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May 2024

MANIKO *Nails*



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Agenda Slides

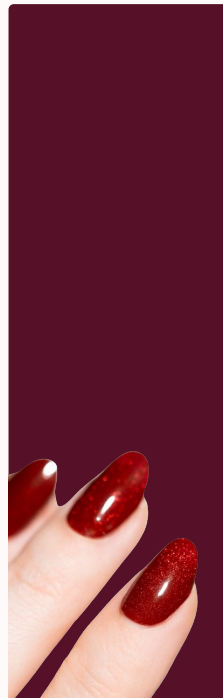
Agenda

- 01** | Introduction
- 02** | Our products
- 03** | Campaign infor
- 04** | Brief & inspiration
- 05** | How to apply
- 06** | As seen on
- 07** | Our customers

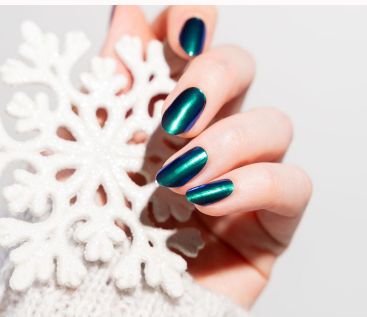


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- 01** | Introduction
- 02** | Our products
- 03** | Campaign info
- 04** | Brief & inspiration
- 05** | How to apply
- 06** | As seen on
- 07** | Our customers



Agenda



01 | Introduction



02 | Our products



03 | Brief & inspiration



04 | How to use our products



05 | Our customers

Header Slides



Our Products



Our Products



Our Customers





How to Use



How to use



How to remove



Our Customers



Upcoming Releases



Intro Slides

About us

The easiest manicure in the world

We have printed liquid UV varnish that can simply be stuck on.

Quality like from the nail salon

No stressful appointments at the nail salon - with our innovative technology, you can easily make your own professional manicure.

Stick it on, cure, conquer the world!

Maniko Nails are applied in 3 simple steps! No more brushing, painting or drying forever. With Maniko you're ready to go straight away.



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About us



Easy application

Stick it on, cure, conquer the world! No more brushing, painting or drying forever.



Long durability

Lasts up to 3 weeks without peeling or chipping!



Easy removal

Gentle removal with our oil-based Magic Remover Pen

Safe to use



Real gel polish

Stick it on, cure,
conquer the world!



100 % Vegan

Cruelty-free



Hema-free

and without harmful
substances



Fits every nail shape

thanks to optimized sizes

Easy to apply



No more painting over

Always a clean result



No liquids

and no solvent smell



No drying times

Cured in just 1 minute



Quick application

in only 15 minutes

About me

Your nails are in good hands

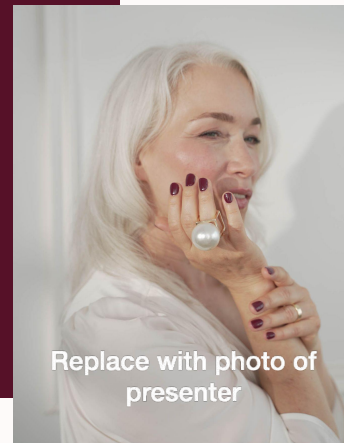
Our team gives 200 percent for your nails every day! We do everything we can to simplify your manicure and pedicure experience. So that you wake up with the most beautiful nails every day.

With innovation and creativity, we work together to realize our vision and revolutionize the world of nail polish.

Our dedicated and diverse team works with passion and creativity to realize our vision and revolutionize the world of nail polish by creating an inspiring environment that meets the highest quality standards.

Juliane, Art Director, *Maniko Nails*

Replace with photo of
presenter



About Me

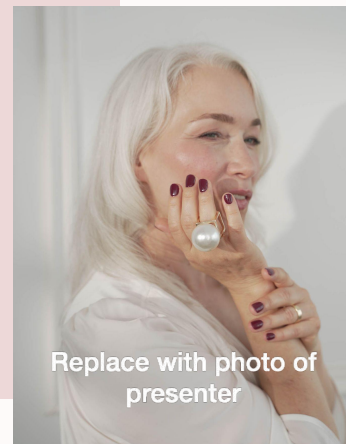
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Replace with photo of
presenter

Our team



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Briefing Slides

Briefing

Moodboard



Briefing

MANIKO® Nails



MANIKO®

Briefing



Campaign Goals

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Target Audience

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Brand Voice

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Briefing



Deliverables

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Channels

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Text Slides

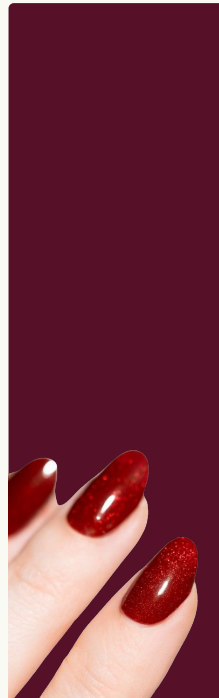
Text + Images

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4 Bullet points / Table

Easy application

Stick it on, cure,
conquer the world!
No more brushing,
painting or drying
forever.

