

# ORLY®

REBRAND  
EDITION  
2013/2014



PRODUCT GUIDE



A Star is Born. Hollywood 1975.

Jeff Pink created the French Manicure and stylists breathed a collective sigh of relief. What started as a natural nail look designed to help actresses speed up the transition between costume changes, became the most enduring and iconic nail look in the industry. Then came treatments, lacquers, more lacquers and the very first better-for-your-nails gel. And of course all the color, shimmer, sparkle and shine. It all started with Jeff Pink almost 40 years ago and his unwavering commitment to the industry promises many colorful years ahead.

Painting by Françoise Nielly. The artist mixed her own pigments to match popular ORLY nail lacquer shades.

Jeff Pink, creator of the French Manicure and ORLY

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It all started with Pink.™

## You can't be an industry leader while standing still

Created from a renewed mission for brand awareness and product innovation, ORLY proudly introduces our modern new look. Not just a pretty face, this update includes thoughtful renovations from identity to packaging and merchandising, designed to increase product visibility and brand loyalty.

New sleek ergonomic design,  
same great soft grip!

### **ORLY's patented Gripper Cap™**

continues to be  
the professional choice  
for easy opening and precision  
performance



# ORLY®

The new ORLY logo reflects a modern aesthetic with a clean look and bold stance. Often used in oversized scale, this new logotype commands brand recognition.

760 BEACH CRUISER

ORLY's signature swatch is featured on collateral and advertising, bringing ORLY color to the forefront and clearly identifying products.



ORLY's introduces four to six trend-savvy  
**seasonal color collections**  
each year that continue to lead the industry  
in first-to-market colors and textures



Each ORLY color display features  
**exclusive “Try Me” Painted Nail Chips**  
so customers can “try on” each color  
right at the display without  
opening a bottle



Transform your space into a wall of color with the new ORLY displays. Each display has been upgraded with a modern feel and modular design to showcase ORLY's vast product assortments. This combination of functionality and high-end style allows the product to be the hero.



# NAIL LACQUER

Find all of ORLY's best-sellers in our permanent collection—now including a dynamic range of cutting-edge FX shades, hot-selling favorites and ORLY classics colors.



**20%**  
more product  
than our  
competition






# THE ORIGINAL FRENCH MANICURE

In 1975, Jeff Pink created a natural nail look to help screen actresses speed up the time between wardrobe changes. Simple, classic and feminine, this time-saving manicure accentuated the nails without ever upstaging the outfit. Stylists and stars loved the new look that quickly spread through the fashion world. Once it hit the runways of Paris, Jeff knew he had the perfect name... the French Manicure!

## FRENCH MANICURE TIPS



WHITE TIPS  
crème  
22001



SOFTEST WHITE  
crème  
22002



WARM WHITE  
crème  
22504



IVORY WHITE  
sheer  
22506



POINTE BLANCHE  
crème  
22503



**Pointe Blanche** precision application brush comes with half the bristle count of a standard lacquer brush for flawless French tips.





## FRENCH MANICURE COLOR



## FRENCH MANICURE NAIL LOOKS

- |                                 |                              |                                   |                                  |
|---------------------------------|------------------------------|-----------------------------------|----------------------------------|
| <b>Classic</b>                  | <b>Pink &amp; White</b>      | <b>Modern</b>                     | <b>Modern Neon</b>               |
| Softest White<br>+<br>Pink Nude | White Tips<br>+<br>Bare Rose | Point Blanche<br>+<br>Flirty Girl | Sheer Nude<br>+<br>Beach Cruiser |



# FRENCH MANICURE KITS

Compact kits that have everything you need to create the perfect French Manicure. Comes with Half-Moon Tip Guides and complete French Manicure instructions.



ORLY's ORIGINAL FRENCH MANICURE KIT



## PINK KIT

ITEM #22030

Includes one each: .3 Oz/9mL bottles of Top 2 Bottom basecoat and topcoat in one, White Tips and Pink Nude French Manicure nail lacquers.



## ROSE KIT

ITEM #22040

Includes one each: .3 Oz/9mL bottles of Top 2 Bottom basecoat and topcoat in one, White Tips and Bare Rose French Manicure nail lacquers.



Every French Manicure kit comes with a **Look Book** featuring **step-by-step instructions** for creating the perfect french!

# FRENCH MANICURE ACCESSORIES

Use these accessories to complete  
your version of the world's most  
popular nail look.



## WHITE TIP GUIDES

ITEM # 22012

Ensure precise and consistent  
application of French Tips. Includes 78  
Half-Moon shaped guides.



## MAGNIFIQUE

Oui love French

**BRIGHTENS AND  
PREVENTS  
COLOR FADING**

Brighten and protect your  
French Manicure from fading  
with UV filters and optical  
brighteners, leaving a durable  
and high shine finish.

.6 Fl Oz / 18 mL    ITEM # 24260



## LA PETITE FRENCH MINI KIT

ITEM # 28151

Includes Bonder basecoat, Sheer  
Nude, Je T'Aime and White Tips in  
.18 Fl Oz / 5.3 mL mini bottles.





















# ORLY FX

ORLY has defined the FX nail category by continuously launching lacquers with unique finishes and special effects. ORLY Flash Glam FX offer full-spectrum sparkle, prismatic shine, high-intensity holographs and hyper-reflective texture in every color of the rainbow for a fierce 3D effect.



For a **sheer look**, apply 3 coats of any **Flash Glam FX** color over a clear base

To **intensify the look**, layer over black **Liquid Vinyl**

 IT'S A METEOR glitter 20448	 TOO FAB glitter 20450	 WATCH IT GLITTER glitter 20451	 SASHAY MY WAY glitter 20449	 RIGHT AMOUNT OF EVIL glitter 20452	 ROCKETS RED REGAL GLARE glitter 20468
 SO GO-DIVA glitter 20460	 R.I.P glitter 20462	 CUPCAKES AND UNICORNS glitter 20469	 EMBRACE glitter 20482	 BE BRAVE glitter 20481	 RIDICULOUSLY REGAL glitter 20471
 CAN'T BE TAMED glitter 20472	 ULTRA VIOLET glitter 20470	 HOLY HOLO! glitter 20480	 ATOMIC SPLASH glitter 20473	 SUNGLASSES AT NIGHT glitter 20474	 IT'S ELECTRIC glitter 20476
 SPAZMATIC glitter 20475	 MONSTER MASH glitter 20479	 MERMAID TALE glitter 20478	 GO DEEPER glitter 20477	 SPACE CADET shimmer 20080	 HALLEY'S COMET shimmer 20081

# MANI MINIS

Take it to go. 68 of our best-selling shades are available in travel-friendly .18 Fl Oz bottles. Perfectly sized for your purse or carry-on for touch-ups on the go. So cute and collectible you'll want them all.



