

What's Up
NAILS

What's Up
NAILS

NAIL ART PRODUCTS

What's Up

NAILS

Across the globe our products have been powering Nail Artists and you may have already stumbled across our brand on Social Media! We've worked hard over the last five years to promote ourselves and now boast over 70k tagged Instagram (IG) tutorials and photos of nail art designs using our products!

    [whatsupnails](#)

Instagram: 383k followers

Facebook: 39k followers

Pinterest: 2.9m monthly viewers

cutepolish

3.2m followers on YT



yagala

1.4m followers on IG



sveta_sanders

901k followers on IG



vics_nails

538k followers on IG



narmai

536k followers on IG



nailsbycambria

391k followers on IG



YOU HAVE SEEN US ON SOCIAL!

Every day we are seeing our products featured on Instagram (IG), Facebook and YouTube (YT) by famous nail artists, nail technicians and passionate hobbyists. We absolutely love the power of social media to train new artists on our products through video tutorials and it is satisfying to see their unique creations when we are tagged in their posts.

kellimarissa

363k followers on IG



nailsbyfreckles

333k followers on IG



xnailsbymiri

294k followers on IG



urbannailart

166k followers on IG



sensationails4u

160k followers on IG



clairestelle8

107k followers on IG



thesammersaurus

100k followers on IG



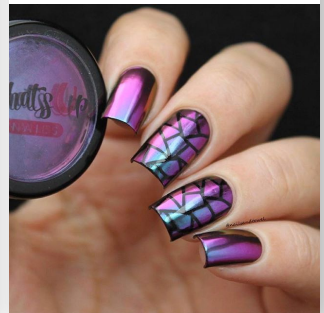
paulinaspassions

94k followers on IG



nailsandtowel

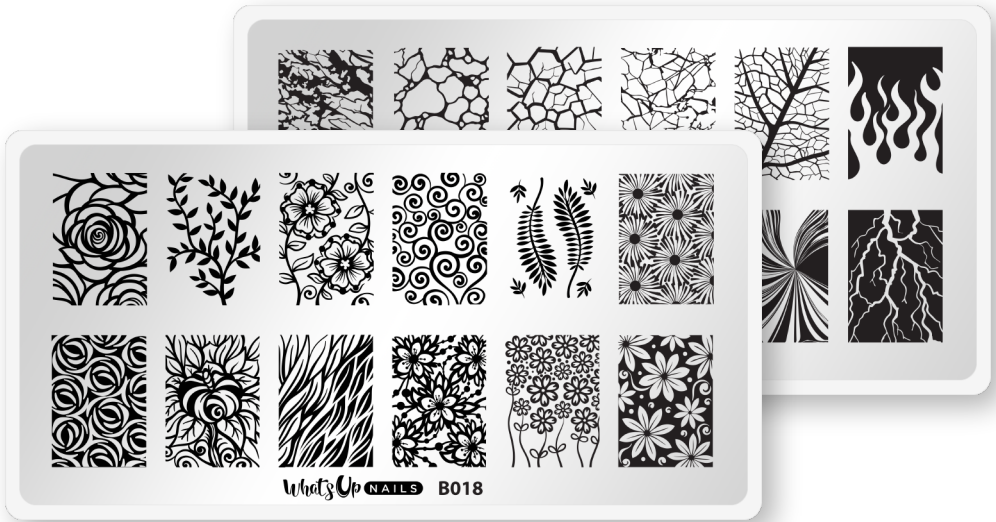
93k followers on IG



What's Up
NAILS



STAMPING



\$7.75

Visit: whatsupnails.com/stamping

Stamping is a ridiculously trendy way to get an intricate design on your nails in the color you desire. At our retail location stamping is the number one requested demo and we are constantly restocking our \$20 starter kits. We offer over 70 unique stamping plates for Nail Artists to choose from and a core set of stamping tools including stampers and stamping polishes which are polishes that dry slower and contain more pigment for better color definition to small lines.

Designs we carry cover a vast range and include flowers, textures, geometry, animal prints, mermaid and unicorns to name a few. We have trendy and classic designs to choose from and offer seasonal designs for Halloween, Christmas, 4th of July, Easter, Valentine's Day and other holidays.

