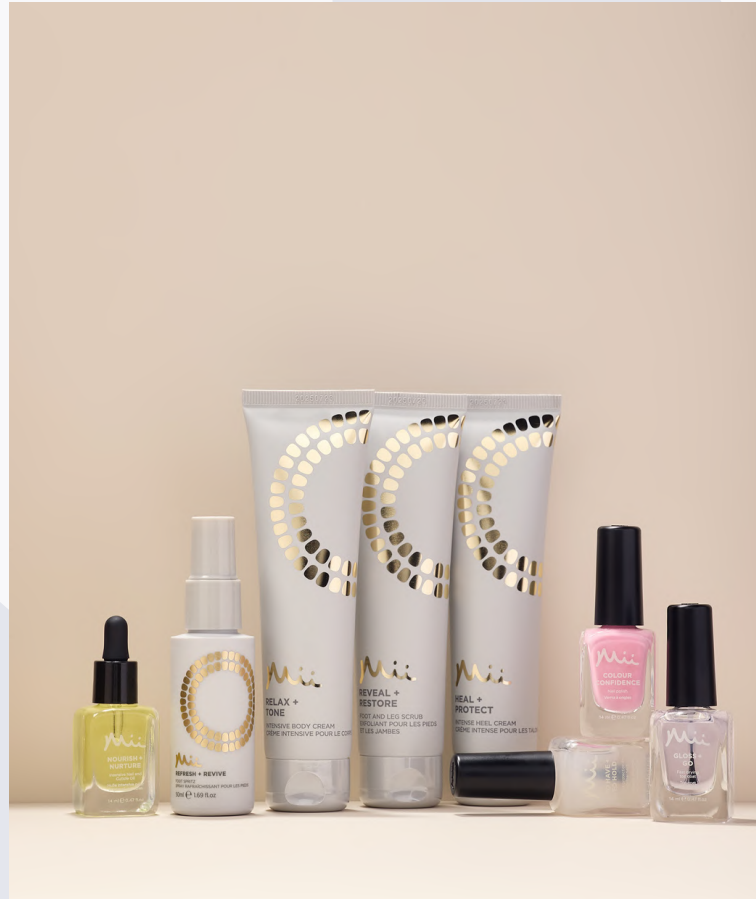


Mii



CHAMPIONING REAL BEAUTY

BRAND STORY

With Mii, we believe beauty should feel as good as it looks. Mii was born out of a deep understanding of the professional spa and salon industry. Founded in 2011 by Susan Gerrard, a professional manicurist, beauty entrepreneur and industry expert with over 40 years of experience, Mii was developed to meet the real needs of therapists and beauty lovers alike.

What makes us different? Everything we do is driven by our commitment to performance, integrity, and confidence. Our advanced, cruelty-free formulas are crafted with skin-loving, scientifically backed ingredients, designed to deliver exceptional results without compromise. We combine the power of nature and science to create products that work beautifully in real life, both in the hands of experts and for everyday at home routines.



FOUNDER SUSAN GERRARD



“I created Mii with one goal in mind - to offer people of all ages effortless, **results driven** products that will leave them feeling **confident, uplifted** and at their very best.”

Susan Gerrard, **Founder**

Since 1992, Susan has personally trained thousands of manicurists in how to care for natural nails and helped raise industry standards.

In 2011, Susan created her own cosmetics brand - Mii Cosmetics, a full makeup line including brows and tanning.

In 2016, Susan was awarded a Lifetime Achievement Award for her contribution to the professional beauty industry.

In 2018, Susan launched the Susan Gerrard Beauty Academy, which offers a high standard of training.

In 2021, Susan achieved her ambition to launch her own Manicure and Pedicure range.

2023, OK! magazine selected Susan Gerrard to appear in their Female Founders edit of inspirational entrepreneurs

Proud member of Buy Women Built

WHY *Mii*?

AWARD-WINNING RESULTS

Quality formulas trusted by professionals and consumers.

PROFESSIONAL HERITAGE

Decades of industry expertise and credibility.

