



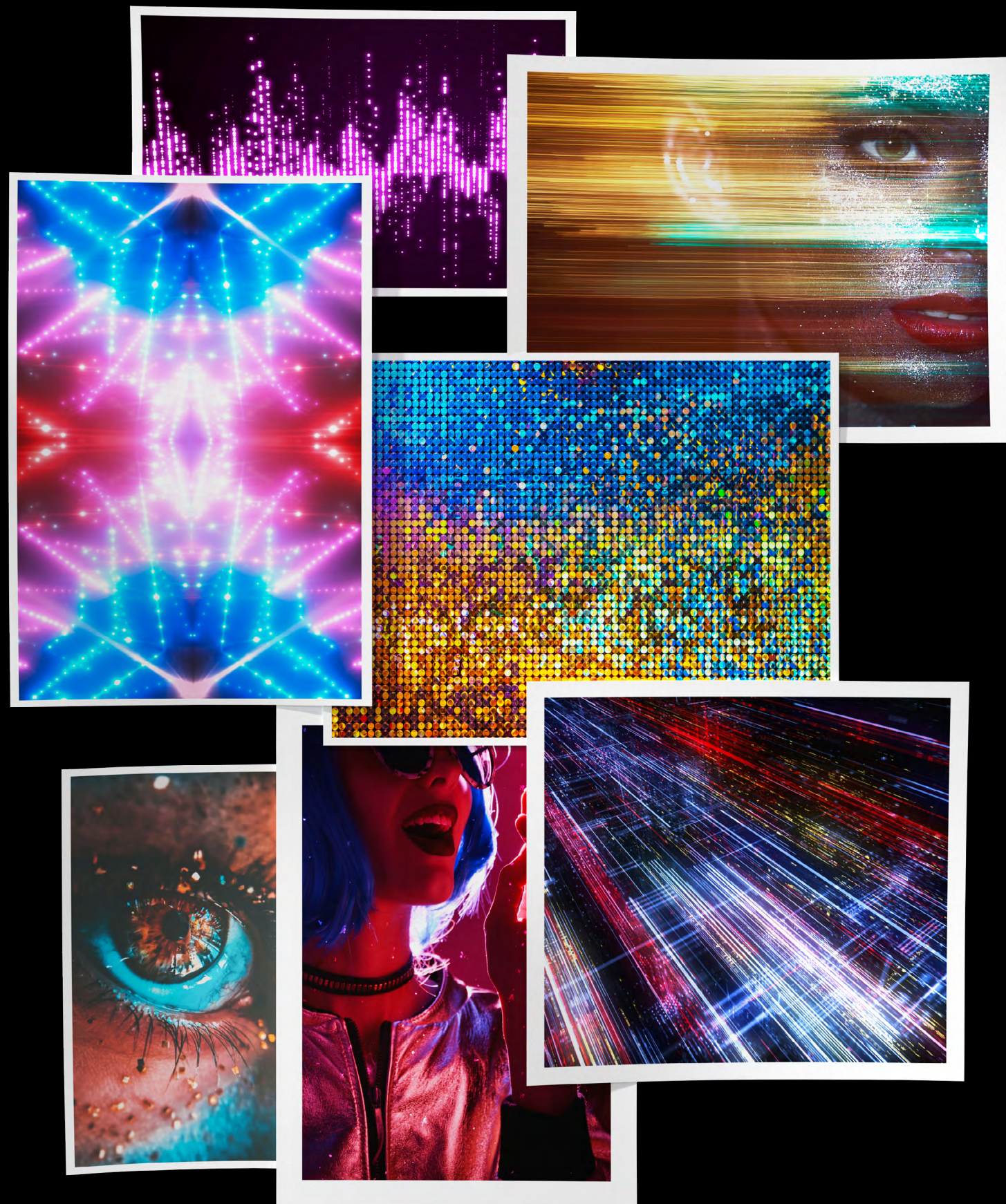
# NAIL ART

INNOVATIONS  
SPRING / SUMMER 2020

SWAROVSKI

CREATE YOUR STYLE





# JOY

## IT'S A STATE OF MIND

EXPRESS YOURSELF

There's a reason why party-ready styling has spilled over into daywear: the Instagram generation doesn't only want to curate Instagrammable moments that they can share; they have an irrepressible desire to make show-stopping statements every day. It's a need to find joy in freedom of expression, a celebration of self that allows them to have fun away from the predictability of the everyday wardrobe. The results can be seen in a mash-up of eye-catching retro looks: high-octane 80s style channels a tongue-in-cheek party vibe. The message blasting from Swarovski's **Joy** trend theme is crystal clear: there's nowhere to hide because, quite simply, who would want to!

The latest additions to Mini Size Flat Backs, DeLite effects and Crystalpixie Petite colors, as well as innovative new product Electric Lacquer<sup>PRO</sup>, perfectly encapsulate the wild expressiveness of the **Joy** trend.

New **Mini Size Flat Backs**, Baguette and Heart are perfect for adding a decorative finishing touch to shimmering nail surfaces. The former boasts a classic fine-jewelry silhouette for outrageously opulent looks,

while the latter has a cute symbolism that can be applied in all sorts of creative ways. There are five new **Crystal Lacquer<sup>PRO</sup> DeLite** effects for Fancy Stones and Flat Backs: Laguna, Lavender, Ocean, Peach, and Sunshine. Beautiful and brilliant, blending multiple iridescent hues, they expand the trend toward making luxury feel casual. The **Crystalpixie Petite** palette gets four fizzing new Shimmer colors: Champagne, Rosé, Aurora and Blue Lagoon. Offering more sparkle than ever before, these vibrant hues conjure a sizzling summer cocktail party exuberance. Finally, the industry game-changing **Crystal Electric Lacquer<sup>PRO</sup>** family delivers a high-voltage sparkle like no other. Its neon, hyper-tropical spectrum includes: Electric Blue, Electric Green, Electric Orange, Electric Pink, Electric Yellow, and Electric White. Sensational.

