



Press Release

## NStyle Launches its Own NStyle Brand of Nail Polishes



**The regionally inspired line of nail polishes offers over 120 shades including a special collection of polishes dedicated to charitable causes.**

March 2011

Luxury nail lounge NStyle releases its own range of luxury nail polishes this month. Manufactured in the United States, the NStyle brand is the first homebred line of nail lacquer. NStyle brings colour in an array of 120 shades featuring playful names that reflect the nuances and elements of the region, like Jumeirah Jane, Habibi, Desert Dunes, and Mirdiff Mary! Eighteen months in the making, the tempting colours range from the fun and fabulous, to classic and timeless, as well as seasonal shades inspired by the fashion cat walks of New York, London, Milan and Paris, offering the clients fashion forward colours to complement the looks and trends of each season.

Lama Bazzari, Founder and CEO of NStyle, has been involved in every stage of the lengthy process from conception, to the finished product, personally selecting everything from the color shades to the ergonomic bottles and caps, which are designed for use by beauty professionals who may open and close the caps several times a day! Importantly, the polish

formula is non toxic and free from harmful formaldehyde, toluene, and DPB. The polishes have been created using the latest certified technologies with chip resistance, flawless coverage and a long lasting glossy finish in mind, and created by one of the world's top polish manufacturers. The NStyle range will also include a range of nail care, which includes base and top coats as well as nourishing cuticle oils.

### **NStyle and charity**

"From the outset, we have always made sure to support worthwhile charity initiatives," says Lama Bazzari. "With the launch of NStyle polishes, we will introduce a line of polishes in the NStyle range called 'Give N Style.'" One hundred percent of the proceeds from the 'Give N Style' polishes sold will be dedicated to various charities, including Dubai Cares, and the Palestine Children's Relief Fund (PCRF). NStyle will also link with other regional charitable organizations in the other countries where NStyle is available.

NStyle will have over 200 shades to choose from by the end of 2011, setting it at the forefront of the beauty & fashion industry by dressing up the nails of beauty conscious women from all walks of life and making sure to match their taste, mood or special occasion.

### **ABOUT NSTYLE INTERNATIONAL**

Established in 2001, NStyle International is the parent company behind NStyle Nail Lounge (2001) and Urban Male Lounge (2006). NStyle Nail Lounge proudly holds its position as the region's first international premium chain of nail & beauty lounges in the Middle East offering a wide array of luxurious grooming experiences to the female consumer at great value prices. Urban Male Lounge was launched as a parallel concept to satiate the growing appetite of the male population with an interest in premium grooming services at great value prices. With over 14 locations across the region, NStyle International operates stores in Bahrain, Jordan, Kuwait and the UAE with an ambitious goal to double its presence by end 2013 via wholly owned & franchised stores. NStyle International's corporate headquarters are in Dubai, and the company employs over 450 staff to deliver premium-grooming services to the 1,000+ consumers that walk through its doors daily. Founded by serial entrepreneur, Lama Bazarri the NStyle brand of companies continues to expand its footprint with the launch of a premium label retail line in January 2011 tapping into the multibillion beauty distribution industry. For all enquiries, please e-mail [info@nstyleintl.com](mailto:info@nstyleintl.com) or telephone +9714-391-5687.