◀ actual size



## The Original **Vitamin-Infused** Gel Manicure System

GelFX is no ordinary gel manicure system. Our 3-in-1 Cleanser, Primer and Basecoat are power-packed with a Vitamin-infusion. This revolutionary formula nourishes nails with feel-good ingredients for durability, strength and shine.

Antioxidant vitamins A and E help to promote healthy nails while pro-vitamin B5 protects the structure of the natural nail. Finish your Gel FX color with our Vitamin-infused Cuticle Oil, made with orange blossom and wild cherry extracts to condition and moisturize problem cuticles. The result? Longer lasting color, full protection and incredible shine.







## LED 800 FX LAMP

**Cures all 5 fingers at the same time**

- Energy efficient, high quality LED.
- Safe and easy to use.
- Preset digital display timer of 10, 20 and 30 seconds with coordinating light intensity of low, medium and high.
- Preset auto function with built in on/off sensor that operates at low/30 second time.
- Cool down the light temperature and cater to sensitive clients by emitting a low light output with the low/30 second setting.
- Automatic sensor turns on the led lights when the hand is placed inside the lamp.




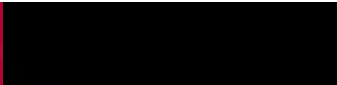



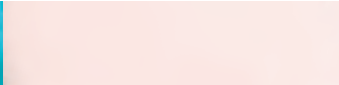



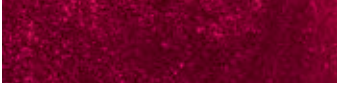














# GEL FX

Gel FX is no ordinary gel manicure system. Our 3-in-1 Cleanser, Primer, Basecoat and Cuticle Oil are power-packed with antioxidant vitamins A and E to help promote healthy nails and pro-vitamin B5 to protect the structure of the natural nail.

Gel FX is perfectly matched to our best-selling nail lacquer shades so your inspiration never fades. Our list of colors keeps growing with seasonal collections and the introduction of

exciting new Duo-Chromes, Hyper-Brights and glammed out Glitters.



		
HAUTE RED crème 30001	LIQUID VINYL crème 30484	RED FLARE crème 30076
		
KISS THE BRIDE crème 30016	IT'S UP TO BLUE shimmer 30662	PINK NUDE french manicure sheer 32009
		
RUBY crème 30363	PRINCE CHARMING crème 30715	MONROE'S RED shimmer 30052
		
STAR SPANGLED glitter 30721	PRISMA GLOSS SILVER glitter 30708	FIRST KISS crème 30675
		
COUNTRY CLUB KHAKI crème 30702	SHEER NUDE french manicure sheer 32479	RAGE shimmer 30293
		
CHARGED UP crème 30679	PASSIONFRUIT crème 30461	IN THE NAVY shimmer 30003
		
PINK CHOCOLATE crème 30416	LIFT THE VEIL crème 30008	RED CARPET shimmer 30634
		
GOTH shimmer 30637	FOREVER CRIMSON shimmer 30041	TAKE HIM TO THE CLEANERS shimmer 30645

\* New color launching 2014





# APPLY

Now it's time to have some fun. Put on the color you'll be loving all week and through the next.



## BASECOAT

Cover your tracks. Self-leveling to mask nail imperfections and create a smooth surface for even gel application. Vitamin-infused for full protection and incredible shine.

.3 Fl Oz / 9 mL    ITEM # 34110



## TOPCOAT

Let it shine. Seals in your new gel color and provides a durable finish to help protect nails.

.3 Fl Oz / 9 mL    ITEM # 34210



## LED 800 FX

North America	ITEM # 33507
EU	ITEM # 33506
UK	ITEM # 33508
Australia	ITEM # 33504



## CUTICLE OIL

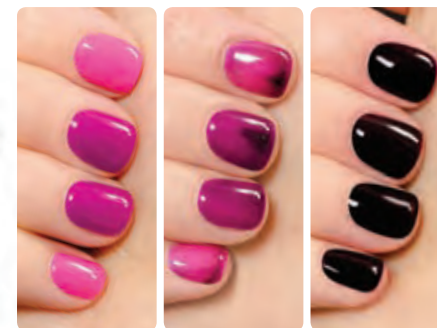
Go deep. Made with orange blossom and wild cherry extracts to condition, moisturize and heal problem cuticles. Vitamin-infused for full protection and incredible shine.

.3 Fl Oz / 9 mL    ITEM # 34555

# SHADE SHIFTER

## COLOR CHANGING GELFX COAT

CLEAR IF YOU'RE HOT    DARK IF YOU'RE NOT



Simply paint a coat of Shade Shifter over your Gel FX color and cure. Feeling a chill? Shade Shifter stays dark on your nail. Temperature running hot? Shade Shifter goes clear, revealing the Gel FX color underneath. Works exclusively with ORLY Gel FX colors only.

.3 Fl Oz / 9 mL    ITEM # 30030

## COUNTER DISPLAY



ITEM # 31005

Color match meets color care. Packed with a full selection of Gel FX colors and treatments for the original Vitamin-infused gel manicure.

DISPLAY INCLUDES:

### 168 GEL FX NAIL COLORS TOTAL

- 3 each of 56 gel colors - .3 Fl Oz / 9 mL
- shelf depth can accommodate up to 5 bottles

### 12 GEL FX NAIL TREATMENTS TOTAL

- 3 each of Tip Primer, Basecoat, Topcoat and Cuticle Oil - .3 Fl Oz / 9 mL
- shelf depth can accommodate up to 5 bottles

### 6 GEL FX TOOLS TOTAL

- 3 each of Dry Brush and Cuticle Pusher / Remover

### 25 GEL FX COLOR GUIDES TOTAL

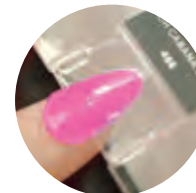
DISPLAY DIMENSIONS:

18.6" w x 25.5" H x 10.4" d  
47.2cm W X 64.7cm H X 26.4cm D

## TOWER



## GEL FX DISPLAYS



Each ORLY Gel FX display features exclusive  
**"Try Me"**  
**Painted Nail Chips**

ITEM # 31006

Got gel? This standout tower display merchandises the largest selection of Gel FX products.

DISPLAY INCLUDES:

### 213 GEL FX NAIL LACQUERS TOTAL

- 3 each of 71 Gel FX colors - .3 Fl Oz / 9 mL
- shelf depth can accommodate up to 5 bottles

### 12 GEL FX NAIL TREATMENTS TOTAL

- 3 each of Tip Primer, Basecoat, Topcoat and Cuticle Oil - .3 Fl Oz / 9 mL
- shelf depth can accommodate up to 5 bottles

### 9 GEL FX TOOLS TOTAL

- 3 each of Dry Brush and Cuticle Pusher / Remover

### GEL FX CLEANSER AND REMOVERS

- 3 each of 4oz / 118mL Cleanser and Remover
- 2 each of 16oz / 473mL Cleanser and Remover

### GEL FX WRAPS AND WIPES

- 3 each of 100pk Foil Remover Wraps
- 3 each of 240pk Lint Free Wipes

### 2 GEL FX KITS TOTAL

- 1 Professional Kit
- 1 Starter Kit

### 1 LED 800FX LAMP

### 25 GEL FX COLOR GUIDES TOTAL

### 15 GEL FX EDUCATION DVD

### 1 GEL FX WINDOW CLING

DISPLAY DIMENSIONS:

29" W x 77" H x 17" D  
73.7cm W X 195.6 H X 35.7cm D

# PREP

Get started on the right foot. Or hand, for that matter.  
Long-lasting color needs a solid foundation.



