

MORGAN
TAYLOR®
Professional Nail Lacquer

CATALOG



Our Story



Danny Haile, David Daniel, and Gari-Dawn Tingler's history began in the nail industry, rooted early on as nail technicians. Over the course of 30 years, they have cultivated an unending passion for the professional nail market. That same passion also runs through each of their families, to their daughters and sons.

Morgan Taylor Professional Nail Lacquer was, in fact, named for Danny and David's daughters, Morgan Haile and Taylor Daniel as a way to pay homage to the impact that the professional nail industry has had on each family. This impact, and love of the industry, can be seen in the brand's commitment to quality and innovation. Morgan Taylor is a nail lacquer that is especially formulated for you... the nail professional. You can see this commitment to the professional in Morgan Taylor's select ingredients and innovative bottle — each thoughtfully developed for optimum style and performance.

Since the launch of Morgan Taylor, nail professionals have helped the brand to grow year after year. With this growth, the brand has been given the opportunity to be able to give back to the nail community and society at large. From local beach cleanup events to charitable donations for female empowerment, giving back has become embedded as a core value of the Morgan Taylor brand.



Morgan Taylor

More Professional. Longer Wear. Deeper Color.

Morgan Taylor sets the color standard in professional long-wear nail lacquer with reactive chemistry for shine and intense color that lasts. Our ultra-luxe formula was inspired by luminous pearls, raw gems, semi-precious stones, glimmering silvers and radiant golds all drawn from the earth. All pigments are saturated, pure, and finely milled for brilliant metallic, never-before-seen shimmers, decadent crèmes, stunning sheers, and glistening glitters.

The Bottle

A BOTTLE DESIGNED FOR FLAWLESS EXECUTION.

You expect only the best experience from start to finish. That's why we developed Morgan Taylor Nail Lacquer especially for you.



EXCLUSIVE BRUSH

With ultra-fine laser cut bristles, this brush is a curved cuticle-friendly shape for the easiest, most full-coverage application possible.



CUSTOM-DESIGNED BOTTLE

Exquisitely engineered for a fit second to none; our bottle is perfectly weighted for your comfort and balance.



DEEPER, CLEARER GLASS

This clarity in glass allows for light to enter, without distortion, providing you with more authentic color from the start.



ERGONOMIC CAP

This light weight design molds perfectly to your fingers, allowing for relaxed comfort and complete control.

7 Time Winner!

VOTED FAVORITE NAIL LACQUER BY SALON PROFESSIONALS
NAILPRO Magazine, Beauty Launchpad, NAILS Magazine









VEGAN COLOR + CARE

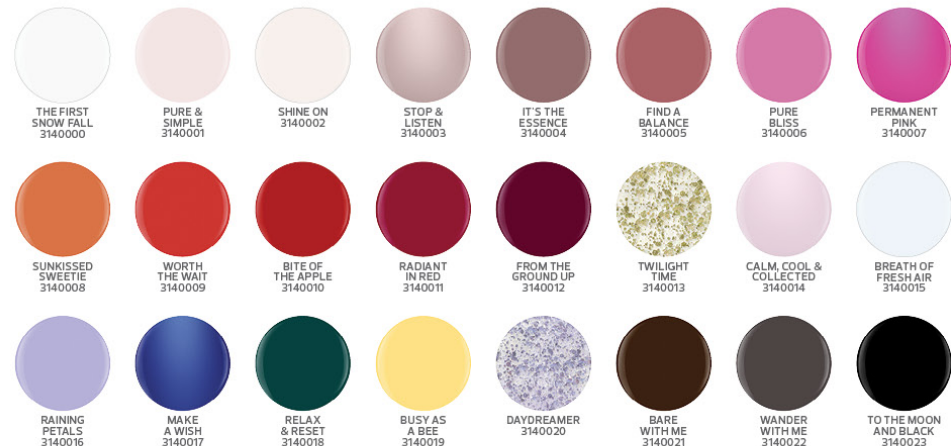
26-FREE* · 2-IN-1 PLANT BASED FORMULA
· 2X TIMES FASTER DRYING · BREATHABLE
· FORTIFY AND PROTECT NAILS

MEET THE COLORS

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.