ACCESSIBLE PRICING

Exceptional performance without the premium price tag.

STRONG BRAND LOYALTY + ADVOCACY

Loved by professionals and consumers alike.

OUTSTANDING SUPPORT

Personalised service, training and business guidance.

FAST, RELIABLE FULFILMENT

UK-based warehousing for quick order despatch.

GLOBAL REACH

Available in 2,000+ salons and 25 International markets.



THE *Mi* WOMAN



AGE RANGE: 30+ years.

OCCUPATION: Professionals and everyday women interested in wellness and beauty.

LIFESTYLE: Time-conscious, values simplicity and effectiveness in beauty routines.

VALUES: Authenticity, affordable, confidence and natural beauty enhancement.

PREFERENCES: Cruelty-free products with skin-loving ingredients.

SHOPPING BEHAVIOURS: Brand loyal to trustworthy products that are functional and truly deliver.



Mi

Hand + Foot Care

SKIN NOURISHING INGREDIENTS

Mii's tried and tested prescriptive manicure and pedicure treatments nurture nails, cuticles and skin to deliver outstanding results. Our nourishing formulas contain a multitude of high quality active ingredients and anti-oxidants to keep hands and feet looking their best.

All Mii manicure and pedicure products are vegan-friendly.



HAND + FOOT CARE OVERVIEW



NAIL CARE



CUTICLE CARE



HAND CARE



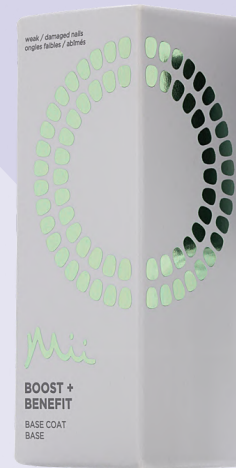
FOOT CARE

NAIL CARE

PROTECT, REPAIR AND PROMOTE HEALTHIER-LOOKING NAILS WITH OUR PRESCRIPTIVE BASE COATS AND FAST DRYING, SUPER SHINY TOP COATS.

“ This is a
GAME CHANGER!
One of the reasons I rarely wear
nail polish is because of the
time it takes for my nails to dry.
This top coat made it a quicker
process, and my nails looked as
though I had left a nail salon
with gel nail polish on. ”

Beauty Bible tester



NAIL CARE OVERVIEW



COLOUR CONFIDENCE NAIL POLISH

£9.00 - 9ml / £13.50 - 14ml

- Turbo-charged colour and care.
- Unique vita-care complex enriched formula - Vitamins A, B5, C and E.
- Fast drying, super shiny durable wear.
- Specially engineered pro-glide brush, for smoother application.
- Available in 200+ shades.



TO HAVE + TO HOLD BASE COAT

£10.00 - 9ml / £14.50 - 14ml

- Caring and protecting base coat for normal nails.
- Packed with vitamin-rich Bamboo, Sunflower Seed Oil, Goji and White Tea Extracts.
- Helps to support nail growth whilst balancing moisture to promote healthier-looking nails.



BOOST + BENEFIT BASE COAT

£13.00 - 9ml / £19.50 - 14ml

- Restore and revive weak or damaged nails.
- Packed with a triple cocktail of hydrating AHA's, Vitamin B5 to maintain moisture, Vitamin C to nourish and protect along with Patented Hexanal to condition.



PRESERVE + PROTECT BASE COAT

£10.00 - 9ml / £14.50 - 14ml

- Conditioner for brittle nails.
- Unique 4-Resin Complex keeps nails durable, helping to prevent splitting or breaking whilst offering maximum protection.
- Infused with Argan Oil, Patented Hexanal, Wheat Proteins and Vitamin E.



STRONG + STABLE BASE COAT

£13.00 - 9ml / £19.50 - 14ml

- Strengthen and repair soft, flaking and thin nails.
- Infused with Pistacia Resin Oil, the regenerating formula reinforces weak nails which refuse to grow.
- Provides a smooth canvas for longer-lasting nail colour.



