



a tradition of worldwide recognition



Began in 1975 in the United States.



Now in over 60 countries worldwide.



Founded by Award Winner Jeff Pink.



The Abbies are the “Oscars” of
the US beauty industry



The “Abbies” Awards

1998

Best New Salon Product Marketing Whole Line

1999

Best New Salon Product Marketing Whole Line
Best New Salon Product Marketing Single Product
Best New Merchandising Display

2000

Best Marketing for New Salon Retail Products

2001

Best Marketing for New In-Salon Use Products Whole Line
Best Marketing for New In-Salon Use Products Single Product
Best Marketing for New Salon Retail Products Whole Line
Best Marketing for New Salon Retail Products Single Product
Best Product Packaging Design

2002

Best Sales Force

2003

Best Marketing for New Salon Retail Products





The Beginning. . .

The French Manicure

- Living in Los Angeles in the 70s, Jeff had many friends in the movie and television business.
- His friends that were directors always complained that it took too long to change the starlet's nail color to match their wardrobes while on the movie set.
- Jeff came up with the idea of painting the nail tip white, then putting a sheer shade over top to make the nails look clean and natural.
- Needless to say the directors AND movie stars at the time loved the sophisticated look.....





Barbara Streisand – Major Hollywood Actress, director, producer

**Major
Hollywood
Celebrities
wore the
ORLY brand**



Cher – Major Hollywood Actress, singer



Brooke Shields – Hollywood Actress, model

Priscilla Presley – Actress, Elvis' wife





Jeff took the look to Paris and named it the “French Manicure”



THE ORIGINAL MOVIE SOUND TRACK

SATURDAY NIGHT FEVER



ORLY's First Products





1970s



From the disco 70s, to the stark 80s, to the colorful 90s, the Orly brand grew to add nail color, nail treatment products and even products for the hands, body and feet.



1980s



1990s



With ORLY, there's no struggling to open a lacquer bottle with your teeth or even two hands . . .



The Gripper Cap[®]



ORLY's worldwide patent

The rubberized and texturized Gripper Cap (designed in Italy) makes opening the bottle and applying the color very easy.

ORLY: Honored by
major stars of the Past,
present and future. . .



Jessica Alba
(film star: *Sin City*, *Fantastic Four*)
loves ORLY's "Velvet Rope"



Ashley Judd
(film star: Double Jeopardy,
High Crimes) wears
ORLY's "Robo Romance"



Jessica Simpson
(singer, reality tv star, star of
Dukes of Hazzard Movie)
creates her wet-nail look with
ORLY's Glosser



Hillary Duff
(film star & singer) does her
own French Manicure with
ORLY's White Tips





Kristin Davis
(tv star: **Sex & the City**, **Melrose Place**) is a huge fan of all ORLY's pink lacquer shades





**Paris Hilton received ORLY's
"Glitz" at Los Angeles**

**Fashion Week as she watched the models strut by
wearing the ORLY shade on their fingers and toes.**



Seasonal Color Collections



A sweet garden
of delights awaits you
in ORLY's

Sugar Coated

color collection



Cupcake

Meringue

Taffy

Bon Bon

Rock Candy

Petit Four

**ORLY Spring '08
Collection**

orlybeauty.com



Inspired by the sweetness of
first love, Orly presents the

Love ^{to}

Color Collection



**ORLY Spring '08
Collection**

orlybeauty.com



CAPTURE THE ESSENCE OF HOT SUMMER DAYS AND
EVEN HOTTER SUMMER NIGHTS WITH ORLY'S

HIGH VOLTAGE

COLOR COLLECTION



CHARGED UP

HEAT WAVE

HOT SHOT

LIVE WIRE

ORLY Summer '08
Collection

orlybeauty.com



Introducing
GEMS
Color Collection

Inspired by famous gems
from around the world!



STAR OF BOMBAY

GOLDEN MAHARAJA

SEA OF LIGHT

MANDALAY RUBY

GOLDEN JUBILEE

MIDNIGHT STAR

**ORLY Fall '08
Collection**



You are cordially invited to ORLY's
Masquerade!

