

# worldnews colorcopia

Second of six special editions celebrating 20 years of color

March - April 2009



New SoftShades!  
Fairytale Bride

**colorcopia**

The colors you loved are back again!

Manicure/Pedicure by OPI

New! Papaya Pineapple

New! Axxium Opaque Pink

A Color for the Cure  
Breathe Life

**O·P·I**



# colorcopia

## Celebrating 20 Years of Color

OPI's big **colorcopia** celebration, marking our 20th year of offering the world's leading professional Nail Lacquer, continues with something very special – **colorcopia** Nail Lacquers, a selection of some of our favorite Lacquers from the past!

These 12 **colorcopia** shades are ones you and your clients loved, brought back to celebrate this very special moment in OPI history.

"The 12 shades I've chosen for **colorcopia** are based on the feedback we've gotten over the years from OPI fans," says **Suzi Weiss-Fischmann, OPI Executive VP & Artistic Director**. "These shades each made a big impression in the season they were introduced, and each helped capture the 'fashion essence' of that season."

And here are some very colorful pieces of OPI trivia: OPI sells more than 40 million bottles of Nail Lacquer and Nail Treatment each year – that's 200,000 bottles per day! With OPI's latest South Beach Collection, there have been a total of 40 seasonal OPI Nail Lacquer Collections. And of course, OPI Nail Lacquers are available in more than 200 fashion-forward, must-have shades!

1994



MEDITERRANEAN  
COLLECTION

SCANDINAVIAN  
COLLECTION

1995



AMERICAN  
COLLECTION

WINTER RESORT  
COLLECTION

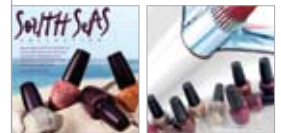
1996



CARIBBEAN  
COLLECTION

ROCKY MOUNTAIN  
COLLECTION

1997



SOUTH SEAS  
COLLECTION

ROUTE 66  
COLLECTION

# Join the colorcopia celebration!

**Berry Berry Broadway**  
New York City Collection – Fall/Winter 2000  
*A brilliant berry, bright as the Broadway lights.*



**Cancún Fiesta**  
O.P.I. Nail Lacquer Launch – 1989  
*Rich warm pink worth celebrating!*



**Copper Mountain Copper**  
Winter Resort Collection – Fall/Winter 1995  
*Take a "peak" at this coppery-wine shade.*



**D.C. Cherry Blossom**  
9091 Collection – Fall/Winter 1990  
*A vivid cherry-pink that's politically correct.*



## WHAT BETTER WAY TO CELEBRATE OPI'S 20 YEARS OF COLOR...

**Florentine Fuchsia**  
International Collection – Fall/Winter 1991  
*Pink-red with the accent on beautiful.*



**French Bordeaux**  
International Collection – Fall/Winter 1991  
*A rich, full-bodied red.*



**Kinky in Helsinki**  
European Collection – Fall/Winter 2002  
*A wild magenta that warms even the coldest nights.*



**Mediterranean Moonlight**  
Mediterranean Collection – Spring/Summer 1994  
*A light shade of gleaming caramel.*



## THAN WITH SOME OF OUR FAVORITE LACQUERS FROM THE PAST?

**Purpleopolis**  
Greek Isles Collection – Spring/Summer 2004  
*The Parthenon of all purples – a vibrant violet.*



**Sahara Sapphire**  
Painted Desert Collection – Spring/Summer 1998  
*A radiant violet-blue, chilled by the desert night.*



**Shootout at the O.K. Coral**  
American Collection – Spring/Summer 1995  
*A pink-peach that's way more than okay!*



**Venus di Violet**  
Collezione Italiana – Spring/Summer 2001  
*A delicate, opalescent violet that's a true work of art.*



# O·P·I Posters



## colorcopia

### Display Promotions

#### Edition A OPI Item No. DD C01

12 Nail Lacquers (1 per shade), 1 chipboard display,  
1 12-tip color palette with chain and label  
11.25" H x 11.5" W x 10.75" D • 29 cm H x 30 cm W x 28 cm D

#### Edition A+ OPI Item No. DD C02

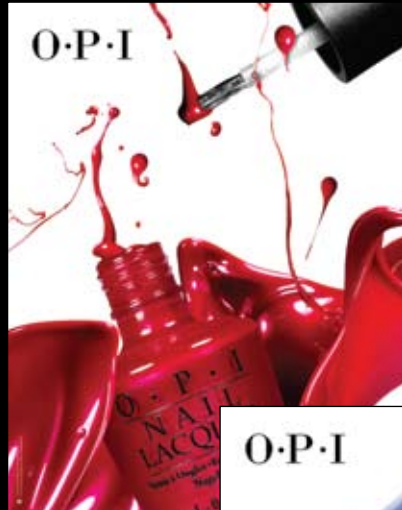
24 Nail Lacquers (2 per shade), 1 chipboard display, 1 12-tip  
color palette with chain and label  
11.25" H x 11.5" W x 10.75" D • 29 cm H x 30 cm W x 28 cm D

