



INTRODUCING

Famous Names' revolutionary **NEW**

# IBX™ SYSTEM

CREATING NAIL **STRENGTH** FROM WITHIN



FAMOUS NAMES LLC

THE NEXT GENERATION OF  
AWARD-WINNING NAIL PRODUCTS

# THE IBX SYSTEM

1 system, 2 products, 2 revolutionary uses



## PROTECT

### YOUR NAILS

Protective Nail Shield Under All Gel Polish

## GROW

### YOUR NAILS

Natural Nail Strengthening System

# BEFORE AND AFTER



## IBX™ THE TRUTH IS IN THE PHOTO

All photos are unaltered.



BEFORE IBX

### LISA G

Lisa G began with deep grooves running vertically down her nails. See the difference after only two treatments.



AFTER IBX



BEFORE IBX



AFTER IBX

### MARCELLA

Marcella's nails had severe delamination from overuse and destructive housework. After shows 15 treatments.



BEFORE IBX

### NORA

Nora wore hard gel enhancements for 25 years, leaving her with severe damage and paper thin nails after removal. This is 14 treatments' worth of work.



AFTER IBX



BEFORE IBX

### LISA C

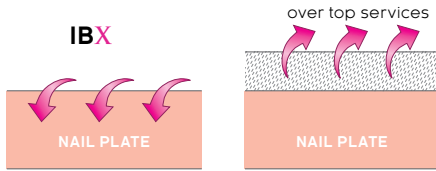
Her ring finger was damaged in an accident 10 years before, and would never grow out. This is just two treatments.



AFTER IBX

# YOUR **OWN** LONGER, MORE BEAUTIFUL NATURAL NAILS!

## A NAIL REVOLUTION THAT **PERFECTS** WHAT NATURE ALWAYS INTENDED

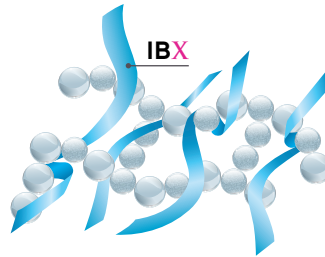


### **IBX is the first treatment of its kind.**

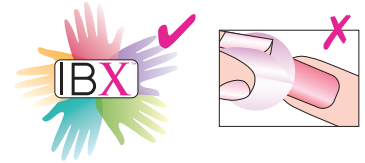
This penetrative toughening system works inside the nail instead of sitting on top like traditional nail services.

The **IBX** application process is designed for ultimate penetration into the nail plate. (Apply like polish, and penetrate into the nail with heat. Blot the excess. Cure with your favorite LED light. It's as simple as that.)

**IBX** is a new kind of salon service, offering professional help for weak and damaged nails. This intensive strengthening treatment works so you can build up length and durability, starting from the **INSIDE OUT**.



**IBX** actually fuses the layers in the upper portion of the nail plate together with an interpenetrating polymer network (IPN). This patent pending formula locks itself within the nail plate—a permanent addition that will never need removal.



Think of **IBX** as a built-in insurance policy for Gel Polish clients, simultaneously toughening the natural nail and protecting against frequent and potentially damaging removal.

Especially for continuous wear clients, **IBX** offers the level of strength and safety their natural nails deserve.

# INTENSE REPAIR TREATMENT

## WHAT IS IBX™ REPAIR AND WHAT DOES IT DO?



### UNDER GEL POLISH

#### Step One of the Protective Shield

- Used prior to **IBX**.
- A full coat of **IBX REPAIR** acts as the fusion layer to begin the formation of the IPN.
- Helps to reduce “white spots” on the surface of the nail.

### GROW THE NATURAL NAIL

#### Repairs Damage

- **IBX REPAIR** is applied specifically to targeted damaged areas including splits, peeling and free edge delamination.
- Acts like “double-sided sticky tape” to seal damaged areas together.
- Used prior to **IBX**.

*“I was driving along the other day and while at a stop, looked at my nails and thought, ‘WOW! They are looking really good—no splintering—even on my right hand! Wonder how come? What have I done different?’ And then I realized—holymoly. It must be those treatments. I am not kidding!” ~ Mary ~*



Cure **IBX REPAIR**  
with your favorite LED light

### BEFORE & AFTER

Nail Plate  
BEFORE  
**IBX SYSTEM**  
treatment



Nail Plate  
AFTER  
**IBX SYSTEM**  
treatment



# FUSES NAIL PLATES TOGETHER



## WHAT IS IBX™ AND WHAT DOES IT DO?

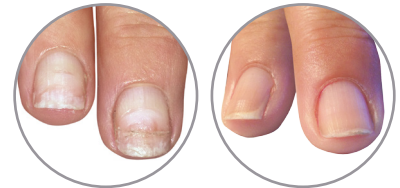


### IBX is the workhorse of the IBX System

- It completes the formation of the IPN within the nail plate.
- It toughens the nail plate by fusing together the upper layers, providing strength and protection.
- A full coat is always applied, whether for Gel Polish protection or to grow natural nails.
- Cured with an LED light.

