





All of you are born a princess
Your own magical nail story has just begun
Princess nail fantasies are now happening in your life.
Let Your Pink Out!



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DIPLOMA

Exclusive nail couture

CHARISMA • UNIQUES • TALENT

Max Estrada

EXCLUSIVE NAIL COUTURE INTERNATIONAL MASTER
DIRECTOR OF GLOBAL EDUCATION, FOUNDER & CEO

Being born into the beauty industry and with more than 10+ years of expertise and experience, Max Estrada has always had a strong belief in nail education and artistry.

Max started with playing with his mothers nail products and reading trade publications at a very early age, even attending his first trade show at the age of 5.

He started his professional career working in his families salon in Arizona. Within the first year of Max's career he aspersed to grow bigger as a nail technician, so he decided to enter his first competition.

At the very young age of 16 with already a very quick and accurate acrylic application, Max entered his first professional nail competition.

Max was initially over-confident in his work, he competed and placed with in the top 10 for his division and category. Without disappointment but determination, he wanted to improve his skills and conquer the competitive world of nails!

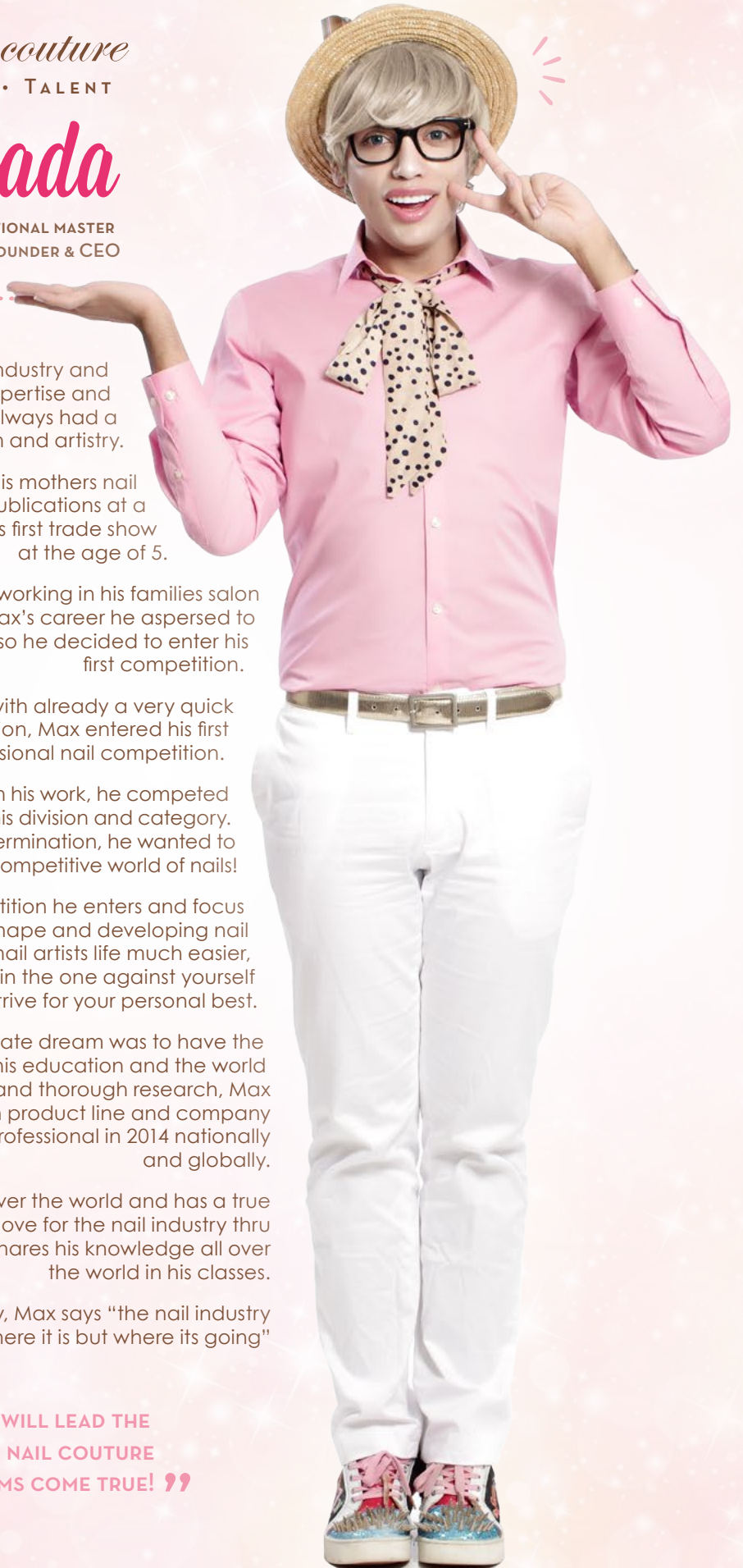
Now Max places in every competition he enters and focus on further refining the nail shape and developing nail technologies that make the every nail artists life much easier, that is the best competition to win the one against yourself and always strive for your personal best.

