

## New: edding W.I.N.T.E.R. edition

Ahrensburg, Oktober 2015 – **After the successful launch of edding L.A.Q.U.E.®, the new nail varnish brand is following up with some amazing new products: a protective base coat and two glittering limited edition W.I.N.T.E.R. sets.**

After the successful launch of edding L.A.Q.U.E. in April, the first two limited editions are now available. The two W.I.N.T.E.R. edition sets each contain one wintry colour varnish and one glittery top coat – for a unique look even when temperatures are cold. The new base coat protects nails against discoloration and also increases the durability of the varnish.

### Ice, ice baby – with these nail varnishes, we can't wait for W.I.N.T.E.R.

With the new edding L.A.Q.U.E. W.I.N.T.E.R. editions, winter and the festive season can't come soon enough: two sets each containing one colour varnish and one glittery top coat to ensure plenty of sparkling moments.

The dazzling “sheer snow white” provides a perfect base for the glittery “precious pink” top coat, which constantly reveals new facets depending on the angle of the light. A slightly different take on white and pink that's both dramatic and unconventional!

The dark “noble night blue” and glimmering “sparkling silver” top coat are also a perfect match for each other. The way the dark blue contrasts with the cool sparkle of the silver is incredible – for nails that really make a statement.

The top coats add an impressive, sparkling finish – while also increasing the durability of the colour varnish. Like all other edding L.A.Q.U.E. colour varnishes, the two winter sets also feature the fantastic edding Permanent Resist® technology, which ensures that the colour is ultra-resistant against scratches and chips. edding's W.I.N.T.E.R. editions are also completely free of hazardous substances such as toluene, formaldehyde, phthalates and camphor plasticiser.

The edding L.A.Q.U.E. W.I.N.T.E.R. sets will be available from October in selected cosmetics stores, in Karstadt and Müller cosmetics departments and on [douglas.de](http://douglas.de), [galeria-kaufhof.de](http://galeria-kaufhof.de) and [mueller.de](http://mueller.de). The RRP for the attractively packaged 2 x 8 ml sets is €12.99.

## **For even greater protection and durability – the edding L.A.Q.U.E.® protective base coat**

The new star of the edding L.A.Q.U.E. family protects nails against discoloration and also increases the durability of nail varnish with its ridge filler effect.

“We particularly recommend the edding L.A.Q.U.E. protective base coat for intense or darker shades,” says Cornelia Steinborn, Business Development Manager at edding. “It ensures even greater durability for the nail varnish, making discoloration a thing of the past.”

The edding L.A.Q.U.E. protective base coat will become a permanent part of the product range in January 2016 and will be available in Karstadt and Müller cosmetics departments and selected cosmetics stores. It also will be available on [douglas.de](http://douglas.de)

## **Dazzling new edding L.A.Q.U.E.® features can be found online too**

From October, the edding L.A.Q.U.E. website will also be offering lots of dazzling new features: in addition to information on quick but perfect manicures, experts reveal their beauty secrets and insider tips. More info at [www.edding-laque.com](http://www.edding-laque.com).

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