

GELFX[®]



The Original
Vitamin-Infused
Gel Manicure
System

ORLY[®]

VITAMIN INFUSED

Color match meets color care.

Gel FX is no ordinary gel manicure system. Our 3-in-1 Cleanser, Primer and Basecoat are power-packed with a **Vitamin-infusion**. This revolutionary formula nourishes nails with feel-good ingredients for durability, strength and shine.

Antioxidant vitamins A and E help to promote healthy nails while pro-vitamin B5 protects the structure of the natural nail.

Finish your Gel FX color with our **Vitamin-infused** Cuticle Oil, made with orange blossom and wild cherry extracts to condition and moisturize problem cuticles.

The result? Full protection and incredible shine.



COLOR MATCH

Outstanding color that outlasts the others.

The world's color expert has revolutionized gel color and care. The Gel FX Manicure System ensures incredibly durable, chip-free manicures for up to 3 weeks with superior shine and easy removal.

Gel FX also dries in half the time, thanks to LED light technology. Brilliant.

GEL FX DISPLAY

Dynamic 150 pc counter-top display features the ORLY Gel FX treatment and color assortment.

12 bottles each of ORLY Gel FX Primer, Basecoat, Topcoat & Cuticle Oil

3 bottles each 32 ORLY Gel FX colors

3 each of Dry Brush and Cuticle Pusher & Remover

ITEM # 31001

DIMENSIONS:

13" w x 17.9" h x 11.38" d

33.02 cm x 45.5 cm x 28.9 cm



COLOR MATCH

We matched Gel FX to 68 of our top-selling colors so you inspiration never fades, from your fingers to your toes.

			
HAUTE RED 30001 crème	LIQUID VINYL 30484 crème	RED FLARE 30076 crème	PIXY STIX 30728 crème
			
KISS THE BRIDE 30016 crème	IT'S UP TO BLUE 30662 shimmer	PINK NUDE 32009 french manicure sheer	COFFEE BREAK 30575 crème
			
RUBY 30363 crème	PRINCE CHARMING 30715 crème	MONROE'S RED 30052 shimmer	PLUM NOIR 30651 crème
			
STAR SPANGLED 30721 glitter	PRISMA GLOSS SILVER 30708 glitter	FIRST KISS 30675 crème	MIRROR MIRROR 30713 crème
			
COUNTRY CLUB KHAKI 30702 crème	SHEER NUDE 32479 french manicure sheer	RAGE 30293 shimmer	SHINE 30295 shimmer
			
CHARGED UP 30679 crème	PASSIONFRUIT 30461 crème	IN THE NAVY 30003 shimmer	BARE ROSE 32005 french manicure sheer
			
PINK CHOCOLATE 30416 crème	LUXE 30294 shimmer	LIFT THE VEIL 30008 crème	NAUGHTY 30006 crème
			
GOth 30637 shimmer	FOREVER CRIMSON 30041 shimmer	TAKE HIM TO THE CLEANERS 30645 shimmer	PRISMA GLOSS GOLD 30709 glitter
			
WHITE TIPS 32001 french manicure tip		POINTE BLANCHE 32503 bright french manicure tip	

ORLY® GELFX®

Need to make a quick color change? Paint any ORLY nail lacquer on top of your Gel FX manicure and remove without damaging your manicure underneath.