The final step, and Max's ultimate dream was to have the best products that compliment his education and the world wide nail care industry. With time and thorough research, Max invented and designed his own product line and company aptly titled Exclusive nail couture professional in 2014 nationally and globally.

Max to this day competes all over the world and has a true passion for his art and express his love for the nail industry thru every nail he does. Today Max shares his knowledge all over the world in his classes.

Being a trend-setter in the industry, Max says "the nail industry is not about where it is but where its going"

“ HE IS THE MAN THAT WILL LEAD THE
WAY WITH EXCLUSIVE NAIL COUTURE
PROFESSIONAL DREAMS COME TRUE! ”



THE PROFESSIONAL COMPANY!

Exclusive Nail Couture Professionals is a nail product manufacturing company founded in Tucson, Arizona by Max Estrada.

It was developed to fill a void in the professional industry. Max had a dream that nails would be ultimate luxuries elegance, but still maintain the youthful and cute nature of today's trend.

Max set out to manufacture, develop and invent the newest technology of his dreams. He has many years of expertise in the industry such as product educator, salon owner, competitor and manufacturer.

Max's dreams came true with Exclusive Nail Couture Professionals. The worldwide headquarters are situated in Tucson, Arizona.

In conjunction with developing products he is also active in holding education courses and participating in worldwide competitions.

THE MISSION STATEMENT

Exclusive Nail Couture Professionals is successful through the accomplishments of its founder Max Estrada.

Max's mission and dream is to develop not only the best and most luxurious nail products, but to help everyone reach their maximum potential and achieve their dream nail story.

Exclusive Nail Couture Professionals use only the finest and most luxurious products everyday. They are user friendly and exceed in every performance; from working daily in a salon to winning the most prestigious competitions, with Exclusive Nail Couture Professionals your nail dreams will come true!



The Monomer

★ MAINTAIN BRILLIANCE BENEFITS

- Comfortable Working Environment
- Better for You and Your Client
- Reduce Yellowing
- Shock Absorbing, Less Breakage

★ LONG LASTING EFFECTS

The Monomer has the **LOWEST ODOR** available in the industry, with optical brighteners and UV stabilizers designed to help maintain clarity and protect against yellowing.

★ ENCP MONOMER

It has a slower evaporation time reducing odor within the salon allowing for a more comfortable working environment.

★ FEATURES

- Low Odor
- 100% EMA
- Optical Brighteners
- Plasticizers

★ ENCP ADVANCED

Monomer's MMA-free formulation provides consistency, strength, adhesion and flexibility **with NO cracking or splitting.**

SIZE

- 4 oz (student)
- 8 oz (professional)
- 16 oz (salon)



The Powders



★ FEATURES

- Molecularly Restructured
- Fusion Blended Co-Polymers
- Inner Structure BPO
- Super Cosmetic Polymer Beads
- Added Pigments

★ BENEFITS

- Consistency of Application
- Best Adhesion
- Non-Yellowing
- Clarity
- Brighter Finish
- Perfect drying time
- No bubbles

The powders are choice selected, superior cosmetic Homopolymers with added pigments to maximize color.

Our polymers are advanced blended polymers preventing crystallization, **combined with low, inner injection BPO preventing yellowing.**

Designed and created for competitors by the top competitor, and master teacher & educator **Mr. Max Estrada.**

The powders will help ensure the perfect finish every time.



