



American International Industries
2220 Gaspar Ave.
Los Angeles, CA 90040

AI (UK) Ltd. Berkshire RG1 7BR

Seche and the "Globe G" logo are registered trademarks.
Seche Base, Seche Blanc, Seche Bright, Seche Clear,
Seche Erase, Seche Plus, Seche Prep, Seche Restore,
Seche Rose, Seche Silk, Seche Soft and Seche Vite are
trademarks of AI, Inc.

Pronunciations:
Seche Vite, U.S. PATENT
#5,130,125; we say "Se-shay Veet."
The company is called Seche
and we do not use an accent over the last "e,"
but we still say "se-shay."

©2006 AI

www.Seche.com



Seche[®]
feel complete

AI
AI
AI



seche vite™ dry fast top coat



Seche Vite Dry Fast Top Coat is widely acknowledged as the world's finest top coat. Its patented formula penetrates through the nail lacquer to the base coat forming a single solid coating over the nail plate for a much more durable finish, guaranteed not to yellow. Seche Vite is unmatched as a top coat leaving the nail stronger while manicures last longer. It absolutely will not chip and creates the highest gloss of any product on the market today.

1.25 fl oz - Item # 83085
0.5 fl oz - Item # 83006
0.5 fl oz (boxed) - Item # 83100

Seche is the leading global brand most trusted by professional nail technicians and women who demand superior quality for the care of their natural nails. Since its 1991 debut, Seche Vite™ has been the first single procedure, non-yellowing, dry fast top coat for polish. Its patented performance and beautiful results introduced the world to a vital force in nail technology. After more than a decade, it is still the most highly acclaimed top coat in the world receiving editorial recognition from VOGUE, Allure, ELLE, SELF, as well as winning the InStyle Best Beauty Buy Award for 10 consecutive years. Leading the way in natural nail care, Seche prides itself on consistently creating extraordinary products for beauty professionals and customers alike. Once you experience, you will never lose touch. Feel complete. Feel Seche.



Seche. treatment products



Seche Silk™ Vitamin Enriched Lotion
An acetonitrile based lotion enriched with tea tree, leucidal, salicylic, menthylol and vitamins. Designed with a micro-molecular structure, Seche Silk™ penetrates deep into the skin's core leaving the skin silky and non-greasy with a refreshing scent. A little goes a long way!
1.1 fl oz - Item # 83030
0.5 fl oz - Item # 83054



Seche Soft™ Cuticle Softener Therapy
A vitamin and AHA enriched cuticle softener that gently penetrates and softens the cuticle for easy removal. Contains no caustic ingredients so it's safe to use every day to smooth, unscratchy, natural looking and help prevent hangnails. Apply generously, massage the cuticle and push cuticle back.
1.1 fl oz - Item # 83007
0.5 fl oz - Item # 83008



Seche Prep™ Nail Cleanser
Thoroughly removes all oil and residue prior to the application of the base coat. The steps in the manicure process is critical to achieve a strong foundation and bond between the base coat.
1.25 fl oz - Item # 83092
1 fl oz - Item # 83093



Seche Base™ Ridge Filing Base Coat
Contains finely ground quartz crystals to fill ridges in the nail plate and fills deep nail imperfections. Seche Base has an incomparable bonding ability and is specially formulated to give Seche Vite the best anchor to hold onto!
1.25 fl oz - Item # 83087
0.5 fl oz - Item # 83088



Seche Clear™ Crystal Clear Base Coat
The first truly non-yellowing base coat for nail polish. After ten years of development Seche Clear was created to offer a clear base coat for nail polish which will not yellow and will adhere to the natural nail.
1.25 fl oz - Item # 83000
0.5 fl oz - Item # 83001



Seche Plus™ Fortified Strengthener
An innovative treatment enriched with vitamins and minerals to strengthen, soften and hydrate weak, thin, split, brittle and slow growing nails. Deeply hydrates, feeds and long lasting finish. Seche Plus is a mild nail hardener. May be used as a base coat.
0.5 fl oz - Item # 83007



Seche Bright™ Nail Whitening Treatment
Protects nail from harsh effects of ultraviolet light while accentuating the natural pink of the nail bed without pigmentation.
0.5 fl oz - Item # 83111



Seche Blanc™ Nail Lacquer
Creates a beautiful, natural looking free edge to the nail. Apply to the free edge of the nail plate after the application of Seche Base. May also be used as a nail sealer to diminish the yellow in nail plate.
0.5 fl oz - Item # 83009



Seche Rose™ Nail Lacquer
Luxury nail lacquer used to enhance the natural pigment of the nail bed resulting in greater consistency between skin tone and the nail. Seche Rose is incredibly creamy coating a flawless finish without showing. Apply over base coat.
0.5 fl oz - Item # 83020



Seche Restore™ Thinner
The only thinner to this a coat of Seche Vite to its original consistency. It also may be used to restore any other nail lacquer product. Will not dissolve or dull color and only restores those ingredients which have evaporated from the color. Use by adding a few drops of Seche Restore and rub into slowly adding while the top coat consistency is fully returned.
0.5 fl oz - Item # 83000

professional kits

always be prepared with our specialized pro kit basics...absolute must haves for your salon.



