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YOTEL NEW YORK PARTNERS WITH HABIT COSMETICS TO PRESENT ECO-FRIENDLY NAIL LACQUERS

DUO OF ALL-NATURAL, CUSTOM YOTEL-INSPIRED POLISHES TO DEBUT
THIS FALL

New York, NY (October 14, 2014) YOTEL New York is proud to announce its exclusive retail collaboration with Habit Cosmetics, the nail lacquer brand known for its all natural, eco-friendly polishes. YOTEL and Habit will introduce two eye-catching polish shades presented in eco-friendly bottles topped with custom bamboo caps, available for purchase at YOTEL New York and online beginning in November 2014.

These ultra-chic, toxin-free and sustainably packaged polishes will feature a bold plum as well as a cool blue-grey hue inflected with silver shimmer. The complementary colors reflect YOTEL's signature palette and branding.

"Our team is pleased to have had the chance to collaborate with Habit Cosmetics to create a new retail item," commented **Jenn Williams, Marketing & PR Manager, YOTEL New York**. "It was important to us to find a brand that shares YOTEL's commitment to innovation, style and staying environmentally friendly."

Like all of Habit Cosmetics' polishes, these lacquers are vegan, cruelty-free, and 5-free of toluene, formaldehyde, formaldehyde resin, dibutyl phthalate (DBP), and camphor. They're also infused with myrrh extract, which is said to naturally strengthen nails.

“This is Habit Cosmetics' first hospitality partnership, and we're absolutely thrilled to have collaborated with YOTEL New York to make it happen,” explained **Aja Frierson, Founder, Habit Cosmetics.** “These two gorgeous shades capture the YOTEL aesthetic perfectly.”

Each polish will be available for purchase at YOTEL New York's Mission Control shop on 'FOUR' at a special price of \$15 as well as online at www.habitcosmetics.com.

About YOTEL

YOTEL was created by founders Simon Woodroffe and Gerard Greene. Inspired by first class travel, they have translated the language of luxury airline travel and Japanese influence into a small but luxurious cabin. YOTEL's first city centre location 2 blocks from Times Square at 10th Avenue and West 42nd Street features 669 stylish cabins. 'Premium' cabins come with convertible beds for saving space, monsoon showers, technowall with TV and MP3/iPOD connectivity, workstation and free super strength WiFi. For the 'extra' factor there are 19 'First' cabins, some with private outdoor terraces and hot tubs and three 1,100 sq.ft .VIP 2 cabin suites with 360 degree views, rotating king size beds and dining tables that convert to a billiard table! YOTEL New York is home to YOBOT, the world's first robotic luggage concierge, and 'FOUR' with 20,000 sq.ft of flexible entertainment space with partner China Grill Management that includes East & West in the Club Lounge, Dojo event space and New York's largest outdoor hotel terrace and Studio for meeting, cinema screening and parties. YOTEL New York received its LEED "Gold" Rating from the U.S. Green Building Council in 2012, signifying the hotel's dedication to environmental initiatives. YOTEL currently operates three terminal airport properties at London Heathrow, London Gatwick and Amsterdam Schiphol and will be opening a 600 cabin property on Orchard Road, in the city centre of Singapore in 2018.

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