



Louella Belle www.louellabelle.co.uk

Polished

Winter 2010
Issue 12 **FREE**

**'MUST-HAVE
COLOURS'**

*HOT COCOA
SMOKIN' HOT
LUXEDO*

Essie's new

*Winter
Collection*



essie

Xmas

Stocking

Fillers





"Intriguing Colour is
The New Sexy."

Essie

MASQUERADE BELLE

The Winter Collection



essie®

Inside the Winter issue The key buys for Winter!

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Inside the next issue
of Polished



Celebs

WEARING ESSIE



I Spy...

« Edyta Rabijewska did Danni Minogue's nails for the new Marks & Spencer ad campaign and chose none other than Essie's Mink Muffs.



I cannot believe that it's already time for our Christmas Issue. So much has happened over the past year and I'm even more excited about what 2011 has in store.

Although the days are getting shorter and colder we have some simply stunning colours to brighten up your Salon. The Essie Winter Collection is now available to order and I have to say this may be one of my favourite collections of the year.

I'm sure I don't need to tell any of you the amazing retail opportunities this time of year can bring and we have some simply gorgeous Essie stocking fillers (see pages 8-9). For those of you who like to give that little something back to your clients, we also have an exclusive Essie Holiday Mini Treatments Tower, perfect for Christmas giveaways.

As you may have heard, earlier this year the Essie brand was bought by international Fashion and Beauty conglomerate L'Oreal. Although we have worked with Essie for the past twenty years, after hearing L'Oreal's plans for the brand we are very excited about what this new relationship will bring. Rest assured, business will continue as normal and the Essie brand will only flourish with L'Oreal's support.

2011 is going to be such a busy year. I'm happy to announce that we will be exhibiting at Total Beauty Excel, Total Beauty Manchester, Total Beauty Olympia AND Salon International. As manic as the shows are, it is always such a pleasure to see all of our customers, new and old, and I'd like to take this opportunity to thank you all for your continuing support over the years.

Last but not least, I wish you all a very Merry Christmas, and a prosperous New Year.

Lisa

Lisa Crook
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The HEADLINES

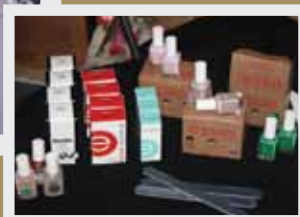
LOUELLA BELLE'S GUIDE TO WHAT WE'VE BEEN UP TO OVER THE LAST FEW MONTHS...



PRETTY EDGY!

Jenny Longworth worked with Very.co.uk at their London Fashion Week show this Autumn and took along all of her Essie favourites.

Here she is pictured with Fearn Cotton wearing Essie's Summer 2010 Collection favourite Pretty Edgy.



ESSIE AT LONDON FASHION WEEK

Essie stole the limelight at Peter Pilotto's SS11 show at LFW. The series of pleated dresses in shades of nude, white, putty, mushroom and navy blue created the perfect backdrop for Essie's fierce red in the form of Alligator Purse and a demure nude created by Teresa Smith from a clever mix of Not just a Pretty Face and Jazz.



LADY GAGA WEARS ESSIE TO VMAS!

CRITICS HEARD FROM LADY GAGA'S MANICURIST, POST-VMAS AND GOT THE PRODUCT SCOOP ON WHAT LADY GAGA WAS WEARING AT MTV'S VIDEO MUSIC AWARDS! MANICURIST TO THE STARS, NETTIE DAVIS, DID THE MANICURE FOR LADY GAGA AND CREATED HER NAIL LOOK WITH ESSIE'S MERINO COOL.



New Louella Belle Stand

It was lovely to see you all at Olympia Beauty. It was a hectic few days but the Seche Gel Launch was a huge success and it was great to see you all loved the Essie Fall Collection as much as we do. For those of you who couldn't attend, here are some pictures of our new stand.



Louella Belle

NEW WEBSITE
1ST DECEMBER 2010



We will soon be launching our brand new Louella Belle website at www.louellabelle.co.uk. All log in details will remain the same but now it will be even easier for you to see all of our products, you'll even be able to pay for your goods online... so watch this space!

essie®

Essie wins a Life & Style Best of Beauty Award for CHICEST SHADES



essie®

A Winter's Tale

introducing the Essie Winter 2010 Collection...

"Intriguing Colour is the New Sexy."

Essie

Chase winter's chill with a shot of smouldering colour and a hint of mystery. Whether it's a glittering New Year's Eve bash or a quiet tête-à-tête by the fire, this sexy palette of intriguing colours speak volumes without you ever uttering a word. As you make your entrance, let them be beguiled as they wonder, "Who is that Masquerade Belle?"

The Winter Collection is available from 1st November

This Winter collection cube has each of the six colours



Cube of four containing Silken Cord, Hot Cocoa, Going Incognito and Masquerade Belle

From the Expert:
"This winter's fashions in their intense jades, deep violets and rich blacks tell a story of mysterious, powerful femininity,"
said Essie Weingarten, Founder/President of essie.
"I was inspired by the dark side of the season – deep pavement hues, intense reds and gorgeous blacks. The feeling on the runways was one of knowing grace and a self-assured cool - today's woman follows her own path. Her wardrobe matches her provocative style: strident, striking and oh, so fabulous!"



