



Famous Names'
REVOLUTIONARY

IBX[®] SYSTEM

CREATING NAIL **STRENGTH** FROM WITHIN



IMPROVE NAIL PLATE INTEGRITY

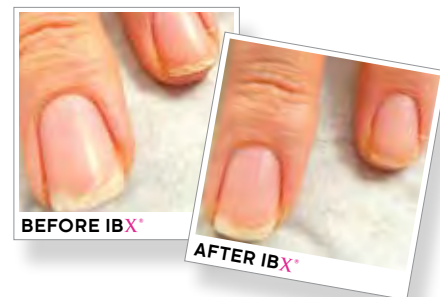
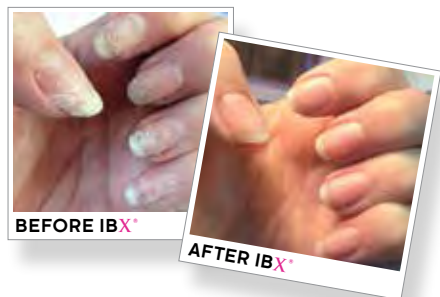
IBX® BEFORE & AFTER

THE TRUTH IS IN THE PHOTO

All photos are unaltered.

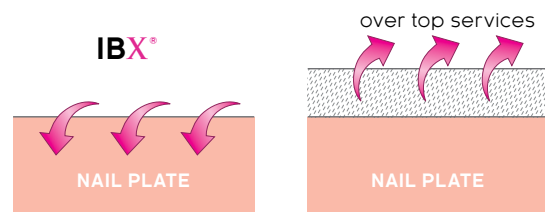


KEEP NAILS STRONG



YOUR **OWN** LONGER, MORE BEAUTIFUL
NATURAL NAILS!

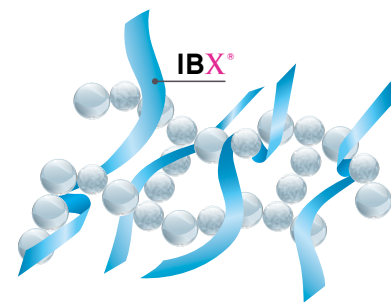
A NAIL REVOLUTION THAT **PERFECTS**
WHAT NATURE ALWAYS INTENDED.



WHAT MAKES **IBX**[®]
DIFFERENT AND UNIQUE?

IBX[®] is the first treatment of its kind – a toughener that works **INSIDE** the nail plate, instead of an enhancement that just sits on top.

IBX[®] penetrates into the upper layers of the nail plate, but then bonds to itself and not to the keratin in the nail plate. And unlike other formaldehyde-based products, **IBX**[®] gives you flexible nails instead of brittle ones.



Upon curing, **IBX**[®] locks in to form an IPN (Interpenetrating Polymer Network) within the upper layers of the nail plate.

That IPN, a permanent addition to the nail plate, is the foundation of the **IBX**[®] magic that encourages natural nail growth and protects nails underneath Gel Polish.

TOUGHENS **STRENGTHENS** SMOOTHS **PROTECTS**

THE **IBX**[®] SYSTEM BENEFITS

We're done hiding problem nails – so we've found a way to really HELP them. The UV/LED curable technology in **IBX**[®] penetrates into the upper layers of the nail plate to toughen and protect weak nails, as well as fix chronic imperfections.

Here's what to expect...

UNDER GEL POLISH

- Creates a protective shield for the natural nail, safeguarding it against the Gel Polish removal process (**IBX**[®]).
- Reduction of surface-based "white spots" (**IBX**[®] Repair).

AS A NAIL GROWTH TREATMENT

- Repair of severe or chronic nail damage that would typically prevent nail growth (**IBX**[®] Repair).
- Internally toughens the nail plate to allow for growth (**IBX**[®]).
- Fills up grooves to smooth the nail plate.
- Improves natural nail color and appearance.

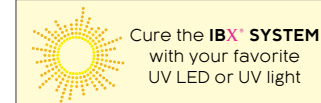
TO THE NAIL PROFESSIONAL

- Increased revenue from what has become the ultimate add-on service. **Healthy nails, happy customers!**



Nail plate
BEFORE
IBX[®] SYSTEM
treatment

Nail plate
AFTER
IBX[®] SYSTEM
treatment



INTENSIVE REPAIR TREATMENT

IBX® REPAIR

WHAT IT IS & WHAT IT DOES

The intensive, damage-fighting treatment targets damaged areas that prevent growth and/or improves nail integrity under a Gel Polish service.



UNDER GEL POLISH

Step #1 Of The Protective Shield

- Used prior to **IBX***, applying **IBX* REPAIR** over the surface of the nail produces a surface sealant increasing surface hardness and encouraging damage repair.
- Helps to reduce or eliminate surface-based “white spots” caused by the removal process.

SUPPORTS NATURAL NAIL GROWTH

Repairs Damage

- **IBX* REPAIR** can also be applied as a targeted treatment, working specifically in the damaged areas, think splits, peeling, and free edge delamination.
- This targeted treatment works like “double-sided sticky tape” to seal those damaged areas back together.



