



PRONAILS

Shaping the
future of
professional
nail styling
since 1981



- ✓ Innovative beauty brand
- ✓ Born in the 80's
- ✓ Partner of luxury nail salons
- ✓ For smart & vegan nail treatments
- ✓ Made in Antwerp, the heart of Europe



Now we are
looking for you!

PRONAILS

Your beauty partner at the top of innovation: be ready for the future of nail styling!

With a non-stop focus on **innovation**, ProNails is constantly improving professional nail treatments and helping nail professionals become more successful by working **smarter, faster and safer**.

ProNails is at the forefront of professional nail beauty innovations, offering you the latest high-tech nail salon gel solutions, that allow salons to offer the most trendy natural looking and **time-saving, profitable nail services** in their salon.

We constantly search for and test thoroughly on time-saving solutions that make the work of nail stylists more efficient, faster and more profitable. Our latest **key innovation** is the **ProNails B System**, a nail service with all-in-one gels in a jar: BFLEX, BSTRONG and the fastest 1-layer colour gel BCOLOUR.

And all this still based on the same conviction: dare to innovate, resolutely opt for **quality** and share your knowledge and expertise with your customers, who have meanwhile grown into an **ever-growing community** of new and passionate beauty professionals.



PRONAILS Born in the 80's!

They say the best things are born in the 80s...

That's **over 40 years** of leading innovations, of experience in nail, hand and foot care, of trendsetting colours and bringing together driven professionals with a passion for beauty! Since **1981** our heritage was born: we **educate** woman in becoming successful nail professionals launching new pro nail services as the first in Europe: UV gels, then LED gels. Innovation after innovation we became a **pioneer brand worldwide**.

Today, the needs of beauty professionals have changed a lot since the early years of ProNails: a nail stylist not only needs to be

technically skilled, but also a smart **entrepreneur**. A successful salon needs a unique offer, both in terms of services and products, as well as an attractive look and feel and a strong online presence. Moreover, the market and consumers are constantly changing and it is difficult to keep up on your own.

PRONAILS

Preferred partner of luxury nail salons for vegan nail treatments

We are more than just a supplier. As a beauty professional, you will find a real **partner** in ProNails. A partner who not only provides you with the best **products** or the latest **techniques**, but who supports you in all challenges you may face as a beauty entrepreneur. A partner who surrounds you with a strong network of experts and offers you tomorrow's **trends** today.

A partner who provides you with the knowledge and resources you need to build a successful salon and future. We have our worldwide **ProNails Academy** with the most professional trainers where we educate nail stylists to be to become nail professionals and where nail professionals can level up their skills.

We make you shine & help you grow!

Salons that work with ProNails and show this branding stand for **quality, luxury and excellence**. That's why we have branded salon marketing tools.

ProNails is your go to partner for vegan nail treatments

we offer smart salon systems that offer the best salon treatments: B Gel System & Sopolish semi-permanent system in a bottle, Original Gels in a jar, LongWear nail polish, professional Hand, Nail & Foot Care, nail art, salon machines and tools and salon retail solutions to boost sales with every salon service.



PRONAILS

Born, developed, and produced in Antwerp, city of hands, in the heart of Europe!

We have our very own **in-house R&D lab** in our state-of-the-art sustainable headquarters in Brasschaat (Antwerp, Belgium), from where the ProNails products are developed, extensively tested, and produced under the **strictest control standards**, as they meet the highest European cosmetic rules and regulations, while translating the latest fashion and beauty trends into seasonal and trendsetting styles, techniques and nail colours that can delight the most demanding salon customers.



All ProNails products, tools and techniques are thoroughly tested to perfection, to make sure they guarantee a **perfect result** on every type of nail or customer, with the utmost **respect** for the **natural nail** and the **safety and health** of both salon customer and beautician.

From Belgium, the heart of Europe, ProNails is distributed to nail professionals all over Europe through a strong network of local partners, that carry out the vision of the brand with the same passion and expertise as the team in Belgium. This makes ProNails a true European brand, that stands for **high European quality and service**.

In Antwerp there is a real passion for fashion!

With the Royal Academy of Fine Arts being one of the top ten fashion design schools in the world, Antwerp is the place where many of today's successful fashion talents learned their craft.

But most of all Antwerp is known for its obsession with **hands**. As hands are the symbol of the city, you see them everywhere – in the city's coat of arms, in the form of statues, biscuits and chocolates, there is even a modern architecture building covered in little hands. Where does all this come from? Well, Antwerp is short for 'Hand-werpen' which means "throwing a hand" in Dutch, which finds its origin in a local legend. A local hero saves the city from a greedy giant by cutting off the evildoer's hand and throwing it into the river...

So of course, **ProNails is Born in Antwerp**. Only in the city of Diamonds, Fashion and Hands, a world brand could find its origin and become famous for dressing up hands in fashion colours, with nails that shine bright like diamonds!



ProNails is looking For you!



Let's talk!

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As our new distributor on the UAE beauty market

At **Beautyworld Middle East** we are looking for an ambitious **new distributor** for the UAE region, with an extensive existing network within beauty and nail professionals, to successfully launch this premium European high-quality professional nail brand in the Middle East and become the regional leader of professional nail care and expertise.

Are you the **new ProNails partner** that will disrupt the local professional nail industry with this European high-quality professional nail brand that combines innovation, education and inspiration in a totally unique and profitable way?