

COMING 2012!

gelcolor

by OPI



OPI Colour

at the spa



Speed of light!

gelcolor byOPI

ICONIC OPI COLOURS
IN A NEW, POLISH-ON GEL
FORMULA!

GelColor by OPI's shine-intense shades cure in 30 seconds and last for weeks! From its distinctive bottle and custom brush, to its unbeatably fast application and lightning speed cure, GelColor by OPI redefines salon gel services with durable, glossy OPI colour.

*Colours subject to change

GelColor by OPI's shine-intense shades cure in 30 seconds and last for weeks! From its distinctive bottle and custom brush, to its unbeatably fast application and lightning speed cure, GelColor by OPI redefines the rapidly growing gel service category.

gelcolor
by OPI

OPI Colour at the speed of light!
Iconic OPI colours in a new, polish-on gel formula

New gel technology polished to perform!

GelColor by OPI gives clients weeks of glossy OPI colour in a service only your salon can deliver. If you can polish nails, you can GelColor by OPI!

Who is this system designed for?

GelColor by OPI is perfect for any professional who wants to offer their clients a longer lasting colour finish. Ideal for natural nail clients, plus GelColor can be applied over enhancements too!

How long, on average, will GelColor last?

On average your Gelcolour finish will last approximately 2-3 weeks. If your nails are thin and very flexible your GelColor may not last as long.

Why do I need Axxium and Axxium Soak Off, in addition to GelColor?

- GelColor is all about longer lasting colour and is designed for manicurists and therapists who prefer a quick and simple system that enables them to offer longer lasting colour.
- Axxium Gel System is for "building" beautiful pink and white nails.
- If you want glitters and sheer shades look no further than Axxium Soak-Off Gel System in jars, as these types of colours require mixing (must be stirred not shaken).
- With Axxium Soak-Off Gel System, you have a greater selection of OPI's sheer colours.
- Axxium Soak-Off Gel will give greater strength and protection to clients with weaker nails. It also helps clients to grow their nails.
- For nail techs who prefer working with a brush and jar, Axxium Soak-Off Gel System allows salons to position this form of application at a premium service price.

How many shades will be available initially?

GelColor is launching with 30 iconic OPI shades.

Does GelColor cure with the Axxium Lamp?

Yes. GelColor cures with OPI Axxium UV Light and OPI LED Light.

Under the Axxium UV Light, GelColor Base Coat cures in 1 minute, GelColor cures in 2 minutes (each coat) and the GelColor Top Coat cures in 3 minutes.

GelColor will launch with a new state of the art LED light which will work with the new GelColor and with a selection of Axxium shades.

The OPI LED lamp has been designed to cure all five fingers at once with a 30-second cure per coat. Its hand sensor makes it fully automated and the lamp has 67,000 hours of LED performance giving you approximately 1 million services!

How easy is GelColor to remove?

It's simple! Using the new Expert Touch Remover pad with Expert Touch Remover, you can remove GelColor in 15 minutes!

What makes GelColor different from other coloured gel systems?

Firstly, GelColor is a pure gel formulation which means you get a longer lasting more durable system than other hybrid brands.

The support from Lena White Limited to drive business into your salon is also second to none. We will be placing full page, colour advertisements in InStyle, Woman and Home and Glamour magazine in 2012 to tell your potential clients to "Get GelColor" at their local salon. These advertisements are supported by prominent USA celebrities.

Plus, you will receive window signs and posters to support you in launching this exciting new system to your customers with the purchase of the Essential kit.

Can I buy a kit to start with?

We recommend you start with The Essential kit as it contains the GelColor Introductory kit and LED Light.

There are also 4 support kits available at launch;

The Romantics GelColor Add-on Kit, which contains Kyoto Pearl; Bubble Bath; OPI Ink; Pink Flamenco; A Grape Kit; and Princesses Rule!

The Beautifuls – GelColor Add-on Kit, which contains Alpine Snow; Rosy Future; Lucky Lucky Lavender; Miami Beet; Pompeii Purple & Louvre Me, Louvre Me Not.