ITEM #: 3340000



*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 Hydroperoxide, Chromium Oxide Greens, Bismuth chloride oxide, Carcinogenic mutagenic reprotoxic (CMR), Synthetic fragrances, Ethyl tosylamide, Formaldehyde, Bisphenol A, Parabens, Triclosan, Coal tar

Love Glitter But **Hate** Removal?

Your Favorite Morgan Taylor®
Glitters are now Peelable!



PEEL-OFF GLITTER 4 PACK

INCLUDES 1 OF EACH - 15mL BOTTLES
OF SWEETEST THING, RARE AS RUBIES,
FAME GAME, TOP COAT
3120074

FRUSTRATION-FREE PEELABLE FORMULA

- 3x Faster Removal Than Traditional Glitter
- 2-3 Days of Wear
- Peels Off Clean without Acetone
- No Additional Base Coat Required
- 2-in-1 Glitter & Base Formula



GRAND JEWELS
3160851 15mL-0.5 Fl. Oz.



FAME GAME
3160069 15mL-0.5 Fl. Oz.



RARE AS RUBIES
3160029 15mL-0.5 Fl. Oz.



SWEETEST THING
3160012 15mL-0.5 Fl. Oz.



TOP COAT
3312003 15mL-0.5 Fl. Oz.

essentials

The secret to professional manicures and pedicures that last is proper preparation and products that work for the nail technician by providing instant, quality results. Morgan Taylor provides the perfect balance of these two principles with Essentials; a line of high efficacy products with fast-acting, and mild formulas. Its unique formulas with Bio-Organic Complex produce unparalleled results.



PURE CLEANSE

Waterless Cleanser for nails and tools. Prepares the nail plate for lacquer and shows your client that you care.

51010 120 mL - 4 Fl. Oz.
51011 240 mL - 8 Fl. Oz.

ACCELERATE

Dry to the touch in 60 seconds! Spray for fast general application.

51012 120 mL - 4 Fl. Oz. Spray
51013 240 mL - 8 Fl. Oz. Spray

STRIP EASE

Removes lacquer including darks and glitters while protecting skin from harsh salon conditions.

51016 120 mL - 4 Fl. Oz.
51017 240 mL - 8 Fl. Oz.
51021 480 mL - 16 Fl. Oz.
3312004 60 mL - 2 Fl. Oz.

REMEDY

Moisturizing Anti-Oxidant Grapeseed, Vitamin E, Sunflower and Safflower nail and cuticle oil.

51018 15 mL - 0.5 Fl. Oz.
51019 30 mL - 1 Fl. Oz.
51559 6CT 15mL - 0.5 Fl. Oz.

REANIMATE

Refreshes lacquer instantly with 1 to 2 drops! Formulated to work with Morgan Taylor lacquer without compromising shine or wear.

51020 60 mL - 2 Fl. Oz.



PROFESSIONAL TREATMENTS

BASE COATS:



GO AHEAD AND GROW

Great for a daily strengthening boost
51004 15mL-0.5 Fl. Oz.



STICK WITH IT

Finishes tacky to create the perfect long-wearing base
51000 15mL-0.5 Fl. Oz.

TOP COATS:



MATTES A WRAP

Transform any lacquer to matte with just one coat
51003 15mL-0.5 Fl. Oz.



