



# 2015

## TRIND MEDIA KIT

## About Trind Cosmetics

Trind is Europe's most trusted and respected line of hand and nail care. It is found in the finest perfumeries from St. Tropez to the Champs Elyseé in Paris, and from Stockholm to Milano.

Trind is now fast achieving the same status in the United States & Canada. News of Trind is spreading like wild fire as women everywhere share their stories about the incredible results Trind achieves!

Founded in 1988, Trind Cosmetics is located in the Netherlands. The outstanding line of Trind premium products evolved from a passion to do the impossible which lead to the development of nail care products that would help all women have strong and flexible nails, products whose effectiveness was sustainable.

The Trind premium line is available in 28 countries!

Trind is available in The United States by VANRO Cosmetics USA, LLC.

Trind is available in Canada by VANRO Group Inc.



# The Science Behind Trind

The Trind secret is in the balance between strength and moisture.

Trind Nail Repair is an incredibly effective nail strengthener because it's based on the science of the nails. Its unique formulation strengthens the connection between the protein molecules, without altering the balance of the essential moisturizers. The nail becomes strong, flexible and supple because you have that perfect balance between strength and moisture. And activated by moisture, Trind's formulation prevents further drying of the nail.

The nail consists of three layers of protein molecules separated by layers of natural moisturizers; the perfect balance is 82% protein molecules and 18% natural nail fluid. This fluid acts as glue for the protein, and as a moisturizer, to keep the nail supple. When the moisture dips below the 18% level, nails often split, peel and crack.

Traditional nail hardeners bond the protein together, leaving no space for the nail's natural fluid. They harden the nail, but they also make it brittle. They can be damaging when used on dehydrated nails, because they simply dry the nail further. This explains why some products work well for a while and then suddenly seem to lose their effectiveness.

Protein-based hardeners act like egg on a car forming a hard, slick coating that adds limited durability to the nail. These types of hardeners do not alter the chemical composition of the nail because protein molecules are too large to penetrate the nail.

Strengtheners with silk, diamonds or fiberglass fibers add strength by forming a protective coating. But, again, all of the molecules of these added materials are too large to penetrate the nail and therefore do not change its chemical composition.

Infused strengtheners, marketed for their botanical or vitamin properties, are designed to appeal to the health-minded. Although it's safe to say that any coating might increase the durability, there have been no studies that prove these ingredients to do anything to fortify or strengthen the nail. Again, the molecules are too large to penetrate the nail.

Trind's unique formulation penetrates the nail creating webs of protein and strength, while maintaining adequate moisture. Nails become strong, flexible, and beautiful.

## Testimonials

I started my Mom on Trind products a few years ago. On and off she has ventured away from Trind while trying other new products. She always comes back to Trind. She just called and asked me to send her a new supply of Trind and I asked her why she was going back to Trind. She said "because every time I try something new my nails go back to flaking and peeling". So Trind it is and she is now headed back to healthy nails again.

– S. Leroy. Santa Barbara, California

I tried your 14 days challenge and your product lives up to your advertisement. Until 5 years ago, I always had strong nails; however, the last few years, they have been brittle, and with ridges that crack. I have still having a problem with one nail but it seems to be improving, the others are strong and have not split. After the 14 days, I ordered the cuticle balsam and cuticle remover. Your products are wonderful and I am recommending them to all my friends! I am so happy I decided to try Trind. Thank you.

– T. Frasier. Twin Falls, Idaho

I took off artificial nails less than three months ago. In the past, this would mean that my nails were weak and tore constantly – so I would always eventually end up re-applying artificial nails. I used the Trind products as directed and my nails are unbelievably strong and beautiful! I'm delighted!

– C. Friend. Chattanooga, Tennessee

I had gel nails for years, but after I took the gel nails off, My nails were thin, cracked, and broken. I tried everything. I mean everything that said will make my nails strong and not crack. Nothing worked. I ordered Trind nail repair. After 1 month my nails were healed. After using the nail balsam and nail repair for 2 months, I have long, strong and beautiful nails. I have to cut them because they get so long. I have told everyone I know about Trind. It's by far the best nail product ever. Thank you.

– L.Guscott. Sandpoint, Idaho.