*"IBX is magical, and I cannot believe my nails are growing on their own...I have never been able to do that!" ~ Cheryl ~*

### BEFORE & AFTER



BEFORE IBX

AFTER IBX

#### DONNA R.

See the difference after 7 applications?  
This "Severely Bad" test client required weekly applications at the start.

### HOW IS IBX APPLIED?

- Apply like polish
- Penetrate with heat (lamp with 75 watt bulb or a small blow dryer)
- Blot with lint-free square
- Cure with your favorite LED light

# TOUGHEN **STRENGTHEN** SMOOTH **PROTECT**



## BENEFITS OF THE **IBX**™ SYSTEM

### UNDER GEL POLISH

- Creates a protective shield for the nail (**IBX**).
- Reduction of “white spots” (**IBX Repair**).

### AS A NAIL GROWTH TREATMENT

- Repair of severe nail damage to set the stage for growth (**IBX Repair**).
- Toughens the nail plate to allow growth (**IBX**).
- Fills up grooves to smooth the nail plate.
- Improves natural nail color and appearance.

### TO THE NAIL PROFESSIONAL

- An add-on service to increase revenue.  
Healthy nails = Happy Customers!

One of our IBX field testers is already making an extra \$5,000 a year from the IBX System! She has converted 95% of her clientele (all Gel Polish clients) into IBX believers—and all she has to charge them is a \$5 upsell.

### BEFORE & AFTER

Nail plate  
BEFORE  
**IBX System**  
treatment



Nail plate  
AFTER  
**IBX System**  
treatment



# PROTECT YOUR NAIL PLATES



HOW OFTEN DO  
I APPLY **IBX™**  
UNDER GEL POLISH?

Apply the **IBX System** after every  
Gel Polish removal for safer Gel Polish  
wear and better nail care and protection.

AS A NATURAL NAIL  
GROWER, PRESCRIBE  
AS FOLLOWS:

**1 ONCE WEEKLY**

- Damaged and very thin nails
- Delaminated and peeling free edges
- Severely ridged and brittle nails
- After enhancement removal

**2 EVERY TWO WEEKS**

- Nails that are on the road to recovery
- Difficulty with nail growth
- Heavily grooved nails

**3 EVERY THREE WEEKS**

- Maintenance mode to keep nails in good condition
- Enhance polish wear
- Beautiful nails with no polish

INCREMENTAL TIME OF SERVICE	
• First Time Application	15 min
• Ongoing Application	10 min

NUMBER OF APPLICATIONS PER BOTTLE	
<b>IBX</b> 60-70 full set applications	<b>IBX REPAIR</b> 50-60 full set applications

SUGGESTED PRICING	
<b>FIRST</b> application as a:	<b>ONGOING</b> application as a:
<b>NAIL STRENGTHENER</b> Add \$10-15 to base Manicure service price	<b>NAIL STRENGTHENER</b> Add \$8-10 to base Manicure service price
<b>UNDER GEL POLISH</b> Add \$10-15 to base Gel Polish service price	<b>UNDER GEL POLISH</b> Add \$8-10 to base Gel Polish service price





## IBX REPAIR

Intense treatment to target imperfections and weaknesses that prevent natural nails from growing long. Also used to improve nail plate integrity under any Gel Polish Coating.

- Use in addition to **IBX** to treat particularly weak, thin, and damaged nails.
- Can be used for specific damage repair, OR as a complete protective shield under Gel Polish.
- 50-60 applications of 10 nails per .33 fl oz bottle (\$0.37/application)
- 36 month shelf life

### SALON PRICING

9.5 mL / .33 fl oz

\$29.95

## IBX

Penetrating toughening agent that fuses together the nail's top layers to keep your nails strong so that they grow long! Also used to improve nail plate integrity under any Gel Polish Coating.

- Use to toughen and grow natural nails, or to insure nail plate integrity under nail enhancements.
- Applied just like polish, LED Light curable.
- 60-70 applications of 10 nails per .5 fl oz bottle (\$0.37/application)
- 36 month shelf life

14.3 mL / .5 fl oz

\$34.95

## IBX SYSTEM DUO PACK

Revolutionary two-part system that allows natural nails to grow readily on their own. Also used to improve nail plate integrity under any Gel Polish Coating.

- Put the power of **IBX** to work for your clients and offer a complete, professional strengthening salon service.
- 36 month shelf life

Duo Pack

\$49.95

one each **IBX** 0.5 fl oz, **IBX REPAIR** .33 fl oz



# THE NEXT GENERATION OF AWARD-WINNING NAIL PRODUCTS

## Our Mission Statement

For a product to be a "FAMOUS NAME" it must be the best in class.  
We will only introduce the best.

We are a company dedicated to selling only to the Nail Professional.

We are committed to our partnership with the Nail Professional.  
Your industry is our industry—let's make it the best it can be together!



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