#### Edition C OPI Item No. DD C03

36 Nail Lacquers (3 per shade), 1 acrylic two-tier display with  
printed footers, 1 chipboard header, 1 painted color palette with  
chain, set-up instructions  
12.75" H x 9.5" W x 6.75" D • 33 cm H x 25 cm W x 18 cm D

#### Open Stock Nail Lacquer (shown on page 5)

NL E16 Berry Berry Broadway	NL E22 Kinky in Helsinki
NL E17 Cancun Fiesta	NL E23 Mediterranean Moonlight
NL E18 Copper Mountain Copper	NL E24 Purple-opolis
NL E19 D.C. Cherry Blossom	NL E25 Sahara Sapphire
NL E20 Florentine Fuchsia	NL E26 Shootout at the O.K. Coral
NL E21 French Bordeaux	NL E27 Venus di Violet



## colorcopia Limited Edition

### OPI 20 Years of Color Poster Series

OPI Item No. SB 915 - Group of 3

Poster Dimensions: 22" (56cm) W x 28" (71cm) H

### Available April

For more information about colorcopia, log on as a professional at [www.opi.com](http://www.opi.com)  
or contact your Authorized OPI Distributor.



**At First Sight**  
An elegant nude with a  
pink nuance.



**Isn't It Romantic?**  
Sweet,  
cherry-blossom pink.



**Otherwise Engaged**  
A pale pink shimmer that  
"rings" with romance.



**I Pink Love You**  
A rich cool pink all  
brides will love.

# Fairytale Bride

Every woman wants to feel beautiful and cherished, whether it's her wedding day or any day. And **Fairytale Bride by OPI Nail Lacquers**, the newest addition to OPI's SoftShades line, brings that feeling to life.

"With today's woman's multi-tasking, incredibly busy lifestyle, she may not even have time to think about romance," says **Suzi Weiss-Fischmann, OPI Executive VP & Artistic Director**. "These very dreamy shades of Fairytale Bride SoftShades let her add a touch of romance to her day, and give her the chance to feel even more beautiful. And of course, they're perfect for this season's bride, whether her tastes run to modern or traditional."

Fairytale Bride SoftShades by OPI includes gossamer shades of light pink, as well as a pink-kissed shade of nude. They are the perfect complement to all styles of bridal dresses, especially those with touches of palest pink, says Suzi, and look so pretty with spring's feminine fashion silhouette.

## Edition A OPI Item No. DC F25

12 Nail Lacquers (3 per shade), 1 chipboard counter display, 1 12-tip color palette with chain and label  
11.5" H x 8.5" W x 7" D • 29 cm H x 22 cm W x 18 cm D

## Edition A+ OPI Item No. DC F26

24 Nail Lacquers (6 per shade), 1 chipboard counter display, 1 12-tip color palette with chain and label  
11.5" H x 8.5" W x 7" D • 29 cm H x 22 cm W x 18 cm D

## Edition C OPI Item No. DC F27

24 Fairytale Bride Nail Lacquers (6 per shade), 6 Alpine Snow Nail Lacquer, 6 OPI Top Coat, 1 acrylic two-tier display with printed footers, 1 chipboard header, 1 12-tip color palette with chain and label, set-up instructions  
12.75" H x 9.5" W x 6.75" D • 33 cm H x 25 cm W x 18 cm D

## Open Stock Nail Lacquer

NL H32 I Pink I Love You  
NL H33 Otherwise Engaged  
NL H34 At First Sight  
NL H35 Isn't it Romantic?

## Fairytale Bride Minis! OPI Item No. SR AE4

Buy 4 OPI 1/8 oz OPI Fairytale Bride shades at a special price!

Includes 1/8 Fl. Oz. each:  
I Pink I Love You  
Otherwise Engaged,  
At First Sight, Isn't It Romantic?



FAIRYTALE BRIDE MINIS



EDITION A

EDITION C

**CONTAINS NO DBP, TOLUENE, OR FORMALDEHYDE.**

Nail Lacquers feature OPI's exclusive ProWide™ Brush.

For more information about Fairytale Bride by OPI, log on as a professional at [www.opi.com](http://www.opi.com) or contact your Authorized OPI Distributor.



*très magnifique!*

## EUROPEAN EDUCATOR UPDATE

Christian Lacheny, OPI VP International, and Rosa Barajas, OPI Sales Manager International, led a three-day training for OPI educators in Paris during November 2008.