TIARA
30664
glitter

VIXEN
30653
crème

HAWAIIAN PUNCH*
30328
shimmer

GREEN WITH ENVY*
30638
crème



HOOK-UP*
30639
shimmer

SEASHELL*
30186
shimmer

ORANGE SORBET*
30658
shimmer

LOLA*
30660
crème



HOT SHOT*
30682
crème

MELT YOUR POPSICLE*
30764
crème

SKINNY DIP*
30761
shimmer

GLOWSTICK*
30765
crème



BEACH CRUISER*
30760
crème

PURPLE CRUSH*
30464
crème

SASHAY MY WAY*
30449
glitter

ROCKETS RED GLARE*
30468
glitter

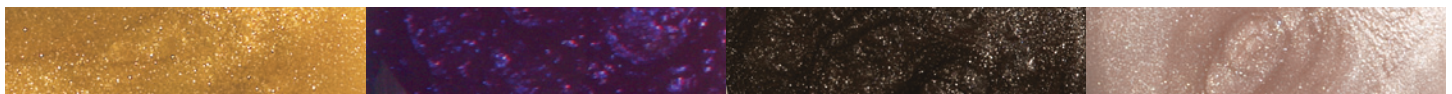


ULTRA VIOLET*
30470
glitter

ATOMIC SPLASH*
30473
glitter

MERMAID TALE*
30478
glitter

HOLY HOLO!*
30480
glitter



GLITZ*
30487
shimmer

VELVET ROPE*
30631
shimmer

SEAGURL*
30748
shimmer

BURIED TREASURE*
30181
shimmer

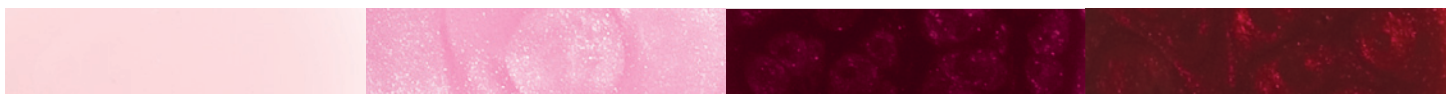


RED CARPET*
30634
shimmer

FLAGSTONE RUSH*
30215
shimmer

BERRY BLAST
30501
shimmer

PINK LEMONADE
30167
glitter



ROSE-COLORED GLASSES
32474
french manicure sheer

CATCH THE BOUQUET
30009
shimmer

MOONLIT MADNESS
30162
shimmer

CRAWFORD'S WINE
30053
shimmer



OH CABANA BOY
30466
shimmer

TERRACOTTA
30071
crème

* NEW COLOR LAUNCHING 2013

APPLICATION

Synergy is key. Always use the complete Gel FX manicure system to ensure proper application and removal. Substituting may diminish the performance of the product.



1 Start off with dry manicure. Sanitize, push back cuticles, buff nails, and remove excess oil with Gel FX 3-in-1 Cleanser.



5 Apply a thin coat of your choice of Gel FX Nail Color and cure.* Apply second coat and cure.

Application Tip: Seal it. Seal the nail's edge first to prevent thick tips and chipping. Keep in mind that darker colors may need an extra coat.



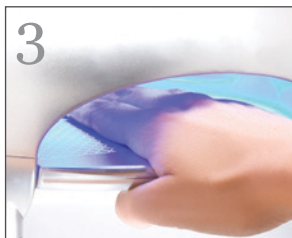
2 Lightly prime the **nail tips** only with **Vitamin-infused Gel FX Nail Tip Primer**. Avoid the surrounding skin and let air dry for 30 seconds. It will appear shiny.

Application Tip: Less is more. Apply sparingly only to **nail tips**.



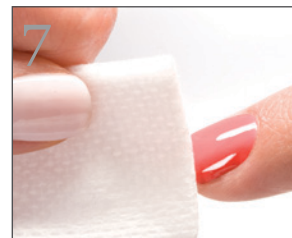
6 Apply a thin, even coat of Gel FX Topcoat and cure.*

Application Tip: Seal it. Seal the nail's edge first to prevent thick tips and chipping.



3 Apply a thin layer of **Vitamin-infused Gel FX Basecoat** to fingers and cure.* Apply to thumbs and cure separately.

Application Tip: Think thin. Be light handed when applying basecoat.

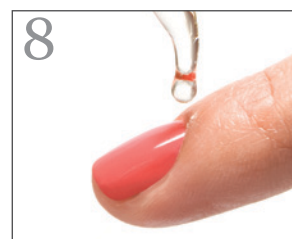


7 Remove tacky layer with Gel FX 3-in-1 Cleanser and Gel FX Lint-Free Wipe.

Application Tip: For a high gloss shine, use a new wipe every two to three nails.



4 After curing, use ORLY Dry Brush to brush down the tacky layer, ensuring proper curing and preventing any crawling or wrinkling.



8 Finish by applying one to two drops of Gel FX **Vitamin-infused Cuticle Oil** to each nail.

* Cure with LED (30 seconds) or UV (2-3 minutes) lamp between each step. Cure time varies by shade.

