEL 989
Dazzling Beauty



GEL 990
It's Taboo



GEL 991
Purple Heart



GEL 992
Chartreuse Cocktail



GEL 993
Golden Olive



GEL 994
Pink Sprinkles



GEL 995
Red Noir



14 New Soak Off Polishes. Dazzled With Colour

*This deserves
a High Five!*



**Give A Hand to
GEL-eration Acceleration!**

GELeration is the fastest curing soak-off gel system on the market today. And so much more. It's designed to provide flawless colour that lasts 21 days or more – without chipping! Instead, nails gleam with shine in this shimmering new Spring Collection.

And, there's no damage to the natural nail. The shining features of Jessica's GELeration make it a winner, hands down.

*Dries in an
instant.
Lasts for weeks!*

GEL 996
Smoky Glitter



GEL 997
Flaming Orange



GEL 998
Revenge is Sweet



GEL 999
Indigo Blues



GEL 1000
Pink Pearls



GEL 1001
Black Diamonds



GEL 1002
Shimmer Bronzer



Glorious, Glamorous GELeration by Jessica

NEW Pro LED 30-12 LIGHT Cures All 5 Fingers Dries at the speed of light

With the introduction of Jessica's new Pro LED 30-12 Light, gels become even easier and faster to do. Now you can do 5 fingers at the same time – no need to do the thumb separately. Our new lamp is a breeze to use. Lighter, simpler, more compact for your work station or storing. Working hand-in-hand with our sensational GEL-eration Collection for Spring 2014, doing gels just became even more beautiful.

Features

- Full five-finger curing
- Hand sensor-activator
- Ergonomic design excellence
- 1-year manufacturer warranty
- 10, 20, 30 and 40-second memory settings
- Available in British, Euro & Japan plugs
- Removable magnetic tray for easy sanitizing
- Comfortable interior space for all hand & foot sizes
- Meets safety approvals in all countries of distribution
- 50,000 hours of consistent power & LED performance
- High intensity reflective mirror finish for even light distribution
- Convenient for Pedicures too!

Just minutes a day for a lifetime of more beautiful hands and nails.

Jessica to the Rescue!

The best nail care for your clients comes down to two things: your skill & your products. Give yourself the benefit of products that pamper, protect and prove to your clients that you know what works! Including protecting that manicure – natural or acrylic.

As you know, hands take a beating from weather, washing and lack of care. Jessica's Easy as 1-2-3 system rescues them from unsightly dehydration and roughness, restoring critical moistness and suppleness. Soothe, Smooth and Silken.

With this triple-duty trio, you can rescue any client whose nails and skin are going through a rough patch. And look like a hero.



Nourish – Therapeutic Cuticle Formula

A pure blend of antioxidant vitamins and healing agents nourishes the cuticle and nail, instantly providing the moisture a nail needs for uniformly soft, conditioned cuticles. It's day-wear for the nail.

Hydracreme – Sheer Moisture for Hands

Hydration without heaviness makes for sheer heaven. Skin discovers a new level of comfort as natural moisture levels are restored, keeping skin perfectly hydrated. This silken solution of natural botanicals and pure honey leaves hands soft, supple, protected. It provides round-the-clock conditioning.

Phenomen Oil – Intensive Moisturizer

Aptly named! Here is a phenomenal way to restore, rehydrate and maintain healthy cuticles and nails. Working below the surface, jojoba, almond and rice oils help heal and revitalize skin, replace dryness with smoothness. Just a drop soothes effortlessly. Also excellent on elbows, feet, knees – any rough, dry area that needs deep moisturizing. An intensive moisturizing must.

Jessica's RESCUE SYSTEM

“Remarkable!”



Footnotes from Jessica

Fusion 2.5.2 Works - Weather Or Not

Just because it is winter doesn't mean your clients' feet should not be well tended with a pedicure. Well-cared for feet should have a pedicure every three weeks, regardless of the season. Fusion 2.5.2 makes it easy for a customer to enjoy a pedicure, whatever the weather - without the worry of wearing flip flops or sandals in rain, snow and freezing temperatures. Well-groomed feet not only make a client feel good, but are an important part of maintaining good health. Feet are the most neglected part of the body yet they do the most work for us. Treat feet well, and they'll return the favor a thousand times over. Fusion 2.5.2 weathers any weather beautifully.

fusion
2.5.2

After experimenting and perfecting her technique of Fusion 2.5.2, Jessica discovered a few tips to maximize the efficacy of the System that will keep a pedicure looking good for 3-4 weeks. And it's done in a flash.