MAKE IT LAST

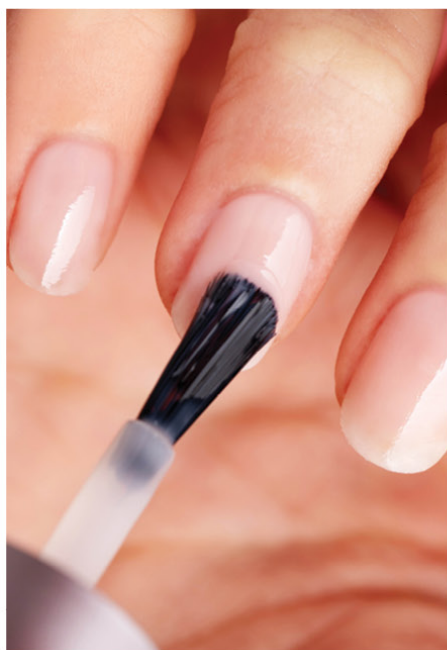
Finishes your manicure with a high-gloss shine for long-term wear
51002 15mL-0.5 Fl. Oz.



NEED FOR SPEED

The perfect balance of speed and shine
51001 15mL-0.5 Fl. Oz.





We just made every lacquer you own better.

Works with ANY lacquer system.

- Up to 10 days of wear
- Quantum Shine
- No LED light needed

REACT EXTENDED WEAR BASE COAT

Unique formula with oligomers provides radical color adhesion.

51005 15mL-0.5 Fl. Oz.

REACT EXTENDED WEAR TOP COAT

Seals the deal with chip resistance that outshines the rest.

51006 15mL-0.5 Fl. Oz.

REACT BREATHABLE 3-IN-1

Base, treatment, and top coat creates unique polymer gaps that allow air to pass through nail lacquer

3413000 15mL-0.5 Fl. Oz.



REACTmax™ & dailyELIXIR

We did it again... Up to 10 days of wear. Strengthens without formaldehyde. No chance of brittleness. dailyELIXIR Keratin natural nail treatment truly fixes problems like no other product.



REACTMAX ORIGINAL NAIL STRENGTHENER + EXTENDED WEAR BASE COAT

Great for all nails in need of strengthening. Finishes nails with a high- gloss shine. Maximum strength formula.

3411100 15mL-0.5 Fl. Oz.

REACTMAX SATIN NAIL STRENGTHENER + EXTENDED WEAR BASE COAT

Leaves nails with a subtle natural-looking satin finish. Maximum strength formula.

3411101 15mL-0.5 Fl. Oz.

REACTMAX OPTICAL BRIGHTENER NAIL STRENGTHENER + EXTENDED WEAR BASE COAT

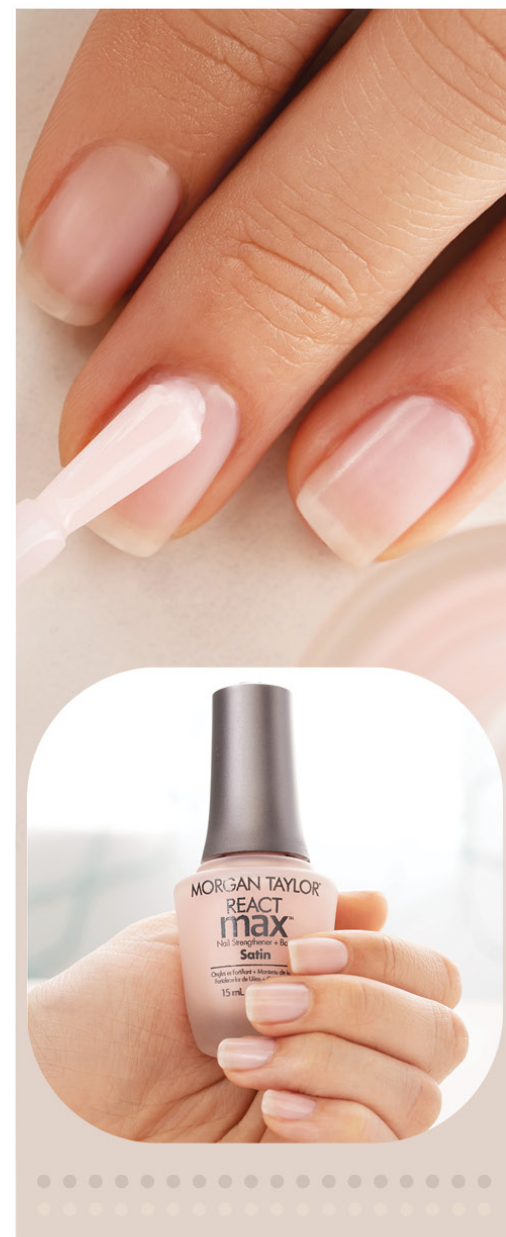
Ideal for dull or discolored nails. Contains optical brighteners for an instantly luminous look. Maximum strength formula.