Due to your products (which a friend introduced me to) I have had long hard nails after 40+ years of trying just about every product on the market. I can grow longer nails that are sturdy and yet do not snap off with the slightest blow. I feel proud of my hands and am not reluctant to show them.

– M. Graham. Port Ludlow, Washington

Late last summer a friend and I travelled to Rome and then on to Florence to attend a cooking class. What a fabulous time!! While in Rome we stopped at a shop (I cannot remember the name although it is reminiscent of a Sephorra Store). The saleswoman had the most fabulous nails – and they were her own! Of course I had to ask how she managed it and she told me that she uses Trind Nail Repair. I bought some and cannot believe the results. I'm 53 years old and nothing has ever made my nails grow like this product. My nails used to split – not anymore. I have actually had to file them down they grow so long. This is one of the best products I have ever used.

– C.Ternowski. Edmonton, Alberta

I have used Trind Nail Repair for over 6 years and will never change. It's fabulous! No more splitting, broken nails. My hands look great! I even turned many of my co-workers and relatives on to it and they love it also. It's a wonderful product that I cherish.

– Marcia C., Rochester, Minnesota, USA

I wanted to write to you to let you know how much I love your product Trind. I have been using it for 1.5 years now and it has transformed my nails. My nails used to be split, weak, brittle and never grow. Now they are long and strong and for the first time I have to file them down for being too long!! Because of this transformation, I have started a blog on nail polish to show off how proud I am of my nails now. I wish I knew about this product years ago. I also tell anyone I can to buy Trind in Canada and the USA. I will never go without Trind and never use anything else!

– J. Hopsicker

I wanted to let you know how much I love your product. I have tried everything for years and nothing stopped the peeling or breaking. My nails are awesome and healthy! I love your product it is soooo worth it. It is so nice to have a product that actually does what it says!

**Kudos! – J.Flynn**

Just wanted to let you know I absolutely love the Nail Balsam product I recently ordered. Who knew a cuticle product could be non oily but still work! I love it so much thank you for such a wonderful product!! And what a nice surprise to find such an informative little leaflet of all your other products. I have already found 2 more things I will be ordering. Thank you!

**– P. Ashton**

I would not have believed it was possible, in fact I did not – sounds trivial but I just had to file my nails! Usually with all the breakage and tearing they are never even approximately the same length, some are longer some shorter. Now I have some symmetry!! Please tell Egon that this is a great product! Not that I'm his usual clientele because I gave up long ago having presentable nails but it really has made a huge change for me. Thanks!

**– Norah**

I started using the Keratin Nail Restorer/Protector 4 days ago after removing my gel nails. The difference is amazing. There are still lots of splits and cracks but the product has filled them in and made my nails strong. I'm sure that within a few weeks they will have grown out without further splitting and I will have my own natural nails back. Love all your products. My daughter and I have been using them for a few years now

**– L. Spiller**

I really have tried everything for thin, weak, peeling nails. I would say that I am generally very skeptical of product claims but this product really does work. Trind has been the absolute best solution to my problem nails. I am placing a new order today.

**– D. Nickel**

I have tried everything on the market to get my nails to grow. . . I mean I have tried everything. When I heard about Trind I decided to give it a try. I have to say it WORKS WORKS WORKS.. For the first time in my life I have nails and they are strong and flexible. I religiously use the Trind system every day and couldn't be happier.

**– D. Role, Massachusetts**

I spent years having acrylic nails for work purposes. When I stopped working, I knew I couldn't afford to keep maintaining them. But as we all know, nails are horribly weak and damaged after that. Thank goodness a friend who worked at a five-star spa in my town recommended Trind. That's the only product they use on clients. After very little time, I saw fantastic results! Not only were my nails strong, but they also were flexible, which kept them from breaking when I'd hit them. I love the ease of using the products (As a full-time mom now, I don't have time or patience for anything high-maintenance!), the quick drying time and the nice, subtle scent of the balsam. My nails are beautiful and healthy. Thank you for such a great product. I'll never need help at the salon to have beautiful nails again!

**– Brooke B.**

I rarely believe testimonials but after 15 years of gel nails, shellac nails, and glue-ons, I decided to go "cold turkey". My nails were appalling and they hadn't started out that great! I needed help and so I tried trind. My nails did grow faster although not as fast as advertised, but that didn't matter because they have grown out strong. They don't peel, bend chip. They are perfect! This product really does what it claims to do!

