



Bella

**For the
artist in you.**

In all their glinting and sparkling glory, eyes are the most expressive features of a woman's face, the jewels that women adore the most. And enhancing their beauty are the eyebrows. Little wonder then, that women wish for the best-looking eyebrows they can get.

Truly, a well-shaped brow is like a piece of art that every woman wants to possess. This is where you – the artist – come in. Your every stroke can help you turn your customers' eyebrows into works of art. And to help you turn every eyebrow you shape into a masterpiece and bring out the magic in your hands, we present to you – Bella from the house of Coats.

*More than just great eyebrows.
Masterpieces.*

Create masterpieces with Bella.

Write to us at: customercare@coats.com

Or visit our website www.coatscrafts.in for more details

Bella



Presenting:
Coats Bella
For artists with an eye for perfection

Your customers depend on you to keep their eyebrows in shape. And we at Coats understand the issues you face while threading and your customers' expectations from you. We thus gave you Coats Griffin – a reliable and special threading thread that has been a beautician's best friend for years. And we now bring to you Coats Bella – a premium threading thread with which you can create masterpieces. Bella is the result of in-depth research and analysis conducted with beauticians like you across the world, and cutting-edge R&D and product development making it a unique thread that brings together everything you – and your customers – could wish for.

You can feel the 'Bella difference' not just after threading, but while threading as well, making Bella the perfect thread for you to create your masterpieces with.

More than just another thread,
Bella gives you manifold advantages:

- **Strength:** Bella is stronger than regular threads as it is made from extra-long staple Egyptian Giza cotton, making it strong enough to pull the hair while being tough enough to not break
- **Soft and less pain:** Bella contains Aloe Vera-based moisturiser that makes the thread soft enough to not cut the skin and its healing and soothing properties reduce post-threading woes. It also makes the threading process smooth and almost painless for your customers
- **Bacteria and fungus-proof:** Bella contains 'Ultra-Fresh', an anti-microbial agent which is a specially patented additive. It prevents bacterial and fungal growth on the thread and their associated ill effects. Ultra-Fresh does not contain Triclosan – the most common anti-microbial agent that is increasingly being looked upon with concern for its impact on health and environment
- **Fineness:** Bella is a very fine thread, so you get precision while threading
- **Natural and 100% safe on the skin:** Bella is the only threading thread that is completely sanitised, making it the safest and most hygienic thread you can use



Made of Egyptian Giza cotton



Contains Aloe Vera-based moisturiser



With special Ultra-Fresh™ additive



100% safe on skin