

PopSockets Expands Beauty Offering with the Launch of PopSockets Nails

The first press-on, ready-to-wear Mani Phoni nail kit that comes with a coordinating phone grip

Boulder, CO. Sept. 8, 2020 - [PopSockets](#), maker of expandable phone grips and lifestyle accessories, is excited to announce today a new launch: PopSockets Nails. An extension to their expanding beauty category, and on the heels of a successful launch with their PopGrip Lips x Burt's Bees collaboration, PopSockets Nails is the first press-on, ready-to-wear instant manicure adhesive kit that coordinates with the ubiquitous and beloved PopGrip. The 'Mani Phoni' collection comes in a variety of fun, expressive graphics and sophisticated premium materials to make it even easier to accessorize your nails and phone.

Treat yourself to a Mani Phoni: a manicure for your hands and a phonicure for your phone. The kit will be available in 15 unique designs including starry skies, rose gold metallic, shimmer shift, unicorn marble, vintage rose, opal and more!

Certain kits also include a matching swappable PopGrip, which allows users to text with one hand and take better selfies. New seasonal styles and Holiday capsule collections will continue to launch, beginning with Halloween.

"Our beauty products have been exciting additions to the assortment for our customers, which inspired us to pioneer the first-ever Mani Phoni as an extension to our already robust product selection," said Emily Siegel, VP of Design at PopSockets. "We can't wait to see how our consumers style their PopSockets Nails, grips and even matching masks with this creative nails kit."

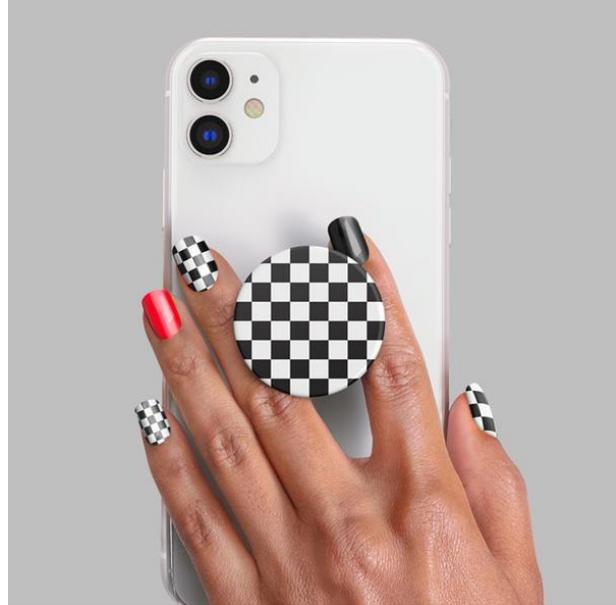


To launch the core collection and each of the Holiday capsules, PopSockets has tapped DIY lifestyle influencer and YouTube sensation, Lauren Riihimaki (LaurDIY). Lauren will introduce the Mani Phoni to her highly-engaged audiences with creative assets and how-to videos on creating your own authentic nails look.



The nails are designed to last up to 5 days of wear with a simple 3-step application process including: finding the right size nails, peeling the liner and simply pressing on so you can have a beautiful manicure without going to the salon. Several of the nails designs also coordinate with non-medical face masks to really complete your look.

PopSockets Nails are available in 15 unique designs exclusively at PopSockets.com for \$15 to \$20, which includes



the full kit with a coordinating grip or \$10 to \$13, which includes the kit without a coordinating grip. The kit contains a selection of 30 adhesive nails in varying sizes, a prep pad, cuticle stick, and mini nail file so you can customize to your favorite shape.

For additional information and to purchase PopSockets Nails, please visit PopSockets.com.

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About PopSockets

Once upon a time, there was a philosophy professor named David Barnett. Like most philosophers, David lived a life driven by curiosity and innovation. It was these traits that ultimately led him into creating the first PopGrip out of a pair of buttons glued to the back of his phone. Fast forward to the present, and PopSockets is a global sensation, selling over 165 million PopGrips in more than 68 countries worldwide. They also make more than just PopGrips, such as PopTops, PopWallets, and even a super-fast phone charger. All of these are things that make your life a little easier and a lot more fun. PopSockets is also committed to making a positive impact in the world. Their charitable program, Poptivism, is all about that. Since the program's launch in 2018, PopSockets has donated over \$3 million in money and product to various nonprofits. To learn more about the brand, check out popsockets.com.

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