





### DONE RIGHT. FROM THE START.

As nail artists ourselves, we understand that nothing is more important than the tools of our craft and nothing is more challenging than product inconsistencies. It has been and always will be that quality is our #1 priority.

Gelish® was the first brush-in-bottle gel polish ever invented. The US and International patented formulation proves that fact.

The fact that millions and millions of bottles have been sold to—and reordered again and again by—thousands of salons is further proof. So, the fact is, the innovative Gelish® system, still the best on the market no matter who else followed, continues as the one most trusted by nail techs worldwide.

Our success is measured by your success. We are committed to you, the nail technician, to provide the best products, to share our knowledge through unprecedented education, therefore developing long lasting customer loyalty.



Namy Haub

Danny Haile - CEO & Founder

# THE GELISH® DIFFERENCE What makes the patented Gelish® formula unique is unlike other brush-on gels, Gelish® applies like a polish for easier application, smoother flow, better product leveling for a streak free and more complete curing for longer, chip free wear.



### **NEW CAP**

Ergonomically designed cap fits comfortably in the hand for hours of strain free services.

### **NEW BRUSH**

Laser-cut domed bristle brush gives the smoothest application yet and provides better control near the cuticle. Increased bristle count, exclusively salon tested to pick up the ideal amount of product, ensures full coverage and streak-free application.

### **NEW FORMULA**

Better product flow for a perfect finish every time

### COLOR BAND

Hate searching for the right Gelish shade?
With the new shoulder color ring, find each
shade easily within your drawer. Not to
mention, the larger color dot on the shrink
sleeve helps with on-shelf identification.

### NEW BOTTLE

Matches the Morgan Taylor® bottle to create a true family.

# Selish SOAK-OFF BEL POLISH

15 mL - 0.5 Fl. Oz.

### LARGER COLOR DOT

Ever experience in-bottle curing? \_\_\_ Our new 100% opaque packaging keeps product fresh.

# fall in love with Gelish all over again

### GELISH® IS THE GOLD STANDARD OF SOAK-OFF GEL POLISH.

It is and will always be the original soak-off gel polish and because of this it has become the trusted, go-to brand for nail technicians.

And now, the best is getting even better with an enhanced formulation for better stability, more accurate color, and improved product flow for an even easier, smoother laydown. The new, sleek Gelish® bottle provides better onshelf and in-salon color designation with its larger color dot and color bar that can be seen from any angle. The new custom brush provides for better control, feel, and a streak free application. This is the gold standard as you've never seen it before.

## colors of Gelish®

1110182 - N, C

1110952 - E

LOTS OF DOTS

GELISH® SOAK-OFF GEL POLISH

Applies like polish and cures in a LED lamp in 30 seconds and in 2 minutes in traditional UV lamps. Gelish® stays on nails for up to 3 weeks with no chipping or peeling, and soaks completely off in only 10 minutes.



### **GELISH® COLOR GUIDE:**

1110818 - C

1110813 - S

FOREVER

1110939 - C

METALLIC N - NEON

1110035 - C

FROM PARIS

WITH LOVE

P - PEARL

1110822 - C

RENDEZVOUS

1110886 - C

A PETAL FOR

1110880 - P

1110852 - G

VOI TAGE

1110820 - G

1110941 - S



1110202 - C





1110904 - S



































1110964 - M







1110906 - C

1110856 - M



1110073 - M

NO WAY

1110969 - M







1110944 - C



1110844 - S

1110006 - SH









1110918 - C

1110187 - C











LET'S HIT THE





















1110890 - C

1110800 - S

1110177 - N,C

1110085 - C

Formerly Kiss Me, I'm A Prince

1110827 - C

IN PINK









# essentials

EVERY PRODUCT, EVERY APPLICATION, START TO FINISH.





### MINI BASIX KIT

INCLUDES: (1 EACH) 9 mL - 0.3 Fl. Oz. Top It Off, Foundation, pH Bond, Nourish; (1) 60 mL. - 2 Fl. Oz. each of Nail Surface Cleanse and Artificial Nail Remover; Mini Wooden File; Orangewood Stick; Plastic Pusher and Prep Pads.