The secret? **Do one foot at a time.** Finish one, then do the other. That's all there is to it. Since speed is what you need, follow these guidelines:

1. Thinly apply your Primer to all 5 toes of one foot, quickly followed by a very thin coat of your Colour Activator. The first coat should not have full coverage and may look like it's streaking. Not to worry.
2. After a minute, apply your 2nd coat of Primer followed by a thin coat of your Colour Activator – this 2nd coat will completely cover the nail, giving a beautiful hard, shiny gel-like finish.
3. Now do the other foot!

In less than 5 minutes you'll have a pedicure that's completely dry.
Your client is in her shoes and out the door in no time!

COLD
WEATHER
SOLUTION
5 MINUTE
PEDICURE



Tips to Maximize Product Performance for Professionals

Q

ARE YOUR TREATMENT PRODUCTS YELLOWING?

A

We have heard concerns from some of our customers that they are concerned about yellowing of their treatment products. The good news is that you SHOULD NOT WORRY! This will have NO IMPACT on the nail. Unfortunately, there is nothing that can be done about this colour effect. Every manufacturer's treatments have the same issue – it is related to the raw material, nitrocellulose, which naturally yellows. The cellulose used for the Nitrocellulose may be from different sources of cellulose leading to different behavior once in the solvent formulas, some sources being more yellowing than others. This was not a problem in prior years, because the nitro cellulose that was sold on the market was bleached. Today, the product is no longer bleached, resulting in the yellowing. Some manufacturers have added tint to their basecoats to cover up the yellow, but that doesn't change the underlying problem.

We are happy to provide you with more detail about this problem. But the bottom line is that there is nothing wrong with the product - it is a natural process that will happen after 3-6 months, no matter what, and will not harm the nail in any way.

Q

HOW DO YOU PREVENT NAIL COLOUR FROM THICKENING?

A

Keep bottles filled to the top. Have 2 bottles of each product on hand. Refill when the colour reaches the "JJ" in Jessica. Clean bottle caps and necks daily to insure airtight closure.

If product does get thick, do not use solvent of polish remover to thin colour; it will change the formulation and can be damaging to the nail. Instead, add a few drops of your favorite JESSICA basecoat treatment. This will keep the integrity of the product and will not damage the nail.

Q

SHOULD YOU REMOVE POLISH AND LET YOUR NAILS BREATHE?

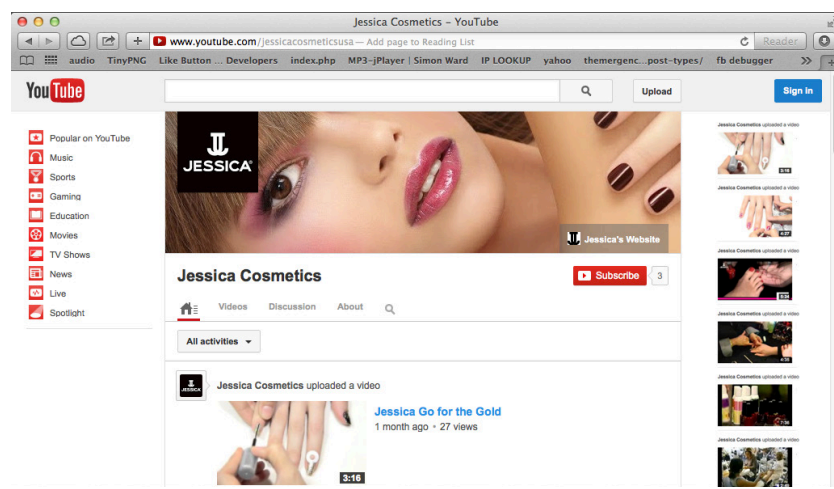
A

This is an age old myth. Nail colour, when properly applied, plays an integral part in protecting the nail and sealing in its natural moisture. Without colour, the nail becomes drier and more brittle, and is prone to break and split.

For More information on Jessica's techniques in GELeration, Nail Cultivation and Fusion 2.5.2.

