

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.

ORLY®

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



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



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

- Classic**
Softest White + Pink Nude
- Pink & White**
White Tips + Bare Rose
- Modern**
Point Blanche + Flirty Girl
- Modern Neon**
Sheer Nude + 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**



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.



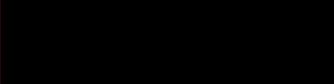
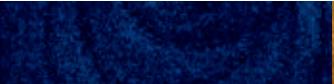
GEL FX

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



PIXY STIX
crème
30728

TIARA
glitter
30664

VIXEN
crème
30653

HAWAIIAN PUNCH
shimmer
30328

GREEN WITH ENVY
crème
30638

LOLA
crème
30660

COFFEE BREAK
crème
30575

HOOK-UP
shimmer
30639

SEASHELL
shimmer
30186

ORANGE SORBET
shimmer
30658

SKINNY DIP
shimmer
30761

GLOWSTICK
crème
30765

PLUM NOIR
crème
30651

MIRROR MIRROR
crème
30713

HOT SHOT
crème
30682

MELT YOUR POPSICLE
crème
30764

BEACH CRUISER
crème
30760

PURPLE CRUSH
crème
30464

SASHAY MY WAY
glitter
30449

ROCKETS RED GLARE
glitter
30468

ULTRA VIOLET
glitter
30470

ATOMIC SPLASH
glitter
30473

MERMAID TALE
glitter
30478

HOLY HOLO!
glitter
30480

SHINE
shimmer
30295

LUXE
shimmer
30294

BARE ROSE
french manicure sheer
32005

PRISMA GLOSS GOLD
glitter
30709

ROSE-COLORED GLASSES
french manicure sheer
32474

PINK LEMONADE
glitter
30167

GLITZ
shimmer
30487

VELVET ROPE
shimmer
30631

SEAGURL
shimmer
30748

BURIED TREASURE
shimmer
30181

NAUGHTY
crème
30006

FLAGSTONE RUSH
shimmer
30215

BERRY BLAST
shimmer
30501

CATCH THE BOUQUET
shimmer
30009

MOONLIT MADNESS
shimmer
30162

CRAWFORD'S WINE
shimmer
30053

OH CABANA BOY
shimmer
30466

TERRACOTTA
crème
30071

STEEL YOUR HEART*
shimmer
30759

PRELUDE TO A KISS*
crème
30754

GIRLY*
glitter
30581

IT'S NOT ME IT'S YOU*
crème
30642

SPARK*
crème
30633

GUMDROP*
crème
30733

WHITE TIPS
french manicure tip
32001

POINTE BLANCHE
bright french manicure tip
32503

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



LED 800 FX

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



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



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.

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



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 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



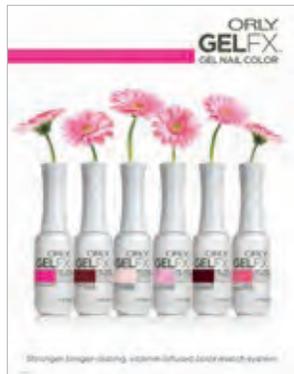
POST314



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



- 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.

INSTANT ARTIST

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



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



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



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

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



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!

TURNS 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

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



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



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.

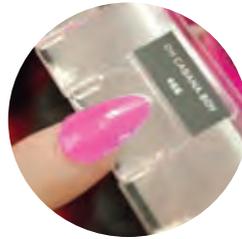
These free-standing units pack the ultimate ORLY punch showcasing best-selling permanent nail lacquers, award-winning nail treatments and our newest seasonal collection.

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

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

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.

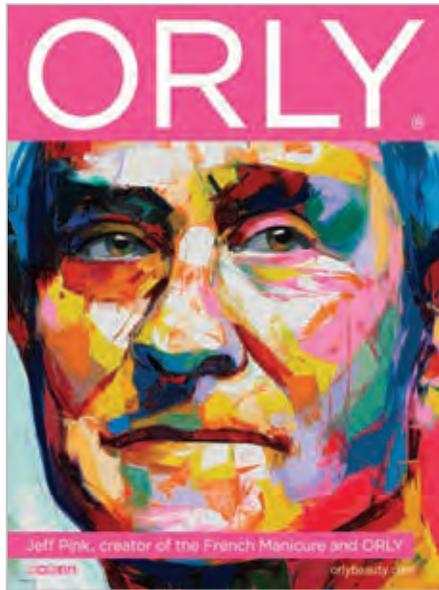
DIMENSIONS:
8" W x 10" H x 4" D
20.32cm W x 25.4cm H x 10.16cm D

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 |

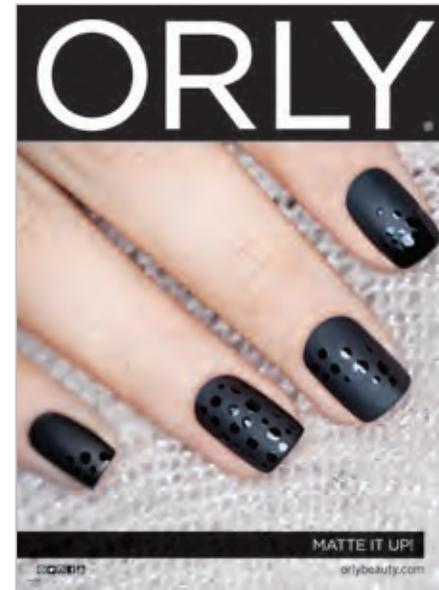




POST201



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

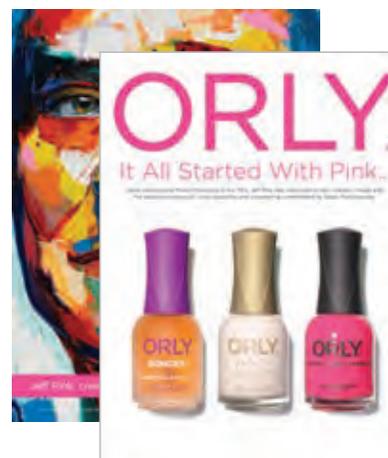


TREATMENT GUIDE

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

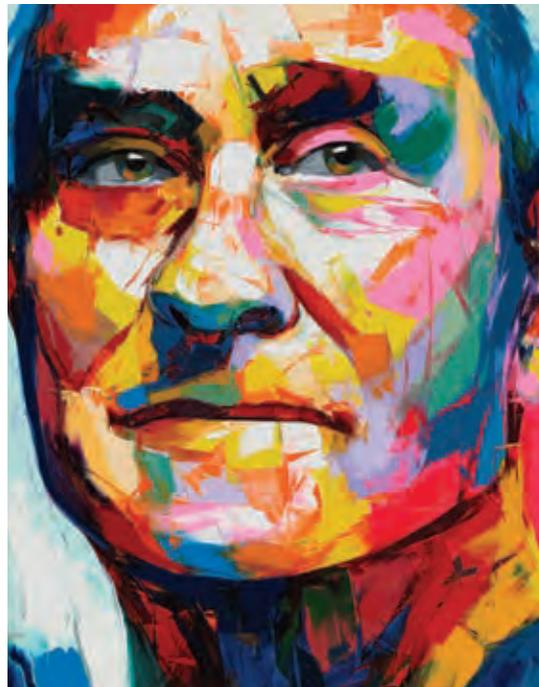
A fun step-by-step guide to 8 nail art looks featuring ORLY's water-based and lacquer-based formulas.

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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