

Nail Active

FEATURING PeptideTech

FORMULAS NOW AVAILABLE WITH **PEPTIDE TECHNOLOGY**

FLEXBOND

+ PEPTECH **NEW**

Low-odor, methacrylic acid-free primer that promotes adhesion to the natural nail.

R-GP BASE

+ PEPTECH **NEW**

The industry's first vegan, TPO, HEMA, and DI-HEMA free gel polish system.

GUMMY BASE

+ PEPTECH **NEW**

Base gel that enhances flatter nail shapes, creating a more flattering, sculpted look.



WHY PEPTECH?

A favorite with ingredient-conscious consumers, peptides are now moving into nail care. Position your product line with a modern, ingredient-driven story built around growing consumer demand.

Healthy nails are the new skincare!

KEY DRIVERS

The “skinification” trend

Capitalize on the growing consumer demand for skincare-inspired ingredients.

Restorative experience

Peptides elevate routine nail care into a thoughtful, premium experience.

Nail care meets wellness

Products intentionally formulated for the ingredient-conscious consumer.

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Introducing Pep5Tech

As the cross-category 'skinification' trend takes full effect, consumers are actively seeking out familiar skincare hero ingredients in other parts of their beauty routines.¹

At Keystone Cosmetics, we are thrilled to expand our footprint into nail care and wellness, enriching our established portfolio with the power of advanced peptide technology.



GLOBAL NAIL PRODUCTS MARKET

↑ **6.8%** annual growth rate²

Consumers are no longer just thinking about the next seasonal nail color. There is growing interest in investing in specialized products designed to support base nail health, creating a highly lucrative sub-category for retailers.

GLOBAL BEAUTY CONSUMERS

🔍 **85%** pay attention to ingredients³

Modern shoppers are scanning the back of boxes before they buy. A product line anchored by a recognizable ingredient name instantly satisfies the modern consumer's demand for high-end, thoughtful formulations.

Ready to elevate your nail care offerings?

Call your Keystone Cosmetics sales rep today to learn more!



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¹ NAILS Magazine, "Skinification of Nails", nailsmag.com/1082019/skinification-of-nails

² Grand View Research, "Nail Treatment Products Market Report", grandviewresearch.com/industry-analysis/nail-treatment-products-market-report

³ GlobalData, "Hybrid Beauty Transforms Personal Care as Skincare Meets Make-Up", globaldata.com/media/consumer/hybrid-beauty-transforms-personal-care-as-skincare-meets-make-up-says-globaldata