The Trendsetters – GelColor Add-on Kit, which contains Suzi Says Feng Shui; You Don't Know Jacques!; Here Today Aragon Tomorrow; Russian Navy; Brisbane Bronze and Lady in Black.

The Sirens – GelColor Add-on Kit, which contains Big Apple Red; Bastille My Heart; Bogota Blackberry; A Good Man-Darine is Hard to Find; Malaga Wine & Cosmo-Not Tonight, Honey!

When is GelColor available?

GelColor will launch Feb – March 2012, but you can place your orders now to be the first to offer this incredible system.

ICONIC OPI COLOURS

lightning speed cure • weeks of glossy wear

New gel technology. New polish-on gel formula GelColor by OPI gives clients weeks of glossy OPI colour in a service only your salon can deliver.

Faster.

Lightning speed, 30-second cure. GelColor by OPI is fully LED cured from foundation to finish in 4 minutes per set, versus 12 minutes-plus for standard UV cure.

Proven.

Independent lab testing showed GelColor by OPI's shine-intense shades maintain shine after 2 weeks.



GelColor

- Choose from 30 iconic OPI shades
- 30-second LED cure (each coat)

£24.95 +VAT



GelColor Base Coat GC 010

- One coat provides a gentle foundation
- 30-second LED cure

£24.95 +VAT



GelColor Top Coat GC 030

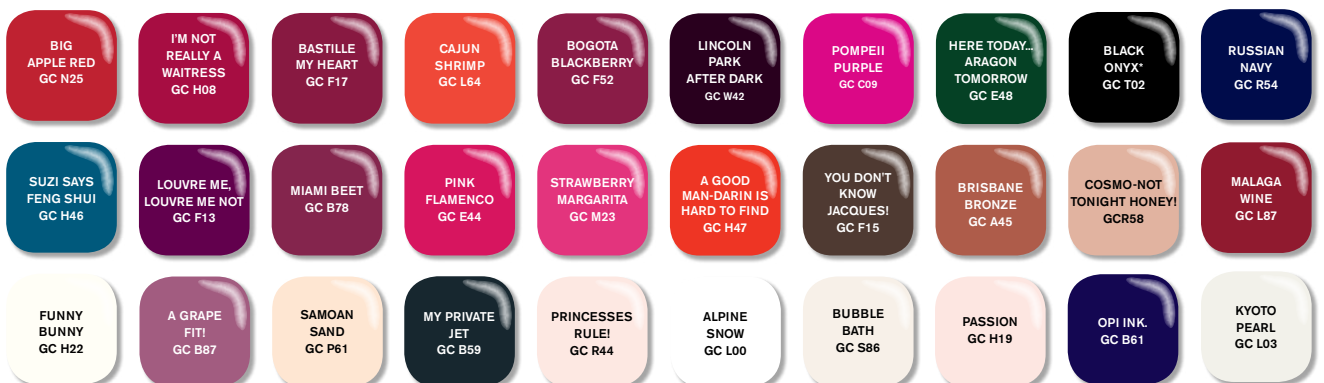
- Indelible shine and protection
- Weeks of glossy wear
- 30-second LED cure

£24.95 +VAT

CHOOSE FROM 30 ICONIC OPI SHADES

From deep and edgy, sheer to shimmer - we've got your colour!

More Profitable. GelColor by OPI delivers unbelievably affordable services. And, it removes at a fraction of the cost of other colour gels



*Available in the EU as Lady in Black GCT02

Fast Application.



Apply Base Coat:

- Polish on
- Cap free edges
- Cure 30 seconds.*



Apply GelColor:

- Shake bottle; Polish on thin coat (1st coat may not provide true colour coverage)
- Cap free edges
- Cure 30 seconds*
- Repeat application & cure for 30 sec.



Apply Top Coat:

- Polish on
- Cap free edges
- Cure 30 seconds.*
- Wipe with N.A.S. 99

* Cure 30 seconds using OPI LED Light. If using OPI Axxium UV Light, cure 2 minutes each coat.

Simple Removal.



Saturate Expert Touch Remover pad with Expert Touch Remover.



Place over gel & wrap finger.



Check after 15 minutes; gently push off gel with Reusable Cuticle Stick.

* For complete GelColor by OPI Nail Prep, Application and Removal Instructions, view DVD or read instructional brochure.

