

MANICURE ROULETTE®

2025

the *roulette* collective

OPEN PARTNERSHIP

MR

zoom in 

welcome to the *roulette* collective

A collective of *incredible* artists, united by a love for creativity and the endless possibilities Manicure Roulette® brings to nail artistry.

This **open partnership** is all about exploring new ideas, pushing creative boundaries, and, most importantly, giving back to **you** – our *amazing* supporters.

We appreciate every single customer and are *truly* grateful for the role you play in our journey. That's why this partnership is designed with complete *flexibility* – no obligations, no posting requirements, just a simple **way to earn** while continuing to create the content you love.

There's no pressure, *no expectations* – just an open invitation to be part of something creative, inspiring, and rewarding. However you choose to be involved, **we're so grateful to have you here.**

We'd love for you to join us!

zoom in 

about OUR not so *little* card game

and how it changed *our lives* & part of the nail industry.

Manicure Roulette® was created by *me*, **Lotte** - a nail tech who was sick of; [1] mimicking other nail artists (*albeit gorgeous*) work that clients brought to me as ‘nail inspo’, [2] waiting ages for clients to decide what nails they *actually* wanted, and [3] being unable to decide my *own nails* when I finally had time to do them.

That’s when the light bulb idea that is now known as Manicure Roulette®, popped into my head- **the world’s *first* nail card game to let fate decide your nails.**

The design and creation of Manicure Roulette® began in November 2021 and it officially **launched in April 2022** - using a £60 desktop printer and a corner rounder punch from Amazon; it was manufactured by hand in my parents dining room and kitchen, with the help from my mum, Caz.

We’ve come a long way since then, well *kind of*. We’ve sold thousands of games, expansion packs and accessories. Invested in new equipment and most proudly - purchased a (rather huge) production printer that felt like a dream come true, whilst also swallowing up my entire life’s savings.

But some things never change - **Manicure Roulette® is still manufactured by me and my mum, in her dining room and kitchen.** Only my micro business has grown beyond recognition and that’s all down to our incredible customers who quite frankly (*and in their own words*) become “Manicure Roulette® obsessed”.

zoom in 

what is Manicure Roulette®?

Manicure Roulette® is the nail tool you never knew you needed, designed to take the stress out of nails and bring back the *fun*. It's a **simple but effective way to help decide nail creations**, without the usual back and forth of "I don't know what I want!".

Each product is filled with different cards deciding various elements - colours, patterns, textures, finishes, art themes, and even embellishments. A quick *shuffle* and a few card draws later, and you've got a unique, unexpected design choice, leaving you free to put your own stamp on things.

It's *perfect* for breaking creative blocks, keeping things fun, and even pushing you out of your comfort zone, with styles you might not have tried otherwise.

Our cards have been used by nail techs, their clients, press-on artists and others all around the world, helping nail creators keep things *interesting* and making sure all users have a nail set they adore. Whether you use it for inspiration, content creation, or just for fun, it's a must-have in any nail artists kit!

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what is the *roulette* collective

actually all about?

[1] create a completely *free* account on our **affiliate portal**.

[2] receive a unique **referral link** that you can *share* with your followers through your posts on social media.

[3] get **2.5% commission** on *every* sale made through your link. Your earnings are completely uncapped, meaning the more you share, the more you can earn!

[4] **monthly payments** made directly into your PayPal account.

[5] you may be invited to join our *Gifted Partnerships* which offers even **more rewards**.

who are you
actually partnering with?



You'll be partnering with *me*
Lotte - director & in-house
artist, and **Caz** - everything else.

zoom in 

sharing your created content on *our* social media platforms.

If you'd like your content to be considered for sharing on *our platforms*, we'd love to see it! You can upload your unedited footage to our **WeTransfer link** – full details are provided later in this booklet.

