

PRESS INFORMATION

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UNITED BEAUTY LAUNCH NEW CORPORATE IDENTITY

United Beauty Products, home of market leading brands Star Nails, Attitude, Claws, Spangles and Solglo, reveal their new corporate identity, as shown above.

United Beauty marketing manager, Guy Maddock, said: “The illustration was commissioned in New York and reflects a new direction for the business as a whole. It is modern, stylish, feminine, independent and visually striking, all attributes which we are delighted for United Beauty to be associated with. Moreover, being so distinctive, it breaks a tie with the past and represents our intentions to develop the brands along these lines.”

The new corporate identity, which was launched at Cosmoprof in Bologna, is one of a number of improvements being made at United Beauty. Within the year United Beauty will roll-out a series of innovative product launches, brand extensions and undertake an overhaul of their existing product ranges, which are sold in more than 35 countries worldwide.

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Further information and hi-res images can be requested from:

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