Mysterious

Belle of the Ball

Enchanting



ORLY Holiday '08
Collection



Display Options



ORLY Spin tower contains a wide range of high quality, top-selling ORLY products



ORLY "French Manicure" 72 piece Display contains the entire French Manicure line



ORLY "504" Display contains 504 bottles including French Manicure & top sellers



ORLY “Hot Stuff” Display contains 72 bottles of ORLY’s hottest neon and vibrant shades



ORLY “Manicure Miniatures” Display contains 144 mini bottles in 48 sizzling shades of neon, glitter and brights



ORLY "Salon" Display can rest on a counter or hung on a wall and contains ORLY's top 24 shades



ORLY "Mani Mini" Kits arrive pre-packed with the hottest shades for the season





All ORLY products from the beginning of this year, 2008, are
“3-FREE”



- **FREE** of DBP (Dibutyl Phthalate)
- **FREE** of Formaldehyde
- **FREE** of Toluene



Celeb moms-to-be like Jessica Alba choose ORLY lacquers as their pregnancy-safe choice. ORLY lacquers and treatments

are "3-FREE", ensuring that they are the safest choice for mommy and baby!

From the left - Ashley Simpson, Angelina Jolie, Jamie Lynn Spears.



LESS US WEEKLY

PREGNANCY DIARIES

ve news on how these stars are coping




JESSICA ALBA

ORLY NAIL POLISH, \$7

Mom-to-be Jessica Alba keeps her feet flip-flop-ready by sporting this glittery purple polish on her toes. She even wore it recently on the red carpet.

The polish is toxin-free, so it's totally pregnancy-safe. And the dramatic shade has an ultraglossy finish!

Only nail polish in Velvet Rope

TO ED ING

ANGELINA: HOW SHE FEELS ABOUT BEING HEAVIER THAN EVER

JAMIE LYNN: STRUGGLING ON HER OWN



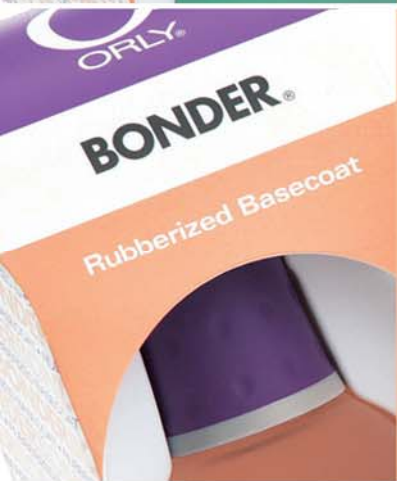
Retail and Professional Treatments



TOP 2 BOTTOM®
BASECOAT AND TOPCOAT
ALL-IN-ONE

conveniently grips and
protects nail lacquer.
Lacquer is long-lasting
with a high-shine finish.

ORLY Basecoats



BONDER®
RUBBERIZED BASECOAT

grips lacquer to the
nail surface for lasting
adhesion. Color lasts
up to two weeks.



RIDGEFILLER®
SMOOTHING PRIMER
BASECOAT

fills ridges and evens
the nail surface. Nails
are smooth with a salon
quality finish.



MATTE TOP™
SATIN FINISH TOPCOAT
revamps glossy nail
lacquer into a matte
result. Ideal for creating
nail art and spot-
varnished nail looks.

ORLY Topcoats



GLOSSER®
SUPER HIGH-SHINE
TOPCOAT
for lasting protection
and brilliant shine.
Color is protected and
vibrant. Great for nail art.



WON'T CHIP®
PROTECTIVE POLYMER
TOPCOAT
helps resist chipping
and peeling. Lacquer
is protected with color
lasting up to two weeks.



MAGNIFIQUE™
FRENCH MANICURE
TOPCOAT WITH OPTICAL
BRIGHTENERS
brings durable protection
with maximum shine.
Nails are radiant and
protected.



**SUNSCREEN
FOR NAILS**
UV PROTECTION TOPCOAT
shields lacquer from
damaging UV rays.
Nail color stays vibrant.
Great for French
Manicure shades.

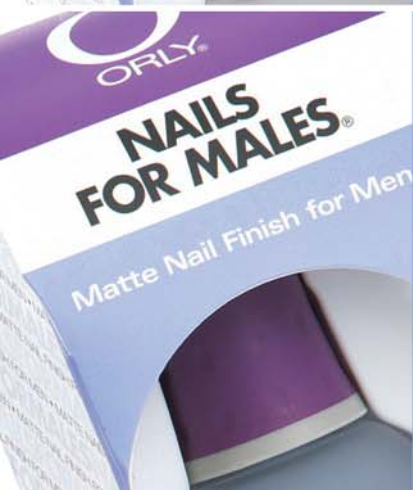


NO BITE®
NAIL BITE DETERRENT
helps break the nail-biting habit. Nails are left to grow healthy and strong.

ORLY Specialty



SMUDGE FIXER®
quickly restores nicked or smudged nail lacquer. Lacquer is smoothed to a flawless finish.



NAILS FOR MALES®
MATTE NAIL FINISH
coats nails with satin shine. Nails are left with a distinguished, lasting finish.



