



côte  
*training manual*



# *DISCOVER* *our story*

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Mary Lennon and Leah Yari are building a beauty empire one toxin free, chip resistant, custom created polish at a time. No longer satisfied with run of the mill nail salons that smelled of chemicals and were filled with toxic polishes, Mary and Leah sprung into action. Côte was born.

Mary and Leah forced an otherwise dirty nail care industry to clean up its act. True game-changers, this power duo went from cosmetic outsiders to standing toe-to-toe with top chemists challenging the norm and demanding cleaner, safer formulas. Mary became the authority on safer ingredients and cleaner formulas, while Leah took the reins as the creative director developing timeless, chic, always in fashion colors that adorn the line.

Côte's polishes and treatments are created free of the major toxins and allergens that are often associated with nail care. Côte is committed to bringing to market advanced treatments and beautiful colors that will have a home on any vanity.



Leah & Mary





# *WHAT IS cleaner safer beauty?*

All of côte's polishes and treatments are free of the major toxins often associated with nail polish.

## **NO FORMALDEHYDE**

Classified as a known carcinogen, formaldehyde is often used as a preservative, nail hardener and strengthener in conventional polishes.

## **NO TOLUENE**

Included in some polishes as a solvent to smooth application, it has been linked to impaired human reproduction and development, impaired breathing, being harmful to the nervous system and nausea.

## **NO DIBUTYL PHTHALATE (DBP)**

Shown to affect the reproductive system and linked to cancer, DBP has been used as plasticizer and solvent to increase wear.

## **NO FORMALDEHYDE RESIN**

A derivative of formaldehyde, formaldehyde resin is often used as a hardener and in large doses can be a skin allergen.

## **NO CAMPHOR**

Added to some polishes for high-shine, camphor can cause allergic reactions in large doses, cause irritation, dizziness, nausea, and headaches.

## **NO TRIPHENYL PHOSPHATE (TPHP)**

Also known as TPP, research suggests it causes changes in hormone regulation, metabolism, and reproductive systems. It has been used in polish as a plasticizer which makes the polish flexible yet durable.

## **NO XYLENE**

Used by some brands to help polish from getting gloppy, xylene is also a known allergen and a possible carcinogen.

## **NO ETHYL TOSYLAMIDE/EPOXY RESIN**

This ingredient has antibiotic properties which raises concern over antibiotic resistance. It can be used as a plasticizer to help polishes dry faster.

## **NO PARABENS**

Used as preservatives, parabens get a bad rep for having estrogen-mimicking effects which may trigger hormonal problems.

## **NO GLUTEN**

Hydrolyzed wheat protein, while considered nontoxic by some, does pose potentially serious issues for those who are gluten intolerant. Used to help moisturize soft, brittle nails, it presents an allergy concern.



# *THE CÔTE DIFFERENCE*

- ✓ **Clean Beauty Pioneers** - As members of the Counteract Coalition, we are truly on the forefront of cleaner, safer beauty™ as we advocate for health-protective legislation across the USA.
- ✓ **Big Hearts** - We have many non-profit partners including the Breast Cancer Research Foundation, Phase 1, Heal the Bay, Crayon Collection, Baby2Baby and Beauty Bus to name a few.
- ✓ **Earth Day Everyday** - We are one of a few nail polish companies that has a comprehensive recycling program for used bottles.
- ✓ **Animals Rule** - All of our products are vegan and cruelty free.
- ✓ **High Quality Packaging** - Our bottles are manufactured in Italy and our paper labels are hand-crafted in Los Angeles.
- ✓ **Thoughtful Organization** - We opted for a numbering system to name our polishes and strategically organize our collection of colors.
- ✓ **Tried & True** - All of our products have been tested and used extensively by our teams of technicians for five years and counting.







# *WHERE WE ARE*

## *locations and stockists*

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### **LOCATIONS:**

- 11714 San Vicente Blvd, Los Angeles, California 90049
- 100 E 13th Street, New York City, New York 10003

### **STOCKISTS:**

- GOOP
- BEAUTYCOUNTER
- BLUSHINGTON
- FOUR SEASONS HOTELS AND RESORTS
- FAIRMONT HOTELS AND RESORTS
- W HOTELS

*also available at select stores, salons,  
and spas nationwide.*



# *FRIENDS*

## *partnerships and collabs*

We've been lucky enough to work with some incredible brands with much success from fashion houses to product collaborations - we've had fun!

