



The Original **Vitamin-Infused** Gel Manicure System

GelFX is no ordinary gel manicure system. Our 3-in-1 Cleanser, Primer and Basecoat are power-packed with a Vitamin-infusion. This revolutionary formula nourishes nails with feel-good ingredients for durability, strength and shine.

Antioxidant vitamins A and E help to promote healthy nails while pro-vitamin B5 protects the structure of the natural nail. Finish your Gel FX color with our Vitamin-infused Cuticle Oil, made with orange blossom and wild cherry extracts to condition and moisturize problem cuticles. The result? Longer lasting color, full protection and incredible shine.





LED 800 FX LAMP

Cures all 5 fingers at the same time

- Energy efficient, high quality LED.
- Safe and easy to use.
- Preset digital display timer of 10, 20 and 30 seconds with coordinating light intensity of low, medium and high.
- Preset auto function with built in on/off sensor that operates at low/30 second time.
- Cool down the light temperature and cater to sensitive clients by emitting a low light output with the low/30 second setting.
- Automatic sensor turns on the led lights when the hand is placed inside the lamp.



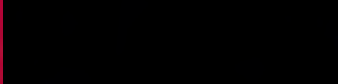
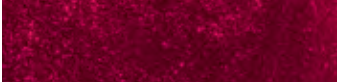
GEL FX

Gel FX is no ordinary gel manicure system. Our 3-in-1 Cleanser, Primer, Basecoat and Cuticle Oil are power-packed with antioxidant vitamins A and E to help promote healthy nails and pro-vitamin B5 to protect the structure of the natural nail.

Gel FX is perfectly matched to our best-selling nail lacquer shades so your inspiration never fades. Our list of colors keeps growing with seasonal collections and the introduction of

exciting new Duo-Chromes, Hyper-Brights and glammed out Glitters.



		
HAUTE RED crème 30001	LIQUID VINYL crème 30484	RED FLARE crème 30076
		
KISS THE BRIDE crème 30016	IT'S UP TO BLUE shimmer 30662	PINK NUDE french manicure sheer 32009
		
RUBY crème 30363	PRINCE CHARMING crème 30715	MONROE'S RED shimmer 30052
		
STAR SPANGLED glitter 30721	PRISMA GLOSS SILVER glitter 30708	FIRST KISS crème 30675
		
COUNTRY CLUB KHAKI crème 30702	SHEER NUDE french manicure sheer 32479	RAGE shimmer 30293
		
CHARGED UP crème 30679	PASSIONFRUIT crème 30461	IN THE NAVY shimmer 30003
		
PINK CHOCOLATE crème 30416	LIFT THE VEIL crème 30008	RED CARPET shimmer 30634
		
GOTH shimmer 30637	FOREVER CRIMSON shimmer 30041	TAKE HIM TO THE CLEANERS shimmer 30645

* New color launching 2014



APPLY

Now it's time to have some fun. Put on the color you'll be loving all week and through the next.



BASECOAT

Cover your tracks. Self-leveling to mask nail imperfections and create a smooth surface for even gel application. Vitamin-infused for full protection and incredible shine.

.3 Fl Oz / 9 mL ITEM # 34110



TOPCOAT

Let it shine. Seals in your new gel color and provides a durable finish to help protect nails.

.3 Fl Oz / 9 mL ITEM # 34210



LED 800 FX

North America	ITEM # 33507
EU	ITEM # 33506
UK	ITEM # 33508
Australia	ITEM # 33504



CUTICLE OIL

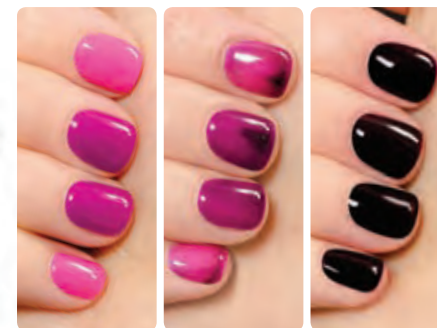
Go deep. Made with orange blossom and wild cherry extracts to condition, moisturize and heal problem cuticles. Vitamin-infused for full protection and incredible shine.

.3 Fl Oz / 9 mL ITEM # 34555

SHADE SHIFTER

COLOR CHANGING GELFX COAT

CLEAR IF YOU'RE HOT
DARK IF YOU'RE NOT



Simply paint a coat of Shade Shifter over your Gel FX color and cure. Feeling a chill? Shade Shifter stays dark on your nail. Temperature running hot? Shade Shifter goes clear, revealing the Gel FX color underneath. Works exclusively with ORLY Gel FX colors only.