Long durability

Lasts up to 3 weeks
without peeling or
chipping!

Easy removal

Gentle removal with
our oil-based Magic
Remover Pen. No
milling, filing or
acetone involved.

Cruelty-free

100% vegan, Hema
free, and without
harmful substances

3 Bullet points + Images



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4 Bullet points + Images



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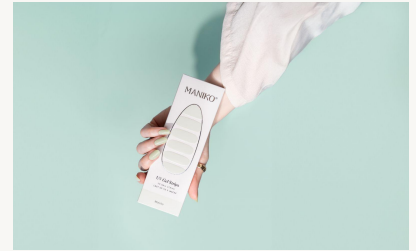
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Text + Single Image

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MANIKO®

Text + Single Image

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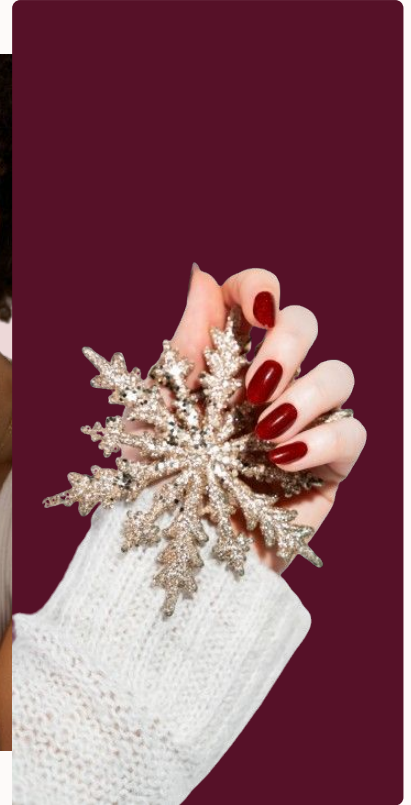
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Graphs & Charts

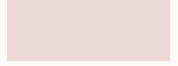
Present a pie chart



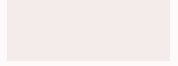
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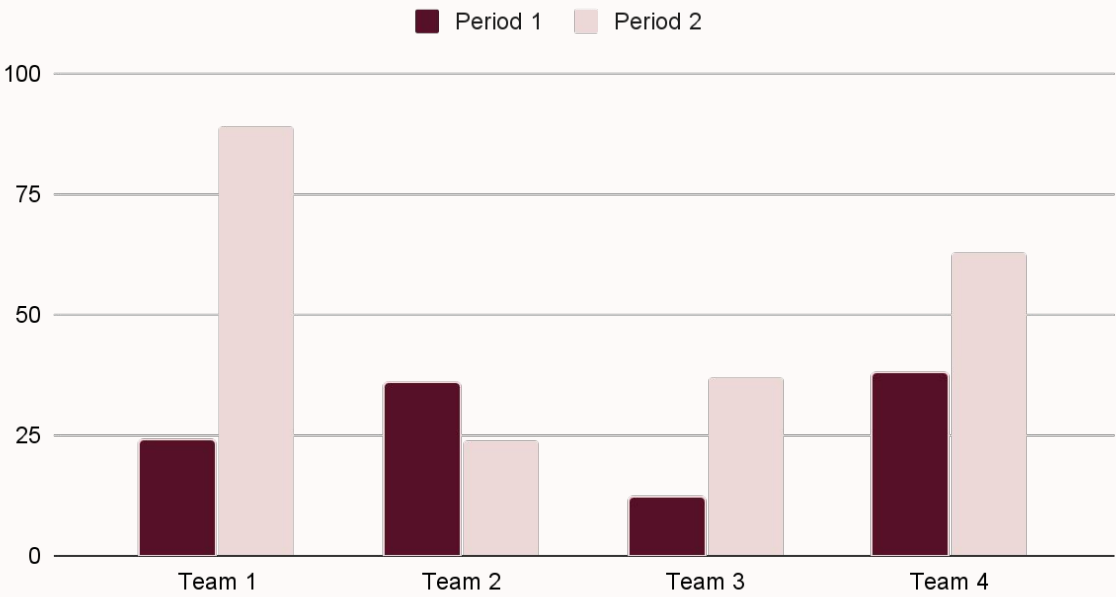


