

For Immediate Release  
September 5, 2006



## ZOYA Launches "Hands On" To Australian Beauty Media



The **ZOYA** range of Professional Nail Lacquers and extension products were officially unveiled to Australian Beauty Media last week with one-on-one mobile manicures given on behalf of **ZOYA** by celebrity manicurist, **Mandi Levanah**, who has buffed and polished the nails of numerous celebrities such as Pink, Ashleigh Simpson, Cate Blanchett, Delta Goodrem, Guy Sebastian and Ian Thorpe.

Although new to Australia, **ZOYA** Professional Nail Lacquers have been established for over 20 years and were the first to remove toxic ingredients such as formaldehyde, toluene and DBP (dibutyl phthalate) which have been linked to cancer and birth defects from its formulations.



From the extensive collection of fashion forward colour choices showcased, the most popular polish choice with beauty media for their own **ZOYA** manicure was "**Casey**" – a deep, dark, bloody red black (proving that black is definitely back) followed by "**Sabrina**" – a pale, slightly pinkish nude shade. Beauty Media commented that **ZOYA** were right on the "nail" with their gorgeous spring / summer collections **Re-Cher-Che'** and **Glitterati** for tips and lips.

### About ZOYA

Not only is **ZOYA** the healthy choice when it comes to nail lacquer, it's longwearing, chip-resistant formulation comes in over 120 luscious, fashion forward colours and has been specifically designed for natural nails.

**ZOYA** Professional Nail Lacquers are formulated with sulphur amino acids that are naturally found in the nail plate and which bond to the nail and to each layer of polish as it is applied. These bonds are not only strong but also flexible because of the sulphur amino acid molecular structure. Strength prevents peeling and flexibility allows the polish to bend with the nail, which prevents chipping.

Formulated to wear 7 to 10 days on natural nails, one can only imagine how long **ZOYA** Professional Nail Lacquers would last on acrylic nails!

"Health, fashion and long wear shouldn't cost the earth," says **Mark Pickett, Director of Art of Beauty Australia**, importers and distributors of **ZOYA** Professional Nail Lacquers in Australia. "**ZOYA** offers outstanding value-for-money making it an affordable and safe option for professionals and consumers alike."



**ZOYA** Professional Nail Lacquers (**RRP\$15.00 / 14ml bottle**) are available in over 120 fashion forward colour choices with 24 exciting new colour additions introduced each year.

You can find **ZOYA** Professional Nail Lacquers at Charlie Brown boutiques, in fine salons and spas nationally and online at [www.zoya.com.au](http://www.zoya.com.au). For Stockist and Consumer Hot Line enquiries, please phone **1300 855 644**.



For further information, product samples or product imagery, please contact:

**Vicki Miller**  
**Impact Communications**  
T+ (02) 9979 1590  
M+ (0416) 196134  
E+ [impact@hotmail.net.au](mailto:impact@hotmail.net.au)