

## PRESS RELEASE

### **NEW** **3 phase nail care system**

We nailed it with this mind-blowing trio! Step aside brittle, flaky, ugly nails and say hello to the triple 'S' – stronger, shinier and smoother nails.

Tired of:

- Soft, splitting nails that break easily?
- Slow growing nails?
- Unsightly ridges and irregularities resulting in dull, fragile nails?

We'll look no further...

Our trio starts off with the 7 in 1 Miracle Elixir, a complete conditioning program highly enriched in actives for stronger, smoother, shinier and healthier nails. What truly makes this a multi-purpose miracle nail treatment system and a prodigy in its field is that it is packed with a highly conditioning keratin-like peptide that provides targeted repair to the most damaged areas in your nail and in doing so adds to the natural keratin found in your nails, reinforcing them to prevent breakage.

To further supply strength, a powerful hardening agent significantly fortifies the nails and improves its overall condition to ensure further healthy growth. To actively stimulate healthy growth, a revolutionary energising amino acid peptide has been added while Vitamin E and Violet Extract contributes hydrating, anti-oxidising and protective powers. As if this elixir can get any better, it is further enriched with both Argan and Baobab Oils for its ancestral nourishing properties while an opaque nutricellulose-based formula will enhance shine and hide the nail's imperfections.

In a nutshell, the 7 in 1 Elixir is your 'go to' all-in-1 solution for:

1. Strength: deeply regenerates nails from root to tip
2. Growth: helps stimulate cell process to allow nails to grow healthier
3. Hardening: instantly thickens and hardens nails
4. Protection: provides protection against splitting and breakage
5. Smoothing: fills in nail ridges and 'silky-smoothes' the nail surface
6. Hydration: restores natural moisture of nails
7. Shine: maximises natural shine of nails and provides long lasting gloss

The purpose of the miracle elixir is 2 fold where it can be used as either a treatment by applying two coats twice a week following phase 1 and phase 2 as seen below or alternatively as a base coat by applying one coat under your favourite nail polish.

The second hero in this trio is our Phase 1 Cuticle Remover. No nail care regimen is complete without a radical cuticle eraser and there is no better way to get that well-groomed and neat contour than with this fast acting emollient gel. It practically immediately softens dry, ragged cuticles and melts away overgrown cuticles. Pushing back cuticles has never been this easy, efficient and painless.

It is strongly recommended that a Cuticle Treatment Oil completes any nail care regimen, not only providing a well-groomed contour to the nails, but to also maintain supple cuticles while minimizing cracking and peeling of dry and brittle cuticles.

Due to the addition of Revidrate™, our Phase 2 semi-dry skin treatment oil is unlike any cuticle oil you have tried before. This revolutionary ingredient has the amazing ability to mimic the skin's own natural moisture by complementing and supporting both the water and lipid balance of the epidermis. In doing so, it aims towards a perfectly constructed epidermis by targeting the active layer of the epidermis and the enzymes involved in the skin's natural moisturising components.

The further addition of Argan Oil for its intensely nourishing and moisturising properties along with Grapeseed oil, Vitamin E, Lavender and Ylang-Ylang makes for a truly sensational and multi-purpose treatment oil.

Recommended use:

For optimum results, our 3 phase nail care system works best when used together:

- **Phase 1: Cuticle Remover**

Apply one coat directly on cuticles using the brush. Allow product to act for one minute and then gently roll back the cuticle with a manicure stick covered with cotton wool. Wash nails well with soapy water and dry nails before continuing with manicure.

- **Phase 2: Cuticle Oil**

Apply around the nail heart, particularly at the nail base. Massage cuticles with a firm rotating motion towards the hands and allow the oil to penetrate. For optimum results, use daily at bedtime, to allow the product to act during the night.

- **Phase 3: 7 in 1 Miracle Elixir**

As a treatment

- Apply two coats of 7 in 1 Miracle Elixir to increase each of the 7 benefits, twice a week

As a base coat

- Apply one coat of 7 in 1 Miracle Elixir under your favourite nail polish

To further enhance your hand, foot and nail care regimen, the TheraVine™ range also offers both a foot and hand oil and cream to take care of the specific circulatory and protective needs of your hands and feet.

When it comes to all concerns related to nail care, we hit the nail on the head with this 3 phase system and you will be fighting tooth and nail to get your hands on these.

TheraVine™ – Where Science Meets Natural Beauty

**For more information contact us.**

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