The key to the Joy trend is to drench the senses in radiant colors. Whether it's a DIY or an in-salon nail project, just free your imagination and express yourself by covering everything in layers of sparkling color.

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- 18 DELITE FAMILY
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THE COLORS  
OF JOY



Fuchsia  
502

Crystal Eden Green Pearl  
001 2014

Crystal Shimmer Erinite  
360 971

Crystal Silver Shade  
001 SSHA

Crystal Metallic Blue  
001 METBL

Crystal Metallic Sunshine  
001 METSH



# CRYSTAL ELECTRIC FAMILY

NEW LACQUER<sup>PRO</sup> EFFECTS

Swarovski's groundbreaking Crystal Electric Lacquer<sup>PRO</sup> family has electrified the fashion industry. It delivers a neon-like, high-voltage sparkle like no other, making it the only choice for on-trend disco diva and decadent party looks.

Choose from an eye-popping palette of **Electric Blue, Green, Orange, Pink, Yellow** and **White** Flat Backs for notice-me nails.



INSPIRATIONS  
CRYSTAL ELECTRIC FAMILY



Shirley Cheng, USA



Naoko Takano, Japan



Gina Silvestro, USA





NEW CRYSTAL ELECTRIC LACQUER<sup>PRO</sup> EFFECTS



Crystal Electric Blue  
(001 L134S)



Crystal Electric Green  
(001 L135S)



Crystal Electric Orange  
(001 L136S)



Crystal Electric Pink  
(001 L137S)



Crystal Electric White  
(001 L139S)



Crystal Electric Yellow  
(001 L138S)

FLAT BACKS NO HOTFIX



**2088**  
SS 12, 16, 20, 30





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# CRYSTALPIXIE™ PETITE SHIMMER

NEW COLORS

New Crystalpixie Petite Shimmer features four fizzing colors: **Champagne**, **Rosé**, **Aurora** and **Blue Lagoon**. Containing more sparkle than ever before, this sensational palette for fingertips sets the

mood for a sizzling summer cocktail party. Like the rest of the Crystalpixie family, it's served as a 5-gram shot, and can be recognized by its multifaceted bottle cap.



