**FOR IMMEDIATE RELEASE**

L’Oreal Paris

1221 Beauty Ave. Paris, France

Contact: Karina Oleskevich

Phone: (905) 630 5955

Oleskevich.k@lorealparis.com

**New protein packed edible nail polish, perfect on-the-go snack!**

**Paris, France – Sept. 25, 2014 –** A new edible nail polish, straight from the *L’Oreal* product vault, is set to revolutionize the way beauty buffs stay slim, and energetic. *L’Oreal* has partnered with *Kraft* to produce decadent flavours such as Creamy Peanut Butter Buffer and Cooking with Philly Fingertips. Edible nail polish gives you the great taste of *Kraft* products, the nutrients of a fresh tomato, and none of the calories.

“Our goal is to provide busy fashion industry professionals with a healthy alternative to not eating at all,” says Carol Smith, creative director, *L’Oreal Paris*. “Too many individuals working within the fashion industry prioritize deadlines over the regular intake of food. We at *L’Oreal* want to change that.”

The polish is set to hit all major drug stores and beauty boutiques in North America Sept. 26, 2014. Additional retailers will release the product at select locations in Europe as outlined fully on the *L’Oreal* Paris website.

*L’Oreal Paris* has been one of the world’s leading beauty brands for over 50 years topping annual revenues of $32.5 billion in 2013. The *L’Oreal Paris* brand encompasses four major beauty categories including hair colour, cosmetics, hair care and skincare. The brand is focussed on producing the latest in beauty technology, combined with the highest in quality, to ensure the most luxurious experience.

-30-