

by hawley manicure
illumeTM

NEVER BUFF THE NATURAL NAIL AGAIN

NEVER BLEND THE NAIL TIP

INFILL / FULLSETS IN 20 MINUTES

PPSTM TECHNOLOGY

welcome
to the revolution



h hawley internationalTM

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An innovation that has set the nail technology industry alight is now available. Illume is a breakthrough PPS technology acrylic system, that is easy to apply, soft on the natural nail, cuts application time to half of the normal time, non-yellowing, flexible and plastising. The use of Essencia oil plumps up the acrylic, PPS technology ensures a smooth finish & no application ratio.

Why is Illume a revolutionary system?

Apart from the amazing finish. The major difference with Illume is that the natural nail never needs to be buffed again. This is due to the comprehensively researched and tested products used, including Hydrofresh and Activate. By using these products before the application of Illume Fusion liquid and powder, Illume will offer a high rate of adhesion.

What is PPS technology?

PPS is as simple as Place, Press and Smooth, it's an easy way for the nail technician to apply Illume Fusion and create an elegant, durable, glass finished nail enhancement.

Why should Nail Technicians use Illume Fusion system over other acrylic systems?

Easy to use, soft on the natural nail, fast to apply, non-yellowing, flexible, plastising, oil plumps up acrylic, PPS technology and NO APPLICATION RATIO. All other acrylic systems have strict rules when applying nail enhancements. Illume Fusion offers a system that all Nail Technicians in the salon can use, whether experienced or just starting out. This system works how you want it to work.

Why is Illume so easy to apply?

Illume virtually does the work for you. With its self-levelling technologies, the bead is placed on the nail, the product then lowers as it spreads across and down the nail. The technician's job is then to move the bead to the right area on the nail. It could not be simpler.

Are there any safety benefits to using the Illume System ?

There are several safety benefits

- Illume Essencia oil makes the dust particles heavier therefore less dust is floating around in the breathing zone.
- Less hand movement means less chance of the nail technician developing carpal tunnel syndrome or repetitive strain injury.
- No buffing of the natural nail prevents damage often caused from traditional methods

Can any of the Illume products be used in other services?

Yes. Ice-O-Blue, Activate, Essencia, Remove, Hydrofresh, Neobond and Now can all be used as part of Manicure and Pedicure services. In particular Activate and Essencia are a great asset to any Mani or Pedi. Activate will breakdown the True Cuticle and contamination on the Nail Plate. Pushing back and removing the True Cuticle with the Illume Sleek Curve will enhance any finger or toe nail. Applying Essencia oil which will nourish and soften cuticles.

Is there any education and support available?

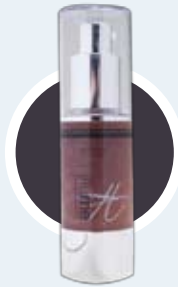
The nail industry is one of the largest growth areas in the beauty industry today. At Hawley, we are dedicated to providing you and your client with up the most up to date information, revolutionary knowledge and skills. We conduct regular product demonstrations Australia wide.

If you can not make it in to the demonstration workshops Illume educators are also available for advise via e-mail educator@hawley.net.au or you can contact the office on 02 8667 1700.



the complete Illume range

Your complete range of acrylic enhancement includes Fusion, which glides on so smoothly. Hydrofresh and Remove which both come in easy to use no mess twist and lock top dispenser. Essencia and Activate come in an airless serum pump bottle to help promote the unique foaming action of the exfoliator whilst maintaining hygiene standards, and avoiding contamination. While Illume is beautifully packaged, it has also been designed with practicality and ease of application for the professional Nail Technician of today. Wherever possible Illume has used eco friendly non-petroleum based solvents.



Illume Activate™ A WORLD FIRST!