**– Lucy**

Trind Repair is the best product I have ever found to repair cracked nails and nails that would not grow properly.

I have been using it for the last four years and now have beautiful nails.

**– Martha Pritchard**



# Press Clippings



Trind has appeared in a number of magazines and websites:  
Chatelaine, Fashion, Flare, Lou Lou, Elle, Access, Famous, Canada.com, Sweetspot.ca Cityline.ca,  
VitaminV.ca and Juicystuff.ca.



Press Clippings continued



# Trind Solution Finder

IF you have this problem...	THEN the Trind solution is...
Weak, flimsy and soft nails Brittle, rigid nails that split and crack Peeling nails that won't hold nail polish	Trind Nail-Magic Trind Moisturizing Nail Balsam Trind Nail Repair in gloss, matte, pastels, or pearls  Try our convenient Moist & Shiny Kit with all three products!
Ridges in your nails	Trind Nail-Magic
Over-grown cuticles	Trind Extra Mild Cuticle Remover Trind splinter-free Manicure Sticks
Ragged, dry, or peeling cuticles; 'hangnails'	Trind Cuticle Repair Balsam
Weak, thin and sensitive nails damaged by acrylic nails or other types of artificial nails that have recently been removed	Trind Perfect System Kit Trind 7 Day Top Coat
Soft peeling nails that tear when filing	Trind Professional Glass Nail File
Weak nails that need strengthening, but you desire or require a matte look	Trind Nail Repair Matte
You love the look of a French manicure, but don't have the time to get a manicure or do your own	Trind Nail Brightener — the 30-second French manicure
Dull, dry hands; a decrease in elasticity	Trind Hand Repair



## Product Line

### Hand & Nail Care Kits



#### The Moist & Shiny Kit

A Trind Moist & Shiny Kit gives you the basics, and all you need to take the Trind 14-Day Nail Challenge! 2 steps for 2 weeks – in 14 days you'll be thrilled with the results; in fact, we guarantee it.



#### The Perfect Cuticle Kit

Soften and remove dry, cracked cuticles, gently with our extra-mild formula. Keep them in top condition with our unique Cuticle Repair Balsam and nourish the Nail Matrix at the same time. This fabulous oil-free product penetrates to the cellular level helping emerging Nails get a healthy start.



#### The Perfect Cuticle & Nail Kit

Remove overgrown cuticles and prevent hangnails. Rehydrate dry fingernails and toenails to support healthy, natural growth that looks fabulous.



#### The Perfect System Kit

A premium kit at an affordable price for perfect growth, perfect nails, perfect cuticles and perfect hands. Amazing value and results!



#### French Manicure Kit

Charm your inner Diva and make a splash with our complete French Manicure Set. Everything you need to create a sophisticated, worldly look in the comfort of your fuzzy slippers.



#### Trind Keratin Treatment for Nails Kit

Finally there is a solution for damaged and overly sensitive nails after wearing artificial nails or nails that suffer from other damage. There is a need for this mild solution fitting perfectly in the range of our other nail treatments such as the Trind Nail Balsam and the original Trind Nail Repair.

## Cuticle and Nail Treatments



### Trind Extra Mild Cuticle Remover

Overgrown cuticles can inhibit nail growth and affect the appearance of nails and hands. Trind Extra Mild Cuticle Remover softens cuticles allowing for gentle removal of any excess with a Trind™ splinter-free manicure stick.



### Trind Cuticle Repair Balsam

Trind Cuticle Repair Balsam contains d-panthenol, allantoin, hyaluron-acid and phytantriol, natural moisturizers found in many cosmetics. It also contains **Trind's unique formulation: the Trind Duo-Liposome**, which stimulates the production of superior skins cells equipped to hold the skin's natural moisture longer when exposed to sun and water. (Oil-free)



### Trind Moisturizing Nail Balsam

Trind Moisturizing Nail Balsam is a copy of the nail's natural fluid. It contains natural moisturizers like d-Panthenol and Phytantriol, and most importantly, Biotin, to create the right level of continuous hydration. It is also amazing for hard, dry, brittle and thick toenails. (Oil-free)



### Trind Nail Repair

Trind Nail Repair's unique formulation strengthens the connection between the protein molecules, without altering the balance of the essential moisturizers. Activated by moisture, it cannot dry out the nails. In 2004, Nail Repair was awarded "Les Victoires de la Beauté" for the Best Nail Treatment in France. In 2009 Nail Repair was awarded the Best of Beauty Buy 2009 by Fairlady.



