

# 2011 TRIND MEDIA KIT



## About Trind Cosmetics

Trind is Europe's most trusted and respected line of hand and nail care. It is found in the finest perfumeries from St. Tropez to the Champs Elysee in Paris, and from Stockholm to Milano.

Trind is now fast achieving the same status in the United States, having been selected by the spas of Saks 5th Avenue, Dillards, Lazarus Ecotage and Bliss. News of Trind is spreading like wild fire as women everywhere share their stories about the incredible results Trind achieves!

Founded in 1988 by Theo Bouwen, Trind Cosmetics is located in the Netherlands. The outstanding line of Trind premium products evolved from a passion to do the impossible; this is what drives Theo Bouwen! Theo wanted to solve a problem that nobody else had been able to solve— he wanted to develop products that would help all women have strong and flexible nails. A product whose effectiveness was sustainable.

No stranger to cosmetics when he started Trind, Theo served as the Marketing Manager at General Cosmetics, a large European company. He worked closely with Ben van Rijn, who is now the Chief Scientist at Trind Cosmetics. At General Cosmetics, Theo and Ben developed a lot of new products together contributing significantly to company profit. The growth of General Cosmetics caught the eye of Benckiser Coty and a large organization suddenly became larger. Theo, anticipating constraints on his personal creativity, decided to start a company of his own. Ben stayed at Coty for a couple of years but missed the excitement of working with Theo. Before long, they were together again.

A dynamic and synergistic team, together they created the Trind Perfect System. This system of products provides a comprehensive, yet simple solution to poor nails and dry hands. Nails become strong and supple, hands become soft and smooth.

The Trind premium line is available in 32 countries and offered in Canada exclusively through VANRO Esthetics (Division of VANRO GROUP Inc.).



# The Science Behind Trind

The Trind secret is in the balance between strength and moisture.

Trind Nail Repair is an incredibly effective nail strengthener because it's based on the science of the nails. Its unique formulation strengthens the connection between the protein molecules, without altering the balance of the essential moisturizers. The nail becomes strong, flexible and supple because you have that perfect balance between strength and moisture. And activated by moisture, Trind's formulation prevents further drying of the nail.

The nail consists of three layers of protein molecules separated by layers of natural moisturizers; the perfect balance is 82% protein molecules and 18% natural nail fluid. This fluid acts as glue for the protein, and as a moisturizer, to keep the nail supple. When the moisture dips below the 18% level, nails often split, peel and crack.

Traditional nail hardeners bond the protein together, leaving no space for the nail's natural fluid. They harden the nail, but they also make it brittle. They can be damaging when used on dehydrated nails, because they simply dry the nail further. This explains why some products work well for a while and then suddenly seem to lose their effectiveness.

Protein-based hardeners act like egg on a car forming a hard, slick coating that adds limited durability to the nail. These types of hardeners do not alter the chemical composition of the nail because protein molecules are too large to penetrate the nail.

Strengtheners with silk, diamonds or fiberglass fibers add strength by forming a protective coating. But, again, all of the molecules of these added materials are too large to penetrate the nail and therefore do not change its chemical composition.

Infused strengtheners, marketed for their botanical or vitamin properties, are designed to appeal to the health-minded. Although it's safe to say that any coating might increase the durability, there have been no studies that prove these ingredients to do anything to fortify or strengthen the nail. Again, the molecules are too large to penetrate the nail.

Trind's unique formulation penetrates the nail creating webs of protein and strength, while maintaining adequate moisture. Nails become strong, flexible, and beautiful.

## Testimonials

"All my life I have never been able to grow my nails. I've tried every product under the sun and never succeeded. TRIND truly is amazing. . . I actually have long nails for the first time in my life!!! No more acrylic for me!"

**Tara Spencer-Nairn**  
*Corner Gas*

"Six and a half years ago I was treated for cancer with chemotherapy and radiation. I must also take medication that prevents my body from making estrogen. My nails became a serious problem. They tore and peeled constantly. Last winter they were so bad that several times they tore from the sides down into the quick. It was painful and discouraging. Although I tend to be skeptical about new products I started using Trind and was extremely impressed with the result. My nails are healthy and comfortable now. I actually have to keep them from getting too long! Thanks for bringing Trind to Canada!"