Clear Head Stampers

\$7.75 - \$12.75



Stamping Polish

\$7.75 (variety of colors)





NAIL VINYL STENCILS



\$3.75

Visit: whatsupnails.com/stencils

Stencils are the staple of many Nail Artists' tool kit and with over 200 styles we have plenty to choose from. All our stencils are specially made to help Nail Artists quickly create designs and use the polish color of their choice. Simply apply to a completely dry nail, paint over with polish and remove stencil immediately. Our agile manufacturing process lets us come to market faster with trending designs and all our vinyl stencil products are designed and manufactured in our Chandler, Arizona USA facility.

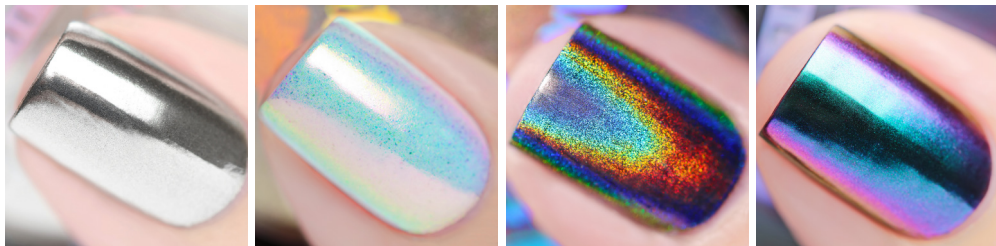
You can find and load up on essential designs like straight, French tip, chevrons and zig zag and we carry many unique single shapes like flowers, animals, stars, drips and much more. We also designed specialized full nail patterns like fish scales, Moroccan, bricks, quatrefoil, etc.

Additionally, we offer a wide variety of seasonal designs for Fall, Winter, Halloween, Christmas and popular nail art holidays like 4th of July, Easter, Valentine's Day and others.





CHROME POWDERS & FLAKIES



\$15.75 - \$38.75

Visit: whatsupnails.com/powder

Nail Artists are adding an entirely new dimension to nails with our line of Chrome powder products. We are always seeing interesting ways to use powders but the most recommended and easiest way to get started with powders is to simply use a non-wipe gel topcoat. Apply the topcoat as a base for the powder, rub powder in to the nail surface and topcoat again to seal. Powders also work over regular polish but requires finishing with a water-based topcoat.

We carry 23 chrome powder and offer single colors for \$15.75, multi shift are \$21.75, iridescent aurora is \$21.75 and holographic is \$38.75.

All product comes in a luxurious jar with 1-1.5 grams of powder and there are no special tools necessary, simply rub powder to the nail with your fingertip as a little will go along way!



\$21.75 - \$29.75

Visit: whatsupnails.com/flakies

Flakies create a unique organic look and just like powders are easy to use. We have 6 beautiful flakie colors and we offer multi-shift opaque and iridescent flakies including aurora at \$21.75 and holographic flakies are \$29.75.



BRUSHES

High quality brushes made with Kolinsky and nylon hairs are must have for all Nail Artists. Detail, liner and striper brushes are perfect for freehand details and our angular and flat brushes can help make magical one stroke nail art designs. Nail Artists also love our angular, round or flat brushes for cleanup of polish from cuticles.

We also carry salon centric 3D sculpturing and gel brushes. A good brush which stands up to acetone and is comfortable to hold is an absolute must and we are proud of the quality of our specialized brush offerings.

A picture is worth a thousand words,
photos by nail artist toxicvanitynails



\$7.75 - \$11.75

Visit: whatsupnails.com/tools

TOOLS

Our water marble tool became a hit and a number one bestseller. It is a specially created tool to help create clean lines in polish on the surface of water and doubles as a useful tool for dry marbling.

Dotting tools are a necessity in every Nail Artist's bag of tricks and our dotting tool offering ranges from tiny to jumbo tips with 10 sizes in between.

We also carry useful applicator tools that are great for applying crystals and rhinestones, stencils and decals.