Visit our YOU TUBE CHANNEL:

youtube.com/jessicacosmeticsusa



An Unforgettable Red Carpet Event for Jessica

The Glamour Magazine Mexico Award to Iconic Fashion Influencers

November, 2013

JESSICA, First Lady of Nails, honored at Glamour Magazine Red Carpet Event, Mexico

What an honor. Jessica Vartoughian, CEO & Founder of Jessica Cosmetics International, Inc., was honored by Glamour Magazine Mexico at their 15th Anniversary Gala.

The Award is given to global iconic influencers in the world of Glamour. This year, along with the inimitable Jessica, were such luminaries as Eva Longoria, Demi Lovato, fashion designer Rolando Santana, and innovative jewelry architect Daniel Espinoza. This illustrious Glam Award recognizes the achievements of industry leaders who inspired the Glamour readers. The recipients share a passion for life, and a dream that became a reality to enliven the public.



"Glamour Magazine has always been a fashion and beauty bible for young women. They have championed the JESSICA brand since my distributors, Mario Del Duca and Ioanna Alvarez launched the Collection in Mexico in 2010. What made this a heartfelt moment is that the readers voted! It was such a magical evening," says Jessica.

Jessica Around The World

GLOBE TROTTING, TREND SPOTTING

France

Jessica was in Paris to launch Jessica Nail Care at two major trade shows: "Beyond Beauty" and "Mondial Coiffure & Beauty." It was JCI's debut in France, and response has been tres magnifique, attracting buyers from large spas and salon chains throughout France.



Switzerland

A big hand to distributor Beauty Trading/Dobi under the leadership of Heidi Hübscher, category manager, for the successful launch of JESSICA in the MANOR – Switzerland's largest department store. At a promotional event in their Geneva store, Jessica had the pleasure of meeting shoppers and answering their questions. While the store's Education team demonstrated nail analysis. A great photo op was part of this memorable day. Jessica will tour more stores and plans to be in the Lugano store in April.

Los Angeles

In December, Jessica was honored in a memorable ceremony for her charity work with humanitarian agencies.



Mexico

What an exciting trip for many reasons. Jessica met our new distributors in Latin America as well as our distributor in Mexico. We welcome Maria Jose Concha of Super Groupa, Chile, Novamen's Marie Astrid Useche, Argentina, and Juliana Jimenez with Ajcomer SAS in Columbia. Jessica had the great honor of receiving the prestigious Glamour Magazine Mexico Award. (More about that in this Issue.)

China

With the support of our Greece distributor, Anna Almbanis, the creative director of AME and NYXI-NYXI, toured key regions in China to launch Jessica throughout the country. She provided training in all aspects of Jessica Natural Nail Cultivation®, GELeration, Fusion 2.5.2 and used her nail art skills to showcase the line's overall versatility. She traveled far and wide for seminars, with hundreds of people at each destination. It was a demanding trip; but the market demand which ensued made her a happy emissary.

Netherlands

JESSICA was at the Utrecht show with our distributor Florale, under the leadership of Mr. Richard Kamm.

Romania

Jessica attended the Beauty Hair Exhibition with our distributor Valentina Popa of Exclusive Cosmetics.

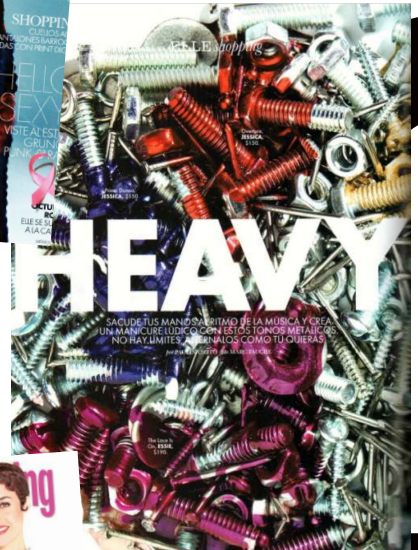
Munich

JESSICA was featured in the Munich, Germany show thanks to our distributor ISC Austria under the direction Mrs. Ingrid Schachner





International Presses



J
JESSICA®

Coral

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

Symphony

Oceans of colour!



Conch Shell



Ocean Bloom



Tropical Sunset



Monsoon Melon



Sharktooth



Starfish Glow

Artfully polished living.™ JESSICA®

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