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PTO Form 1960 (Rev 10/2011)

OMB No. 0651-0050 (Exp 07/31/2017)

## Request for Reconsideration after Final Action

The table below presents the data as entered.

| Input Field   | Entered   |
|---|---|
| <b>SERIAL NUMBER</b>  | 86380345  |
| <b>LAW OFFICE ASSIGNED</b>  | LAW OFFICE 105  |
| <b>MARK SECTION</b>   |   |
| <b>MARK</b>   | <a href="http://tmng-al.uspto.gov/resting2/api/img/86380345/large">http://tmng-al.uspto.gov/resting2/api/img/86380345/large</a> |
| <b>LITERAL ELEMENT</b>  | POLISHED PERFECT  |
| <b>STANDARD CHARACTERS</b>  | YES   |
| <b>USPTO-GENERATED IMAGE</b>  | YES   |
| <b>MARK STATEMENT</b>   | The mark consists of standard characters, without claim to any particular font style, size                                      |
| <b>ARGUMENT(S)</b>  |   |
| <p>The Trademark Office has rejected Applicant's mark POLISHED PERFECT for the claimed service in International Class 003 based on U.S. Trademark Registration No. 3,982,190 (" '190 Registration") for the mark POLISHED PERFECT owned by Golden Sun, Inc. Golden Sun, Inc.'s registration is in International Class 003 for "hair styling preparations". A web search of Golden Sun, Inc.'s usage of the POLISHED PERFECT produced a hair gel product sold on the internet (attached Exhibit A - Amazon product). As shown in the '190 Registration as well as the Registrant's Specimen B - Registrant's Specimen), the mark POLISHED PERFECT is used in conjunction with the L.A. LOOKS brand. Registrant believes that its goods in International Class 003 for nail care preparations products do not overlap with the goods in International Class 003 for hair styling preparations because the respective products are sold in different channels of trade. Registrant's goods are sold online (Exhibit A). Just as marks themselves should not be determined should not be viewed in isolation, outside the context or setting in which they are used and encountered by consumers. See <i>Henri's Food Prods. Co. v. Kraft, Inc.</i> 717 F.2d 352, 220 USPQ 1, 3 (C.C.P.A. 1977). The setting in which a mark designation is used affects its appearance and colors the impression conveyed by it. In the Registrant's past use of the mark POLISHED PERFECT, the Registrant's name LA Looks is always coupled with the Registrant's mark (Exhibit A). If the setting of a mark involves additional trade symbols such as company names, division names, brand names, trade house marks, product marks, logos, or other dress which do serve to distinguish source, then the setting is required to affect the impression generated by the mark. Thus, to the customer, the Registrant's mark POLISHED PERFECT is associated with the Registrant LA Looks and any potential likelihood of confusion eliminated. The manufa</p> |   |