WATER DECALS



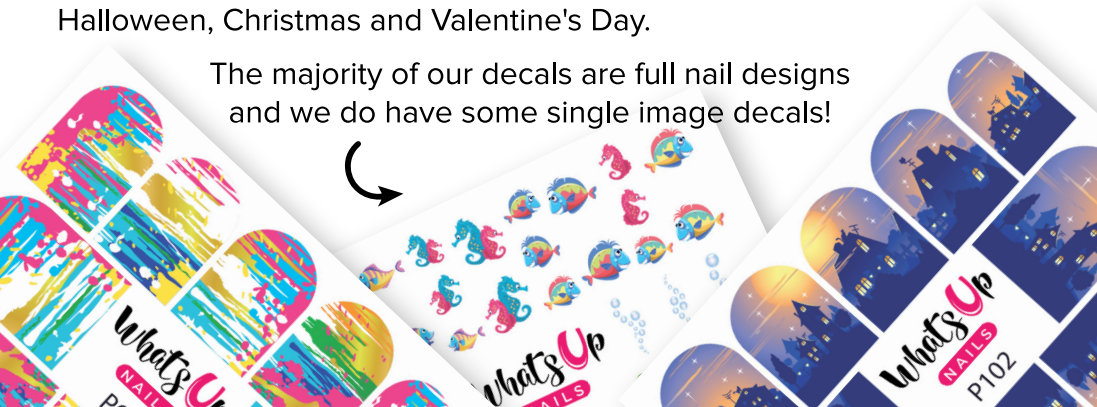
\$2.75

Visit: whatsupnails.com/decals

Water Decals are a great way to have a no hassle intricate nail design in minutes. Decals are custom designs printed over top of a thin stretchy film which separates from its backing paper when dipped in water. Slide the decal off the paper and apply to a nail and voila! Instant Manicure. We carry over 90 designs and provide a product with no need for a white base and it can be applied over any color. Finalize your manicure by sealing with a topcoat and decals can be easily removed with any nail polish remover.

Many designs to choose from including flowers, geometry, nautical themes and we offer a wide variety of seasonal designs for Fall, Winter, Halloween, Christmas and Valentine's Day.

The majority of our decals are full nail designs and we do have some single image decals!





GLITTER



\$3.75

Visit: whatsupnails.com/glitter

Confetti Glitter makes perfect eye-catching polka dot designs so easy to come by, you will want all the colors. With fun names like citrus, margarita, wedding cake and berries you will want to eat them too! Just apply dots to a tacky base and seal with 1 to 2 layers of top coat and you're done. We additionally offer cute shaped glitters with hearts, stars and butterflies which you can use the same easy application. Each glitter ranges in size between 1-3mm and come in our high quality jar and filled with 2.5g of product.

Our Shattered Holo Glitter are chunky pieces of holographic material which will look like crushed diamonds when applied to your nails and are very stunning in person. The extra 3 dimensional element it adds really lends to Nail Artists using it in some really creative ways. Coming in a silver and purple/pink and each jar is filled with 1g of product.


Shattered Holo Glitter
\$7.75

Shaped Glitter
\$3.75





SEASONAL PRODUCTS



Seasonal Nail Art is very popular and we are always seeing increasing demand starting 2 months in advance of special event Holidays like Christmas, Halloween or the 4th of July. It is common for orders to be placed in advance to have their nail designs ready well before the date. The buzz around a Holiday for Nail Art can be intoxicating and we love to support it with our special seasonal lines.

Visit: whatsupnails.com/seasonal



whatsupnails.com/seasonal' is visible at the top."/>

whatsupnails.com/seasonal' is visible at the top."/>

GLASS NAIL FILES



\$9.75

Visit: whatsupnails.com/files

Anyone that takes meticulous care of their nails will tell you, the second you have a chip or burr it makes your skin crawl until you can get your hand on a nail file and fix it! Working with a high-quality glass manufacturer in Europe we put together a lineup of gorgeous Swarovski laden glass nail files which come in a velvet sleeve. We also offer special travel versions which come with a colorful array of protective cases, perfect for the purse on the go. Glass files are the gentlest files to your nail surface, you won't go back to any other style once you have one of these around! All files have a lifetime filing surface guarantee (breakage excluded).



ARE YOU INTERESTED IN WORKING WITH US?

WHOLESALE / DISTRIBUTION

We maintain a wholesale version of our website to view all available products to wholesale or distribute. Fill the Application Form to start the approval process, find out more at

wholesale.whatsupnails.com

SALON / NAIL TECH

All licensed beauty professionals may fill out the Application Form on our website to get approved for retail discounts. Once your license is verified, we activate your shopping account to receive discounts on all Whats Up Nails branded products. See more details at

whatsupnails.com/nailtech

RETAIL

We offer a full retail experience containing both our brand and products we've sourced and stocked from across the world. We started as online only but designed and opened a concept store in Chandler, AZ to increase awareness and teach more people about nail art through in person demonstrations. Shop online at

whatsupnails.com

or visit our retail shopping location in Chandler, AZ



Chandler Fashion Center

3111 W Chandler Blvd #2304

Chandler, AZ 85226 USA

(480) 331-9759

next to Bath and Body Works,
closest entrance Barnes & Noble



whatsupnails.com



Chandler, AZ 85224 USA