FUNGUS MD®
MAXIMUM STRENGTH
ANTI-FUNGAL SERUM
helps eliminate fungus and bacteria. Nails are restored to a healthy condition.



SEC 'N DRY®
QUICK, DEEP-DRY TOPCOAT
immediately dries
each nail lacquer layer.
For a flawless finish
on-the-go.

ORLY Quick Dry



IN A SNAP®
QUICK-DRY,
PROTECTIVE TOPCOAT
dries nail lacquer
in minutes. Lacquer
is protected with
lasting shine.



FLASH DRY™
QUICK-DRY SHINE DROPS
accelerate dry time
while delivering brilliant
shine. Nails are left
glossy, protected and
ready to go.



SPRITZ DRY™
QUICK-DRY
CONDITIONING MIST
instantly dries nail
lacquer. Nails are
moisturized and
ready to go.



CUTICLE CARE COMPLEX™

**CUTICLE & NAIL
TREATMENT OIL**

conditions cuticles.
Cuticles are repaired
and nails grow healthy
and strong.

ORLY Cuticle Care



CUTIQUE™

CUTICLE & STAIN REMOVER

cleans nails and
removes dead tissue
from cuticles. Nails
are bright and grow
healthy.



CUTICLE THERAPY CREME™

conditions and treats
cuticles. Promotes
strong, healthy nail
growth. Also great
for rough, dry skin.

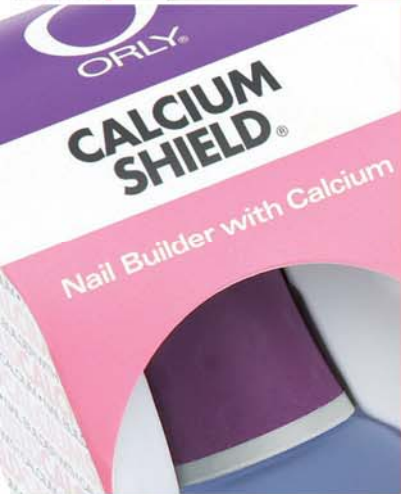


CUTICLE OIL+
CONDITIONS CUTICLES
with a luscious orange
blossom and cherry
scent. Cuticles are
moisturized and nails
grow strong.



NAIL ARMOR®
LIQUID NAIL WRAP
WITH RIDGEFILLER®
smoothes, strengthens
and reinforces nails.
Nails are durable
and flawless.

ORLY Strengtheners



CALCIUM SHIELD®
NAIL BUILDER
promotes strength and
thickness to weak,
peeling nails.
Nails are strong
and protected.



NAIL DEFENSE®
PROTEIN ENRICHED
NAIL STRENGTHENER
fortifies brittle nails that
break easily. Nail layers
are sealed and flexible.



TOUGH COOKIE®
NAIL STRENGTHENER
WITH OKOUME
reinforces soft, brittle
nails. Nails grow long,
strong and smooth.



ORLY Retail Products





Beauty Buzz Newsletter

- Sent to Distributors every two months
- Contains the latest new product introductions and special promotions
- Also includes latest fashion info, color trends and celebrity news





Hand, Foot & Body



SHEER RADIANCE Hand & Body Lotions



Healthy Glow from Head to Toe.



RICH RENEWAL Ultra-Hydrating Crème



Quench Your Skin.



French Polynesian Island Spa Pedicure

A streamlined service with unifying features of crisp Polynesian lime to wake-up tired feet and crushed hibiscus flower to hydrate dry, cracked skin.

Each kit produces approximately 13 treatments at a cost of \$2.53 (salon) per pedicure