A 3 in 1 exfoliator with a unique foaming formula, that softens, conditions and erases. Activate can be used in all nail services including Gel, Manicure and Pedicure. The key to using this product is in the foaming action. Illume has designed a brush specifically for this purpose. Use a small drop on the Nail Plate close to the cuticle area. Then use the Activate brush in small circular movements to agitate and produce foam. This works the product into the Eponychium, True Cuticle and the Nail Plate. It penetrates deeply into the skin and Nail Plate providing moisture where needed and exfoliation on those tough areas.



Illume Hydrofresh™

Hydrofresh is a nail cleanser and dehydrator in one which, dramatically improves adhesion. It is a hydrophobically balanced solution that, defats, dehydrates, purifies and combats the risk of cross contamination.

Illume Hydrofresh also contains pathogen fighters, which will last up to 20 minutes once placed on the Nail Plate. This provides the nail technician enough time to apply Illume Fusion.



Illume Ice-O-Blue™

The ultimate in waterless hand sanitiser that has a fresh orange fragrance. It leaves the hands feeling soft and conditioned while killing germs and preventing cross contamination of harmful bacteria between client and technician.

It is not only great to use at the nail table but also by the sink, in beauty rooms or as a retail item for your clients to use at home.



Illume Premabond™

Extra strength primer with improved strength formula for maximum adhesion. The super dehydrating formula has been designed to penetrate the surface of the Nail Plate layers to promote ultimate adhesion.



Illume Neobond™

A high performance nail adhesive specifically formulated for maximum adhesion between nail tip and Nail Plate. It has been designed to be non-yellowing, clear drying, moisture resistant and pressure set for you to create strong and durable nail enhancements. Comes in brush-on, 10gm & 2gm squeeze bottle.



Illume Dissolve™

Advanced nail dissolver with a fresh lemon fragrance that conditions while dissolving acrylic. It is fast and effective, adaptive to all removal techniques.



Illume Pure™

Super strength high-speed pure virgin acetone product remover.



Illume Spectrum™

A hard surface antibacterial spray that is a hospital grade disinfectant to clean all hard surfaces and implements.



Illume Now™

An advanced quick drying nail lacquer spray, developed with non-yellowing properties and fast drying capabilities.



Illume Restore™

Fast penetrating formula that removes gel and acrylic from brushes. The conditioning and biodegradable surfactant properties keep the bristles of the brush in great shape.



Illume Fusion™ Monomer

Advanced Acrylic Monomer with PPS technology. A unique non-yellowing monomer with built in UV inhibitors. Superior adhesive properties which, enable self levelling and is cross-linked for ultimate control.

Polymer

An option of 5 colours, this polymer blend can be custom selected to suit all clients. A smoother application that is non-yellowing and self-levelling, will allow Nail Technicians of all levels to create beautiful nail enhancement.



Illume Essencia™

This cuticle conditioning oil has been developed with a hydrodynamic formula containing a blend of essential mineral oils.

Almond oil provides an explosion of sweet almond fragrance, while being a skin smoother and softener, with the characteristic to reduce inflammation. Penetrates deeply to replenish cuticles and surrounding tissue to promote healthy skin and nail growth.



Illume Revive™

Advanced nail polish thinner that is non-petroleum-based solvent, which will bring your favourite polish back to life.



Illume Remove™

A non-acetone nail polish remover designed to remove the toughest nail lacquer.



Illume Sunshine Buffer



Illume Silky Sand



Illume Miracle Shine



Illume Sunshine Buffer™

A custom blended buffer, specifically designed to be gentle to the natural nail or acrylic nail enhancement. It has a smooth side and a coarser side (1200/400 grit). Yet when applied to the nail enhancement, Nail Plate or free edge it offers a soft touch. Use the yellow side to shape the nail free edge sidewalls and over the nail surface. The grey side works especially well with Illume Essencia oil to give a shine. The grey side of the buffer be used across the nail, down the nail and in a circular motion to smooth and remove surface imperfections.

Illume Silky Sand™

The Illume Silky Sand has a soft velvet touch, it is silky on one side and sandy on the other (240/ 120 grit). Renowned for its gentle feel on the nail, which is due to the development of a revolutionary soft blended material. The Silky Sand is also available in a cushioned version.

