

FNP

PRODUCT CATALOG

Famous Names Products





RESHAPING *THE* FUTURE



Linda & Jim Nordstrom
Famous Names Products Co-Founders



Lisa & Ken Cooper
Famous Names Products Co-Founders

PURPOSE

Famous Names LLC was founded in 2010 by Linda and Jim Nordstrom and Lisa and Ken Cooper. Jim and Linda have spent their entire professional careers in The Professional Beauty Industry. Since its inception, Famous Names LLC has been dedicated to creating Best In Class products exclusively for Nail Professionals.

PASSION

After starting her career as a successful Salon Owner, Linda became an Educator and Advocate for Nail Technicians and Artists worldwide. With thirty years of experience, she now leads the global educational and customer support strategy for Famous Names, and still finds the time to be a tireless and supportive daily resource for an ever growing network of enthusiastic Nail Professionals. Linda truly loves to spend her time “in the trenches” with her fellow Nail Technicians.

PERSISTENCE

Jim has been in the Professional Beauty Industry for over 35 years and began his career as co-founder of Creative Nail Design (now CND). He served as CEO & Chairman for 17 years. He serves as Chairman of Famous Names with special focus on Research & Development and Distribution Development. He is also a Director and Partner in Sweet Squared Ltd. in the UK and Ireland.

PRIDE

Famous Names LLC is not only about formulating Award Winning Products such as The IBX System and Dadi' Oil, but it is also about our unwavering dedication to education. Whether it is assisting you in application technique, advancing your marketing efforts or maintaining the pinnacle of Professionalism, that is where our ultimate gratification truly lies.

DEDICATION

“Your Industry Is Our Industry” is not just a slogan! It is our vow, to you, to produce only the very Best in Nail Care! Together, we can make it the Best that it can possibly be.

PURPOSE

PASSION

PERSISTENCE

PRIDE

DEDICATION

COMPANY *TIMELINE*

Famous Names Products was started in 2010 by
Linda & Jim Nordstrom and Lisa & Ken Cooper



COMPANY *AWARDS*

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. Together let's make it the best it can be.

2018 NAILS MAGAZINE READERS CHOICE AWARDS

- Favorite Strengthener or Treatment **The IBX® SYSTEM**
- Favorite New Product **Dadi™ Scrub**
- Favorite Cuticle Treatment **Dadi™ Oil**
- Favorite Lotion For Hands Or Body **Luxury Dadi™ Lotion**
- Favorite Nail Prep **Cinnatize™**
- Favorite Base Coat **Lumos™ Bottom Coat**

2018 NAILPRO MAGAZINE READERS CHOICE AWARDS

- Favorite Nail Treatment **The IBX® SYSTEM**
- Favorite Cuticle Treatment **Dadi™ Oil**
- Favorite New Product **Dadi™ Scrub**



2017 NAILS MAGAZINE READERS CHOICE AWARDS

- Favorite Strengthener or Treatment **The IBX® SYSTEM**
- Favorite Cuticle Treatment **Dadi™ Oil**
- Favorite Lotion For Hands Or Body **Luxury Dadi™ Lotion**
- Favorite New Product **Luxury Dadi™ Lotion**
- Favorite Nail Prep **Cinnatize™**

2016 NAILS MAGAZINE READERS CHOICE AWARDS

- Favorite New Product **Cinnatize™**
- Favorite Nail Strengthener or Treatment **The IBX® SYSTEM**
- Favorite Nail Prep **Cinnatize™**

2016 NAILPRO MAGAZINE READERS CHOICE AWARDS

- Favorite Nail Treatment **The IBX® SYSTEM**
- Favorite Cuticle Treatment **Dadi™ Oil**

2015 NAILS MAGAZINE READERS CHOICE AWARDS

- Favorite Strengthener or Treatment **The IBX® SYSTEM**
- Favorite Cuticle Treatment **Dadi™ Oil**



IBX[®] SYSTEM

IBX[®] is a revolutionary two-part system that toughens the natural nail from WITHIN so that it can grow on it's own. It also acts as a "protective shield" inside the natural nail under all gel polishes.

IBX[®] works by fusing the nail's top layers together by creating an inter-penetrating polymer network that becomes a permanent addition to the nail.

The IBX[®] SYSTEM is a service based product to use on your clients and provides you with incremental revenue as an add-on service.

Famous Names has a complete educational program (on-line and in person) so you may master it's use and maximize results.