**S. Mark**  
Toronto, Ontario

"Since bringing Trind into our spa, I've used it on all of my clients with problem nails. Without exception everyone is thrilled with the results - no more peeling or splitting and they've been able to grow their nails like never before. The key is to start with the 14-Day Nail Challenge and then use the products at home in between professional manicures."

**K. Hayward**  
Esthetician, Verity Spa, Toronto

"I am a Registered Nurse and I don't have to tell you how often I wash my hands. My nails were thin, dried out and would peel, and break continually. I tried almost every nail hardening product on the market without any success. Then I found and tried Trind and Voila! I actually have fabulous nails! They are smooth and so strong they hold up after days working in a busy hospital and countless hand washings with harsh soaps! Thank you Trind!!!"

**K. Zuckerman, R.N.**  
Montreal, Quebec

"I had a closet full of barely-used nail products that didn't work... until Trind crossed my path. WOW! What a great surprise, and relief. I can stop scouring the cosmetic shelves to find a better nail product. My strong, healthy nails speak for themselves! It was liberating to toss out the baskets of barely used nail products and replace them with the effective, easy-to-use Trind system!"

**S. Aubry**  
Kitchener, Ontario

# Press Clippings



Trind has appeared in a number of magazines and websites:  
Chatelaine, Fashion, Flare, Lou Lou, Elle, Access, Famous, Canada.com, Sweetspot.ca Cityline.ca,  
VitaminV.ca and Juicystuff.ca.

Press Clippings continued

**vitamin v**  
vancouver's online lifestyle magazine

**30-second manicure**  
November 27, 2006

If your nails are looking less than perfect after a month of wearing super dark polish, fear not.

We tested **Trind Nail Brightener** (\$19.95) from the Netherlands and found it lives up to the hype.

Touted as a quickie French manicure, the nail brightener goes on like a clear polish, only it has a subtle lavender hue. Working like a black light, it creates a whitening glow and a super high-finish shine.

Now that was thirty seconds well spent.

Next?

View and order Trind nail products in Canada at [www.trind.ca](http://www.trind.ca)

[ close window ]

Vitamin V  
[www.vitaminv.ca/archive/2006-11-27-health-30-second-manicure.htm](http://www.vitaminv.ca/archive/2006-11-27-health-30-second-manicure.htm)

**sweetspot.ca**

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**The Hand That Rocks**

Miracle cures: magic bullets or fool's gold?

Don't ask us. We're total suckers for the stuff. Especially when it comes to a product that purports to strengthen the weakest of nails, moisturize the driest, soften the most brittle, and enhance the just average.

Trind is an elite line of European hand and nail care products that's new to Canadian shores. Its signature treatment – the **Trind 14-Day Nail Challenge** – comes with a money-back guarantee (talk about confidence in your product).

So how does the miracle work? Well according to Trind, it's all based on science (the product strengthens the connection between the protein...

Sweetspot  
<http://www.sweetspot.ca/content/article.php?id=224>

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**BEAUTY**

**Trind Nail Brightener**

The Trind Nail Brightener gives your nails that fresh and natural "French look" and camouflages minor imperfections in the appearance of your nail with just one coat. Trind can be found at: • Delineation Hair & Skin Essentials, 2409 Yonge Street, 416.484.6922 • Verity Spa, 111 Queen Street East, 416.368.6006 X244 • TonyChaar Salon, 9-11 Hazelton Lanes, 416.920.9965 • Shea Coco Beauty Lounge, 216 Heath Street, Unit 1, 416.487.8282

Brand/Designer: Trind  
Price: \$19.95

**WE LOVE IT!**

- Lise Watier Nail Enamel in Plummy
- Lycra Wear Lasting Finish Nail Polish
- Revlon Nail Enamel in Limited Edition Blossoming Coral
- Sally Hansen Hard as Nails With Nylon In Beyond Bronze Frost
- Yves Saint Laurent La Laque Long-Lasting Nail Lacquer in 29 Opium Red

**SHOPPING GUIDE**  
A to Z

I'm looking for...