01755

# gelish® kits

PROFESSIONAL KITS FOR EVERY NEED



### FANTASTIC FOUR KIT

INCLUDES: (1 EACH) 15 mL - 0.5 Fl. Oz. Foundation, Top It Off, pH Bond, Nourish.

1121787



### DYNAMIC DUO

INCLUDES: (1 EACH) 15 mL - 0.5 Fl. Oz. Foundation, Top It Off. 1121503

### **MATTE & GLOSS DUO**

INCLUDES: (1 EACH) 15 mL - 0.5 Fl. Oz. Top It Off, MATTE Top It Off. 1121519



### PRO KIT

Hot Rod Red, Light Elegant; (1 EACH) 60 mL - 2 Fl. Oz. Nail Surface Cleanse, Artifical Nail Remover; LED 5-45 Curing Light; Cuticle Pusher/Prep Tabs (50 count).

1121789 - US • 1121790 - EU • 1121791 - UK • 1121792 - AU



### COMPLETE STARTER KIT



INCLUDES: MINI Basix Kit; (1 EACH) 15 mL - 0.5 Fl. Oz. June Bride, Gossip Girl; On The Go LED Curing Light.

1121764



### PH BOND NAIL PREP Used on natural nails to balance the pH and remove any surface oils.

1140002 15 mL - 0.5 Fl. Oz.

### **FOUNDATION** SOAK-OFF BASE GEL

Creates the adhesive bond between the nail plate and gel products with out damaging the nail plate. Works as a base for Gelish® Structure or Gelish® Soak-Off Gel Polish. Cures: 5 seconds in LED 18G Light; 10 seconds in LED Light; 1 minute in UV Light.

1310002 15 mL - 0.5 Fl. Oz.

### **TOP IT OFF** SOAK-OFF SEALER GEL

Seals your Gelish® Soak-Off Gel Polish to a high shine finish that will not dull, chip or peel. Removes with Soak-Off Gel Remover. Cures: 30 seconds in LED Light; 2 minutes in UV Light.

1310003 15 mL - 0.5 Fl. Oz.

### MATTE TOP IT OFF SOAK-OFF SEALER GEL

Seals your Gelish® Soak-Off Gel Polish to a matte, satin finish that will not chip or peel. Removes with Soak-Off Gel Remover. Cures: 30 seconds in LED Light; 2 minutes in UV

1140001 15 mL - 0.5 Fl. Oz.

### **NOURISH CUTICLE OIL**

Rehydrates and restores essential oils in cuticles and skin surrounding the nail with a unique blend of Grapeseed Oil, Kukui Nut Oil, Sesame & Vitamin E.

1140000 15 mL - 0.5 Fl. Oz.



### STRUCTURE BRUSH-ON CLEAR GEL

Reinforces strength, enhances nail or repairs damaged nail plate. Removes with Soak-Off Gel Remover. Cures: 30 seconds in LED Light; 2 minutes in UV Light.

15 mL - 0.5 Fl. Oz.



### **STRUCTURE** CLEAR GEL

Reinforces strength, enhances nail or repairs damaged nail plate. Removes with Soak-Off Gel Remover. Cures: 30 seconds in LED Light; 2 minutes in UV Light.

15 mL - 0.5 Fl. Oz. 50 mL - 1.6 Fl. Oz.





# LED lights

PROFESSIONAL. HIGH PERFORMANCE GEL CURING LAMPS



### LED 18GPLUS HIGH-PERFORMANCE LED GEL CURING LIGHT

The Gelish® LED 18G Plus Gel Light is a scientifically-engineered, precisely calibrated authentic LED (Light-Emitting Diode) light of exceptional quality. It is specially designed for rapid, efficient gel curing, particularly for the high-performance Gelish® Soak-Off Gel Polishes. Gelish® LED 18G Plus Gel Light - The ultimate professional salon curing experience.