INSPIRATIONS

CRYSTALPIXIE™ PETITE  
SHIMMER



Shirley Cheng, USA

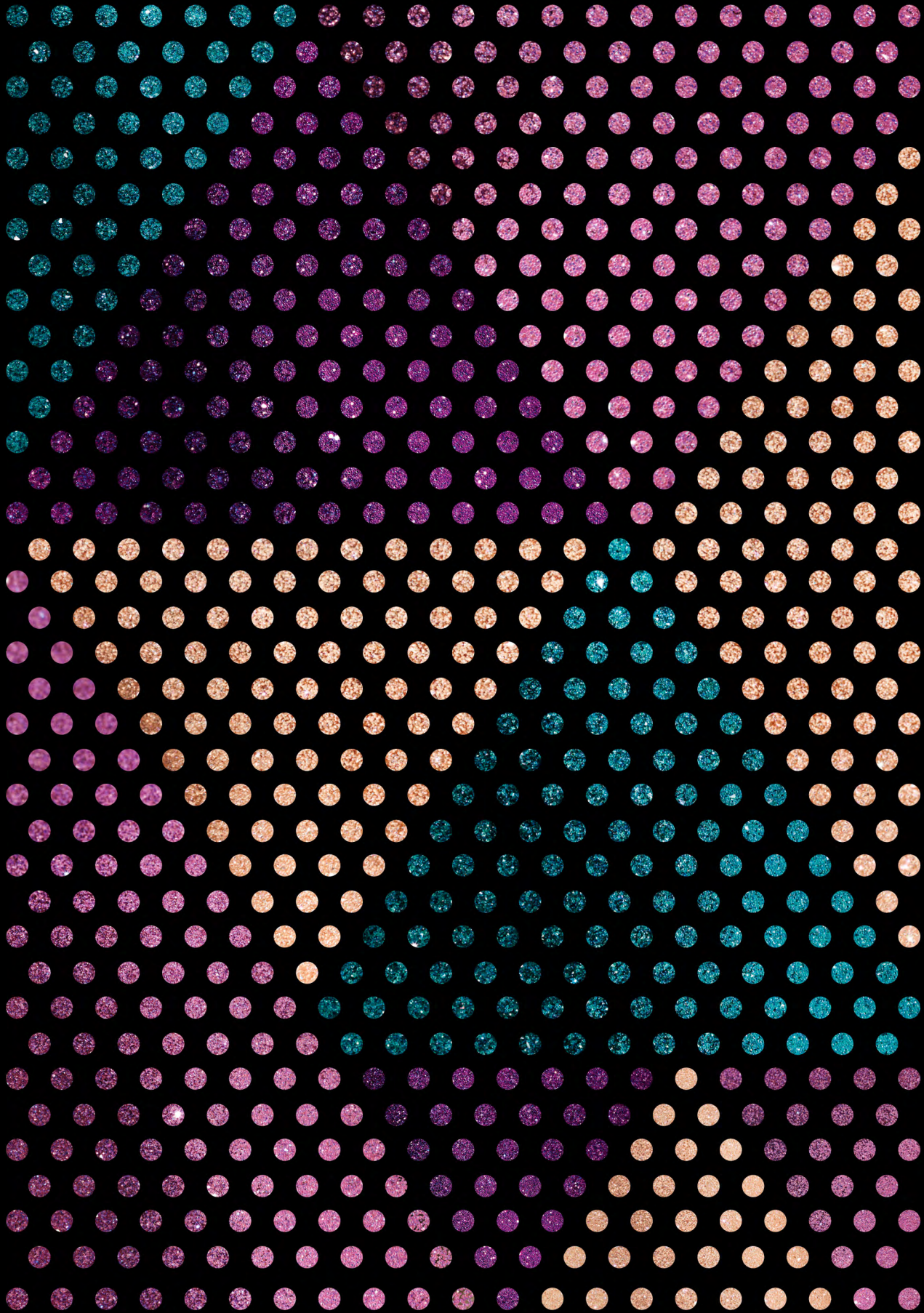


Naoko Takano, Japan



Gina Silvestro, USA





NEW CRYSTALPIXIE™ PETITE SHIMMER



Blue Lagoon Shimmer



Rosé Shimmer



Champagne Shimmer



Aurora Shimmer





# DELITE FAMILY

NEW LACQUER<sup>PRO</sup> EFFECTS

Five new Crystal LacquerPRO DeLite effects for Fancy Stones and Flat Backs bring an intensely colorful energy to this vibrant family. Beautiful and brilliant, blending multiple iridescent hues,