Get two of each in this 12 piece display

Get six of each in this 36 piece display

Smokin' Hot
'Break the rules with this stone-cold fox gray that burns hotter than any flame'

Silken Cord
'You've got the world on a string with this stunning risqué red wrapped around your fingers'

Hot Cocoa
'Paint on this tawny sepia and channel the roaring '20s for a look that's timelessly flawless'

The Colours:
Essie's Winter 2010 collection creates an aura of mystique with a vision of wintery beauty that is darkly decadent and supremely elegant.

Masquerade Belle
'Fascinating, mysterious and seductive, this black ruby sparks the imagination and inspires intense devotion'

Going Incognito
'Your identity may be secret, but your style and panache are impossible to conceal with this deep emerald green'

Luxedo
'Suit up in this deepest plum and boldly go where no man has gone before'

Polished Promotions

Holiday 2010 Gift Collection

five fabulous gift ideas for that special someone on your shopping list. These irresistible gift sets are guaranteed to thrill and make holiday giving a snap!

double the fun by gifting a colour set and a ManiPerfection treatment set – everything you need for the perfect Mani/Pedi!

Snow Princess:

four sweet shades for the sugar plum fairy in all of us.
gift set includes:

blanc - a snowy white, perfect for french manicures
ballet slippers - award-winning, best selling, classic sheer pink
guchi muchu puchi - a creamy, luscious pink with a kiss of mauve
pink glove service - a flirty translucent with a hint of petal pink

Salon Price: £7.95 plus VAT
RRP: £15.95



Red Hot Fiesta:

melt the icy chill with molten hot reds.
gift set includes:

jag-u-are - a gorgeous gleaming red
aperitif - an appetising rich red
fishnet stockings - a spicy dark crème red
thigh high - a deep and frosty bold ruby red

Salon Price: £7.95 plus VAT
RRP: £15.95



ManiPerfection:

the perfect mani/pedi made simple.
gift set includes:

apricot cuticle oil - soothing, softening scented oil
first base base coat - helps polish bond to the nail surface
every day top coat - a brilliant clear glossy finish for all nail types
instant dry oil - the perfect polish protector

Salon Price: £8.50 plus VAT
RRP: £16.95



Cheers to you:

spread a little joy where ever you go with beautiful hands.
gift set includes:

pear & fig smoothie - fresh, clean scent of fragrant fig trees and sweet pears blended with aloe vera, shea butter and vitamins to protect and moisture skin
bordeaux - a deep red wine
3-way glaze - all-in-one base coat, strengthener and top coat

Salon Price: £6.95 plus VAT
RRP: £13.95



Good to Get, Give and Go!:

Holiday Mini Treatments Tower
Eye-catching merchandising display holds 48 mini bottles of our best-selling good to go!, the award-winning fastest drying top coat.

Salon Price: £99.95 plus VAT
RRP: £3.95 (each)

Dimensions: 2.5" W x 10.5" H x 3.5" D





**show
*off!**
WE'LL FEATURE A FEW OF OUR SALONS USING OUR GORGEOUS PRODUCTS IN EACH ISSUE.

Q&A

ARIAH NAILS & BEAUTY
OWNER: SARAH MILLINGTON
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Who is your beauty icon?
I think that Cheryl Cole always looks immaculate. Her hair is always perfect and she doesn't have to put too much make up on to look perfect, she's naturally beautiful.

If you were an Essie shade which one would you be an why?
I would have to say Princess Pink, because I love anything pink and like to think of myself as a princess.

What is the inspiration behind your salon?
Well as you can tell my favourite colour is pink! So I thought what better opportunity to go all out and create a perfect pink palace. I wanted it to be as girly as possible and to look inviting to clients. I wanted to make them feel like pampered princesses!

What is your top beauty tip?
Always use moisturiser to keep your skin looking radiant and young, and drink plenty of water to keep it hydrated. Also have regular spray tans to make yourself feel better without damaging your skin.

Any words of wisdom for people who want to open their own salon?
I would advise them to take their time and not to rush into anything, they should have plenty of experience behind them so that they can offer the best treatments. Check out the local competition to make sure you can compete and to be prepared for anything because it's a very stressful experience, but never give up, always give it your all and you will succeed!

Most embarrassing beauty mishap?
I once had an old man come in and ask for a spray tan, I thought I'd treat him as I would any other client and give him the benefit of the doubt, however my instinct was right in the first place, he was a nudist and came in drunk and hung around for a lot longer than he should have done!!! I think he just wanted to be naked, it was a very embarrassing few minutes!

What made you choose Essie?
I went on a short break to York and forgot to take nail polish and remover, so I popped into a local salon to get my nails re-painted. It just so happened that I was looking to invest in an exclusive brand of nail polish but wasn't sure which one to go for. The salon that I went to stocked Essie, I chose to have a French polish and immediately fell in love with them. They looked so shiny and so expensive! When I got home I went straight to the beauty show and purchased a stand and lots of polishes and I love them, they are the best!!!