hair styling preparations and the manufacturing of nail care preparations is vastly different. Applicant submits a listing of top nail polish brands in Exhibit B. Also, Applicant submits a listing of top shampoo brands in Exhibit C. Lists, Exhibit B and C, of the top products show exactly one company, and a very large one at that, L'Oréal offers both nail polish and hair shampoo. Most companies do not, and therefore consumers would not believe applicant's mark, POLISHED PERFECT, which is suggestive of nail products, would emanate from the same source as the registrant's mark POLISH PERFECT for hair preparation products. Also, nail product for ESSIE is clearly associated with the AUSSIE for shampoo. Clearly, if products with these similar sounding and looking names can coexist without confusion, as evidenced by the fact that both are on the top "best" list for the respective product, then Applicant's POLISHED PERFECT mark for nail products can coexist without confusion with Registrant's POLISH PERFECT for hair preparation products. While the overall channel of trade is beauty products and services, this broad channel comprises a multitude of narrower channels of trade such as those products for hair care and those products for salon services featuring manicure and pedicure services. Coupled with the Registrant's use of their POLISH PERFECT mark with the L.A. LOOKS brand, there is no likelihood of confusion between the Applicant's mark POLISHED PERFECT for nail salon services featuring manicure and pedicure services and the Registrant's mark POLISH PERFECT for hair styling preparations. The price point for the POLISH PERFECT hair product is \$20.00 per 1.7 oz bottles (\$6.67 per bottle) which is not the same price point that would cause confusion at a high end salon where Applicant's goods are sold. Thus the Registrant's price point is not at the same price point for the trade as the Registrant's product. A source problem is not an issue since high end salons do not sell their products in mass retail stores, but instead are only sold at high end salons. Therefore the Applicant's and Registrant's channels of trade do not overlap. Applicant also challenges the evidence presented in the Final Rejection dated 12/28/2015. The Final Rejection states that the Applicant's and Registrant's goods/services are related, yet the evidence presented is mostly individual registrations with either goods, such as, beauty products, or services, such as, generally not both. The Final Rejection provided ONE registration for ORICA that actually has both International Class 003 goods and retail store services. The Final Rejection suggests that consumers would be confused into believing that a retail store service that doesn't offer the product with similar name would be from the same source as that product. Applicant's rebut this allegation and argue that the Trademark Office has failed to present sufficient evidence, and that it is contrary to logic to believe that the mark for a single good, POLISHED PERFECT for hair styling preparations, would be used for retail store services in a high end salon offering a variety of products with high end nail salon products. As set forth in *In re Dixie*, 105 F.3d 1405, 41 USPQ2d 1531, 1534 (Fed. Cir. 1997). "Indeed, the second DuPont factor expressly mandates consideration of the similarity or dissimilarity of the [goods] as described in an application or registration." While the Final Rejection cites instances where other parties are marketing hair salon services and products with nail salon services and products, there is nothing in the record indicating that the Registrant is using their POLISH PERFECT mark for nail salon services, featuring manicure and pedicure services or for that matter hair cutting or coloring services. The only evidence is that the Registrant's mark POLISH PERFECT for a hair styling gel whereas the Applicant's claimed services are in nail salon services category. In *La Maur, Inc. v. The Bagwells Enterprises, Inc.*, 199 USPQ 601 (TTAB 1978), the opposition application seeking to register THE VOGUE STYLON for beauty salon services based in part on the registrant's STYLON for hair fixative or setting lotion was dismissed. Applicant's POLISHED PERFECT is suggestive of Applicant's goods in that the nails are polished to perfection. Conversely, the Registrant's mark suggested polished not the Registrant's customers' hair. For these reasons, the Applicant believes that there is no likelihood of confusion between the Registrant's mark POLISH PERFECT for hair styling preparations and the Applicant's POLISHED PERFECT for nail salon services featuring manicure and pedicure services.

| <b>EVIDENCE SECTION</b>      |  |
|------------------------------|--|
| <b>EVIDENCE FILE NAME(S)</b> |  |
| <b>ORIGINAL PDF FILE</b>     | <a href="#">evi_10415144249-20151229183253310327_2015-12-28_Amazon_LA_Looks_Polish</a> |
| <b>CONVERTED PDF FILE(S)</b> | <a href="#">\\TICRS\EXPORT16\IMAGEOUT16\863\803\86380345\xml8\RFR0002.JPG</a>          |

