

## Why Acquarella Nail Polish?

When answering the above question, it's usually easier to ask the opposite question – Why use a conventional polish? Conventional nail polishes look great, but what else do they offer? The following is a comparison of their “features”:

Feature	Conventional	Acquarella
Offensive odors	X	
Contains toxic chemicals	X	
Inconvenient to repair	X	
Physically damages nail and tissue	X	
Flammable	X	
Stains Nail plate	X	
Difficult to clean spilled product	X	
Requires Base Coat	X	
Requires Top Coat	X	
Slow Dry-To-Use Time (+30 min)	X	

As we can see, many of the “features” that exist for conventional products are not actually “features” but “problems”. With this in mind, by inverting the above “feature” matrix, we can answer the original question:

Feature	Conventional	Acquarella
Provides Nail Coloring	X	X
Virtually Odor Free		X
Non-Toxic, Water Based		X
Easier Repair/Application		X
Hydrates Nail and Tissue		X
Non-Flammable		X
Promotes healthy growth		X
Cleans off surfaces		X
Standalone Product		X
Fast Dry-To-Use (15 min)		X

The real question to ask the client is: What are your possibilities with a nail polish that is healthy, self-reliant and truly helpful by saving time and money?

Acquarella’s sales focus is to show people the contrast between conventional products and our technology. Many consumers haven’t put much thought into the above “features” because there haven’t been any viable alternatives. The prospect of focusing on problems is scary and daunting. Many complimentary products have been created to deal with the problems associated with conventional polishes: nail hardeners, anti-yellowing agents, moisturizing agents, scenting, etc. The reality of conventional nail polishes is there have been no commercially viable alternatives to date. As a result, the consumer assumes that these extra products and costs are necessary. We need to assert the only value proposition offered by conventional nail polish is that it yields colorful nails.

## Consumer Benefits

There are four angles in reaching the consumer:

- Health
- Time
- Simplicity
- Value

Elaborating on Acquarella's benefits, detailed above, is a good place to start in demonstrating these four principles.

### Provides Nail Coloring

Acquarella colors are clean, easy to apply and withstand most wear scenarios when applied properly. Shine is a property that can be enhanced by buffing the surface of the nail with a tissue, blue jeans or the white side of our Ultra Buffer, therefore increasing the value and duration of an application.

### Virtually Odor Free

By virtue of not containing noxious, petrochemical solvents, there is no smell. The only odor is from the acrylic polymer base, and is only detectable at extremely close range (< 4 cm). There are no odors created in the room during or residing after application. This is a tremendous benefit for clients with asthmatic conditions and other chemical sensitivities.

### Non-Toxic

We are proud to offer a nail polish and conditioner technology that contains:

- No Polyurethanes
- No Formaldehyde or Formaldehyde like derivatives
- No Toluene, Ketones or petrochemical solvents
- No Dibutyl Phthalate (DBP) or other phthalates
- No Parabens or Camphor
- No Gluten or wheat by-products
- No aromatic hydrocarbons

Dibutyl Phthalate, Toluene and Formaldehyde represent the primary components of current conventional nail polish. Reformulation efforts by major companies, under pressure from consumers, have resulted in new offerings of "X-free" polish (where X is the chemical of choice) products. While this may be true, the substitution of other chemicals that mimic the properties of the replaced chemicals, after residing in the bottle, are causing people the same allergic reactions (especially Formaldehyde resins). Acquarella is also a vegan prod-

uct as it is completely synthetic, with our acrylic polymers in the nail polish and from renewable resources in our plant-derived Remover.

We have included specific product ingredient lists below for quick reference:

### Acquarella Nail Polish and Conditioner

Ingredients:

Acrylic polymer emulsion, Water, Drying Retarder, and Other Ingredients

Detailed Formula Information:

Acquarella polish is a water base with a proprietary acrylic emulsion and non-toxic pigments. The "Other Ingredients" are the color pigments used, which by US FDA standards are listed as such since they are different for different colors and in quantities less than 2% of total composition. Conditioner is a clear polish and void of these colorants. This formula contains no hazardous components under current OSHA definitions in the United States.

### Acquarella Remover:

Ingredients:

Water, tall oil fatty acids and alcohols (plant based), non-ionic surfactant, organic buffer

Detailed Formula Information:

Our new Acquarella Remover is a proprietary combination of a fruit and vegetable derived linear alcohol that has ester-like solvent properties with special nonionic surfactant a composed of various blended surfactants from soy, corn, palm, and cotton seed. These two elements are 100% miscible with water, non-evaporative, non-comedogenic to skin and anti-oxidant by nature. This formula contains no hazardous components under current OSHA definitions in the United States.

### Easier Repair/Application

The overall application process is extremely important to the wear and client experience and should be promoted accordingly. Main benefits of the Acquarella System are that it does not require a base coat (for adherence and nail defect obfuscation) or a top coat (for shine and durability enhancement). This means overall time and cost is reduced by dropping two unnecessary steps. Application of Acquarella will require buffing the nail, as it is important to remove loose, oil-laden or incompatible particulate existing on the nail plate. Buffing the nail also serves to remove ridges and other imperfections in the nail that can show through the final polish surface.

