

MINX NAILS INC
FALLBROOK, CA



PRESS RELEASE

09/23/24
FOR IMMEDIATE RELEASE

Minx Nails announces an all-new monthly collection series. Each collection will be sold as a kit for a limited time with enough product to last customers an entire month (four manicures and one pedicure).

Minx will debut the collection with their iconic chrome/metallic look, featuring an exclusive design coupled with three of Minx's most popular designs. Chrome is back, and Minx aims to pilot this futuristic look, boasting the truest chrome nails in the industry. Which chrome? Silver or Gold. Customers will have a choice in which metallic hill they want to plant their flag.

Collection Features:

- four different designs of 64 wraps in either silver or gold
- one toe-specific template for 21 wraps
- ten alcohol wipes
- two emery boards
- kit comes complete with instructions

About Minx Nails Inc.

Minx started in 2006 after storming onto the beauty scene following its invention of the nail wrap. Minx's innovative technology redrew the possibilities of nail art with its venture into the previously untouchable world of chrome and its ability to execute intricate, detailed designs. Proudly designed, sourced, and brewed in San Diego, Ca USA, Minx is a small, woman-owned, and family-run company, operating with sustainability as a priority.