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FOR IMMEDIATE RELEASE

NAIL SNAIL: THE SOLUTION TO THE AGE-OLD PROBLEM OF TRIMMING TINY NAILS

THIS REVOLUTIONARY NEW 3-IN-1 BABY NAIL TRIMMER PROVIDES A SAFE, EASY AND QUICK OPTION FOR TRIMMING THE NAILS OF NEWBORNS, INFANTS AND CHILDREN. AUSTRALIAN FAMILY-RUN BUSINESS, CHRISTIE AND CHRISTIE, IS LAUNCHING A KICKSTARTER CAMPAIGN ON FEBRUARY 15 TO RAISE FUNDS FOR THE FIRST PRODUCTION RUN OF THIS INNOVATIVE NEW PRODUCT.

February 15, 2017, Gold Coast, Australia: Today, Christie & Christie, an Australian, family owned company, is proud to announce the launch of their Kickstarter campaign for the Nail Snail, the first substantial change in nail clipper design for over a century. This product, which will change the face of child nail care, is designed to provide a safe, quick and easy method by which to trim the nails of newborns, babies, and children up to 5 years old.

Mother of two, Julia Christie, who, after the birth of her first child, realized the enormity of this problem facing parents the world over, invented the Nails Snail. The spark of a new idea was followed by years of hard work, dedication, and much research and development. The Nail Snail is a multi-purpose 3-in-1 tool that allows easy fingernail and toenail trimming, nail filing and under nail cleaning. Features such as the easy grip handle, compact construction, and innovative 'V' shaped precision trimmer to allow multi directional cutting, make this product the best option for the care of babies' nails.

"It is a brand new, necessary tool that I've created and I am now ready to manufacture and launch it on the international market. Cutting baby nails is a huge challenge; ask any parent! While traditional nail clippers or scissors can do the job... it is with much hassle, pain and even tears. Knowing that the Nail Snail will bring peace of mind to hundreds and thousands of parents, all over the world has been the driving motivation for me to bring this product to life!" Julia Christie, CEO, Christie & Christie

Users of this new breakthrough tool have consistently provided positive and excited feedback and the Nail Snail is rapidly gaining recognition in mummy blogger circles and on social media.

Nicola G (mother of one, 18 months): "The Nail Snail makes cutting baby nails so easy. The first time I tried cutting my daughter's nails with a normal set of 'baby' clippers I accidentally cut her finger - and so ensued our current method of dad biting off her nails! When I tried the Nail Snail and saw how easy it is to use - and how unlikely to cut a tiny finger - all I wanted to know was where can I get one? It slides effortlessly across tiny fingernails; no crying involved and no cut fingers. What a winner!"

To enable the mass production and potential of this product to be realized, Christie & Christie have launched a Kickstarter campaign that will run for 30 days, from February 15 to March 17, 2017. This campaign enables pre-orders and marks the beginning of manufacturing. Global shipping is available, which will allow parents all over the world access to this essential new childcare tool. Be one of the very first people in the world to own this revolutionary new product and say goodbye to nail cutting tears once and for all!

Christie & Christie is inviting everyone to join them on their Kickstarter journey, either by making a pre order purchase or by spreading the word through social media.

Facebook: @nailsnailbaby

Instagram: @nail_snail_baby

Pinterest: nail_snail_baby

Twitter: @nailsnailbaby

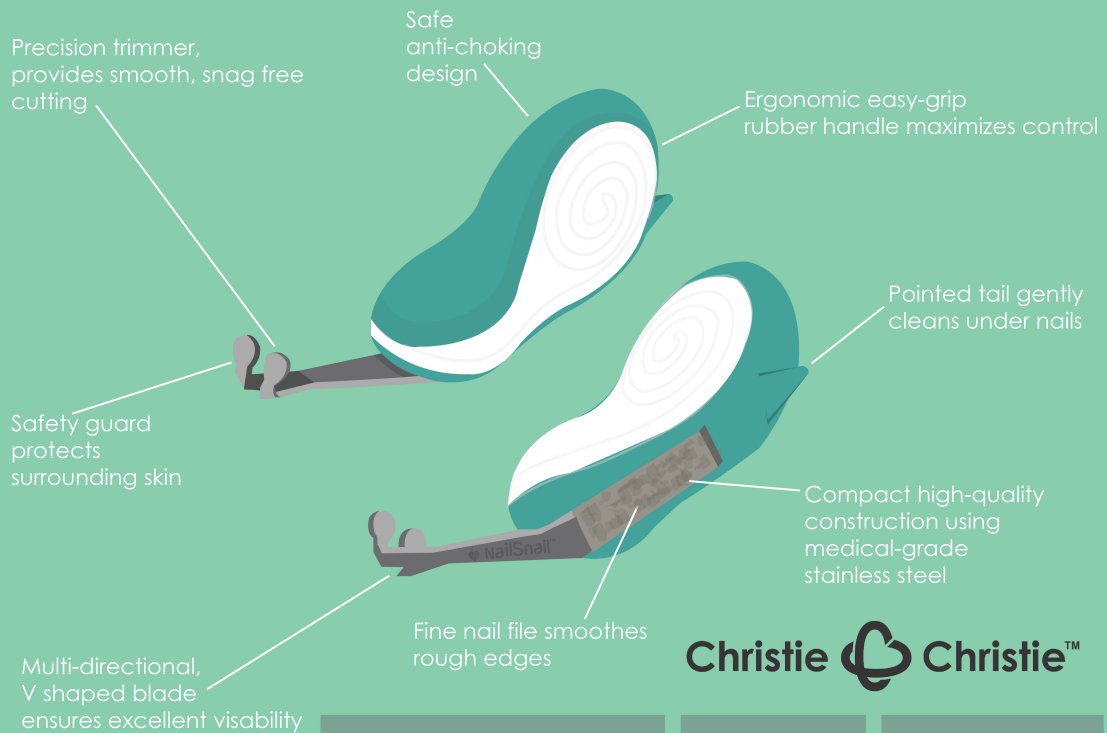


NailSnail™ Features

Perfect baby
shower gift

Suitable for newborn
babies, toddlers and children

100% Australian owned company
& patented design



Christie  Christie™

Easy to clean in the dishwasher
or warm soapy water

Appealing cute
snail shape

No batteries or noisy
moving parts