


beauty editor, Tasha Turner. "We recently launched in London and it was a hit! We are also preparing to launch the Scrub collection during Miami Fashion Week." Myrdith enthuses. "We are already in 10 locations around the world, including; London, Paris, Holland, Haiti and St. Thomas and we hope to continue to grow." The M2M girls are no strangers to publicity and have employed various marketing strategies to promote their new range from events, website awareness and word of mouth, to shoots and editorials. "We have found our clients really like the product, packaging and price point. For a luxury polish it's priced really well, it has even been compared to Chanel and Nar. I am happy for that and honoured," grins Myrdith. The future for M2M looks bright, as the brand plans to bring on board one or two big distributors in the near future. "Neiman Marcus, HSN or QVC, whichever one shows me love." Myrdith reveals.

Celebrity inspirations

"Nailcare is a simple beauty aspect, which is affordable to everyone. My love grows for this industry as I get inspired by other manicurists that love what they do and consider themselves professionals. Personally, I aspire to the likes of Bobbi Brown, Francois Nars and Iman," Myrdith freely admits. M2M was designed as a unique way for everyone to take a small piece of celebrity stardom home. "Besides naming each colour after celebrity personality traits, each bottle reminds me of a memorable conversation I've shared or charitable works that have inspired me," explains Myrdith. "And we will give back too, for example a portion of all proceeds from the sale of Melky's favourite M2M metallic bronze polish, Kompa, will go to Carma, a non-profit organisation aiming to improve the health of poor and vulnerable women and children in Haiti." Aside from being socially responsible at M2M, the women are also conscious of their customers' overall wellbeing too, so none of the range contains formaldehyde, toluene or DBP.

Message in a bottle

Parting words of wisdom Myrdith offers budding future directors of the nail world are, "Have no regrets, see all tribulations as 'great lessons'. And of course do not forget M2M's real underlying message 'Give back. Beauty can save a life.' – the Carma Foundation." 

M2M UK

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The three Ms

Myrdith Leon-McCormack

Myrdith immigrated with her parents to Brooklyn, New York at the age of six from her homeland Haiti. The eldest of three, Myrdith was born to Maurice Leon, a Latin professor, and his wife, Adrienne, a French teacher. After finishing high school Myrdith spent years studying and working in New York, assisting in numerous fashion shows from Bill Blass, Carolina Herrera and Baby Phat, to Carlos Miele, Ralph Lauren and Luca Luca. She began her successful career in the beauty industry as a celebrity manicurist, working for 15 years with high profile stars such as Charlize Theron, Missy Elliot and Mary-Kate Olsen, as well as on ad campaigns for renowned brands such as L'Oreal Paris, MAC, Maybelline, De Beers and Estée Lauder. In addition to this Myrdith has also worked with a host of famous designers; Vera Wang, Anne Barge, and Zac Posen, while also founding *World Bride Magazine*, the premier multi-cultural bridal journal.

Monica Promsavanh

Argentinean born, Monica immigrated to the United States at the age of 18. A slave to fashion, being labelled 'the fashionista' by her peers, Monica quickly forged a successful career at Burberry. After experimenting in the beauty industry as a manicurist, it was at a Vera Wang fashion show that Monica first encountered her current business partner, Myrdith. The two women went onto work at the New York hot spot, Edris Salon, where they proceeded to experiment with top quality products on elite clientele.

Melky Jean

Multi-talented singer, performer, songwriter and philanthropist, Melky, was also born in Haiti and is the founder of the Carma Foundation, a non-profit organisation providing food, housing assistance and medical support to the Haitian people.



Examples of editorial work starring the M2M brand

The colours of M2M and their celebrity inspiration

- Kompa:** Melky Jean (Wyclef Jean)
- Naughty:** Jill Scott
- Crown Royal:** Erica Badu
- Platinum Plus:** Beyoncé
- Sheer Thunder:** Jessica Simpson
- Knight Kat:** Ertha Kitt
- Night Storm:** Kelis
- Funny Girl:** Kate Hudson
- Charlie:** Charlize Theron
- Scarlette:** Scarlett Johansson
- Fox Trot:** Vivica Fox
- Black Diamond:** Gabrielle Union
- Let's Talk:** Tyra Banks
- Show Off:** Keisha Whitaker
- Hot Girls:** Kerry Washington
- Night Byrd:** Etta James
- The Healer:** Bethann Hardison

Myrdith discloses, "Our personal favourites include; Let's Talk, a perfect opaque nude for Tyra Banks, Night Byrd, a retina-burning fuchsia for Etta James and a flat navy called Night Kat, which was used at the William Rast show."

Colours - £12 / \$11
Treatments - £14 / \$13

