# We've taken a little time out to cherish ourselves

We women are beautifully complex; we grow and change as we move through the many phases of our lives. After more than a decade of talking to women just like you at The Nail Spa – quintessentially beautiful ladies from all walks of life – I believe that we, as women, share one unifying characteristic: the desire to make things better.

At The Nail Spa, we share this desire as it helps us instil positivity – with a dash of sparkle – to everything we touch. To focus our philosophy we've taken a little time out to cherish ourselves. Glammed up, we're now presenting our dazzling new look to the world; a gorgeously glamorous look that matches on the outside how we feel on the inside. But with an ever-expanding menu that features lots of incredible products and amazing new services, we believe it's time to enjoy a make-over of our own.

Our essence remains the same; we are still a celebration of inner beauty, and a place where women can enjoy some well-deserved 'me' time. We know true beauty comes from within – that there is no substitute for being confident in your own skin. And we ardently believe that that the beauty which truly defines us is in our spirit: our personalities; our attitudes; our state of just 'being'.

Thank you for sharing the past eleven years with The Nail Spa, and we welcome you on this new and exciting journey where together we can ...just be beautiful!



**Shabana Karim**Founder, The Nail Spa



# Loving our clients

We love you, striving every day to make you feel even more valued and cherished – and to make you feel beautiful inside and out. Our reason for being is to bring out your inner beauty, vitality and confidence, and to do so by treating you with the same respect we would show to our own family.

We passionately believe that everyone is naturally beautiful, and this shines in your eyes through your attitude, your feelings, and your state of mind. We bring this beauty to life through the caring touch, innate knowledge and well-honed skills of our therapists. By loving everything we touch we help your quintessential beauty blossom so you can ...just be beautiful!

### Loving our products and service

We love our lotions and potions, and are constantly on the lookout for new products – and new ways to apply them. We are insatiably curious and travel here, there, and everywhere in search of the best products and amazing new services. Our products are sourced with integrity; we look for ecologically-friendly items wherever we can; and all our products are tested – on us – so you know you're getting the absolute best.

If there's a new trend emerging, we promise we'll be hot on its heels and it will be winging its way to our spas shortly. As part of our travels we coax out celebrity secrets to bring you exclusive favourites such as Heaven by Deborah Mitchell and Dr. Dennis Gross Skincare – products loved by A-list celebs and beauty magazine editors alike.



# Loving our people

We love our team and their well-being is at the heart and soul of everything we do. A happy, contented team makes you – and us – skip out of the spa with a smile on our face and a song in our heart. We care about the here and now – and are constantly developing new rotas and ideas to support staff happiness and well-being – but we also care about our team's future which is why we teach our therapists lifelong skills at our beauty boot camp.

Education is at the centre of our philosophy and we are humbled by the unwavering focus our team has on providing their families with a better life. Through our HOPE Foundation (Hope and Opportunity for Proper Education) we provide scholarship opportunities for our team's children, allowing us to make a tangible difference to people's lives.

### Loving the world we live in

We love our planet, and source environmentally-sound products and services wherever we can. Each spa has a dedicated ecowarrior who reduces, reuses, and recycles everything she can. By looking for left-on lights and trickling taps, encouraging you to bring back your nail buffing kit on your next visit, and recycling everything from finished polish bottles to old menus, our ecowarrior is helping us work towards a better world.

We also care about causes a little closer to home. We love our community and are actively involved in local charity fundraising campaigns and other neighbourhood events. We are active in each neighbourhood we work in and want to be part of the fabric of your everyday life. Our team pounds the pavements on charity walks; attends school fairs and community celebrations; and looks for innovative ways in which we can support the causes that are closest to our communities' hearts.

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We passionately believe that beauty is more than skin deep, and since we first opened our doors in 2002, we've woven this belief into everything we do.

We believe that to look beautiful, you have to feel beautiful; inside and out. The little things in life make us smile – a slick of stunning colour on perfectly manicured nails, super smooth dare-to-bare skin; luscious lashes and enchanting eyebrows – but the things that make us sleep soundly at night are what really make us feel beautiful.

We know that you care for our planet, making it a better place for future generations. You support your communities, creating warmth and lasting friendships. You nurture your families, encouraging happiness and innate confidence. And you cherish yourselves, understanding that by caring for body, mind, and soul you are one step closer to achieving your hopes and dreams.

We share these values, which is why everything we do stems from our four central beliefs.





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