



Silcare®

THE ICONIC
BASE ONE
IN A NEW EDITION





FOR 15 YEARS IN SALONS,
DRUGSTORES, AND ON NAILS!



2009

The creation of the flagship
no name line



2013

Renaming the line
to Base One



2019

Base One label
rebranding



2025

Base One packaging
and design change





BASE ONE IN NUMBERS

FROM **15 YEARS BESTSELLER**
IN THE SILCARE PORTFOLIO

100+ PRODUCTS

EVERY **4TH** **SOLD PRODUCT**
IN THE MANICURE CATEGORY IS **BASE ONE!**

24 TYPES
OF FORMULAS





NEW PACKAGING OF THE ICONIC LINE

- ✓ **EASE OF USE** – elegant, satin-finish packaging, more functional for working with the product.
- ✓ **SAFETY OF USE** – product secured with a plastic insert.
- ✓ **IMPROVED JAR FUNCTIONALITY** – durable, crack-resistant material.
- ✓ **ENHANCED PRODUCT FORMULA**
- ✓ **PACKAGING COMMUNICATION** – QR code links to practical product information and educational tutorials.





CHANGE OF CAPACITIES

- ✓ **FOCUS ON BEST-SELLING CAPACITIES**
lower operational costs, greater logistical stability
- ✓ **SIMPLE DECISION-MAKING PROCESS FOR THE CUSTOMER:** 3 capacities, 3 price levels

CURRENT PACKAGING



5 g
15 g
50 g
100 g
250 g

NEW PACKAGING



15 g
50 g
100 g



CLEAR COMMUNICATION OF PRODUCT FEATURES

✓ LINE
NAME



✓ PRODUCT
COLOR



✓ PRODUCT PROPERTIES
DESCRIPTION





BEST-SELLING FORMULA. PATENT APPLICATION

- ✓ **Innovative HEMA-free formula based on IBOMA** – A biodegradable biopolymer of natural origin, providing a safe alternative to HEMA. Minimizes the risk of allergies and irritation, making it friendly for both nail technicians and clients.
- ✓ **Express curing** – The optimal concentration of photoinitiators ensures full curing at a thickness of just 2.5 mm. For salon-length nails, it cures in just 60 seconds under a UV/LED lamp.
- ✓ **Application control** – no cuticle flooding – A medium-thick, self-leveling formula enables precise work without the risk of product spreading. Gives the nail technician more time to shape the perfect nail.
- ✓ **Flexibility and durability combined** – Once cured, the gel is flexible yet harder than older generations. It does not deform after pinching and does not crumble, ensuring the perfect balance between flexibility and strength.
- ✓ **Excellent adhesion and durability** – Thanks to IBOMA monomer content and a precisely selected blend of urethane-acrylate polymers, the gel guarantees maximum adhesion to the natural nail plate, minimizing the risk of chipping.
- ✓ **Easy filing and perfect finish** – The optimized consistency and flexible yet firm formula make the product easy to file, speeding up the nail technician's work and allowing for a smooth, professional finish.
- ✓ **Shape stability** – Does not expand after removing the pinch, ensuring precise and long-lasting nail shaping.

BASE ONE

ONLY ONESUCH A
FORMULA ON THE MARKET.





PACKAGING DIMENSIONS



FEATURES		CURRENT PACKAGING						NEW PACKAGING		
	CAPACITY	5 g	15 g	30 g	50 g	100 g	250 g	15 g	50 g	100 g
	HEIGHT	30 mm	35 mm	45 mm	45 mm	52 mm	75 mm	37,5 mm	55,3 mm	67,6 mm
	DIAMETER	34 mm	43 mm	55 mm	55 mm	69 mm	90 mm	41,7 mm	65,5 mm	77,02 mm
	WEIGHT	9,3 g	13,4 g	26,08 g	28 g	35 g	? g	10 g	42 g	66 g



COMPREHENSIVE ASSORTMENT WITHIN THE BASE ONE LINE



PRIMER

- CLASSIC
 - TEA TREE
 - VITAMINS
- 9 ml | 15 ml



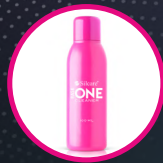
NAIL PREP

9 ml | 15 ml



BONDER GEL

- ACID FREE
 - ACID
- 15 g



CLEANER

- CLASSIC
 - SHINE
- 100 ml | 500 ml | 970 ml



EXPERT OPINIONS



[...] Personally, I was very pleased with the reduced burning sensation in the lamp, faster curing time, and ultra-safe formula. I'm sure your clients will love it too. Highly recommend!

Roksana Cimmino



[...] For me, the winners are: excellent adhesion and 2x shorter curing time, now also in an LED lamp. Plus, it's the only formula on the market with zero allergens and irritating ingredients, which is super important in this industry. Congratulations to the entire Silcare team, I can't wait for the launch!