SHINE + SHIELD TOP COAT

£11.00 - 9ml / £14.50 - 14ml

- Fast-drying, easy glide glaze formula for a gel-like finish.
- Protective high gloss, mirror shine.
- Long-lasting, chip-resistant wear.
- Protects against UV light to prevent colour from fading.



GLOSS + GO TOPCOAT

£11.00 - 9ml / £14.50 - 14ml

- Express drying, hard-wearing top coat.
- Protective high gloss, mirror shine.
- Long-lasting, chip-resistant wear.
- Protects against UV light to prevent colour from fading.

Prices specified are recommended retail

HAND + CUTICLE CARE

**NOURISHING PRODUCTS TO SOOTHE,
BRIGHTEN AND RENEW SKIN**

SIGNATURE INGREDIENT BLEND



CALMING SIGNATURE FRAGRANCE



HAND + CUTICLE OVERVIEW



NOURISH + NURTURE CUTICLE TREATMENT OIL

£11.00 - 9ml / £15.50 - 14ml / £8.50 - PEN

- Hydrating cuticle and nail treatment.
- Encourages healthy nail growth.
- Leaves cuticles instantly nourished and moisturised.
- With Sweet Almond Oil, Lemon Oil, Vitamins E and F.



REFINE + PAMPER INTENSIVE CUTICLE CREAM

£15.00 - 15ml

- Super nourishing cream to soften and hydrate cuticles.
- Enriched with Shea Butter, Aloe Vera, calming Camomile, and Thyme to lock in moisture and protect the skin.
- Antioxidant Blueberry and Buddleja Davidii



CARE + CARESS HAND SERUM

£13.50 - 50ml / £29.00 - 100ml

- Deeply nourishing hand serum to restore a more youthful appearance.
- Contains hydrating trio of Hyaluronic Acid, Panthenol and Sweet Almond Oil to soften and firm skin.
- Boosted by the multi-vitamin benefits of C and E and calming Chamomile and Thyme.



SOFT + SUPPLE HAND CREAM

£9.75 - 50ml / £12.00 100ml / £ 22.00 - 300ml

- Velvety rich hand cream that easily absorbs.
- Formulated with Panthenol, Shea Butter, Coconut, Sweet Almond Oil, Niacinamide and nourishing Wheat Protein to deliver maximum moisture.
- Boosted by the multi-vitamin benefits of C, E and Blueberry, calming Chamomile and Thyme, Aloe and the antioxidant properties of Buddleja Davidii.



LOVE + HYDRATE HAND MASK

£37.00 - 300ml

- Luxuriously rich formula plumps and hydrates, restoring suppleness, creating a healthy and smooth texture.
- Enriched with Hyaluronic Acid, Niacinamide, Red Algae and Vitamins C and E.



BRIGHTEN + RENEW HAND EXFOLIANT

£32.00 - 300ml

- Skin-loving exfoliator to reveal softer, smoother, brighter skin.
- Combines natural Pumice and Glycolic and Lactic Acid, moisturising Panthenol, softening Shea Butter and skin-loving Sweet Almond Oil, to simultaneously protect and help skin retain moisture.
- Boosted by multi-vitamins and antioxidants

Prices specified are recommended retail

RETAIL SETS



CARE + CONDITION HAND AND CUTICLE SET £30.00 - SAVE £14.00

- The ultimate nourishing trio, expertly designed for an intensively hydrating hand and nail care ritual.
- Contains: Nourish + Nurture Cuticle Oil 14ml, Refine + Pamper Cuticle Cream 15ml, Care + Caress Hand Serum 50ml



DISCOVER MII NOURISHING HAND AND FOOT CARE SET £30.00 - SAVE £9.00

- Nourish hands and revive tired feet, designed for effortless self-care at home or on the go.
- Contains: Care + Caress Hand Serum 50ml, Soft + Supple Hand Cream 50ml, Nourish + Nurture Cuticle Oil Pen, Refresh + Revive Foot Spritz 50ml, Emery board.