3411102 15mL-0.5 Fl. Oz.

DAILY ELIXIR KERATIN NAIL TREATMENT

The answer for breaking, splitting, peeling nails.

3313000 15mL-0.5 Fl. Oz.



COMPLETE PEDICURE & MANICURE

Enlightened skin care for feet and hands!
There's more BareLuxury to love with:



BARELUXURY COMPLETE 4PK

A complete 4 step pedicure and manicure in every pack.
INCLUDES 1 EACH OF SOAK (28 g/1 Oz. net wt.),
MASQUE (20 g/0.7 Oz. net wt.), SCRUB (20 g/0.7
Oz. net wt.), MASSAGE BUTTER (20 mL/0.7 Fl. Oz.)

CALM LAVENDER & SAGE	51316
RENEW SEABERRY & KUKUI	51317
ENERGY ORANGE & LEMONGRASS	51318
DETOX GINGER & GREEN TEA	51319
ENERGY COCONUT & HONEYDEW	3623000
CALM JASMINE & LILY WATER	3623001
ENERGY POMELO & HIBISCUS	3623002
CALM OAT MILK & BROWN SUGAR	3623006
DETOX LYCHEE & ALOE FLOWER	3623009

24PC DISPLAY

INCLUDES: 6 EACH OF CALM, RENEW,
ENERGY, AND DETOX 4 PACKS
51335

BARELUXURY PROFESSIONAL SIZES

Everything you love about BareLuxury pedicure and manicure products, now available in 8 oz. sizes.



CALM PROFESSIONAL SIZES

3611800	226 g- 8 Oz. Net Wt. Soak
3611801	226 g- 8 Oz. Net Wt. Masque
3611802	226 g- 8 Oz. Net Wt. Scrub
3611803	240 mL- 8 Fl. Oz. Butter



ENERGY PROFESSIONAL SIZES

3611804	226 g- 8 Oz. Net Wt. Soak
3611805	226 g- 8 Oz. Net Wt. Masque
3611806	226 g- 8 Oz. Net Wt. Scrub
3611807	240 mL- 8 Fl. Oz. Butter



CALM PRO KIT

1 each of Calm 8 Fl. Oz. Soak, Scrub,
Masque, Butter & FREE Dissolve
Cuticle Remover & Callus Softener
3621000



ENERGY PRO KIT

1 each of Energy 8 Fl. Oz. Soak, Scrub,
Masque, Butter & FREE Dissolve
Cuticle Remover & Callus Softener
3621001



DISSOLVE CUTICLE REMOVER & CALLUS SOFTENER

2-in-1 fast acting formula with Bio-Organic
Complex treats cuticles and calluses while
hydrating and softening.
3619400 130 mL – 4.4 Fl. Oz.

BARELUXURY 24 HR HAND & BODY LOTION

BareLuxury™ 24HR Hand & Body Lotions instantly rehydrate parched skin
while soothing and protecting around the clock with an apple fruit extract
and emollient complex.



ENERGY

3610802 240 mL – 8 Fl. Oz.
3610902 946 mL – 32 Fl. Oz.



