



OPI Hits The Road September 15 With Route 66

From Tucson to Tallahassee, OPI will cover the country with color this season when we introduce our red hot Route 66 collection. With images of truck stops, road food and a panorama of American historical landmarks, Route 66 will hit the road September 15th, and it's going to trigger a flood of nostalgia for cheeseburgers, the family station wagon and 1950's architecture.

It's a classic American adventure that will take you back to the old Route 66 television series with George Maharis and Martin Milner... remember them? Two guys looking for America in a red Corvette. The ultimate romance with youth, freedom and the open road, the Route 66 collection is about old-fashioned glamour, taffeta prom dresses, Technicolor and sleek, shiny cars. Colors like *Not in Kansas Anymore* and *Chicago Champagne Toast* bring you back to simpler times, when lips and fingernails were ruby red and Chuck Berry tunes played on the car radio.



The colors of Route 66 are wild and free, and stand out like a star-filled night in the Arizona desert. *Needles in a Haystack* gives new meaning to amber waves of grain with its golden shimmer and sunrise highlights. And the rosy red-brown of *Route Beer Float* will quench anybody's thirst for adventure. *Romeo & Joliet* is a romantic shade of deep garnet, a tribute to young love in the heart of America.

Route 66 will be driving its message across the nation this season, and you'll see our ads in the top national magazines, including *Cosmopolitan*, *In Style*, *Elle* and *Allure*. You can join us on this fun-filled road trip by cutting out the third Route 66 game piece, which appears in this issue of *World News*. If you've collected all three, then attach them to the entry form below, and mail it to us.



On September 15th -- the day Route 66 begins making its way across America -- we'll hold a drawing, and 66 lucky winners will receive 66 very cool, built-for-speed denim jackets. These jackets are great road gear... they have an embroidered appliqué of the Route 66 logo on the back, and your name will be custom embroidered on the front above the pocket. But remember... your three game pieces must be mailed in by September 10th!

The Route 66 Collection was inspired by the highways' most powerful backdrops, from the Grand Canyon to the Chicago skyline. And the colors are going to look great on your clients and customers. OPI's commitment to fashion, color and style is part of our long history of

providing high quality, high fashion nail lacquers.

The road goes on forever, and it can take you wherever you want to go.