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|--|---|
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|  | <a href="\\TICRS\EXPORT16\IMAGEOUT16\863\803\86380345\xml8\RFR0004.JPG">\\TICRS\EXPORT16\IMAGEOUT16\863\803\86380345\xml8\RFR0004.JPG</a>                           |
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| <b>ORIGINAL PDF FILE</b>               | <a href="#">evi_10415144249-20151229183253310327_.2015-12-29_Ranking_of_Shampoo_Bran</a>  |
| <b>CONVERTED PDF FILE(S) (4 pages)</b> | <a href="\\TICRS\EXPORT16\IMAGEOUT16\863\803\86380345\xml8\RFR0006.JPG">\\TICRS\EXPORT16\IMAGEOUT16\863\803\86380345\xml8\RFR0006.JPG</a>                           |
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| <b>ORIGINAL PDF FILE</b>               | <a href="#">evi_10415144249-20151229183253310327_.2015-12-29_Ranking_of_Top_Nail_Polis</a>  |
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| <b>DESCRIPTION OF EVIDENCE FILE</b>    | Exhibit A - digital printout of the Registrant's mark as used in commerce; Exhibit B - a li<br>nail polish brands; and Exhibit C - a listing of top shampoo brands. |
| <b>SIGNATURE SECTION</b>               |   |
| <b>RESPONSE SIGNATURE</b>              | /Robert Hart/   |
| <b>SIGNATORY'S NAME</b>                | Robert Hart   |
| <b>SIGNATORY'S POSITION</b>            | Attorney of Record  |
| <b>SIGNATORY'S PHONE NUMBER</b>        | (312) 834-7701  |
| <b>DATE SIGNED</b>                     | 12/29/2015  |
| <b>AUTHORIZED SIGNATORY</b>            | YES   |
| <b>CONCURRENT APPEAL NOTICE FILED</b>  | NO  |

**FILING INFORMATION SECTION****SUBMIT DATE** Tue Dec 29 18:38:48 EST 2015**TEAS STAMP**USPTO/RFR-XXX.XX.XXX.XXX-  
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PTO Form 1960 (Rev 10/2011)

OMB No. 0651-0050 (Exp 07/31/2017)

**Request for Reconsideration after Final Action****To the Commissioner for Trademarks:**

Application serial no. **86380345** POLISHED PERFECT(Standard Characters, see <http://tmng-al.uspto.gov/resting2/api/img/86380345/large>) has been amended as follows:

**ARGUMENT(S)**

**In response to the substantive refusal(s), please note the following:**

The Trademark Office has rejected Applicant's mark POLISHED PERFECT for the claimed service in International Class 003 based on U.S. Trademark Registration No. 3,982,190 (" '190 Registration") for the mark POLISH PERFECT owned by Golden Sun, Inc. Golden Sun, Inc.'s registration is in International Class 003 for "hair styling preparations." A web search of Golden Sun, Inc.'s usage of the POLISH PERFECT produced a hair gel product sold on the web (see attached Exhibit A - Amazon product). As shown in the '190 Registration as well as the Registrant's Specimen (Exhibit B - Registrant's Specimen), the mark POLISH PERFECT is used in conjunction with the L.A. LOOKS brand. Applicant believes that its goods in International Class 003 for nail care preparations products do not overlap with the Registrant's goods in International Class 003 for hair styling preparations because the respective products are sold in different channels of trade. Registrant's goods are sold online (Exhibit A). Just as marks themselves should not be dissected, they should not be viewed in isolation, outside the context or setting in which they are used and encountered by consumers. *Henri's Food Prods. Co. v. Kraft, Inc.* 717 F.2d 352, 220 USPQ 1, 3 (C.C.P.A. 1977). The setting in which a designation is used affects its appearance and colors the impression conveyed by it. In the Registrant's packaging using the mark POLISH PERFECT, the Registrant's name LA Looks is always coupled with the Registrant's mark. (Exhibit A). If the setting of a mark involves additional trade symbols such as company names, division names, brand names, house marks, product marks, logos, or other dress which do serve to distinguish source, then the setting is more likely to affect the impression generated by the mark. Thus, to the customer, the Registrant's mark POLISH PERFECT is closely associated with the Registrant LA Looks and any potential likelihood of confusion eliminated. The manufacturing of hair styling preparations and the manufacturing of nail care preparations is vastly different. Applicant submits a listing of top nail polish brands in Exhibit B. Also, Applicant submits a listing of top shampoo brands in Exhibit C. The two lists, Exhibit B and C, of the top