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Present a column chart

Chart Title



Period 1



Period 2



Period 3



Present a line chart

Period 1



Period 2

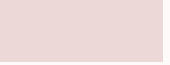
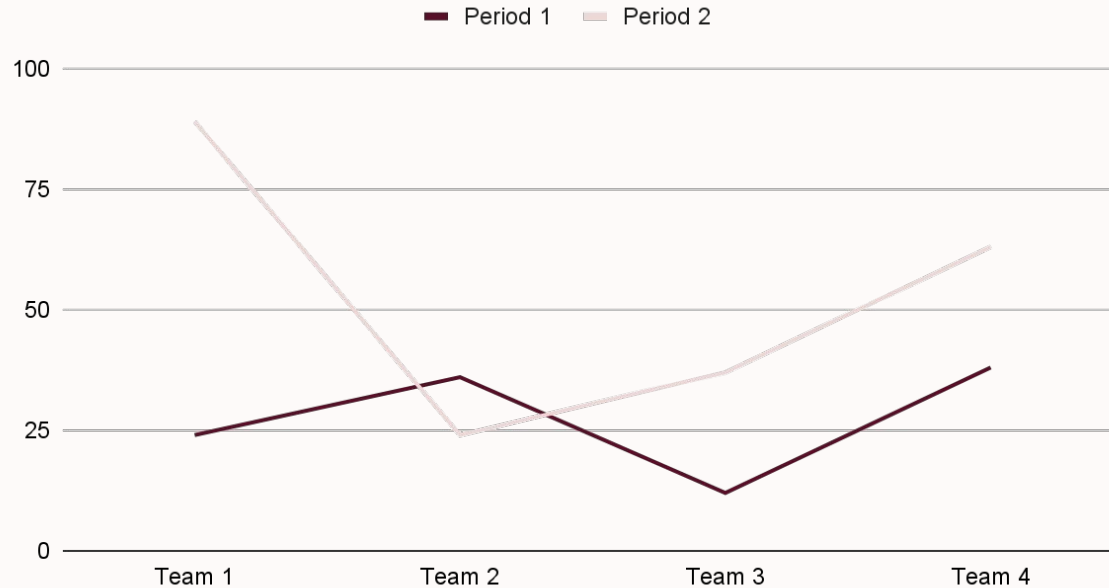


Chart title



Key Takeaways:

Our team gives 200 percent for your nails every day! We do everything we can to simplify your manicure and pedicure experience. So that you wake up with the most beautiful nails every day.

With innovation and creativity, we work together to realize our vision and revolutionize the world of nail polish.

Present Stats

10K

Click to add caption

10%

Click to add caption

100

Click to add caption

1M

Click to add caption

Present Stats

10K

Click to add caption

10%

Click to add caption

100

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1M

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\$50K

Click to add caption

1,000

Click to add caption

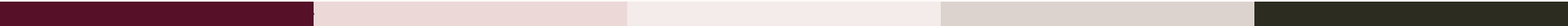
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Click to add caption

5.5

Click to add caption

Present a timeline / Product Launch



Title / Year

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laboris nisi.

Title / Year

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Present a process



Step 2

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Step 2

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Step 3

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Step 4

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Step 5

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laboris nisi.

Present a table

Country	Cost	Delivery Time
USA	12.99 USD, Free for orders over 50 USD	2-4 working days
Brazil, Mexico, Colombia	20 USD, Free for orders over 90 USD	65-70 working days
Rest of the World	20 USD, Free for orders over 90 USD	25 working days
Germany	maniko-nails.de	
Austria	maniko-nails.de	
Switzerland	maniko-nails.de	
United Kingdom	maniko-nails.co.uk	
Rest of Europe	maniko-nails.eu	

Product Slides

Our Products



Barbie



Cadillac



Birthday
Suit



Candy



Ballet
Slipper



Baby Boomer
Rose



Baby Boomer
Nude



Albaster



Arctic
Aurora



Caribbean



Bordeaux



Dusty Rose



Bodior



Bubble
Gum



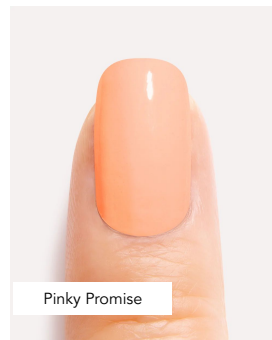
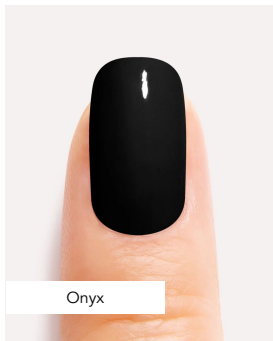
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Champagne

