

PRESS RELEASE

essence wins the "JOY Trend Award 2016"

The JOY readers have made their decision: the "the gel nail polish" by essence is amongst *the* beauty favorites and has won the coveted JOY Trend Award 2016. The award ceremony took place at Tantris in Munich on the 2nd of June 2016.

First, an expert jury – consisting of the JOY editorial team, trend experts and market researchers – selected the absolute product highlights in the categories of Beauty, Fashion and Lifestyle, which were previously submitted by the industrial partners. Then it was the JOY readers' turn. By casting their vote in a large online voting process, they decided that essence should receive one of the popular trophies.

The special formula of the gel nail polishes provides the nails with a long-lasting, high-shine gel finish. The nail polish range offers intensive colour united with perfect coverage in shades like light pink, apricot, grey and night blue. Available in a total of 51 colours. Around 1.59 €*.

* recommended retail price



Cologne, June 2016

Press Contact

PR Hermanns – Agentur für Kommunikation
Key Contacts: Simone Schiek, Kerstin Fischer
Am Wassermann 29 D – 50829 Cologne
Fon: 0049 - 221 - 424 86 68, Fax: 0049 - 221 - 424 86 67
Email: s.schiek@prhermanns.de, k.fischer@prhermanns.de
Web: www.prhermanns.de