### FASHION

- REFORMATION
- STELLA McCARTNEY
- PHILLIP LIM
- JONATHAN SIMKHAI
- LELA ROSE
- EVERLANE
- SOREL

### BEAUTY/WELLNESS

- GOOP
- BEAUTYCOUNTER
- BLUSHINGTON
- ATELIER DORE
- CALIFORNIA BABY
- PROJECT BY EQUINOX
- CHILLHOUSE
- CARBON38
- WANDERLUST CREAMERY



STELLA McCARTNEY



GOOP



# PRESS

## people are talking



1. Pat McGrath MTHSRP Subliminal eye palette in Platinum Bronze, \$55; [patmcgrath.com](http://patmcgrath.com).
2. Provision Las Flores eau de parfum, \$125; [provisionscents.com](http://provisionscents.com).
3. Côte nail polish #62, \$18; [coteshop.co](http://coteshop.co).
4. Georgia



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# ELLE

# goop



Do



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# The New York Times

# VANITY FAIR

# VOGUE

# W



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4. Georgia



# *THE LIBRARY*

## *polish, treatment & essentials*

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Our product library has grown from our initial coral no.1 to over 120 shades ranging from sheer to metallic to nudes and everything in between. Browse our comprehensive collection of coastal inspired colors and products.

- POLISH
- PRODUCTS
- ESSENTIALS





# THE LIBRARY

*our polishes - \$18 MSRP*

Côte's extensive color collection is comprised of over 120 shades and finishes, so there truly is something for everyone!