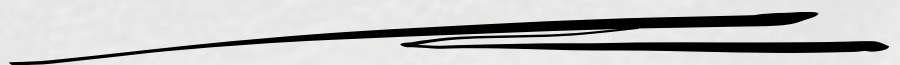
While we can't guarantee every submission will be featured, we *truly appreciate* each one. If we do share your content, we may make small edits to align with our branding, but we'll *always* ensure you receive fair credit.

Whenever possible, we'll send a **collaboration request**, giving you the *option* to accept. If a collaboration post isn't available on the platform, we'll make sure to tag your relevant social media account, so your work is *properly acknowledged*. We're always excited to celebrate creativity, and we appreciate you sharing yours with us!



supporting you

If we share your creation and your **referral link** is *still valid* at the time of posting, we will include this within the caption to promote you and hopefully help you in earning **more commission** from your link.



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To make the *most* of your **commission earnings**, you're welcome to actively share your referral link while it's live.

You can do this in whatever way feels right for *you* – whether it's through creating content, showing your Manicure Roulette® creations, or sharing any of our products on Instagram posts and stories, TikTok videos, Facebook, or any other platforms you're active on. There's *no pressure*, just the **flexibility** to share in a way that fits your style.

From our experience, Manicure Roulette® often *sells itself* – simply featuring it in your content can *spark interest* and lead to **commission earnings**.

However much or little you choose to share, **we appreciate your support** and *love* seeing how you bring our cards to life!

maximise your
uncapped earnings.

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the *roulette* collective

GIFTED PARTNERSHIPS

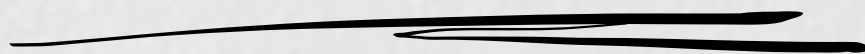
If we spot you as a **high-performing partner** – whether through your enthusiasm, engagement, or the way you naturally integrate Manicure Roulette® into your work – you may be *invited* to join our tiered **Gifted Partnerships**.

This means even *more* rewards through:

[1] **higher commission** rates.

[2] your *own discount code* for your followers.

[3] **gifted** Manicure Roulette® products in exchange for *your help* in bringing the joy of Manicure Roulette® to more people.



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if we continue to build a *mutually beneficial* partnership together, there may be opportunity to progress to **higher tier gifted partnerships**, with discount codes made available for longer, meaning you can earn *more* commission across a larger time period, **increasing your earnings!** Plus, *exclusive access* to unreleased products ahead of launch and more.

tier progression.

GIFTED PARTNERSHIPS

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more details

the *roulette* collective

OPEN PARTNERSHIP

Will you join us?

If you'd like to join the roulette collective, simply use the *link* provided below to create an account on our **affiliate portal**.

theroulettecollective.goaffpro.com

Once your account is created and approved, **you can access your unique referral link through the affiliates portal** to share and start earning commission straight away. You'll also be able to *track your earnings* through the portal as well.

how to join

zoom in 

payments

when will you be *paid* your earned commission?

All payments for commission earned are paid on the *first* of every month at 00:00 Greenwich Mean Time (GMT), to your nominated PayPal account.

An Example

The Roulette Collective member will be paid out on Mar 1, 2025 at 00:00 (GMT) for their earnings up to Feb 28, 2025 at 00:00 (GMT). Their next payment will be issued on Apr 1, 2025 at 00:00 (GMT) for earnings up to Mar 31, 2025 at 00:00 (GMT).

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to feature on *our* platform

If you would like your content to be considered and give permission for us to utilise it for our *own platforms*, you can upload your **unedited footage** to our WeTransfer link – ***Click Here to Upload***

Please ensure that *all* the unedited footage for **one piece of content** is uploaded as **one folder** containing all the footage, with your *social media handle* **and** *your full name* as the **folder name**.

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Want guidance on
creating content?

keep reading for our brand guidelines
and some ideas for creating content for
your followers, to help maximise your
commission earnings!

