It’s Topless - Nails.INC launches revolutionary new nail polish with #NailingLife campaign

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Nails.INC has launched a new range of nail polish called It’s Topless with a campaign that shows a candid view of the pressure all women feel to nail life.

The It’s Topless range eliminates the need for multiple products to prep, prime and seal, with a 4-in-1 unique formula combining benefits of nail treatment, base coat, colour, and top coat. The result is a gel-like long-lasting, high-shine finish in one effortless step. It's not just another nail product - it's the ultimate beauty hack for #NailingLife.

Created by 1000heads, the campaign unpacks the demands of life and societal pressure to be everything to everyone (and look good while you’re doing it).

In a world where perfection seems to have become the new normal, women are craving beauty solutions that relieve, rather than add to the pressure they feel.

The customer-centric campaign deviates from the advertising norms of the beauty category.

Research into Nails.INC customers revealed they are looking for efficiency without compromise, a moment of respite from the chaos of juggling all of life's demands.

The #NailingLife campaign answers this call. It shows the benefits of no more carting around multiple bottles, no waiting for multiple layers to dry, and no extra steps. Just a glossy manicure in a fraction of the time. Life moves fast, the beauty world needs to keep up.

Founder of Nails.INC Thea Green said: *“At Nails.INC we push boundaries in beauty product creation. It’s Topless was born out of a desire to create a truly time-saving, fuss-free solution for beauty lovers who are always on the move.”*

“The It’s Topless launch will continue to build the Nails.INC brand in the UK, US and Canada, reaching new audiences who we know will relate to these modern life truths just as much as we do.”

“As a female founder, I know firsthand how important it is to balance ambition and self-care whilst battling the daily hustle to 'do it all'. With It’s Topless, we're taking away a layer of complication, making it just that little bit easier to add some polish to life's niggles and sideways swipes."

Managing Director of 1000heads Frank Grindrod said: *“#NailingLife is about showing how Nails.INC can relate to the bold, the busy, and the fearless. The campaign candidly portrays real-life moments where It’s Topless makes an impact - from the boardroom to the breakfast table, the school run to date night. We're incredibly proud to bring this innovative product to market with this campaign.”*

Nails.INC Marketing lead Hannah Belsham said: *“We wanted to work with a partner who truly understands the transformative value of storytelling deeply ingrained in, and born from, rich audience insight, to compelling social communications. 1000heads was the perfect choice - bringing creativity, strategy, and execution together seamlessly. The It’s Topless launch is testament to what happens when product innovation meets bold marketing."*

#NailingLife is a relatable, emotive provocation that will be delivered through-the-line, featuring social video customised to TikTok and Instagram, OOH, collaborations with beauty influencers, and retail partnerships with Walmart, Target, Amazon and Superdrug.

Campaign Launch Video - https://vimeo.com/1000heads/nailsincitstopless

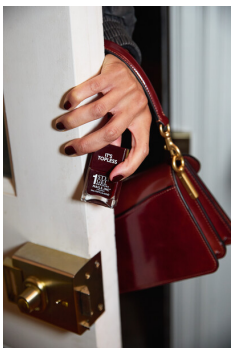
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About 1000heads:

1000heads combines expertise in data and analytics, strategy, technology, and creative to help the world's best companies build brands in the age of social media. 1000heads provides its clients with a fully integrated, end-to-end Social Transformation™ offering that includes data and analytics, strategy, and implementation.

1000heads has a global presence and employs over 200 people in eight offices in London, Berlin, Paris, New York, Los Angeles, Miami, Sydney and Melbourne. 1000heads customers include Google, SAP, Wella, Amazon, Diageo and Kerrygold.
https://1000heads.com/

About Nails Inc:

Nails.INC is an award-winning and leading British beauty brand. Founded by Thea Green MBE in 1999, Nails.INC has quickly become one of the most innovative independent beauty businesses on the market.
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