OPI's fabulous Guest Artist Team – Joseph Pham, Danny Phung, Michelle Sproat, Anja Happe, and Stephanie Gagnon – did the actual hands-on training, which featured OPI's new Axxium Soak-Off Gel Lacquer System

Nearly 100 beauty professionals participated in the training at the Warwick Hotel, just a stone's throw from the beautiful Champs-Elysées.

The results – a huge success!

# P E D I C U R E

BY OPI

## LOVE THE PRODUCT LOVE THE PRICE

CHECK OUT  
THE PRICING ON  
**PEDICURE BY OPI**  
– YOU MAY BE  
SURPRISED!

### **soak**

**purifying foot bath  
with grapefruit and tea tree**  
Tea Tree Oil, Grapefruit Extract  
and OPI's Avocado Lipid Complex  
thoroughly cleanse and soften feet.

### **soften**

**aha callus softener  
with green tea extract**  
Triple-action AHAs gently soften  
the toughest calluses.

### **scrub**

**aha foot  
scrub  
with  
natural  
sugar crystals**  
Triple-action  
fruit-derived AHAs  
leave feet silky  
smooth.Spa-safe.

### **mask**

**hydrating foot mask  
with cooling menthol**  
Ultra-hydrates with Shea  
Butter Extract.

### **massage**

**moisturizing foot  
massage lotion with  
botanical extracts**  
Provides the ideal slip for  
a non-greasy spa massage  
while being the perfect  
lightweight moisturizer.

### **smooth**

**aha skin smoother  
with avocado lipid complex**  
Deep-penetrating treatment softens  
calluses and protects skin.

# O·P·I



New  
Flavor!

# Papaya Pineapple

## SCRUB • MASK • MASSAGE

Manicure/Pedicure by OPI introduces its newest flavor for soft, smooth hands and pampered feet – exotic Papaya Pineapple!

Filled with the extracts of juicy papaya and antioxidant pineapple, plus nature's most soothing and effective botanicals, new Papaya Pineapple captures the sun-swept, ocean-kissed feeling of the world's most luxurious spas, and brings it to you and your clients. With a clean, slightly sweet, slightly crisp aroma, Papaya Pineapple turns any manicure or pedicure into an indulgent spa experience.

### papaya pineapple scrub

**aha skin scrub with natural sugar crystals and papaya & pineapple extracts**  
Formulated with natural sugar crystals to reduce calluses and banish dry, rough skin, plus papaya extract to exfoliate and help rejuvenate, and antioxidant pineapple extract to help soothe. Triple-action fruit-derived AHA's leave skin silky smooth.

### papaya pineapple mask

**hydrating skin mask with shea butter and papaya & pineapple extracts**  
Ultra-hydrates with shea butter extract. Exfoliates and helps rejuvenate with papaya extract; helps soothe with antioxidant pineapple extract.

### papaya pineapple massage

**moisturizing skin massage lotion with papaya & pineapple extracts**  
A blend of botanical extracts; exfoliating and rejuvenating papaya extract; soothing antioxidant pineapple extract; and antioxidant vitamins and emollients. Provides the ideal slip for a non-greasy spa massage plus light moisture.

#### Salon Starter Kit

OPI Item No. SP A69

- 1 – Papaya Pineapple Scrub 750 mL / 25.4 Fl. Oz.
- 1 – Papaya Pineapple Massage Lotion 480 mL / 16 Fl. Oz.
- 1 – Papaya Pineapple Mask 750 mL / 25.4 Fl. Oz.
- 1 – Tent Card



#### Intro Kit

OPI Item No. SP A68

- 1 – Papaya Pineapple Scrub 125 mL / 4.2 Fl. Oz.
- 1 – Papaya Pineapple Massage Lotion 125 mL / 4.2 Fl. Oz.



#### Papaya Pineapple Scrub

- PC 374 125 mL / 4.2 Fl. Oz.
- PC 378 250 mL / 8.5 Fl. Oz.
- PC 377 750 mL / 25.4 Fl. Oz.
- PC 379 1 Gallon

#### Papaya Pineapple Massage

- PC 444 125 mL / 4.2 Fl. Oz.
- PC 448 250 mL / 8.5 Fl. Oz.
- PC 446 480 mL / 16 Fl. Oz.
- PC 449 1 Gallon

#### Papaya Pineapple Mask

- PC 644 125 mL / 4.2 Fl. Oz.
- PC 648 250 mL / 8.5 Fl. Oz.
- PC 647 750 mL / 25.4 Fl. Oz.
- PC 649 1 Gallon

2 New  
Masks

# Tropical Citrus and Cucumber

## NOW IN MASKS

Now your salon clients can savor a complete OPI Tropical Citrus or Cucumber service – with the addition of new Masks in these two tantalizing flavors!