RESCUE + REPAIR NAIL TREATMENT SET £30.00 - SAVE £5.00

- A prescriptive mini trio set designed for the ultimate targeted care for damaged nails.
- Contains: Boost + Benefit Base Coat 9ml, Nourish + Nurture Cuticle Oil 9ml, Shine + Shield Top Coat 9ml.

ASK FOR MORE DETAILS ON OUR FULL OFFERING

Prices specified are recommended retail

NAIL POLISH REMOVERS

**QUICKLY +
EFFECTIVELY**
removes all traces
of polish

**100%
ACETONE
FREE**
gentle and
caring formula

**DELICATELY
FRAGRANCED**
with the scent of Lily
of the Valley or Coconut

**STRENGTHENING +
HYDRATING**
ingredients leave nails
nourished



**WIPE + ERASE
NAIL POLISH REMOVER**
£8.50 - 100ML / £16.00 - 530ML

- Acetone free.
- Available in 2 fragrances.



**OFF + AWAY HOME
GEL REMOVAL KIT**
£14.50

- Includes everything needed to remove Statement Gel Polish at home:
 - Neat + Tidy 100/80 Gel Remover Buffer
 - Off + Away Gel Remover 110ml
 - Foil Wraps with pad x 20
 - Orangewood Stick x 1

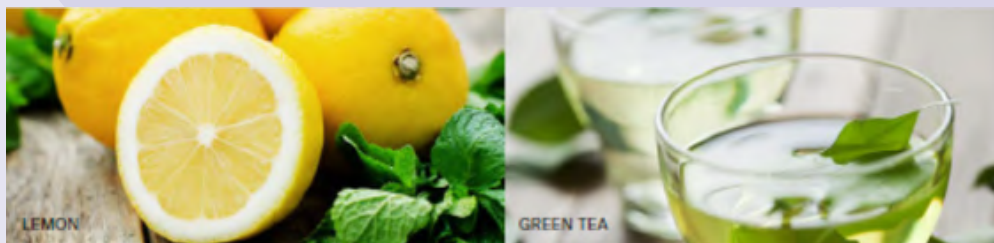
FOOT CARE

SOOTHING PEDICURE PRODUCTS TO CREATE SILKY SMOOTH RESULTS

RESTORATIVE SIGNATURE INGREDIENT BLEND



UPLIFTING SIGNATURE FRAGRANCE



FOOT CARE OVERVIEW



REMOVE + SMOOTH CALLUS PEEL £25.00 - 100ml

- Banish dry skin and calluses.
- Advanced formula is enriched with Glycolic Acid, Calendula Extract and Pomegranate Seed Oil.
- Formulated as a micro-mist to penetrate quickly.



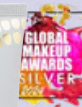
HEAL + PROTECT HEEL CREAM £17.50 - 100ml / £35.00 - 300ml

- Deeply nourishing therapeutic treatment cream helps relieve and repair dry, cracked heels.
- Nurturing complex of Sweet Almond Oil, Coconut Oil, Argan Oil, Olive Oil and Shea Butter, all boosted by the multi-vitamin benefits of C and E.
- Enriched with a blend of Icelandic Moss Extract to leave skin feeling soothed and moisturised, Thyme to calm, Aloe to smooth and moisturise, plus the antioxidant benefits of Rosemary.



REVEAL + RESTORE FOOT SCRUB £10.00 100ml / £32.00 - 300ml

- Rejuvenating foot and leg scrub.
- Combines natural Pumice and Apricot Seeds with Glycolic and Lactic Acid.
- Active with Panthenol, Shea Butter, Sweet Almond Oil and Olive Oil to condition and protect, and boosted by the multi-vitamin benefits of C and E.



RELAX + TONE FOOT MASSAGE CREAM £10.00 100ml / £38.00 - 500ml

- Melts into skin to relieve rough, dry areas.
- Non-greasy formula.
- Smooths, soothes and conditions.
- Enriched with Panthenol, Hyaluronic Acid and Shea Butter.



