



For Immediate Release

Suncoat Water-Based Nail Polish
Offers Clean and Revolutionary Formulas You Can Feel Good About

Guelph, Ontario February 1, 2019...Yingchun Liu or Ying for short, Founder and Chief Chemist for Canadian-made Suncoat with a background in both polymer chemistry and organic chemistry blazed the natural beauty trail early on in her career. Being well aware of the toxic chemicals that existed in beauty products, she took her scientific know-how on a product development quest when her young daughters started showing an interest in wearing nail polish. She set out to create a fun yet safe-nail polish formula for her daughters. Suncoat is now widely enjoyed by nail enthusiasts of all age ranges looking for a natural, clean alternative which offers the balance of vegan, mineral-based ingredients and ~70% water. By putting nature back into nail polish, Suncoat is motivating people to do the same in other aspects of their lives, thus inspiring a little more harmony back into the world, one coat of polish at a time.

“15 years ago, we were onto something revolutionary when we used very unique technologies and applications to develop a natural, clean nail polish formula. Suncoat is virtually odour-free and contains no formaldehyde, toluene, acetates, phthalate or alcohol—just bold, brazen colour achieved by adding mineral pigments and natural colourants into the polish. I am also particularly proud of the Nail Polish Remover Gel we invented. This stand-out formula is the only plant-based natural one of its kind available in the nail market, which has received numerous awards. Suncoat is part of the clean beauty movement that continues to evolve in 2019 by providing environmentally friendly, clean alternative nail products consumers can feel good about” states Yingchun Liu, Founder and Chief Chemist for Suncoat Products Inc.

What’s the story behind the brand name Suncoat? Apparently, a lot of love according to Ying who initially developed the water-based nail polish for her daughters, naming the brand after their last name “Sun”, which is also reminiscent of the beautiful sky and nature. “Coat” was added as nail polish is all about coating the nails with fun, colour statements.



Suncoat is available throughout North America as well as Europe and offers two adult lines including Suncoat Classic Water Based Nail Polish (23 shades) and Suncoat Peelables (12 shades). The Peelables Super Natural Mineral Polish is virtually the only peel off line for adults. It is great for travel as no nail polish remover is required, so one less thing to pack! Suncoatgirl (30 shades) offers award-winning water-based colours bursting with lots of attitude and is also sold in a variety of gift set options which come with fun, decorative nail decals. The nail polish brush applicators are printed with a colourful, harmonious map of the world that conveys the message of “painting the world with healthy fun” and the polish is a peelable formula. When it comes time to remove Suncoat Classic Water-Based Nail Polish, Suncoat Plant-Based Nail Polish Remover makes it easy as it has been designed to remove not only Suncoat but all conventional nail polishes as well. The unique 2-in-1 Gel Remover and Cuticle Balm combination has the added bonus of keeping the nail cuticles healthy.

Suncoat is available at retailers including Jean Coutu, Whole Foods, independent health retailers as well as available online through <https://www.suncoatproducts.com>. For more information about Suncoat, please visit <http://www.suncoatproducts.com> or follow on Facebook <https://www.facebook.com/Suncoat/> or Instagram <https://www.instagram.com/suncoatproducts/>

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For spring 2019, Suncoat helps uncrate one's own individual artistic expression by highlighting a playful palette of stylish hues bursting with attitude and none of the bad stuff including: French Pink, Lilac, Poppy Red, Peacock Blue, Bamboo and Platinum.



SUNCOAT CLASSIC WATER BASED NAIL POLISH -23 shades – 11ml/\$12 CAD

Suncoat water-based nail polish is a revolutionary formula containing ~70% water. When applied, water vapor is released into the air, not chemical fumes. An environmentally friendly alternative, Suncoat is not tested on animals, does not discolour nails, virtually odour-free, non-flammable, vegan, mineral pigments and natural colourants. It doesn't contain formaldehyde, toluene, acetates, phthalate or alcohol, so just a cleaner, more colourful option for healthy, happy nails.

THE PEELABLES SUPER NATURAL MINERAL NAIL POLISH -12 shades – 11ml/\$12 CAD

There is nothing quite like this uniquely formulated, water-based odourless, eco-friendly, peel away nail polish. Suncoat offers an appealing array of shades featuring natural colours and mineral pigments instead of synthetics. No nail polish remover is needed, so it is a great time-saver and gentle on the nails. Application Tips: For a glossy and longer-lasting professional finish, simply apply Suncoat Water-Based Clear Top Coat, and you are set! Peelable Base Coat: Turn any of your favourite nail polish peelable with Peelable Base Coat which can also be used as a top coat!