Combined with Tropical Citrus or Cucumber Scrub and Massage, these tempting new entries enhance your clients' luxurious spa experience – and your mani/pedi menu.

### tropical citrus mask

hydrating skin mask with shea butter and coconut & citrus extracts

Ultra-hydrates with shea butter extract. Helps soften with coconut extract and invigorate with citrus extract.

### cucumber mask

hydrating skin mask with shea butter & cucumber extract

Ultra-hydrates with shea butter extract. Helps soothe with cucumber and antioxidant pineapple extracts.



## also available



### tropical citrus scrub

aha skin scrub with natural sugar crystals and coconut & citrus extracts

### tropical citrus massage

moisturizing skin massage lotion with coconut & citrus extracts



### cucumber scrub

aha skin scrub with natural sugar crystals and cucumber extract

### cucumber massage

moisturizing skin massage lotion with cucumber extract

### Mask Deals BIG SAVINGS!

SR AC5	Tropical Citrus Mask	4.2 Oz.
SR AC6	Tropical Citrus Mask	8.5 Oz.
SR AC3	Cucumber Mask	4.2 Oz.
SR AC4	Cucumber Mask	8.5 Oz.

### Open Stock Tropical Citrus Mask

PC 634	125 mL / 4.2 Fl. Oz.
PC 638	250 mL / 8.5 Fl. Oz.
PC 637	750 mL / 25.4 Fl. Oz.
PC 639	1 Gallon

### Open Stock Cucumber Mask

PC 624	125 mL / 4.2 Fl. Oz.
PC 628	250 mL / 8.5 Fl. Oz.
PC 627	750 mL / 25.4 Fl. Oz.
PC 629	1 Gallon

# axxiūm

## Soak-Off Gel Lacquer



Introducing the top-selling OPI Nail Lacquer shades you and your clients love in a UV-cured, soak-off gel formula! New Axxium Soak-Off Gel Lacquer polishes on similar to nail lacquer, and is UV-cured for results that are nothing short of brilliant!

- Axxium Soak-Off Gel Lacquers are **easy** to apply for smooth, flawless results – perfect for busy professional women, special occasions, and extended vacations – any occasion that demands long-lasting color.
- Axxium Soak-Off Gels are **ideal** for shorter natural nails and toes. For longer nail lengths, apply over regular Axxium gel overlays or sculpts.
- Axxium Soak-Off Gel Sealer and Soak-Off Gel Lacquer soak off in as little as 15 minutes. Remove all three layers, including Soak-Off Gel Base, **completely** in as little as 30 minutes.

### Easy 3-step application

- 1 Apply **Soak-Off Gel Base** and cure 1 minute.
- 2 Apply 2 layers of **Soak-Off Gel Lacquer** and cure each layer for 2 minutes.
- 3 Apply **Soak-Off Gel Sealer** and cure 3 minutes.



#### THE AXxiūM SOAK-OFF GEL LACQUER SYSTEM CONSISTS OF

Soak-Off Gel Base, Soak-Off Gel Sealer, and Soak-Off Gel Lacquers in OPI's 12 top selling shades:

I'm Not Really A Waitress	AX 411	Hawaiian Orchid	AX 417
Big Apple Red	AX 412	Moon Over Mumbai	AX 418
Cajun Shrimp	AX 413	Bubble Bath	AX 419
Brisbane Bronze	AX 414	Strawberry Margarita	AX 420
Russian Navy	AX 415	Passion	AX 421
Lincoln Park After Dark	AX 416	Princesses Rule!	AX 422
Soak-Off Gel Base	AX 401	Soak-Off Gel Sealer	AX 402

Each Soak-Off Gel Base will make 70 sets of nails  
 Each Soak-Off Gel Lacquer will make 20 sets of nails • Each Soak-Off Gel Sealer will make 140 sets of nails.

Available in 4g - .14 Oz. net wt. jars, except 15 mL - .5 Fl. Oz. Soak-Off Gel Sealer

## Axxium Soak-Off Gel System Starter Kits

## DARK SHADES

### Color-Fulls

OPI Item No. AX 501

1 each 4g – .14 Oz. net wt. – I'm Not Really A Waitress, Big Apple Red, Cajun Shrimp, Brisbane Bronze, Russian Navy, Lincoln Park After Dark; 15mL – .5 Fl. Oz. Soak-Off Gel Base; 15mL – .5 Fl. Oz. Soak-Off Gel Sealer; 15mL – .5 Fl. Oz. BondAid; 120mL – 4 Fl. Oz. N.A.S. 99; Artist Series Mini Gel Brush; Tabletop Instructions; Instructional Brochure; DVD; Client Take-Home Cards (set of 20); Salon Tent Card.