Cost per Service

GelColor Product	Approximate no. of sets per bottle/package
GelColor Base Coat - 15ml	90
GelColor - 15ml	80
GelColor Top Coat - 15ml	100
Total Set	£0.84 +VAT
Expert Touch Remover Wraps (250 ct.)	25
Expert Touch Salon Mitts (500ct.)	250
Total Set, Includes Wraps and Mitts	£1.20 +VAT
For removal	£1.20 +VAT

How to get Started



Essentials Kit

OPI Item No. GC916

- 1 - OPI LED Light
- 1 - GELCOLOR Intro Kit (GC910)
- 1 - Poster Set (4)

£374.95 +VAT
value £474.10 +VAT

The Icons – GelColor Intro Kit

OPI Item No. GC910



- | | |
|------------------------------------|------------------------|
| Passion (GCH19) | 30ml BondAid |
| Funny Bunny (GCH22) | Foil Wraps (66 Ct.) |
| Strawberry Margarita (GCM23) | Cuticle Stick |
| Cajun Shrimp (GCL64) | Window Cling |
| I'm Not Really a Waitress (GCH08) | DVD |
| Lincoln Park After Dark (GCW42) | Blank Colour Palette |
| Top Coat (GC030) | Tabletop Instructions |
| Base Coat (GC010) | Instructional Brochure |
| 120ml Expert Touch Lacquer Remover | |

£149.95 +VAT
value £199.60 +VAT

OPI LED LIGHT

Lightning-speed services

COMING SOON



GC 900

The wavelength
of the future

- Full five-finger curing
- Hand-sensor activated
- Spacious, comfortable interior for all hand sizes & nail lengths
- Adjustable "feet" for convenient pedicure use
- 15, 30, 45, & 60-second memory settings
- 32 strategically-placed, silicone-encapsulated LEDs, totaling 40 watts
- 50,000 hours of LED performance (long-lasting LED performance)
- Durable metal construction
- 2 easy-access power ports
- 1-year manufacturer warranty
- Meets or exceeds safety approvals in all countries of distribution

£274.50 +VAT

Add-On Kits: More colours with added savings!*

£124.85 +VAT value £149.70 +VAT

The Romantics - GelColor Add-On Kit

OPI Item No. GC911



Kyoto Pearl (GCL03)
Bubble Bath (GCS86)
OPI Ink. (GCB61)
Pink Flamenco (GCE44)
A Grape Fit! (GCB87)
Princesses Rule! (GCR44)
Tabletop
Instructional Brochure
Blank Colour Palette



The Beautifuls - GelColor Add-On Kit

OPI Item No. GC912



Alpine Snow (GCL00)
Samoan Sand (GCP61)
My Private Jet (GCB59)
Miami Beet (GCS78)
Pompeii Purple (GCC09)
Louvre Me, Louvre Me Not (GCF13)
Tabletop
Instructional Brochure
Blank Colour Palette



The Trendsetters - GelColor Add-On Kit

OPI Item No. GC913



Suzi Says Feng Shui (GCH46)
You Don't Know Jacques! (GCF15)
Here Today...Aragon Tomorrow (GCE48)
Russian Navy (GCR54)
Brisbane Bronze (GCA45)
Black Onyx (GCT02)
Tabletop
Instructional Brochure
Blank Colour Palette



The Sirens - GelColor Add-On Kit

OPI Item No. GC914



Big Apple Red (GCN25)
Bastille My Heart (GCF17)
Bogota Blackberry(GCF52)
A Good Man-Darin Is Hard to Find (GCH47)
Malaga Wine (GCL87)
Cosmo-Not Tonight, Honey! (GCR58)
Tabletop
Instructional Brochure
Blank Colour Palette



*Colours shown are subject to change.

Wall Display

Add-a-Shelf Display with 24 GelColor Shades!