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Quality is key!

brand guidelines –

All we ask is that the content you share is of **high quality**, *good lighting*. without any over edited filters, and aligns with your own organic creativity and style.

We believe that **rules** can sometimes *limit* **creativity**, so we want to make sure the content you share stays *authentic* to you and your unique style.

If you wish to share your content with us to potentially feature on *our own platforms*, this must be **unedited**, with good lighting and sharp focus – blurred, low quality content or content that doesn't align with our brand feel will not be shared on our platform *feed*.

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Being the *director* of Manicure Roulette® and **one of only two members of the team**, this means social media creation is left in my (*Lotte's*) hands.

Here's some examples of content I have created, *focusing on the way in which the content is filmed and how to look*, to give you an idea of our brand's ideal overall aesthetic.

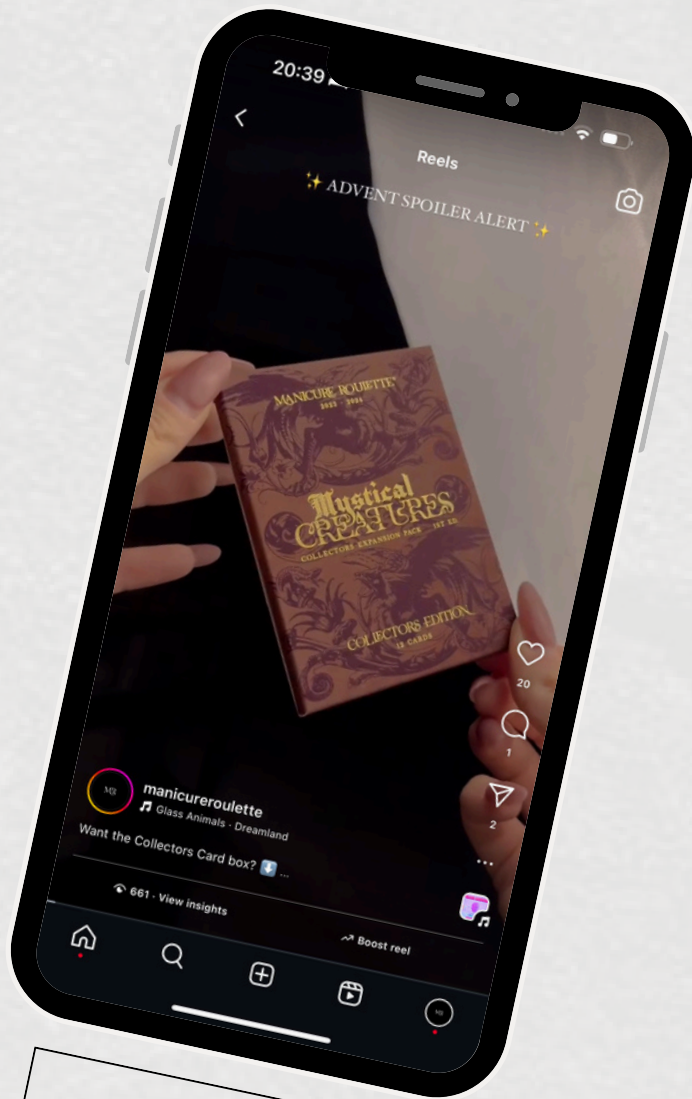
The editing of our content is usually quite **moody** with *low exposure*, whilst still being able to see products, packaging and nail creations.

what
content vibes
do we *love*?