## 3-IN-1 CLEANSER

Triple play. Dehydrates and cleans nails before application, then can be used as a shine wipe after the manicure. Vitamin-infused for full protection and incredible shine.

4 Fl Oz / 118 mL ITEM # 33001  
16 Fl Oz / 473 mL ITEM # 33011

Prime tips only!



## NAIL TIP PRIMER

Prime time. Preps nails for maximum adhesion to extend the life of your gel color. Vitamin-infused for full protection and incredible shine.

.3 Fl Oz / 9 mL ITEM # 34100



## CUTICLE PUSHER & REMOVER

ITEM # 33505

Pushover. Preps nails and cuticles, then helps gently and quickly remove gel.



## DRY BRUSH

ITEM # 33515

Dry erase. Sweeps away the tacky layer and helps even the gel surface.



## BUFFER

ITEM # 33510

Smooth operator. Gently polishes the nail surface, leaving the nail bed perfectly smooth.



## LINT-FREE WIPES

Wipe out. Use to wipe the nail clean and remove the tacky layer without leaving anything behind.

60-pack ITEM # 33520  
240-pack ITEM # 33523



## LINT-FREE TABLE COVERS

Table setting. Provides a sanitary work surface and speedy cleanup without leaving anything behind.

50-pack ITEM # 33525



# REMOVE

This won't hurt a bit. Take your gel nail color off in four simple steps and you're ready to fall in love with another shade.



## FOIL REMOVER WRAPS

Wrap it up. Our Foil Remover Wraps, featuring an absorbent sponge, are used to easily remove gel nail color. Reduces acetone contact with skin and traps in heat to quicken removal.

20 pack                    ITEM # 33120  
100 pack                  ITEM # 33100



## GEL & GLITTER POCKET REMOVERS

Easily removes gel nail colors and glitter nail lacquers.

Bag of 20 pockets    ITEM # 23300



## CUTICLE PUSHER & REMOVER

ITEM # 33505

Pushover. Preps nails and cuticles, then helps gently and quickly remove gel.

## GEL REMOVER

Take it off. Our rapid Gel Remover quickly and easily removes gel nail color.

4 Fl Oz / 118 mL    ITEM # 33004  
16 Fl Oz / 473 mL    ITEM # 33016  
64 Fl Oz / 1.89 L    ITEM # 33064



# GEL FX KITS

Look at that. Everything you need to be a part of the gel revolution in the convenience of a kit.

## STARTER KIT

ITEM # 31050

### KIT INCLUDES:

- |                      |                              |
|----------------------|------------------------------|
| 1 - Cleanser 4 Fl Oz | 1 - Cuticle Oil              |
| 1 - Primer           | 1 - Remover 4 Fl Oz          |
| 1 - Basecoat         | 1 - Foil Remover Wraps 20 pk |
| 1 - Haute Red        | 1 - FREE Education DVD       |
| 1 - Naughty          | 1 - FREE Catalog             |
| 1 - Kiss The Bride   | 1 - FREE Instruction Sheet   |
| 1 - Topcoat          | 1 - FREE Window Decal        |

### KIT DIMENSIONS:

9.5"w x 5.75"h x 4.125"d  
24.13 cm x 14.61 cm x 10.48 cm



## ADVANCED KIT

ITEM # 31052

### KIT INCLUDES:

- |                      |                                  |
|----------------------|----------------------------------|
| 1 - Cleanser 4 Fl Oz | 1 - Remover 4 Fl Oz              |
| 1 - Primer           | 1 - Foil Remover Wraps 100 pk    |
| 1 - Basecoat         | 1 - Cuticle Pusher & Remover     |
| 1 - Haute Red        | 1 - Buffer                       |
| 1 - Naughty          | 1 - Dry Brush                    |
| 1 - Kiss The Bride   | 1 - Lint Free Nail Wipes 60 pk   |
| 1 - Oh Cabana Boy    | 1 - Lint Free Table Covers 50 pk |
| 1 - Prince Charming  | 1 - FREE Education DVD           |
| 1 - Plum Noir        | 1 - FREE Catalog                 |
| 1 - Topcoat          | 1 - FREE Instruction Sheet       |
| 1 - Cuticle Oil      | 1 - FREE Window Decal            |

### KIT DIMENSIONS:

11.25"w x 8.5"h x 7.125"d  
28.58 cm x 21.6 cm x 18.1 cm

## PROFESSIONAL KIT

ITEM # 31054

### KIT INCLUDES:

- |                      |                               |                                  |
|----------------------|-------------------------------|----------------------------------|
| 1 - Cleanser 4 Fl Oz | 1 - Bare Rose                 | 1 - Buffer                       |
| 1 - Primer           | 1 - Rage                      | 1 - Dry Brush                    |
| 1 - Basecoat         | 1 - Pink Chocolate            | 1 - Lint Free Nail Wipes 240 pk  |
| 1 - Haute Red        | 1 - Terracotta                | 1 - Lint Free Table Covers 50 pk |
| 1 - Naughty          | 1 - Pink Nude                 | 1 - LED 800 FX Lamp              |
| 1 - Kiss The Bride   | 1 - Topcoat                   | 1 - FREE Education DVD           |
| 1 - Oh Cabana Boy    | 1 - Cuticle Oil               | 1 - FREE Catalog                 |
| 1 - Prince Charming  | 1 - Remover 4 Fl Oz           | 1 - FREE Instruction Sheet       |
| 1 - Plum Noir        | 1 - Foil Remover Wraps 100 pk | 1 - FREE Window Decal            |
| 1 - White Tips       | 1 - Cuticle Pusher & Remover  |                                  |

### KIT DIMENSIONS:

13.5"w x 11.25"h x 9.5"d  
34.29 cm x 28.56 cm x 24.13 cm

## GEL FX POSTERS

More available for download on the ORLY FTP site.

### DIMENSIONS:

18"w x 24"h

45.72 cm w x 61 cm h



POST308



POST311



POST314



POST312



POST313



POST302



POST309



POST305

## BRANDED MERCHANDISE

ORLY offers Gel FX branded collateral to support product sales and complete your Gel FX look.



## GEL FX CATALOG

LIT3100C

A complete guide to ORLY's Gel FX product line featuring a high gloss color chart. Includes application and removal instructions.

