

gelish[®]

COLOR PLUS
GEL NAIL POLISH

clean
*VIBRANT
COLOR*

+

ZERO
Compromise
HEMA-FREE
& TPO FREE

+

up to
21-DAYS
WEAR



Gelish® COLOR PLUS

NEXT GEN GEL POLISH - IT'S EVERY PLUS YOU NEED

Coverage PLUS Confidence

One Coat Visual Impact, powered by High-Pigment and Suspension Technology

- Launched with 240 vibrant colors
- Including 40 statement effects
- Richly pigmented gel polish collection
- New thicker viscosity
- Smooth, buttery feel and even applications

Creativity PLUS Freedom

Complete freedom to customize every look, style, and client experience with one system

- Perfect one-color mani
- Layering made easy
- Effortless nail art
- One touch detailing
- Color library in pantone style spectrum
- See it! Pick it! Paint it!

Dimension PLUS Drama

Dramatic Impact with New Cat Eye Color Range

- Multidimensional depth
- Light reflective patterns
- Opaque + Translucent
- Dark + Lighter shades

Sparkle PLUS Impact

Enjoy light-reflective glitter with intense brilliance and multifaceted shine

- Flash activated glitters
- Holographic glitter blends
- Colored glitters
- Translucent + opaque glitter options
- By itself, layering it or use for effects

Beauty PLUS Durability

Combines a smooth color application with resilient coating to provide an enhanced visual finish

- Smoothness enhancer
- Self-leveling controller
- Unique pigment suspension + distribution
- Flexible strength with natural feel
- Up to 21 days of wear

Strength PLUS Protection

Stronger-feeling nails and enhanced protection throughout wear

- Added strength with Copolymer cross-linking
- Reinforced coating structure for added protection
- Unique formula blend for ultimate performance



Precision PLUS Control

ProGel® 880 Brush provides Professional results and satisfaction with every stroke

- Twice the bristle count with 880 ultra-fine bristles
- High-strength bristles designed for exceptional accuracy
- Effortless application with smooth distribution and clean placement



Design PLUS Distinction

Monochromatic bottles for instant recognition and distinctive presence

- Cohesive color identity
- Shades that capture emotion and personality at a glance
- The bottles give you a gorgeous display of your complete color range
- Color name and number on the front of the bottle
- Each color comes with its own persona

Safety PLUS Standards

Professional performance with carefully considered product standards

- HEMA & TPO free
- TPHP free
- Non-CMR (Non - Carcinogenic, Mutagenic or Toxic to Reproduction)
- Non-Flammable
- Developed in line with globally compliant requirements

Ethics PLUS Responsibility

Considered choices that support responsible beauty from formula to finish, without compromising color or performance

- Cruelty-free
- Ethically sourced pigments
- Packaged with PCR plastic caps (post-consumer recycled material)
- Sustainable glass bottles

Shine PLUS Simplicity

The new *Gelish® COLOR PLUS No Cleanse Top Coat* delivers a superior shine.

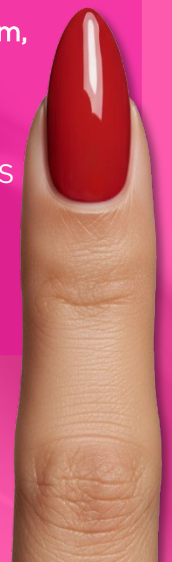
- Slightly thicker viscosity for smooth control
- Globally compliant, HEMA and TPO free as well as non-flammable
- Cure in just 30 seconds (*Gelish® 18G LED Lights*)
- Dries harder for an ultimate and lasting shine
- No Cleanse, just professional confidence.



Familiarity PLUS Finish

Same trusted preparation and application steps as the original *Gelish®* gel polish system, with an upgraded final step for high-shine finish with no tacky layer to remove.

- 180 grit buffer
- **Nail Surface Cleanse** followed by **pH Bond**.
- Apply **Gelish® Quick Release** base gel for a HEMA free application. **COLOR PLUS** is of course also fully compatible with our world-famous **Foundation** base gel.
- 2 coats of your chosen **COLOR PLUS** shade. Cure each coat for 30 seconds
- Finish with our new **COLOR PLUS No Cleanse Top Coat** for ultimate shine and durability. Cure 30 sec.



The Science Behind Every Stroke

Every ingredient in **Gelish® Color Plus** plays a significant part. The result is controlled placement, buttery application, smooth self-leveling, even pigment distribution, professional durability, and color performance. This is how and why



The Backbone and Structure Builder Acrylate CoPolymers

- The Copolymer technology creates a stronger cross-link structure to provide a better wear resistance.
- COLOR PLUS has longer and higher-weight molecular chains than oligomers to promote greater durability
- Apply COLOR PLUS in thin to medium layers.

Benefit - A strong, durable color coating with controlled application and refined results

Flexibility with Natural Feel COLOR PLUS Monomer

- Hydroxypropyl Methacrylate is the monomer that contributes flexibility to the cured coating.
- The flexibility factor ensures the product works with the natural movement of the nail and adds to the durability.
- Each bottle provides approx. 25-30 full set applications

Benefit - Flexible performance that balances the strength of the polymer structure for comfortable, durable wear

Self-Leveling Viscosity COLOR PLUS Silica

- Silica helps control the viscosity of the formula.
- This consistency controller creates the balance needed for controlled application and smooth self-leveling of the application.
- The COLOR PLUS ProGel 880 brush is designed to perfectly assist with application perfection

Benefit - A formula that stays where it is placed while leveling smoothly for a more even surface.

Buttery Glide Dimethicone Silicone-based Polymer

- Dimethicone is a silicone-based polymer adding slip, glide, and a smooth sensory
- A smoothness enhancer for effortless movement of the product across the nail, providing an easy, buttery application

Benefit - Improved glide, smoother brush movement, and a more refined application experience.

Color Flow with Bentonite Pigment Support System

- Bentonite is a naturally occurring clay-based ingredient
- It keeps pigments evenly suspended and supports a consistent flow of color during application
- Fun Fact - Bentonite is also used in skin care products such as facial masks

Benefit - Balanced pigment distribution, more consistent coverage, and true color in every stroke.

The Gelish® COLOR PLUS Formula Story - recap

Strength PLUS Flexibility

The polymer and monomer system balances durable structure with flexible performance.

Consistency PLUS Control

Silica creates a carefully balanced viscosity for precise placement and smooth self-leveling.

Glide PLUS Smoothness

Dimethicone supports a buttery application and effortless brush movement.

Pigment PLUS Performance

Bentonite helps maintain even pigment suspension for consistent flow, coverage, and color distribution.





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