A. Seche Clear Professional Kit #3302

Seche Clear™ Crystal Clear Base Coat offers two sizes of the only non-yellowing clear base coat on the market. You will never be without the best base for a beautiful manicure. The Seche Clear™ Professional Kit includes: 5 oz & 4 oz refill Seche Clear™ and 1 funnel.

B. Seche Base Professional Kit #3301

Seche Base™ Ridge Filing Base Coat offers two sizes of our ridge-filing base that hides imperfections and bonds beautifully to the nail bed while creating an ideal anchoring surface for Seche Vite™. The Seche Base™ Professional Kit includes: 5 oz & 4 oz refill Seche Base™ and 1 funnel.

C. Seche Restore Professional Kit #3303

Seche Restore™ Thinner offers two sizes of the only product that may be used to restore Seche Vite™ to its original consistency. Use by adding a few drops of Seche Restore™ and roll bottle slowly adding additional drops until consistency is fully restored. Seche Restore™ Kit includes 2 oz Seche Restore™ and a dropper for easy application.

D. Seche Vite Professional Kit #3305

Seche Vite™ Dry Fast Top Coat offers two sizes of our world famous, patented fast drying top coat that has led the industry abuzz for years. Seche Vite™ is guaranteed not to yellow and leaves nails silk, stronger, more durable and resistant to chipping and peeling. Seche Vite™ Professional Kit includes: 5 oz & 4 oz refill Seche Vite™ and 1 funnel.

E. Seche System Kit #3307

The perfect way to take your salon to the next level. A complete collection of the most professional, highest quality products in the natural nail category. System Kit includes one each of: Seche Erase™ Lacquer Remover 1oz, Seche Prep™ Nail Cleanser 1oz, Seche Silk™ Vitamin Enriched Lotion 1oz, Seche Soft™ Cuticle Softener Therapy 1oz, Seche Vite™ Dry Fast Top Coat 5 oz, Seche Restore™ Thinner 5 oz, Seche Base™ Ridge Filing Base Coat 5 oz, Seche Clear™ Crystal Clear Base Coat 5 oz, Seche Blanc™ Nail Lacquer 5 oz, Seche Rose™ Nail Lacquer 5 oz, Seche Plus™ Fortified Strengtheners 5 oz, China Glaze 85 oz Sides, 10 nail wipes, 1 pair of toe separators, 1 brochure, 1 dropper for Seche Restore™ Thinner, 1 nail file and 1 orangewood stick. This all comes in a conveniently sized, reusable Seche branded bag.



retail kits

bring the salon home

A. Secrets of the American Pedicure Kit #3307 - NEW

Secrets of the American Pedicure Kit includes everything a woman needs to create a beautiful, bold red pedicure with the highest quality products offered in the natural nail category. Salons can rely on this kit to provide a chip-free, smudge proof, fast drying, shiny red pedicure. Includes: Seche Erase™ Lacquer Remover 1oz, Seche Clear™ Crystal Clear Base Coat 5oz, our luxurious and lasting Seche Red™ Nail Lacquer 5oz, our world famous patented formula, Seche Vite™ Dry Fast Top Coat 5oz, an orangewood stick, toe separators and easy-to-follow trilingual instructions. All products in the kit are compatible for use with acrylics. Seche Red™ is only available in the Secrets of the American Pedicure Kit.

B. First Aid Nail Whitening Kit #3310 - NEW

First Aid Nail Whitening Kit is the only nail whitening kit currently available on the market. Featuring two brand new products. Our exclusive First Aid Nail Whitening Kit protects nails from ultraviolet light, intensifies the white of the nail edge, whitens discoloration and moisturizes cuticles. Includes: Seche Erase™ Lacquer Remover 1oz, Seche Soft™ Cuticle Softener Therapy 1oz, Seche Bright™ Nail Whitening Treatment 5oz, our world famous patented formula, Seche Vite™ Dry Fast Top Coat, an orangewood stick, a sample of Seche Creme™, our BRAND NEW Nighttime Cuticle Cream, and easy-to-follow trilingual instructions.

