

CHAPTER 5
Features and Benefits

SECTION 2
EPIX Flexible Color

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EPIX FLEXIBLE COLOR

EPIX FLEXIBLE COLOR

ORLY introduces the next big thing in the industry... **EPIX FLEXIBLE COLOR. 2-STEP SYSTEM** Long Wearing Formula with Smudge-Fixing Technology

FREQUENTLY ASKED QUESTIONS

Formula Related

WHAT IS A FLEXIBLE COLOR SYSTEM?

Flexible Color System is a brand-new category brought to you by ORLY. This next generation of nail color provides extended wear, easy removal and contains shock-absorbing polymers that allow the finish of the manicure to bounce back, helping prevent smudges and dents. The formula remains elastic and flexes with the nail until completely dry for chip-resistant wear.

WHAT'S THE DIFFERENCE BETWEEN FLEXIBLE COLOR AND EPIX?

Flexible Color System is the name of a new category. Flexible Color is the next evolution of nail color, in-between a gel and nail lacquer with easy application and removal that naturally cures with an ambient light. ORLY EPIX is the name of the product in the Flexible Color category. EPIX offers new shades in this revolutionary long wearing, Smudge-Fixing formula plus Flexible Sealcoat to lock in your color.

WHAT IS FLEXIBLE SEALCOAT?

Flexible Sealcoat synergizes with the color coat to create a strong, flexible layer while creating a seal around the edges of the nail. Like a topcoat, Sealcoat locks in your Flexible Color for longer wear and high-shine.

WHAT DOES EPIX DO?

EPIX Flexible Color System wears over a week and easily removes, just like a traditional nail lacquer. With EPIX, long dry times and smudged nails are a thing of the past, drying in less than 8 minutes when exposed to natural/ambient light. The EPIX Flexible Color formula contains flexible polymers that self-level and self-correct.

WHAT MAKES THE EPIX FORMULA UNIQUE?

In addition to its innovative Smudge Fixing formula, EPIX Flexible Color and Sealcoat fuse together to create a durable, high-shine finish that doubles the duration of your manicure. No lamp or soak-off removal needed.



BRAND	ORLY
CATEGORY	Flexible Color™ System
PRODUCT	EPIX™
DESCRIPTOR	Flexible Color System. Long wearing with Smudge-Fixing Technology
COLOR NAME	EPIX Flexible Color
TOPCOAT NAME	EPIX Flexible Sealcoat
USPS	<ol style="list-style-type: none"> 1. Wear Time 2. Smudge-Fixing 3. Easy-On/ Easy-Off 4. High-Shine 5. Dry Time



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FREQUENTLY ASKED QUESTIONS CONTINUED

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IS EPIX A GEL?

EPIX is not a gel. EPIX Flexible Color contains a different photo initiator that cures the formula and continues to harden over time. Like a gel, the formula is self-leveling and delivers a long-lasting, durable, high-shine finish. EPIX can be easily applied and removed like a traditional lacquer eliminating the need for a UV/LED lamp for drying or a soak-off removal.

WHAT'S THE DIFFERENCE BETWEEN EPIX FLEXIBLE COLOR AND TRADITIONAL NAIL LACQUER?

With traditional lacquer the solvents evaporate to dry the formula. EPIX Flexible Color was formulated with light reactive materials which cure with ambient light. EPIX Flexible Color is a proprietary blend of nail lacquer and gel-like material which is why the formula must be packaged in an opaque bottle.

WHAT'S THE DIFFERENCE BETWEEN OTHER 2-STEP HYBRID SYSTEMS TO EPIX?

Other 2-step hybrid systems are a completely different formula from the EPIX Flexible Color System. Other 2-step systems technology is in the Topcoat formulation, with the color coat remaining a traditional lacquer. EPIX Flexible Color's innovative technology is from the synergy between the Flexible Color and Flexible Sealcoat.

WHAT IS THE CONSISTENCY OF EPIX?

The consistency of EPIX Flexible Color is a thicker viscosity than a traditional lacquer due to the polymers in the formula that create the flexible finish.

CAN I USE THE EPIX SEALCOAT WITH ANY NAIL LACQUER?

No. EPIX Sealcoat is not formulated to work with traditional lacquer. EPIX Flexible Color and Sealcoat work as a system and fuse together to create a strong, long-lasting, high-shine finish.

WHY DOES THE EPIX HAVE A PEPPERY SCENT?

