



April 1, 2015

FOR IMMEDIATE RELEASE:

J. WHITE & ASSOCIATES ANNOUNCES NATIONAL REPRESENTATION OF ARTISTIC NAIL DESIGN

J. White & Associates is pleased to announce its national representation of Artistic Nail Design. A division of Nail Alliance, Inc., Artistic Nail Design is “An Innovation in Colour.” The line boasts a tremendous celebrity following, from Jennifer Lopez to Katy Perry, a perfect fit for the brand’s tagline, “Fun. Edgy. Exclusive.”

Led by World Champion Nail Artist and Published Author Alisha Rimando Botero, Artistic Nail Design is host to the world-renowned Rock Hard World Tour®. With training locations ranging from Sydney to Serbia to Kansas City, MO, this one-of-a-kind education program is truly the experience of a lifetime for any nail artist.



Artistic Nail Design was created by industry icons (and award-winning nail techs themselves) Danny Haile and David Daniel to fill the void in the professional nail market for a gel polish brand designed specifically for the true Artist at heart. “It is a pleasure to once again be in business with Danny and David,” states J. White & Associates president Jeff White. “I had the privilege of working with the two of them when they created their first massive brand, EZ Flow. It is exciting that my team gets to work with these legends to further establish the market domination of Artistic Nail Design.”

J. White & Associates, based in Charlotte, NC, is an international firm specializing in cultivating emerging market leaders as well as advancing brands poised for the next level of market expansion. To contact J. White & Associates, please email jeff@jwhite-assoc.com or call 704-335-1502.

**J. WHITE & ASSOCIATES—THE LINK BETWEEN INNOVATIVE
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