### PATENTED EYESHIELD™ WITH SAFELIGHT™ TECHNOLOGY & PATENTED MAGNETIC REMOVABLE TRAY

- Cures all five fingers

- Never need to replace bulbs
- Meets world-wide safety standards

1100150 230V UK

Pedicure ready

• Patented eyeShield™ (limits light exposure) • Cures Gelish® Foundation in seconds

• Magnetic removeable tray for easy sanitation • High Intensity Diamond Reflectors Ergonomic Design

One-year Warranty

1100149 220V EU 1100151 240V AU



### LED 18GPLUS MAGNETIC REPLACEMENT TRAY

Fits the Gelish® LED 18G Plus Gel Light. Interchangeable to sanitize between clients. Reflects light from bulbs for efficient, maximum exposure. Magnetic for quick and easy replacement. Finger stopper to guide for proper hand placement. Acetone resistant. Stainless Steel.

GELISH	LED 18GPLUS	LED 5-45	UV Light*
Foundation	5 SEC	45 SEC	1 MIN
Colors	30 SEC	45 SEC	2 MIN
Top It Off	30 SEC	45 SEC	2 MIN
PolyGel™**	30/60 SEC	N/A	N/A

- \* Recommended curing times are based on a 36-watt UV Lamp. Increase cure times if using other lamps.
- \*\* Whites cure for 60 seconds/Natural Clear and Pinks cure for 30 seconds.



### **LED 5-45** GEL CURING LIGHT

Cures all 5 fingers in 45 seconds! Perfect for students and professionals transitioning into the nail industry. Environmentally friendly with all the fast-curing, consistent power of the LED 5-45 Light at an economical price. Efficiently and rapidly cures Gelish® Soak-Off Gel Polish products for a beautiful manicure that lasts up to 3 weeks. Gelish® provides a 90-Day Warranty from the Day of Purchase for the LED 5-45 Light.

- Cures all five fingers simultaneously Pedicure friendly
- All unit light space is utilized
   Light-weight
- (18) 1-watt LED lights [= 18 watts] Maintenance Free Bulbs
- 90-Day Warranty

01223US 01223EU 01223UK 01223AU



# gelish® apply & remove

SHAPE, SMOOTH, REFINE, BUFF, SHINE & FINISH

















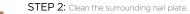












STEP 3: Shape the natural nail using your Hand & Nail Harmony file of choice (recommended: Hand & Nail Harmony Wooden File).

STEP 4: Gently remove the shine using the Hand & Nail Harmony 100/180 Buffer.

STEP 5: Remove the dust and wipe the nail with Gelish® Cleanser using a lint free wipe.

to the nail plate.

in a thin application and seal the edges

STEP 8: Place hand in the Gelish® LED 18G Light for 5 seconds or UV

Light for 1 minute.

LED 18G Light for 30 seconds (20 seconds

step once.)

STEP 6: Apply Gelish® pH Bond

STEP 7: Apply Gelish® Foundation Gel

STEP 9: Apply Gelish® Soak Off Gel Polish of Choice - in a thin application from cuticle to free edge. Be sure to seal the edges of the nail. Place hand in the Gelish®

for light colors) or a UV Light for 1 minute for lighter colors or 2 minutes for darker colors. (For darker coverage, repeat this STEP 10: Apply Gelish® Top It Off Gel

Sealer from cuticle to free edge using a thin light application. Place hand in Gelish® LED 18G Light for 20 seconds or UV Light for 2 minutes.

STEP 11: Cleanse inhibition layer with Gelish® Nail Surface Cleanse and Wipe It Off™ lint-free wipes.

STEP 12: Massage Gelish® Nourish Cuticle Oil to the skin surrounding the nail.

### REMOVE

Break top seal by gently roughing the surface with 100/180 Grit Buffer and remove shine.

Saturate cotton or nail wipe with Gelish® Artifical Nail Remover. Place cotton or wipe on foil. Wrap nail with foil. Soak for 15 minutes.

Remove foil. With orangewood stick, gently remove any remaining gel. Be careful not to press into the nail.

### STEP 4:

Lightly buff nail surface with a 220/280 Buffer.

Massage Gelish® Nourish Cuticle Oil into skin surrounding nail plate.











# dip system

DIP YOUR WAY TO GORGEOUS NAILS!

### **GORGEOUS NAILS** IN LESS THAN 30 Minutes



1. Cleanse, shape and PREP nails. 2. Apply BASE COAT, dip into powder and repeat. Brush on ACTIVATOR. 3. Seal the nail with BASE COAT. Buff & shape. Apply ACTIVATOR. Complete with TOP COAT.