### DIMENSIONS:

8.5"w x 11"h

21.6 cm x 28 cm



## GEL FX EDUCATION DVD

LIT3101



## GEL FX WINDOW CLING

LIT3111

Available here! Let clients know you feature ORLY Gel FX products.

### DIMENSIONS:

3.5"w x 6"h

8.9 cm w x 15.24 cm h

# INSTANT ARTIST

Nail art is the new fashion accessory.

ORLY's Instant Artist line provides all the colors and tools you need to keep up with the trend! Create dots and stripes, swirls, patterns and more. Now available in both water-based and lacquer formulas, each bottle comes with **built-in striper brush for precision detail.**

Take a cue from our step-by-step nail art looks or get creative with your own one-of-a-kind design.

## LACQUER FORMULA

NEW

- Quick drying
- Self-leveling
- Vibrant color payoff
- Easily blends and marbles with other shades



### STARTER KIT

ITEM # 27212

Contains Dotter Duo tool and 5 nail lacquers in Hot Pink, Crisp White, Jet Black, Hot Yellow and Fiery Red.



# WATER-BASED FORMULA

- Ample play time
- Easy to remove formula ensures a mistake-free application
- Lock in designs by applying topcoat
- Saturated tones provide an opaque finish



## STARTER KIT

ITEM # 27211

Contains Dotter Duo tool and 5 opaque paints in Hot Pink, Crisp White, Jet Black, Hot Yellow and Fiery Red.



## DOTTER DUO

ITEM # 27201

Create more precise designs with this two-sided dotter that makes it easy to switch between two sizes of dots. Great for flowers, polka dots and graphic patterns. Use the smaller side of tool for picking up and applying accessories.



## DETAILER BRUSH

ITEM # 27202

Add a new level of detail to your nail art masterpiece with this fine-bristled brush. Perfect for small details, filling in color or mixing two colors.

# NAIL TREATMENTS

Beautiful manicures and pedicures start with strong, healthy nails. ORLY's comprehensive line of nail treatments provides effective solutions for every nail care need. From cuticle care to quick-dry, you'll find targeted treatment products that prep, strengthen, protect, add shine and shorten dry time.

## AVAILABLE SIZES



.3 Fl Oz  
9 mL

.6 Fl Oz  
18 mL



4 Fl Oz  
118 mL

8 Fl Oz  
237 mL



## BASECOATS

Improve lacquer adhesion by always applying an ORLY basecoat before applying nail lacquer. Longer-lasting wear starts with a smooth, protected nail surface.



### BONDER®

**#1 Basecoat. Join the club**

**FOR LONGER LASTING MANICURES & PEDICURES**

Dubbed as “double-sided sticky tape”, ORLY’s unique rubberized formula grips lacquer to the nail surface for lasting adhesion up to two weeks.

.3 Fl Oz / 9 mL	ITEM # 24112
.6 Fl Oz / 18 mL	ITEM # 24110
4 Fl Oz / 118 mL	ITEM # 24114
8 Fl Oz / 237 mL	ITEM # 24118



### RIDGEFILLER

**Smooth Operator**

**SMOOTHS RIDGED NAIL SURFACES**

A perfectly smooth manicure begins with a flawless surface. This unique basecoat fills ridges and smooths out uneven nails.

.3 Fl Oz / 9 mL	ITEM # 24122
.6 Fl Oz / 18 mL	ITEM # 24120



### TOP2BOTTOM®

**Two is better in one**

**TWO-IN-ONE BASECOAT & TOPCOAT**

Start and finish your manicure with ORLY’s convenient basecoat and topcoat all-in-one.

.3 Fl Oz / 9 mL	ITEM # 24132
.6 Fl Oz / 18 mL	ITEM # 24130
4 Fl Oz / 118 mL	ITEM # 24134

# TOPCOATS

ORLY topcoats provide a superior finish and lasting protection against cracking and chipping for beautiful, long lasting manicures and pedicures.



## MAGNIFIQUE

**Oui love French**

**BRIGHTENS AND PREVENTS COLOR FADING**

Brighten and protect your French Manicure from fading with UV filters and optical brighteners, leaving a durable and high shine finish.

.6 Fl Oz / 18 mL ITEM # 24260



## MATTE TOP

**Matte it up!**

**URNS GLOSSY FINISH TO MATTE FINISH**

Turn glossy nail lacquer to a unique matte finish. Ideal for creating unique nail art and spot varnished nail looks.

.6 Fl Oz / 18 mL ITEM # 24250



## GLOSSER®

**Like shiny things?**

**FOR SUPER SLICK SHINE**

Give nails super-slick, mirror-like shine and lasting protection with this top-selling topcoat. Perfect for nail art and vibrant colors.

.3 Fl Oz / 9 mL ITEM # 24212  
.6 Fl Oz / 18 mL ITEM # 24210



## WON'T CHIP®

**No chips allowed**

**HELPS PREVENT NAIL COLOR FROM CHIPPING**

Extend the life of your manicure by resisting chipping and peeling with this protective polymer topcoat.

.3 Fl Oz / 9 mL ITEM # 24232  
.6 Fl Oz / 18 mL ITEM # 24230  
4 Fl Oz / 118 mL ITEM # 24234



## QUICK-DRY



### SEC'N DRY®

**Faster than a speeding bullet**  
**DEEP DRIES LACQUER**  
**LAYERS FOR A**  
**DURABLE FINISH**

Penetrate and quickly dry multiple layers at once for a hard, protective topcoat finish.

.3 Fl Oz / 9 mL ITEM # 24312  
 .6 Fl Oz / 18 mL ITEM # 24310  
 4 Fl Oz / 118 mL ITEM # 24314



### IN-A-SNAP®

**Make it snappy and bright**  
**QUICK DRYING FOR**  
**COLOR PROTECTION**

Dry nail lacquer quickly while preventing color from fading with UV filters.

.3 Fl Oz / 9 mL ITEM # 24322  
 .6 Fl Oz / 18 mL ITEM # 24320  
 4 Fl Oz / 118 mL ITEM # 24324



### FLASH DRY®

**Need for speed?**  
**QUICK-DRY HIGH**  
**SHINE DROPS**

Accelerate dry time on freshly lacquered nails while delivering brilliant shine, and preventing smudging and nicking.

.6 Fl Oz / 18 mL ITEM # 24340



### POLISHIELD®

**Super hero protection**  
**FOR QUICK-DRY**  
**HIGH SHINE LONG**  
**LASTING MANICURES**

This quick-drying, high shine, chip resistant topcoat contains UV filters to prevent nail color from fading.

.3 Fl Oz / 9 mL ITEM # 24272  
 .6 Fl Oz / 18 mL ITEM # 24270



### SPRITZ DRY™

**DRIES NAIL LACQUER**  
**AND CONDITIONS SKIN**

Dry nail lacquer instantly with no oily residue. Also contains vitamin A & E blend of oils to condition skin.

