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# INTRODUCING

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BREATHABLE™

TREATMENT + COLOR

#### TREATMENT + COLOR

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Prevents Chipping and Peeling

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New & improved **primer** and **gloss** with exclusive **ProStay** technology for one more full day of wear\*







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**SALLY BEAUTY** 





# DANCE 'ROUND MY FIRE TO STANK TO STANK

HUNTRESS



MODEL IS WEARING WAR PARTY AND RUNNING IN THE BUFF-ALO

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Step-by-step



Apply ASP Frozen gel color.



STEP 2 Clean the free edge in a V shape. Cure.



STEP 3 Apply ASP Scarlet Lady gel color in a V shape free edge.

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WITH ASP™ Soak Off Gel Polish White Hot, Scarlet Lady, Frozen and Cina Nail Creations™ Selfies Self Adhesive Nail Art #Tribal Lines.



STEP 4 Clean the free edge in a half moon shape. Cure.



STEP 5 Apply ASP White Hot gel color half moon free edge. Cure.



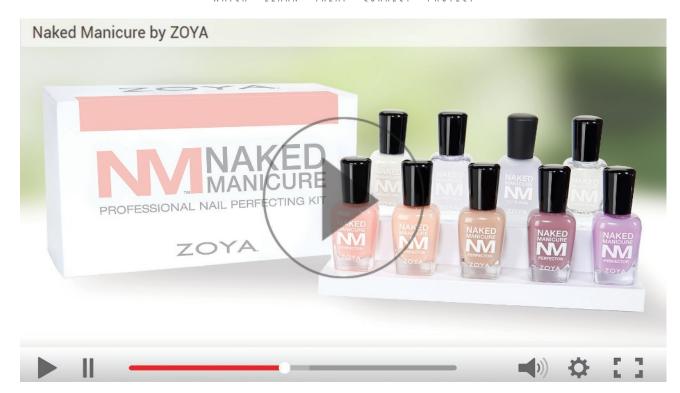
Apply ASP Top Coat. Cure. Cleanse tacky layer & apply Cina Selfies Tribal Lines decal. Apply ASP Top Coat. Cure and clean.

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When we think of LE, we are all smiles. We became Educators to further our careers, but we never expected to gain a family in the process. Not only did we find each other, we found Jim and Lezlie and even helped raise little Lexy one trade show at a time. We've all been on an unforgettable journey ever since. We have laughed together, cried together and inspired one another. Over 40 combined years of education later, we have only grown closer, sharing laughter-filled dinners, late night secrets and incredible travels. We've been part of the LE Family from the beginning, and we're damn proud of it.



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your clients
LOVE

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Now they'llove it even longer in OPI GelColor

Million -



P-I
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### PERFECT MATCH"

# COLLECTION



Flirt Alert PMS187

Lady in Red PMS188

Red Haute PMS189

Cherry Bomb PMS190

Passionate Kiss PMS191

Scarlett PMS192

### Hot and Red-y luscious shades



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Dare to Wear<sup>™</sup> Nail Lacquer Mini Set

\*Offer is limited while supplies last! Each collection includes
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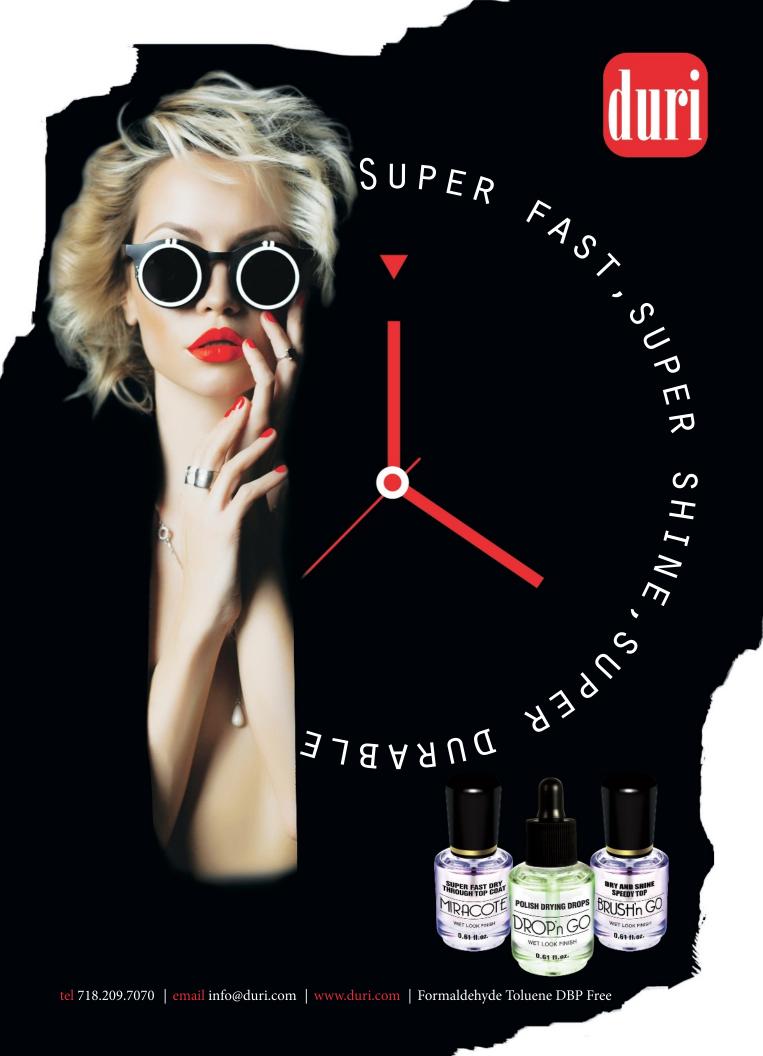
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#1 SALON BRAND WORLDWIDE