.3 Fl Oz / 9 mL ITEM # 30030

COUNTER DISPLAY



ITEM # 31005

Color match meets color care. Packed with a full selection of Gel FX colors and treatments for the original Vitamin-infused gel manicure.

DISPLAY INCLUDES:

168 GEL FX NAIL COLORS TOTAL

- 3 each of 56 gel colors - .3 Fl Oz / 9 mL
- shelf depth can accommodate up to 5 bottles

12 GEL FX NAIL TREATMENTS TOTAL

- 3 each of Tip Primer, Basecoat, Topcoat and Cuticle Oil - .3 Fl Oz / 9 mL
- shelf depth can accommodate up to 5 bottles

6 GEL FX TOOLS TOTAL

- 3 each of Dry Brush and Cuticle Pusher / Remover

25 GEL FX COLOR GUIDES TOTAL

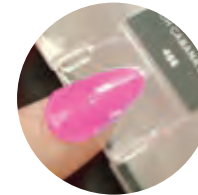
DISPLAY DIMENSIONS:

18.6" w x 25.5" H x 10.4" d
47.2cm W X 64.7cm H X 26.4cm D

TOWER



GEL FX DISPLAYS



Each ORLY Gel FX display features exclusive
"Try Me"
Painted Nail Chips

ITEM # 31006

Got gel? This standout tower display merchandises the largest selection of Gel FX products.

DISPLAY INCLUDES:

213 GEL FX NAIL LACQUERS TOTAL

- 3 each of 71 Gel FX colors - .3 Fl Oz / 9 mL
- shelf depth can accommodate up to 5 bottles

12 GEL FX NAIL TREATMENTS TOTAL

- 3 each of Tip Primer, Basecoat, Topcoat and Cuticle Oil - .3 Fl Oz / 9 mL
- shelf depth can accommodate up to 5 bottles

9 GEL FX TOOLS TOTAL

- 3 each of Dry Brush and Cuticle Pusher / Remover

GEL FX CLEANSER AND REMOVERS

- 3 each of 4oz / 118mL Cleanser and Remover
- 2 each of 16oz / 473mL Cleanser and Remover

GEL FX WRAPS AND WIPES

- 3 each of 100pk Foil Remover Wraps
- 3 each of 240pk Lint Free Wipes

2 GEL FX KITS TOTAL

- 1 Professional Kit
- 1 Starter Kit

1 LED 800FX LAMP

25 GEL FX COLOR GUIDES TOTAL

15 GEL FX EDUCATION DVD

1 GEL FX WINDOW CLING

DISPLAY DIMENSIONS:

29" W x 77" H x 17" D
73.7cm W X 195.6 H X 35.7cm D

PREP

Get started on the right foot. Or hand, for that matter.
Long-lasting color needs a solid foundation.



3-IN-1 CLEANSER

Triple play. Dehydrates and cleans nails before application, then can be used as a shine wipe after the manicure. Vitamin-infused for full protection and incredible shine.

4 Fl Oz / 118 mL ITEM # 33001
16 Fl Oz / 473 mL ITEM # 33011

Prime tips only!



NAIL TIP PRIMER

Prime time. Preps nails for maximum adhesion to extend the life of your gel color. Vitamin-infused for full protection and incredible shine.

.3 Fl Oz / 9 mL ITEM # 34100



CUTICLE PUSHER & REMOVER

ITEM # 33505

Pushover. Preps nails and cuticles, then helps gently and quickly remove gel.



DRY BRUSH

ITEM # 33515

Dry erase. Sweeps away the tacky layer and helps even the gel surface.



BUFFER

ITEM # 33510

Smooth operator. Gently polishes the nail surface, leaving the nail bed perfectly smooth.



LINT-FREE WIPES

Wipe out. Use to wipe the nail clean and remove the tacky layer without leaving anything behind.

60-pack ITEM # 33520
240-pack ITEM # 33523



LINT-FREE TABLE COVERS

Table setting. Provides a sanitary work surface and speedy cleanup without leaving anything behind.

50-pack ITEM # 33525

REMOVE

This won't hurt a bit. Take your gel nail color off in four simple steps and you're ready to fall in love with another shade.

GEL REMOVER

Take it off. Our rapid Gel Remover quickly and easily removes gel nail color.

4 Fl Oz / 118 mL ITEM # 33004

16 Fl Oz / 473 mL ITEM # 33016

64 Fl Oz / 1.89 L ITEM # 33064



FOIL REMOVER WRAPS

Wrap it up. Our Foil Remover Wraps, featuring an absorbent sponge, are used to easily remove gel nail color. Reduces acetone contact with skin and traps in heat to quicken removal.