**Laguna, Lavender, Ocean, Peach** and **Sunshine** add fascinating complexity to radiant party nails, and expand the trend for everyday dressing up.



INSPIRATIONS

DELITE FAMILY

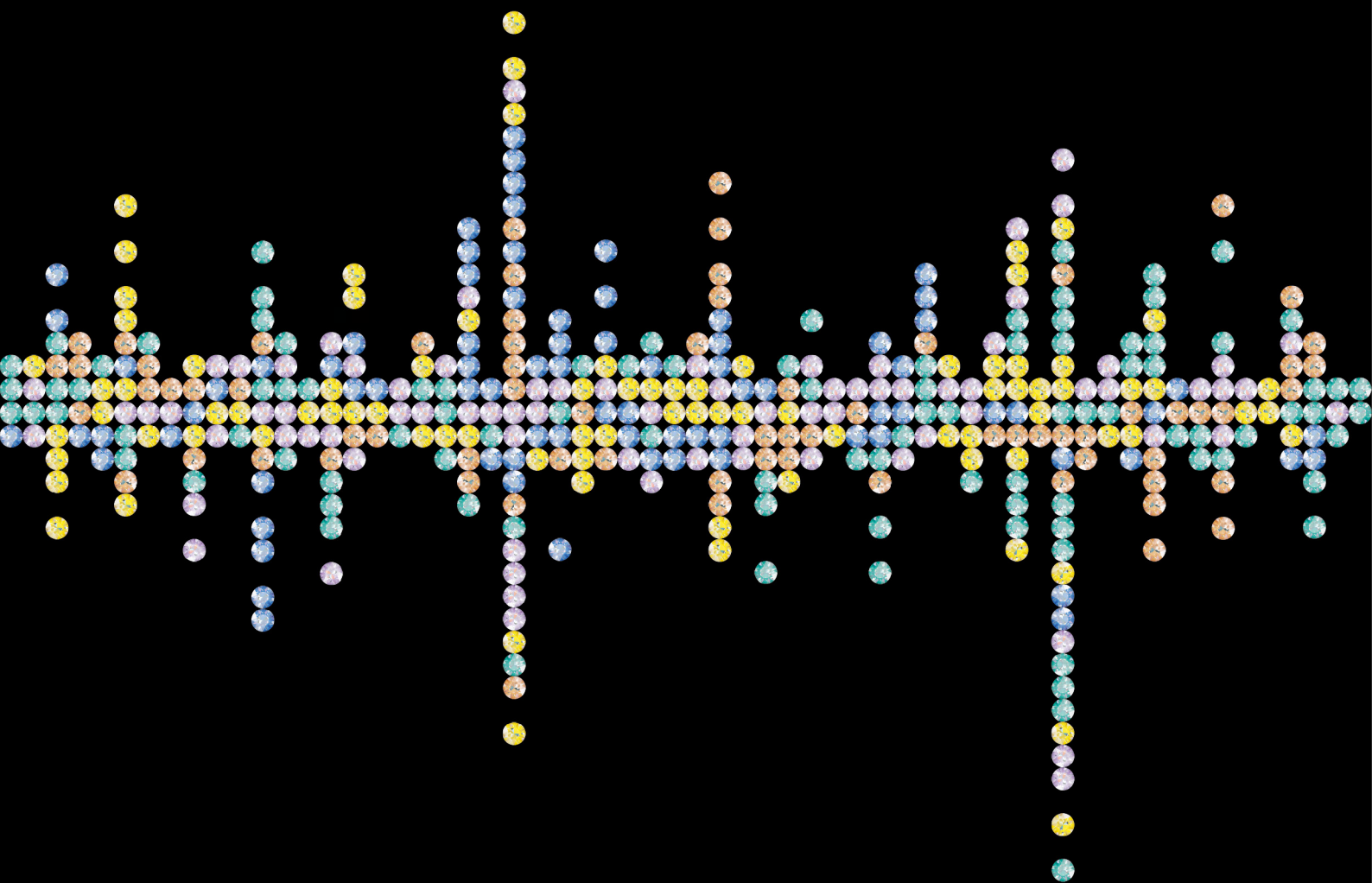


Naoko Takano, Japan



Gina Silvestro, USA





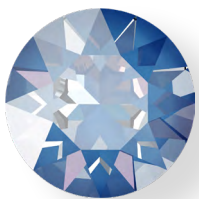
NEW CRYSTAL LACQUER<sup>PRO</sup> DELITE EFFECTS



Crystal Laguna Delite  
(001 L142D)



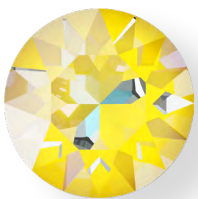
Crystal Lavender Delite  
(001 L144D)



Crystal Ocean Delite  
(001 L143D)

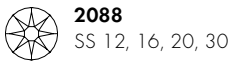


Crystal Peach Delite  
(001 L140D)



Crystal Sunshine Delite  
(001 L141D)

FLAT BACKS NO HOTFIX



**2088**  
SS 12, 16, 20, 30

ROUND STONES



**1088**  
SS 29, 39



**1122**  
12, 14 mm

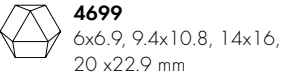
FANCY STONES



**4120**  
14x10, 18x13 mm



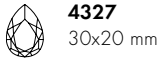
**4320**  
14x10, 18x13 mm



**4699**  
6x6.9, 9.4x10.8, 14x16,  
20 x22.9 mm



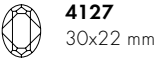
**4122**  
8x6, 14x10.5, 18x13.5 mm



**4327**  
30x20 mm



**4799**  
6x6.1, 9.2x9.4, 14x14.3,  
20 x20.4 mm



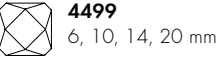
**4127**  
30x22 mm



**4470**  
10, 12 mm



**4228**  
10x5 mm



**4499**  
6, 10, 14, 20 mm





# MINI SIZE FLAT BACKS

FLAT BACKS NO HOTFIX

Swarovski's new Mini Size Flat Backs – **Baguette** (3.7 x 1.9mm) and **Heart** (3.6mm)—add a decadent touch to lacquered and Crystalpixied nail surfaces. The former boasts a classic gemstone silhouette that's ideal for creating on-trend opulent looks.

The latter, meanwhile, has a fun symbolism that can be applied to nails in all sorts of imaginative ways. Select from a palette of Jet, Crystal, Crystal AB, and Crystal Golden Shadow.



