

essie®



Essie is not your typical nail-polish.

Essie is your ticket to showcase your self love.

Essie is a statement piece.

A color on your nail means more than just a visual expression.

When painting your nails, you're not choosing a nail color but a feeling.

From *feelin' poppy* to *picture perfect* you are the one to define your emotions.

Feelings come and go and so should your nail polish.

Instead of choosing a color opt to always choose the right choice for who you are.

Your feelings are valid and so the colors on your nails.

hair care.
body care.
100% custom.

we're taking over your bathroom.

TAKE THE QUIZ

→ En el home page tendrán una opción parecida, en vez the take quiz dira - **how are you feeling?**

Statement pieces

- Nail polish
- Base & top coats
- Nail care

Any feeling is valid

- Inspo

essie

~~nail polish~~

~~base & top coats~~

~~nail care~~

~~nail art~~

~~inspiration~~

sweepstakes

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what's new

by color

enamel

quick dry

longwear

color + care

salon gel

best sellers

↓
En vez de decir "red" dirá el feeling relacionado que tiene el color red y sucesivamente

Quiz Questions

How are you feeling today?

1. Energized
2. Passionate
3. Spontaneous
4. Refreshed
5. Calm
6. Romantic
7. Serious
8. Simple

What's your favorite color?

1. Red
2. Blue
3. Yellow
4. White
5. Black

What emotions are you feeling when you see...

1. *you will see some color aesthetics and write down what evokes to you*

Which of the following do you identify with?

1. Martini please
2. On the rocks
3. Cosmos
4. Spritz forever
5. Just water

How do you define yourself with one word

1. *they will write it down*

Young or Old Zac Efron?

1. *they'll click on the pic*

Kids or no kids?

City, beach or the mountains?

Do you identify as a conformist or revolutionary?

Do you believe in the power of colors?

1. Yes
2. No