GC930

- | | |
|-------------------------------------|---|
| 1 - Lincoln Park After Dark 15 ml | 1 - Suzi Says Feng Shui 15 ml |
| 1 - I'm Not Really a Waitress 15 ml | 1 - Alpine Snow 15 ml |
| 1 - Passion 15 ml | 1 - Pompeii Purple 15 ml |
| 1 - Cajun Shrimp 15 ml | 1 - Samoan Sand 15 ml |
| 1 - Strawberry Margarita 15 ml | 1 - My Private Jet 15 ml |
| 1 - Funny Bunny 15 ml | 1 - Miami Beet 15 ml |
| 1 - Bubble Bath 15 ml | 1 - Louvre Me, Louvre Me Not 15 ml |
| 1 - Princesses Rule 15 ml | 1 - Big Apple Red 15 ml |
| 1 - Kyoto Pearl 15 ml | 1 - Malaga Wine 15 ml |
| 1 - Pink Flamenco 15 ml | 1 - A Good Man-darin is Hard to Find 15 ml. |
| 1 - A Grape Fit! 15 ml | 1 - Add-a-Shelf Display |
| 1 - OPI Ink. 15 ml | 1 - 36 shade Nail Palette with Chain |
| 1 - You Don't Know Jacques! 15 ml | 1 - 20 pcs. Expert Touch Removal Wraps |
| 1 - Russian Navy 15 ml | 1 - Instructional Brochure |



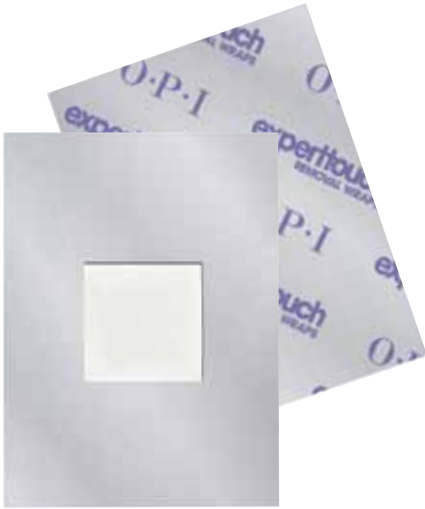
INTRODUCTORY PROMOTION!

£499.40 +VAT



OPI Nail Lacquer Bottles are shown in display.

experttouch



REMOVAL WRAPS

- Easy-to-use, economical removal foils
- Attached absorbent pad
- Use with Expert Touch Lacquer Remover and wrap
- Ideal for removing soakable gels, acrylics, wraps, glitter nail lacquer and nail art

AC 820
250 Count Roll
£28.95 +VAT

SALON MITTS

Disposable • Sanitary • One Size Fits All • Non-Latex

- Helps keep hands and fingers warm during enhancement removals, including GelColor by OPI and Axxium Soak-Off Gels, acrylics, wraps, glitter nail lacquer and nail art
- Ideal for spa manicure and pedicure treatments
- Non-Latex Low-Density Polyethylene (LDPE)



AC 081
100 Box
£5.95 +VAT



AC 082
500 Box
£18.80 +VAT

REMOVER

- Great for safe & effective removal of GelColor
- Pleasant fruity-citrus aroma
- Available in a range of sizes



AC 416
480ml
£9.90 +VAT



AC 417
960ml
£18.00 +VAT

GelColor Training

Do I need training to be able to use GelColor?

If you are a qualified manicurist you can purchase GelColor immediately, but as with all OPI systems, we highly recommend training if you are new to GelColor by OPI.

Training will ensure you know every feature and benefit of this new system. With every OPI service you should feel confident to fully consult with your customers on why they will find GelColor perfect for them, how they can care for their nails whilst wearing GelColor for maximum benefit and why they will love it! Training at one of our approved training centres means you have full technical support from our experts should you need it.

Which course is best for me?

If you are a complete beginner then you will need to complete a manicure course before training in GelColor by OPI.

If you are a qualified manicurist but are new to OPI enhancements then YES, you will need a beginner course in GelColor. Courses last 5 hours, which includes an assessment.

If you have been trained in enhancement systems previously by one of our approved OPI Educators then a 3-hour workshop is all you will need. This also includes an assessment.

If you are trained in OPI's Axxium Soak-Off Lacquer Gel System then no further training is required, but we would always recommend that you attend a workshop to gain the most from your chosen system.

Please note: Any customers not booking training will not be provided with technical support and will be advised to attend their nearest training course.

