

# MORGAN TAYLOR®

Professional Nail Lacquer



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Professional Nail Lacquer

Beauty Icons and Entrepreneurs, **Morgan Haile & Taylor Daniel** set out to create a color line of affordable luxury with unparalleled color vibrancy and coverage.

## 10 YEARS LATER IT'S IN OVER 80 COUNTRIES & A WORLD WIDE BRAND



MEET  
MORGAN HAILE  
& TAYLOR DANIEL

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TWO WOMEN  
WITH SOMETHING  
TO PROVE

You shouldn't have to overpay for amazing quality. Now you can really have it all with our new good for you and good for the planet Nail Color. It's plant-based, vegan, cruelty-free beauty and so much more. It's Color and Nail Care without compromise! Our Unique all-in-one natural beauty approach is exactly what you're looking for.

A portrait of Morgan Haile, a woman with long, wavy brown hair, smiling. She is wearing a black lace top. The background behind her is a stylized white outline of a rose on a yellow background.

MORGAN  
HAILE

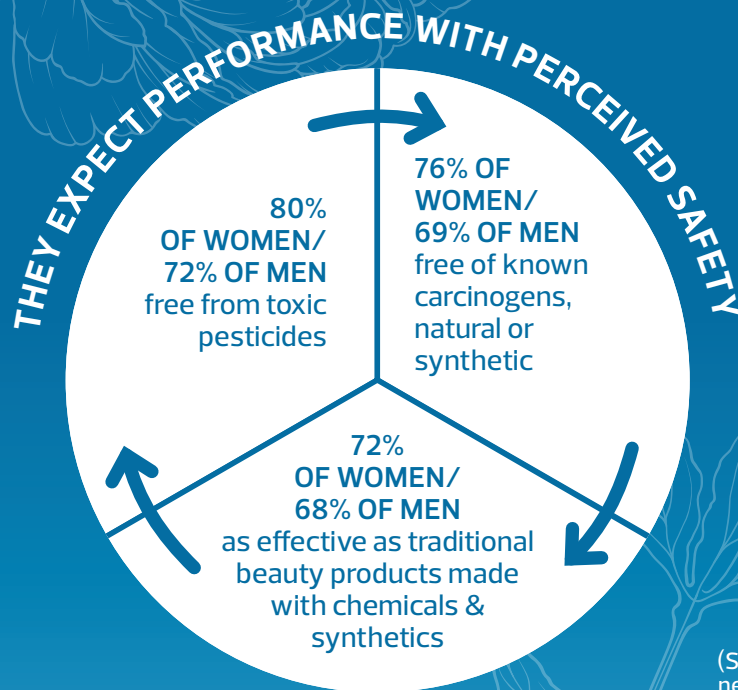
A portrait of Taylor Daniel, a woman with long, wavy brown hair, smiling broadly. She is wearing a black top with a colorful floral pattern. The background behind her is a stylized white outline of a rose on a yellow background.

TAYLOR  
DANIEL

# NATURAL & ORGANIC BEAUTY CONSUMERS AGREE, SHE WANTS MORE FROM HER NAIL PRODUCTS THAN JUST COLOR.

## NAIL CARE IS PROJECTED TO REACH \$11.6 BILLION BY 2027\*

The global market for nail care is projected to reach US\$11.6 billion by 2027, CAGR of 2.3%. The nail polish category, expected to record a 2.6% CAGR and reach an estimated worth of US\$7.5 billion by the end of the same period. (Source: Reportlinker)



## SHE IS ALL AGES, ALL ETHNICITIES & REPRESENTS ALL SOCIO-ECONOMIC GROUPS

What she is looking for before making a purchase

- 70% check out a product's ingredient list before buying
- 70% buy natural/organic BPC products at least half the time.

**TOP  
CONSIDERATIONS  
IN HER PURCHASE  
DECISION**

**PRICE  
DOES NOT  
TEST ON ANIMALS  
BPA FREE  
PARABEN FREE  
PLANT-DERIVED**

(Source: PinkReport:  
new age of naturals)

INTRODUCING

MORGAN TAYLOR®  
naturals

Professional Nail Lacquer

VEGAN COLOR + CARE



# MEET CLEAN FORMULATION

Looking beautiful never felt better! 26-Free\*, ethically sourced, renewable plant-based ingredients such as wheat, sugarcane, manioc and corn to create clean color that reduces our environmental footprint every step of the way, from manufacturing to wear.