All categories  
OR  
All Brands/Designers

Elle Canada  
[www.ellecanada.com/ellecanada/client/en/Beauty/DetailProduct.asp?idProduct=2192](http://www.ellecanada.com/ellecanada/client/en/Beauty/DetailProduct.asp?idProduct=2192)

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**LIFESTYLE**

**Trind Challenge - deuxième partie**

The result of my Trind 14 day Challenge are in and I won! That's just my competitive nature talking because there can be no losers with the Trind Challenge due to their money back guarantee.

What I liked is the products are easy to use and from what I found all the products really do what they say they will. My nails are strong but still flexible, my cuticles are in much better shape and the skin around my nails is smooth. I love the Hand Repair cream, it's an excellent moisturizer and just a little goes a long way. There's a scientific reason why the cream works so well, since both the cream and the Cuticle Balsam have DUO-Liposome technology that help to beautifully and protect the skin. However, I'm no scientist but what I know is I love the way it feels on my skin.

ANDREW MAJTENYI

Juicy Stuff  
[www.juicystuff.ca/modules/AMS/article.php?storyid=283](http://www.juicystuff.ca/modules/AMS/article.php?storyid=283)

Press Clippings continued

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**BEAUTY & HAIR**

Beauty Review: BGP Tries Trind Nail Treatments

I am blessed with fairly strong nails to begin with, but when I received the Trind Cosmetics nail treatment sets on my desk I was dedicated to giving them a fair shot regardless. So I shared the sets with another Real Style employee who isn't as blessed in the nail department to see what our outcomes would be. The sets came in various sizes including nail helpers like Cuticle Remover, Cuticle Balsam, Nail Balsam and Nail Repair.

Our other tester has extremely thin and weak nails. They always peel and break, so she can't grow them. She has tried many products in the past (Sally Hansen, Witchcraft, etc.), but never had much luck. She used the three products daily for two weeks as directed. While it was a pain to have to remove every day and reapply, it was easy to use, not greasy and did not take long to try, so it was fast.

After using it she found that the skin around her cuticles was softer and stopped cracking. After two weeks she found her nails were noticeably stronger. They are not really long, but the tips are not peeling right off as they used to. Her nails are still somewhat soft, but the change in nail strength is noticeable. Now that the hard two weeks are over, she's going to continue using the product (although less frequently) to keep up her new strong nails.

I agree that the product was easy to use and dried fast, but unfortunately I just didn't have the same will power to remove and reapply each coat every day for two weeks. Since I don't really need the strengthener, I found myself skipping days and using it only when I would apply a new coat of nail polish.

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smashbox cosmetics

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Trind  
Trind is Europe's most trusted and respected line of hand and nail care products. It is found in the finest...

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CRAWFORD STREET SKIN CARE  
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Crawford Street Skincare  
Today's audience will receive a Crawford Street Skin Care "Frankincense and Geranium" Face Cream that nourishes all skin-types and protects...

CONTESTS

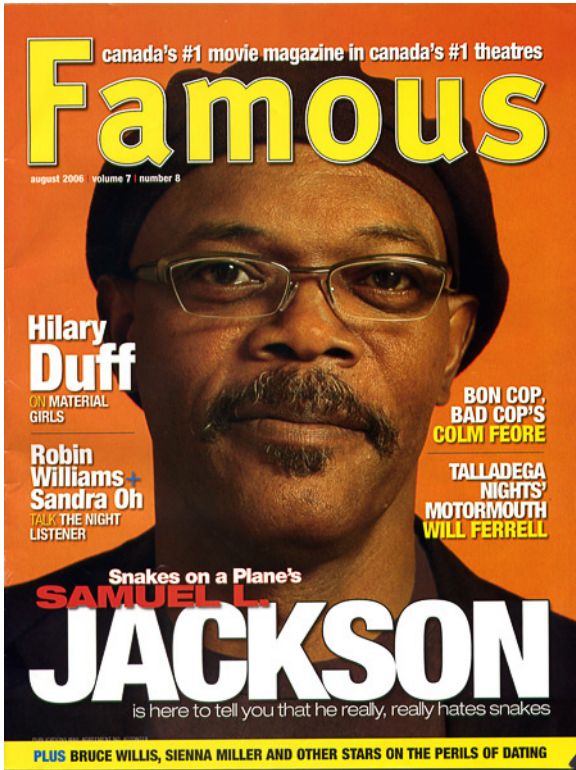
Real Style Network

<http://www.realstilenetwork.com/index.php/beauty/2011/01/beauty-review-bgp-tries-trind-nail-treatments/>