products show exactly one company, and a very large one at that, L'Oréal, that actually offers both nail polish and hair shampoo. Most companies do not, and therefore consumers would not believe that the applicant's mark, POLISHED PERFECT, which is suggestive of nail products, would emanate from the same source as registrant's mark POLISH PERFECT for hair preparation products. Also, nail product for ESSIE is clearly not confused with the AUSSIE for shampoo. Clearly, if products with these similar sounding and looking names can coexist without confusion, as evidenced by the fact that both are on the top "best" list for the respective product, then Applicant's POLISHED PERFECT mark for nail products can coexist without confusion with Registrant's POLISH PERFECT for hair preparation products. While the overall channel of trade is beauty products and services, this broad channel of trade comprises a multitude of narrower channels of trade such as those products for hair care and those products for nail salon services featuring manicure and pedicure services. Coupled with the Registrant's use of their POLISH PERFECT mark with the L.A. LOOKS brand, there is no likelihood of confusion between the Applicant's mark POLISHED PERFECT for nail salon services featuring manicure and pedicure services and the Registrant's mark POLISH PERFECT for hair styling preparations. The price point for the POLISH PERFECT hair product is \$20.00 for three bottles (\$6.67 per bottle) which is not the same price point that would cause confusion at a high end salon such as the one where Applicant's goods are sold. Thus the Registrant's price point is not at the same price point for this channel of trade as the Registrant's product. A source problem is not an issue since high end salons do not sell their products online and in mass retail stores, but instead are only sold at high end salons. Therefore the Applicant's and Registrant's channels of trade do not overlap. Applicant also challenges the evidence presented in the Final Rejection dated June 29, 2015. The Final Rejection states that the Applicant's and Registrant's goods/services are related, yet the evidence presented is mostly individual registrations with either goods, such as, beauty products, or services, such as salons, but generally not both. The Final Rejection provided ONE registration for ORICA that actually has both International Class 003 goods and retail store services. The Final Rejection suggests that consumers would necessarily believe or be confused into believing that a retail store service that doesn't offer the product with similar name would be from the same source as that product. Applicant's rebut this allegation and argue that the Trademark Office has failed to provide sufficient evidence, and that it is contrary to logic to believe that the mark for a single good, POLISH PERFECT for hair styling preparations, would be used for retail store services in a high end salon offering a variety of products for use with high end nail salon products. As set forth in *In re Dixie*, 105 F.3d 1405, 41 USPQ2d 1531, 1534 (Fed. Cir. 1997), "Indeed, the second DuPont factor expressly mandates consideration of the similarity or dissimilarity of the services [goods] as described in an application or registration." While the Final Rejection cites instances where other companies are marketing hair salon services and products with nail salon services and products, there is nothing in the record indicating that the Registrant is using their POLISH PERFECT mark for nail salon services, featuring manicure and pedicure services or for that matter hair cutting or coloring services. The only evidence is that the Registrant uses the mark POLISH PERFECT for a hair styling gel whereas the Applicant's claimed services are in nail salon services category. In *La Maur, Inc. v. The Bagwells Enterprises, Inc.*, 199 USPQ 601 (TTAB 1978), the opposition to an application seeking to register THE VOGUE STYLON for beauty salon services based in part on the registration of STYLON for hair fixative or settling lotion was dismissed. Applicant's POLISHED PERFECT is suggestive of the Applicant's goods in that the nails are polished to perfection. Conversely, the Registrant's mark suggested the user is polished not the Registrant's customers' hair. For these reasons, the Applicant believes that there is no likelihood of confusion between the Registrant's mark POLISH PERFECT for hair styling preparations and the Applicant's mark POLISHED PERFECT for nail salon services featuring manicure and pedicure services.

