

## NAILING DATING: Tinder opens Nail Bar offering 'Ten Tips' for empowered and positive dating, in partnership with NGO NO MORE

Research reveals that 57% of single women consider nail bars a comfortable place to have judgement-free discussions about dating and relationships - while 75% of single women still hold back from sharing their dating lives with friends and family. The 'Nailing Dating' nail bar opens in London, 25 - 26 October 2024, with free dating workshops, manicures and nail art. Book at [www.nailingdating.com](http://www.nailingdating.com)



**London, UK – 9 October 2024** – Tinder is opening a pop up nail bar, 'Nailing Dating', in London in partnership with NGO NO MORE. From 25-26 October 2024, members of the public will be able to book appointments for a free gel manicure and nail art\*, as Tinder and NO MORE launch their 'Ten Tips' - designed to empower singles on their dating journeys.

The nail bar will host free workshops offering advice and coaching on how to have open and honest conversations about dating with your trusted inner circle. This comes as new research from Tinder and NO MORE reveals that 57% of single women (aged 18-35 years old) talk candidly about dating whilst having a manicure, with three quarters (75%) holding back from discussing their dating lives with friends and family.

Single women held back from talking about their dating lives with friends and family as they said that it would 'make it more complicated' (35%). And over a third of single women (36%) and a quarter of men (27%) think that they would be judged if they discuss their dating lives openly with friends and family.

As part of the nail bar launch, Tinder and NO MORE are releasing 'Ten Tips' for empowered and positive dating. The 'Ten Tips' offer all singles tangible and practical advice ensuring that they're in control of their dating journeys; from how to manage the pace of meeting someone new, to communicating non-negotiables up front. At the nail bar, each of the 'Ten Tips' will be reflected in specially designed nail art which members of the public can choose from as part of their free manicure experience.

The confidence boosting tips, which include when to call 'time' on a connection, comes as the data also reveals that most young daters swiftly know whether the compatibility between them is there within half an hour of meeting IRL. Despite this, over a third of singles (35%) admitted that they don't end dates early because they don't want to offend their date. While over 1 in 10 (11%) said that they had doubted their gut instinct so didn't end a date early.

Laura Wilkinson-Rea, Sr Communications Director Northern Europe, Tinder comments: "With a relationship formed every three seconds on Tinder, our Nailing Dating nail bar aims to shine a spotlight on having healthy, open conversations about all aspects of dating in an environment where many of us feel comfortable. Together with our NGO partner, NO MORE, we want to equip all singles with tangible advice to ensure that they feel empowered from the very beginning of their dating journey."

Pamela Zaballa, CEO at NO MORE, comments: "Our collaboration with Tinder for the 'Nailing Dating' initiative is a significant stride toward transforming dating culture. At NO MORE, we're committed to empowering individuals to foster respectful and safe relationships, and this initiative offers a unique avenue to engage in open, honest conversations about dating. We're excited to see how these conversations unfold and lead to more informed, thoughtful interactions in the dating world."

The Nailing Dating nail bar, located at 67 Great Titchfield Street, London W1W 7PT, will be open on 25th and 26th October from 10am to 5pm with appointments available on a first-come, first-served basis booked via [www.nailingdating.com](http://www.nailingdating.com).

The curated nail design menu brings each of the 'Ten Tips' to life to help empower singles to nail their dating goals. The manicures will take around an hour depending on the design selected.

NO MORE and Tinder are committed to promoting positive and healthy dating behaviours. Initial interactions such as the very first message, set the tone of a relationship and these tips can play an important role in supporting those on their dating journeys. The 'Nailing Dating' Ten Tips builds upon Tinder and NO MORE's [Healthy Dating Guides](#) which saw 1,400 downloads everyday in the first month following release. The Healthy Guides have also been translated and are available in numerous countries including Germany, France, Spain, Italy, Sweden, Denmark and Norway.

– Ends –

#### Notes to Editors

<sup>1</sup>Research carried out by Censuswide of 2,000 singles aged 18-35 years in the UK, between 25th September to 1st October 2024.

A relationship starts every three seconds on Tinder. For more information see [tinderlove.com](http://tinderlove.com)

The 'Nailing Dating' Ten Tips are:

##### **1. Know and own your truth.**

Whether you know exactly what you want from dating or you're still unsure – know that truth about yourself and own it. Don't ever shy away from communicating this, especially on your dating profile - we all appreciate knowing where we stand.

##### **2. Dating is a journey, not a race.**

There's no 'fast track' or 'instant delivery' when it comes to dating. Take your time to curate the perfect Tinder profile that reflects you, and when speaking with a new connection, don't rush getting to know each other. That's one of the best bits of dating and you may just find your new best friend, a travel buddy or soulmate.

##### **3. You're in control. Always.**

From dating apps to meeting IRL. This is your dating journey and no one else's. You're in control of who and when you message and when you want to meet. Date on the terms you're most comfortable with.

##### **4. Know your non-negotiables.**

Define what matters most to you before dating, including your deal-breakers. Knowing these can help you quickly identify whether someone aligns with your values and needs.

##### **5. The power of the picture - you're in charge of the composition.**

Pictures are powerful. Only select what you feel comfortable sharing, and be mindful about what's in the background on any photos uploaded to your profile. Also, get familiar with app features such as Tinder's Photo and ID Verification, so you can feel more confident in the authenticity of profiles you're viewing.

##### **6. Sharing your IRL date plans is the way forward.**

Once your IRL date plans are sorted, why not share them with friends which can easily be done straight from the app with Tinder's Share My Date feature. Afterall it makes sense that your people know where you're going. Plus, they'll be primed on the group chat for the all important post-date debrief.

##### **7. Location, location, location...matters.**

When moving the connection from online to IRL, location matters. Go somewhere you're familiar with that is public. So whether it's going for a coffee or even a picnic in the park, choose a place where you'll feel most comfortable and you know well.

##### **8. 8 billion to 1 - there's more out there.**

Whether it's a message or the first or fifth date, if the spark isn't there, don't stress. Sometimes it's just not meant to be and that's perfectly ok. There's nearly 8 billion people in the world, so your special someone is out there.

##### **9. Take it to the group - no need to keep dating a secret.**

Dating doesn't have to be a solo journey. Sharing the joy of meeting someone new - or even an amusing date - with your trusted circle can make dating fun. Your besties are here for it all, so let them be your cheerleaders and empower you.

**10. Take a break - there's no rush (your wellbeing is the priority).**

Dating is supposed to be fun, so if you're ever feeling that you need to take time for yourself to recharge, do it. Dating is as much about self-discovery as it is about finding your person or people. You and your wellbeing come first, always.

**About Tinder**

Launched in 2012, Tinder® revolutionised how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfil a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 97 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe™".

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**About NO MORE**

The NO MORE Foundation is dedicated to ending domestic violence and sexual assault by increasing awareness, inspiring action, and fueling culture change. With more than 1,800 allied organizations and chapters around the world, NO MORE sparks grassroots activism, encouraging everyone—women and men, youth and adults, from all walks of life—to be part of the solution. The NO MORE Foundation creates and provides public awareness campaigns, educational resources and community organizing tools free-of-charge for anyone wanting to stop and prevent violence. First launched in 2013, NO MORE has brought together the largest coalition of advocacy groups, service providers, governmental agencies, major corporations, universities, communities and individuals, all under a common brand and a unifying symbol in support of a world free of violence.

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