Steven and Chris

<http://www.cbc.ca/stevenandchris/as-seen-on-steven-and-chris/>

Press Clippings continued



Trind products have also been featured in Famous, Access and Movie Entertainment magazines.



# Trind Solution Finder

IF you have this problem...	THEN the Trind solution is...
Weak, flimsy and soft nails Brittle, rigid nails that split and crack Peeling nails that won't hold nail polish	Trind Nail-Magic Trind Moisturizing Nail Balsam Trind Nail Repair in gloss, matte, pastels, or pearls  Try our convenient Moist & Shiny Kit with all three products!
Ridges in your nails	Trind Nail-Magic
Over-grown cuticles	Trind Extra Mild Cuticle Remover Trind splinter-free Manicure Sticks
Ragged, dry, or peeling cuticles; 'hangnails'	Trind Cuticle Repair Balsam
Weak, thin and sensitive nails damaged by acrylic nails or other types of artificial nails that have recently been removed	Trind Perfect System Kit Trind 7 Day Top Coat
Soft peeling nails that tear when filing	Trind Professional Glass Nail File
Weak nails that need strengthening, but you desire or require a matte look	Trind Nail Repair Matte
You love the look of a French manicure, but don't have the time to get a manicure or do your own	Trind Nail Brightener — the 30-second French manicure
Dull, dry hands; a decrease in elasticity	Trind Hand Repair

## Product Line

### Hand & Nail Care Kits



#### The Moist & Shiny Kit

A Trind Moist & Shiny Kit gives you the basics, and all you need to take the Trind 14-Day Nail Challenge! 2 steps for 2 weeks – in 14 days you'll be thrilled with the results; in fact, we guarantee it.



#### The Perfect Cuticle Kit

Soften and remove dry, cracked cuticles, gently with our extra-mild formula. Keep them in top condition with our unique Cuticle Repair Balsam and nourish the Nail Matrix at the same time. This fabulous oil-free product penetrates to the cellular level helping emerging Nails get a healthy start.



#### The Perfect Cuticle & Nail Kit

Remove overgrown cuticles and prevent hangnails. Rehydrate dry fingernails and toenails to support healthy, natural growth that looks fabulous.



#### The Perfect System Kit

A premium kit at an affordable price for perfect growth, perfect nails, perfect cuticles and perfect hands. Amazing value and results!



#### French Manicure Kit

Charm your inner Diva and make a splash with our complete French Manicure Set. Everything you need to create a sophisticated, worldly look in the comfort of your fuzzy slippers.

## Cuticle and Nail Treatments



### Trind Extra Mild Cuticle Remover

Overgrown cuticles can inhibit nail growth and affect the appearance of nails and hands. Trind Extra Mild Cuticle Remover softens cuticles allowing for gentle removal of any excess with a Trind™ splinter-free manicure stick.



### Trind Cuticle Repair Balsam

Trind Cuticle Repair Balsam contains d-panthenol, allantoin, hyaluron-acid and phytantriol, natural moisturizers found in many cosmetics. It also contains **Trind's unique formulation: the Trind Duo-Liposome**, which stimulates the production of superior skins cells equipped to hold the skin's natural moisture longer when exposed to sun and water. (Oil-free)



### Trind Moisturizing Nail Balsam

Trind Moisturizing Nail Balsam is a copy of the nail's natural fluid. It contains natural moisturizers like d-Panthenol and Phytantriol, and most importantly, Biotin, to create the right level of continuous hydration. It is also amazing for hard, dry, brittle and thick toenails. (Oil-free)



### Trind Nail Repair

Trind Nail Repair's unique formulation strengthens the connection between the protein molecules, without altering the balance of the essential moisturizers. Activated by moisture, it cannot dry out the nails. In 2004, Nail Repair was awarded "Les Victoires de la Beauté" for the Best Nail Treatment in France. In 2009 Nail Repair was awarded the Best of Beauty Buy 2009 by Fairlady.