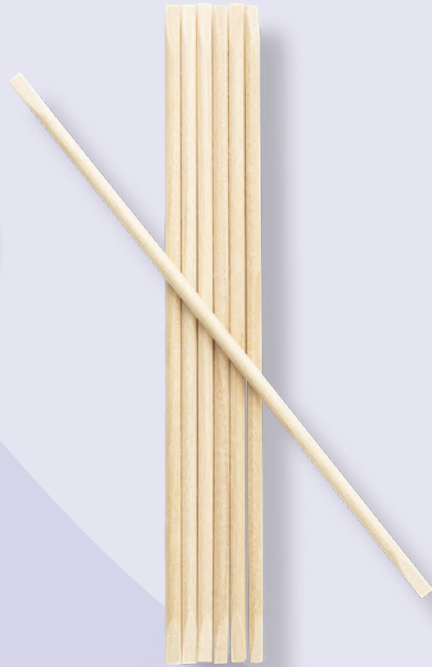
REFRESH + REVIVE FOOT SPRITZ £5.50 - 50ml / £18.00 - 300ml

- Instantly revives and invigorates tired and achy legs, ankles and feet.
- Intensive formula with Witch Hazel to cleanse, Icelandic Moss Extract to leave skin feeling soothed and moisturised, Thyme to calm, Aloe to leave feet feeling smooth and moisturised, plus the antioxidant benefits of Rosemary.

NEAT+TIDY ACCESSORIES



NAIL CLIPPERS
£40.00



**ORANGEWOOD
STICKS**
£5.00 - 12pk



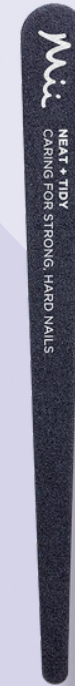
DOTTING TOOL
£5.00



CUTICLE PUSHER
£15.00



THREE WAY BUFFER
£4.00



**EMERY BOARDS - FOR
SOFT, NORMAL AND
HARD NAILS**
£3.50 - 2pk



**STAINLESS STEEL
FOOT FILE**
£30.00



CUTICLE NIPPERS
£30.00

PRO TESTIMONIALS



...it is important for us to create a luxury wellness space...Mii as our partner for our mani & pedi lounge is the perfect addition to our much loved spa.

The Dorchester Spa

...the Mii manicure and pedicure range provide that added touch of luxury to all treatments. A fabulous range all round!

Eden Hall

Great hand care ensures the nails photograph beautifully, last longer, and gives the whole look a more luxurious finish.

Sophia Stylianou, Celebrity Manicurist



THE DORCHESTER SPA



CONSUMER REVIEWS

COLOUR CONFIDENCE NAIL POLISH



"Perfect colour and density. Very impressed with quality. Will buy again!"



NOURISH + NURTURE NAIL AND CUTICLE OIL



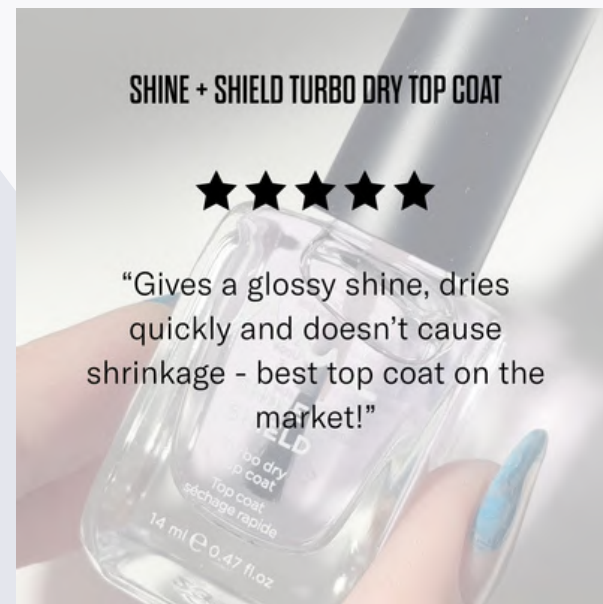
"This is the 3rd bottle of this lovely oil I have purchased, my fingers thanked me for it!"



