



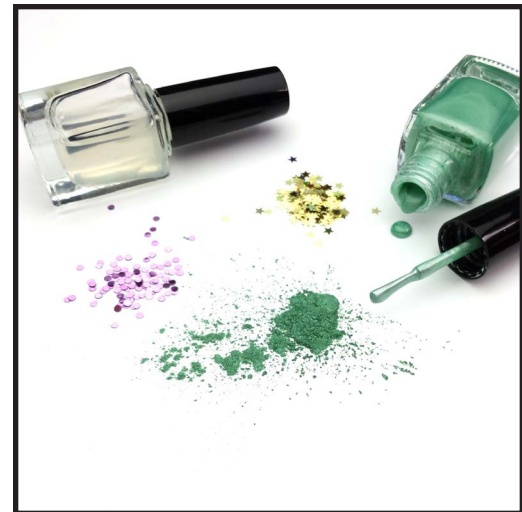
PRESS KIT

ABOUT



Nayll provides customers anywhere in the world the ability to design and name their own nail polishes through the use of Naylls website. Created “one bottle at a time” these custom-made polishes are produced and shipped within 48 hours of completion of the ordering process.

Founders Sara and John Harvey stumbled across the idea for **Nayll** as John wondered aloud one day to Sara, “is it possible to make your own nail polish?”. Sara’s research into the idea revealed that it was not uncharted territory, but those who had tried found themselves wrapped up in messy projects with little to show for their efforts.

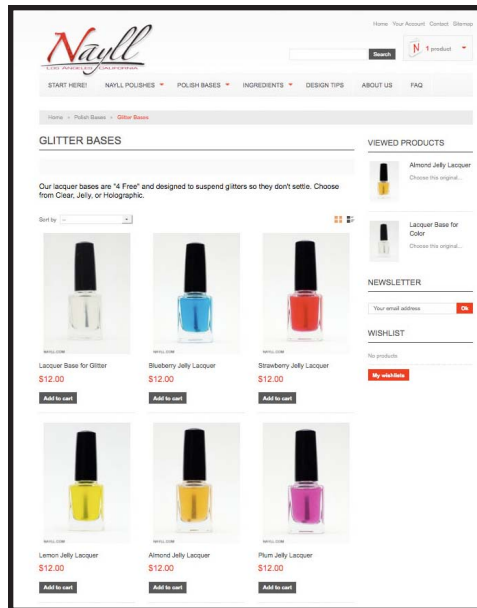
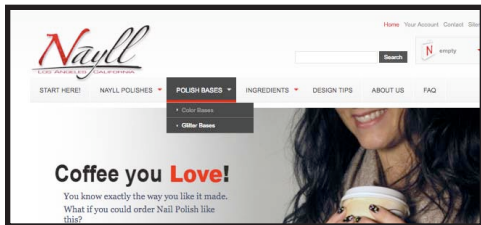


Nayll provides an ever growing variety of hard to find ingredients providing customers an infinite number of options to create their own custom **Nayll** polish.

- Glitters in brilliant sizes, shapes, colors, finishes
- Shimmers in an amazingly diverse choice of shades
- Lacquer Jelly Bases
- Secret Stash of effects including Holographic, Glow-in-the-Dark, Chameleon, and more!

PROCESS

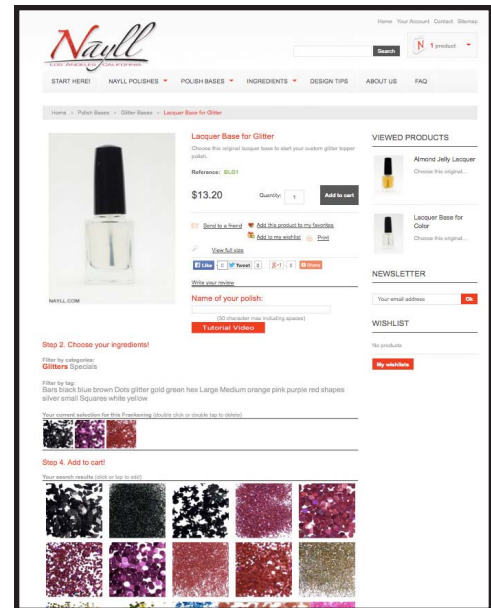
The ordering process is fun and simple! Follow these 4 easy steps to create your very own **Nayll** polish.



STEP 1: Choose Base

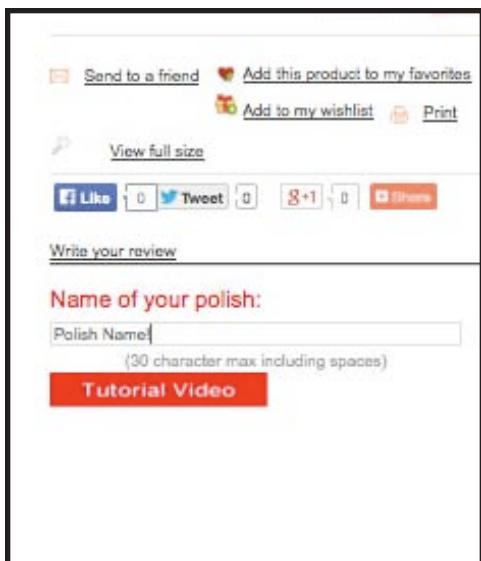
Hover over the Polish Bases tab and choose from Color Bases or Glitter Bases.

