

# colorSTREET®

FALL/WINTER | 2020/2021



On Model: Wing It On

## Welcome to Color Street!

My world changed one day in 1988 when I saw a woman trying to paint her nails in a taxi. Creating a mess-free, easy-to-apply nail polish strip with no dry time has been a long but rewarding journey. In 2020, Color Street was ranked #38 worldwide in the Direct Selling News Global 100—a compilation of 100 of the top-performing companies around the world. Despite difficult times, our Stylists and customers have continued to support the Color Street brand with record-setting sales this year. Thank you for your dedication and enthusiasm. You inspire me every day.



A handwritten signature in black ink, appearing to read 'Fa Park'.

Fa Park, Founder & CEO

We are proud to introduce our Fall 2020/Winter 2021 catalog with 15 new shades! Our marketing and design teams continually study nail and fashion trends to ensure you have a complete, head-turning assortment of best-selling looks. We strive to create colors and designs (and names!) that continue to delight and inspire the people who love our nail strips. Your nails are sure to shine bright this season and beyond!



A handwritten signature in black ink, appearing to read 'Bill Boraczek'.

Bill Boraczek, Chief Marketing Officer



*On Model: Wood You Rather?*

# WHAT ARE NAIL POLISH STRIPS?

- Easy, one-step application for a brilliant, salon quality manicure in minutes!
- Chip-resistant, long lasting color — up to 10 days depending on usage
- No dry time, smudges, or streaks
- 100% real nail polish formula with base coat, color, and top coat all in one
- Convenient and travel-friendly
- Easily removed with nail polish remover
- Flexible — can be gently stretched for a perfect fit
- Made in USA with globally patented technology

## HOW TO APPLY — IT'S SO EASY!

*Be sure to clean nails with prep cloth to remove oils or lotions before application*

### Solids, Glitters, and Nail Art Designs



REMOVE  
CLEAR COVER



PEEL  
POLISH STRIP



REMOVE TAB  
& SELECT END



APPLY TO NAIL  
& GENTLY  
STRETCH TO FIT



GENTLY FILE  
EXCESS OR  
REMOVE WITH  
FINGERNAIL

### French Manicure

APPLY TIP FIRST



REMOVE CLEAR  
COVER & APPLY TIP  
TO FREE  
EDGE OF NAIL



FILE EXCESS OR  
REMOVE WITH  
FINGERNAIL



REMOVE CLEAR  
COVER & PEEL  
POLISH OVERLAY



APPLY OVERLAY  
TO NAIL



GENTLY FILE  
EXCESS OR  
REMOVE WITH  
FINGERNAIL

## SOLIDS - \$11.00



**Clear as Day**  
*clear*



**Swiss and Tell**  
*creme*



**Himalayan Salt**  
*creme*



**Charleston Blush**  
*creme*



**Caribbean Coral**  
*creme*



**Manchester Mauve**  
*creme*



**Are You Madrid-ing Me?**  
*creme*



**Beijing Beauty**  
*creme*



**Venetian Velvet**  
*shimmer*



**London Calling**  
*creme*



**How You Dune?**  
*shimmer*



**Munich Mulberry**  
*creme*



**Made in Milan**  
*shimmer*



**Havana Honey**  
*creme*



**Moscow or Never**  
*shimmer*



**At the Plaza**  
*shimmer*



**No Way San José**  
*creme*



**Giza Sands**  
*creme*



**Upper East Side**  
*creme*



**Chilladelphia**  
*creme*



**Aspen Sky**  
*creme*



**Greeking Out**  
*creme*



**Space Case**  
*shimmer*



**Oslo and Steady**  
*creme*



**Wood You Rather?**  
*creme*



**Belgian Buttercup**  
*creme*



**Fashion Prague-er**  
*creme*



**New York Minute**  
*shimmer*



**Aberdeen Aubergine**  
*creme*



**Berlin It To Win It**  
*creme*



**Midnight in Manhattan**  
*creme*

## GLITTERS - \$12.00



Home Sleet Home



Chelsea Ya Later



You're Corally  
Invited



Seattle Royale



Sahara Jewel



Capitol Hill



Tokyo Lights



Czech Me Out



Glamsterdam



Moon River



Juneau the Drill



Ibiza Nights



Bordeaux Glitz



Russian Around



Scot Topic



Soho-ver It



Only in Vegas



Fort Worth It



MADE IN USA

*Color Street is proudly made in America. We love our country and value all those who make it work. Growing American jobs and giving back to our country help make our products even greater!*