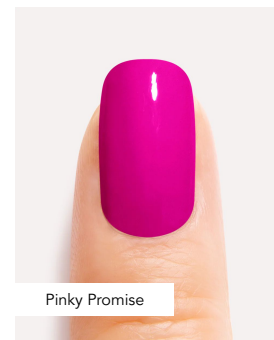
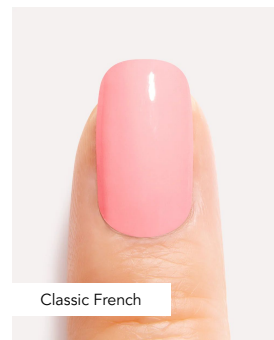
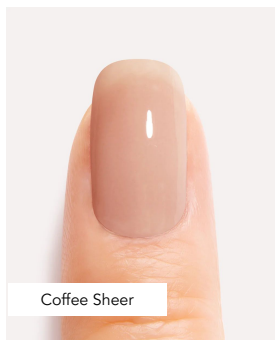
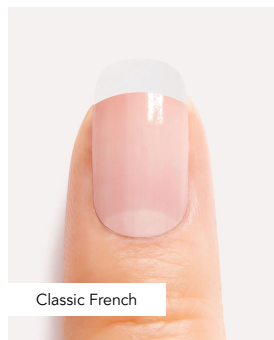
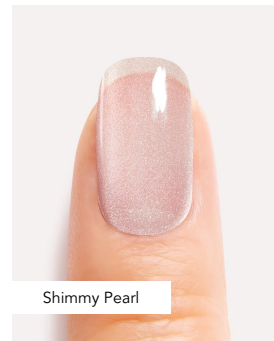
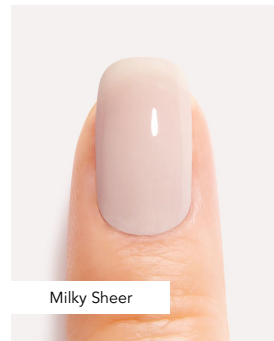
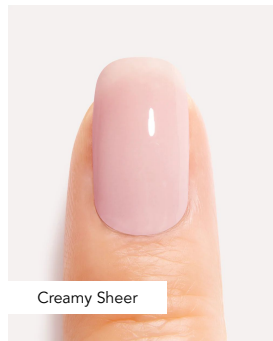
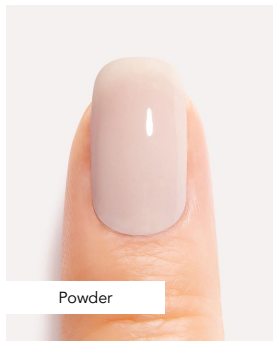
Fall Collection

MANIKO *nails*



Bridal Collection

MANIKO *nails*



Fall Collection

MANIKO *nails*



wine vibes



ox blood



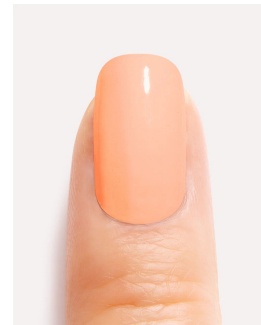
mulled wine



hot chilly



pumpkin



perfect peach

Christmas Collection

MANIKO *nails*



arctic Aurora



mulled wine



glazed vanilla



glittery rainbow



wine vibes



moss

Ice Cream Collection

MANIKO *nails*



wine vives



chilly vanilly



candy



daydream



blanc



coffee sheer

Nail Strips

We have printed liquid UV varnish that can simply be stuck on.

Stick it on, cure, conquer the world!

Maniko Nails are applied in 3 simple steps! No more brushing, painting or drying forever. With Maniko you're ready to go straight away.

Quality like from the nail salon

No stressful appointments at the nail salon - with our innovative technology, you can easily make your own professional manicure.

NAIL STRIP



Contains:

Polyacrylic Acid, Acrlylates
Copolymer, Glycerine
Propoxylate Triacrylate,
Isopropylthioxanthone.

- ————— • Push to activate
- ————— • Auto runs for 30 sek
- ————— • Collapsable Legs

UV Lamp

Ingredients:

Polyacrylic Acid: A binding agent that ensures the cohesion of the colour pigments in our UV Gel Strips.

Acrylates copolymer: A water-soluble plastic that acts as a binding agent to ensure the cohesion of the colour pigments in our nail polish strips.

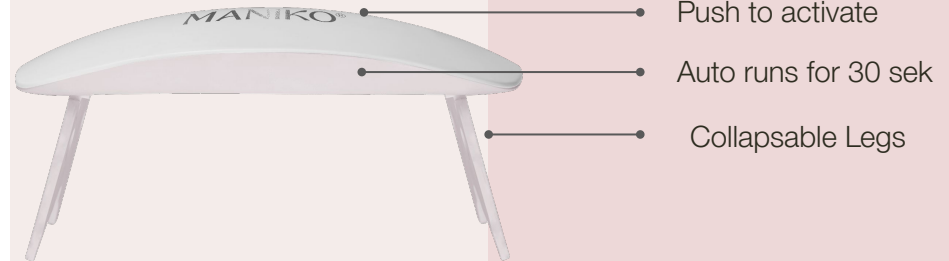
Glycerine Propoxylate Triacrylate: Acts as a protective layer over your UV Gel Strips and guarantees a long shelf life.

Isopropylthioxanthone: Ensures that the UV Gel Strips harden on contact with UV light.

Technicals:

- 123 Grams
- Dimensions 18x5x4cm
- UV LED

UV LED LAMP



Push to activate

Auto runs for 30 sek

Collapsible Legs

Remover Pen

No milling, filing or acetone. With our oil-based Magic Remover Pen, you simply remove the glued layer and push the Maniko Nails off the nail.

Enriched with Vitamin E, Panthenol, Aloe Vera, Argan Oil, and Jojoba Oil, the "Magic Remover Pen" is your personal nail indulgence. It offers hydration, strengthening, and soothing – all in one!

Der Magic Remover Pen enthält die neue Rezeptur des Remover Serums in handlicher Stiftform. Die schonende Entfernung der Gel Strips war noch nie so easy

Technicals:

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REMOVER PEN



- Push to activate
- Auto runs for 30 sek
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NAIL STRIP



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Collapsible Legs

Tutorials

Step 1:

Remove cuticles & cleanse

Push back your cuticles with the enclosed manicure stick or a cuticle pusher and remove the thin layer of cuticle on your nail bed to extend the durability. Clean your nails thoroughly with the enclosed alcohol pad.

