

## Everyone loves edding L.A.Q.U.E.! A test confirms: 98% of consumers would recommend the nail lacquer

Ahrensburg, January 2016 – **edding L.A.Q.U.E. lives up to its promises. The product test in cooperation with the online portal empfehlerin.de confirms: 98% of the testers are satisfied or very satisfied with the new edding nail polish. It averages the German school grade 1,6. And: 98% of all testers\* would recommend the nail lacquer.**

Great pleasure at edding: In cooperation with Erdbeerlounge, the product test on empfehlerin.de with 50 women has shown that edding L.A.Q.U.E., launched in 2015, lives up to its promises. 98% of all testers are overall satisfied or very satisfied with the nail polish. Among all product qualities especially the high-gloss finish got the testers enthusiastic: 98% were satisfied or very satisfied with the gloss. The durability and opacity pledged by edding L.A.Q.U.E. are confirmed by 91% of the testers. 89% of them praised the high shock- and scratch-resistance and 86% the convenient application.

“We are very pleased about the outstanding test results and positive reviews of the testers on social networks. A recommendation rate of 98% is a unique rating that proves edding L.A.Q.U.E. has convinced the consumers with its innovative Permanent Resist® Technology” says Cornelia Steinborn, Business Development Manager of edding.

The colour range and the short drying time were praised by 84% of the testers. 82% were delighted by the brush and the removability of the nail polish. In comparison to other nail polishes edding L.A.Q.U.E. performs better or much better in the eyes of 63% of the testers. As a result 94% of the women feel certain about buying edding L.A.Q.U.E..

Further information concerning the test are available on the blog on <http://edding-laque.erdbeerlounge.de>.

\*50 participants

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