INSPIRATIONS

MINI SIZE FLAT BACKS



Shirley Cheng, USA

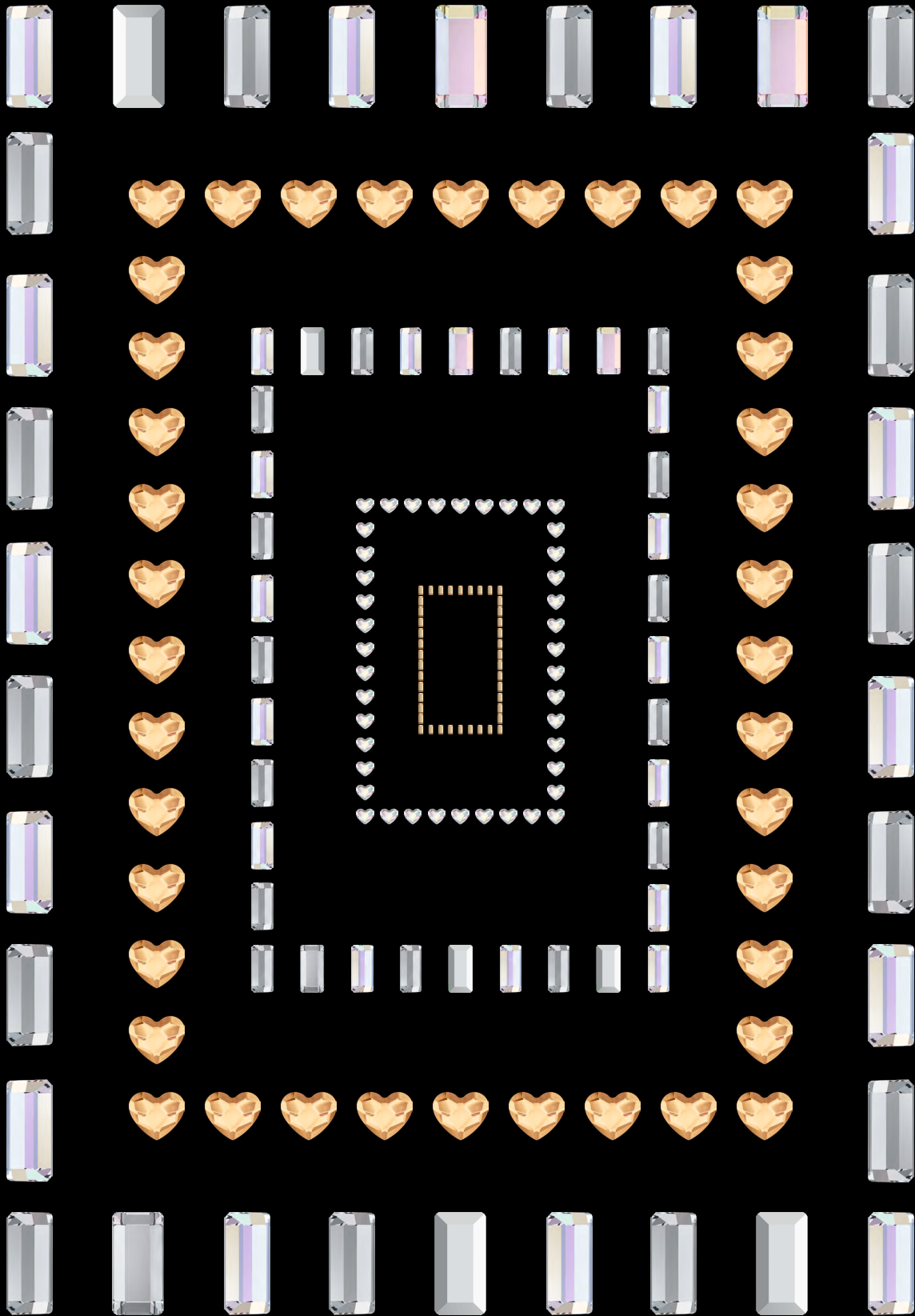


Naoko Takano, Japan



Gina Silvestro, USA





BAGUETTE FLAT BACKS



Crystal F  
(001)



Jet  
(280)



Crystal AB F  
(001 AB)



Crystal Golden Shadow F  
(001 GSHA)

FLAT BACKS NO HOTFIX



2510  
3.7x1.9 mm

HEART FLAT BACKS



Crystal F  
(001)



Jet  
(280)



Crystal AB F  
(001 AB)



Crystal Golden Shadow F  
(001 GSHA)

FLAT BACKS NO HOTFIX



2808  
3.6 mm



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⚠ GENERAL WARNING

Loose crystals may present a small parts hazard to young children, particularly children under three years old. Depending on the size of the crystal and any attached material (such as glue, fabric, etc.), children may choke on, inhale, swallow, or insert the crystal into their noses. Magnetic products with crystal applications pose a particular risk of serious intestinal injury if ingested. The application techniques as stated in the Application Manual do not guarantee that crystals will not come loose. For each application, the manufacturer must determine whether the product meets the relevant requirements related to small parts hazards and assess any risk it may pose to small children. Failure to follow Swarovski’s care instructions may result in damage to the crystal, which could pose a risk of laceration or other harm.

