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LeChat at the Victoria's Secret Angel Oasis

Indio, Calif.—LeChat Nail Care Products was the official nail partner of the Victoria's Secret Angel Oasis event on April 14 and 15th in Indio, CA. Three of LeChat's top international nail artists—Anastasiia Morozova of Ukraine, Henry Pham of Canada and Yvonne Vuong of the United States—created beautiful nail art for Victoria's Secret's guests. The exclusive, invite-only guest list consisted of the Victoria's Secret Angels, models, celebrities, influencers and members of the press. Among the guests to get a LeChat manicure were VS Angel Josephine Skriver, Disney star Peyton List and beauty guru Kandee Johnson. While Dare to Wear was the official polish of the Angel Oasis, Perfect Match was also featured at the LeChat manicurist station.

The weekend's festivities at the five-acre mansion included a live DJ set, a performance from Bebe Rexha, an early morning fitness class and birthday celebrations for Josephine Skriver and Alessandria Ambrosio. Guests also had the opportunity to have their hair and makeup styled by Beachwaver and tarte cosmetics at the Angel Oasis beauty suite.

This was the first year that Victoria's Secret held this festival event and the first time LeChat is partnering with the luxe lingerie company.

"We're so grateful to Victoria's Secret for the opportunity," Angeline Ubaldo, LeChat's PR and marketing representative said. "We had an amazing time in Indio and hope we can be back again next year!"



LeChat Educator Henry Pham gives Disney actress Peyton List the LeChat treatment with festival-ready nails.



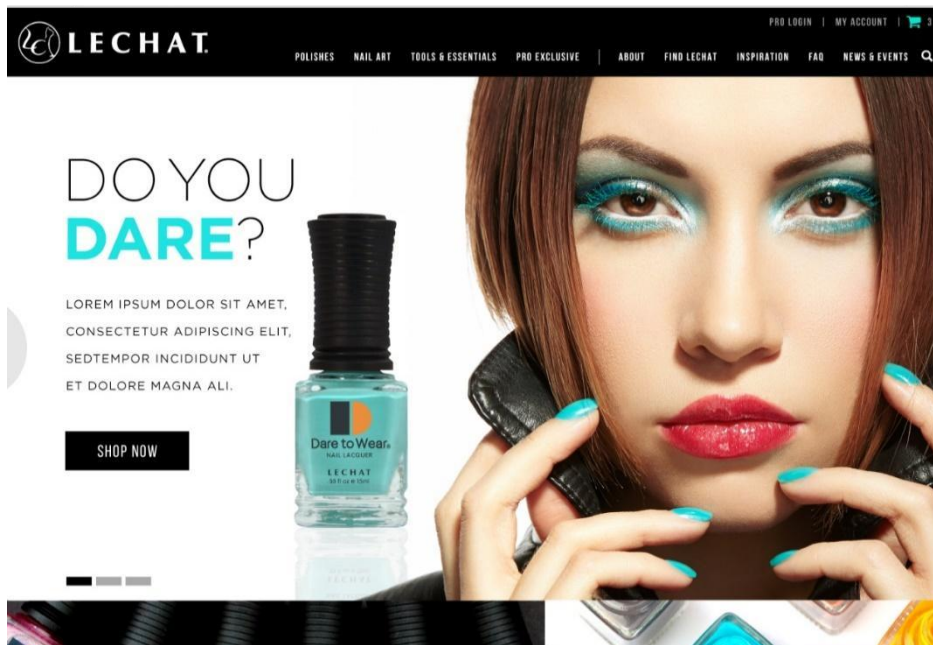
LeChat Introduces E-Commerce and a Website Re-Design

LeChat Nail Care Products debuted a brand new, completely re-designed website at CosmoProf North America 2017.

LeChat teamed up with San Diego-based digital marketing agency Taylor & Pond to create the ultra stylish, modernized website which now features an e-commerce store where customers in the United States can buy direct. LeChat has also expanded its market to sell Dare to Wear, Dare to Wear Mood and Nobility nail lacquer directly to consumers. Professional LeChat services will be available to consumers through their local salon in a salon locator. Nail professionals will now be able to register their salon as a “LeChat salon” to show up on the locator. A professional-only portal will grant access to the distributor locator, prices and the ability to purchase pro exclusive products to nail technicians with a valid license number.

Other new features include an “Inspiration” section with step-by-step video tutorials, a photo gallery of beautifully designed manicures and a nails and lifestyle blog. The “FAQ” section highlights the most frequently asked questions for both consumers and professionals including application questions. The “About” section presents the company history, educator and executive biographies and awards the company and products have won.

To view the site and shop the products, go to lechatnails.com.



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LeChat presents Gelée 3in1 MOOD Powder



Move over mood rings, mood manis are in! Featuring the versatile Gelée 3in1 Mood Color Powder that changes according to your body temperature and will shift colors depending on whether you're feeling hot or cold.

This extraordinary color powder comes in 12 heat-activated, glitter powders.

Gelée™ 3in1 Color Powder can be used three ways: Use with Gelée Powder Gel™ Nail System (our favorite method), with monomer as an acrylic system or adhesive as a dipping system. Three versatile systems all conveniently packaged in one jar!

To learn more, visit LeChat's website at lechatnails.com. Follow LeChat on Instagram and Twitter at [@lechatnails](https://www.instagram.com/lechatnails) and subscribe on Youtube at [youtube.com/lechatartist](https://www.youtube.com/lechatartist).