Tip: Wash your hands thoroughly with dish soap before applying to remove any oil residue.



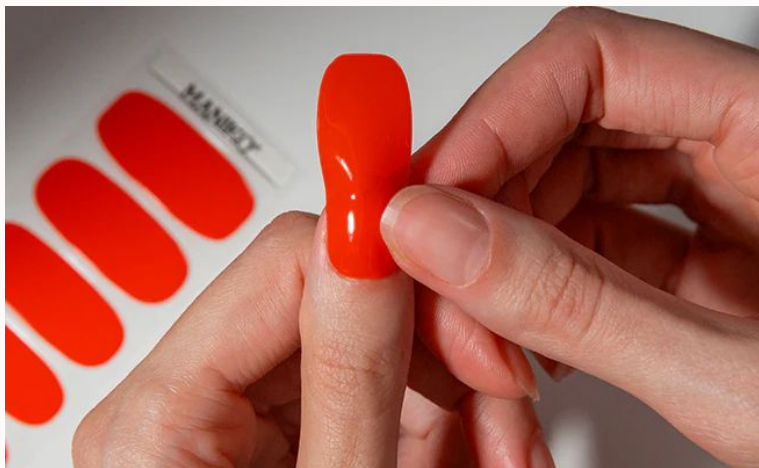
Step 2:

Choose the right size

Hold the UV Gel Strips over your nail and choose the right size from the 8 different widths. If you are unsure, choose the smaller size. You can carefully stretch the strips to fit your nail shape perfectly.

Tip: If you can't find a suitable size, you can also cut the strips to size or stick them to one side of the nail and carefully stretch them over the remaining nail width.





Step 3:

Stick on UV Gel Strip

Stick the UV Gel Strip on and smooth it down from the center outwards. Do not stick it onto your cuticles.

Step 4:

Cutting and folding

Cut off the overhanging half. It is important not to cut too close to the edge of the nail so that you can still fold the end over. Fold the protruding end under the tip of your nail so that the entire nail edge is covered.

Tip: Depending on the length of your nail, you can use the other half for another nail.



Step 5:

Filling off

Carefully file the folded UV Gel Strip horizontally below the edge of the nail. Always file in one direction so that the strip is not damaged or frayed. Never file the strips vertically in up and down movements.

Tip: If you have difficulties with filing, you can also harden the shortened strips first and then file them off, or cut them to size with nail scissors.





Step 6:

Press down the edges

Press the UV Gel Strips firmly onto your nail at the edges. Use either your fingers or a silicone hoof stick to do this. This will prevent the edges from lifting up as they harden.

Step 7:

Cure under UV LED lamp

Connect the UV LED lamp to a power source. Place your index, middle, ring and little finger in the middle under the UV LED lamp and switch it on. Wait 1 minute. The MANIKO UV LED lamp switches off automatically. Cure your thumbs separately.





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Step 5:

Filling off

Carefully file the folded UV Gel Strip horizontally below the edge of the nail. Always file in one direction so that the strip is not damaged or frayed. Never file the strips vertically in up and down movements.

Tip: If you have difficulties with filing, you can also harden the shortened strips first and then file them off, or cut them to size with nail scissors.



Step 6:

Press down the edges

Press the UV Gel Strips firmly onto your nail at the edges. Use either your fingers or a silicone hoof stick to do this. This will prevent the edges from lifting up as they harden.

Quotes & Testimonials

Quote

“I absolutely love these nails! They're so easy to put on—honestly, I was done in no time at all. And they're super gentle on my nails, which is so important to me. I've had them on for several days now and not a single chip in sight!”

Testimonial

“I absolutely love these nails! They're so easy to put on—honestly, I was done in no time at all. And they're super gentle on my nails, which is so important to me. I've had them on for several days now and not a single chip in sight!”



Name

Company/Channel

Our Customers

"I absolutely love these nails! They're so easy to put on—honestly, I was done in no time at all. And they're super gentle on my nails, which is so important to me. I've had them on for several days now and not a single chip in sight!"



Name

Company/Channel

"Real gel polish to stick on and also easy to remove. A dream come true. The strips give every manicure studio quality that lasts up to 3 weeks!"



Name

Company/Channel

Our Customers

“I absolutely love these nails! They're so easy to put on—honestly, I was done in no time at all. And they're super gentle on my nails, which is so important to me. I've had them on for several days now and not a single chip in sight!”



Name

Company/Channel

"Real gel polish to stick on and also easy to remove. A dream come true. The strips give every manicure studio quality that lasts up to 3 weeks!"



