

Artistic Nail Design® Official Press Release



FIRST LADY OF THE UNITED STATES MICHELE OBAMA WEARS ARTISTIC COLOUR GLOSS

Vogue is the Choice of Color for the 2012 Democratic National Convention

MISSOURI, USA – (September 2012) – Whatever the First Lady of the United States decides to wear for a big event, it automatically becomes an immediate hit. Dresses fly off the shelves, shoes disappear, and in this case, it was all about the nails! Everyone watching the Democratic National Convention were not only caught up in Michelle's heart felt speech, but they also couldn't help but notice the unique color on her nails which happened to be **Artistic Colour Gloss™** in Vogue.

Artistic Colour Gloss™ in Vogue is best described as a purple/grey shimmer, which embodies the new generation of "neutrals" that women are choosing for their manicures these days. According to Artistic Nail Design executive vice president and creative director Alisha Rimando Botero, the idea of what is considered "neutral" is constantly changing. "As fashion evolves and changes, the same occurs in beauty. It's a woman's prerogative to decide what she decides is 'neutral' and I couldn't be more thrilled that Michelle chose Vogue as her Democratic National Convention manicure color," she states.

Despite any slack that Michelle Obama might have received from the media for not picking a traditional pink or red shade, this on-trend, non-traditional choice rocked the house and made everyone look twice at her perfectly manicured hands.

The First Lady also made a smart decision by choosing a soak-off gel polish because who wants to deal with last minute chips when they're about to make a speech in front of millions of viewers? Artistic Colour Gloss™ is designed for up to 3 weeks of flawless wear, without any chipping, peeling or lifting.