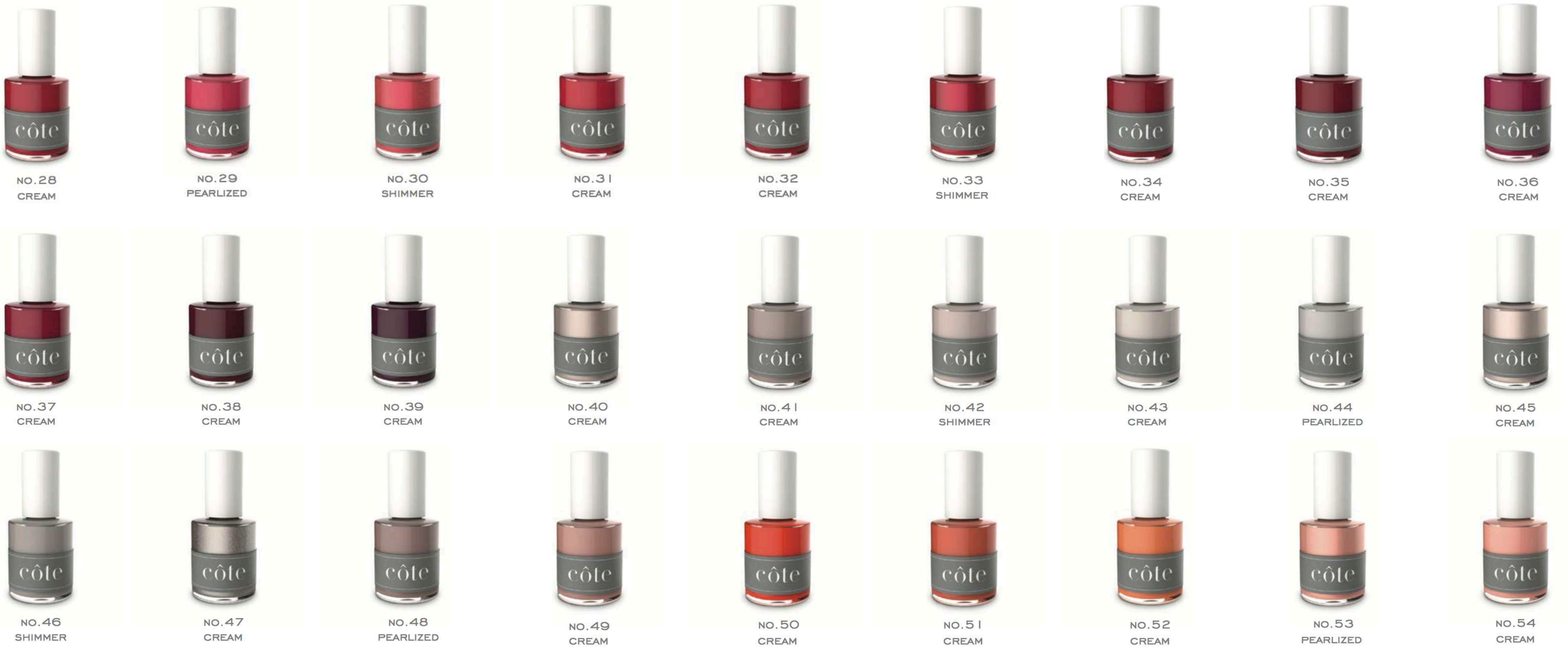




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# *THE LIBRARY*

## *our treatments - \$21 MSRP*

Côte's performance-driven treatments each have a unique benefit to work with different nail types and to create your desired finish.



SMOOTHING  
BASE



RESURFACE & REPAIR  
BASE



GROWTH WITH GARLIC  
BASE



STRENGTHENING BASE &  
TOP



PROTECTIVE BASE &  
TOP



QUICK DRY  
TOP



MATTE  
TOP

**SMOOTHING BASE:** Specially formulated to work as a ridge filler, strengthener and primer for natural nails, côte's smoothing base produces a soft, matte finish which acts as a great base for polish adhesion. Expect long-lasting wear and protection against chipping and tip wear as well.

**RESURFACE & REPAIR BASE:** Ditch the harmful gels and come back to beautiful natural nails! Infused with lavender extract, ginseng root extract and calcium fluoride, resurface & repair base coat helps soothe nails damaged by gel or acrylic product removal.

**GROWTH WITH GARLIC BASE:** Growth with garlic relies on odorless garlic extract to provide the natural road to longer, stronger nails while helping to remove yellowing that other polishes may leave behind.

**STRENGTHENING BASE & TOP:** Contains calcium pantothenate (vitamin B5) and coffee extract to help strengthen natural nails. Beneficial for weak, thin, splitting or peeling nails, this formula also provides great shine as a top coat.

**PROTECTIVE BASE & TOP:** Provides a base for even color application and long lasting wear while protecting the nail plate from yellowing, stains and discoloration. As a top coat, it protects against chipping and also has a UV absorber which protects from yellowing and fading. It hydrates and seals the nail while creating a long-lasting shine.

**QUICK DRY TOP:** In a hurry? Apply this over any polish for ultra-shine and a speedy less-than-three-minutes dry time. Côte's quick dry also contains a UV absorber to help prevent nail discoloration.

**MATTE TOP:** Instantly double your polish collection! Transform shiny nails into velvety, soft matte nails. Specially designed to go on evenly, matte top preserves the gorgeous nail color shade beneath.







# ESSENTIALS

*must-have products*

We are always developing new ways to better serve our clients, from cleaner formulas to new products.



ORGANIC ARGAN OIL

100% PURE, COLD-PRESSED, ORGANIC ARGAN OIL  
\$28 MSRP

100% PURE, COLD-PRESSED, ORGANIC ARGAN OIL GIVES SKIN A YOUTHFUL GLOW BY RESTORING ELASTICITY, LEAVING SKIN FEELING PLUMPER AND SOFTER. THE HIGH VITAMIN E AND FATTY ACID CONTENT MAKE IT IDEAL FOR GIVING SKIN A NATURAL BOOST.

