



For Release September 2011

Press Release

Get Minxed!



NStyle Nail Lounge, the region's leading nail and beauty lounge with over 14 locations, has announced the launch of Minx nail fashion. Worn by celebrities including Jennifer Lopez, Beyonce, Cameron Diaz, Rihanna, and Victoria Beckham, Minx is a new and glamorous way for women to extend fashion to their fingertips.

Gold and silver, sparkly metallics, personalized graphics and photo-quality designs make up the Minx nail line. Minx gives women completely customized nails that can feature the exact pattern and colors of their newest dress, their favorite photo, or the season's hottest designs.

Minx is a solid nail coating made of flexible film, and is applied with heat and pressure with no fumes during application or removal and does not require any drying time. Minx lasts approximately four to eight days on the fingers, and up to four weeks on the toes. Prices for Minx manicure is AED 175 and AED 200 for a Minx pedicure.

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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 40,000+ consumers that walk through its doors monthly. 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 or telephone +9714-391-5687.

Store Locations:

Mall of the Emirates	04 341 3300	DIFC	04 425 0347
Dubai Mall	04 339 8414	JBR The Walk	04 437 0270
Mirdiff City Center	04 284 3722	Dubai Festival City	04 232 8533
Dubai Marina Mall	04 434 2616		

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