Choose the base to begin building your polish. The above picture is of Nayll's Glitter Base selection.



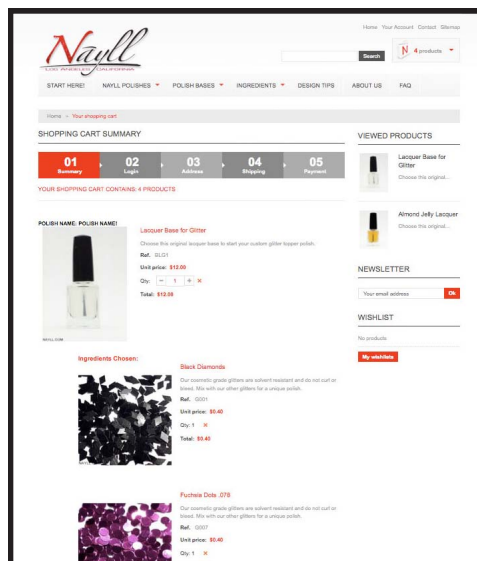
STEP 2: Choose Ingredients

Choose your ingredients. For Glitter Bases, choose up to 10! For Color Bases, choose up to 3!



STEP 3: Name Your Polish

Name your polish! Everyone loves those crazy and unique names. Now it's your turn to be creative.



STEP 4: Checkout

Once you add the polish to your cart, you can checkout. Order multiples, or create more for your very own collection.



What will **YOU** create?

FAQs

What is **Nayll**?

Nayll (pronounced “Nail”) is a nail polish manufacturer and an online retail store. Through Nayll’s website, customers can design and name their very own custom nail polish using well over 100 ingredients (and growing) that when combined, literally create infinite combinations for the ultimate “Frankening” experience.

What is a **Jelly**?

A jelly is a clear polish with a tint of color. You can mix glitters with jellies and the glitter will still show up. You never want to mix glitters with a regular colored polish because it will hide the glitters. Jellies give you color and glitter in one application.

Is there **International shipping**?

Yes, we ship to most foreign countries.

How can I receive updates about **Nayll**?

Keep up to date with Nayll on these social media networks:

- Facebook.com/Nayll
- Instagram: nayll_polish
- Twitter: @nayll_polish

Does **Nayll** carry **Gel** polish?

Currently, Nayll offers a lacquer base polish. We are very excited to be releasing the Nayll gel line in Summer of 2014.

Why is there a **mixing limit**?

Shimmers: There is a limit of mixing 3 due to the color science. If too many are mixed, you’ll just end up with different shades of a brown mess. Yuck! (We offer a lovely shade of brown already.)

Glitters: Let’s face it, there isn’t much room for more than 10 glitters, right? We did a bit of looking around and it seems seven is the magic number, but we party around here. So we rounded up for those of you who are willing to take the glitter craze to a whole new level.

How **long** do I have to wait?

Your polish ships within 48 hours and we always send you a tracking number to see where your order is.

What is **Frankening**?

Frankening is the phrase to describe the do-it-yourself mixing and production of nail polish. You could make polish in your bedroom, but that’s messy and you’re limited to only what you have on hand! Nayll takes the mess and the frustration out of the process by offering a large and ever growing selection of ingredients to use when you create and name your own awesome polishes!

Where does the polish **ship** from?

All polishes are made in and shipped from Los Angeles, California, USA

Are the bases **safe**?

A lot of polish “bases” sometimes contain ingredients like Formaldehyde, Toluene, and DBP (dibutyl phthalate). These are gross, toxic, nasty and dangerous, to say the least! All of Naylls polish bases are known as “4 Free”. This means that they are free of these dangerous chemicals and much safer for you.

Coming Soon

Gel Polish System!

Nayll is already at work with the addition of a gel polish line complete with base coat, customizable shimmer/glitter coat, and a top coat. Coming Summer 2014!

Other Fun Stuff...

Below are some other fun ingredients that we will soon be adding to our selection:

- Thermal
- Glow in the Dark
- Blacklight Reactive Fluorescents
- Chameleon

Contact Info

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Nayll is committed to continually providing its customers the best selection of ingredients to create memorable and unique Nayll Polishes for any occasion.

What Are People Saying?

"...This stunning beauty [is] designed by me and brought to life by @nayll_polish!...You pick your polish base color, all the glitters your heart desires, and you even get to name it! Everything about this is awesome...The formula was wonderful too!"

- Jenn Platt @purrfectly_polished



"...They are a very unique brand as you get to custom build your own nail polish! You get to get exactly what you want in a polish without having the mess and needing all the supplies! How cool is that!"

- Breanne Perales @thejuiceboxlacquer

"It's very hard to pick one favorite polish, but if my house was on fire and I could only save one, it would be my new custom polish, Christabell's Pansies...!!!! When I designed and named this polish I was thinking about my wonderful grandmother whose name I share."

- Christabell Pinchen @christabellnails



"I've always wanted to create my own polish but never had the right resources available, until now... I have to say that I am impressed by the results. The three polishes I created were exactly what I wanted. I could not be any more happy with them, and I am already creating mixes in my head..."

- Esti Medrano @estiloves



Nayll

LOS ANGELES CALIFORNIA



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