ORLY Gel FX LED 480FX Lamp: Place nails flat in the lamp. Cure fingers first, then thumbs separately.

REMOVAL

This won't hurt a bit. Take your gel nail color off in four simple steps and you're ready to fall in love with another shade.



Break the seal of the gel with ORLY's 180 grit file. The top layer must be completely removed.

Removal Tip: Prep. Push cuticles back before filing the top layer to remove with ease.



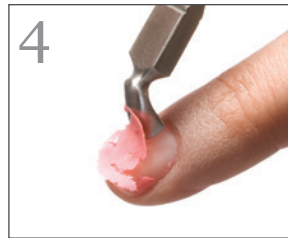
Soak the nail for 10 minutes then check the status.

Removal Tip: Check in! Certain colors may need additional removal time. If needed, soak for additional 5 minutes.



Fully saturate the sponge of the Gel FX Foil Remover Wrap with Gel FX Remover. Immediately wrap the foil around fingers to ensure the product does not evaporate and the heat is insulated in the wrap.

Removal Tip: Wrap it. Fingertips should be fully covered in the wrap.



Remove the wrap from the fingers and gently push the product off of nails with ORLY Pusher & Remover.

Removal Tip: Be light handed. No need to force off the product. The remainder can be easily buffed off.

REMOVAL PRODUCTS



PREP

Get started on the right foot. Or hand, for that matter. Long-lasting color needs a solid foundation.



3-IN-1 CLEANSER

TRIPLE PLAY. Our 3-in-1 Cleanser dehydrates and cleans nails before application, then can be used as a shine wipe after the manicure. **Vitamin-infused** for full protection and incredible shine.

4 Fl Oz / 118 mL ITEM # 33001
16 Fl Oz / 473 mL ITEM # 33011



NAIL TIP PRIMER

PRIME TIME. Our bonding Primer preps nails for maximum adhesion to extend the life of your gel color. **Vitamin-infused** for full protection and incredible shine.

.3 Fl Oz / 9 mL ITEM # 34100



CUTICLE PUSHER & REMOVER

PUSHOVER. Our Pusher & Remover tool preps nails and cuticles, then helps gently and quickly remove gel.

ITEM # 33505



DRY BRUSH

DRY ERASE. Our multipurpose Dry Brush sweeps away the tacky layer and helps even the gel surface.

ITEM # 33515



BUFFER

SMOOTH OPERATOR. Our multipurpose Buffer gently polishes the nail surface, leaving the nail bed perfectly smooth.

ITEM # 33510



LINT-FREE WIPES

WIPE OUT. Our Lint-Free Wipes are used to wipe the nail clean and remove the tacky layer without leaving anything behind.

60-PACK ITEM # 33520
240-PACK ITEM # 33523



LINT-FREE TABLE COVERS

TABLE SETTING. Our Lint-Free Table Covers provide a sanitary work surface and speedy cleanup without leaving anything behind.

50-PACK ITEM # 33525

APPLY

Now it's time to have some fun. Put on the color you'll be loving all week and through the next.

BASECOAT

COVER YOUR TRACKS. Our self-leveling Basecoat masks nail imperfections and creates a smooth surface for even gel application. **Vitamin-infused** for full protection and incredible shine.

.3 Fl Oz / 9 mL ITEM # 34110



COLOR

COLOR MATCH. Gel FX nail color provides full coverage in just two applications. 68 shades, from crème to glitter and sheer to shimmer, perfectly matched to our top-selling nail lacquers.

SEE PAGE 5 FOR SHADES



TOPCOAT

LET IT SHINE. Our high shine Topcoat seals in your new gel color and provides a durable finish to help protect nails.

.3 Fl Oz / 9 mL ITEM # 34210



CUTICLE OIL

GO DEEP. Our Cuticle Oil is made with orange blossom and wild cherry extracts to condition, moisturize and heal problem cuticles. **Vitamin-infused** for full protection and incredible shine.

.3 Fl Oz / 9 mL ITEM # 34555

LED 480 FX

HOT SHOT. Our unique LED Lamp dries in half the time thanks to an energy efficient 13-watt bulb, while still being lightweight and compact. Brilliant.