Crystal Clear



Chrome White



Make-up Pink



Eternal Beige



Princess Pink



Grand Champion White



Glass Pink

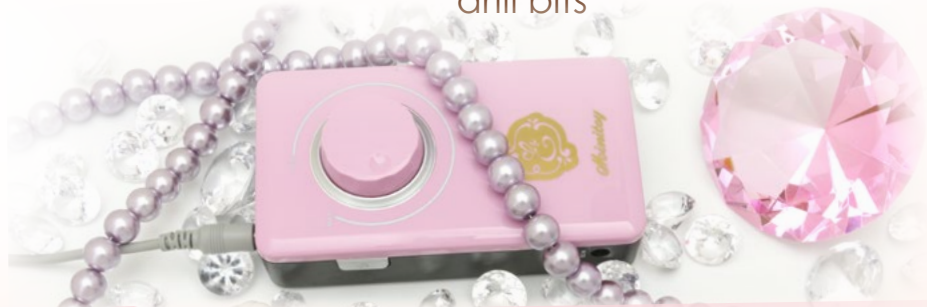
SIZE

- 25g (student)
- 50g (professional)
- 120g (salon)

Mini Toy Nail Drill



- ★ 30,000 RPM (revolution per minute)
- ★ Rechargeable
- ★ Up to 7 hours battery life
- ★ Variable speed control
- ★ Lightweight hand piece
- ★ High torque (turning point)
- ★ Quiet operation
- ★ No vibration
- ★ Locking chuck
- ★ Uses standard 3/32 bits
- ★ Easy bit change
- ★ Was designed to work with the pink diamonds drill bits



Pink Diamonds Drill Bits

Produced and manufactured for
Exclusive Nail Couture by Max Estrada!

THE BEST OF ALL THEY ARE PINK!

This bits are the best in the world, they **do not heat up, produce less dust** and feel different, your clients will be able to tell because the bit does not rust or produce heat making their service more enjoyable.

No sharp edges so the clients will never get cut or hurt. They last much longer than any other material and **can be used on any type of nail service like gel, acrylic and natural nails.**

★ Smooth Top Barrel
(Medium Grit)

★ Flame Fine
(Red & Blue Stripe)

★ Flame Medium
(Blue Stripe)

★ Cuticle Bit
(Fine Grit)

4 TYPES
of Drill Bits





Gel Polish

★ FAST APPLICATION

- Apply it just like polish and **be rewarded with richer, more even color.**
- Cures in a LED lamp in 30 seconds and in 2 minutes in traditional UV lamps.

★ LONG-LASTING

- The gel polish stays on nails for **up to 3 weeks** with no chipping or peeling, and soaks completely off in only 10 minutes.
- Even with such a natural look, these gel polishes are **long lasting and remain shiny** in between treatments.



★ USER-FRIENDLY

- It is packaged in a **easy to use bottle** instead of a jar, with easy to spot cool on the cap so the color is true to the bottle because the cap is hand filed with the same gel.
- **Stable viscosity until the last application.**

★ LUXURIES COLORS

- No unevenness on **coloration, brilliant luxury color**, for a beautiful finish.
- Separation of ingredients does not occur, **churning or mixing is unnecessary** and there is no wasted gel.

ALL COLORS
Available in
15ml. 0.5 fl.oz.



MY DREAMS CAME TRUE WHEN I MADE THIS GEL POLISH!

Research and development go into everything I make. I only want the best that's why I invented ENCP!
I want to make sure I utilize state-of-the-art technology and salon testing to give you the girlfriend only the best.

“ The Gel Polish smells like **Sweet Candy Bubble Gum!** ”



Base Coat

Cure: 2 min UV 20 sec LED

- Creates the adhesive bond between the nail plate and gel products **without damaging the nail plate.**
- No harsh etching is necessary only a light buff to remove the shine and the use of our prep system to **make sure yours nails last a whole fairytale.**
- Since the nature of the gel is sticky it works amazing for nail art, you can use it to **apply foils, glitter and pigments**, use it to make new and original art!
- You **do not need to remove any sticky residue** or worry about the product shrinkage since our formula is magical.



Top Coat

Cure: 30 seconds in LED.

- Seals your gel polish with top gel to a high shine finish that **will not dull, chip or peel.**
- Removes with Soak-Off Gel Remover.
- **Does not yellow** and is amazing for sealing nail art!
- Semi-hard type top gel seals and **protects your gel design** and gives a beautiful glossy look.
- **Prevents coloration and discoloration** from everyday use
- It's **magical over rhinestones decals glitter**, and all your fairytale Nail Art.





Shine E



NO FILING

NO BUFFING

NO CLEANSING



Cure: 30 seconds in LED.

- **Save time in application** by using ShineE gel No-Cleanse Sealer with either gel or acrylic.
- Added UV Brighteners are sure to **enhance the vivid whites, lucent clears, and radiant pinks.**
- Semi-hard type top gel seals and **protects your gel design** and gives a beautiful glossy look.
- **Prevents coloration and discoloration** from everyday use.