After gel polish
Soak off



FamousNamesProducts.com



*BEST WAY TO
TRY THE SYSTEM*

IBX[®] SYSTEM Duo Pack
IBX STRENGTHEN
10.4 mL / .35 fl oz
IBX REPAIR
7.4 mL / .25 fl oz



IBX[®] MINI PACK
IBX STRENGTHEN
3.75 mL / .125 fl oz
IBX REPAIR
2.7 mL / .09 fl oz
Dadi[®]Oil
3.75 mL / .125 fl oz



IBX[®] REPAIR
7.4 mL / .25 fl oz



IBX[®] STRENGTHEN
10.4 mL / .35 fl oz

“
*AMAZING DIFFERENCE...
WOULDN'T BELIEVE IT HAD I
NOT SEEN IT MYSELF.*

-ELAINE WATSON

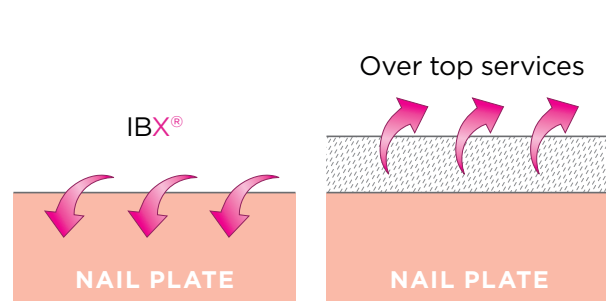
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PROTECT
GROW
STRENGTHEN
REPAIR
SMOOTH

IBX[®] SYSTEM

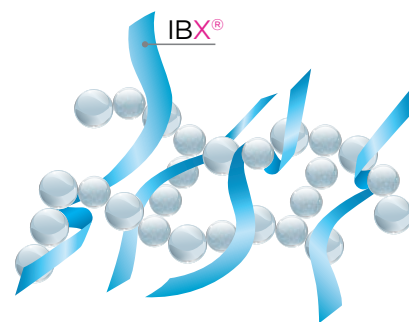
Your **own** longer, more beautiful natural nails!
A nail revolution that **perfects** what nature always intended.



WHAT MAKES IBX[®] DIFFERENT AND UNIQUE?

IBX[®] is the first treatment of its kind — a toughener that works **INSIDE** the nail plate, instead of an enhancement that just sits on top.

IBX[®] penetrates into the upper layers of the nail plate, but then cross-links to itself and not to the keratin in the nail plate. Unlike other formaldehyde-based products, IBX[®] gives you flexible nails instead of brittle ones.



Upon curing, IBX[®] locks in to form an IPN (Interpenetrating Polymer Network) within the upper layers of the nail plate.

That IPN, a permanent addition to the nail plate, is the foundation of the IBX[®] magic that encourages natural nail growth and protects nails underneath Gel Polish.

BENEFITS

OF THE IBX[®] SYSTEM

WE'RE DONE HIDING PROBLEM NAILS — so we've found a way to really **HELP** them. The UV/LED curable technology in IBX[®] penetrates into the upper layers of the nail plate to toughen and protect weak nails, as well as fix chronic imperfections.

Here's what to expect...

UNDER GEL POLISH/ALL NAIL ENHANCEMENTS

- Creates a protective shield for the natural nail, safeguarding it against the Gel Polish removal process (IBX[®] STRENGTHEN).
- Reduction of surface-based “white spots” (IBX[®] REPAIR).

AS A NAIL GROWTH TREATMENT

- Repair of severe or chronic nail damage that would typically prevent nail growth (IBX[®] REPAIR).
- Internally toughens the nail plate to allow for growth (IBX[®] STRENGTHEN).
- Fills up grooves to smooth the nail plate.
- Improves natural nail color and appearance.

TO THE NAIL PROFESSIONAL

- Increased revenue from what has become the ultimate add-on service. **Healthy nails, happy customers!**

5 IBX[®] Treatments 2 Weeks Apart



Before IBX

After IBX



BENEFITS

“

IBX HAS TAKEN MY BUSINESS TO ANOTHER LEVEL. AFTER JUST ONE OR TWO TREATMENTS, MY CLIENTS SHARE THE EXPERIENCE WITH THEIR FRIENDS. THAT WORD-OF-MOUTH HAS GOTTEN ME MORE CLIENTS.. I TELL EVERYONE ABOUT THIS PRODUCT. IT NEVER LETS ME DOWN.