Illume Miracle Shine™

Provides a high glass finish that simply out-shines the rest. Containing white alumina a substance which can be found on the surface of rubies and sapphires and helps create the high glass shine.

It is a two-sided buffer, the green side is used for the final stage of ensuring the Illume Essencia oil penetrates the acrylic, it also starts the shining process.

By turning it over and using the white side you will be amazed at how quick the glass like finish appears. This amazing buffer can be used on the natural nail, nail enhancements and even to bring back the shine of dull looking polish.



why fusion?

Fusion Advance Acrylic Monomer PPS System

Unique non-yellowing monomer system with
built in micro UV inhibitors

Proprietary blend offering technologically
superior adhesive properties

Ultimate control and cross linked self levelling.

Reduced Monomer odour

features & benefits

Fusion Advance Acrylic Polymer PPS System

5 Colours to choose from



DELICATE
PINK

TRUE
PINK

BRILLIANT
PINK

INTENSE
WHITE

PURITY
CLEAR

Smoother application

Advanced non-yellowing formula

Maximum adhesion

Clear colour clarity

ILLUME KITS have been designed for optimum convenience, with 3 unique versions to suit any individual needs; The Professional Kit has the complete range for a total Illume service. The Application Kit covers the essential key ingredients for that beautiful enhancement. The Illume Starter Kit is for the keen nail technician wanting to see what Illume has to offer... Illume has every confidence that you will be suitably impressed with the result.

professional



ILLUME PROFESSIONAL KIT has been designed to provide you with all products and equipment needed to create, maintain and removal of nail enhancements.

Kit Includes

- | | |
|-----------------------------------|--|
| 1 Dental naps small | 3 Sunshine buffer |
| 1 Sleek Curve Cuticle Pusher | 3 Silver jar |
| 1 125ml Ice-O-Blue | 3 Silky Sand file |
| 1 30ml Activate | 1 5gm Neobond |
| 1 100pk Lint free wipes | 2 Silky Sand cushion buffer |
| 1 100pk Define French | 1 30ml Essencia oil |
| 1 100pk Define Natural | 1 100ml Fusion Liquid |
| 1 100pk Define Clear | 1 50gm Fusion True Pink |
| 1 250ml Hydrofresh Twist and Lock | 1 50gm Fusion Intense White |
| 1 125ml Spectrum | 1 125ml Dissolve |
| 1 Premabond | 1 15ml Revive |
| 1 250ml Remove Twist and Lock | 1 R10 Acrylic brush in silver canister |
| 1 125ml Restore | 1 15ml Tip Blender |
| 1 125ml Pure | 1 Activate brush |
| 1 Nail edgecutters | 1 Silverstreak white perfecter file |
| 1 One arm cuticle nippers | 1 Miracle Shine straight |
| 2 Miracle Shine Kayak | 1 Instruction booklet |
| 1 Miracle Shine Sandwich | 1 Bag with handles |

application



ILLUME APPLICATION KIT provides Nail Technicians with the products in larger sizes to create beautiful nail enhancements.

- | | |
|---------------------------------|-----------------------------|
| 1 125ml Ice-O-Blue | 1 15gm Fusion True Pink |
| 1 30ml Activate | 1 15gm Fusion Intense White |
| 1 Activate Brush | 1 Silver Jar |
| 1 100pk Lint free wipes | 1 30m Essencia oil |
| 1 125ml Hydrofresh Twist & Lock | 3 Sunshine buffer |
| 1 100pk Define French | 1 Miracle Shine Kayak |
| 1 100pk Define Natural | 1 125ml Spectrum |
| 1 Sleek Curve Cuticle Pusher | 1 Fusion Clear powder |
| 1 5gm Neobond | 1 Miracle Shine Straight |
| 1 15gm Premabond | 1 Miracle Shine Sandwich |
| 3 Silky Sand file | 1 Instruction booklet |
| 1 100ml Fusion Liquid | 1 Bag with handle |

starter



ILLUME STARTER KIT provides you with all of the products required to produce a beautiful set of nail enhancements while training with Illume.