Warning for Tableware

Application of loose crystals to tableware presents a potential risk of aspiration, choking, swallowing, or tooth damage should crystals become loose. To reduce this risk, crystals should never be applied to any surface of tableware likely to come in contact with food or the mouth, and crystals should never be placed on any tableware intended for use by children. Tableware with crystals intended for decorative use only should be marked as such. To avoid dishwasher damage, tableware decorated with crystals should be washed by hand. The application techniques or suggestions in this manual do not guarantee that crystals will not come loose. For each application, the manufacturer must determine whether the product meets relevant requirements related to small parts hazards or use in food contact items and assess any risk it may pose to users. The use of crystals (which may contain restricted substances deemed hazardous under local laws) and adhesives on tableware is subject to legal restrictions in specific countries. The customer is fully responsible to comply with these country-specific provisions and shall defend, indemnify, and hold Swarovski harmless from any and all third-party claims based on product liability or otherwise relating to uses of Swarovski products and waives all its own claims against Swarovski.

Notice for Application on Packaging

The use of crystal that may contain substances like lead, cadmium or hexavalent chromium, on packaging is subject to legal restrictions in specific countries, including but not limited in regard to the total content of substances based on the proportion between crystal mass to the remaining weight of packaging. The customer is fully responsible to comply with these country-specific provisions and to pass on this information to his customers.

Care Instructions

Failure to follow Swarovski’s care instruction may result in damage to the Swarovski product, which could pose a risk of laceration or other harm.

Please be informed that all conventional laundering processes (household washing machine as well as professional dry-cleaning) have a considerable mechanical influence onto the garment, which is based on the rotation of the washing drum. The essential requirement for a safety laundering process is that the Swarovski products are proper applied without restrictions regarding the adherence of the Swarovski products. The bigger the size of the used Swarovski product is and the more Swarovski products are applied next to each other, the more a risk of damage has to be taken into consideration. Swarovski products are made of or incorporate crystal and therefore must be handled with due care! Generally, to best protect the Swarovski products from breaking we recommend the use of a soft washing bag and to fill up the washing drum. Turning inside out before washing and selection of a gentle washing program, plus the use of mild detergents are important prerequisites to safeguard the quality of our Swarovski products. Our care instructions based on DIN EN ISO 3758 list up all Swarovski product groups as overview so that each used Swarovski product still needs to be judged in terms of its cleaning suitability for the intended purpose and finished product by the customer. Swarovski’s recommendations are given according to the current state of our knowledge and Swarovski’s determination of the qualification as textile application product. The customer is therefore fully responsible to determine the cleaning process applicable to the finished product, taking the Swarovski care instructions as well as those of third party materials into account. The variety of shape, cut, surface effect, size and application weight respectively amount of used Swarovski products are decisive for the determination of the suitable cleaning process. To be entirely safe customers respectively dry-cleaners usually take off Sew-on Stones, Buttons, etc. of bigger size before cleaning and re-apply them afterwards.

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Crystals from Swarovski are intended for use in the fields of fashion, jewelry, accessories, textile products, and for interior décor. Due to their physical properties, crystals from Swarovski are unsuitable for other uses (e.g. gluing onto teeth, using crystals on or near mucous membranes, and other unsafe uses). The customer shall defend, indemnify and hold Swarovski harmless from any and all third-party claims based on product liability or otherwise relating to uses of Swarovski products purchased by the customer, and waives all its own claims.

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Any oral, written, or test-based advice that Swarovski provides regarding techniques for application of its products are recommendations based on Swarovski’s current knowledge and the information provided by its suppliers. Such advice does not discharge the customer from carrying out its own tests of techniques it proposes to use and their suitability for the intended application. The application, use, and processing of these techniques and products are solely the user’s responsibility.



\*Swarovski Professional is a certified member of RJC

VALID FROM FEBRUARY 2019

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