—WENDY, NAIL PROFESSIONAL

”

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EDUCATION

CERTIFIED NAIL PROFESSIONAL PROGRAM

Become an IBX® Certified Nail Professional. Gain expert advice and training from our highly acclaimed nail experts. Education is the key to success! The training is fun, interactive and informative covering IBX®, IBX™ BOOST Dadi® Oil, Luxury Dadi™ Lotion, Dadi™ Scrub and Cinnatize™! You will become certified in IBX®, and gain a wealth of training and knowledge. Students will be taught the product knowledge, application and marketing of the Famous Names Products.

Famous Names also offers a variety of ways to receive education for FREE! Either at shows throughout the US or on-line classes that are held monthly!

Visit FamousNamesProducts.com for course schedule or call Marti at 858-779-1513.



- 1 Nail plate **BEFORE** IBX SYSTEM treatment
- 2 Nail plate ready for bi-weekly treatments
- 3 Nail plate ready for three week treatment

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REQUIRED PURCHASE

Purchase of the IBX® Starter Kit is required for course registration, the class is **FREE**.

IBX® Starter Kit Contains:

- 1 IBX® SYSTEM Duo Pack
- 1 IBX® BOOST Duo pack
- 1 Dadi'Oil .5 fl oz
- 6 Dadi'Oil .125 fl oz
- 2 Cinnatize 1 fl oz samples
- 1 Luxury Dadi™ Lotion 2 fl oz
- 2 Dadi™ Scrub 1 oz samples

Marketing Materials

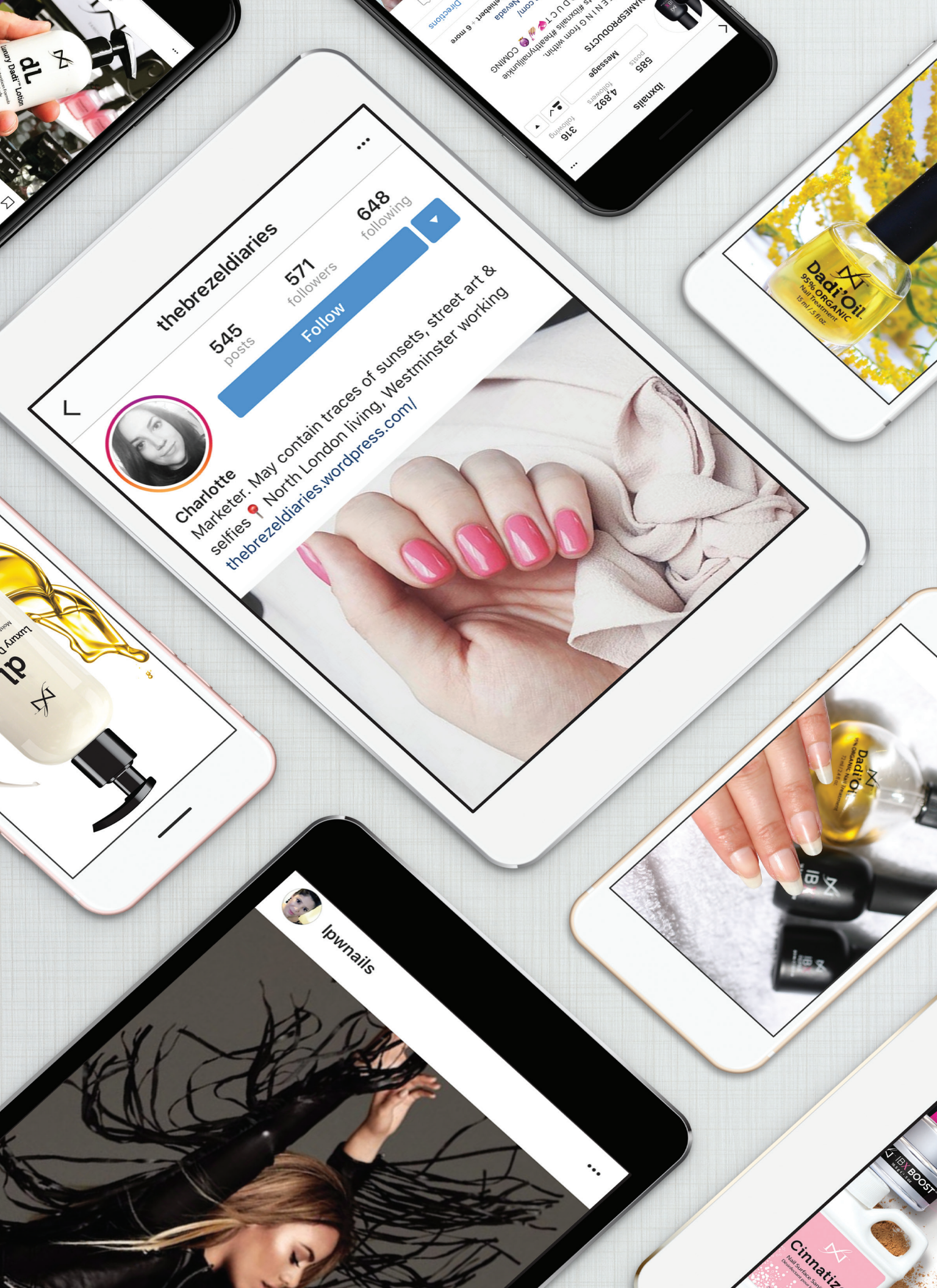
There will be some free goodies also added into your kit!