- | | |
|------------------------------------|-------------------------|
| 1 30ml Ice-O-Blue | 1 50ml Fusion Liquid |
| 1 3.7ml Activate | 1 100pk Lint free wipes |
| 1 3.7ml Essencia oil | 1 Sunshine Buffer |
| 1 30ml Hydrofresh | 1 Miracle Shine Kayak |
| 1 50pk Define French | 1 Silky Sand file |
| 1 50pk Define Natural | 1 15ml Premabond |
| 1 2gm Neobond | 1 Fast Tracker Guide |
| 1 15gm Fusion True Pink Powder | 1 Travel bag |
| 1 15gm Fusion Intense White powder | |



Fungrid™

Prevents, treats and cures of fungal nail infections. Fungus feeds on the Keratin found in the Nail Plate, this feeding gradually destroys the Nail Plate altogether.

Nail fungus thrives in the oxygen starved environment beneath nail enhancements and can continue to develop unnoticed. With constant use of Fungrid, problems will be cured in no time.

Fungrid's new formulation is stronger and more effective, working much faster to combat the devastating effects of nail fungal disease. Relieves itching and discolouration. Stops the spread of fungal infection, from fingernails to toenails.

FUNGRID YOUR BEST DEFENCE to prevent and cure fungal nail infections; simply place a few drops under the natural nail free edge, morning and night.



Miracle Shine™ Buffer



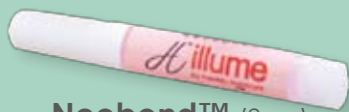
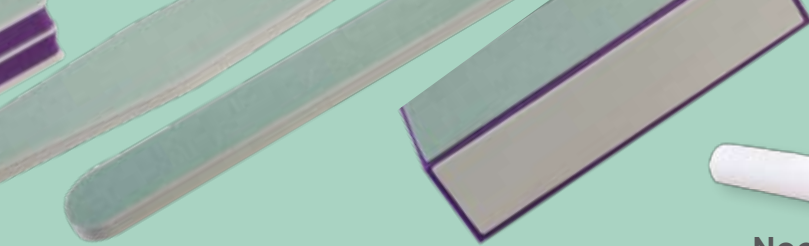
Silky Sand™

Wood core or Cushioned

Activate™

3.7ml Value Tub - available in 40 pack





Neobond™ (2gm)

retail range



Essencia™
3.7ml Value Tub -
available in 40 pack



Remove™



Sunshine Buffer™



Now™



Ice-O-Blue™



Fungrid™

implements



THE IMPLEMENT KIT is beautifully presented in a durable leatherette case and contains; Stainless Steel Curve Cuticle Pusher, Stainless Steel Rasp and Pusher, Stainless Steel Cuticle Pusher and Knife, Stainless Steel Manicure Scissors / Nail Art, Slanted Tweezers, Acrylic / Cuticle Nippers (8mm Jaw with locking hand) Acrylic / Cuticle nipper (8mm Jaw) and One cut nail edgecutter.

The tools contained within the implement kit have been manufactured using high grade rust proof Japanese steel, this allows the implements to be strong and durable. Illume Sleek Stainless Steel Cuticle Pusher is a must have within the implement kit. This implement has two distinctively different ends the first

being the Sleek Curved Pusher. The sleek curve has been specifically designed to eliminate any damage when pushing back the cuticle. The unique shape offers more control and minimises discomfort for the client.

The curette end (or scooped end) is perfect for cleaning around the nails, the scoop is gentle on the surrounding tissue yet sharp enough to remove the True Cuticle. The scooped head is also ideal for collecting this non-living tissue.

All implements can be sterilised in an autoclave and disinfected using Illume Spectrum.