Name

Company/Channel

As seen on

marie claire



jasmin hope

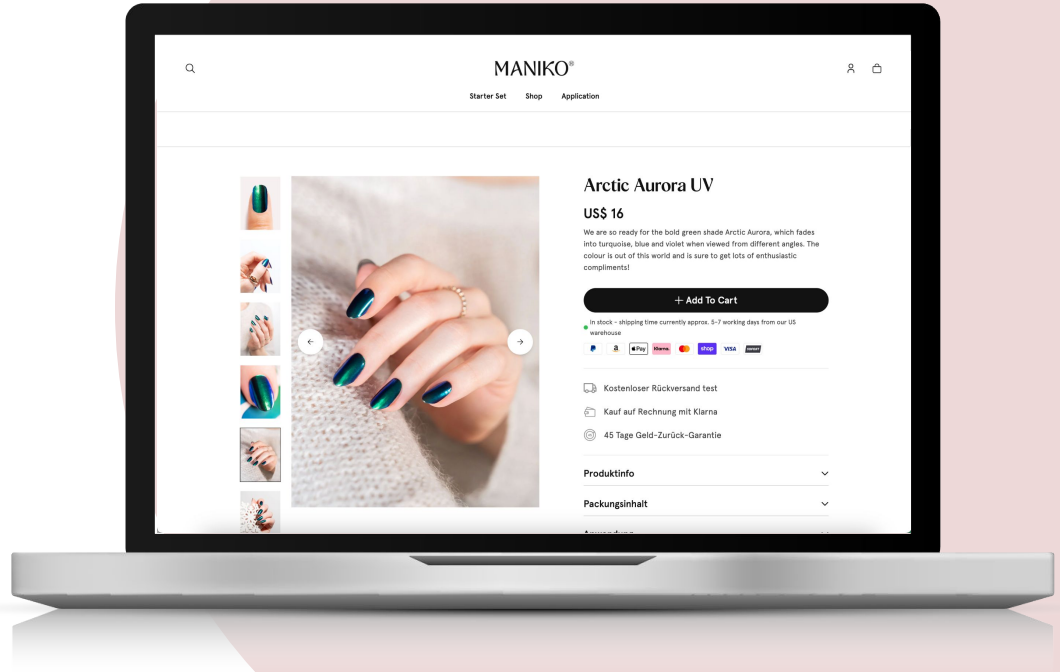
Mockup Slides

Laptop Mockup

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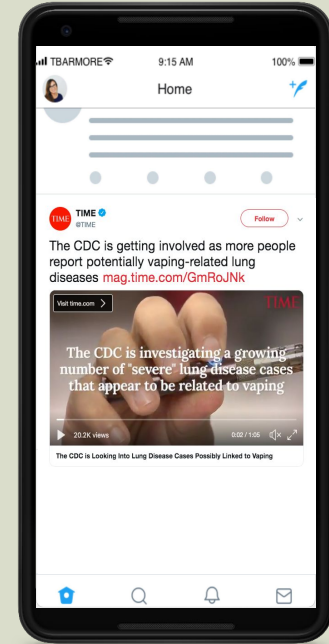
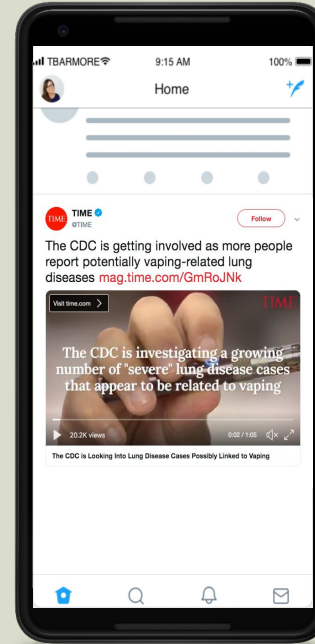


Laptop Mockup

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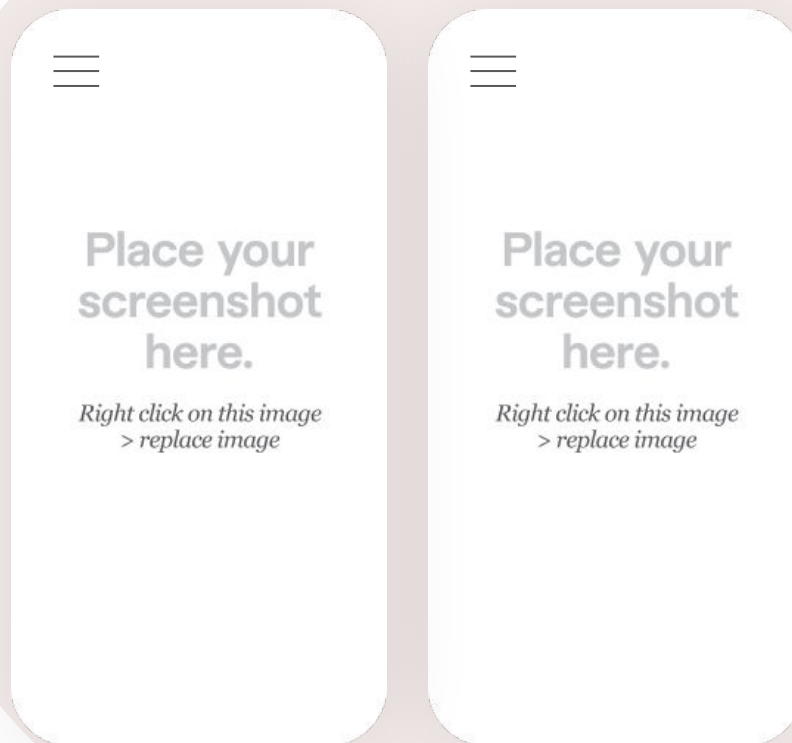