EDU 44

15ml Passion GelColor
15ml Funny Bunny GelColor
15ml Strawberry Margarita GelColor
15ml Cajun Shrimp GelColor
15ml I'm Not Really a Waitress GelColor
15ml Lincoln Park After Dark GelColor
15ml GelColor Base Coat
15ml GelColor Top coat
120ml Expert Touch Lacquer Remover
30ml BondAid
66 Foil Wraps
Cuticle Stick
25 wipes
30ml Swiss Guard
30ml NAS 99
180 Grit FLEX file
240 Grit EDGE file
Lena White double ended pusher
Instructions, DVD and window cling
Colour Palette

£172.70 +VAT

EDU 43

EDU 44 Kit
OPI LED light

£397.25 +VAT

If you have already purchased the GelColor Intro Kit and wish to attend a training course the EDU CG Plus kit contains the additional items needed.

EDU GCPLUS KIT

(Bolt on kit)

30ml Swiss Guard
30ml NAS 99
180 Grit FLEX file
240 Grit EDGE file
Lena White double ended pusher

£22.75 +VAT

GELCOLOR TRAINING KITS

GelColor Beginner Course

Course Ref: TR CGC

The GelColor Beginner Course is designed for anyone who has NOT had any enhancement training. You must have manicure and pedicure training. The training course lasts five hours, including an assessment.

Prior to the workshop a training book will be sent to you. Students are expected to read the material and bring a series of answered questions on the day.

Course cost:

£95 +VAT

Please note, you must have a training kit to attend the course.



Beginner Course

(for Manicure and Pedicure therapists)

Head Office January 30th, February 13th, March 1st & 20th
Liverpool March 27th

Southampton February 6th, March 7th

Hull February 14th, March 20th

Midlands January 31st, February 28th, March 20th

Kent January 18th, February 14th, March 9th

Bristol February 7th, March 19th

Newcastle January 30th, February 12th, March 11th

Dundee January 30th, February 27th

Edinburgh February 12th

East Midlands January 24th, 31st, February 16th & 21st, March 15th

NEW

To book training please call Head Office on **01923 240010** and to check availability of more training dates for your local area.

GelColor Workshop

Course Ref: TR WGC

The GelColor Workshop is designed for anyone who has already had any enhancement training. The conversion workshop lasts three hours, including an assessment.

Prior to the workshop a training book will be sent to you. Students are expected to read the material and bring a series of answered questions on the day.

Course cost:

£50 +VAT

Please note, you must have a training kit to attend the course.



NEW

Workshops

(for enhancement trained techs)

Head Office January 23rd, February 6th & 27th, March 13th & 27th

Liverpool January 31st, February 28th, March 19th & 27th

Southampton January 31st, February 13th

Hull January 9th, February 28th, March 27th

Midlands January 23rd, February 6th & 27th, March 19th & 26th

Kent January 10th, February 7th, March 8th

Bristol February 14th, March 20th

Newcastle January 30th, February 12th, March 11th

Dundee January 23rd, February 20th, March 12th

Edinburgh January 30th, February 27th

East Midlands January 17th, 23rd, 30th, February 9th, 14th & 28th, March 8th & 29th

To book training please call Head Office on **01923 240010** and to check availability of more training dates for your local area.

THE O.P.I. A TEAM

Lena White Limited are to host a series of workshops with the OPI A-Team on the

7-9th March 2012

at our Head Office in Watford, Hertfordshire.



Vu Nguyen



Robert Nguyen

Learn from the Master Technicians and improve your technical skills.

Prepare to be inspired...

Contact the Education department for information on **01923 240010** or email education@lenawhite.co.uk

OPI Colour at
the speed
of light!



gelcolor
by OPI

- Fast, polish-on application
- Lightning speed, 30-second cure
- Distinctive OPI bottle; custom brush
- 100% colour gel formula - wears like gel; looks & feels like nail lacquer
- Easy-to-use, economical removal system

***Place your
order NOW!***

Be the first to offer this
incredible system.

O.P.I. lena white

AFFORDABLE LUXURY

Call **01923 240010** or visit **www.lenawhite.co.uk**