4 Fl Oz / 118 mL ITEM # 24350  
 16 Fl Oz / 473 mL ITEM # 24360

Dry nail lacquer to a high-shine finish in minutes with ORLY's quick dry nail care treatments. Great for worry-free nails in a hurry.



# CUTICLE CARE

Nails grow best when cuticles are hydrated and healthy. Include ORLY cuticle care treatments in every manicure and pedicure service to promote stronger, healthier nail growth.



## CUTIQUE®

**Come clean**

### CUTICLE & STAIN REMOVER

Gently and effectively removes dead tissue, leaving cuticles soft and pliable. Removes nail stains leaving nails whiter.

.3 Fl Oz / 9 mL	ITEM # 24512
.6 Fl Oz / 18 mL	ITEM # 24510
4 Fl Oz / 118 mL	ITEM # 24514



## CUTICLE OIL+

**Don't hang there, get rid of it.**

### FOR DEHYDRATED CUTICLES

Help prevent hangnails and promote healthy nails by moisturizing cuticles with orange blossom and wild cherry extracts.

.3 Fl Oz / 9 mL	ITEM # 24552
1 Fl Oz / 30 mL	ITEM # 24555
4 Fl Oz / 118 mL	ITEM # 24554



## CUTICLE THERAPY CRÈME

**Don't be flaky**

### FOR DRY, CRACKED CUTICLES

Promote and stimulate nail growth by softening and hydrating rough dry cuticles with powerful antioxidants A & E and avocado oil. Also moisturizes and conditions hands, elbows, and feet.

.5 Fl Oz / 14 mL	ITEM # 24515
2 Fl Oz / 59 mL	ITEM # 24520



## CUTICLE CARE COMPLEX

**Food for nails**

### HYDRATES ROUGH CUTICLES TO STIMULATE NAIL GROWTH

Condition and soften cuticles to promote healthy nail growth with advanced antioxidant-rich oil, seven extracts and beta carotene.

.6 Fl Oz / 18 mL	ITEM # 24540
4 Fl Oz / 118 mL	ITEM # 24544

## CUTICLE CARE



### ARGAN OIL CUTICLE DROPS

Quench your nails

**HYDRATES AND  
SOFTENS CUTICLES  
WITH ARGAN OIL**

Helps nourish and hydrate cuticles and nails with this rich blend of Argan Oil, Jojoba Oil and Vitamin E.

.6 Fl Oz / 18 mL ITEM # 24500



### ARGAN OIL HAND CRÈME

**ULTRA-LUXE  
HYDRATING CRÈME**

Help nourish & hydrate dry skin and brittle nails while preventing moisture loss with this invisible protective formula of Argan Oil, Jojoba Oil and Shea Butter. Skin is left supple and protected against free radicals with Vitamin E.

1.7 Fl Oz / 50 mL ITEM # 24530



### ARGAN OIL 8PC DISPLAY

ITEM # 21501

Hydrate and soften dry cuticles and hands with our ultra-luxe, Argan Oil infused system. Includes four each of Argan Oil Cuticle Drops and Argan Hand Crème.

# STRENGTHENERS

Give weak and brittle nails the nutrition they need to grow faster, longer and stronger. Incorporate ORLY strengtheners into your salon services and recommend them for your client's at-home nail care regimens.



## TOUGH COOKIE®

**Don't snap on me**

**FOR DRY AND BRITTLE NAILS**

Grow stronger nails by slowing keratin breakdown with this formula containing African Okoumè extract. Helps to strengthen dry and brittle nails that snap and break easily.

.3 Fl Oz / 9 mL ITEM # 24452

.6 Fl Oz / 18 mL ITEM # 24450



## NAILTRITION®

**Nurture it and it will grow**

**GROWTH SUPPORT FOR DAMAGED NAILS**

Help strengthen peeling nails and stimulate healthier, faster growth with this advanced 14 day treatment formula containing collagen, wheat protein, keratin and bamboo extract. Great for nails coming out of gels or acrylics.

.3 Fl Oz / 9 mL ITEM # 24162

.6 Fl Oz / 18 mL ITEM # 24160



## NAIL DEFENSE®

**Hello healthy, goodbye splits.**

**FOR SPLITTING AND PEELING NAILS**

Prevent breakage, bond splitting and peeling nails together to fortify weak nails.

.3 Fl Oz / 9 mL ITEM # 24422

.6 Fl Oz / 18 mL ITEM # 24420

4 Fl Oz / 118 mL ITEM # 24424



## NAIL ARMOR®

**Silky, smooth operator**

**FOR WEAK AND RIDGED NAILS**

Topically strengthen nails with silk fiber nail wrap formula while smoothing ridges.

.6 Fl Oz / 18 mL ITEM # 24440



## CALCIUM SHIELD®

**Thin is not always in**

**FOR WEAK AND THIN NAILS**

Build thicker, stronger and more flexible nails to encourage healthy nail growth.

.3 Fl Oz / 9 mL ITEM # 24412

.6 Fl Oz / 18 mL ITEM # 24410



## MAINTENANCE



### PRIMETIME®

**Start off right**

#### PRIMES NAIL TO PREVENT CHIPPING

Ensure nail lacquer adhesion by priming nails with this advanced formula. Balance pH levels and eliminate oils and residue for longer lasting manicures and pedicures.

.3 Fl Oz / 9 mL    ITEM # 24602  
.6 Fl Oz / 18 mL    ITEM # 24600



### NO BITE®

**No biting allowed**

#### BREAK THE NAIL BITING HABIT

Break the nail biting habit for good with this bitter-flavored deterrent.

.3 Fl Oz / 9 mL    ITEM # 24612  
.6 Fl Oz / 18 mL    ITEM # 24610



### FUNGUS MD®

**Help is on the way**

#### MAXIMUM STRENGTH ANTI-FUNGAL SERUM

Help eliminate fungus and improve the appearance of unsightly nails. Target the source of the problem with ORLY's hygienic dropper application.

.6 Fl Oz / 18 mL    ITEM # 24690



### NAILS FOR MALES®

**For a manly manicure**

#### FOR A DISTINGUISHED SEMI-MATTE FINISH

Create a distinguished and manicured look with a unique semi-matte finish for men.

.6 Fl Oz / 18 mL    ITEM # 24240



ORLY offers targeted solutions that are specifically designed to meet unique nail care needs.

# NAIL CARE ESSENTIALS

Salon professionals choose ORLY for all their nail care essentials. We offer a complete line of buffers, files, lacquer removers and a variety of specialized products that nourish, clean, prep and repair nails.

## NAIL REPAIR

Simple and effective products to repair cracked or split nails.



## BRUSH-ON NAIL GLUE

Repair cracked or split nails easily and instantly. This specialized glue brushes on precise, smooth and clean for an impeccable application and expert nail repair. Can also be used to apply artificial tips or wraps.

