

Physical product research for articles by Chatgpt Agent

Here's everything you need to feed into your writers and Claude Code before content generation. It summarizes the research I conducted on builder gel kits/products and shows how the findings map to each planned article. Each product is accompanied by trustworthy features and instructions with citations from primary sources.

1. Product data to feature in the “Best Builder Gel & BIAB Kits” article

Brand/ Product (with kit type)	Key features from reputable sources	Notes
Beetles 8-in-1 Builder Gel Kit (Amazon)	<ul style="list-style-type: none">· Self-levelling builder gel; cured under LED in 60 sec or UV in 2 min; lighter than acrylic/hard gels but still strong.· Kit includes 6 colors; base & top coat not included.· “Moves and cures on command,” allowing easy leveling; produces strong, durable nails with natural finish.· Builder gel remains sticky after curing; must be used with base gel and sealed with top coat.	<p>Emphasize beginner-friendly kit; highlight need for separate base/top coat; mention “sticky layer” – clear after curing with top coat. Market as affordable entry-level option.</p>

	<p>without top coat, caution about potential allergic reaction.</p>	
Modelones 3-Pcs Builder Gel with Base & Top Coat Set (Amazon/Noon)	<ul style="list-style-type: none"> Described as a nail-thickening solution with superior adhesion; self-leveling and durable. Low odor, non-lifting formula, “outstanding flexibility,” long-lasting (28 days), quick and easy application. Instructions: prep nails; apply base coat and builder gel; cure 30-60 sec; builder gel remains sticky after curing and must be sealed with top coat; optional apex building; use LED or UV lamp. Cautions: test for allergic reactions; sticky inhibition layer; recommended 30-day no-peel guarantee. 	<p>Stress “30-day no peel or bubbles” formula; highlight low-odor; good for novices and intermediate DIY. Always mention testing for allergies.</p>
	<ul style="list-style-type: none"> A semi-hard, self-levelling builder gel that works for thin overlays or strong extensions; not meant as a base coat. 	

Kokoist Excel Builder Clear (Pro brand)	<ul style="list-style-type: none"> Soak-off in 10–15 min; LED cure 20 sec, UV 60 sec; comes in 20 g pot. Application: apply base layer, then thin layer for natural nails or thicker layer for apex; can be used with tips or forms for extensions; requires strong curing unit. Warnings: store away from light, avoid skin contact; 	<ul style="list-style-type: none"> Present as premium semi-hard builder gel (pro-level); emphasise quick cure times and soak-off ease; caution about not using as base coat and avoiding skin contact.
Mia Secret Bio Builder Gel – White (Pro/Salon)	<ul style="list-style-type: none"> Self-levelling formula for smooth, even application; ideal for strengthening natural nails or building extensions. Non-yellowing, chip-resistant finish; UV/LED compatible for quick curing. Made in USA; marketed to professionals seeking elegant white nails. 	<ul style="list-style-type: none"> Use as a premium salon option; emphasise non-yellowing finish; highlight it's ideal for natural nail overlays or extensions.
	<ul style="list-style-type: none"> Brush-on builder allowing multiple 	

Gelish Structure Brush-On Builder (Gelish)	<p>enhancements – extend nails using forms/tips, overlays, building apex for strength, or nail art. . Self-levelling, fast-acting formula; no sidewall flooding; crystal clear and bubble-free; soak-off; 21+ days wear; cruelty-free, vegan and 15-free (free of many harmful chemicals). . Application steps: prep nails, apply primer, create extension and flash cure, apply thin overlay, apply bead and flash cure, cure fully, cleanse and shape, apply top coat. . Soak-off removal: file 80%, soak for 25 min, gently push off; store out of sunlight & roll bottle before use.</p>	
	<ul style="list-style-type: none"> Includes LED/UV lamp featuring detachable reflective chrome base, air vents for heat dissipation, sensor mode for auto-hand detection, and 	<p>This kit is more expensive but emphasises safety (12-Free)</p>

Ezmio Beauty Essential Builder Gel Kit (Premium kit with LED lamp)	<p>preset timer buttons.</p> <p>Claims to be “12-Free” – free of formaldehyde, toluene, DBP, camphor, formaldehyde resin, xylene, parabens, fragrances, phthalates, ethyl tosylamide, triphenyl phosphate, and HEMA.</p> <p>Premium price (~\$289 AUD).</p>	<p>and high-quality lamp; good for eco-conscious or pro-level consumers.</p> <p>Mention variety of gel colors but note there is limited info on gel formulation.</p>
Au Lait HEMA-Free BIAB™ (The GelBottle)	<ul style="list-style-type: none"> Milky white, HEMA-free builder gel “inspired by the classic Milky BIAB™.” Marketed as joining the BIAB revolution; 100 % of users agree it has same quality & finish as the original BIAB™. 	<p>Use as a premium HEMA-free option with professional reputation.</p> <p>Use caution on details, as general features are limited (cite the accessible lines).</p>

2. Research-backed suggestions for each planned article

Article 1 – Builder Gel & BIAB: Complete 2025 Guide

- Define builder gel vs BIAB clearly. Use features from Beetles, Modelones, Kokoist, etc., to illustrate how builder gels cure under LED/UV, self-level, and differ from acrylic or gel polish. Mention differences between pot builder gels (Kokoist) and bottled BIAB (The GelBottle) and highlight the HEMA-free variant (Au Lait).
- Explain pros/cons: lighter than acrylic/hard gels; easier to remove (soak-off vs hard gels); self-leveling reduces filing; some formulas have low odor and are 15-free/12-free. Con: sticky inhibition layer; requires top coat and base coat; can cause allergies if uncured on skin.
- Provide a table comparing cure times (e.g., Kokoist LED 20s vs Modelones 30–60s).