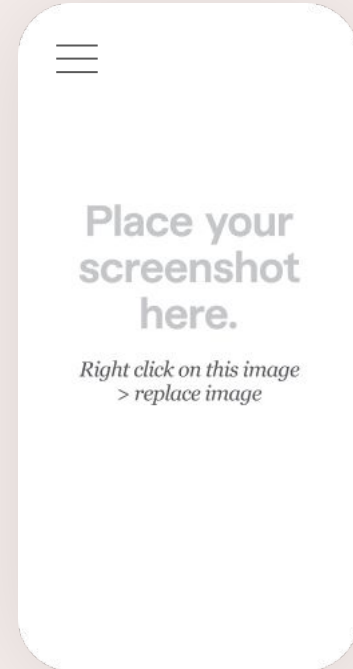
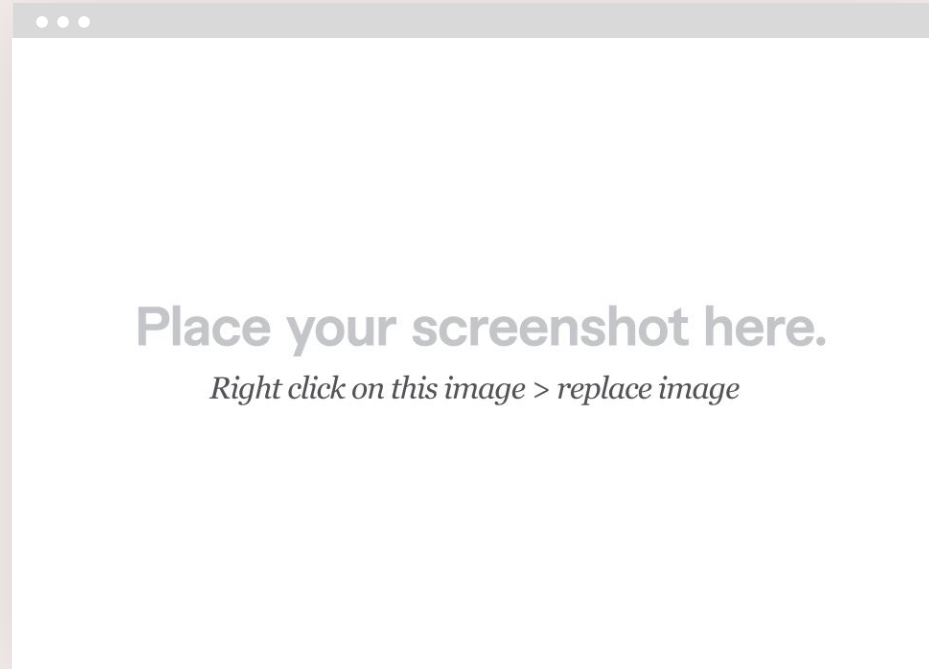
Phone Mockup

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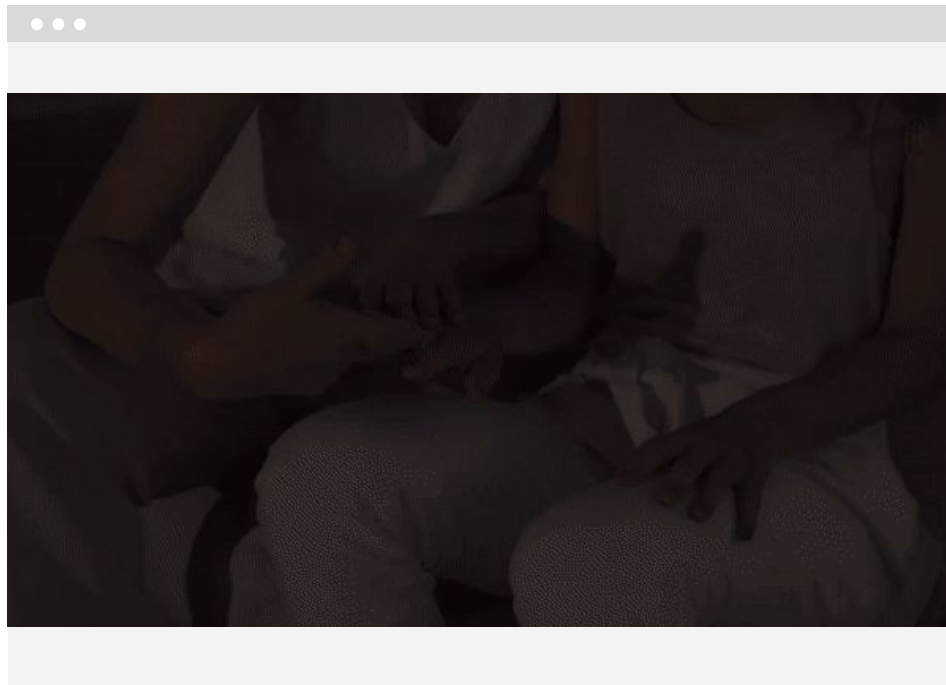
Video Slides

Video + Text Slide

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Final Slides



Contact Us

Art Direction | juliane@maniko-nails.com

Content Creation | diana@maniko-nails.com

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Content Creation | diana@maniko-nails.com

THANK
YOU!



