

Q&A

CND™ SHELLAC LUXE™ GEL POLISH

QUESTION

ANSWER

1. What is the wearability of CND™ SHELLAC LUXE™?

When used as a system and recommended for the right client type, CND™ SHELLAC LUXE™ will provide 14+ day wear.

2. How does the strength of original CND™ SHELLAC™ Gel Polish compare to CND™ SHELLAC LUXE™ Gel Polish?

Original CND™ SHELLAC™ is stronger, and perfect for nails that are normal to weak. CND™ SHELLAC LUXE™ is a softer coating, and perfect for lift-prone or normal-to-hard natural nails.

3. How does CND™ SHELLAC LUXE™ remove 10x faster than other leading gel polish brands?

In competitive product testing, CND™ SHELLAC LUXE™ removes 10x faster due to its unique chemistry plus open cross-link structure, which allows the remover to travel faster – all the way down to the natural nail – to release the Color Coat.

4. Do you have to use the CND™ LED Lamp with CND™ SHELLAC LUXE™?

Yes, for best results and proper cure of CND™ SHELLAC LUXE™ use the CND™ LED Lamp. CND™ SHELLAC LUXE™ Color Coat should be cured for one minute using preset button 2S. CND™ SHELLAC LUXE™ Top Coat should be cured for one minute using preset button 3.

5. Why does CND™ SHELLAC LUXE™ easily show marks or dents after application?

These marks are temporary because CND™ SHELLAC LUXE™ is a softer product with an open cross-linked density, making it less scratch resistant, but much easier and faster to remove. With full cure, the product hardens and becomes more scratch and dent resistant.

6. Does CND™ SHELLAC LUXE™ get harder with time (like VINYLUX™ Long Wear Polish)?

Yes, CND™ SHELLAC LUXE™ will become tougher with time as the cure becomes fully complete.

7. Why is it so important to apply CND™ SHELLAC LUXE™ extremely thin?

The first layer of CND™ SHELLAC LUXE™ must be thin and translucent to allow the self-adhering polymers in the Color Coat to properly cure and adhere to the natural-nail keratin. This will also assure the light energy from the lamp penetrates all the way through the coating for proper cure of each layer. The second layer will provide additional color/coverage.

8. Since the CND™ SHELLAC LUXE™ coating is so thin, should I worry about strength?

CND™ SHELLAC LUXE™ delivers superior adhesion and strength based on our new unique formula.

9. What does micropore coating mean?

Micropores refer to the tunnels left behind when the solvents evaporate from the Color Coat and Top Coat during curing in the CND™ LED Lamp. During removal these micropores, plus the open cross-link structure, provide a pathway for the remover to travel through as it breaks down the coating and loosens the self-adhering Color Coat from the nail.

10. Do the micropores and open network impact wearability on clients exposed to household chemicals and cleaners?

CND™ SHELLAC LUXE™ is a softer product, and is best recommended for normal-to-hard natural nails. Clients with a high exposure to solvents or chemicals should wear gloves; use DURAFORCE™ Top Coat or the original CND™ SHELLAC™ System for best results. For clients with extremely thin, damaged nails, apply enhancements for protection and finish with CND™ SHELLAC LUXE™.