## GLITTER NAIL ART DESIGNS - \$13.00



Coral Bay



Feeling Marble-ous



Nuclear Fuchsia



Flagtime Gal



Long Time  
No Sea



Underground  
Magic



Plaid  
Reputation



Hiss and  
Make Up



Bloody  
Gorgeous

## NAIL ART DESIGNS - \$13.00



Trend Spotted  
*creme*



All Wild Up  
*creme*



Rustworthy  
*shimmer*



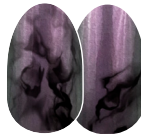
Wing It On  
*shimmer*



Snake My Day  
*shimmer*



Suit Yourself  
*shimmer*



Smoke's On You  
*shimmer*



Rule of Plum  
*shimmer*

## CLEAR NAIL ART DESIGNS - \$11.00



**Polka Dot-com**

*clear*



**Between the Lines**

*clear*



**Plaid About You**

*clear*

## GLITTER-DIPPED - \$13.00



**Dripping in Diamonds**

*silver glitter on clear*



**Less Bitter,  
More Glitter**

*multi-colored glitter  
on clear*



**Coming Up  
Rose Gold**

*rose gold glitter  
on clear*



**Cannes-fetti**

*multi-colored glitter  
on clear*

## FRENCH - \$14.00



**Meet Me in Paris**

*white tips with  
clear overlay*



**City of Love**

*white tips with  
sheer beige overlay*

## PETITE



**Tiny + Shiny**  
*glitter* – \$12



**Glitterally Can't**  
*glitter* -- \$12



**Achieve Grapeness**  
*glitter design* – \$13

## PEDICURE



**Baton Rougey**  
*creme* – \$11



**Seoul Sister**  
*creme* – \$11



**How Swede It Is**  
*glitter* – \$12





*On Model: Fort Worth It*

# HOST BENEFITS

We value our Hosts and show it with our rewarding Host Program!

Nail Bar Sales	Host Free Credit	50% Off Items*
\$150-\$299	10%	1 half-price item*
\$300-\$599	15%	3 half-price items*, free shipping
\$600-\$999	20%	6 half-price items*, free shipping
\$1000+	25%	9 half-price items*, free shipping

Host will receive an additional half-price item for each \$200 in sales over \$1,000, up to a maximum of 15 items per Host.

*\*Half-price items must be individual items only, not discounted packages.*



*On Model: Space Case*

## Our Booking Program is a component of the Host Program

When a current Host has a new Color Street Nail Bar booked from their Nail Bar, they qualify for a product credit to use at the new booking. The new Host's Nail Bar must qualify with at least \$300 in retail sales and be held and ordered within 60 days from the original Nail Bar.

**1st booking when held:**  
\$25 Product Credit

**2nd booking when held:**  
\$25 Product Credit

**3rd booking when held:**  
\$25 Product Credit

# BECOME A STYLIST

It's easy to start a rewarding experience with Color Street! We offer an exciting compensation plan as well as a generous Jump Start program. The Starter Kit includes everything you need as a new Stylist to get your business off the ground!

## Stylist Perks

### Flexibility

- 10 ways to earn, from personal sales to leadership
- Work your business online or in-person with Nail Bars and events
- Paid weekly based on sales and monthly based on team performance

### Rewards

- Exclusive Stylist nail strips and incentive programs
- Opportunity to earn free trips and be recognized with custom jewelry for rank advancements

### Community

- Join growing Stylist community and be a part of one of the fastest growing social selling companies!



## THE STARTER KIT - \$129

The kit contains 13 Sets of Nail Strips, 72 Testers, and all the basic supplies that you need to start your business.\*

*\*shades and kit contents subject to change*

With Color Street, you have the opportunity to earn income on the sale of Color Street products. Your earning capacity depends on your commitment, hard work, sacrifice, and business skills. Participation as a Color Street Stylist does not guarantee any income.

*On Model: Tokyo Lights*



color<sup>®</sup>  
STREET

#BeColorful #BeBrilliant #BeColorStreet