

PRESS INFORMATION

12th November 2007



United Beauty Exhibit at the Clothes Show Live 2007 at the Birmingham NEC

It is an exciting and busy time at United Beauty as they prepare to exhibit for the first time ever at the largest public consumer fashion and beauty show here in the UK. The Clothes Show Live held at the Birmingham NEC will run from Friday 7th December until Wednesday 12th December with over 190,000 visitors predicted to spill through their doors.

The main focus of the United Beauty stand will be to promote two of their key brands: Attitude® Professional Nail Lacquer and Solglo® Professional Spray Tanning, whilst generating interest in their nail extension training courses. The Clothes Show Live is to be the first consumer show that United Beauty have taken part and as a company that normally only sells directly to wholesalers, this is a completely new and exciting venture. With this new marketing strategy the objective is clear: to increase brand recognition with the end user of these professional products and so generate further demand at wholesale and salon level. With a predominantly female audience aged between 18 and 34 years old this is the perfect opportunity to not only gain greater brand recognition but also to promote nail extension training further and remain at the forefront as one of the UK's leading training providers.

The Attitude® by United Beauty range is a professional nail lacquer brand with over 14 years experience in creating fashion led colours and nourishing nail treatments. Visitors to the United Beauty stand will be able to treat themselves to a quick fix manicure by a United Beauty nail technician and choose their coloured nail lacquer from the Attitude® range of 60 gorgeous and vibrant shades. Special offers will be available on all the Attitude® nail lacquers as well as the newly launched Attitude® gift packs: the 'French Manicure Kit' which contains the essentials to maintain groomed and beautiful looking nails and the 'Colour and Shine Kit' perfect for creating a glamorous look for any occasion- the perfect last minute Christmas purchase!

Sol glo® is a complete salon professional spray tanning system that is available for salons to buy direct or through wholesalers. The range caters for all spray tanning treatment requirements, from the preparation, nourishment and well-being of the skin to the maintenance of the perfect tan. The Sol glo® area is bound to cause quite a stir amongst the ladies with handsome Sol glo® beau Jamie Roche of Bond Models performing Sol glo® demonstrations and showing off his spray tan.

United Beauty's team of expert trainers will be offering visitors Sol glo® 'Sun Kissed' or Sol glo® 'Sun Drenched' spray tans at a special discounted rate along with Bronze or Silver iridescent shimmers so they can leave the NEC with a beautiful golden tan and gorgeous glowing skin. The full range of Sol glo® line extensions will also be available to buy at a special Clothes Show rate.

Visitors to the Clothes Show can see United Beauty at stand PK114 in the Pink Health and Beauty area at the Birmingham NEC between Friday 7th December and Wednesday 12th December. Visit the stand and spoil yourself to one of the treatments on offer and stock up with United Beauty goodies at special Clothes Show prices.

For more information on this exciting event please do not hesitate to contact:

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Further information and high-resolution images can be requested from:

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