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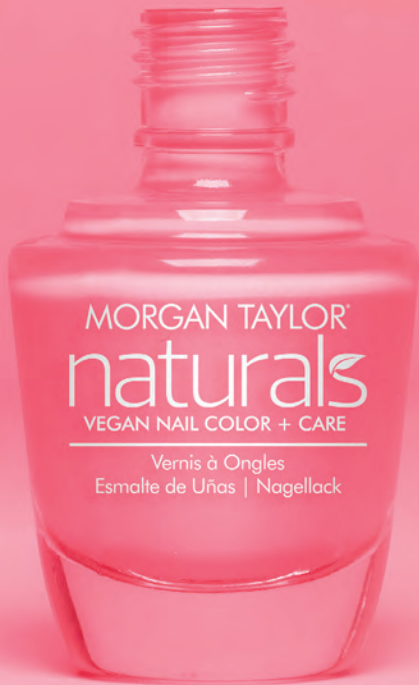
**PLANT-BASED · VEGAN**  
**CRUELTY-FREE & PETA-APPROVED**  
**NON-TOXIC, 26-FREE FORMULA**  
**BREATHABLE & HALAL CERTIFIED**  
**COSMETICALLY APPROVED INGREDIENTS**  
**MADE IN THE USA**

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Please recycle our signature  
Morgan Taylor® bottle.

\*Free of Animal Derivatives, Toluene, Benzene, Xylene, Formaldehyde releaser, Formaldehyde Resin, Phthalates, Cyclic Silicones, Camphor, Methyl ethyl ketone (MEK), Glycol ethers of series E, Hydroquinone (HQ), 4-Methoxyphenol (MEHQ), Triphenyl Phosphate (TPP), Nonylphenol ethoxylated, Tert-Butyl Hydroperoxyde, Chromium Oxide Greens, Bismuth chloride oxide, Carcinogenic mutagenic reprotoxic (CMR), Synthetic fragrances, Ethyl tosylamide, Formaldehyde, Bisphenol A, Parabens, Triclosan, Coal tar





# MEET COLOR + CARE



## UP TO 7+ DAYS OF NON-TOXIC WEAR

Nails meet nurture in our non-toxic 26-Free formula, created to do a world of good for nails and for the planet.



## NATURALLY STRONG: HELP STRENGTHEN WEAK & BRITTLE NAILS

Oceanic Bio-ceramics derived from red algae nourish nails + anchor color for long wear; fortified with essential oligo elements & micronutrients to help restore weak, brittle nails.



## FORTIFIED TO PROMOTE HEALTHY NAIL GROWTH

Biotin to promote healthy nail growth.



## FREE TO BREATHE

Air is essential to healthier nails. Our unique, breathable formula prevents bacterial growth. We are Halal certified.



MORGAN TAYLOR®  
**naturals**  
Professional Nail Lacquer

## SAFER PRODUCTS ARE NOT OUT OF REACH

We are beyond Consumer Safety Compliance Standards. Naturals meets and exceeds European Compliance standards. The most stringent regulatory group around.

Morgan Taylor® includes the newest natural protection. Our organic Nitrosamine inhibitor works 24/7 against growth of toxic organic compounds. Nitrosamines are carcinogenic and found just about everywhere. As a product ages, even some combinations of non-toxic ingredients can eventually form nitrosamines.

# MEET BASE, COLOR & SHINE IN ONE COMPLETE FORMULA!

Yes, you really can have everything!