SO

define nail tips



ILLUME DEFINE nail tip is innovation at its best, it is; well-less, sleek curve, deep defined smile line, is flexible, strong and elegant.

This revolutionary tip is also thin without sacrificing strength. Blending the nail tip is a thing of the past. It is so thin that there is no need for blending is simply eliminated.

The well-less design structure of the Illume Define nail tip are, makes it suitable for all clients.

Illume nail tips available in:

Define French white

Define Clear

Define Natural

(50 pack refills, 100, 250 & 500 packs)

*H*awley international™



KEY products





ESSENCIA OIL is a specifically formulated blend of 4 essential oils including Jojoba, Vitamin E, Rice Barn, and Almond are combined to produce a cuticle oil without a greasy residue.

Each of the oils work together to penetrate the natural Nail Plate and surrounding tissue to soften, condition and soothe. Vitamin E provides anti oxidants and nourishment which aides in cell rejuvenation.

Sweet Almond not only produces a gentle soft feel, it also provides a delicate fragrance to help relax the mind.

Each time you apply Illume Essencia oil to the nail you will see and feel a difference to the nails and skin. The added hydration leaves a healthy glow.

Essencia oil can also be used in hot oil manicures, pedicures and as a massage oil. Essencia oil is easy for the client to use at home each day. Simply apply a small drop to each nail and massage in, repeat daily as part of the normal skin care routine.

THE IMPORTANCE OF ESSENCIA & ACTIVATE



ACTIVATE helps remove excess dead surface cell build up and dullness and clears the way for other products such as Essencia oil - to penetrate the Nail Plate and surrounding tissue. Its unique formulation of Glycolic Acid, for its micro-exfoliating properties and Lactic Acid to help increase moisture-holding capacity, reaches deep into the nail cells to hydrate and plump up the nail for a noticeable improvement.

When used in conjunction with the Illume acrylic system, activate offers a higher rate of adhesion by removing contaminants on the Nail Plate.

Easy to use, simply apply a small amount to each nail and agitate using the activate brush to produce a foam. Technicians can then use a Sleek Curve Cuticle Pusher to push back cuticles and remove True Cuticle. A client at home simply applies a small amount and uses the built in brush to produce foam and wipe off with a cotton pad.

Both Essencia and Activate can be used with all nail services including manicure and pedicure.

dear hawley,

I was so impressed with the finished product on the models nails I just had to track it down and try it. The glass-like, shiny finish astounded me. It's the most impressive product I've worked with for a long time. The nails I tried it on came out perfect.

Denise Smith
International Judge, Technician
and Educator

Definitely the best product I have used. I love the Illume range. I entered my first nail competition in the novice category using Illume and placed 2nd, I again competed the next year and placed in the top three again. I was extremely nervous in both competitions but the product is so easy to use, it was a dream come true. I couldn't ask for more.

Karen McQueen
Kaza's Claws

*I was introduced to this product by Paula from Hawley, it was the finished glass like shine on her nails, I thought she had on a gel top coat. When I tried it I couldn't believe how easy it was to use, it virtually does the work for you. When using Illume products to teach the students results are amazing, they are producing great nails in a short time frame...
Amazing!!!!!!*

Nataleen Hemmad
Technician and Educator

It works so nicely, there is less filling and less dust. It has an amazing finish and great shine.

Carl Anderson
International Judge, Technician
and Educator



STEP 1 Illume Ice-O-Blue™

Apply 1.5 to 3ml (or 1 pump) in palm of both hands and your clients hands. Rub in until dissolved.

1

STEP 2 Activate™

3 in 1 exfoliator place one drop near the cuticle and use active brush to create foaming action. Using the Illume Sleek Cuticle Pusher- curved end, gently push back the cuticle. Turn over to the spoon end and remove True Cuticle and shine from the Nail Plate.

2

STEP 3 Hydrofresh™

Use one pump of Hydrofresh on a lint free pad to dehydrate and remove surface contaminant from the nail. Fold pad into a small square and rub on nail up to the cuticle.