## LIGHT SHADES

### Pretty Pinks and Pales

OPI Item No. AX 502

1 each 4g – .14 Oz. net wt. – Hawaiian Orchid, Moon Over Mumbai, Bubble Bath, Strawberry Margarita, Passion, Princesses Rule!; 15mL – .5 fl. Oz. Soak-Off Gel Base; 15mL – .5 fl. Oz. Soak-Off Gel Sealer; 15mL – .5 Fl. Oz. BondAid; 120mL – 4 Fl. Oz. N.A.S. 99; Artist Series Mini Gel Brush; Tabletop Instructions; Instructional Brochure; DVD; Client Take-Home Cards (set of 20); Salon Tent Card.



*"Beautiful color and performance!"*

*Michelle Sproat,  
OPI Guest Artist & Team OPI  
Nailpro Cup Winner*



## NEW ADDITION TO THE AXXIUM GEL FAMILY

Introducing ...

## Axxium Opaque Pink Sculpture Gel

Now imperfect nails can look perfect

Like a fine foundation, Axxium Opaque Pink Sculpture Gel minimizes the appearance of imperfections, leaving nail beds kissed with a shade of pink so natural, your client's nails will look like they were born beautiful.

With exceptional opacity and coverage, Axxium Opaque Pink Sculpture Gel smoothes away fill lines, softly blends full-well tips, and evens out skin tone with creamy color. Used with Axxium Soft White Sculpture Gel or Luminous White Overlay Gel, new Axxium Opaque Pink delivers the most natural-looking pinks and whites your client has ever worn.

The easy-to-apply formula self-levels for fast sculpting with a stay-put viscosity that allows you to build coverage where nails need it the most. Or, simply overlay nails when all that is needed is a sheer layer of beauty!

*A very natural-looking pink. Absolutely beautiful with Axxium Soft White and Luminous White gels!*

*– Lynn Taylor, Lachute, Quebec*

*"This is a great shade for fills – I will be using it all the time to hide imperfections in problem nails!"*

*– Tara Psilopolous, North Providence, Rhode Island*

### Opaque Pink Sculpture Gel

OPI Item No. AX 142

Available April



## *Just the thing for spring*

Spring means fresh new colors, bright new looks, and a whole new attitude – and OPI March/April retail promotions are there with the products your clients want and the bonuses they crave to give in to their spring fling! Packed and ready to go, these retail promos are sure to start a beauty buzz in your salon – don't miss out!

### **PROMO CENTER DISPLAY**

OPI Item No. SR 540

## Shades of Spring

**Open Stock**  
OPI Item No. SR A14

**Purchase:**

1 – 15 mL - 1/2 Fl. Oz. OPI Nail Lacquer in **Mod-ern Girl**  
*A pop of coral with more than 15 minutes of fame.*  
1 – 15 mL - 1/2 Fl. Oz. OPI Nail Lacquer in **That's Hot! Pink**  
*Bright pink that sizzles with style.*

**Get FREE:**

1 – Spring Bag



## Just Juicies

**Open Stock**  
OPI Item No. SR A15

**SPECIAL PRICE:**

6 – 30 mL - 1 Fl. Oz. Avojuice Skin Quenchers Lotions  
One each **Coconut Melon Juicie**, **Cran & Berry Juicie**, **Peach Juicie**, **Jasmine Juicie**, **Crisp Apple Juicie**, and **Raspberry Violet Juicie**.  
*Filled with natural moisturizers and luscious aromas for soft, silky skin.*



## Spring Forward!

**Open Stock**  
OPI Item No. SR A16

**Purchase:**

1 – 15 mL - 1/2 Fl. Oz. **Start-To-Finish**  
*Base coat, top coat, and nail strengthener in one!*  
3 – 30 mL - 1 Fl. Oz. Mani/Pedi by OPI Massage Lotions  
One each **Tropical Citrus**, **Cucumber**, and **White Tea**  
*Moisturizing skin massage lotion with nature's most soothing botanicals for hands and feet.*

**Get FREE:**

1 – 30 mL - 1 Fl. Oz. **Expert Touch Lacquer Remover**  
*Removes dark shades of Nail Lacquer fast, while leaving cuticles soft and supple. Non-drying; pleasant aroma.*  
1 – 25-pk. **Expert Touch Nail Wipes**  
*The lint-free way to remove Nail Lacquer.*  
1 – Pair Toe Separators  
1 – Travel Bag



## De-signs of Spring

**Open Stock**  
OPI Item No. SR A17

**Purchase:**

1 – 15 mL - 1/2 Fl. Oz. **Designers Series Nail Lacquer** in **DS reflection**  
*A rich, glowing ruby, infused with diamond dust.*