### Trind Nail Repair Matte

Trind Nail Repair is available in a matte finish to support professional, personal or religious preferences. It's also great for men who want to have a manicured look without the shine!



### Trind Nail Repair Nude

Trind Nail Repair Nude provides a hint of sheer colour. Only 1 thin coat is required, which makes it a great alternative to Nail Repair Natural during the 14-Day challenge. Apply a coat of Nail Brightener on top to "pump up" the colour.

## Cuticle and Nail Treatments continued



### Trind Keratin Nail Protector

Trind Nail Repair is available in a matte finish to support professional, personal or religious preferences. It's also great for men who want to have a manicured look without the shine!



### Trind Keratin Nail Restorer

Trind Nail Repair Nude provides a hint of sheer colour. Only 1 thin coat is required, which makes it a great alternative to Nail Repair Natural during the 14-Day challenge. Apply a coat of Nail Brightener on top to "pump up" the colour.

## Other Trind Products



### Trind Hand Repair

Hand Repair with Duo-Liposomes revitalizes hands, stimulating the production of new cells which are stronger and of a much better texture. Hands feel and look youthful and supple, and will maintain their natural moisture longer when exposed to sun and water. Trind Hand Repair penetrates deeply into the skin and doesn't leave any "greasy" residue.



### Trind Nail Brightener

Trind Cuticle Repair Balsam contains d-panthenol, allantoin, hyaluron-acid and phytantriol, natural moisturizers found in many cosmetics. It also contains **Trind's unique formulation: the Trind Duo-Liposome**, which stimulates the production of superior skins cells equipped to hold the skin's natural moisture longer when exposed to sun and water. (Oil-free)



### Trind Base Coat

Prevent nails from discoloring and fill in ridges with Trind Protecting and Ridgefilling Base Coat. Create a smooth protective surface for your favourite polish or as part of your French manicure routine.

## Other Trind Products continued



### Trind 7 Day Top Coat

7 Day Top Coat gives nails an extra gloss and keeps your polish fresh and chip-free for 7 days! Apply it over Nail Repair, Nail Brightener, or any polish of your choice.



### Trind Extra Mild Polish Remover

Trind Extra Mild Polish Remover is oil and acetone free. It is made with the least aggressive solvents to provide a balance between safety and effectiveness. Its unique "Miracle Cap" eliminates leaks – perfect for travelling!

## Manicure Tools



### Trind Nail-Magic

Trind Nail-Magic is the perfect tool to activate the production of natural nail moisturizers. It will also equalize un-sightly ridges, leaving perfectly smooth, shiny nails.



### Trind Flexi-File

A Flexi-File is the perfect tool to file down length. Fine and course double-sided file for initial shaping and filing of the natural nail.



### Trind Professional Glass Nail File

Our Professional Glass File is patented and truly made of durable, almost unbreakable glass. It will last a life time, and it's fabulous to use. Because it is so fine and does not cause splintering, it is especially suited for frail nails.



## Caring Colors

The Trind Caring Color Line offers a fascinating palette of fashionable shades for fabulous nails. Nail colour that specially has been developed to maintain the health and vitality of your nails after getting them in top shape from using the Trind Perfect System.

Although it is not necessary to use the polishes from the Trind Caring Color Line with Trind's treatment products, the combination has an incredible effect on the nails.

The high-tech innovative formulation in Caring Colors contains active ingredients that strengthen and improve the overall condition of the nail, optimize adhesion of polish to prolong the life of your manicure, and creates a beautiful sheen.

The line includes a base coat and top coat with the active ingredients to maintain and sustain the health and appearance of beautifully polished nails!



## Contact Information

**Trind North America (div. VANRO Group Inc.)**

7-270 Van Dusen Blvd.

Toronto, ON M8Z 3J1

**TELEPHONE:** 416-234-1303

**TOLL-FREE:** 1-866-988-7463

**Egon van Romondt**

[egon@trind.ca](mailto:egon@trind.ca)