“

IBX TRAINING HAS BEEN SO VALUABLE FOR OUR ENTIRE STAFF. WE'VE DONE THEM IN PERSON AND ON-LINE, AND THEY ARE EQUALLY VALUABLE. THIS IS ONE OF THE MOST ADVANCED PRODUCTS AND TRAININGS OFFERED - WE'VE LITERALLY WORKED MIRACLES WITH CLIENTS USING IBX.

-CARLA HATLER, LACQUER LLC

”



MARKETING

THE IBX® SYSTEM WITH THESE IDEAS AND TIPS

CREATING NAIL STRENGTH FROM WITHIN

IDEAS AND TIPS

- The IBX® SYSTEM was named #1 Favorite Strengthener or Treatment 2014, 2015, 2016, 2017, 2018 NAILS Magazine Readers' Choice Awards.
- IBX® was the #1 Nail Strengthening Product by NailPro.
- Offer the first service for free.
- Tell clients that IBX® is a MUST for healthy nails.
- When a client calls for a Gel Polish or natural nail . manicure, always ask, "Is that with or without IBX®?"
- Show your clients our before/after sheets.
- Buy four treatments and get the fifth for free!

PRICING

- Easy to price as an add-on or create a "deluxe" manicure/pedicure pricing level

FAMOUS NAMES HELPFUL TOOLS

- Table Tent
- IBX®, IBX® Boost and Dadi'™ Oil Look Book
- FamousNamesProducts.com website
- Famous Names IBX® Consumer Video
- Window Cling
- Social Media



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IBX® TREATMENT SUGGESTED PRICING

FIRST application as a:	ON-GOING application as a:
NAIL STRENGTHENER	NAIL STRENGTHENER
Add \$8-15 to base Manicure service price	Add \$5-10 to base Manicure service price
UNDER GEL POLISH	UNDER GEL POLISH
Add \$8-15 to base Gel Polish service price	Add \$5-10 to base Gel Polish service price



MARKETING

“
I USE IT FOR EVERY CLIENT...
I CHARGE \$15 – 20 FOR THE 1ST
TREATMENT THEN \$10 FOR
MAINTENANCE. I MARKET-
ED IT THROUGH FACEBOOK
AND JUST BY MY CLIENTS
THROUGH TESTIMONY, I HAVE
A FULL CLIENTELE BASE
TO WHERE I AM BOOKED 3
WEEKS OUT!!! IT ADDS AN
EXTRA 20 MINUTES TO MY
SERVICE BUT I AM OK WITH IT
BECAUSE I AM ALL ABOUT
HEALTHIER NAILS.

–RIZALYN A., NAIL PROFESSIONAL

”



IBX™ BOOST

IBX BOOST is a FLEXIBLE and STRONG over the top universal nail coating that is the perfect compliment to the IBX System.

IBX BOOST will smooth, strengthen, protect and act as a buffer layer under other services.

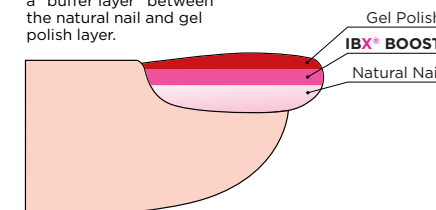
The IBX BOOST System can be used as:

- A natural nail overlay for strength and protection.
- A protective coating under other services such as Gel Polish, soak off and hard gels.

