

Nail Polish Lovers Can Become True Divas

Entries for “Who Made You a Diva?” Sweepstakes open this week, giving beauty junkies a chance to win Dashing Diva products, including Sex and the City inspired polishes.

PORT WASHINGTON, NY — May 24, 2010 — This summer, fingernails and toenails can get a little extra attention thanks to Dashing Diva, a leader for innovative professional nail care products and salon services since 2003.

The company is holding a sweepstakes, giving away more than \$3500 in nail-care products. Winning divas can snag some of the Manhattan Collection’s Sex and the City themed shades — colors that will be sure to get their friends talking.

Starting May 26, beauty junkies who log onto www.dashingdiva.com will be able to enter the “Who Made You a Diva?” sweepstakes. Entrants can get up to three entries for each nail salon they nominate as the country’s most diva-rific nail salon/spa. But entrants should hurry! The sweepstakes closes at 11:59 p.m. (ET) on 7/4/10. Winners will be chosen at random, and 50 will receive \$50 in Dashing Diva’s most popular and promising products. Two first place winners and one grand prize winner will receive \$250 and \$500 in products, respectively.

Prize packages will include highly coveted Manhattan Collection polishes inspired by (and named after) Sex and the City characters and storylines: **Samantha’s Satin Sheets** is a pink as sheer as Samantha’s nighties; **Miranda’s Law**, a no-holds barred coral, perfect for a weekend in the Hamptons or at home; **Charlotte’s Weddings**, an innocent frosted white with a hint of proper pink; and **Carrie-d Away**, a sheer neutral that every woman can relate to. Other SATC-themed shades include **Cosmopolitan**, a spunky base for American manicures, and **Shoe in the City**, a sexy, shimmery red that will go with every pair of Manolo’s you own (or wish you did). Like all Dashing Diva polishes and treatments, the Sex and the City inspired shades are free of formaldehyde, toluene, and DBP, so wearers get high-quality wear without the worry of cancer-causing agents. All Dashing Diva nail colors are available at www.dashingdiva.com and at select salons and spas; New Yorkers can score a free bottle in their POP Bag at Clearview Chelsea Cinema’s midnight advance screenings of Sex and the City 2 on opening day. The event kicks off at 10 p.m. on Wednesday, May 26 with POP Bags, trivia, food, and drinks.

For product samples or images, please contact Anna Lee (anna@kmcexim.com). Sweepstakes entry and official rules can be found at www.dashingdiva.com.

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In 2003, Dashing Diva launched the world’s first branded chain of nail spas, integrating uniquely branded in-store environments and unprecedented levels of sterilization with an inventive menu of products and services. In 2009, Dashing Diva Professional formed, bringing its ground-breaking line of nail care products to professionals throughout the US. Its quest is to revolutionize nail salon services with true innovation, offering unrivaled quality and unmatched value with a distinct Diva flair. To experience the Dashing Diva difference, please visit www.dashingdiva.com and www.dashingdivapro.com.

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