

HEALTHY NATURAL NAILS

S|N|S

Dip Into Beauty

SNS & The Future of Nails





It's 2022...

Dipping powders are sweeping the nail industry

Salons everywhere are offering dipping powder services

Why?

Consumer demand

But... WHY?



Organic Foods... Yoga...
Ketogenics... CrossFit

Women today want **beauty and health**



Acrylics and Gels Degrade the Natural Nail Bed

Some women's nails are so damaged and ugly they must HIDE them with nail polish...

That is NOT the purpose of beauty products!

Today's Savvy Consumer:
“I refuse to pay
for my beauty
with my health!”





The Search for a Better Way

Pioneered with Passion

In 1990, salon owner Joe Nguyen created the dipping powder category to champion women's nail health.

SNS today continues relentless innovation in the same cause.



Joe Nguyen
Founder, SNS



The Breakthrough

SNS launched the dipping powder revolution with the world's first pink & white dipping powder system

An upstart company with a disruptive message

FOR WOMEN EVERYWHERE....
NAIL BEAUTY + NAIL HEALTH

SNS Today

The Undisputed
Brand Leader for Nail
Health & Beauty



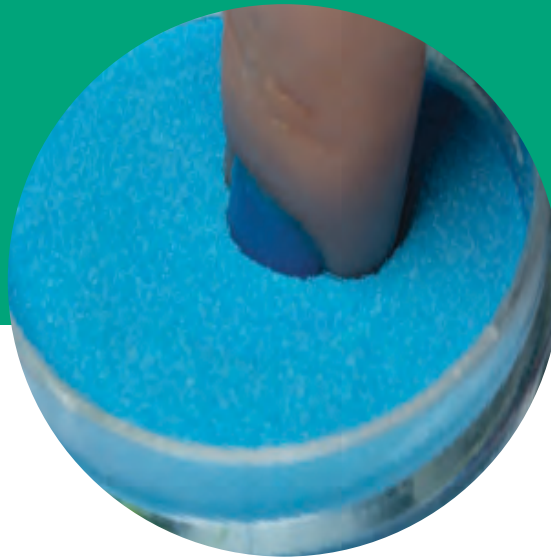


Dipping powders are the best way to create nail beauty and protect nail health.

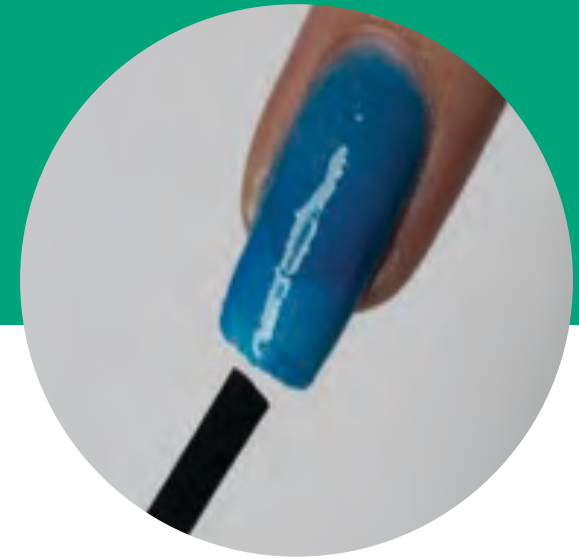
How They Work



1. A light, nutrient-rich base is applied*



2. The nail is dipped in colored powder



3. A top coat is applied to seal the color

*The first step builds a foundation of health on the natural nail bed, whatever its condition.



SNS Nutri-Plus™

Supercharging the health benefits of SNS

SNS adds powerful nutrients to its powders, bases, and sealers:

Vitamins A, E, B5, and D3 with calcium and zinc

PLUS enhanced antibacterial protection

Astounding Results

With SNS dipping powders, nails
cease to be damaged^x.

But there's more...

Each SNS application positively
supports optimum nail health!





Nails Love SNS— Here's Why

Healthy

Odorless

No UV
light

Non-
allergenic

400+
colors

Mirror
finish

Flexible
& strong

Long
lasting—
14 days

Lightweight,
natural feel

Stainless

Great
nail art

Easy to
apply

A Cleaner Way

SNS products are vegan and not tested on animals.

They do not contain any of the following toxins:

Formaldehyde

Toluene

DBP synthetic sulfate

Triethanolamine

TPHP

Formaldehyde resin

Camphor

Parabens

Phthalates

Synthetic sulfate

Triethanolamine

TPHP

Xylene

Ethyl tosylamide

Lead



SNS products are “skin safe”

Common
preservative
free

Fragrance
free

Paraben
free

Lanolin free

Coconut
free

Topical
antibiotic

MCI MI free

Soy free

Nickel free

Gluten free

Propylene
glycol free

Fully
European
Union
compliant



Brand Dominance

The dipping powder revolution has reached critical mass.

In the past decade:
dozens of imitations.

But the world knows...
THERE'S ONLY ONE SNS!

Salons Worldwide are Calling SNS

They say:

“Our clients are asking for SNS”

8 to 10 new salons EVERY DAY
call SNS asking to start using the
products.

SNSNails.com

490,000 page views per month!





Acclaimed by Nailpro Magazine

The industry's leading magazine,
read by 94% of salon owners and
technicians

Three years running!