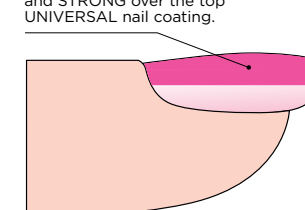
Why IBX BOOST?

- Easy to apply with amazing retentive properties.
- Requires no buffing on the natural nail.
- Cures in one minute LED or UV.
- May be rebalanced to save time.

IBX® BOOST functions as a "buffer layer" between the natural nail and gel polish layer.



IBX® BOOST is a FLEXIBLE and STRONG over the top UNIVERSAL nail coating.



IBX® BOOST SYSTEM
Duo Pack
IBX BOOST BASE
15 mL / .5 fl oz
IBX BOOST GEL
16.5 g / .5 oz



IBX® BOOST BASE
15 mL / .5 fl oz



COMING SOON
IBX® BOOST TOP COAT
15 mL / .5 fl oz



IBX® BOOST GEL
16.5 g / .5 oz



IBX® BOOST GEL
49.5 g / 1.5 oz

“

*IT MAKES MY CLIENTS
HAPPY BECAUSE THEY CAN
HAVE THEIR OWN NAILS. BY
USING IBX AND IBX BOOST
IT ALLOWS THEM TO HAVE
HEALTHY NAILS AND SOME
LENGTH.*

—MAUREEN, NAIL PROFESSIONAL

”



DADI'® OIL

95% Certified Organic Nail & Skin Treatment.
Oil that we use on the nails and skin.

We searched the world for the very best bio-similar, certified organic oils. Our goal? To deliver flexibility, toughness and shine to the nail, and to deliver moisturizing benefits to the skin. Dadi'Oil offers fast, non-greasy deep penetration and a clean, light aroma made up of a blend of essential oils.

The benefits of Dadi'Oil include:

- Absorbs quickly and penetrates deeply.
- Enhances flexibility and prevents nail brittleness.
- Great moisturizer for the skin with quick, non-greasy penetration.
- Long-lasting color stability and shelf-life.

Dadi'Oil is packed with the highest-quality oils and nutrients, including:

- High-Purity Avocado Oil* - High in Vitamins A & D
- Extra Virgin Olive Oil* - Anti-inflammatory properties
- Jojoba Oil* - For deep penetration
- Tocopherol (Natural Vit E) - Powerful Anti-oxidant



*Certified Organic

FamousNamesProducts.com



DADI'® OIL
14.3 mL / .5 fl oz
3.75 mL / .125 fl oz -
24 pack



DADI'® OIL
72 mL / 2.4 fl oz



DADI'® OIL
180 mL / 6 fl oz



DADI'® OIL
14.3 mL / .5 fl oz -12 pack

“

*SIMPLICITY IS THE ULTIMATE
SOPHISTICATION.*

—LEONARDO DA VINCI

”



LUXURY DADITM LOTION

A quickly penetrating, non-greasy, moisturizing hand and body lotion based on award-winning Dadi' Oil.

Our lotion makes skin very happy, soothing and moisturizing with the same alluring aroma of Dadi' Oil. Made to be used from Head to Toe.

Anyone who uses Dadi' Oil must have this lotion! It is highly recommended for in-salon hand and foot massages.

Luxury Dadi' Lotion is packed with the highest-quality oils and nutrients, including:

- Extra Virgin Olive Oil - Anti-inflammatory properties
- Avocado Oil - High in Vitamins A & D
- Jojoba Oil - For deep penetration
- Tocopherol (Natural Vit E) - Powerful Anti-oxidant



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LUXURY DADITM LOTION
59 mL / 2 fl oz



LUXURY DADITM LOTION
236 mL / 8 fl oz



LUXURY DADITM LOTION
917 mL / 32 fl oz

“
*I WAS HAVING SUCH AN
ADVANCED OCCURRENCE OF
ITCHY SCALP. GRABBED MY
BOTTLE OF LUXURY DADI'
LOTION, SPREAD IT ON AND
THE ITCHING SLOWED DOWN
ALMOST IMMEDIATELY. I NOW
APPLY IT TO MY SCALP (AND
BODY) EVERYDAY. I LOVE IT!!!*

-GARY PARKER

”



DADI'™ SCRUB

A smooth and luxurious exfoliating and conditioning hand, face, body and feet scrub with the same aroma as award winning Dadi' Oil and Luxury Dadi'™ Lotion.