THANK
YOU!



THANK YOU!

THANK YOU!

THANK YOU!

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THANK YOU!

Assets to use

Fonts

DM Serif Display

Helvetica Neue

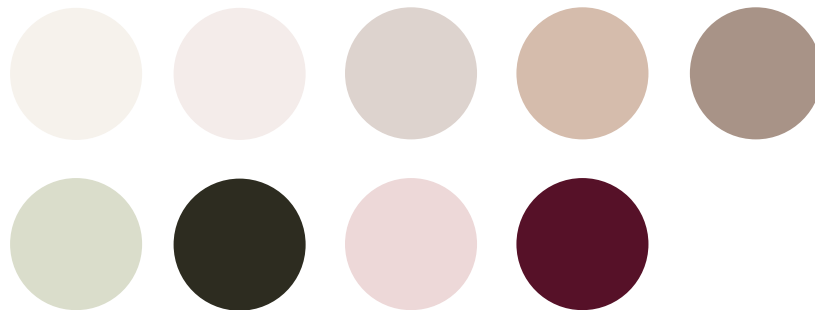
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Brand Colors

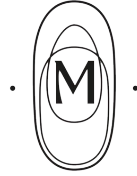


Background Colors



Logo Assets

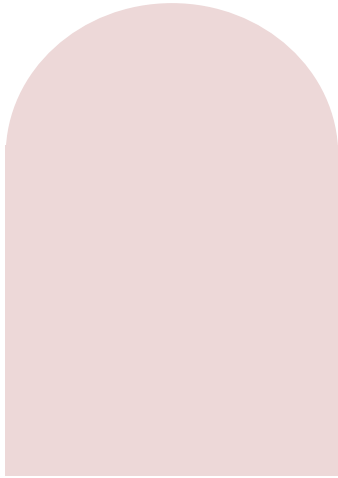
MANIKO®



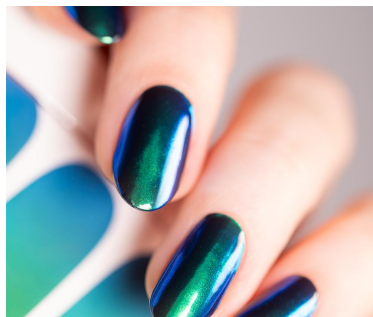
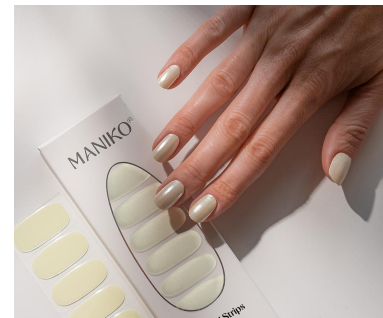
MANIKO *Nails*



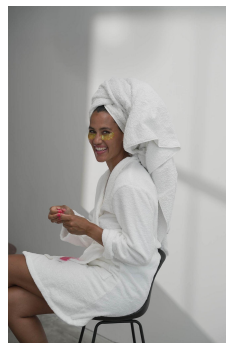
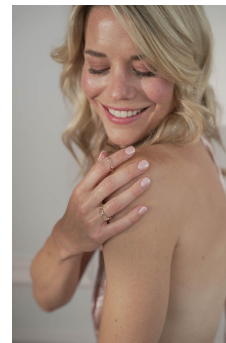
Shapes



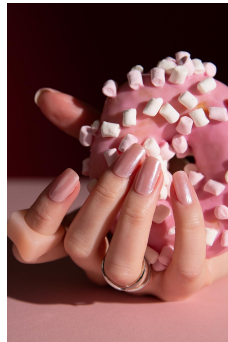
Packshots



Presenters



Hands Modelling



Brief

- Title slide
- Agenda
- About Us / About Presenter
- A timeline slide (eg. product launches or store launches)
- An "how to apply page" overview
- A slide to show the full product line (cutouts)
- A slide for each product with product details (cutouts with lines to the side to add product traits) We would need this for 1. The Nails Strips, 2. The Lamp and 3. the Remover Pen
- A moodboard slide
- A slide for graphs
- A slide to feature lists/google sheets
- A Briefing slide for freelancers
- Versions of Text only slide (bullets only, block text, etc...)
- "As seen in" Slide with Logos of media outlets
- Testimonial slide (Image plus name and quote)
- Quote Only Slide (Big typography for a quote only)
- Video slide (title plus a video)
- Inspirational Filler slide (like the moodboard without titles)
- Slide with Phone mockup (to show Instagram feed or an ad or so)
- Slide with Laptop mockup (to show the website)
- Contact Slide