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brand content examples -

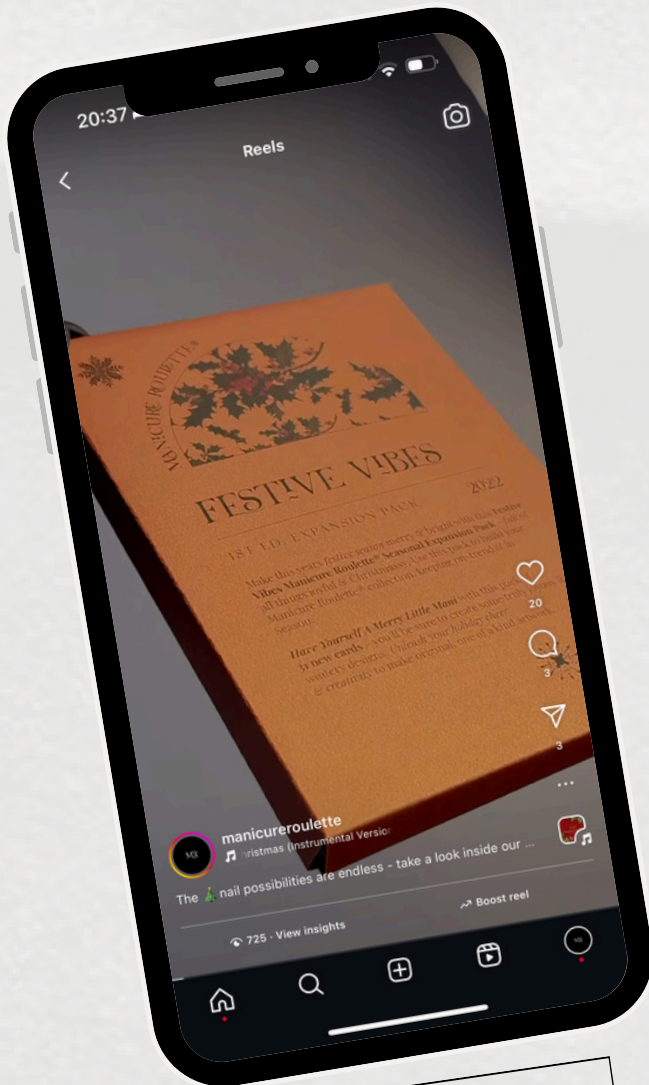
zoom in 



[Click Here to View](#)