Two waves of non-greasy exfoliation:
First sugar, then salt and pumice. The result is smooth, soft and conditioned skin.

Dadi' Scrub is packed with the highest-quality oils and nutrients, including:

- Sugar - Exfoliation
- Salt/Pumice - Exfoliation
- Coconut Oil - Moisturizer and Antioxidant
- Safflower Oil - Skin Cleanser and Moisturizer
- Aroma - Blend of Essential Oils



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DADI'™ SCRUB
28 g / 1 oz



COMING SOON
DADI'™ SCRUB
113 g / 4 oz



DADI'™ SCRUB
454 g / 16 oz

“
I LOVE THE SCRUB! YOUR SKIN FEELS SMOOTH AND CONDITIONED, WITHOUT THE OILINESS. COMBINED WITH THE DADI LOTION, YOU'RE SKIN WILL FEEL LIKE SILK.
”

-SONIA



DADITM LIP BALM

100% natural long-lasting conditioning balm
for the lips. Instantly soothes & Moisturizes dry lips.

Dadi' Lip Balm is packed with the highest-quality oils and
nutrients, including:

- Bees Wax - For conditioning
- Extra Virgin Olive Oil - Anti-inflammatory properties
- Avocado Oil - High in Vitamins A & D
- Jojoba Oil - For deep penetration
- Tocopherol (Natural Vit E) - Powerful Anti-oxidant
- Coconut Oil - Moisturizer and Antioxidant
- Aloe - Antioxidants and vitamins
- Cocoa Butter - Protective barrier, holds in moisture



DADITM LIP BALM
3.75 g / 0.13 oz -12 pack



DADITM LIP BALM
3.75 g / 0.13 oz

“
*I AM ADDICTED TO THIS LIP
BALM...I APPLY IT AND FEEL
INSTANT MOISTURIZING
AND CONDITIONING! AND...
IT LASTS LONGER THAN ANY
OTHER BALM I HAVE TRIED.*

-RUDY

”



CINNATIZE™

One step universal deep cleansing sanitizer and pathogen remover.

- Synergistic blend of cleansers and preservatives that prepare the nail for any professional service
- Contains natural cinnamon leaf extract, legendary for it's ability to fight surface bacteria.
- No "chalky white" on the soft tissue after use
- Citrus based preservative system
- Revitalizing cinnamon scent
- Made in the USA

Notable Ingredients:

Natural Cinnamon Leaf Extract
Citrus Extracts
Acetone
Glycerine



FamousNamesProducts.com



CINNATIZE™
236 mL / 8 fl oz



CINNATIZE™
946 mL / 32 fl oz

BENEFITS

- Removes High and Low molecular weight oils
- Removes moisture from the nail
- Acts as a PH balancer
- Has a naturally occurring anti-oxidant
- Helps removes surface minerals

“

I LOVE THE SCENTS OF WINTER! IT'S ALL ABOUT THAT FEELING YOU GET WHEN YOU SMELL CINNAMON.

-TAYLOR SWIFT

”



BEFORE + AFTER

THE TRUTH IS IN THE PHOTO



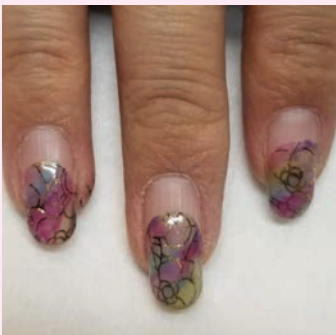
After 3 1/2 weeks of using IBX® BOOST



After 4 weeks of using IBX® BOOST



After 5 weeks of using IBX® BOOST



After 8 weeks of using IBX® BOOST

FAMOUS NAMES IS HERE *FOR YOU!*

FamousNamesProducts.com for the latest on Famous Names
+1-858-779-1513
info@famousnamesproducts.com

ASK ABOUT

- Our Salon Locator
- Education for IBX® and IBX™ BOOST
 - Online
 - Trade Shows (See our website for details)
- Distributor Locator on our main website

ACCOUNT SETUP (For Licensed Professional Only)
Go to **LoveFamousNames.com** and then click Contact and fill out the Famous Names Contact Form. Make sure you have your professional license number handy!

ORDERING

- Visit **LoveFamousNames.com**
- Orders are shipped within 48 hours
- Freight is free on orders of \$75 (Does not apply for Hawaii & Alaska)



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