

little **BU**®  
Nail Polish



## What is Little BU?

Little BU is a **non-toxic, odourless** nail polish available in **wash-off** and **peel-off formulas** that provides a **salon quality finish** in fashionable colours.

It's safe for kids, teens and mums too!





## Sales Appeal

- The unique formula makes painting nails an enjoyable experience that encourages **multiple polish changes** which leads to **frequent purchasing**.
- The core colour range includes classic **pinks and purples** to **fashion forward** interpretations of **red and blue**.
- Each season there are new offerings to **infuse newness and re-purchasing**.
- A water-based Little BU **Top Coat** with acrylic polymers has been created to lock-in wash-off colours for a **longer duration** and will **increase individual sales**.
- Mothers love that the **wash-off formula washes out of carpets, clothing and upholstery!**
- The **Paint On, Peel Off** collection is also **non-toxic, water-based and odourless** - it's as easy paint on and peel off!
- The **affordable price point** is an **easy add-on** at point-of-purchase.



## The Collection

The Little BU colour assortment is a range of fun, fashion forward shades with cream, crystalized, pearlized and high-shine nail affects.

Each shade is named after a sweetly sophisticated girl who likes to express herself with colour!





## Application – Wash Off

We recommend a few simple steps:

- Prepare hands (or feet!) by washing them with soap and water
- Evenly **apply two coats** of Little BU nail polish
- Allow **each coat** of polish to **dry for two minutes**
- Apply 3D nail art stickers (optional)
- Seal in colour with one coat of the water-based Little BU Top Coat
- To remove, **thoroughly wash** your hands with **soap and warm water**



## Application – Paint On, Peel Off

We recommend a few simple steps:

- Prepare hands (or feet!) by washing them with soap and water
- Evenly **apply two coats** of Little BU nail polish
- Allow **each coat** of polish to **dry for two minutes**
- To remove, start in a corner of the nail and simply peel off.



**NEW**

Scarlett



A light glistening pearl.

SKU : 96094259 , 9ml

Aubrianna



A striking electric pink.

SKU: 96020807 , 9ml

Alaia



A creamy cornflower blue.

SKU: 96101780 , 9ml



**NEW**

Sawyer



An ice blue pearl with metallic shimmer.

SKU: 96111086, 9ml

Emilia



A red with metallic shimmer.

SKU: 96111093, 9ml

Ella



A creamy lilac.

SKU: 96101766, 9ml





Alexi



Vibrant raspberry pink with shimmer.

SKU: 96020708 , 9ml

Carolina



Pale pink with a hint of coral and light shimmer finish.

SKU: 96020791 , 9ml

Cecilia



Sheer crystalized pink.

SKU: 96020715, 9ml

Charlotte



Vibrant pink with a intense shimmer and glossy finish.

SKU : 96020883, 9ml



Chloe



Pearlized Mauve.

SKU: 96020753 , 9ml

Coco



A sea green with metallic shimmer.

SKU: 96020869 , 9ml

Emma



A true creamy red.

SKU: 96020784 , 9ml

Layla



Sweet lilac with a cream finish and light shimmer.

SKU : 96020746 , 9ml



Milla



A deep blue with diamond shimmer.

SKU: 96020838 , 9ml

Olivia



Creamy soft blue.

SKU: 96020739, 9ml

Riley



Creamy bubble gum pink.

SKU: 96020760 , 9ml

Saskia



Creamy light violet with a pearlescent shimmer.

SKU: 96020845 , 9ml



### Savannah



An orangey coral with shimmer.

SKU: 96020692 , 9ml

### Stella



A pearlized glistening  
Magenta.

SKU: 96020777 , 9ml

### Top Coat



Top coat to seal in colour.

SKU: 96020876 , 9ml



## Paint On, Peel Off

Little BU launched four bold shades in a new paint on, peel off formula.

The fresh four bold creamy colours give a salon glossy finish and are non-toxic and odourless.



*Paint On,*  
**PEEL OFF**  
*with a playful  
touch of nail colour!*



Georgina



A bold creamy pinkish red.

SKU: 96020852 , 9ml

Ava



A creamy cool sea green.

SKU: 96020807 , 9ml

Priya



A creamy striking orange.

SKU : 96094259 , 9ml

Rhea



A vibrant pinkish mauve.

SKU : 96020814, 9ml



Alaia



A creamy cornflower blue.

SKU: 96101780 , 9ml

Ella



A creamy lilac.

SKU: 96101766



## Little BU 3D Nail Art Stickers

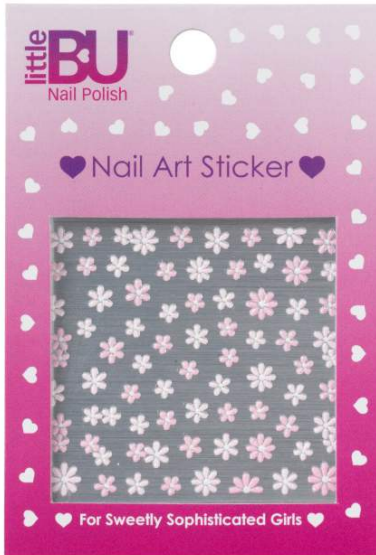
Little BU fans will be able to complete their mini-manis with our **3D nail art** stickers. The collection includes a variety of seven sweet and fun designs ranging from roses to cakes!



