

# PRESS INFORMATION

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## UNITED BEAUTY OPENS WEB SHOP

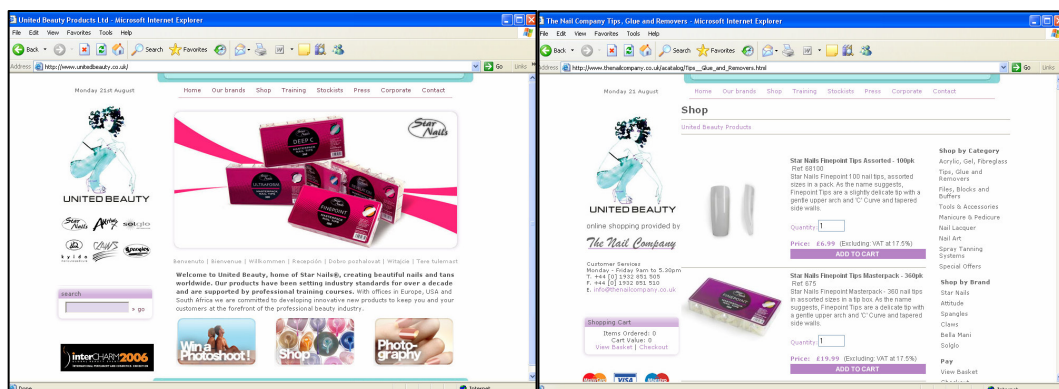
United Beauty Products, home of Star Nails<sup>®</sup>, have teamed up with shopping portal experts The Nail Company in their first online selling venture. Some of the industry's favourite products from the Star Nails, Spangles, Attitude, Solglo, Claws and Bella Mani brands are now available to buy online at [www.unitedbeauty.co.uk/shop](http://www.unitedbeauty.co.uk/shop) at the click of a mouse.

The site has been designed with the needs of the customer in mind by providing an intuitive and straightforward shopping experience. Some of the key benefits of the shopping facility include: No minimum order value, all orders placed before 3pm will be despatched the same day and free delivery on all orders over £100. The site uses 128bit encryption to provide a fully secure transaction process and accepts all major forms of payment. The site is supported by customer service back-up via phone or email, Monday - Friday 9am to 5.30pm. Commenting on the launch of the website, Guy Maddock, marketing manager said, "Selling online is a further step towards meeting the changing requirements of our customers. The company's investment in the website demonstrates our intention to move forward with the latest advances in technology and supply our customers with the best products and services that the industry has to offer."

United Beauty's popular spray tanning range; Solglo, is also featured within the site. As well as details about the products, a Solglo competition has been launched in tandem with the new website. The search is on for the new face and body of Solglo in time for the next advertising campaign. Wannabe models are asked to send in a snapshot along with details of themselves. The entries will then be judged by the marketing department to find the new Solglo model. The prize is an all expenses paid photo shoot with a top stylist, photographer, make-up artist and nail technician and copies of the images to take for the winners own usage.

The launch of the shop coincides with the launch of [www.unitedbeauty.co.uk](http://www.unitedbeauty.co.uk) which offers a number of useful features, such as a search function to locate stockists. Customers are able to locate their nearest stockist of United Beauty products by simply typing in a postcode or town. The stockist facility aims to make locating a wholesaler easy and efficient. The training section of the website provides an overview of the new purpose built, head office training academy and the courses that United Beauty run both onsite and nationwide. The site provides a comprehensive guide to each of the courses including information on pricing and course content, so that finding quality, professional training couldn't be easier. A useful reference point has also been created through the press room; it showcases the editorial coverage that United Beauty has received through the major trade magazines, acting as an information source for professional techs and members of the media.

The website will continue to be updated on a regular basis, including showcasing the latest newest product developments from United Beauty.



Caption: The new United Beauty website features a simple shopping process, with intuitive navigation.

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