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11. Are there solvents in CND™ SHELLAC LUXE™?
- Yes, there are solvents in CND™ SHELLAC LUXE™. There are fewer solvents than in original CND™ SHELLAC™, making CND™ SHELLAC LUXE™ more viscous and perfect for nail art.
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12. Will CND™ SHELLAC LUXE™ cause staining of the natural nail?
- On a normal natural nail, the product will cure into a solid coating, which does not reliquify during removal. It is important to keep the coating thoroughly saturated with acetone during the removal process. If it dries out, a thin film could re-form which can look like staining. In this case, remoisten the film to fully remove.
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13. How does CND™ SHELLAC LUXE™ protect delaminated nails?
- CND™ SHELLAC LUXE™ is a softer coating and removes faster with less exposure to acetone.
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14. Does CND™ SHELLAC LUXE™ feel different than CND™ SHELLAC™?
- CND™ SHELLAC LUXE™ is more viscous, and once cured, has a softer feel. The coating is thinner overall since there is no Base Coat required.
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15. Can you use any CND™ SHELLAC™ Top Coat with CND™ SHELLAC LUXE™ Gel Polish?
- Yes! For customized levels of protection, finish and removal utilize the variety of CND™ SHELLAC™ Top Coats over CND™ SHELLAC LUXE™ Color Coats. (Please reference the “CND™ SHELLAC™ Top Coats Comparison Chart” for details.)
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16. If you use CND™ SHELLAC™ Color Coat with CND™ SHELLAC LUXE™ Top Coat, or CND™ SHELLAC LUXE™ Color Coat with CND™ SHELLAC™ Top Coats, how will the removal be affected?
- CND™ SHELLAC™ removal times will decrease.
 - CND™ SHELLAC LUXE™ removal times will increase.
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17. Can CND™ SHELLAC LUXE™ colors be layered?
- Yes, CND™ SHELLAC LUXE™ colors may be layered to achieve endless color combinations. Please note: Layering more than two colors will result in adjusted removal times.
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18. Can CND™ SHELLAC™ colors be layered with CND™ SHELLAC LUXE™ colors?
- Yes, products may be layered but not mixed. Each color has a unique formula, which will be compromised if mixed. Layering will result in adjusted removal times.
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19. Can you use pigments, glitters, foils and embellishments with CND™ SHELLAC LUXE™?
- Yes. CND™ SHELLAC LUXE™ is more viscous and contains fewer solvents – making the cured top film more tacky and attractive to such embellishments. Please note: Adding art mediums can increase removal time.
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20. Can you use CND™ SHELLAC LUXE™ for art?
- Yes. CND™ SHELLAC LUXE™ is more viscous and highly pigmented, making it great for embossing, painting fine lines, one-stroke art techniques and stamping. However, when using solvent-based art mediums (i.e. nail polish, Acetone, IPA, etc) apply two layers of color coat followed by a layer of CND™ SHELLAC™ Top Coat (Original, XPRESS5™, DURAFORCE™) BEFORE nail art. Please note: CND™ SHELLAC LUXE™ is solvent sensitive and art experimentation may compromise wear.
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21. Does or will CND™ SHELLAC LUXE™ yellow?
- No, CND™ SHELLAC LUXE™ does not yellow.
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22. Is CND™ SHELLAC LUXE™ “7-FREE”?
- CND™ SHELLAC LUXE™ is formulated without Formaldehyde, Toluene, DBP, Formaldehyde Resin, Camphor, Xylene or Parabens.

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23. What is the best natural nail preparation protocol for natural nails with **CND™ SHELLAC LUXE™**?
- A dry nail P.E.P. is recommended. For best adhesion, clean and dry the nail prior to application. (For details, see the **CND™ SHELLAC LUXE™** Application & Removal Step-by-Step.)
24. Will I experience “wrinkling” and shrinkage after curing?
- When original **CND™ SHELLAC™** or **CND™ SHELLAC LUXE™** Color Coat is applied too thickly, the surface layer cures but the bottom layer does not properly cure, which can lead to wrinkling and/or shrinkage. The solution is to apply color layers thinly.
25. Why do some colors shrink?
- Shrinkage can occur with darker shades, or if application is too thick. Go thin and seal the free edge with every application.
26. Why is it important to seal the edge of the natural nail with each layer?
- Sealing the edge will ensure the best wear.
27. How long does it take to cure the **CND™ SHELLAC LUXE™** Color Coat?
- Each **CND™ SHELLAC LUXE™** Color Coat should be cured in the **CND™** LED Lamp (preset button 2S) for one minute.
28. How long does it take to cure the **CND™ SHELLAC LUXE™** Top Coat?
- The **CND™ SHELLAC LUXE™** Top Coat should be cured in the **CND™** LED Lamp (preset button 3) for one minute.
29. What is the removal time with **OFFLY FAST™** Moisturizing Remover?
- Wrap all 10 nails using **OFFLY FAST™** and **CND™** Foil Remover Wraps, and **CND™ SHELLAC LUXE™** is ready to remove in 60 seconds.
30. Can I use acetone instead of **OFFLY FAST™**?
- Yes, acetone may be used for removal. However, **OFFLY FAST™** is formulated to reduce dehydration of nails and surrounding skin due to the oil content in the formula.
31. What are the advantages of the new **CND™ SHELLAC LUXE™** brush?
- The new brush is a custom-design brush made of over 200 individually polished bristles that lay flat from the side to hug the curves of the nails, and enable the product to squeegee-on for a perfect and thin application. The shape of the brush from the front view is designed to mirror the curve of the cuticle line for easy, precision placement of product. The high-shine comfort cap is easy to hold and control by the Nail Professional.
32. Can **CND™ SHELLAC LUXE™** be applied over Liquid & Powder enhancements?
- Yes. Smooth the enhancement with a 240-grit buffer followed by a 1200-grit buffer like the **KOALA BUFFER™** and thoroughly clean the nail with 99% Isopropyl Alcohol. The **CND™ SHELLAC LUXE™** Color must be filed off prior to an enhancement rebalance.
33. Can **CND™ SHELLAC LUXE™** be applied over Gel enhancements?
- Yes. Seal with **BRISA™** Gloss and cure for one minute (preset button 3) in the **CND™** LED Lamp. Do not remove the top film before applying the Color Coat, then follow with **CND™ SHELLAC LUXE™** Top Coat. The **CND™ SHELLAC LUXE™** Color must be filed off prior to an enhancement rebalance.