Pink Diamonds Nail Brush Series

★ BENEFITS

- Longer Life Span
- Less Clumping
- Safer and Hygienic
- High Quality Nail Art Brush for Acrylic
- Compact and Convenient
- A necessity for every nail artist
- 100% Kolinsky Acrylic sculpting and design brush



WELL BALANCED

BUILT-IN COVER

SOFTER TIP

SIZE

- The Grand**- size 10 oval
- The Petit**- size 8 oval
- Mini 3D**- size 2 flat oval
- Details**-kolinsky liner
- Gel Details**-nylon liner



Handmade and ergonomically designed with the finest quality, **Made from the finest male kolinsky hair**, the new “pink diamonds” acrylic sculpting brush is specially designed by award winning nail champion, Max Estrada. These brushes are what every nail princess dreams of!

Pink diamonds brushes offer a **delicate balance of tension and volume, excellent to sculpt and form a crisp smile line.** The compact design with beautiful luxuries pink diamond stones, it is a must-have for all nail professionals.

Pink diamonds brushes offer **ultimate control and precise detail.** The built-in cover **prevents contamination and prolongs the life of the brush.** Pink Diamonds Brushes have an unsurpassed quality, luxurious feel, and longer-lasting life.



Crystal Dappen Dish



It is made from luxury pink crystal, this dappen dish not only offers a luxuries look and feel but offers stability and **prevents spills and prevents evaporation** of the monomer making for a more comfortable work environment!



Luxury Nail Form



★ FEATURES

- Innovative Patented Design
- Guides for Stiletto Shaped & more Nails
- Thicker, Adjustable, Stabilize

★ BENEFITS

- Maintaining C-curve
- Can Fit All Nails
- Easy for Application



The patented ENCP luxury Nail Forms are an innovative design with exclusive features allowing consistent c-curves and customized fit for exact product placement. These sculpture forms fit most natural nails perfectly to help prevent damage to the client's hyponychium and can be easily customized to fit all nails.



Painting Gel



WHITE & BLACK

- Excellent adhesion for transfer foil
- Color does not fade, dull, wear or chip
- The perfect addition to any color gel range
- Perfect for nail designs
- Perfect for both fingers and toes
- Easy one-coat application
- LED&UV cure



Create amazing detailed designs using gel painting technique. These new generation gels works like paint, they do not run from start to finish, **no shrinking, excellent thin coverage and blends beautifully for special effects** and all before curing! It is awesome that the ingredients are cosmetic grade and FDA approved, These gel colors can also be **blended with glitter and/or acrylic to create stunning effects**

Mini Toy Led Lamp



ENCP Custom Design

- Life expectancy 30,000-50,000 hours
- 60 watt led power
- 30,60,90 second timer
- Optional removable base for pedicures
- Longer lifetime, power saving
- Built in fan to keep the lamp cool
- Cure all types of led gels
- Full hand five finger cure



The Files



SIZE

100/100
100/100 (Twiggy)
100/180 (Buffer)
150/150
180/180
240/240



★ FEATURES

- Aluminum Oxide
- Premium Material
- Curved & Straight Edge
- Thicker Padding

★ BENEFITS

- Last 5 Times Longer
- Fast - Time Saving
- Prevent Skin Damage
- Saves Changing Files
- Comfortable to Use

These long-lasting files have a unique custom curved shape. The straight edge is ideal for length, sidewalls, and grooves while the curved edge **enables you to get close and flush to the cuticle without damaging live tissue.** ENCP files 100/180 (buffer) are well balanced with an appropriate cushion in the file for shock absorption.



Diploma



Beautiful nails do not happen only in dreams, it is a science of precision and consistency!

Giving you 100% Technical Support, ENCP will provide you with the most up to date product knowledge, technical and educational skills, while inspiring you to achieve your maximum potential and attain unbelievable heights of creativity.

Once certification 1-5 are completed, the student will be tested in both written and practical examination to receive their 5 certificates.

Being an **ENCP Girlfriend** will entitle you to a **discount on any product purchases** as well as **discounts on future ENCP Classes** organized.

An ENCP Girlfriend can qualify for the ENCP Instructor Training as a future career path.

“ To become a Girlfriend is very easy, all you have to do is **purchase a one year membership and enjoy a discounts on your favorite ENCP products!** ”





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Exclusive

Nail Couture

PROFESSIONAL

EXCLUSIVE NAIL COUTURE PROFESSIONAL

Address: 723 W. Irvington RD. Tucson AZ 85714

Phone: 1844 naillux

www.enailcouture.com