

# PRESS INFORMATION

1<sup>st</sup> March 2007



**Experience a touch of the exotic with the launch of the 'Attitude<sup>®</sup> Oriental Collection' for Spring/ Summer '07, now with a new and improved formulation.**

United Beauty Products, home of Star Nails<sup>®</sup>, have launched a new and improved formulation for their oriental inspired Attitude<sup>®</sup> Spring/ Summer '07 nail lacquer range. The 'Attitude<sup>®</sup> Oriental Collection' is based on the gorgeously feminine pastels that have dominated the catwalk this season with large floral prints, bold patterns and soft colours inspiring the modern revival in oriental style. Colour cosmetics have followed these trends with the latest nail lacquers being sexily understated, enabling the creation of delicious soft looks.

The latest collection is also the first of the range to be manufactured to a new and improved formulation. The 'Attitude<sup>®</sup> Oriental Collection' now offers even higher levels of performance with benefits including a longer lasting sheen and faster drying formulation. It also boasts a host of added benefits for natural nails including the addition of diamond dust, which makes the lacquer more durable and chip-resistant. The new collection is also enriched with Etha-Keratin, a natural plant extract containing protein supplements which help to nourish and condition the nail.

The 'Attitude<sup>®</sup> Oriental Collection' is a range of six wearable summer colours that aim to evoke a feeling of calm, serenity and understated style that are often associated with the Far-East. The names of the nail lacquer reflect this: Kimono (Product Code - 21847); Cherry Blossom (Product Code - 21849); Fresh Zen (Product Code - 21848); Tropical Waters (Product Code - 21846); Sweet Mandarin (Product Code - 21844) and Orchid Petal (Product Code - 21845).

Attitude® nail lacquer is priced at £1.99 (excluding VAT) and is available to buy at wholesalers in the UK and in selected outlets throughout Europe, or online at [www.unitedbeauty.co.uk/shop](http://www.unitedbeauty.co.uk/shop) from 2nd April 2007. For further information please contact our Sales Team on +44 [0] 1563 463 350.

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Words: 316, excluding captions



**Caption One:** (Shade names left to right) 'Attitude® Oriental Collection': Kimono, Cherry Blossom, Fresh Zen, Tropical Waters, Sweet Mandarin and Orchid Petal.



**Caption Two:** The collection captures the beauty of the Orient.



**Caption Three:** The soft pastel shades are perfect for long summer days and nights.



**Caption Four:** The Oriental Collection from Attitude® by United Beauty is an exotic range of six beautiful summer colours.

**Distribution:**

cc: All United Beauty employees: UK, USA and South Africa via email

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**Further information and a set of high-resolution images  
can be requested from:**

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