SHINE + SHIELD TURBO DRY TOP COAT



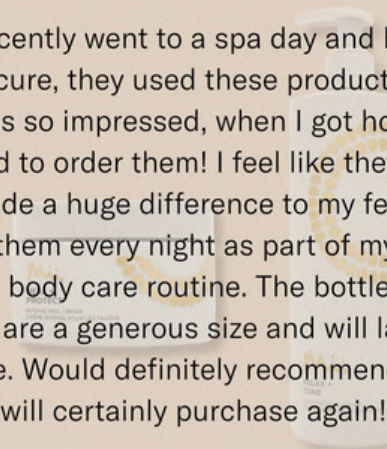
"Gives a glossy shine, dries quickly and doesn't cause shrinkage - best top coat on the market!"



NOURISHING FOOT DUO



"I recently went to a spa day and had a pedicure, they used these products and I was so impressed, when I got home I had to order them! I feel like they've made a huge difference to my feet. I use them every night as part of my skin and body care routine. The bottle and tub are a generous size and will last a while. Would definitely recommend and will certainly purchase again!"



SOFT + SUPPLE HAND CREAM



"This is luxury in a pot. I have very dry hands & this just works! Smells delightful too 🌟"



AS SEEN

TATLER

Renowned nail artist Abena Robinson
exclusively used **Mii Manicure + Pedicure**
products for the fashion editorial
'Minding the manor'

GRAZIA

"Say goodbye to poorly maintained manicures
for good."
Nourish + Nurture Nail and Cuticle Oil Pen

Good Housekeeping

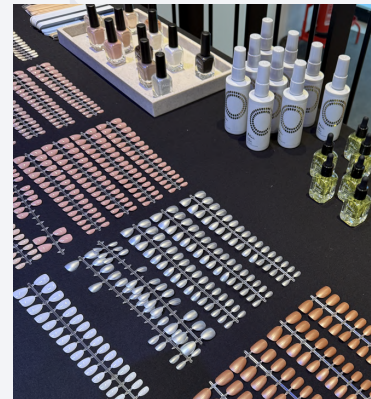
"Expect nourished nails...
...the results also showed that it's chip-resistant
– perfect for tidy, polished nails"
Colour Confidence Nail Polish

SHEERLUXE

"It's great on cracked heels."
Remove + Smooth Callus Peel

The Telegraph

"....deeply nourishing and smells lovely,
so is a pleasure to use."
Nourish + Nurture Nail and Cuticle Oil Pen



**LONDON
FASHION
WEEK**

GRAZIA

The Telegraph

TATLER

SHEERLUXE

Good Housekeeping

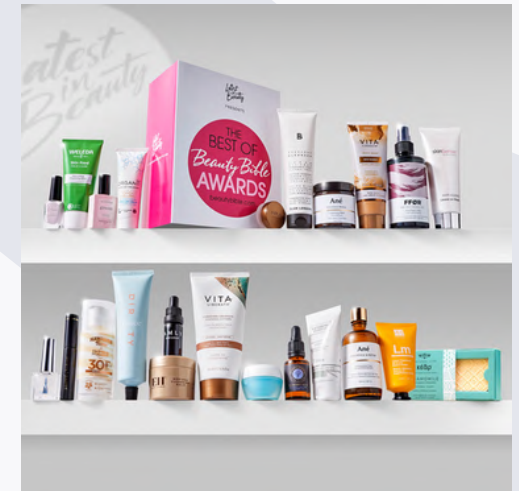
AS SEEN

THE BRIDAL *Beauty* CO.