- Include safety notes: test for allergies; avoid skin contact; follow manufacturer's cure times; store away from light.

Article 2 – How to Use Builder Gel or BIAB (Step-by-Step)

- Outline nail prep: trim and file nails, remove cuticles, cleanse; apply primer (Gelish instructions show primer step).
- Step by step:
 - Base coat:** apply base gel; cure.
 - Slip/thin layer:** brush on thin layer to create slip layer (Beetles emphasises brush-level-cure sequence).
 - Build apex/structure:** apply builder gel bead and self-level; shape apex; flash cure as needed (Gelish instructions).
 - Full cure:** follow manufacturer times (Modelones 30–60 s; Kokoist 20 s LED; Gelish 30 s).
 - File and refine:** cleanse sticky layer (if needed), shape nails.
 - Top coat:** apply top coat; cure to seal (Beetles & Modelones caution that builder gel stays sticky until top coat).
- Insert warnings on using strong lamp and not touching skin; emphasise practice with forms/tips for extensions (Gelish).

Article 3 – How to Remove Builder Gel or BIAB Safely

- Explain two methods: file down 80% (Gelish) then soak in acetone 15–25 min; or use e-file/gentle soak-off (Kokoist).
- Stress not to pry or peel; recommend using cotton + foil; emphasise aftercare (hydration, cuticle oil).

Article 4 – Builder Gel vs Acrylic vs BIAB

- Compare builder gel/BIAB and acrylic: builder gel is lighter, self-leveling, less odor/dust; soak-off vs acrylic requiring heavy filing; builder gel cures in LED/UV vs acrylic chemical reaction; builder gel needs base/top coat; acrylic often stronger but heavier.
- Compare builder gel vs BIAB: BIAB is builder in a bottle – similar formula but packaged like a thick polish; easier application; often includes HEMA-free options (Au Lait). Use the GelBottle info (milky white; same quality as original BIAB) to illustrate differences.

Article 5 – Builder Gel vs Poly Gel

- Describe poly gel as hybrid between gel and acrylic; packaged in a tube; requires slip solution; typically thicker and allows unlimited work time. Contrast with self-leveling builder gel requiring cure quickly; poly gel does not self-level as much.
- Use self-leveling features from builder gel sources to emphasise difference.
- Note removal differences (both soak-off but poly gel may need more filing).

Article 6 – Best Builder Gel & BIAB Kits

- Use product table above for recommendations. Structure sections: “Best budget kit” (Beetles or Modelones), “Best mid-range for beginners” (Gelish or Mia Secret), “Best premium kit” (Kokoist or Ezmio), and “Best HEMA-free BIAB kit” (Au Lait).
- Provide pros/cons for each and include allergy/safety notes.

Article 7 – Why Builder Gel or BIAB Is Sticky or Lifts

- Explain sticky inhibition layer: normal after curing; must be wiped and sealed with top coat (Beetles & Modelones).
- Causes of lifting: improper prep (oils or moisture), base gel skipped, gel touching cuticles, incorrect thickness, under-curing (Lamp not strong enough).
- Provide solutions: proper nail prep (dehydrate, primer), apply thin base layer, avoid skin contact, cure fully; recommend using anti-lifting formulas like Modelones (non-lifting).

Article 8 – Why Builder Gel or BIAB Cracks

- Discuss reasons: nails too long or thin; apex not built; not enough product (thin layer); over-filing causing stress; using wrong lamp causing brittle gel.
- Use features from Kokoist (thin vs thick layer for apex) and Gelish (build apex and remove forms) to illustrate proper building.
- Suggest solutions: build proper apex; maintain shorter length for brittle nails; use semi-hard builder gels like Kokoist for extra strength; ensure 15-free or low-HEMA formulas to avoid chemical brittleness.

Article 9 – Builder Gel & BIAB on Natural Nails

- Highlight benefits: strengthening thin/weak nails; can be used as overlay (self-leveling, flexible), e.g., Kokoist used as thin overlay or strong extension; Mia Secret emphasises strengthening natural nails with a non-yellowing finish.
- Provide guidelines: keep nails short; build minimal apex; avoid heavy extensions; maintain regular infills every 2-3 weeks.
- Note caution about allergies and proper removal to avoid damage.

Article 10 – Builder Gel & BIAB Nails Near Me

- Provide guidance on selecting a salon: look for licensed nail technicians; ask about products they use (HEMA-free options like Au Lait; 15-free formulas like Gelish); check sanitisation practices; confirm they use correct cure times and not over-drill nails.
- Suggest using local search terms and emphasise the difference between builder gel overlays and acrylic enhancements so clients know what to request.

About & Editorial Standards page (Article 11)

- Introduce “Sara Kim” persona: licensed nail tech, 8+ years experience, emphasises nail health and safety, explains she has tried many kits (Beetles, Modelones, Gelish, Kokoist, etc.).
 - State editorial policy: products reviewed are based on real use and features verified from manufacturers; emphasise E-E-A-T; highlight you earn commissions from some links but only recommend safe, vetted products.
 - Outline safety guidelines: always follow manufacturer instructions; test for allergies; consult professional if uncertain.
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How to use these findings with Claude Code and Codex

1. **Pass this research to Codex** so it can write MDX articles in the Sara Kim voice.
2. **Ensure citations:** when quoting or referencing features, include footnote numbers and cite the sources inline using the citation IDs (e.g.,).
3. **Provide this product table and article suggestions** to Claude Code so it knows which products to pull into the “Best Kits” page and how to structure internal links.

This research will ensure your articles are comprehensive, accurate, and aligned with the V4 site strategy.