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Pure Polish

Amy Marks-McGee looks at the natural side of nails.

By Amy Marks-McGee, Trendincite LLC

Four years ago, **Trendincite** examined activity in the nail care market.

Since then, the nail care market has boomed and according to **Kline's** report "Professional Nail Care: Global Market," nail care has increased **over 25% globally in 2012**.

WWD reported nail polish sales reached \$768 million in the U.S. in 2012, a 32% gain over 2011.



According to **Nails Magazine** "2012-2013 The Big Book report," drugstore sales of polish and nail products have soared; polish sales are up 59% with a 36% increase in natural nail products.

Innovation is a key driver and consumers' interest in natural products has led manufacturers to reformulate their products while new players are launching 'natural' and nontoxic formulas.

Zoya Nail Polish is a leading natural nail polish line free of toluene, formaldehyde, DBP (phthalates) and camphor. The company offers over 300 colors and four seasonal collections every year. Zoya released 12 new Summer 2013 colors including shiny creams and foil metallics.

Additionally, Zoya launched 12 new colors in the **Zoya PixieDust** range (6 for summer and 6 for fall), which is a textured, matte, sparkle formula.

Priti NYC is another natural nail polish brand that claims it is "5 Free & Vegan, completely non-toxic, and free of toluene, dibutyl phthalate, formaldehyde, formaldehyde resin, and camphor."

The company offers over 100 different shades and as well as the Priti Princess nail polish collection, a line of non-toxic nail polishes for children.

Rainbow Honey is a new brand of custom blended nail lacquers that are designed and made in the United States and are free of the "big 3" formaldehyde, toluene, and dibutyl phthalate.

The **Summer of 199X** is the latest collection of 10 new colors inspired by the Super Nintendo Earthbound video game.

Clinique's A Different Nail Enamel For Sensitive Skins is a unique line of nail polishes formulated not to irritate hands and "to reduce the chances eyes will itch, burn or water with contact."

The category has become so popular that Nail It! magazine launched in 2013 and Oxygen Media is introducing **"Nailed It!,"** a reality TV show which will feature contestants competing in nail-inspired challenges.

Consumers' interest in nail care products isn't waning as new technologies are being introduced and natural ingredients are being explored.

ABOUT THE AUTHOR

Amy Marks-McGee is the founder of Trendincite LLC (www.trendincite.com), a consulting firm that helps clients cull through, distill and translate pertinent trend information into tangible product directions. The company specializes in identifying and analyzing trends and recognizing patterns across a variety of industries in order to enable its clients to be proactive rather than reactive to the changing consumer. amy@trendincite.com; 1-888-561-1229, twitter: @trendincite