



Enchanted Autumn Nights

FALL/WINTER COLLECTION 2024

COLLECTION OF NAIL POLISHES INSPIRED
BY THE MAGIC OF AUTUMN EVENINGS

Deep, rich colors evoke the feeling of warm and mysterious autumn nights, filled with the twinkle of stars, the glow of the moon, and the reflections of light on falling leaves.





FIRST HEMA-FREE FORMULA ON THE MARKET SUITABLE FOR ALLERGY SUFFERERS

- ✔ Self-leveling, creamy consistency
- ✔ Rich pigmentation, full coverage in 1-2 coats
- ✔ High biocompatibility (Skin Compatibility Test)
- ✔ Nail plate care (proteins, natural oils)
- ✔ Maximum dermatological compatibility (0% irritant effect, hypoallergenic formula)



WATCH ME

QUALITY GUARANTEED



HEMA FREE





MORE THAN 280 COLORS KNOWN FOR THEIR
HIGH PIGMENTATION
AND EXCELLENT DURABILITY

- ✔ High quality "for every pocket"
- ✔ Thick formula which does not flood the cuticles
- ✔ High pigmentation (full coverage in 1-2 coats)
- ✔ Durability without chipping or rubbing off
- ✔ Leader in a wide range of colors on the market



WATCH ME

QUALITY GUARANTEED





10 ML OF LUXURY IN THE MOST STYLISH GLAMOUR COLOURS

- ✔ Salon-2-Home™ technology
- ✔ Full coverage in 1 coat
(Double-Pigmentation™ system)
- ✔ Rich, saturated color
- ✔ Velvety, self-leveling formula
- ✔ 28 days durability without fading



WATCH ME

MORE
more



QUALITY GUARANTEED

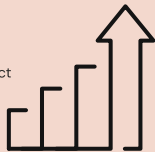


IS IT WORTH INTRODUCING SEASONAL COLOR COLLECTIONS

for nail polishes?

1. INCREASED SALE

New collections attract customers' attention!



96%*

of your customers are eager to buy **NEW PRODUCTS***

*A study by PowerReviews found that 96% of consumers are at least somewhat likely to purchase a new product when buying a familiar one, with 47% saying they are very likely to do so.

2. SEASONAL UPDATE OF THE OFFER

Updating the assortment is a **MUST-HAVE** for growth!



3,7%*

annual sales growth

* Sales of UV nail polishes in Europe have seen significant growth. In 2023, the market value in Europe was \$48.05 million and is projected to reach \$61.96 million by 2030, indicating a compound annual growth rate (CAGR) of 3.7% (Market Report Service).

3. BRAND BUILDING

Regularly introducing new collections helps build and maintain the image of a brand as **INNOVATIVE AND TREND-FOLLOWING**.



4. INCREASING CUSTOMER LOYALTY

Increasing Customer Loyalty

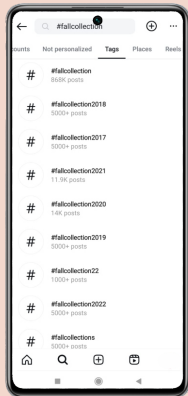


WATCH ME



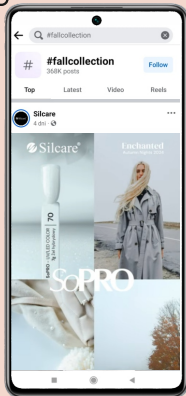
5. INCREASE SOCIAL MEDIA ENGAGEMENT

See how your social media metrics grow with new content.



6. PROMOTION AND MARKETING

Refresh your image for the new season.



TREND ALERT





ORDER AND GAIN NEW CUSTOMERS



Handel krajowy | Domestic trade
tel.: +48 511 580 090
hurt@silcare.com



Ekspert | Export
tel.: +48 601 780 732
marzena.wolas@silcare.com

Silcare sp. z o.o. sp. k.
ul. Kostrzyńska 1
66-400 Gorzów Wlkp.