**Get FREE:**

1 – 15 mL - 1/2 Fl. Oz. **Designers Series Top Coat**  
*Infused with diamond dust for exceptional shine, performance, and wear.*  
1 – Travel Pouch



# Professional Savings...

## Avojuice Try & Buy! SKIN QUENCHERS LOTIONS

Buy 5  
Get FREE  
Tester



Promotion includes:  
5 - 200 mL - 6.6 Fl. Oz. Avojuice Skin Quenchers lotions (all one flavor)  
1 - FREE 200 mL - 6.6. Fl. Oz. tester (same flavor)

- Coconut Melon Juicie** OPI Item No. AV 988  
*The lushness of a tropical fruit blend.*
- Cran & Berry Juicie** OPI Item No. AV 978  
*The irresistible zing of cranberry in a berry-rich mix.*
- Crisp Apple Juicie** OPI Item No. AV 318 - **New!**  
*The enticing aroma of fresh, crisp apples.*
- Grapefruit Juicie** OPI Item No. AV 918  
*A crisp burst of pink grapefruit.*
- Jasmine Juicie** OPI Item No. AV 878  
*Blooming jasmine with a hint of citrus and violet.*
- Japanese Garden** OPI Item No. AV 858  
*Exotic notes of rose, violet and clean woods.*
- Orange Almond Juicie** OPI Item No. AV 868  
*Bright orange with a touch of almond essence.*
- Peach Juicie** OPI Item No. AV 928  
*The sweet, soft scent of just-picked peaches.*
- Raspberry Violet Juicie** OPI Item No. AV 928 - **New!**  
*The sweet, soft scent of just-picked peaches.*

## Axxium GEL SYSTEM



### Save on Axxium Pink and White Duo

OPI Item No. SP A37

Promotion includes:  
1 - 10g - .35 Oz. net wt. Axxium Luminous White Overlay Gel  
1 - 10g - .35 Oz. net wt. Axxium Soft Pink Sculpture Gel



### Save on Axxium Clear Overlay Gel and UV Seal Top Sealer Duo

OPI Item No. SP A40

Promotion includes:  
1 - 10g - .35 Oz. net wt. Axxium Clear Overlay Gel  
1 - 15ml - .5 Fl. Oz. UV Seal Top Sealer

## Special Savings on Axxium Intro Kit

OPI Item No. SP A41



Kit includes:

1 each - 10g - .35 oz. net wt. Clear Overlay Gel, Clear Sculpting Gel, Soft Pink Sculpting Gel, Soft White Sculpting Gel, Luminous White Overlay Gel, Base Gel, 15mL - .5 Fl. Oz. No-Cleanse UV Top Sealer, 120mL - 4 Fl. Oz. N.A.S. 99 Nail Antiseptic Solution, DVD, Universal Gel Brush, 24 ct. Structure White Tips, Tabletop Brochure, Instructional Brochure, Tips for the Perfect Nail Brochure



## Purchase Axxium Lamp and Save on Axxium Intro Kit

OPI Item No. SP A42

## Special Savings on Artist Series Gel Brushes

OPI Item No. BR 942 - Oval Gel Brush  
OPI Item No. BR 943 - Flat Gel Brush



# SPECIAL SAVINGS!

## Pedicure by OPI



**Soften - 33.8 Fl. Oz.**  
OPI Item No. PC 127

**Massage - 33.8 Fl. Oz.**  
OPI Item No. PC 147

**Scrub - 25.4 Fl. Oz.**  
OPI Item No. PC 117

**Mask - 25.4 Fl. Oz.**  
OPI Item No. PC 137

**Smooth - 33.8 Fl. Oz.**  
OPI Item No. PC 157

## Spotlight on Sanitation

### Special Savings on OPI Disinfectable Foot Files

OPI Item No. PC 180

Now with OPI Grit Strips, the OPI Foot File gets you one step closer to the cleanest, most sanitary pedicure services!

- Features a Fully Disinfectable Paddle and Handle
- Economical Pedicure Grit Strips are easily applied and removed
- Coarse 80-Grit Strip quickly reduces calluses
- Medium 120-Grit Strip buffs skin to a perfectly smooth finish
- Grits Strips available in 20 count replacement packs
- Larger working surface than any other professional foot file



**6 FREE NAIL LACQUERS**

## Get 6 FREE OPI Nail Lacquers when you buy Pedicure Intro Kit

OPI Item No. SP A31

Promotion includes: 1 - Pedicure Intro Kit with OPI Apron  
6 - FREE 15mL - .5 Fl. Oz. Nail Lacquers in I'm Not Really a Waitress, Black Cherry Chutney, Alpine Snow, Bubble Bath, Strawberry Margarita, Lunch at the Delhi



## Save on Pedicure Trial Kit

OPI Item No. PC 191

Features convenient 4.2 Fl. Oz. trial sizes of six Pedicure by OPI products, Instructional Book, Tabletop Instructions, Tent Card plus FREE DVD.

