



PRODUCT INFORMATION

Editorial Contact: Jessica Hartwell, Marketing Manager
Backscratchers Salon Systems, Inc
9068 Elkmont Way, Elk Grove, CA 95624
916/686-4090 or 916/686-2422 fax
jhartwell@backscratchers.com
www.backscratchers.com

ULTRA-GLOSS UV PROTECTION WITH YOU® SWITZERLAND VIP GEL ICE

Elk Grove, CA – Give clients an enduring, high-gloss shine in one step with the new YOU® VIP Gel ICE from Backscratchers Salon Systems, Inc.

Fast-curing under UV light with no sticky cohesion layer, VIP Gel ICE is versatile enough to use over any artificial nail enhancements, providing UV protection against yellowing and a non-porous seal to prevent chipping, lifting and wear and tear.

VIP Gel ICE has a lustrous, transparent shine. It is impervious to weather, polish stains and acetone. Compatible with all products in the VIP Gel System and with YOU® Switzerland Designer Gel Colors, VIP Gel ICE cures in 90 seconds and can last for weeks without losing shine or yellowing.

Salon-tested and perfected in Europe, this cutting-edge formulation was crafted for professionals with beauty, creativity and health in mind. Available in a 15 mL/.5 oz. bottle with brush cap.

For product photos or to request editorial samples, call Jessica Hartwell at (916) 686-4090 or visit www.backscratchers.com.

ABOUT BACKSCRATCHERS SALON SYSTEMS, INC.

Backscratchers Salon Systems, Inc. is internationally renowned for manufacturing innovative, high-quality salon products. Founded in 1984, this privately held company was beauty school owner Jack Megna's answer to the industry's need for better and safer nail products.

Available worldwide, products include Glass Glaze® Fiberglass & Silk Wrap System, YOU® SWITZERLAND systems including the VIP One-Phase Gel System, Extreme Powder Glaze® Acrylic Dip System, Accélawrap® Fast Brush-On System, Heavenly Soles® Foot Care System, Salon Aseptic™ Control System, SeptiFile® Sanitizable File System, and Salon Vac™.

For more information about Backscratchers Salon Systems, Inc. please call 1-800-832-5577, or visit www.backscratchers.com. ###

###