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POSITIONING

QUESTION

ANSWER

34. What are the benefits of the CND™ SHELLAC LUXE™ System?

- *Premium service:* Patented, exclusive Pro shades in premium packaging.
- *Precious time saved:* Two-step application that's ready to remove in 60 seconds, saving 15 minutes on each service.
- *Polished profit for the Pro:* Luxury plus time savings for an unprecedented opportunity for profit potential.

35. Is the CND™ SHELLAC LUXE™ System patented?

Yes. An updated list of patents can be found at cnd.com/patents.

36. Why offer both systems – CND™ SHELLAC™ and CND™ SHELLAC LUXE™?

Two systems provide a true custom service based on client nail condition and lifestyle. CND™ SHELLAC LUXE™ is softer, and perfect for lift-prone and normal-to-hard nails. CND™ SHELLAC™ is stronger, making it perfect for clients with normal-to-weak nails. All CND™ SHELLAC™ Top Coats will work for both systems (with adjusted removal times).

37. How many years has CND been developing CND™ SHELLAC LUXE™?

The development and improvements behind CND™ SHELLAC LUXE™ have evolved over time, starting with CND™ SHELLAC™ XPRESS5™ Top Coat. Plus our new scientific breakthroughs have led to CND™ SHELLAC LUXE™ and its unique 60-second removal time.

38. Through the CND™ SHELLAC™ Certification Program, what CND™ SHELLAC™ system(s) can I become Certified Pro in?

The CND™ SHELLAC™ Certification program will certify Beauty Professionals in either CND™ SHELLAC™ or CND™ SHELLAC LUXE™, or both systems.

PRICING

39. What is the cost of the CND™ SHELLAC LUXE™ System?

Please refer to your CND Authorized Distributor for a detailed Price List.

40. What should a salon charge per service using the CND™ SHELLAC LUXE™ System?

CND recommends charging 50+% more for a manicure using CND™ SHELLAC LUXE™ over a basic manicure with traditional polish, as it delivers a premium service, saves precious time and gets the client out the door fast!

41. Where can CND™ SHELLAC LUXE™ be purchased?

A complete listing of CND Authorized Distributors can be found on cnd.com/find-distributor.

PACKAGING

42. What are the available sizes for the CND™ SHELLAC LUXE™ System?

CND™ SHELLAC LUXE™ Color Coat = 12.5 mL (.42 fl oz)
CND™ SHELLAC LUXE™ Top Coat = 12.5 mL (.42 fl oz)

43. How many approximate services per bottle of CND™ SHELLAC LUXE™?

CND™ SHELLAC LUXE™ Color Coat = 50 Services
CND™ SHELLAC LUXE™ Top Coat = 68 Services

44. Will the larger bottles fit in my polish rack?

CND offers new merchandising solutions that are customizable to CND color brands. Check with your local CND Authorized Distributor.