Canister of 18

ITEM # 24710



## NAIL RESCUE KIT

ITEM # 23800

Repair cracked or broken nails in 3 easy steps. This compact kit has everything you need. ORLY Brush-on Nail Glue, Nail Repair Powder and a Mini Nail Buffer for flawless, long-lasting repair to cracked, split or broken nails. Nails are restored and ready for color.



## GEL & GLITTER POCKET REMOVERS

Easily removes gel nail colors and  
glitter nail lacquers.

Bag of 20 pockets ITEM # 23300



## LACQUER THINNER

Prolong the life of thickened nail lacquer.  
This specialized formula safely extends  
the life of thickened nail lacquer while  
maintaining optimum performance and  
quality. Nail lacquer is restored and  
ready for use.

2 Fl Oz / 59 mL ITEM # 23135



## SLIP-IT-OFF EXTRA-STRENGTH

Conveniently and quickly remove nail  
lacquer with an easy, no mess, no fuss  
sponge removal system. Even stubborn  
pigments come off easily in a matter of  
seconds. Just dip, rub and remove.

3.38 Fl Oz / 100 mL ITEM # 23105



## ARTIFICIAL NAIL REMOVER

Reveal natural nails with a professional-  
strength system that uses a double dose  
of fast acting solvents to quickly and  
effectively remove artificial nail tips.

3.38 Fl Oz / 100 mL ITEM # 23013

# NAIL LACQUER REMOVERS



## GENTLE FORMULA NON-ACETONE

Remove nail lacquer with a mild non-  
acetone formula that won't dry out nails.  
Leaves natural and artificial nails clean  
and free of lacquer and residue.

1.7 Fl Oz / 50 mL ITEM # 23203  
4 Fl Oz / 118 mL ITEM # 23207  
16 Fl Oz / 473 mL ITEM # 23209



## EXTRA-STRENGTH

Remove nail lacquer with a salon-quality  
formula that won't dry out nails. Leaves  
natural and artificial nails clean and free  
of lacquer and residue.

1.7 Fl Oz / 50 mL ITEM # 23103  
4 Fl Oz / 118 mL ITEM # 23107  
16 Fl Oz / 473 mL ITEM # 23109

# NAIL FILES

ORLY nail files are made with quality, long-wearing abrasives for easy use, accurate shaping and smoothing. Use on natural and artificial nails.

## GARNET BOARD

COARSE 120 GRIT

Reduce filing time with this effective and durable board. Perfect for sculptured nails, this file quickly and easily files nails to the desired shape.

ITEM # 23573  
Canister of 100



## BLACK BOARD

MEDIUM 180 GRIT

Reduce filing time with this fast and durable board. Developed for natural and artificial nails, this file quickly and easily files nails to the desired shape.

ITEM # 23574  
Canister of 100



## ZEBRA FOAM BOARD

COARSE 100 GRIT  
MEDIUM 180 GRIT

This durable double-sided nail file offers a coarse 100 grit side for quick filing and shaping, and a medium 180 grit side for smoothing edges to a flawless finish.

ITEM # 23575  
Canister of 74



## BUFFING TRIO

FINE 400 GRIT  
ULTRA FINE 600 GRIT  
BUFFER

This durable double-sided 3-in-one nail file offers a fine 400 grit to smooth and refine nail ridges, ultra fine 600 grit white buffer provides a soft, matte luster, and grey buffer provides high-gloss shine.

ITEM # 23571  
Canister of 74





# CLEAN & PREP



## CLEAN PREP SANITIZER & DEODORIZER

Prepare nails, hands and feet for hygienic manicures and pedicures. This unique formula sanitizes and removes residue for proper treatment and lacquer adhesion while Wheat Protein provides conditioning moisture to skin and nails. Nails are prepped and conditioned and ready for color.

4 FL Oz / 118 mL

ITEM # 24670

16 FL Oz / 473 mL

ITEM # 24660



## NAIL WHITENER STAIN REMOVER & BRIGHTENER

Whiten and brighten nails with an effervescent soak that combines a double dose of tea tree oil and citrus to detoxify and help dissolve impurities and stains on the nail. Nails are clean and bright.

12 pc packettes w/ display

ITEM # 44640

16 Oz / 453 g

ITEM # 24680

# ORLY PRO

Refresh tired hands & feet with a luxurious line of professional manicure and pedicure products. Purify, exfoliate, detoxify and moisturize with the rich aroma of Italian Mandarin.



## PURIFYING SOAK FOR HANDS & FEET

This luxurious manicure and pedicure soak indulges skin with the rich aroma of Italian Mandarin while purifying, refreshing and softening tired hands and feet with a rich antioxidant conditioning dead sea salt and avocado oil formula. Skin is left soft and renewed.

1 gallon / 4725 g (3.78L)  
33.8 Oz / 958 g

ITEM # 26060  
ITEM # 26058



## MOISTURIZING EXFOLIATOR FOR HANDS & FEET

This luxurious manicure and pedicure exfoliator indulges skin with the rich aroma of Italian Mandarin while gently and effectively exfoliating with natural sugarcane crystals. Reveals smoother, softer, younger looking skin.

1 gallon / 4725 g (3.78L)  
33.8 Oz / 958 g

ITEM # 23038  
ITEM # 23037



## RENEWING MASK FOR HANDS & FEET

This manicure and pedicure mask indulges skin with the rich aroma of Italian Mandarin while hydrating, detoxifying and renewing skin with a mineral-rich volcanic clay formula. Skin is left supple, soft and rejuvenated.

33 Oz / 935 g

ITEM # 26089



## MOISTURIZING LOTION FOR HANDS & FEET

This luxurious manicure and pedicure lotion indulges skin with the rich aroma of Italian Mandarin and provides a silky smooth massage while enveloping the skin with moisture. Skin is restored, renewed and protected with shea butter and aloe.

33 Fl Oz / 976 mL

ITEM # 26048

8.5 Fl Oz / 251 mL

ITEM # 26046

# RICH RENEWAL HYDRATING CRÈME

Same great formula with a fresh new look. ORLY's Rich Renewal Ultra-Hydrating Crèmes help to restore the elasticity and youthful glow of skin. These crèmes nourish skin and promote healing with a non-greasy formula containing Shea and Cocoa Butters. Aloe Vera and Vitamins A & E condition and help protect skin against harsh environmental factors. Choose from three botanical favorites, or choose our new PRETTY scent for hands, feet and body that are left renewed, soft and smooth.