### FRENCH DIP CONTAINER

The French Dip Container included in the system, creates perfect smile lines every time. The two sides of the iar give you the choice between either Round or oval French smile lines making your application super-fast, easy and precise! 1620001



Prep balances the nail to neutralize pH and remove any surface oils for perfect adhesion and longevity. 1640001 15 mL - 0.5 Fl. Oz.

### BASE COAT

Base Coat's unique formula ensures a fast dry time as well as full absorption with Dip Powder. 1640002 15 mL - 0.5 Fl. Oz.

### **ACTIVATOR**

Activator provides guick polymerization of the powder with no heat and no discoloration. 1640003 15 mL - 0.5 Fl. Oz.

### TOP COAT

Top coat achieves the a high gloss shine and contains vitamin A and E to protect and strengthen the natural nail during wear. 1640004 15 mL - 0.5 Fl. Oz.

### **BRUSH RESTORER**

Brush restorer soften brushes. Just swap and soak 5-10 minutes or as needed between appointments. 1640005 15 mL - 0.5 Fl. Oz.



### **DIP** COLOR KIT

INCLUDES: (1 EACH) 15 mL - 0.5 Fl. Oz. Prep, Base Coat, Activator, Top Coat, and Brush Restorer; (1 EACH) 23 g - 0.8 Oz. Clear As Day, Good Gossip and Pink Smoothie; 60 mL - 2 Fl. Oz. Nail Surface Cleanse; 100ct Wipes; (100/180) Buffer; 2 Replacement Caps; 6 Replacement Brushes. 1620003



### **DIP FRENCH KIT**

INCLUDES: (1 EACH) 15 mL - 0.5 Fl. Oz. Prep, Base Coat, Activator, Top Coat, and Brush Restorer; (1 EACH) 23 g - 0.8 Oz. Clear As Day, Arctic Freeze, Simple Sheer, Tutus & Tights; 1 French Dip Container, 60 mL - 2 Fl. Oz. Nail Surface Cleanse, 100ct Wipes, (100/180) Buffer, 2 Replacement Caps; 6 Replacement Brushes. 1620004

# colors of Gelish Dip



### **DIP** POWDERS

The Gelish® Dip Powders are available in crèmes, glitters, shimmers, metallics and 5 French shades. So no matter what your style or personal color palette, you're covered. All colors match Gelish® and Morgan Taylor® shades!

Colors 23 a - 0.8 Oz. French 23 g - 0.8 Oz. 105 g - 3.7 Oz.



### **DIP** WALL RACK DISPLAY

INCLUDES: Full range lineup of 60 Gelish® Dip shades, empty rack, and planogram strips. Dimensions: Height = 22.5 inches; Length = 21.75 inches.

1630005 Filled 1630006 Empty

















### **DIP BASIX KIT**

INCLUDES: (1 EACH) 15 mL - 0.5 Fl. Oz. Prep, Base Coat, Activator, Top Coat, and Brush Restorer. 1620002



1630003 Empty

Filled - Set of 1

(Includes Floor Stand, Strips and Shelves)

Filled - Set of 2

Merchandise your favorite Gelish® Dip Shades in the Floor Stand Display.

SINGLE FLOOR STAND DIMENSIONS: Length = 25 inches; Height = 76 inches; Width = 29.5 inches. SET OF 2 FLOOR STANDS DIMENSIONS: Length = 50 inches; Height = 76 inches; Width = 29.5 inches.

> (INCLUDES: 1 Floor Stand, Strips, 60 of each Essentials Products, 12 Dip Containers, 8 of each 60 Core Colors [0.8 Oz., including French] and 4 of each 3.7 Oz.

(INCLUDES: 2 Floor Stands, Strips, 120 of each Essentials

Products, 24 Dip Containers, 8 of each 120 Core Colors

[0.8 Oz., including French] and 8 of each 3.7 Oz.

**DIP** FLOOR STAND DISPLAYS

French Colors.)

French Colors.)

1630002 Filled - Set of 2

W (1.00) TO 1.00