ITEM # 33500



REMOVE

This won't hurt a bit. Take your gel nail color off in four simple steps and you're ready to fall in love with another shade.

GEL REMOVER

TAKE IT OFF. Our rapid Gel Remover quickly and easily removes gel nail color.

4 Fl Oz / 118 mL ITEM # 33004
 16 Fl Oz / 473 mL ITEM # 33016
 64 Fl Oz / 1.89 L ITEM # 33064



FOIL REMOVER WRAPS

WRAP IT UP. Our Foil Remover Wraps, featuring an absorbent sponge, are used to easily remove gel nail color. Reduces acetone contact with skin and traps in heat to quicken removal.

20-PACK ITEM # 33120
 100-PACK ITEM # 33100

PROMOTIONAL ITEMS



INSTRUCTIONAL DVD
LIT3101



WINDOW CLING
Show off ORLY Gel FX on your storefront.
LIT3111
DIMENSIONS:
3.5" w x 6" h
8.9 cm x 15.24 cm



POST302



POST305



POST308



POST314



POST309



POST311



POST312



POST313

POSTERS

Eight new printed Gel FX posters.

Total of 13 available for download on the ORLY ftp site.

DIMENSIONS:
18" w x 24" h
45.72 cm x 61 cm

GEL FX KITS

Look at that. Everything you need to be a part of the gel revolution in the convenience of a kit.



STARTER KIT

- 1 - Cleanser 4 Fl Oz
- 1 - Primer
- 1 - Basecoat
- 1 - Haute Red
- 1 - Naughty
- 1 - Kiss The Bride
- 1 - Topcoat
- 1 - Cuticle Oil
- 1 - Remover 4 Fl Oz
- 1 - Foil Remover Wraps 20 pk
- 1 - FREE Education DVD
- 1 - FREE Catalog
- 1 - FREE Instruction Sheet
- 1 - FREE Window Decal

ITEM # 31050

KIT DIMENSIONS:
9.5" w x 5.75" h x 4.125" d
24.13 cm x 14.61 cm x 10.48 cm



ADVANCED KIT

- 1 - Cleanser 4 Fl Oz
- 1 - Primer
- 1 - Basecoat
- 1 - Haute Red
- 1 - Naughty
- 1 - Kiss The Bride
- 1 - Oh Cabana Boy
- 1 - Prince Charming
- 1 - Plum Noir
- 1 - Topcoat
- 1 - Cuticle Oil
- 1 - Remover 4 Fl Oz
- 1 - Foil Remover Wraps 100 pk
- 1 - Cuticle Pusher & Remover
- 1 - Buffer
- 1 - Dry Brush
- 1 - Lint Free Nail Wipes 60 pk
- 1 - Lint Free Table Covers 50 pk
- 1 - FREE Education DVD
- 1 - FREE Catalog
- 1 - FREE Instruction Sheet
- 1 - FREE Window Decal

ITEM # 31052

KIT DIMENSIONS:
11.25" w x 8.5" h x 7.125" d
28.58 cm x 21.6 cm x 18.1 cm



PROFESSIONAL KIT

- 1 - Cleanser 4 Fl Oz
- 1 - Primer
- 1 - Basecoat
- 1 - Haute Red
- 1 - Naughty
- 1 - Kiss The Bride
- 1 - Oh Cabana Boy
- 1 - Prince Charming
- 1 - Plum Noir
- 1 - White Tips
- 1 - Bare Rose
- 1 - Rage
- 1 - Pink Chocolate
- 1 - Terracotta
- 1 - Pink Nude
- 1 - Topcoat
- 1 - Cuticle Oil
- 1 - Remover 4 Fl Oz
- 1 - Foil Remover Wraps 100 pk
- 1 - Cuticle Pusher & Remover
- 1 - Buffer
- 1 - Dry Brush
- 1 - Lint Free Nail Wipes 240 pk
- 1 - Lint Free Table Covers 50 pk
- 1 - LED 480 FX Lamp
- 1 - FREE Education DVD
- 1 - FREE Catalog
- 1 - FREE Instruction Sheet
- 1 - FREE Window Decal

ITEM # 31054

KIT DIMENSIONS:
13.5" w x 11.25" h x 9.5" d
34.29 cm x 28.56 cm x 24.13 cm