EPIX Flexible Color may have a peppery scent that lasts for a short period of time after application. This will fade as you wash your hands. The smell is contributed to the photo initiator in the EPIX formula.

WHY DON'T I NEED A BASECOAT?

Due to the advanced technology of EPIX Flexible Color, the adhesion properties are found in the Color and Sealcoat, eliminating the need for a basecoat.



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FREQUENTLY ASKED QUESTIONS CONTINUED

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CAN YOU CREATE NAIL ART USING EPIX?

Yes. Like traditional nail lacquer, apply nail art using EPIX Flexible Color, then follow with Flexible Sealcoat to lock in your design.

DOES EPIX NEED TO BE MIXED OR SHAKEN BEFORE USE?

We recommend to roll the bottles before applying EPIX Flexible Color to ensure the pigment has dispersed evenly. There is no need to shake/roll Sealcoat since it does not contain pigments.

BENEFITS OF THE EPIX FORMULA

WHAT ARE THE BENEFITS OF EPIX?

It's a new category for nails- Flexible Color!

A. Extended Wear:

- Extends the life of your manicure for over a week.
- 75% longer wear than traditional manicures.

B. Smudge-Fixing:

- Our innovative shock absorbent Smudge-Fixing Technology contains polymers, allowing the formula to remain elastic and flex with the nail. This causes the finish of the manicure to bounce back, making smudges a thing of the past. It will not self-repair large smudges or dents.

C. Easy On/ Easy Off:

- Applies and removes 85% faster than gels.
- Each bottle has a custom Flat Stem 600 Bristle Brush designed to fit the cuticle and ensure an easy application.
- Each bottle has an EPIX Patented Gripper Cap for easy opening and precision application.
- No lamp needed to dry. No intense removal needed either, removes like traditional nail lacquer.

D. High Shine:

- A gel-like high-shine finish that lasts for the duration of the manicure.

E. Dry time:

- Easier and faster to apply than traditional lacquer or gels, and dries to a high-shine finish in less than 8 minutes.
- Dries 60% faster than traditional manicures.

Let's spell it out in numbers:

- 75% longer wear than traditional manicures
- 85% faster removal time than gels
- 76% faster application time than traditional manicures
- 60% faster dry time than traditional manicures (less than 8 minutes)

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BENEFITS OF THE EPIX FORMULA CONTINUED

IS THE SMUDGE FIXING ALSO DENT REPAIRING?

The Smudge-Fixing Technology allows the formula to bounce back and re-levels smudges. However if a client deeply dents or nicks a nail it will not be able to repair itself.

WHAT ARE THE BENEFITS OF A FLAT STEM 600 BRISTLE BRUSH?

When you use the Flat Stem 600 Bristle Brush it fans out on the nail, providing maximum control and a precise application.

- The EPIX brush was specifically designed to fit the cuticle, allow for easy application and beautifully smooth, even coverage on the nail.

APPLICATION AND REMOVAL RELATED

WHAT IS THE APPLICATION PROCESS?

Proper preparation is key to avoid service breakdown. With every EPIX Flexible Color Manicure, it's important to conduct a dry manicure before applying color.

- Prep Step: Prep the nail (Dry Manicure)
 - Shape & push back cuticles, nip if needed, buff & brush off the nail particles
 - Dehydrate the nail with 3-in-1 Gel FX Cleanser or with 99% alcohol
- Step 1- Apply two even coats of EPIX Flexible Color for full coverage.
- Step 2- Apply one coat of Flexible Sealcoat.
- Wait 8 minutes for the product to set.

Note, smudges will continue to self-repair until the Flexible Color is fully dry.

WHAT IS A DRY MANICURE?

A dry manicure is a must for the EPIX Flexible Color System. With a dry manicure there is no soaking in water, as that can cause lifting and chipping. The client can wash their hands for sanitation purposes, but soaking is not recommended. All nipping, pushing and buffing should be done without utilizing water.

WHAT IS THE REMOVAL PROCESS?

EPIX Flexible Color removes 85% faster than gels.

All you need is cotton and lacquer remover and it wipes off just like traditional nail lacquer. Clients can easily remove their color freely without making a removal appointment at the salon.

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DRY TIME

DO YOU NEED A LED OR UV LAMP TO CURE/DRY?

No UV/LED lamp is needed to cure or dry.

HOW LONG DOES IT TAKE UNTIL IT'S COMPLETELY DRY?