AWARD WINNING BEAUTY BOXES | VOTED UK'S BEST BEAUTY BOX COMPANY

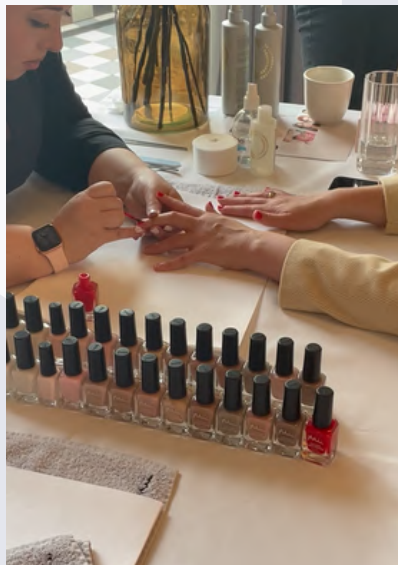


STYLIST



BEAUTY BIBLE

LONDON FASHION WEEK



AWARD WINNERS



REFINE + PAMPER INTENSIVE CUTICLE CREAM

“It’s not heavy and oily, it absorbs into skin quickly, massaging Mii Cuticle Cream into my nails every night has really helped.”



GLOSS+GO FAST DRYING TOPCOAT

“A great topcoat with a nice glossy finish that really helped nail polish last. The brush was a good size and it was easy to apply.”



HEAL + PROTECT INTENSE HEEL CREAM

“Such a therapeutic blend of nourishing plant oils and Shea Butter - simply gorgeous.”



COLOUR CONFIDENCE NAIL POLISH

“Easy to apply and quick to dry; a great nail polish formula.”



NOURISH + NURTURE CUTICLE OIL

Best nail product



CARE + CARESS HAND SERUM

Best hand product



SOFT + SUPPLE HAND CREAM

Best hand cream

IMPULSE DISPLAYS



ASK FOR MORE DETAILS ON DISPLAY OPTIONS FOR YOUR RETAIL SPACE

INSTORE MERCHANDISING

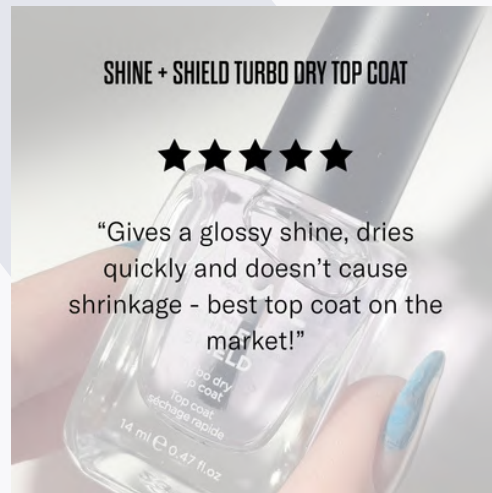


INSTORE IMAGE GENERATED FOR VISUAL PURPOSES TO DEMONSTRATE OF HOW MII COULD APPEAR INSTORE

SHOWCASE *Mi*



INFOGRAPHICS



USER TRIALS



INGREDIENT EDUCATION



FIND YOUR PERFECT BASE COAT

Discover your base coat match for stronger, healthier nails.

READ MORE



BACKSTAGE AT PAUL COSTELLOE AW/2026

Recreate the Paul Costelloe AW/2026 LFW nail look.

READ MORE

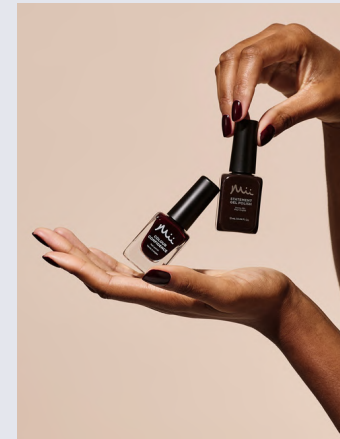


DREAMY CLOUD NAILS

Recreate this Pantone's Colour of the Year inspired nail design by dreamynails.

READ MORE

BLOGS & EXPERT TIPS



MODEL IMAGERY



SWATCH & TEXTURE IMAGERY

FOLLOW *Mi*



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@miicosmetics_



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Members of the HBSA



ETHICALLY SOURCED
& SUSTAINABLE
INGREDIENTS



VEGAN



NOT TESTED
ON ANIMALS