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New Aerosol Spray Nail Polish Remover Hits Wal-Mart Shelves

An up-and-coming company hopes to shake up the nail polish remover category in the same way spray aerosol technology changed the game in sun care.

Under its Nail-Aid brand, Anise Cosmetics introduced Spray Away, a leak and spill proof aerosol nail polish remover. Available in acetone and non-acetone options, the product is sprayed onto a cotton ball to remove polish, eliminating the mess posed by traditional removers. There are three options: a non-acetone spray with ceramide and coconut oil, an acetone with hyaluronic and collagen and an acetone with keratin and cocoa butter.

Spray Away launched last month in 4,500 Wal-Mart doors retailing for \$5. Wal-Mart already dedicates about four linear feet to Nail-Aid's other nail and pedicure care items. Distribution for Spray Away will follow in other mass, drug and specialty stores, including Ulta Beauty.

Anise Cosmetics, founded in 2002, has expanded by delivering innovative approaches to the nail care category. Better-for-you formulas have been the cornerstone since Tam Tran and Neal Wallach founded the company and vowed to eliminate toluene, DBP, formaldehyde and camphor. No animal testing was a must and all items are made in the U.S. Industry sources estimate company sales at \$10 million.

The aerosol spray concept was the

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