Gel Polish nail plate BEFORE **IBX* SYSTEM** treatment

Nail plate AFTER three Gel Polish removals with **IBX* SYSTEM** treatment

FUSES NAIL LAYERS TOGETHER

THE IBX® SYSTEM

WHAT IT IS & WHAT IT DOES

A penetrating toughening agent that fuses together the top layers of the nail in order to keep nails strong so that they may grow long! And under Gel Polish, use **IBX*** to improve nail integrity – apply after every removal!



BEFORE **IBX***

AFTER **IBX***



The workhorse of the IBX* SYSTEM

- **IBX***, when cured, completes the formation of the IPN within the upper layers of the nail plate, providing internal toughening that supports nail growth and protection.
- Always apply a full coat, whether for Gel Polish protection or to grow natural nails.
- The **IBX*** System will require curing with a UV LED or UV lamp (Cure time should be based on the manufacturer’s suggested cure time for their Gel Polish color coat.)

PROTECT YOUR NAIL PLATES

THE IBX[®] SYSTEM APPLICATION

HOW OFTEN DO I APPLY IBX[®]?

1 ONCE WEEKLY

- Damaged and very thin nails
- Delaminated and peeling free edges
- Severely ridged and brittle nails
- After enhancement removal

2 EVERY TWO WEEKS

- Nails that are on the road to recovery
- Difficulty with nail growth
- With every Gel Polish soak off and re-application

3 EVERY THREE WEEKS

- Maintenance mode to keep nails in good condition
- Enhance polish wear
- Beautiful nails with no polish

UNDER GEL POLISH
Apply the **IBX[®] SYSTEM** between every Gel Polish service (after removal, before re-applying!) for improved natural nail integrity.

TO GROW NATURAL NAILS
Prescribe for clients who want to grow their natural nails.



Nail plate **BEFORE** **IBX[®] SYSTEM** treatment

Nail plate ready for bi-weekly treatments

Nail plate ready for three week treatment

IBX[®] FAST TRACK



1. APPLY THINLY



2. GENTLE HEAT



3. BLOT



4. CURE



5. CLEANSE

INTENSIVE DAMAGE-FIGHTING TREATMENT

THE IBX[®] SYSTEM

HOW TO GET STARTED



The **IBX[®] SYSTEM** was designed with the salon professional in mind, it is a new service to offer your clients and increase revenue. With a **36-month shelf life** and **100 full sets in each bottle**, getting started is simple. **Here's the product line-up:**



IBX[®] REPAIR

9.5 mL / .33 fl oz



IBX[®]

14.3 mL / .5 fl oz



IBX[®] SYSTEM DUO PACK

Duo Pack
one each **IBX[®]** 0.5 fl oz, **IBX[®] REPAIR** .33 fl oz

REPAIRS SEVERE NAIL DAMAGE

MARKETING IBX® IN YOUR BUSINESS

Ideas and tips for marketing IBX®:

- **IBX®** was named 'Best New Product of 2014' NAILS Magazine Readers' Choice Awards
- Offer the first service for free
- Tell clients that **IBX®** is a MUST for healthy nails
- When a client calls for a Gel Polish or natural nail manicure, always ask, "Is that with or without **IBX®**?"
- Buy four treatments and get the fifth for free!

Pricing:

- Easy to price as an add-on or create a "deluxe" manicure/pedicure pricing level

Helpful tools from Famous Names

- Table Tent
- ibxnails.com website
- Famous Names **IBX®** Consumer Video
- Consumer Handouts
- Window Cling
- Social Media



"I use it for every client...I charge \$15 – 20 for the 1st treatment then \$10 for maintenance. I marketed it through Facebook and just by my clients through testimony. I have a full clientele base to where I am booked 3 weeks out!!! It adds an extra 20 minutes to my service but I am ok with it because I am all about healthier nails." Rizalyn A.

SUGGESTED PRICING	
FIRST application as a:	ONGOING application as a:
NAIL STRENGTHENER Add \$8-15 to base Manicure service price	NAIL STRENGTHENER Add \$5-10 to base Manicure service price
UNDER GEL POLISH Add \$8-15 to base Gel Polish service price	UNDER GEL POLISH Add \$5-10 to base Gel Polish service price

NAIL AND SKIN TREATMENT

DADI'OIL™ 95% CERTIFIED ORGANIC

Use Dadi'Oil Nail & Skin Treatment to enhance **IBX®** results!



Made from natural vitamin E – a power anti-oxidant – and three certified organic oils:

- Avocado Oil** - high in vitamins A & D
- Extra Virgin Olive Oil** - anti-inflammatory properties
- Jojoba Oil** - to achieve deep penetration

- Beautiful scent created from 21 essential oils
- Absorbs quickly and deeply, with no greasy after-feel

15 mL / .5 fl oz
72 mL / 2.4 fl oz
3.75 mL / .125 fl oz - 24 pac
180 mL / 6 fl oz





THE NEXT GENERATION OF AWARD-WINNING NAIL PRODUCTS

Our Mission Statement

For a product to be a "FAMOUS NAME" it must be the best in class.
We will only introduce the best.


We are a company dedicated to selling only to the Nail Professional.

We are committed to our partnership with the Nail Professional.
Your industry is our industry—let's make it the best it can be together!



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FAMOUS NAMES LLC

THE NEXT GENERATION OF
AWARD-WINNING NAIL PRODUCTS