C. Secrets of the French Manicure Kit #3304

Secrets of the French Manicure Kit is the highest quality French kit on the market today. REDESIGNED with a cleaner, more attractive look, this best-selling kit still offers the same quality formulas that high-end salons have come to rely on in order to create long-lasting French manicures that result in repeat clients. Includes: Seche Clear™ Crystal Clear Base Coat 5oz, Seche Porcelain™ Nail Lacquer 5oz, Seche Rose™ Nail Lacquer 5oz, our world famous patented formula, Seche Vite™ Dry Fast Top Coat 5oz, nail edge assist guides and easy-to-follow trilingual instructions. All products in the kit are compatible for use with acrylics.

D. French Manicure TRAVEL Kit #3304 - NEW

Just like its full size sister, Secrets of the French Manicure Travel Kit offers the same quality products that clients have come to love and trust but is conveniently sized to take on vacations, carry with you to your favorite salon, or keep in your purse for those last-minute parties. Perfect for the woman on the go and can be used to increase retail sales within salons. Includes: Seche Clear™ Crystal Clear Base Coat 125oz, Seche Porcelain™ Nail Lacquer 125oz, Seche Rose™ Nail Lacquer 125oz, our world famous patented formula, Seche Vite™ Dry Fast Top Coat 125oz, nail file, nail edge assist guides and easy-to-follow trilingual instructions. All products in the kit are compatible for use with acrylics.

E. First Aid Nail Repair Kit #3316 - NEW

First Aid Nail Repair Kit includes every product needed to mend a broken, natural nail. Its convenient, small size makes this kit perfect for busy women who cannot stop their day to make a trip to the salon if a nail cracks. Includes our world famous patented formula, Seche Vite™ Dry Fast Top Coat 5oz, Seche Prep™ Nail Cleanser 1oz, brush-on nail glue, silk wrap adhesive tabs, a nail file/buffer, an orangewood stick, nail wipes and easy-to-follow trilingual instructions.

display seche

Seche is proud to present our brand new acrylic displays. What better way to showcase the Seche® line than with exceptionally crafted, highly versatile displays which allow you to merchandise Seche product in the most professional manner possible.



Secrets of the French Manicure Kit Display
Display #83004 - NEW
Showcases the highest quality French kit on the market today. Display includes 18 Secrets of the French Manicure Kits.



First Aid Nail Whitening Kit Display
Display #83091 - NEW
Features the only nail whitening kit currently available in the natural nail category! Display includes 18 First Aid Nail Whitening Kits.



Treatment Display
Display #83077 - NEW
Well crafted and versatile to showcase the full Seche treatment line. Purchase of the display includes 18 each of Seche Erase™ Lacquer Remover, Seche Prep™ Nail Cleanser, Seche Soft™ Cuticle Softener Therapy, Seche Silk™ Vitamin Enriched Lotion, and Seche Restore™ Thinner.



First Aid Nail Repair Kit Display
Display #83092 - NEW
Showcases our convenient kit that includes every product needed to mend a broken, natural nail. Its small size makes this kit perfect for busy women who can't stop their day to make a trip to the salon if a nail cracks. Display includes 24 First Aid Nail Repair Kits.



Secrets of the American Pedicure Kit Display
Display #83093 - NEW
Showcases ped kits that provide everything a salon needs to create beautiful, bold red pedicures using the highest quality products offered in the natural nail category. Display includes 18 Secrets of the American Pedicure Kits.



Polish Display
Display #83076 - NEW
Well crafted and versatile to showcase the full Seche treatment line. Purchase of the display includes 18 each of Seche Clear™ Crystal Clear Base Coat, Seche Plus™ Fortified Strengthener, Seche Rose™ Nail Lacquer, Seche Bright™ Nail Whitening Treatment, and the highly awarded, patented formula Seche Vita™ Dry Fast Top Coat.

24 piece treatment display



24pc Treatment Display
Display #83103 - NEW
Showcases our newly formulated DBP Free Treatments. Each display includes six each of the patented formula Seche Vita™ Dry Fast Top Coat, Seche Plus™ Fortified Nail Strengthener, Seche Base™ Ridge Filing Base Coat, Seche Clear™ Crystal Clear Base Coat and 24 brochures.

12 piece boxed shipper



The Seche Vita™ Boxed Shipper Display
Display #83102
The ideal way to merchandise Seche's most popular product. Display includes 12 of the boxed Seche Vita™ Dry Fast Top Coat.