



## NAIL IT...NATURALLY

Ever look for a specific shade in your nail polish collection that just doesn't exist? Meet all your polish needs with the new colour range from Earthy Nail Polish and seal the colour gaps in your nail collection.

### About Earthy Nail Polish

Earthy Nail Polish is a 21-free, vegan nail polish brand, born out of the frustration towards unsustainable nail brands that do more harm than good. Made with 79% naturally derived plant-based ingredients; Cassava, Corn and Sugar Cane, finished with an anti-bacterial bamboo cap.



The natural origin nail polish that is guaranteed to ISO 16128, combined with the Earthy Nails Top and Base Coat, provides salon-worthy shine and longevity. With polishes in 30 shades from nudes – pinks – reds – monochrome – brights, priced at £7.99 each. Earthy Nail Polish have also created six distinct collections that include four nail polishes. In Bloom Collection, Summer Fun Collection, Thank You Heroes Collection; which sees a donation made to NHS Charities Together with every purchase, Autumn Collection and Stop Hate Collection, which sees a donation made to Stop Hate UK with every purchase. Earthy have just launched their new Spring collection; Here Comes The Sun, including four pretty pastel shades pictured above.



Earthy Nails is also determined to deal with a major problem in the nail polish industry – the plastic cap. To combat the issue, the brand has developed a bamboo cap that is: Biodegradable, Naturally Antibacterial and Antimicrobial and decomposable. We have replaced single use plastic with highly sustainable bamboo and produced a 100% PCP seal.

Earthy Nails remover and treatments are also 100% acetone free, 100% acetate free, 99% natural origin and bio-sourced. This includes the Base Coat, Top Coat and Remover, priced from £8.99 - £12.99.



## **NEW LAUNCH!**

*The new Earthy Nail Treatments Collection is now available to purchase, the collection includes four indulgent treatments including Green SOS, Berry Oil, Cuticle Oil and Strengthener. The collection is priced at £26.97, the treatments are also available to purchase singly at £8.99. The treatments are perfect when you need some pampering and self-care and clean healthy nails also help to ensure your manicure lasts that much longer. The vitamin enriched treatments will help to lock in moisture, nourish and strengthen nails and work especially well for intensive repair.*



## Recycle Reuse

We have recently launched our recycle and reuse programme. This programme allows for a circular economy with the materials used and works by returning the used nail polish bottles and bamboo caps to us. We clean, sterilise and reuse the materials. Anything that is beyond use is processed through our recycling management partner.



Our nail polishes and treatments are produced with a platinum 2020 Ecovadis Sustainability rating and contain no inner or outer plastic packaging. We use limited levels of VOC emissions and optimized extraction lowering the impact on the environment. 97% of hazardous raw materials, 83% of the total waste is recycled, and 100% of industrial wastewaters are treated. We also use a waste management policy that promotes reusable tanks and drums and recycling of solvents for cleaning operations.

#### Awards

Earthy Nail Polish was a listed winner in the Beauty Shortlist Awards 2022 for their Base Coat, Top Coat and 99% natural Remover. Earthy were also one of the top three winners for best new British brand in the 2021 Pure Beauty awards.

[www.earthynailpolish.com](http://www.earthynailpolish.com)