

For Immediate Release May 2011:



SHELLAC, BEAUTIFULLY POLISHED NAILS LASTING 14 DAYS

NStyle adds Shellac to its attractive menu of services just in time for the summer months. Offering a beautiful mirror finish, it has an incredible shine, only before seen with gel nails, Shellac causes no damage to the nails. If you are looking to have your nails look and seem natural and your manicure last for up to two weeks, Shellac is the solution for you. Its special formulation ensures that nails look as good on day 14 as they did on day 1, making it a perfect pre-summer treatment.

A unique, hybrid product, combining the advantages of nail polish and gel, Shellac is thin and strong enough to be applied like nail polish, yet dries in a way that gives it maximum flexibility and durability to last you throughout your holiday.



Shellac is not suitable for those looking to lengthen their nails, as you cannot use Shellac to create a longer nail. Also, Shellac is not for clients with extremely damaged nail beds, split or peeling nails. It is best to get on a corrective program with your manicurist before thinking about Shellac. If your nail is peeling off, it will take Shellac with it.

Typical nail polish dries by evaporation, which means your manicure is not fully dry until 2-3 hours after your nails are polished. Shellac, on the other hand, is cured by UV light in just minutes. Your nails are completely dry by the time your manicure is done, and strong enough to withstand accidental knocks. Shellac acts like a coating, resulting in long lasting polish.

NStyle Store Locations:

Dubai - Mall of the Emirates, Dubai Mall, Dubai Festival City, Mirdiff City Center, JBR The Walk, DIFC, Dubai Marina Mall.

Bahrain - Al Aali Shopping Complex

Kuwait - Al Bustan Complex

Jordan - Abdoun

Dubai Home Service - +9714 340 1564

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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 marketing@nstyleintl.com or telephone +9714-391-5687.

For more information & high resolution images please contact:

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