SUNCOATGIRL- 30 Shades -9ml/\$9.50 CAD

Recommended for ages three years and older and to be used under adult's supervision, this award-winning eco-friendly formula of natural nail polish is water-based, odourless, 100% VOC free formula and (chemical solvent free). Suncoat delivers a durable yet peelable formula for active young children, that will last for many days on finger nails and weeks on toes. A wide variety of fun and vibrant nail shades are available for kids who love to explore colour! And four new playful shades are part of the Suncoat Girl Collection for 2019: Under the Sea, Girl Power, Purpose of The Day and Baby Frog. No nail polish remover is needed as it peels off when ready to be removed, so kids can get creative for another day!

SUNCOAT APPLICATION TIPS: CLEAN YOUR NAILS

In preparation for using Suncoat water-based nail polish, ensure that your nails are dry and free of grease, skin lotion, and dirt. Clean your nails with soap and water. Oil and skin lotion repel water-based polish, so they may significantly affect the polish's durability.

No base coat needed as Suncoat water-based nail polish will not stain your nails. Apply multi-thin coats for long-lasting effect, and to avoid streaking. Brush on lightly and evenly. Two coats, or more, are needed for a long-lasting finish. Allow the polish to dry between coats – 30 seconds, or more, depending on the humidity and temperature.

You can add one or two drops of water to the polish bottle if the polish is too thick. Shake well before use. Adding too much water can cause colour separation.



SUNCOAT APPLICATION TIPS CONTINUED:

Suncoat Crystal Clear Top Coat (color ID #23): is applied for a greater resistance to chipping and gives that extra professional touch to your manicure. It also enables the finish to last up to 2 – 3 days longer.

Avoid soaking your nails in hot water during the first couple of hours after the application. Normal showering and dishwashing are usually fine after one hour as long as the polish is not scratched. Ideally do not use very hot water on your nails for the first 4 hours after application. Although dry to the touch, the polish is still curing / drying throughout the day (or overnight if applied in the evening).

SUNCOATGIRL APPLICATION TIPS: Apply 2 to 3 thin coats to clean grease-free nails. Dry fully between coats for a hard, durable finish. Peel off the nail polish before changing colour by soaking nails in warm water for 2-5 minutes, and peel off from one corner.

PLANT BASED NAIL POLISH REMOVER - 150ml / 5oz, \$15 CAD

This plant-based nail polish remover is made from corn stock fermentation and is enriched with vitamin E. It removes all nail polishes, water-based and conventional. It has an oil like consistency and will not dry or discolour nails. Biodegradable and vegan, it is packaged in a handy container that gives you easy and spill-free access to the remover. No twisting, pouring, or fussing required—a simple press is all you need to deliver the perfect amount onto your cotton ball.

NATURAL NAIL POLISH REMOVER GEL – 30ml/\$7.99 CAD

This one-of-a-kind PLANT based Nail Polish Remover Gel is a first in the natural polish remover category offering a formula created to remove all nail polishes, water-based and conventional. Free of petrochemicals, it will not dry or discolour nails, vegan-friendly and not tested on animals. Ideal for home use and great for travel, it is a kinder and more gentle way to remove nail polish as it is also biodegradable.

2-IN-1 NAIL POLISH REMOVER GEL & CUTICLE BALM 2-in-1 (50ml REMOVER GEL + 2g CUTICLE BALM) /\$14 CAD

Suncoat Nail Polish Remover Gel comes in a dual compact tube also containing the Cuticle Balm! The two products come complete in one convenient package. Both products contain all-natural ingredients which will help maintain healthy, happy nails!

Show your cuticles some love with the Suncoat Cuticle Balm containing vegetable oils, wax and enriched with vitamin E. Neither products are tested on animals nor contain animal ingredients. They are 100% Vegan friendly! Healthy, hydrated cuticles are always in-style!





HOW TO REMOVE SUNCOAT WATER-BASED NAIL POLISH: Suncoat water-based nail polish is formulated to adhere well to the nail bed. However, if left on nails for an extended time, it may require more effort to remove. For easier removal, remove the polish weekly with Suncoat Nail Polish Remover.

Hold the remover on your nails with a well-soaked cotton ball, allowing at least 2 minutes for the remover to penetrate and soften the polish. Then rub the nails until the polish is fully removed. One liberally soaked cotton ball is usually enough to clean all your nails as the remover liquid evaporates slowly. Repeat if necessary. Wash your hands with soap and water. Eco-friendly practices and kinder products sometimes require more time and greater patience.

PRODUCT SAFETY: Suncoat complies with Health Canada, US FDA cosmetics regulations and European Cosmetics legislation.