*** IF YOU'D LIKE TO 'SHOW OFF' YOUR SALON WE'D LOVE TO HEAR FROM YOU... PLEASE EMAIL: CHARLIE@LOUELLA BELLE.COM**

The Louella Belle team would like to welcome all of our valued new customers...

- Rejime Ltd
- Fiona Allan
- Fingatipz
- Total Hair & Beauty
- Synergy
- Eden Nails & Beauty
- Charles Worthington
- The Annex
- Eve
- Mimi & Peggy
- Anna Beauty
- Nicola Foster
- New CID Cosmetics Ltd
- Posh Beauty
- Nails20
- Glamour Home Spa
- Beauty by Natalie
- The Magnolia Room
- Riverside Skin Care
- Beauty at Alpha House
- Perfectly Polished
- Lisa's
- Cogiveo
- Emma Frost
- Inspiration Beauty Spa
- Brand Alley
- Beauty Yupa
- Kate Saxon
- Michelle Kendall Ludlow
- Pretty Chic
- Regine Ltd
- Little Lotus Beauty
- Natalie Howard
- Bodywise
- Essential Skin Care
- Unique Nails & Beauty
- Love Make Up
- Lil Minx
- Room for Beauty
- Christies Beauty
- Natasha Silverstein
- Robin Abergel
- Dilara Begum
- Nadia Azlen
- Francesca Alexander Hair & Beauty
- Once Bitten Beauty
- The Point
- Zoe Barak
- Jasmine's Beauty Salon & Spa
- Jackie Anderson
- Toshiko Roberts
- Cutting Edge
- The Limewood Hotel
- Pinkies
- Glamorous Beauty & Tanning
- Maria Karpina
- Clear Beauty
- Sharon Munroe
- The Beauty Workshop
- Phillip & Co Ltd T/A Nail Diva
- Me Time
- Precious Nails
- The Boutique Spa
- Bettina Walman
- Uber Medispa Ltd
- La Beautique
- Virgo Beauty
- Estelle Jacobs
- Diffusion
- Pure Beauty Cheshire LTD
- Elegant Touch Nails
- Mercer & Wells
- Jane Johnson
- Melanie Carmel
- Claire Stevenson
- Nikkis Fabulous Nails and Beauty
- Mind Body & Soul Therapies
- Alex Manners
- Thawnya Spurling
- Urszula Chadzynski
- Nicola Dennison
- Trudy Dixon
- Nail Envy
- Let's Face It
- Ophelia's
- Heloise Reed
- The Retreat Health & Beauty
- Powder Beauty Boutique
- Serenity Beauty
- Smudge
- The Beauty Cafe
- Charlotte's
- The Beauty Lounge
- Heloise Read
- Bare Beauty
- Nails By Sarah
- Bronzed Beauty
- Nail It and Beauty
- Gorgeous
- Beauty - Full
- Carolina Prado Tellez
- Sonia
- EJ Nails
- Divine Beauty & Nails
- Bedale Beauty
- Room 2
- Enhance Beauty
- Yeside Akande
- First 4 Feet
- Hair & Beauty Works
- Be Beautiful By Clare
- CK Tanning
- Pinkz
- Lisa Janeway
- Therapy
- Maison Mk
- Marie Holland Mobile Beauty
- Stainland Pharmacy
- Pretty Andsome Kids
- Yuka
- Fulbridge Beauty
- Sue Yefet
- Shelly Blois
- Michele Karr
- Aqua Gems
- Whispers Experience Ltd
- Shoshi's Salon
- Salons Direct Ltd
- Simply You
- Arva Hair & Beauty
- Beauty@Home
- Kelly Stanton
- Karen Asprey
- Essence Of Beauty Bedford
- Calm
- Anastasia Achilleos Ltd
- Beauty by Magdalena
- Sublime Leeds
- Myles Retson Hairdressing
- Rosalyn Brooks
- Cuts Inc
- Maxine Morgan Hair
- Karla Schofield
- Carly Douris
- L'amande
- The Nail Base
- Holly's Nails & Toes
- Opulence Day Spa
- Beauty Beautique @ Tia Hair & Beauty
- Natural Beauty
- The Nail Room
- Sherene Beauty
- Sharpe's Toiletries
- Sophie Perandin
- Bentalls
- Peggie Sheppard

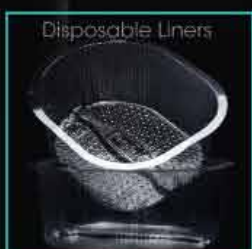
Inside the next issue of Polished
TRISH LOMAX ON SET WITH RIHANNA // THE ESSIE SPRING COLLECTION // MOTHER'S DAY FUTURE DREAMS AND LOLA ROSE COLLABORATION // ESSIE SUPPORTS THE MAKE A WISH FOUNDATION WITH HOLLY WILLOUGHBY AND FEARN COTTON

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