*Create fashion at your  
fingertips with our*

**NAIL ART  
STICKERS**





### Pink Blossom

Sweet pink floral 3D nail art stickers.

SKU: 965266213129



### Silver Stars

Starry silver 3D nail art stickers.

SKU: 965266210524



### Sweet Delights

Heart and sweet cake delights.

SKU: 965266224064



### Cherry Dream

Sweet selection of cherry and strawberry mix.

SKU: 965266224088



**Rose Garden**

Pink vintage rose 3D nail art selection.

SKU: 965266010117



**Blue Blossom**

Sweet blue floral 3D nail art stickers.

SKU: 965266021366



**Butterfly Wonder**

Butterfly and decorative floral selection.

SKU: 965266010216



## Little BU Accessories & Gift Set

Little BU extras and fun gift sets for the special occasions.





### **Little BU Mani & Pedi Set**

1 Emery Board, 1 Toe Separator, 1  
Buff / 1 Polish

SKU: 5060252520003



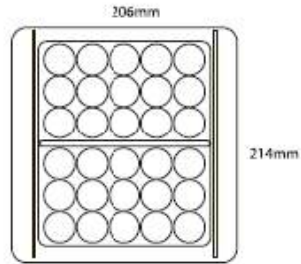
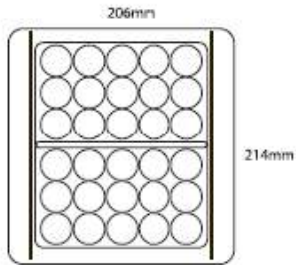
### **Little BU Silver Wristlet Pouch**

The Little BU classic wristlet is available in silver and features the Little BU logo. Top zip closure with heart shaped pull.

SKU: 5060252520010



## Little BU POS Spinner Unit





## Little BU A6 Information Card

For ages 3+, use with supervision, for external use only



**little BU**  
Nail Polish

- ♥ Non-Toxic ♥
- ♥ Odourless ♥
- ♥ Water-based ♥
- ♥ Wash-Off formula ♥
- ♥ Glossy Finish ♥

♥ [www.iluvlittlebu.com](http://www.iluvlittlebu.com) ♥

For ages 3+, use with supervision, for external use only

**At Little BU® we've got all style and no harsh solvents!**

So why is Little BU® nail polish simply the best alternative to toxic, solvent-based polish?



- ♥ Non-toxic
- ♥ Water-based
- ♥ Wash-off formula
- ♥ No odour
- ♥ Dries in just two minutes
- ♥ Safe for nail biters
- ♥ Dries to a glossy finish
- ♥ Easily washes off clothes
- ♥ Pregnancy safe
- ♥ Not tested on animals
- ♥ Available in three finishes - cream, crystalized, pearl
- ♥ Available in fun, fashionable colours
- ♥ Free from the Big 3: dibutyl phthalate, formaldehyde and toluene
- ♥ No phthalates, Bisphenol A, ethyl acetate and acetone

To give your little girl's fingers a sleek, salon-style finish, we recommend following a few simple steps:

1. Prepare hands by washing them with soap and water (dry thoroughly!).
2. Apply two coats of Little BU® nail polish and allow each coat to dry.
3. For extended wear, apply one coat of Little BU® Top Coat to lock in colour!
4. To remove nail polish, wash hands with warm water and soap. If using the Little BU® Top Coat, you will require a longer soak.

<http://www.facebook.com/LittleBUNailPolish>  
 <http://www.twitter.com/iluvlittlebu>  
[www.pinterest.com/iluvlittlebu](http://www.pinterest.com/iluvlittlebu)  
 [officiallittlebu](http://www.instagram.com/officiallittlebu)

For ages 3+, use with supervision, for external use only




**little BU**  
Nail Polish

- ♥ Paint On Peel Off ♥
- ♥ Non-Toxic ♥
- ♥ Water-Based ♥
- ♥ Odourless ♥
- ♥ High-Shine Finish ♥

♥ [www.iluvlittlebu.com](http://www.iluvlittlebu.com) ♥

For ages 3+, use with supervision, for external use only

**With Little BU® it's as easy as painting it on and peeling it off without harsh solvents!**



- ♥ Non-toxic
- ♥ Water-based
- ♥ No odour
- ♥ Dries to a high-shine finish
- ♥ Dries in just two minutes
- ♥ Safe for all nail biters
- ♥ Pregnancy safe
- ♥ Not tested on animals
- ♥ Free from the Big 3: dibutyl phthalate, formaldehyde and toluene
- ♥ No phthalates, Bisphenol A, ethyl acetate and acetone

**Application:**

1. Prepare hands by washing them with soap and water.
2. Apply two coats of Little BU® paint on, peel off nail polish and allow each coat to dry.
3. To remove nail polish, start in a corner of the nail and simply peel off!

<http://www.facebook.com/LittleBUNailPolish>  
 <http://www.twitter.com/iluvlittlebu>  
[www.pinterest.com/iluvlittlebu](http://www.pinterest.com/iluvlittlebu)  
 [officiallittlebu](http://www.instagram.com/officiallittlebu)



## Contact details

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