USES: CUTICLE AND HEEL SOFTENER, LEAVE-IN HAIR CONDITIONER , FACE MOISTURIZER AND WRINKLE REDUCER, BATH AND BODY OIL, SHINE ENHANCER FOR DRY OR DULL HAIR



TAKEOFF REMOVER

WILD SEA ROSE ACETONE-FREE POLISH REMOVER  
4oz. - \$18 MSRP

GENTLER AND LESS DRYING THAN TRADITIONAL ACETONE, CÔTE'S NON-ACETONE REMOVER WILL GENTLY WIPE AWAY POLISH, GIVING YOU A CLEAN NAIL BED WITHOUT ANY CHALKY RESIDUE. THE FRAGRANT ESSENCE OF WILD SEA ROSE AND DUNE, FROM ALL-NATURAL ESSENTIAL OILS, COMPLETES THE PRODUCT.



TAKEOFF TOWELS - 8 PACK

FRESH ORANGE ACETONE-FREE REMOVER TOWELS  
\$14 MSRP

GENTLER AND LESS DRYING THAN TRADITIONAL ACETONE, CÔTE'S NON-ACETONE TAKEOFF TOWELS WILL GENTLY WIPE AWAY POLISH, GIVING YOU A CLEAN NAIL BED WITHOUT ANY CHALKY RESIDUE.





## *TIPS & TRICKS* *polish colors*

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- Drying time for côte polishes generally takes a little longer than most regular polishes due to the nature of our clean and safe 10 free formula. 5 to 10 minutes drying time is highly recommended before a client leaves.
- Always remove any excess oil on the nail bed before applying the base coat.
- To accomplish a clean look for the polish, apply the base coat smoothly and evenly over the entire nail bed.
- Thin coats always dry faster than thick coats. Côte recommends no more than two coats of color, otherwise drying time can increase.
- For best results, it is recommended to fan between each coat of polish.
- Depending on the color and desired look, some polishes look great with only one coat.
- Glitters and metallics tend to dry faster than solid colors.



# *TIPS & TRICKS*

## *treatments & essentials*

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### **Smoothing Base:**

- Is recommended for nails with ridges.
- Is great for lighter colors as it helps make the polish less streaky.
- Can make the polish more opaque than sheer due to its whiter color.
- Dries to a soft matte finish which makes for an excellent “sticky” base for color.

### **Resurface & Repair Base:**

- Is recommended for clients who are “coming off” of gels or acrylics.
- Infused with lavender extract, ginseng root extract and calcium fluoride.
- Helps soothe damaged, painful nail plates.

### **Growth with Garlic Base:**

- Is recommended for clients looking to naturally boost nail growth.
- Helps to remove yellowing that other polishes leave behind.
- Garlic is naturally fortified with selenium, a mineral and nutrient that the body needs to stay healthy.
- Selenium help protect body from damage and assists in improving nail growth.

### **Strengthening Base & Top:**

- Is recommended for nails that seem thin or weak.
- Contains calcium pantothenate (vitamin B5) and coffee extract to help strengthen natural nails.
- Can be used alone for clients who want a shiny clear coat.
- Is recommended as a daily top coat.
- Is recommended to use this product 2-3 days after a manicure to freshen up manicure. It helps to reseal the polish, prevent chipping and keep nails shiny.







## *TIPS & TRICKS* *treatments & essentials*

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### **Protective Base & Top:**

- Is recommended for clients who tend to leave their polish on for long periods of time, and for nails that have yellowed from conventional polish wear.
- Provides a great base for even color application and long lasting wear.
- Protects the nail plate from yellowing, staining and discoloring.

### **Quick Dry Top:**

- Needs to be applied evenly after the last coat of polish.
- It is highly recommended to dry the nails before applying Quick Dry as to prevent polish from potentially bubbling.
- Dries to a high shine.
- Helps protect against chipping.

### **Matte Top:**

- Dries any color to a soft, velvety matte finish.
- A fun top coat to use for nail art and design.



# *CONTACT*

## *sales and partnerships*

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STORES & SALONS

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### **MARIBEL LOPEZ**

VP of BUSINESS DEVELOPMENT & SALES

HOTELS & SPAS

#### **CONTACT**

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*“côte is a luxurious, chic, & innovative lifestyle brand and producer of it’s own blend of polishes and nail treatments”*







côte