**2x**

**2X TIMES FASTER DRYING**  
than traditional polishes



**2-IN-1 FORMULA**  
eliminates base coat, and even  
makes top coat optional



**CUTICLE FRIENDLY**  
dome shaped brush



# AFFORDABLE ALL-IN-ONE NATURAL BEAUTY APPROACH

## DON'T COMPROMISE

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**PLANT BASED**  
Bio-Sourced from  
Natural Origins

**CLEAN - WHAT'S NOT  
INSIDE COUNTS**  
26 Free & Counting

**FREE TO BREATHE. DON'T  
SUFFOCATE YOUR BODY.**  
Breathable &  
Halal Certified

**CRUELTY FREE MATTERS**  
Vegan & PETA Certified

## DON'T HATE ME CAUSE I'M BEAUTIFUL

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**LONG-WEARING FORMULA**  
7+ Days of Wear

**NATURALLY STRONG:  
HELP STRENGTHEN WEAK  
AND BRITTLE NAILS**  
Marine Algae Strengthens  
With Natural Bio-Ceramics

**FORTIFY - PROMOTE  
HEALTHY NAIL GROWTH**  
Biotin & Hexanal

**PRO APPLICATION &  
COVERAGE - SAME  
AMAZING ITALIAN BRUSH  
WE USE FOR PROS**  
Dome Shaped  
Cuticle-Friendly Brush

## DON'T MAKE ME SUFFER FOR BEAUTY

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**FASTER DRYING. ENJOY!**  
2x Faster Drying Than  
The Original Formula

**2-IN-1 FORMULA**  
No Base Required.  
Top Coat For Super Shine

**SAFE IS NOT BEYOND  
REACH - BEYOND  
CONSUMER COMPLIANCE  
STANDARDS**  
Nitrosamine Inhibitor Works  
Against Growth Of Toxic  
Organic Compounds.  
EU COMPLIANT.

MORGAN TAYLOR®  
**naturals**  
 Professional Nail Lacquer

# MEET THE COLORS

Fueled by our passion for color, Morgan Taylor® Naturals comes in a stunning palette of 24 fresh shades that shine like nature itself, including spicy earth tones and bold pops of color in crèmes, shimmers and glitters.



THE FIRST  
SNOW FALL  
3140000



PURE &  
SIMPLE  
3140001



SHINE ON  
3140002



STOP &  
LISTEN  
3140003



IT'S THE  
ESSENCE  
3140004



FIND A  
BALANCE  
3140005



PURE  
BLISS  
3140006



PERMANENT  
PINK  
3140007



SUNKISSED  
SWEETIE  
3140008



WORTH  
THE WAIT  
3140009



BITE OF  
THE APPLE  
3140010



RADIANT  
IN RED  
3140011



FROM THE  
GROUND UP  
3140012



TWILIGHT  
TIME\*  
3140013



CALM, COOL &  
COLLECTED  
3140014



BREATH OF  
FRESH AIR  
3140015



RAINING  
PETALS  
3140016



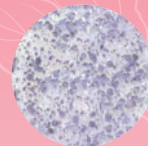
MAKE  
A WISH  
3140017



RELAX  
& RESET  
3140018



BUSY AS  
A BEE  
3140019



DAYDREAMER\*  
3140020



BARE  
WITH ME  
3140021



WANDER  
WITH ME  
3140022



TO THE MOON  
AND BLACK  
3140023

\*MADE WITH BIODEGRADABLE GLITTER.

**86% OF GEN Z  
CONSUMERS SAY  
SUSTAINABILITY  
INFLUENCES THEIR  
PURCHASE DECISION,  
EVEN IF IT ISN'T THEIR  
PRIMARY MOTIVATOR  
TO BUY.**

60% of Gen Z consumers say they value a product's origin story and take into consideration how a product is made/sourced.

75% of Gen Z consumers say they favor brands that offset their environmental impact.

(Source: Composed, 2020)

## **MORGAN HAILE & TAYLOR DANIEL**

We believe women really can have it all — plant-based, vegan, cruelty-free beauty without compromise! Morgan Taylor® is committed to innovating and creating products that are good for you and good for the planet. With its 26-free formula and 7+ days of incredible wear and shine, we've set a new record in freedom from toxic chemicals with the first truly long-lasting, plant-based professional nail color formula.



MORGAN TAYLOR  
naturals  
VEGAN NAIL COLOR + CARE

Vernis à Ongles  
Esmalte de Unos | Nagellack



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# MORGAN TAYLOR® naturals

Professional Nail Lacquer

## VEGAN COLOR + CARE