## PASSION with Neem & Feijoa

8 Fl Oz / 237 mL ITEM # 26029  
2 Fl Oz / 59 mL ITEM # 26019



## PUCKER with Papaya & Grapefruit

8 Fl Oz / 237 mL ITEM # 26026  
2 Fl Oz / 59 mL ITEM # 26016



## PRETTY with Spiced Vanilla & White Tea

8 Fl Oz / 237 mL ITEM # 26030  
2 Fl Oz / 59 mL ITEM # 26020



## PARADISE with Lychee & Pomegranate

8 Fl Oz / 237 mL ITEM # 26028  
2 Fl Oz / 59 mL ITEM # 26018



# RICH RENEWAL EXFOLIATING SCRUB

Do you like ORLY's Rich Renewal Crèmes? Then you will love ORLY's new Rich Renewal Exfoliating Scrubs! These new formulations loosen and lift dead cells while exfoliating skin with natural sugar cane crystals to revitalize and brighten skin, leaving skin's natural glow. Shea Butter and antioxidant-rich Vitamin E help protect, condition and moisturize. Start with one of the four fresh botanical fragrances and finish with Rich Renewal Hydrating Crèmes for the ultimate renewal.



**PASSION**  
with Neem & Feijoa

8 Fl Oz / 237 mL ITEM # 26033



**PUCKER**  
with Papaya & Grapefruit

8 Fl Oz / 237 mL ITEM # 26031



**PRETTY**  
with Spiced Vanilla & White Tea

8 Fl Oz / 237 mL ITEM # 26034



**PARADISE**  
with Lychee & Pomegranate

8 Fl Oz / 237 mL ITEM # 26032

## SUGAR FIX

Younger looking skin is just one step away with ORLY SugarFIX moisturizing scrub for hands, feet and body. An exclusive blend of brown sugar and natural oils gently exfoliates dull surface cells, nourishing dry skin and drawing in moisture. Skin is left silky smooth, glowing and ready to bare.



### CITRUS MOISTURIZING SCRUB

Exclusive blend of brown sugar and natural oils for silky, smooth skin in one step.

8 Oz / 227 g	ITEM # 23031
19 Oz / 539 g	ITEM # 23034

# PEDICURE

Smooth away rough callused heels and soften feet with ORLY's pedicure essentials.



## FOOT FILE

ITEM # 23586

Slough away rough callused areas on the foot with this dual-sided, sanitizable foot file. Includes 2 coarse 80 grit pads and 2 medium 150 grit pads.



## CALLUS ERASER

Remove tough calluses for smoother, softer feet.

4 Fl Oz / 118 mL ITEM # 26077

16.5 Fl Oz / 488 mL ITEM # 26078



## FOOT FILE REFILL PADS

For use with ORLY's dual-sided sanitizable Foot File.

80 grit pack of 10 ITEM # 23508

150 grit pack of 10 ITEM # 23515

# TOWER DISPLAYS

Maximize your sales with the new ORLY Tower Displays.

These free-standing units pack the ultimate ORLY punch showcasing best-selling permanent nail lacquers, award-winning nail treatments and our newest seasonal collection.

Your customers won't know what hit them!

DISPLAY DIMENSIONS:  
29" W x 77" H x 17" D  
73.7cm W x 195.6cm H x 35.7cm D

## KEY FEATURES —ALL TOWERS—

Exclusive Try Me painted nail chips allow customers to "try on" each color right at the display



Additional shelf to merchandise current ORLY seasonal collection display



Changeable header graphic



Bottom shelf to merchandise additional ORLY products and sizes

## TREATMENT AND LACQUER TOWER



ITEM # 21001

The best of the best. This high-impact display features ORLY's signature nail care treatments and ORLY's best-selling nail lacquer shades.

DISPLAY INCLUDES:

### 288 NAIL LACQUERS TOTAL

- 3 each of 96 shades - .6 Fl Oz / 18 mL
- shelf depth can accommodate up to 4 lacquers

### 72 NAIL TREATMENTS TOTAL

- 3 each of 22 treatments - .6 Fl Oz / 18mL boxed
- 6 each of Bonder - .6 Fl Oz / 18mL boxed
- shelf depth accommodates 4 boxed treatments

### 25 COLOR GUIDES TOTAL

### 25 TREATMENT GUIDES TOTAL



# LACQUER TOWER



ITEM # 21000

All color all day! Maximize your lacquer color selection with our largest offering of dazzling ORLY color—including FX shades!

DISPLAY INCLUDES:

## 396 NAIL LACQUERS TOTAL

- 3 each of 132 shades - .6 Fl Oz / 18 mL
- includes 1 tray of ORLY FX nail lacquers
- shelf depth accommodates up to 4 lacquers

## 25 COLOR GUIDES TOTAL

## 25 TREATMENT GUIDES TOTAL

# SALON DISPLAYS

Showcase top-selling ORLY nail lacquers to your clients with these clear, compact salon displays that can be hung on a wall or at the nail tech station. Available in 2-tier 24pc and 4-tier 48pc configurations. Can be purchased alone or with ORLY nail lacquers.



2-tier Display with 24 nail lacquers

ITEM # 21020

2-tier Display only

ITEM # 21020D

DISPLAY DIMENSIONS:

16.25" W x 11" H x 1.7" D

41.28cm W X 27.94cm H X 4.32cm D



4-tier Display with 48 nail lacquers

ITEM # 21025

4-tier Display only

ITEM # 21025D

DISPLAY DIMENSIONS:

16.25" W x 20" H x 1.7" D

41.28cm W X 50.8cm H X 4.32cm D

DISPLAYS

## COUNTER DISPLAYS

Short on space? Not a problem. The ORLY Counter Displays offer best-selling ORLY products in a compact format that will easily fit onto any shelf. Whether it's gels, lacquer or treatments, we have a display to fit your needs.

DISPLAY DIMENSIONS:  
18.6" w x 25.5" H x 10.4" d  
47.2cm W x 64.7cm H x 26.4cm D



Each ORLY color display features exclusive  
**"Try Me"**  
**Painted Nail Chips**

## LACQUER COUNTER

ITEM # 21002

Color compact. ORLY's best-selling nail lacquers in a compact countertop display.

DISPLAY INCLUDES:

**144 NAIL LACQUERS TOTAL**

- 3 each of 48 shades - .6 Fl Oz / 18 mL
- shelf depth can accommodate up to 4 lacquers

**25 COLOR GUIDES TOTAL**



## DOUBLE-STACK FRAME

ITEM # 21527

This double-stack wire frame allows you to stack any two trays to create a two level display.

**Trays and product sold separately.**

DISPLAY DIMENSIONS:  
18.8" w x 8.6" H x 6" d  
47.8cm W X 21.8cm H X 15.2cm D



## MODULAR MERCHANDISING TRAYS

Use any ORLY tray on your counter space or create your own custom ORLY display. Each lacquer tray comes empty (no product) with a nail tip holder and corresponding number of unpainted nail tips. Gravity fed trays are easy loading, modular and maximize on-shelf product presentation.

.6 Fl Oz / 18 mL Lacquer Tray	ITEM # 21524
Mini and Midi Lacquer Tray	ITEM # 21525
Empty Tray—No Dividers	ITEM # 21526
Blank Nail Chips—Pack of 100	ITEM # 21528

MERCHANDISING DISPLAYS

## TREATMENT COUNTER



ITEM # 21003

Treat nails right. ORLY's complete line of nail care treatments in a compact countertop display.