## **EVIDENCE**

Evidence in the nature of Exhibit A - digital printout of the Registrant's mark as used in commerce; Exhibit B - a listing of top nail polish brands; and Exhibit C - a listing of top shampoo brands. has been

attached.

**Original PDF file:**

[evi\\_10415144249-20151229183253310327\\_2015-12-28\\_Amazon\\_LA\\_Looks\\_Polish\\_Perfect.pdf](#)

**Converted PDF file(s)** ( 4 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

**Original PDF file:**

[evi\\_10415144249-20151229183253310327\\_2015-12-29\\_Ranking\\_of\\_Shampoo\\_Brands.pdf](#)

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[Evidence-1](#)

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[Evidence-1](#)

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[Evidence-3](#)

[Evidence-4](#)

**SIGNATURE(S)**

**Request for Reconsideration Signature**

Signature: /Robert Hart/ Date: 12/29/2015

Signatory's Name: Robert Hart

Signatory's Position: Attorney of Record

Signatory's Phone Number: (312) 834-7701

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 86380345

Internet Transmission Date: Tue Dec 29 18:38:48 EST 2015

TEAS Stamp: USPTO/RFR-XXX.XX.XXX.XXX-201512291838482

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### Customers who viewed **L.A. Looks Perfect Polish, 20-...** also viewed:



La Looks Gel #8 Define & Shine 20oz.  
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(3)



La Looks Gel #9 Mega Mega 20oz (Yellow)  
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(40)



La Looks Flex-Hold Gel Tri-Active Hold Formula Level#8 20oz  
Buy new: **\$7.86**  
13 Used & new from **\$2.47**  
(24)

Beauty ▾ Hair Care ▾ Styling Products ▾ Gels

### L.A. Looks Perfect Polish, 20-Ounce (Pack of 3) from LA Looks

2 customer reviews



Price: **\$20.00**  
**Note:** Available at a lower price from **other sellers**, potentially without free Prime shipping.  
**Only 11 left in stock.** Sold by **S.C. Goods** and Fulfilled by Amazon. Gift-wrap available.

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| <b>\$8.68</b> + \$9.99 shipping<br>Sold by: OTCRX4U             | <input type="button" value="Add to Cart"/> |
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#### About the Product

- Safe for color-treated hair.
- Anti-frizz shine gel
- Mega hold


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Page 1



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## Product Description

POLISH PERFECT Love the shine of a serum but need the hold of a gel? L.A. LOOKS Polish Perfect Anti-Frizz Shine Gel is a flexible hold styling gel offering frizz-free control with luminous shine. Formulated with humidity-resistant resins that help smooth hair as you style. This advanced formula coats and seals the hair cuticle, taming frizz, while offering the maximum control. Micro-crystalline shine enhancers deliver incredibly reflective shine. Polish to perfection with perfect shine every time!

## Product Details

**Product Dimensions:** 1.8 x 3.8 x 8.9 inches ; 1.5 pounds

**Shipping Weight:** 4.4 pounds ([View shipping rates and policies](#))

**Domestic Shipping:** Item can be shipped within U.S.

**International Shipping:** This item can be shipped to select countries outside of the U.S. [Learn More](#)

**ASIN:** B004FQK7D0

**UPC:** 041670990000

**Average Customer Review:** (2 customer reviews)

**Amazon Best Sellers Rank:** #125,631 in Beauty ([See Top 100 in Beauty](#))  
#2571 in [Beauty](#) > [Hair Care](#) > [Styling Products](#) > [Gels](#)

## Important Information

### Ingredients

INGREDIENTS: AQUA (WATER), PVP, QUARTZ, KERATIN AMINO ACIDS, PANTHENYL ETHYL ETHER, CARBOMER, PHENOXYETHANOL, PEG-40 HYDROGENATED CASTOR OIL, PPG-5-CETETH-20, AMINOMETHYL PROPANOL, PROPYLENE GLYCOL, METHYLPARABEN, DISODIUM EDTA, BENZOPHENONE-4, METHYLISOTHIAZOLINONE, PARFUM (FRAGRANCE), LIMONENE, CITRAL, BENZYL SALICYLATE, LINALOOL, BENZYL BENZOATE, HEXYL CINNAMAL.

