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Manufacturing

# Chandler manufacturer's quick-dry nail system sparks multimillion-dollar beauty empire



Founder Vivian Valenty at her Chandler manufacturing facility for VB Cosmetics, the producer of Dazzle Dry, a nail polish brand.

JIM POULIN | PHOENIX BUSINESS JOURNAL



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### Story Highlights

- VB Cosmetics developed Dazzle Dry, a quick-drying, nontoxic manicure system
- The company generates eight-figure revenue, selling over 2 million units
- Founded in 1993, VB Cosmetics expanded to e-commerce in 2007

Biochemist Vivian Valenty and her husband Steven, co-founders of VB Cosmetics, developed a quick-drying manicure system using proprietary technology and built a multimillion-dollar business in the process.

Dazzle Dry, a four-step nail care system, is manufactured at the company's state-of-the-art facility in Chandler. The system includes a Nail Prep, Base Coat, Lacquer and Top Coat. The system takes just five minutes to dry without use of UV lamps or harsh chemicals, according to the company.

The company generates eight-figure revenue annually and last year increased net sales by 40% over 2023, said president and co-founder Vivian Valenty. In 2024, the company sold over 2,000,000 Dazzle Dry units.

VB Cosmetics' primary clientele has been salons, spas and nail techs. In 2007, the company expanded to direct-to-consumer sales with the launch of an e-commerce website. Valenty said most of the company's sales are online.

In 2021, with increasing sales and 90 full-time employees, the company grew out of its space and moved from a 12,500 square-foot facility to a 40,320 square-foot space at the [Lotus Project in Chandler](#).



Employee at the Chandler-based manufacturing facility for VB Cosmetics, the producer of Dazzle Dry.

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## **A quick dry, non-toxic nail care brand**

Dazzle Dry launched in 2007 when Valenty, an octogenarian who hails from the Philippines, wanted to provide a manicure product that could give the appearance and quick-dry effects of a gel manicure without the toxic ramifications. It would be over a decade of product development and private labeling before the product line would come to fruition.

Founded in 1993, VB Cosmetics, a [2020 Small Business Awards finalist](#) evolved out of necessity. Valenty said that in the early 1990s her husband was

approached by a colleague whose wife – a nail tech – was having issues with clients’ freshly done manicures being damaged soon after leaving their salon.

“He was frustrated that his wife was not making enough money. He was losing money every day,” Valenty explained. “When the customers [left] the salon, they dinged their nails because they weren’t dry.”

The nail tech’s husband approached Steven Valenty – who is also a chemist – to create a fast-drying product, patent it and give them exclusivity.

“My husband said, ‘I can't do it, but I know someone you know, who might be interested, and I know she can do it.’ So that was me,” said Valenty, who met Steven while they both attended graduate school at Pennsylvania State University.

One year and over 300 formulas later, Valenty had developed a product that the nail tech was pleased with. However, once Valenty learned of the effects of UVA exposure from an FDA statement, she aspired to develop a safer product, and Dazzle Dry was born. A simple inquiry inspired innovation.

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