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Content created by us

zoom in 

ideas for *creating* content

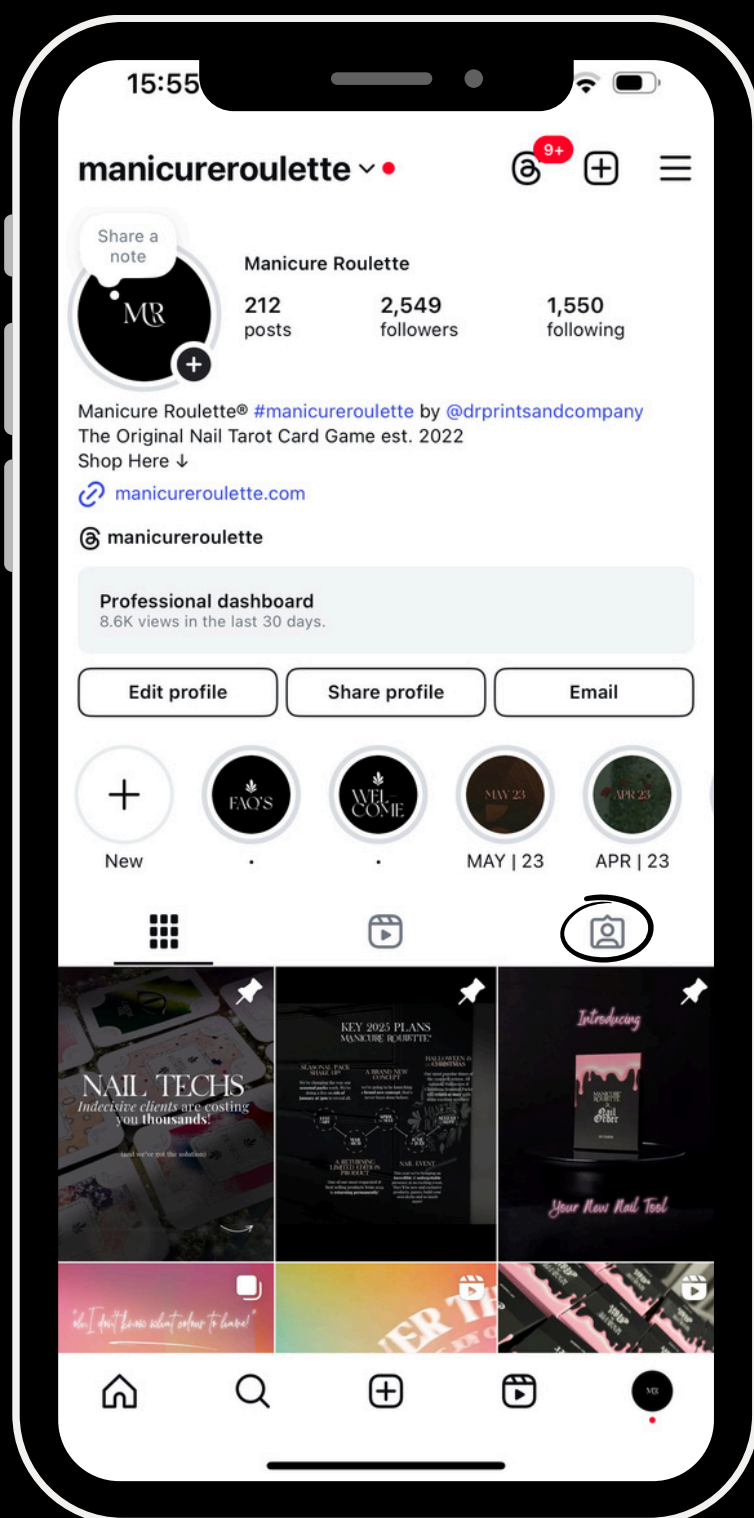
Here's our guide, suggestions and ideas for content that has either worked well for us so far in *our journey*, or that **other Rouletters** have used to create engagement and exciting posts.

Remember – *organic content* is the best type of content. This is why we encourage you to **discover your own unique way**. Stick to what works for *you* and your followers!

let your creativity
run free.

zoom in 

use our *tagged* posts for inspo.