20 pack ITEM # 33120

100 pack ITEM # 33100



GEL & GLITTER POCKET REMOVERS

Easily removes gel nail colors and glitter nail lacquers.

Bag of 20 pockets ITEM # 23300



CUTICLE PUSHER & REMOVER

ITEM # 33505

Pushover. Preps nails and cuticles, then helps gently and quickly remove gel.



GEL FX KITS

Look at that. Everything you need to be a part of the gel revolution in the convenience of a kit.

STARTER KIT

ITEM # 31050

KIT INCLUDES:

- | | |
|----------------------|------------------------------|
| 1 - Cleanser 4 Fl Oz | 1 - Cuticle Oil |
| 1 - Primer | 1 - Remover 4 Fl Oz |
| 1 - Basecoat | 1 - Foil Remover Wraps 20 pk |
| 1 - Haute Red | 1 - FREE Education DVD |
| 1 - Naughty | 1 - FREE Catalog |
| 1 - Kiss The Bride | 1 - FREE Instruction Sheet |
| 1 - Topcoat | 1 - FREE Window Decal |

KIT DIMENSIONS:

9.5"w x 5.75"h x 4.125"d
24.13 cm x 14.61 cm x 10.48 cm



ADVANCED KIT

ITEM # 31052

KIT INCLUDES:

- | | |
|----------------------|----------------------------------|
| 1 - Cleanser 4 Fl Oz | 1 - Remover 4 Fl Oz |
| 1 - Primer | 1 - Foil Remover Wraps 100 pk |
| 1 - Basecoat | 1 - Cuticle Pusher & Remover |
| 1 - Haute Red | 1 - Buffer |
| 1 - Naughty | 1 - Dry Brush |
| 1 - Kiss The Bride | 1 - Lint Free Nail Wipes 60 pk |
| 1 - Oh Cabana Boy | 1 - Lint Free Table Covers 50 pk |
| 1 - Prince Charming | 1 - FREE Education DVD |
| 1 - Plum Noir | 1 - FREE Catalog |
| 1 - Topcoat | 1 - FREE Instruction Sheet |
| 1 - Cuticle Oil | 1 - FREE Window Decal |

KIT DIMENSIONS:

11.25"w x 8.5"h x 7.125"d
28.58 cm x 21.6 cm x 18.1 cm

PROFESSIONAL KIT

ITEM # 31054

KIT INCLUDES:

- | | | |
|----------------------|-------------------------------|----------------------------------|
| 1 - Cleanser 4 Fl Oz | 1 - Bare Rose | 1 - Buffer |
| 1 - Primer | 1 - Rage | 1 - Dry Brush |
| 1 - Basecoat | 1 - Pink Chocolate | 1 - Lint Free Nail Wipes 240 pk |
| 1 - Haute Red | 1 - Terracotta | 1 - Lint Free Table Covers 50 pk |
| 1 - Naughty | 1 - Pink Nude | 1 - LED 800 FX Lamp |
| 1 - Kiss The Bride | 1 - Topcoat | 1 - FREE Education DVD |
| 1 - Oh Cabana Boy | 1 - Cuticle Oil | 1 - FREE Catalog |
| 1 - Prince Charming | 1 - Remover 4 Fl Oz | 1 - FREE Instruction Sheet |
| 1 - Plum Noir | 1 - Foil Remover Wraps 100 pk | 1 - FREE Window Decal |
| 1 - White Tips | 1 - Cuticle Pusher & Remover | |

KIT DIMENSIONS:

13.5"w x 11.25"h x 9.5"d
34.29 cm x 28.56 cm x 24.13 cm

GEL FX POSTERS

More available for download on the ORLY FTP site.

DIMENSIONS:

18"w x 24"h

45.72 cm w x 61 cm h



POST308



POST311



POST314



POST312



POST313



POST302



POST309



POST305

BRANDED MERCHANDISE

ORLY offers Gel FX branded collateral to support product sales and complete your Gel FX look.



GEL FX CATALOG

LIT3100C

A complete guide to ORLY's Gel FX product line featuring a high gloss color chart. Includes application and removal instructions.

DIMENSIONS:

8.5"w x 11"h

21.6 cm x 28 cm



GEL FX EDUCATION DVD

LIT3101



GEL FX WINDOW CLING

LIT3111

Available here! Let clients know you feature ORLY Gel FX products.

DIMENSIONS:

3.5"w x 6"h

8.9 cm w x 15.24 cm h