DETOX

3610803 240 mL – 8 Fl. Oz.
3610903 946 mL – 32 Fl. Oz.



CALM

3610800 240 mL – 8 Fl. Oz.
3610900 946 mL – 32 Fl. Oz.



RENEW

3610801 240 mL – 8 Fl. Oz.
3610901 946 mL – 32 Fl. Oz.

DISPLAY RACKS



MEGA RACK DISPLAY

SINGLE MEGA RACK DIMENSIONS: W - 41" · H - 79" · D - 23" · DOUBLE MEGA RACK DIMENSIONS: W - 82" · H - 79" · D - 23"

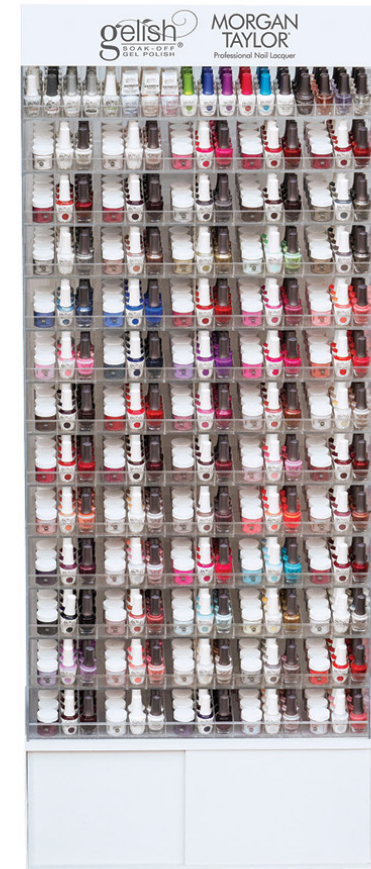
ONE RACK WEIGHT: 210 LBS. EACH

270 LBS. INCLUDING THE PALLET

1138004 Side by Side (Includes: Empty Rack and Planogram Strips)

1180005 Left (Includes: Empty Rack and Planogram Strips)

1180006 Right (Includes: Empty Rack and Planogram Strips)



EMPTY MINI MEGA RACK DISPLAY

W - 28.5" · H - 73.5" · D - 18.5"

WEIGHT: 160 LBS. EACH

(210 LBS. INCLUDING THE PALLET)

1138011 Empty (Includes: Empty Rack and Planogram Strips)

DISPLAY RACKS



EMPTY 36PC DISPLAY

W - 9.75" · H - 14.5" · D - 5.75"
WEIGHT: 3 LBS.
51518



EMPTY 90PC DISPLAY

W - 16" · H - 20.25" · D - 9"
WEIGHT: 7 LBS.
3530000



EMPTY 360PC RACK*

W - 23" · H - 32" · D - 10"
WEIGHT: 23 LBS.
51500



EMPTY 48PC WALL RACK

W - 20" · H - 21.5" · D - 2"
WEIGHT: 5 LBS.
51501



EMPTY SEASONAL TRIO DISPLAY

W - 13.5" · H - 18" · D - 11.25"
WEIGHT: 9 LBS.
1138010



*Display racks come with unpainted nail tips and planogram strips.

MARKETING MATERIALS



Visit our FTP site www.morgantaylorftp.com
for more digital marketing material!