### Directions

Here's how to work it: Apply to towel-dried or dry hair. Style as desired.

## Customer Questions & Answers

[See questions and answers](#)

## Customer Reviews

2

3.0 out of 5 stars



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1 of 1 people found the following review helpful

#### Not for my curly hair

By DawnMarie on August 13, 2012

**Verified Purchase**

Maybe it's just me, but I found this made my curly hair MORE frizzy, not less. I have had good experiences with this line of products before, so I was pretty disappointed - especially since I ordered these in bulk (three bottles). Learned my lesson there. It might work well for straight hair - or even for other curly girls, I don't know - just know it was a waste of money for me. Going back to one of their other gels.

[Comment](#) Was this review helpful to you?   [Report abuse](#)

#### Good for my curly hair.

By A. Lile on December 10, 2013

It's worked pretty well for my curly hair, especially when I used a diffuser/hair dryer. Great price for a curly hair product.

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**Disclaimer:** While we work to ensure that product information is correct, on occasion manufacturers may alter their ingredient lists. Actual product packaging and materials may contain more and/or different information than that shown on our Web site. We recommend that you do not solely rely on the information presented and that you always read labels, warnings, and directions before using or consuming a product. For additional information about a product, please contact the manufacturer. Content on this site is for reference purposes and is not intended to substitute for advice given by a physician, pharmacist, or other licensed health-care professional. You should not use this information as self-diagnosis or for treating a health problem or disease. Contact your health-care provider immediately if you suspect that you have a medical problem. Information and statements regarding dietary supplements have not been evaluated by the Food and Drug Administration and are not intended to diagnose, treat, cure, or prevent any disease or health condition. Amazon.com assumes no liability for inaccuracies or

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# The Best Shampoo Brands

**List Criteria:** Vote for the brands you trust when you're looking for quality shampoo

Shampoo brands list, including the most well-known brand names and best-selling shampoo brands available. So what are the **best shampoo brands** these days? Choosing the right shampoo can seem like a daunting task with so many options, but it's all a matter of finding the top shampoo names for your specific needs. Shampoo brands for color-treated hair are also included.

Some of the most popular shampoo brand names include Pantene, Dove, Garnier, John Freida and Clairol's Herbal Essences line. These shampoos combine solid cleaning ability with affordable price, attracting consumers time and again. The best drug store hair care lines also offer shampoo brands for a variety of different hair needs. Some shampoos target problems like dry hair, dandruff, and fine, limp tresses. Others might be specialty shampoo brands, like the sulfate free and organic shampoo companies that are becoming more and more popular.



The best selling shampoo brands are those that are trusted by consumers. Often, consumers will test out different shampoo brands, finally settling on one over time. Price is often a factor in choosing a great shampoo brand, but it's not the only thing to consider. Good shampoo can help to correct any hair problems or issues. Just because a shampoo brand is designated "budget" doesn't mean it won't get the job done well.

This list of shampoo brands can help consumers choose the most effective, inexpensive type of shampoo to **best suit** their individual needs.