Repairs can be made without removal of existing Acquarella polish. By buffing the surface of the polish, a repair can be virtually impossible to detect. Since dry time is significantly less than conventional products, we expect most applications can be completed within minutes. Repairs are literally touched-up on the go. Some may find it easier to remove and reapply the polish due to its low time requirements and simplicity.

### **Hydrates Nail and Tissue - Promotes healthy growth**

Hydration of the nail is an indirect, qualitative look at the following properties of the nail: color, strength, flexibility, and growth rate. Normally, strength is inversely proportional to flexibility with use of conventional products. Since Acquarella contains water and allows the nail to “breathe”, it creates a permeable environment where the nail can exhibit both qualities. We assert that consumers will see a change in their bare nails with prolonged, repeated use. This visible trail of evidence will allow you to see the nail turn from a state of discoloration to an ultimately clearer state (a natural French manicure). This will require a long-term observation. Over the course of months, newer healthy nail will replace old, chemically damaged or stained nail structure and will be visibly different than nail closer to the cuticle.

### **Non-Flammable**

Since Acquarella products are completely water-based, it stands to reason we are also non-flammable. This is important point for those who travel into places where nail polish is not allowed (like commercial aircraft, etc). In addition to opening new opportunities for polish application, there is a significant and often understated liability from conventional nail products in a salon environment. See the Corporate Benefits below for further information.

### **Cleans off surfaces**

Accidents happen. Most conventional products are impossible to remove or permanent damage is created in removal from the affected surface. Since our polish is water based, it can be removed from a wide variety of surfaces especially if not allowed to dry. Clean-up is best achieved by blotting the surface with a paper towel dampened with our remover. For fabrics and carpet, wetting the affected surface with water immediately will help removal using a blotting technique. The objective is to keep the polish from drying; as once it is dry in some fabrics it may be permanent.

### **Standalone Product**

Acquarella requires neither a base nor top coat. This represents a significant time savings to the client, notwithstanding added time induced by our nail buffing requirement in the application process. This is purely a benefit of its design and should be highlighted with the consumer as a savings of both time and money.

### **Fast Dry-To-Use (less than 15 min)**

The focus for the consumer is the overall application process time. Conventional polish may claim quick dry times, only to have the person sit around for a half hour or more to have useful nails. Here are a couple notes of this feature:

If the dry time of the first coat is more than 5 minutes, the application on the nail is too thick, wear will not be satisfactory. Since the viscosity of this polish is thinner than conventional, care needs to be exercised to keep the applied coats thin. Keeping two, thin coats will provide complete coverage and yield the best measure on dry time (since they will dry properly). Effectively, the person painting the nails should be able to paint the first coat on all nails (hands or feet, but not both) and then immediately start painting the second coat. This is a good heuristic on the timeframe for application to yield a proper dry time. This will also yield the best wearing application when applied in this manner.

### **Corporate Benefits**

The benefits used in selling the consumer are the same for a company, but framed in a larger, holistic context on how these products affect their total cost of ownership and the bottom line for their business.

Any discussion starts with a generic business case for why someone would be interested in this product. Taking on a new product is not a trivial matter. Ask yourself, “What opportunities does this product offer my business?” We suggest there are many reasons, with the three most important being liability, regulatory climate and perceived marketplace innovation.

Liability is a major concern for any business. Acquarella represents a quantum reduction in operational liability as it is non-flammable, non toxic, and free from harmful solvents and compounds. It is only a matter of time before an end consumer (professional or otherwise) can make a plausible connection between known toxic chemicals like Dibutyl Phthalate (DBP) or other phthalates, Tolu-

ene or Formaldehyde or other reformulated chemicals to a condition they are experiencing, rendering itself as a tort case in a court of law. There is tremendous amounts of historical evidence showing patterns of liability in other industries with toxic ingredients/side effects (like Tobacco and Asbestos.) We assert it's only a matter of time before the cosmetics industry has this issue with regards to nail polish – the last, predominately toxic product made within the beauty industry. The financial case made for liability will be not of how much we can make by offering Acquarella, but rather how much does it cost our company to have liability insurance and exposure for conventional nail products?

With personal product safety in the minds of most consumers, it is common knowledge that consumers calling for changes in government regulation will force current nail polish formulations to be abandoned because they cannot be reformulated to comply with regulatory standards of national and state jurisdictions while meeting the expectations of the consumer. Acquarella is a completely different system and its construct is based on water, hence free from the onslaught of oppressive government regulations with regards to toxicity, VOCs, and hazardous materials.

Marketplace innovation is the last of the major arena of interest. With our marketplace rapidly changing, the pressure to come out with “fresh and new” products is more present than ever. Companies working to expand an offering into new market territory would be bolstered by this bold move to a viable water-based technology and the tremendous potential created by a truly innovative product than the repackaged “horse & buggy” reformulations of conventional polish manufacturers.

## Conclusion

Finding a unique motivator for the client is key – usually it's just one of the covered benefits. Finding out whether it's **Health**, **Time**, **Simplicity**, or **Value** will help you reach those customers in a meaningful way, a way that ultimately translates into sales for your organization.