DISPLAY INCLUDES:

**72 NAIL TREATMENTS TOTAL**

- 3 each of 22 treatments - .6 Fl Oz / 18 mL boxed
- 6 each of Bonder - .6 Fl Oz / 18 mL boxed
- shelf depth can accommodate up to 4 boxed treatments

**25 TREATMENT GUIDES TOTAL**

## GEL FX COUNTER



ITEM # 31005

Color match meets color care. Packed with a full selection of Gel FX colors and treatments for the original Vitamin-infused gel manicure.

DISPLAY INCLUDES:

**168 GEL FX NAIL COLORS TOTAL**

- 3 each of 56 gel colors - .3 Fl Oz / 9 mL
- shelf depth can accommodate up to 5 bottles

**12 GEL FX NAIL TREATMENTS TOTAL**

- 3 each of Tip Primer, Basecoat, Topcoat and Cuticle Oil - .3 Fl Oz / 9 mL
- shelf depth can accommodate up to 5 bottles

**6 GEL FX TOOLS TOTAL**

- 3 each of Dry Brush and Cuticle Pusher / Remover

**25 GEL FX COLOR GUIDES TOTAL**

## COMBI COUNTER



ITEM # 21004

Something for everyone. One tray each of ORLY favorites in a compact countertop display—great for retailing.

DISPLAY INCLUDES:

**45 MANI MINI NAIL LACQUERS TOTAL**

- 3 each of 15 shades - .18 Fl Oz / 5.3 mL
- shelf depth can accommodate up to 6 mini bottles

**36 NAIL LACQUERS TOTAL**

- 3 each of 12 shades - .6 Fl Oz / 18 mL
- shelf depth can accommodate up to 4 lacquers

**45 INSTANT ARTIST LACQUER BASED PAINTS TOTAL**

- 3 each of 15 treatments - .3 Fl Oz / 9 mL
- shelf depth can accommodate up to 5 bottles

**45 nail treatments total**

- 3 each of 15 treatments - .3 Fl Oz / 9 mL
- shelf depth can accommodate up to 5 bottles

**25 COLOR GUIDES TOTAL**

## MIDI / MINI COUNTER



ITEM # 21005

Good things come in small packages. ORLY's favorite Mani Minis and midi sizes of our signature nail care treatments in a compact countertop display.

DISPLAY INCLUDES:

**180 MANI MINI NAIL LACQUERS TOTAL**

- 3 each of 60 shades - .18 Fl Oz / 5.3 mL
- shelf depth can accommodate up to 6 mini bottles

**45 NAIL TREATMENTS TOTAL**

- 3 each of 15 treatments - .3 Fl Oz / 9 mL
- shelf depth can accommodate up to 5 bottles



# BRANDED MERCHANDISE

Take it to the next level. ORLY offers branded collateral to support product sales and branded merchandise to complete your new ORLY look.



## LAPEL PIN

PRO2003

Showcase your support of ORLY! Perfect for education and distributor events. Features ORLY rebranded bottle. Magnetic Closure.

DIMENSIONS:  
.68" W x 1.75" H x .06" D  
1.72cm W x 4.45cm H x .152cm D

actual size



## GIFT BAG

LIT2015

Wrap it up! with ORLY's new gift bag. Branded with It All Started With Pink.

DIMENSIONS:  
8" W x 10" H x 4" D  
20.32cm W x 25.4cm H x 10.16cm D

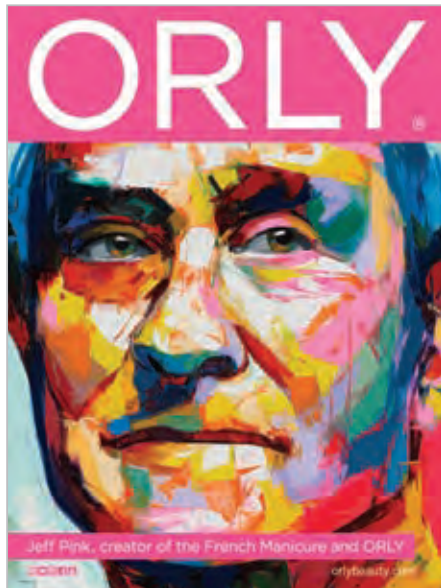
## IT ALL STARTED WITH PINK T-SHIRT

Promote the ORLY brand with these eye-catching shirts, showcasing ORLY's It All Started With Pink campaign.

Medium Women's V-Neck	PRO2004
Large Women's V-Neck	PRO2005
X-Large Women's V-Neck	PRO2006
Medium Men's Crew Neck	PRO2009
Large Men's Crew Neck	PRO2007
X-Large Men's Crew Neck	PRO2008







POST201



POST202



POST203

## ORLY POSTERS

New printed ORLY posters. More available for download on the ORLY FTP site.

DIMENSIONS:  
18" W x 24" H  
45.72cm W x 61cm H



POST204



POST205



POST206



## COLOR GUIDE

LIT2075B

ORLY's glossy guide to lacquer color shows all shades and indicates GEL FX and Mani Mini availability. Fits perfectly into the literature pockets of ORLY permanent displays and presentation folder.

DIMENSIONS:  
3.25" w x 8.25" h  
8.26 cm x 20.96 cm



## ORLY CATALOG

LIT2100A

A complete guide to ORLY's full line of products.

DIMENSIONS:  
11" w x 8.5" h  
28 cm x 21.6 cm



## TREATMENT GUIDE

LIT2153A

A detailed guide to ORLY treatments features indications, descriptions and product size availability. Fits perfectly into the literature pockets on the ORLY permanent displays and presentation folder.

DIMENSIONS:  
3.25" w x 8.25" h  
8.26 cm x 20.96 cm

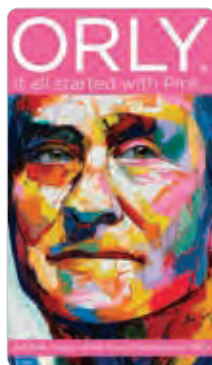


## PRESENTATION FOLDER

LIT2013

Make a great impression by presenting collateral in this glossy folder. Branded with the It All Started With Pink campaign.

DIMENSIONS:  
9" w x 12" h  
22.86 cm w x 30.48 cm h



## IT ALL STARTED WITH PINK WINDOW DECAL

LIT2078

Let clients know you feature ORLY products.

DIMENSIONS:  
3.5" w x 6" h  
8.9 cm x 15.24 cm



## INSTANT ARTIST LOOK BOOK

LIT2721

A fun step-by-step guide to 8 nail art looks featuring ORLY's water-based and lacquer-based formulas.

DIMENSIONS:  
2.35" w x 3.75" h  
6 cm x 9.5 cm

“FASHION IS SEASONAL, STYLE IS FOREVER.”

*—Jeff Pink*

# ORLY®



Always Professional.

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