Joanna Karpuk



Roksana Cimmino

- Grand Prix Dubai,
- Top Champion Naples,
- Grand Cup Mexico,
- Extreme Nails Master Mexico
[gold medal x 26,
silver medal x 9,
bronze medal x 5]

Master Instructor
& Silcare's Ambassador



Joanna Karpuk

- Diamond League Norway
Nail Championship 2021,
- Mayan Gold Mexico 2021,
- Odyssey International Nail
Championship Greece 2021,
- Brilliant Cup International
Championship Turkey 2021



CUSTOMER COMMUNICATION

- ✓ Product Presentation
- ✓ Landing Page
- ✓ Social Media Stylizations
- ✓ Product Selector
- ✓ Expert Opinions





WANT TO TEST IT?

Order the Base One Sample Box!

Discover 24 possibilities for a perfect nail styling!

The set includes:

- ✓ 24 shades of Base One gel in 5 g mini containers
- ✓ A brush as a gift





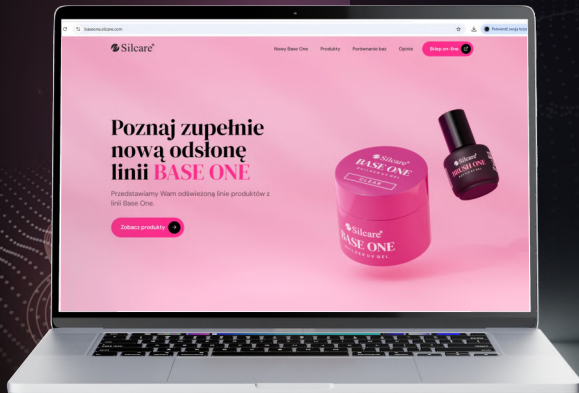
WANT TO KNOW EVERYTHING ABOUT BASE ONE GELS?

Wejdź na:

baseone.silcare.com

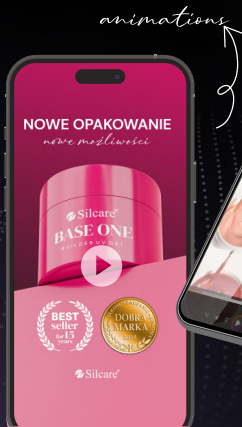


Explore the portfolio, check reviews,
and get expert tips!





PRODUCT PROMOTION SUPPORT



swatches



showpack



wobblers

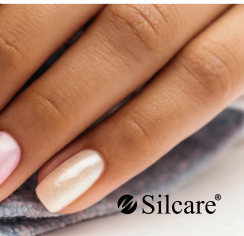
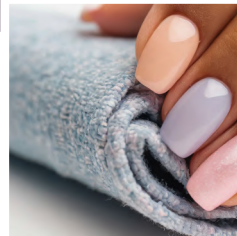
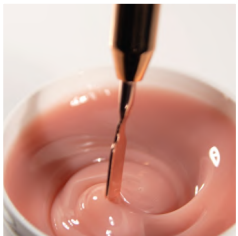
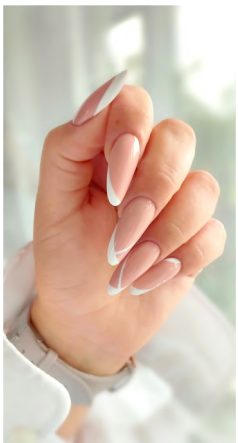


HOW TO CHOOSE A GEL FOR YOUR NEEDS?

Check the Product Selector!

PCompare the key features of the
Base One builder gel line and choose
what you need for your nail styling!

	Gel Base One Clear	Gel Base One French White	Gel Base One Cover	Gel Base One Shimmer	Brush One Builder Gel
Czas uwieradzania (wzrost/cover)	60 sek	120 sek	120 sek	120 sek	120 sek
Na dual formach	●	●	●	●	
Na extensionach	●	●	●	●	
Na typie	●	●	●	●	●
Naturalna płytki	Twardsz, normalna, przepływająca	Twardsz, normalna	Twardsz, normalna, przepływająca	Twardsz, normalna, przepływająca	Twardsz, normalna, przepływająca
Twardość produktu	5	1	4	4	1
Opływalność produktu	4	2	3	3	3
Ścieralność produktu	1	5	1	1	5
Trwałość	Do 28 dni	Do 28 dni	Do 28 dni	Do 28 dni	Do 14 dni
Pielomowanie	5 Clear Thick, Clear Thin	4	5 Reactive Base One Thick Clear Thick, Clear Thin	5	5
Wzrosty odnawiania	●	●	●	●	●
Wymagana baza					●
Wymagany top	●	●	●	●	
Indywidualny	Clear, Pink, Violet	Wyświetla	Wyświetla pure Cover Thick	Wyświetla	Wyświetla
Kolorowy	Clear Thick, Violet Thick		Cover Thick		
Fazy	2	3	3	3	2
Drabinki					
Procent krycia (wzrost/cover)	0%	70-80%	20-40%	25-30%	
Nadaje się do wzrostu/cover z podstawą	●		●	●	●
Kompatybilność z innymi markami	●		●	●	●
Wzrost od mikropęknięć	●	●	●	●	●



BASE ONE

CLASSIC
manicure



Silcare®

The one and only builder gel, BASE ONE.

Order now!



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1



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SilcareCosmetics



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