# SPECIAL SAVINGS!

## Manicure/Pedicure by OPI



## 25.4 Fl. Oz. Mask & Scrub

**White Tea Mask** - OPI Item No. PC 617

**Tropical Citrus Scrub** - OPI Item No. PC 637

**Cucumber Scrub** - OPI Item No. PC 427

**Cappuccino Mask** - OPI Item No. PC 607



# SAVE on all Perfection Tips!

## Natural or White

**20 count**  
assorted

**50 count**  
all sizes & assorted

**200 count**  
assorted

**400 count**  
assorted

# opi news center



## MAKING WAVES

OPI's **Academy at Sea VI** rode a week-long wave of success in October, with over 50 participants enjoying three days of OPI education plus sun and fun in Mexico. Held aboard Royal Caribbean Cruise Line's *Vision of the Seas*, Academy at Sea gave attendees the chance to train with OPI Technical Advisor and award-winning nail artist **John Hawk**, and enjoy classes in Manicure, Pedicure, Absolute, and AbsoluteFX.



## OPI Takes the Cake

Rosalie Friedman, a teacher at International Academy in Daytona Beach, Florida, was feted by a birthday cake baked by one of her students and decorated to look like an OPI Nail Lacquer bottle!

## GLAMOUR AT THE EMMYS

Mariska Hargitay, 2008 Emmy nominee for her role as Detective Olivia Benson on *Law & Order: Special Victims Unit*, received accolades for her sense of style on the 2008 Emmy red carpet. Landing on many of the evening's "Best Dressed" lists, Hargitay completed her couture look with nails styled by OPI celebrity manicurist Beth Fricke in **Yes...I Can-Can!** (a jeweled shade of eggplant) from the Fall/Winter 2008 **La Collection de France by OPI**. "Mariska Hargitay is an accomplished actress and a beautiful woman," says **Suzi Weiss-Fischmann, OPI Executive VP & Artistic Director**. "She has a great look, and was especially stunning on Emmy night."



## MILEY PICKS OPI!

Teenage music sensation Miley Cyrus was snapped by teen magazine *J-14* picking her favorite OPI Nail Lacquer shades at a nail salon in Studio City, CA. Guess now Miley can sing about OPI as one of her favorite "7 Things"!

## OPI GUEST ARTISTS GO GLOBAL



**UK** – OPI Guest Artist Michelle Sproat led an OPI London training with UK Distributor Lena White Ltd., as a follow-up to the training presented at OPI's Education Symposium last June. The distributor's top educators and sales managers participated in the two-day product-knowledge and technical hands-on sessions, which covered Absolute, Absolute FX, and Axxium. Extra time was devoted to sales motivation – go OPI!



Nail art by OPI Educator Brenda Camacho

**Mexico** – OPI Mexico Distributor California Research S.A. de CV hosted a beautiful booth at the October Beauty Expo Show in Mexico City, one of that country's largest beauty shows. OPI Guest Artist Joseph Pham was

a big hit at the show, along with OPI Mexico Educators. The crowd was particularly excited about Joseph's creative nail art style.



**El Salvador** – OPI Guest Artist Patricia Jimenez brought her expertise to more than 20 nail professionals from key accounts and OPI-exclusive nail bars, at a training in San Salvador. Attendees couldn't get enough of Axxium, and loved the system's "like your nails, only better."

**Cyprus** – Distributor A.J. Vouros hosted a two-day training in nail enhancements, led by OPI Guest Artist Michelle Sproat, with Absolute, Axxium, and Absolute FX as the featured products. Day 1 was an information day for the distributors' top 50 clients, while Day 2 was devoted to training nail artists from local salons and nail bars. According to Michelle, the nail world is going to be hearing great things about these up-and-coming artists!



**OPI in Brussels Expo** – OPI Belgium Distributor Art Nail Academy, and Distributor principals Christel and Frank Van Hoorne, promoted OPI products at their Estetika event at the Brussels Expo in September. The OPI booth, including an OPI Nail Bar and retail products, was a huge success, and a beautiful marketing tool! Art Nail Academy has been an Authorized OPI Distributor since June 2007.

## Nail Mail



And from **Milsen Davenport** in Reno, Nevada:

"Had to say 'Thank You' for Nail Envy! It's been all my life with broken nails, and chipped and splitting problems. Now, after three weeks, I have beautiful nails. For the first time, someone asked me if they were real! I'm 78 years old and have tried everything. You've made me very happy. I tell everyone about your product."