[▶ AdChoices](#) [▶ Shampoo Brands](#) [▶ List of Companies](#) [▶ Shampoo Coupons](#) [▶ Best Shampoo](#)  
SEE LIST RANKED BY WOMEN MEN REGION

    
OPTIONS COMMENTS EMBED



 

- 1**  **TRESemme** 



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- 2**  **Dove** 


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- 3**  **L'Oreal** 



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- 4**  **Pantene** 



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- 5**  **Garnier** 



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- 6**  **Herbal Essences** 



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- 7**  **Sunsilk** 



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- 8**  **Matrix** 



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- added by muzziac*  
**9**  **Head & Shoulders** 

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- 10**  **Schwarzkopf** 

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- 11**  **Redken** 



12



Biolage

13



Neutrogena



14



Aveda



15



Organix Hair



16



Aveeno



17



Nexxus



18

Aussie

19

Suave



20

Bed Head

21

Paul Mitchell



22

Clairol



23

Pureology



24

John Frieda



25

Bumble and bumble



26

TIGI



27

Revlon

|    |                        |   |
|----|------------------------|---|
| 27 |                        | ▼ |
| 28 | Sexy Hair              | ▼ |
| 29 | Biosilk                |   |
| 30 | Frederic Fekkai        | ▼ |
| 31 | Burt's Bees            | ▼ |
| 32 | CHI                    | ▼ |
| 33 | Nioxin                 | ▼ |
| 34 | L'Occitane en Provence | ▼ |
| 35 | Joico                  |   |
| 36 | Finesse                | ▼ |
| 37 | Infusium 23            |   |
| 38 | Shiseido               | ▼ |
| 39 | American Crew          | ▼ |
| 40 | Davidoff               | ▼ |
| 41 | Alterna Haircare       | ▼ |
| 42 | H2O+                   | ▼ |

43  Crabtree & Evelyn ▼

44  Frizz-Ease

45  Giovanni ▼

46  Jason Natural

47  Desert Essence ▼

48  bain de terre

49  Jurlique ▼

50  Bio Ionic

82   **Something missing? Add it!**

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## The Best Nail Polish Brands

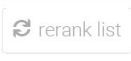
**List Criteria:** The highest quality nail polish brands.

What are the best nail polish brands? Some of the best polish brands are cheap but high quality. For nail polish fans, you don't have to spend a fortune to have gorgeous nails. This list of excellent nail polish brands includes the inexpensive drug store brands and some of the higher end brands sold in specialty makeup stores. Vote for the brands you like the most, and certainly vote down any nail polish brands you hate (and feel free to say why you voted the way you did in the comments).

What makes for a great nail polish brand? One that offers a wide variety of beautiful colors, in flattering shades, for one thing. Nail polish is a great accessory, and some enthusiasts change their polish colors almost daily. Great color variety is key. Another factor that sets a nail polish brand apart: quality. The best nail polish brands offer great product with excellent consistency. A great polish brush paired with a high quality nail lacquer makes for a perfect manicure.

Cheap nail polish brands and more pricey offerings are listed here. Which polish brand gives the most bang for your buck? That's for you to decide, with your votes. Also, if you have a favorite nail polish brand, drug store or otherwise, that isn't listed here, feel free to add it.

SEE LIST RANKED BY REGION



search list



1



OPI

2



Essie

3



Sally Hansen

4



China Glaze Co. Ltd.



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5



Revlon



6



Zoya

7



Orly

8



Nicole by OPI

9



Butter London










10



Cover Girl





|    |   |   |   |
|----|---|---|---|
| 11 |    | Deborah Lippmann  |   |
| 12 |    | L'Oréal   | ▼ |
| 13 |    | Rimmel  | ▼ |
| 14 |    | Hard Candy  |   |
| 15 |    | Lancôme   | ▼ |
| 16 |    | NARS Cosmetics  | ▼ |
| 17 |    | Chanel  | ▼ |
| 18 |   | Estee Lauder Inc  | ▼ |
| 19 |  | Maybelline  | ▼ |
| 20 |   | Borghese  |   |
| 21 |   | <small>new! &amp; added by Inbeocosmetics</small><br>UV-NAILS |   |
| 22 |   | Red Carpet Manicure   |   |
| 23 |   | Avon  | ▼ |
| 24 |   | Elizabeth Arden, Inc.   | ▼ |
| 25 |   | Toma  |   |
| 26 |   | Piggy Polish  |   |



27



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