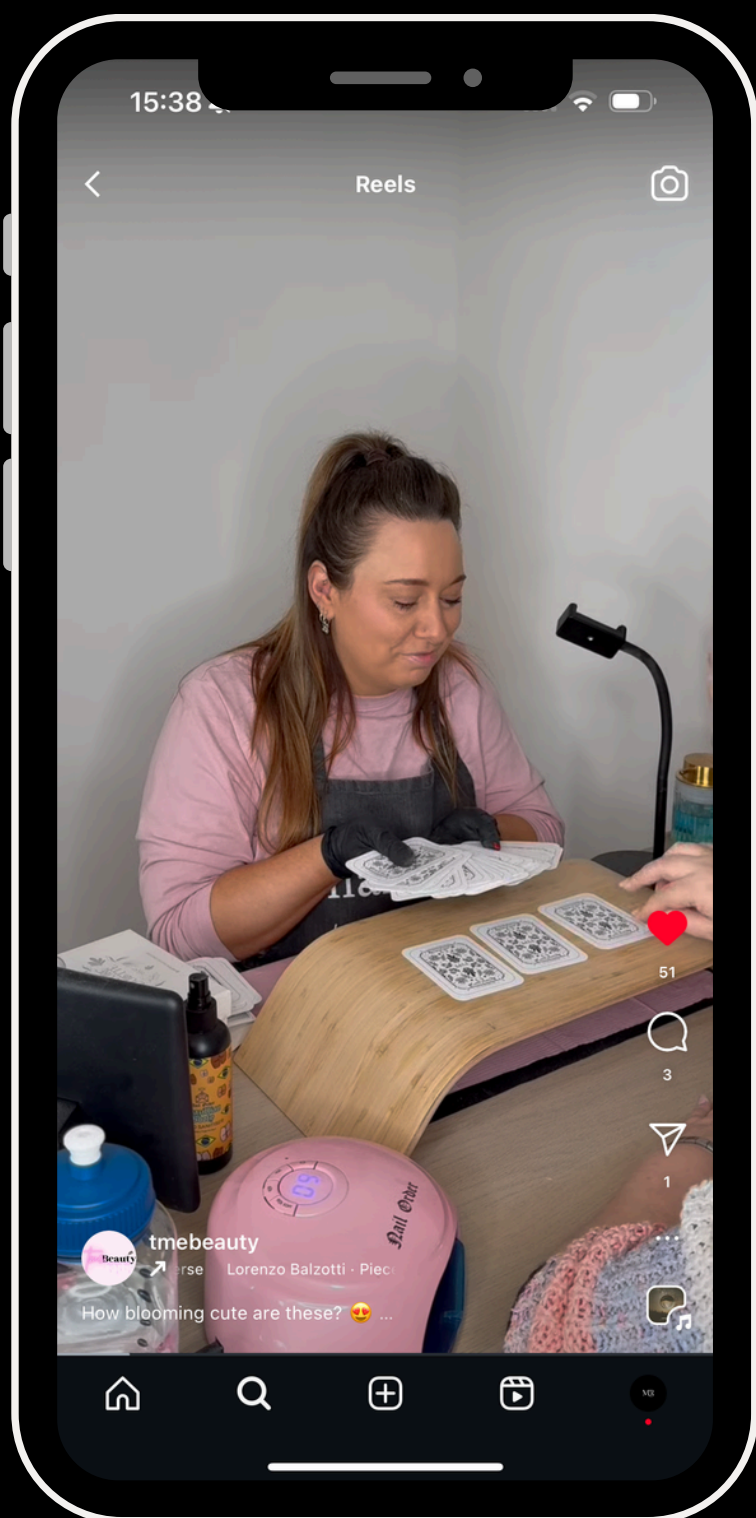
We have some *amazing* Rouletters out there creating content and inspiring ideas regularly. We always recommend having a browse at the posts we're tagged in or searching *#manicureroulette* on social media platforms, to see what others are creating.

Be sure to *always* keep things true to yourself and put your own spin on things!

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client use with *focus* on selecting the cards.



A specific type of Instagram Reel or TikTok video that appears to work well for *increased engagement* and watch time, is **showcasing the process of clients choosing Manicure Roulette® cards**.

This is great for showing other nail techs how you undertake these kinds of treatments, and *encourages* them to invest in Manicure Roulette® for their own clients and treatments.