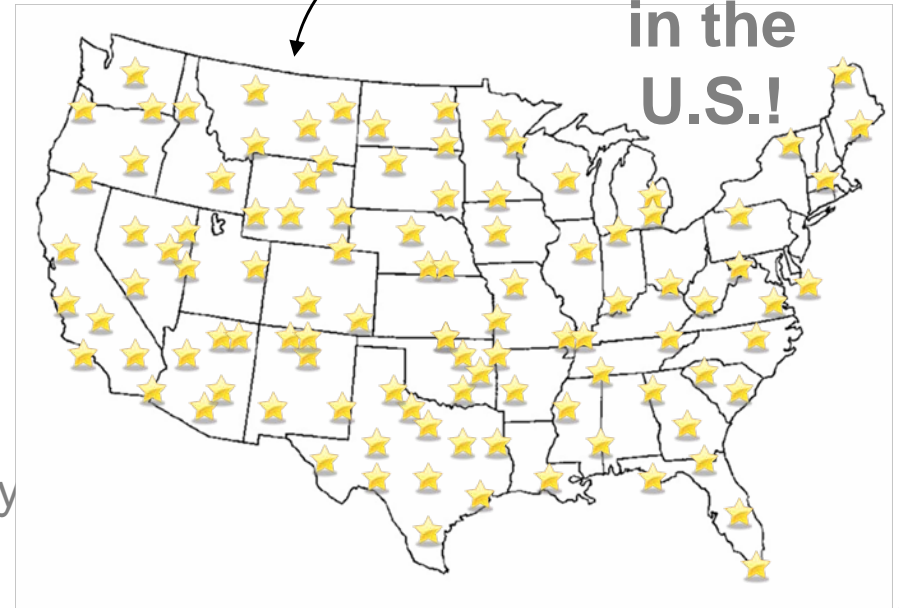




ORLY Strength in U.S.

- Sally Beauty
 - #1 Beauty Supply Chain in the U.S.
 - 2,700 Stores across the U.S., Puerto Rico, Canada and Mexico
- Over 1,000 Independent Beauty Supply Stores
- Ulta Beauty
 - 350 Stores
 - Each location is approximately 10,000 sq. ft.
- CVS/pharmacy
 - The largest U.S. retail pharmacy chain
 - 6,200 stores

Over
10,000
locations
in the
U.S.!





ORLY Education

- Orly Education Manual
- Features and Benefits Product Guides
- Consumer Brochures
- On-Site Educational Training



The One FLIRTING MOVE Guys Can't Resist

seventeen

WOW!
998
Fashion & Beauty Tricks
PLUS: 10 Trends To Try Now

BACK-TO-SCHOOL
Find The Perfect T-Shirt & Jeans

seventeen
503
FREE

FREE! TEXT TO WIN FUN STUFF ON 50+ PAGES!

COSMOPOLITAN

337
WAYS TO TURN HEADS THIS

CGI's Hot List!
ZAC EFRON, RIHANNA, T.I., BART SIMPSON & MORE!
On Deryck, drama, and making her own decisions
AVRIL LAVIGNE
YOUR SUMMER LOVE
HOROSCOPE
FOUR TOXIC

AS SEEN IN COSMOPOLITAN JUNE/JULY 2007
orlybeauty.com ORLY

THE MAGAZINE ABOUT SHOPPING AND STYLE

Lucky

Sexy hair
Glamorous looks in an instant

674
KEY FINDS FOR RIGHT NOW!
Special denim shopping guide:
we found all the best styles and more

body lotion
24 SHORTCUTS!
DO EVERYTHING FASTER, BETTER, EASIER!
WHAT TO EAT SO YOU NEVER GET HUNGRY AGAIN
SCREWING UP
HOW TO TURN EVERY FLOP INTO A TRIUMPH
PEACE NOW!
BROUGHT TO YOU BY RICHARD BRANSON THE O INTERVIEW

COMFORT & JOY!
BIGGEST "O LIST" EVER
GORGEOUS GIFTS, FROM \$13 NEW TRADITIONS, NEW MEMORIES
YOUR HOLIDAYS JUST GOT HAPPIER
DOES YOUR DOCTOR THINK HE'S GOD?
HOW TO GET HIM (OR HER) TO TREAT YOU RIGHT!
O'S PARTY KIT
GOOD NEWS FOR THE RELUCTANT HOSTESS

Great Shopping Streets
pg. 580
InStyle
152
New Shoes You'll Love!
FALL'S BEST LOOKS
& How to Wear Them

the Right SCARF for You
ORLY

allure

COOL NEW MAKEUP
Bright Eyes, Bold Lips
Lash-Tastic
THE BEAUTY AND THE BEAT

marie claire
PERFECT SKIN AT 20, 30, 40
WAKE UP ENERGIZED!

SEXY SPRING
ORLY

marie claire
ISSUE
Amazing Celebrity

STARTING NOW
YOUR BEST JEANS
45 PERFECT PAIRS INSIDE

POST-DEVE ANNE HATHAWAY SHOWS US HER WILD SIDE
DISCOVER YOUR INNER FEROCIOUS
SPLURGE
ORLY

WIN A SPA TRIP ON ALLURE.COM!

allure

IMPROVE OUR
THE BEAUTY EXPERT

The Hot List
41 Luscious, Lustrous Bags, Shoes, Creams—and More

GO FOR IT! Start a Total Makeover
allure
THE BEAUTY EXPERT

RECOVER
ISSUE
Amazing Celebrity

MANI DIARIES
The French manicure, a translucent pink base with white tips, is created by an American company, Orly.

6 WAYS TO STYLING

ORLY

ORLY: Available in over 60 countries worldwide