Excerpted from a wonderful letter from OPI user **Lindsey Bui** of Renton, Washington:

"Your line of colors is excellent, with tons of variety. More importantly, the quality of the polish is outstanding. OPI is a leader in nail color and fashion. The company's vision is progressive, as demonstrated by OPI's involvement in the 'Stop Diversion' campaign. OPI really cares about consumers' safety and products. OPI's web site is fantastic. It has everything I should know about the brand."



OPI International Sales Manager Scott Smith with couture models at the Carat Club

## opi international



George Schaeffer with Bill McKendrick, International Beauty Supplies, OPI Distributor/Australia

### CELEBRATING LA COLLECTION DE FRANCE IN MALAYSIA ...

Over 100 guests, including magazine editors from Vogue Malaysia and Harper's Bazaar Malaysia, attended the September launch of La Collection de France at the luxurious Carat Club in the Pavilion Kuala Lumpur, a new retail concept which gives patrons the chance to experience champagne, caviar, and diamonds at the same time. OPI International Sales Manager Scott Smith spoke about the origins of the Collection while models presented Collection-inspired couture looks. The evening included complimentary manicures.

### ... AND DOWN UNDER!

Local celebrities plus beauty editors from trade and consumer magazines (including Vogue, Cosmopolitan, Madison Notebook, Marie Claire, InStyle, Shop Til You Drop, and Grazia), enjoyed the September launch of La Collection de France at Industrie, in Sydney, Australia. OPI President and CEO George Schaeffer spoke about OPI's international success and global approach to business, and named Australia as a leader in fashion and style. The evening included delectable French cuisine in honor of the Collection.



George Schaeffer with Wesley Fong, W&E International Ltd., OPI Distributor Hong Kong/Macau

### GEORGE VISITS THE FAR EAST

After an early-September visit to Australia, OPI President & CEO George Schaeffer spent two busy days in Hong Kong, visiting with OPI Distributors from China, Korea, and Hong Kong, before taking off for Japan.

In Japan, George met with OPI Distributor Nails Unique, and its owner, Yoshio Mizuno, with whom he has been friends since OPI was established. Nail Unique has opened OPI Concept Salons in Kyoto, Tokyo and Yokohama, as well as operates over 100 salons and 7 schools in Japan's major cities.

### NEW OPI EXPERTS IN MALAYSIA

## OPI Congratulates New OPI Experts

Jasmine Chong Chi Li – Seremban, Malaysia

Vicky Kong – Melaka, Malaysia

Merlyn Lee Sze Wei – Prai, Malaysia

Koh Wei Shiarn – Melaka, Malaysia

Lee Hwee Dek – Melaka, Malaysia



George Schaeffer with Yoshio Mizuno, owner of Nails Unique and OPI Distributor/Japan

# O·P·I

## ACADEMY ON TOUR ROCKS NORTHEAST!



In a total sell-out, 50 nail technicians attended the OPI Academy on Tour in Pottsville, PA, sponsored by Schoeneman Beauty Supply. Attendees enjoyed refreshments and entertainment while getting down to serious learning with John Hauk, OPI Technical Advisor and award-winning nail competitor, and Joey Brown, OPI International Spokesperson.

Hauk taught attendees how to work faster and more efficiently with OPI Express Sets, a strategy for saving time using the latest new OPI products, including OPI Absolute Liquid & Powder Technology and Axxium Gel System. Brown presented Give Yourself a Raise, a program offering a checklist of easily implemented ideas for increasing revenue.



Said Renee Myers, OPI Account Executive, "This is one of the most exciting programs OPI has to offer. When the OPI Academy on Tour comes to your area, be sure not to miss it!"



### OPI ACADEMY ON TOUR

- Make more money without working harder
- Increase speed without sacrificing service
- Get FREE OPI products valued at more than the cost of tuition!

*For more information about the OPI Academy on Tour, log on as a professional at [www.opi.com](http://www.opi.com) or contact your Authorized OPI Distributor.*

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## advertising & marketing

You and your clients can see OPI in the March/April issues of these magazines.

You'll also find OPI in *American Salon*, *American Spa*, *Canadian Hair*, *Day Spa*, *In Our Salon*, *Launchpad*, *Nails*, *Nailpro*, *Nailco (The Industry Source)*, *Modern Salon*, *Salon City*, *Salon Magazine*, *Salon Plus*, *Salon Today*, *Spa Magazine*, *Vibra Salon*, *Viet Beauty*, *Viet Salon*, and *WWD Beauty Biz*.

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

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For the Authorized Distributor in your country, please contact [international@opi.com](mailto:international@opi.com) or International Customer Service at 818-759-8629