



# FRESHEN UP

Help banish bacteria under fingernails with Freshnails, the handy undernail sanitiser that's a perfect retail item and addition to your service menu

**A**n ideal tool to kick off a dip and buff service – or to retail as a handy handbag essential, Freshnails is a two-step sanitising product for underneath the nails that claims to kill 99.99% of harbouring germs.

Fifteen years in the making, the patented product is formulated with alcohol and ginseng, aloe vera, glycerin, tea tree oil and extracts of cucumber and green tea. "We have a tendency to touch our eyes, nose, ears, skin and mouth with our fingertips, transferring the germs and bacteria from our hands to our bodies and others," comments a spokesperson for Freshnails.

"Hand washing can help to reduce the thousands

of germs and bacteria on the backs and palms of the hands, but the hundreds of millions of germs and bacteria under the fingernails can be harder to reach, so consider Freshnails as a part of a service."

Aim to reach optimum hygiene levels by using Freshnails as a nail service add-on. For an additional cost on top of their treatment, recommend to your clients that you use Freshnails before you commence product application – and then gift it to them post-treatment.

Alternatively, Freshnails makes an ideal retail item and is available in an eye-catching 15-piece display unit. **S**

To enquire about distributing Freshnails or to become a stockist, contact Mike Shaw:  
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## STEP 1 – CLEAN

Gently pass the white Freshnails pick underneath the fingernails to remove all visible dirt.



## STEP 2 – SANITISE

Swap the same area using the green nib on the reverse side of the pick to kill germs and bacteria.



## DID YOU KNOW...?

Scratch quizzed Dr. Dana Stern, US board-certified dermatologist and nail specialist, about bacteria that lies under the nail...

"The 'gunk' underneath fingernails can be many things. Most commonly, it is the keratin debris from the underside of the nail as well as skin cells from the nail bed but dirt, lint, personal care products and bacteria can collect under there as well. "Bacteria is everywhere and that is why good hand washing is so crucial – but routine hand washing won't remove everything. The longer the nail, the larger the surface area there is for bacteria to collect. When cleaning under the nail, don't be too vigorous – as this can cause the nail to separate from the underlying nail bed, which is one of the most common nail issues that I see in my practice – particularly with clients over the age of 50."

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