UNPAINTED NAIL BOARD
1180007

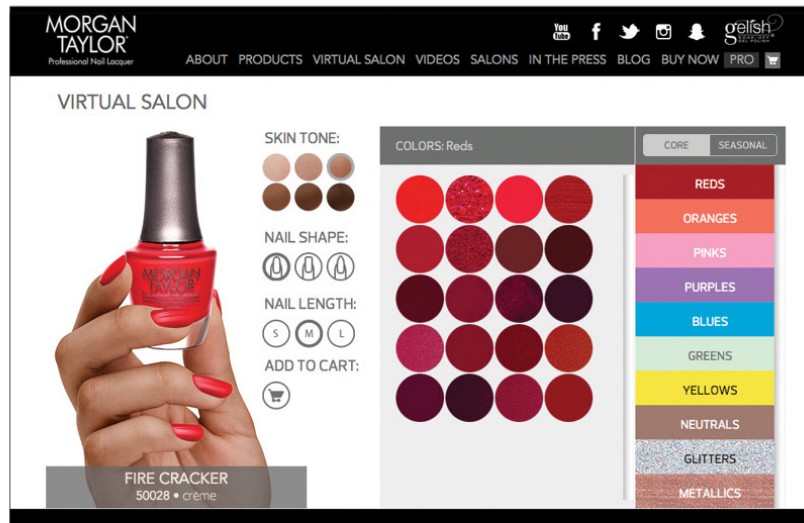


PAINTED NAIL BOARD
3780002

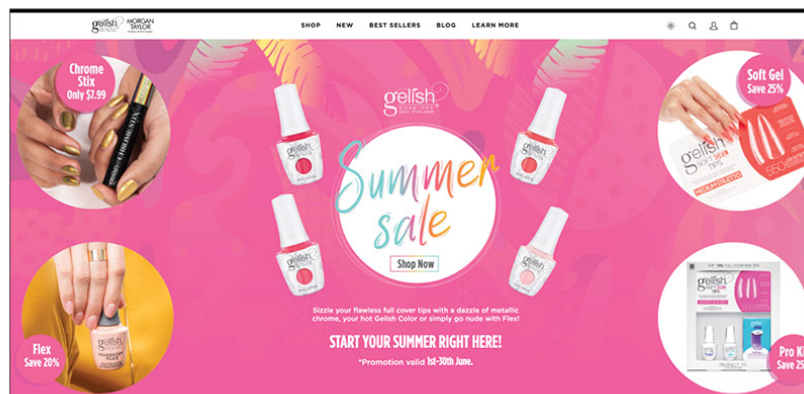


A Color Try On Studio At Your Finger Tips!

WEB:

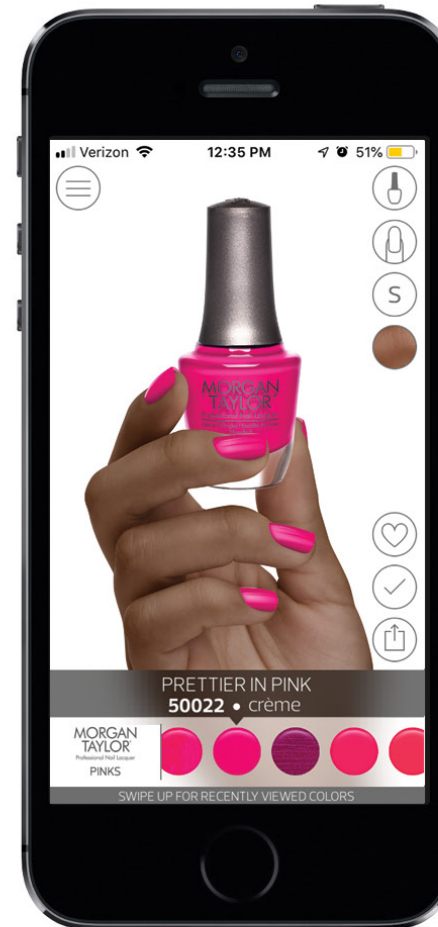


Color Try-On Studio Available Online and in the App!



Visit gelish.com for the most updated product information!

MOBILE:



- iOS & ANDROID COMPATIBLE
- TRY ON COLOR
- MATCH A COLOR
- VIDEOS
- AND MUCH MORE

MORGAN TAYLOR®

Professional Nail Lacquer



#MorganTaylor

For more information call 714.773.9758
or visit [gelish.com](https://www.gelish.com)

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