Nailpro's 61,000 readers voted
SNS Best Dipping Powder System



Complementary Channels

Professional

Drives innovation and builds brand status

Consumer Online

Promotes brand and provides instant feedback

Consumer Retail

Boosted by professional and online channels

Professional Dipping Powder Products



Loved by
professionals
everywhere

Leadership in
quality, color
and choice

Consumers
demand SNS
from salons

SNS Collections —
24 on-trend colors—
4 times annually

Healthier...

SenShine™

A total system of bases and sealers for sensitive skin & eyes, with even healthier ingredients.





... and Healthier

Vitamin Oil

Botanical oils infused with calcium and vitamins to support strong, healthy nails

Voted BEST NAIL OIL 2021

by Nailpro Magazine's
61,000 readers

Innovative Nail Art Products

DOLO™ Instant Marbling Product

Stunning nail art created in a few seconds — lasts 3 weeks or more.

Voted BEST NEW PRODUCT
2020 by Nailpro Magazine's
61,000 readers





Entry-Level Products

SNS BASICS 1+1™

Affordable colors sets for matching manicures and pedicures.

One color in three SNS products: dip powder, gel and lacquer.

98% color match across all three products!

New! Customer Demand



In 2020, SNS launched
it's online store for
professionals.

Unexpectedly...

67%

OF SALES
WENT TO

CONSUMERS

New! Consumer Product Line

“The salon experience at home”

Premium quality—attractively priced

Safer, healthier ingredients

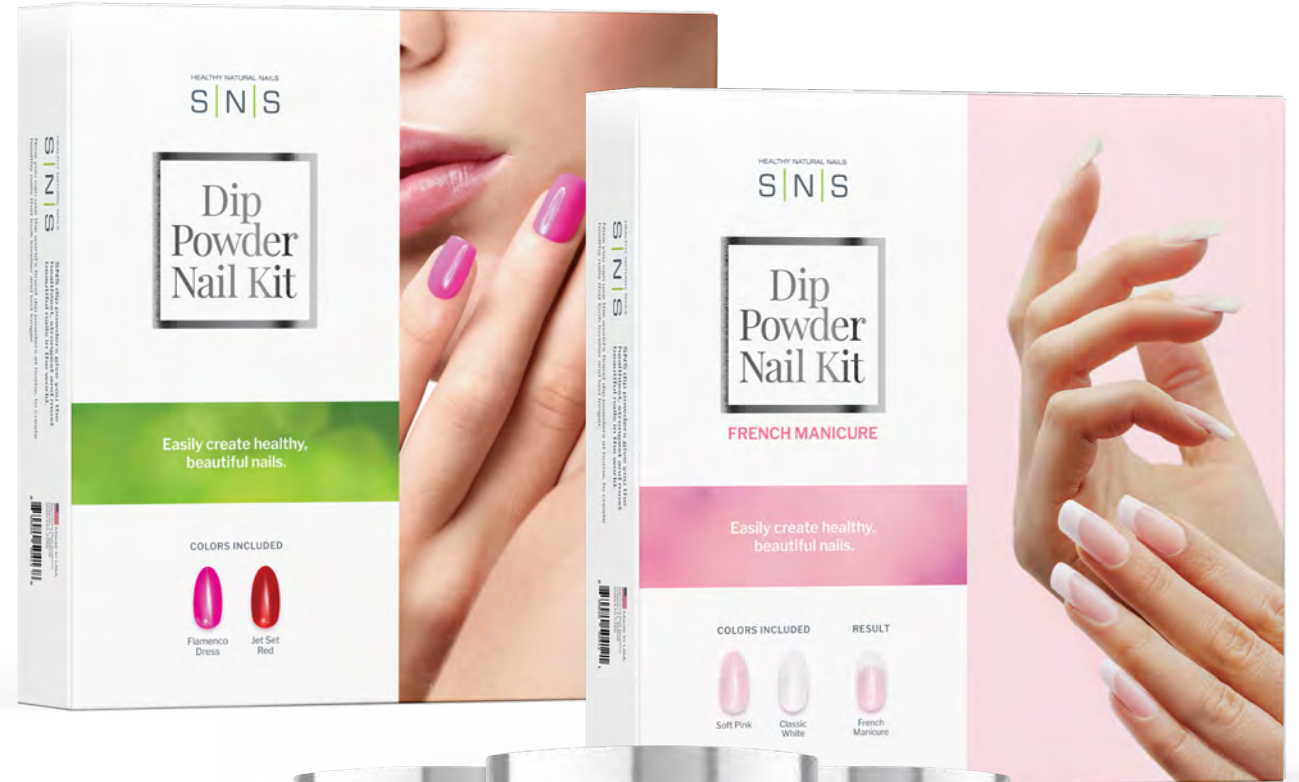
Easy-to-follow instructions with images

Smaller product sizes for home use

Top Sellers for Consumers

Two complete do-it-yourself kits

Everything needed for an at-home dipping powder experience





Tailored to Their Needs

For beauty professionals:
An incomparable choice of products, applications and colors.

For DIY at home consumers:
Affordable kits with easy instructions, plus 100 top SNS colors.



Brand Support

For Professionals

Top quality posters, rack cards and swatches

For Retailers

Premium package,
Print and digital design assets

For Consumers

Friendly product education
online & in package SNS

Production Strengths

- Proven agile scaling
- Built for incremental growth
- Vertical integration
- US manufacture
- Constant R&D
- Product exclusives available



Recap... Why SNS

Global professional market

New exploding consumer market

Industry leader in nail training

Ceaseless product innovation

Vertical integration

HEALTHY NATURAL NAILS

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Thank You