

UNITED BEAUTY

PRESS INFORMATION

9th September 2008

UNITED BEAUTY IS PROUD TO ANNOUNCE THE RE-LAUNCH OF STAR NAILS® AT PROFESSIONAL BEAUTY NORTH IN OCTOBER 2008.

United Beauty is preparing for the re-launch of their master brand Star Nails®. Cited as one of the biggest launches in the history of the nail industry, United Beauty is working hard to prove they are back at the top of their game with this exciting new launch! Star Nails® has a long history in the UK going back over 15 years; many great nail technicians started their career training with Star Nails®. The re-launch sees the identity of Star Nails® transformed; including the logo, packaging and even some of the product formulations.

The project to re-launch the brand began over two years ago with substantial investment in the research and development of new formulations. Now following much anticipation, the United Beauty team will be unveiling the new look at the Professional Beauty North Show in Manchester on the 12th and 13th of October. Marking the return of United Beauty to the exhibition scene, the 96 metre stand (D45) promises to attract attention and will be the first opportunity for customers' to get their hands on the new products.

Star Nails® is a well known and popular brand within the industry but in recent years its identity has been neglected and the packaging design has become dated, not reflecting the quality or scale of the brand. The new identity retains an element of the Star Nails® history but takes the brand to a whole new level in preparation for United Beauty's exciting new growth plans. The sleek and sexy new packaging will create quite an impact on the wholesale store shelves, as well as creating a wonderful impression in nail and beauty salons. The

support material goes beyond anything United Beauty has done before to ensure that salons are fully supported as they grow their business.

United Beauty will be issuing further details regarding the re-launch and new products after the official launch; if you are interested in being involved in any way please contact Nicola Palmer on +44 (0) 1536 463 350.

If you are a salon owner and interested in becoming a Star Nails® Nail Bar or distributing the range, you are invited to attend the launch party being held on the evening of 12th October in Manchester. Please contact head office for details and an exclusive invitation call +44 (0) 1536 463 350 or email marketing@unitedbeauty.co.uk.

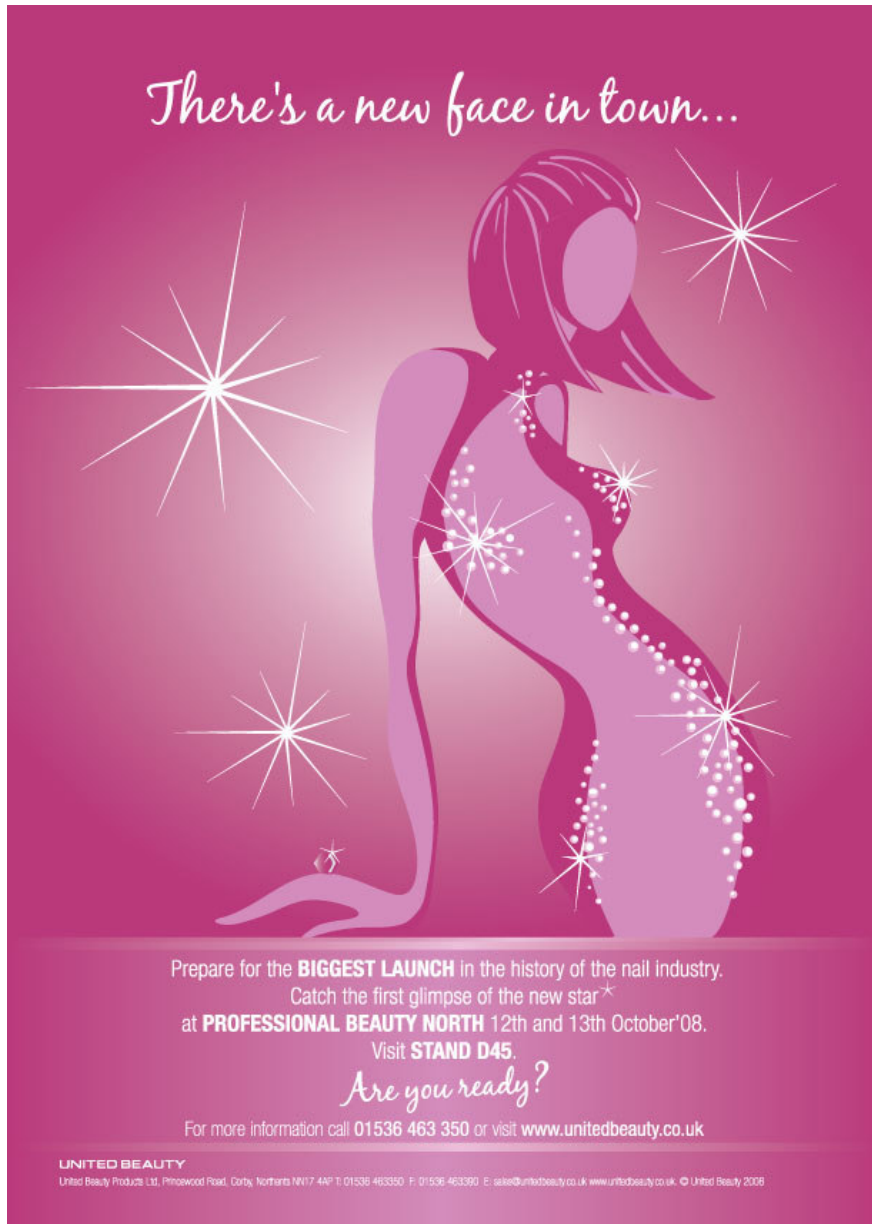
All Star Nails® products are available to buy from wholesales stores nationwide or can be bought direct through the Salons Support Team, and online at www.unitedbeauty.co.uk.

- END -

The logo features the word "Star" in a large, elegant, black cursive script. To the right of the word is a registered trademark symbol (®). Below "Star" are the letters "NAILS" in a bold, black, uppercase sans-serif font. At the bottom, the text "by UNITED BEAUTY" is written in a bold, black, uppercase sans-serif font, with "by" in a smaller size than "UNITED BEAUTY".

Star®
NAILS
by UNITED BEAUTY

Caption One: A special preview of the NEW Star Nails® logo.



Caption Two: The United Beauty tease advertising for the re-launch of Star Nails. Are you Ready?

Words: 449, excluding captions

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

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