### Trind Nail Repair Matte

Trind Nail Repair is available in a matte finish to support professional, personal or religious preferences. It's also great for men who want to have a manicured look without the shine!



### Trind Nail Repair Nude

Trind Nail Repair Nude provides a hint of sheer colour. Only 1 thin coat is required, which makes it a great alternative to Nail Repair Natural during the 14-Day challenge. Apply a coat of Nail Brightener on top to "pump up" the colour.

## Other Trind Products



### Trind Hand Repair

Hand Repair with Duo-Liposomes revitalizes hands, stimulating the production of new cells which are stronger and of a much better texture. Hands feel and look youthful and supple, and will maintain their natural moisture longer when exposed to sun and water. Trind Hand Repair penetrates deeply into the skin and doesn't leave any "greasy" residue.



### Trind Nail Brightener

Trind Cuticle Repair Balsam contains d-panthenol, allantoin, hyaluron-acid and phytantroil, natural moisturizers found in many cosmetics. It also contains **Trind's unique formulation: the Trind Duo-Liposome**, which stimulates the production of superior skins cells equipped to hold the skin's natural moisture longer when exposed to sun and water. (Oil-free)



### Trind Base Coat

Prevent nails from discoloring and fill in ridges with Trind Protecting and Ridgefilling Base Coat. Create a smooth protective surface for your favourite polish or as part of your French manicure routine.



### Trind 7 Day Top Coat

7 Day Top Coat gives nails an extra gloss and keeps your polish fresh and chip-free for 7 days! Apply it over Nail Repair, Nail Brightener, or any polish of your choice.



### Trind Extra Mild Polish Remover

Trind Extra Mild Polish Remover is oil and acetone free. It is made with the least aggressive solvents to provide a balance between safety and effectiveness. Its unique "Miracle Cap" eliminates leaks — perfect for travelling!

## Manicure Tools



### Trind Nail-Magic

Trind Nail-Magic is the perfect tool to activate the production of natural nail moisturizers. It will also equalize unsightly ridges, leaving perfectly smooth, shiny nails.



### Trind Flexi-File

A Flexi-File is the perfect tool to file down length. Fine and course double-sided file for initial shaping and filing of the natural nail.



### Trind Professional Glass Nail File

Our Professional Glass File is patented and truly made of durable, almost unbreakable glass. It will last a life time, and it's fabulous to use. Because it is so fine and does not cause splintering, it is especially suited for frail nails.



### Magic Box

The purse-friendly Trind Magic Box is a great way to protect the Professional Glass File. It's magic because it seems to turn inside out offering a choice of a red or yellow exterior. It also contains a Nail-Magic.

## Caring Colors

The Trind Caring Color Line offers a fascinating palette of fashionable shades for fabulous nails. Nail colour that specially has been developed to maintain the health and vitality of your nails after getting them in top shape from using the Trind Perfect System.

Although it is not necessary to use the polishes from the Trind Caring Color Line with Trind's treatment products, the combination has an incredible effect on the nails. The high-tech innovative formulation in Caring Colors contains active ingredients that strengthen and improve the overall condition of the nail, optimize adhesion of polish to prolong the life of your manicure, and creates a beautiful sheen. The line includes a base coat and top coat with the active ingredients to maintain and sustain the health and appearance of beautifully polished nails!

In November of 2009, one of the most popular Finnish women magazines "Me Naiset" (We, women) published its independent nail polish test. Out of a considerable number of leading nail polish brands such as Lancôme, Dior, Yves Saint Laurent, OPI and Mavala, Trind Caring Colors was chosen the "best polish" and received a rating of 4,5 out of 5 stars.

*"Really a splendid nail polish. Long and strong brush which makes the polishing easy and you can get the polish exactly where you want. Sits well in your hand; one coat covers well and spreads on the nail like a dream. The most shining result of the whole test."*



## Contact Information

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