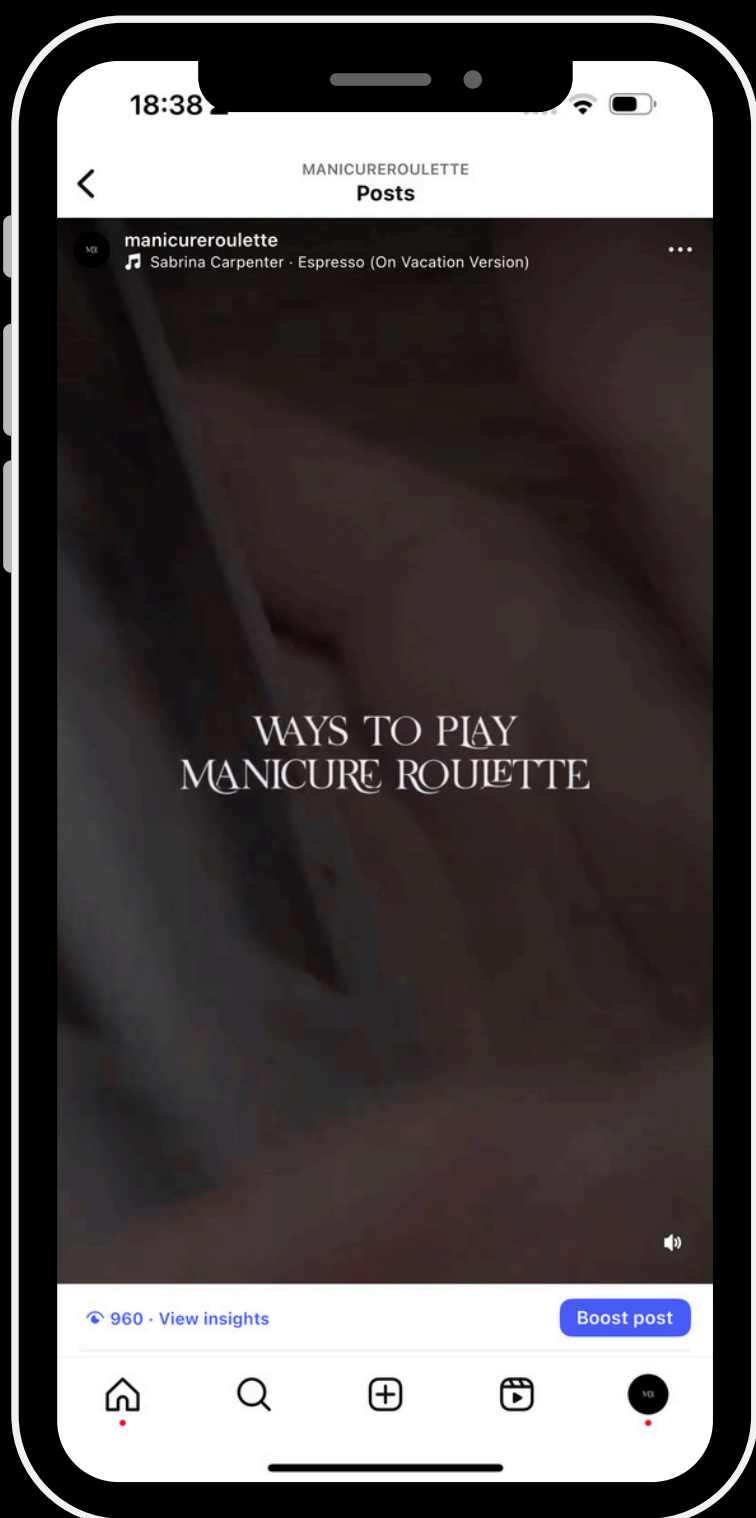
This is our amazing Rouletter Toni - **@tmebeauty** on Instagram showing this type of content perfectly.

Click Here to Watch

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“how to” videos and carousel content.



One type of content that is always super helpful is those covering **how to use products *or* ways to play Manicure Roulette®.**

In general, followers are always looking for *“freebies”*, especially education, and this type of content works extremely well in attracting engagement.

For *ideas*, this could include a selection of ways to pick cards, how to create certain nail art looks using the cards or even what products you use that work well specific packs or cards.

Click Here to Watch

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seasonal inspo boards & salon decor.



There are many *creative uses* for Manicure Roulette®. Our incredible Rouletters sometimes use our cards to make **inspiration boards** and *mood boards* for their clients.

These are amazing ways to **advertise** Manicure Roulette®, encourage clients to use Manicure Roulette®, and inspire nail techs to use the cards as part of their **salon decor** during various seasons.

This is our amazing Rouletter Kyler – **@donna_bellezza_by_kyler** on Instagram showing this type of content perfectly.

Click Here to Watch

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remember to *always*

let your creativity run free - we
only ever want you to create
content that suits your
followers and *most importantly*

- inspires others.

If you have got any questions at
all, please feel free reach out to us
via email on
contact@manicureroulette.com
- we're on hand to discuss
anything at all.

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