Size the nail tip

3

STEP 4 Neobond™

Apply a small amount of Neobond to the nail tip where it will adhere to the natural nail. Angle the tip on a 45 degree angle adhering it to the Nail Plate.

Cut to desired length with Illume edge cutters, shape and re apply Hydrofresh

4

STEP 5 Premabond™

Apply a small amount of Premabond to each of the Nail Plates, do not touch the nail tip

5

STEP 6 Fusion™

Select Fusion Monomer and your colour choice of Fusion powder.

Apply to the tip, then the stress area and finally to the cuticle area.

Remember to use the PPS™ technology and leave a small margin around the cuticle area.

6

STEP 7 Essencia Oil™

Once acrylic has set, apply Essencia oil, using your thumb, rub well into acrylic and cuticle area. This will help penetrate the acrylic.

7

STEP 8 Silky Sand™

Use the course side of the Silky Sand file. Using the "H" method (side – side –front), then refine the entire nail surface using the smooth side.

8

STEP 9 Sunshine Buffer™

Use the yellow side first, buff using the "H" method (side – side –front), then refine the entire nail surface. Apply a small amount of Illume Essencia oil and repeat the buffing with the grey side, applying more pressure to remove scratch marks.

9

Step 10 Kayak™ Miracle Shine

Start with the green side, then the white to bring high glass shine.

You should now have created a beautiful set of nail enhancements that are durable, flexible and strong.

10

illumice-o-blue™

- refreshing hand sanitizer
the ultimate waterless hand wash
- Kills germs and leaves skin feeling soft and conditioned
 - Prevents the spread of germs between client and technician

illumacitivate™

- 3 in 1 exfoliator
- Conditions, softens and erases
 - Unique foaming action

illumehydrofresh™

- advanced nail dehydrator
- Dehydrates, detrits and purifies the nail plate
 - Eliminates surface contaminants
 - Combats the risk of cross infection
 - Greatly improves adhesion
 - No petroleum solvents

illumeprembond™

- xtra strength primer
- Improved super strength formula
 - Maximum adhesion
 - Super dehydrator
 - Designed to penetrate the surface layers of the nail plate to promote ultimate adhesion

illumebond™

- high performance nail adhesive
- Specifically formulated for acrylic nail application
 - Non yellowing – clear drying
 - Moisture resistant, pressure set!

illumelusion™

- advanced acrylic monomer
PPS™ system
- Unique non yellowing monomer system with built in micro UV inhibitors
 - Proprietary blend offering technologically superior adhesive properties, ultimate control and cross linked self levellln

advanced acrylic polymer
PPS™ system

- Smoother application
- Advanced non yellowing formula
- Maximum adhesion

illumessencia™

- cuticle conditioning oil
- Hydrodynamic formula containing a rich blend of four essential oils
 - Deep penetrating formula is absorbed through the cuticles to help replenish the nutrients essential for healthy nails

illumedissolve™

- advanced nail dissolver
- Fast effective acrylic nail dissolver
 - Conditioning formula
 - Fresh lemon fragrance

illumepure™

- pure virgin acetone
- Super strength high speed product remover

illumestore™

- advanced brush cleaner
- Removes gel and acrylic from brushes
 - Fast-penetrating formula
 - Conditions and helps to keep that special brush in great shape
 - Selected bio-degradable surfactants

illumerive™

- advanced nail polish thinner
- Bring your favourite polish back to life
 - Non petroleum based solvent

illumespectrum™

- hard surface antibacterial spray
- Hospital grade disinfectant for all hard surfaces and implements
 - Greatly reduce pathogenic bacteria

illumerow™

- advanced quick dry spray for nail lacquer
- Promotes faster drying of nail lacquer
 - Non yellowing formula

illumeremove™

- advanced polish remover
non-acetone



permabond™

reobond™

fusion™

activator™

essencia™

dissolve™

pure™

restore™

revive™

spectrum™

now™

ice-o-blue™

hydrofresh™

remove™