The official surface dry time is less than 8 minutes for a manicure. However depending on application of product (thin or thick), it may vary slightly. Also, certain pigments may need more time to dry.

WHAT MAKES EPIX FLEXIBLE COLOR DRY OR CURE?

The natural surrounding UV (ambient light) allows the photo initiator to begin the process of drying/curing.

DOES A FAN HELP TO DRY QUICKER?

No, a fan does not accelerate the drying time since it's the wave-length of ambient light that activates the curing process.

HOW LONG DOES IT TAKE UNTIL YOU CAN WEAR SHOES AFTER RECEIVING AN EPIX FLEXIBLE COLOR PEDICURE SERVICE?

Like any pedicure service, it's best to wait as long as possible before wearing closed-toed shoes. We recommend at least 30 minutes until closed-toed shoes can be worn.

CAN I USE QUICK-DRY DROPS TO ACCELERATE THE DRY TIME?

Quick-dry drops are not recommended to be used in conjunction with EPIX Flexible Color System. The ingredients in the quick-dry drops can interfere with the curing process of the formula and may delay the drying time.



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ORLY EPIX EXPRESS MANICURE

Duration: 30 Minutes

SERVICE MENU DESCRIPTION:

Experience an express EPIX Dry Manicure with an easy-on easy-off, long wearing, smudge fixing benefit. Nails are perfectly groomed and flawlessly polished.

KEY REMINDERS:

- This procedure is a dry manicure and involves no soak time with water.
- Poor preparation will lead to service breakdown.

ORLY EPIX APPLICATION:

STEP 1: PREP THE NAIL

- Shape, push back the cuticles, nip if needed, buff, brush off the nail particles.
- Cleanse the nail with 3-in-1 Gel FX Cleanser or with 99% alcohol.

STEP 2:

- Apply an even coat of EPIX Flexible Color. Apply a second coat for full coverage.

STEP 3:

- Apply one coat of EPIX Flexible Sealcoat.

STEP 4:

- While waiting 8 minutes for the product to set, perform an express massage with Argan Hand Cream, avoiding the nails.

STEP 5:

- Apply Argan Cuticle Oil to all ten nails.

ORLY EPIX REMOVAL:

STEP 1:

- Remove the color with Extra Strength Nail Lacquer Removal and cotton.



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ORLY EPIX SIGNATURE DRY MANICURE

Duration: 50 Minutes

SERVICE MENU DESCRIPTION:

Experience an EPIX Signature Dry Manicure. Enjoy the benefits of long wearing, easy-on easy-off, and smudge fixing manicure. Wrap your hands and arms in a renewing mask and followed by a deeply relaxing massage with a moisturizing lotion. Nails are perfectly groomed and flawlessly polished.

KEY REMINDERS:

- This procedure is a dry manicure and involves no soak time with water.
- Poor preparation will lead to service breakdown.

ORLY EPIX APPLICATION:

STEP 1: PREP THE NAIL

- Shape, push back the cuticles, nip if needed, buff, brush off the nail particles.
- Cleanse the nail with 3-in-1 Gel FX Cleanser or with 99% alcohol.

STEP 2:

- Apply an even coat of EPIX Flexible Color. Apply a second coat for full coverage.

STEP 3:

- Apply one coat of EPIX Flexible Sealcoat.

STEP 4:

- Exfoliate hand and arm with ORLY PRO Moisturizing Exfoliator avoiding from knuckles down to nails.

STEP 5:

- Wrap, remove and clean with wet hot towel.

STEP 6:

- Apply ORLY PRO Renewing Mask on arm.

STEP 7:

- Wrap with hot towel.

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ORLY EPIX APPLICATION CONTINUED:

STEP 8:

A. Apply Argan Cuticle Oil to all ten nails.

STEP 9:

A. Remove and clean with a wet hot towel.

STEP 10:

A. Massage with ORLY PRO Moisturizing Lotion.

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EPIX TIPS:

- Always perform a dry manicure.
- Make sure to lightly buff the nail surface.
- Clean nails with 99% alcohol to remove any residues.
- Always analyze the condition of the nails before performing service.
- When performing a spa service, apply all products after the application of ORLY EPIX.
- Apply the EPIX Flexible Color evenly.
- Do not apply Sealcoat heavily and multiple times.
- Allow the advanced brush technology to do all the work for you.
- The smudge fixing will continue to self-repair until your nails are completely dried.

