

Sally Beauty Invests in Nails as Strategic Growth Category with New Innovation in Time For National Nail Week

May 29, 2025

The Beauty Retailer Sharpens Focus on Nail Innovation, Accessibility, and Self-Expression to Attract and Retain the Next Generation of Beauty Shoppers

DENTON, Texas, May 29, 2025 /PRNewswire/ – Sally Beauty, the leading destination for professional-quality nail products, is expanding its assortment just in time for National Nail Week (June 1–6). With a curated selection that is growing to over 1,400 nail products—including classic polish, long-lasting gel, dip powders, press-ons, and more—Sally Beauty is investing in the future of nails, delivering trend-driven innovation that balances creativity, affordability, and ease for nail enthusiasts at all levels.



Over the past year, Sally Beauty has seen significant momentum in its nail category, driven by consumer demand for trend-forward, accessible solutions. Nails have quickly become a leading discovery channel for first-time customers of the beauty retailer, highlighting the category's growing importance in the brand's long-term strategy. In response, Sally Beauty is accelerating its focus on exclusive launches, high-performing innovation, and increased access to top brands, cementing nails as a foundational pillar of growth for the retailer.

"Nails continue to be one of the most exciting and expressive categories in beauty, and a key entry point for new Sally Beauty customers," said Maryann Herskowitz, Group Vice President at Sally Beauty. "As we celebrate National Nail Week, we're proud to share our expanded assortment that delivers on both innovation and accessibility, bringing professional-quality results and the latest nail trends straight to our customers."

Rolling out through June, the expanded product lineup features buzzworthy launches from best-selling brands like Nailboo, KISS, Dashing Diva, and Sally Beauty exclusive, ASP. Consumer behavior informed the need to expand the assortment for all experience levels, but especially in key growth areas like gel and press-ons, where shoppers are actively seeking more variety and innovation. Highlights include:

- **Nailboo:** The viral brand is a fan favorite amongst nail enthusiasts thanks to its high-quality press-ons, trending shades, and new-to-market color-changing thermal technology (available in Forever Glaze Gel Polish and Dip Powder). Nailboo's Magic Soak Electric Remover Bowl makes it simple for consumers to change their look with natural nail protection built in to reduce damage.
- **KISS:** Exclusively available at Sally Beauty for one year, KISS Gel Pro Polish offers a self-leveling formula that creates a smooth and even surface for consumers to master an elevated gel manicure at home.
- **Dashing Diva:** With the base coat, color, and top coat all built into one convenient product, consumers will save time and money with One Gel Color Polish. The removal process is just as easy with One Gel Magic Off. The gel bubbles off in minutes with just a few drops.
- **ASP:** Exclusively available at Sally Beauty, ASP Versatility Gel is a new gel-acrylic hybrid formula that builds, sculpts, and strengthens nails, available in 18 shades. Consumers can also create a custom look by waving a magnet over the Cat Eye Gel Polish, leaving a sleek shimmer effect.

With more shoppers embracing nails as a form of everyday self-expression, Sally Beauty continues to meet them where they are, with trends, value, and convenience. With products available through Buy Online, Pick Up In-Store, two-hour delivery, and marketplaces, the retailer is making the at-home manicure experience easier than ever.

In celebration of National Nail Week, consumers will discover expert-driven content from Sally Beauty's own nail expert, Juli Russell (@jauntyjuli), across the retailer's digital channels, spotlighting the season's must-have shades like butter yellow and cherry red, along with easy-to-follow tips for achieving the latest trends. Shoppers can also take advantage of special offers on select nail products throughout June, including Buy 2 Get 1 Free on Select Gel Nails (6/15-6/29), and explore the latest nail innovations by visiting [SallyBeauty.com](https://www.sallybeauty.com) or their [nearest Sally Beauty location](#).

About Sally Beauty Holdings, Inc.

Sally Beauty Holdings, Inc. (NYSE: SBH), as the leader in professional hair color, sells and distributes professional beauty supplies globally through its Sally Beauty Supply and Beauty Systems Group businesses. Sally Beauty Supply stores offer up to 7,000 products for hair color, hair care, nails, and skin care through proprietary brands such as Ion®, Bondbar®, Strawberry Leopard®, Generic Value Products®, Inspired by Nature®, and Silk Elements® as well as professional lines such as Wella®, Clairol®, OPI®, L'Oreal®, Wahl®, and Babylist Pro®. Beauty Systems Group stores, branded as Cosmo Prof® or Armstrong McCall® stores, along with its outside sales consultants, sell up to 8,000 professionally branded products including Paul Mitchell®, Wella®, Matrix®, Schwarzkopf®, Kenra®, Goldwell®, Joico®, Amika®, and MoroccanOil®, intended for use in salons and for resale by salons to retail consumers. For more information about Sally Beauty Holdings, Inc., please visit [sallybeautyholdings.com](https://www.sallybeautyholdings.com).



View original content to download multimedia:<https://www.prnewswire.com/news-releases/sally-beauty-invests-in-nails-as-strategic-growth-category-with-new-innovation-in-time-for-national-nail-week-302467658.html>

SOURCE Sally Beauty