

# Q&A **CND** creative play™

**PRODUCT**

**QUESTION**

1. What is **CREATIVE PLAY™** Nail Lacquer?

**ANSWER**

**CREATIVE PLAY™** Nail Lacquer is a new brand offering from **CND™** in the traditional nail enamel segment, targeting salon consumers who desire to constantly change their nail color.

**FORMULA**

2. What makes the **CREATIVE PLAY™** Nail Lacquer color so vibrant?

**CREATIVE PLAY™** Nail Lacquer is formulated with micronized pigments.

**FEATURES AND BENEFITS**

3. What are the benefits of **CREATIVE PLAY™** Nail Lacquer?

a. **CREATIVE PLAY™** Nail Lacquer delivers vibrant uninhibited nail color that provokes you to be unique and self-expressive with shades that are bright, multi-textured, and fun.  
b. **CREATIVE PLAY™** Nail Lacquer offers over 80 vibrant colors.

4. What is the dry time?

**CREATIVE PLAY™** Nail Lacquer is fast drying.

5. How long does **CREATIVE PLAY™** Nail Lacquer wear?

**CREATIVE PLAY™** Nail Lacquer has the standard wear of traditional nail enamel.

6. What result does the **CREATIVE PLAY™** Nail Lacquer Top Coat provide?

**CREATIVE PLAY™** Nail Lacquer Top Coat is designed to provide high gloss and manicure protection, for brilliant shine and chip resistance.

7. What are the benefits of micronized pigments?

Micronized pigments are milled to a very small particle size to deliver smooth, uniform application, high gloss, and richly saturated color. Micronized pigments help Nail Professionals achieve flawless results every time with minimal effort.

8. Can you provide more information on the **CREATIVE PLAY™** Nail Lacquer brush?

The **CREATIVE PLAY™** Nail Lacquer brush is designed with nearly 400 bristle ends, which act much like a very fine-toothed comb to deposit product smoothly and evenly. The **CREATIVE PLAY™** Nail Lacquer brush and formula have been tested to ensure that they work together to create a smooth, precise manicure.

9. How does the **CREATIVE PLAY™** Nail Lacquer brush compare to the **SHELLAC™** & **VINYLUX™** Brand brushes?

All **CND™** nail brushes have a well-controlled range of technical attributes, such as bristle length, diameter, and material of construction as well as bristle count and rod length. Each brush is designed to work with its respective product formulations, helping make the product easy to apply for top-quality aesthetics and performance.

**POSITIONING**

10. Do the **CREATIVE PLAY™** Nail Lacquer shades match the **SHELLAC™** Brand Nail Colors?

The **CREATIVE PLAY™** Nail Lacquer shades are unique and do not match the **SHELLAC™** Brand. The shades are completely new additions to the **CND™** nail color portfolio.

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PACKAGING

## QUESTION

11. Does **CREATIVE PLAY™** Nail Lacquer come in various sizes?

## ANSWER

Each SKU is available in one size only: 0.46 fl oz/13.6 mL.

12. How many applications are there per bottle?

- a. The Base Coat has 100 applications per bottle.
- b. The Nail Lacquer has 60 applications/30 services per bottle.
- c. The Top Coat has 56 applications per bottle.

USAGE

13. How do I use **CREATIVE PLAY™** Nail Lacquer?

Start with a P.E.P. Then apply a thin layer of **CREATIVE PLAY™** Nail Lacquer Base Coat. Allow to dry. Then apply a thin layer of **CREATIVE PLAY™** Nail Lacquer. Allow to dry then repeat another thin layer. Lastly, apply a thin layer of **CREATIVE PLAY™** Nail Lacquer Top Coat. Allow to fully dry.

14. How is **CREATIVE PLAY™** Nail Lacquer removed?

**CREATIVE PLAY™** Nail Lacquer is best removed with **OFFLY FAST™** Moisturizing Remover or acetone.

15. How does the **CREATIVE PLAY™** Nail Lacquer Base Coat work?

**CREATIVE PLAY™** Nail Lacquer Base Coat contains two mineral ingredients (talc and silica) to establish a solid foundation for overlying nail color.

16. Can other Base or Top Coats be used with **CREATIVE PLAY™** Nail Lacquer?

It is recommended that you use **CREATIVE PLAY™** Nail Lacquer Base and Top Coats with the Nail Lacquer to ensure optimal performance.

17. Can **SOLAROIL™** Nail and & Cuticle Care be used over **CREATIVE PLAY™** Nail Lacquer?

It is recommended that you use **SOLAROIL™** over **CREATIVE PLAY™** Nail Lacquer daily to condition and protect the nail.

18. Can you apply **CREATIVE PLAY™** Nail Lacquer over enhancements?

Yes, create the enhancement and apply **CREATIVE PLAY™** Nail Lacquer and Top Coat. It is not necessary to apply **CREATIVE PLAY™** Nail Lacquer Base Coat.