

butter™

LONDON

Re: French white at butter LONDON

Dear Friends,

Butter LONDON is a natural nail company. As you know, we are staunchly against the use of Formaldehyde, Toluene, or Dibutyl Phthalate in our lacquers, and do not perform any artificial nail services at our store or carry any artificial nail products in our range.

We believe in the beauty of a well manicured natural nail, and offer a rich, heavily pigmented array of colours designed to enhance and protect your nails. We proudly offer what we consider a “**natural French manicure**” and encourage spas and salons that carry our range to do the same.

The French manicure was invented in the 1930’s, and is intended as a way to enhance a perfect, *NATURAL* nail. It consists of a coat of sheer pink or beige lacquer over the entire nail, followed by a white tip that leaves the nails looking like they are naturally immaculate. Our recommendation is Pink Ribbon or Hoorah Henri, followed by Cream Tea for the tip.

In the 1980’s, bright white took over the French manicure in an era that glamorized all things over-the-top and artificial. The perfectly “natural” nail was replaced with long, square artificial nails with a bright white tip. Unfortunately (we think) that tip seems to have stuck around!

butter LONDON offers only a soft white lacquer, simply because we feel that the perfect French tip is a natural one. We invite you to join us in spreading the word about non-toxicity and natural beauty.

Many thanks,

Nonie Creme
Creative Director
butter LONDON