Award winning formulas that help your split, peeling a cracked nails to grow stronger and healthier in the matter of weeks.

growth formula for extra sensitive nails.



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#### WE LOVE YOU RIGHT BACK

At OPI we care a lot about opinions from Professionals like you. Being chosen as your favorite, in so many categories, means the world to us.







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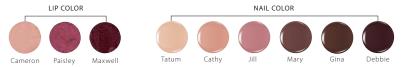
Metallic nails wowed on the red carpet at the 68th Annual Primetime Emmy Awards. By Alexa Joy Sherman



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**SWAROVSKI SWAROVSKI** CREATE YOUR STYLE NAIL ART SWAROVSKI Apply top coat, but do no are. Pour Pinie over wet noil polish. Press into nail bed and gently brush of CREATE YOUR STYLE CREATEXOCRETATES CREATEXOCRETATES CRYSTALPIXIE FOR NAILS NET WT .35 oz / 10 g

Crystalfornails.com
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Phinestoneguy.com

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## Following the Leader

recently saw a Facebook infographic that illustrated the difference between a boss and a leader - something I hadn't really thought of before. I just assumed that leaders became bosses, but that's not always the

case. (And if you've ever had a terrible boss then you know what I mean.)

> Early on in my career, I had a boss that ruled by fear and "puppet strings." She would manipulate a situation by pitting colleagues against each other to get

> > what she wanted. And if that failed, she would lie in waiting—like a snake in the brush—to catch you out on something, leaving you

> > > constantly looking over your shoulder in fear. I never look back fondly on that boss. In fact, she only comes up when I want to tell a

Of course, then there are those bosses who truly inspire you. They teach you, guide you and are a pleasure to work alongside. These are the real leaders. They are the ones that

terrible tale.

encourage you to be better, learn more and reach higher. They trust you and your judgment, and have a vision for you

If you manage people, this might cause you to think: What kind of boss am I? Do I inspire or evoke fear? Do I reward or take the credit for myself? I like to think that I'm a leader. Our staff is a team, working together toward a greater goal. But it does make you think and, hopefully, take into consideration a decision you have to make or how you might handle a situation with an employee.

This month, we feature our own story on being a boss or a leader in "Taking the Lead" on page 90. As you read through the salon scenarios—including some that may hit close to home-you'll see the difference between how bosses and leaders handle the same situation. You may even pick up some new good habits. And, as you start the New Year, it's the perfect time to take stock and walk into a position of leadership.

Stephanie Yaggy Lavery **NAILPRO Executive Editor** slavery@creativeage.com

My Manicure These awesome bronze and tortoise-shell nails were courtesy of the ubertalented Bel Fountain-Townsend



(@sohotrightnail). The tortoise shell design was hand-painted with translucent gels and paired with tips coated in supertrendy chrome powder pigment in a metallic bronze hue. A dotting of gold decals and the look was complete!

### Behind the Nail Pros...

Marilyn Olemma Garcia joined us this month to showcase an up-and-coming nail art trend: snow globe nails. This design allows you to encase tiny items in a globe sculpted from clear gel (in this case) or acrylic on top of the nail. Check out the step-by-step

tutorial in Behind the Nail Pros on page 66. and learn more about the progression of this design (it started with aquatic nails) in our behind-the-scenes interview with Marilyn on nailpro.com!





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No Lift Nails Cuticle Oil brings together three of nature's richest ingredients: Avocado, Oil, Almond Oil and Vitamin E. The result is a superb natural oil that conditions nails and softens skin with a single drop.

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### **BACKFILLS**



### FRONT AND CENTER

I love to sit back and relax with #myNAILPRO each month. And I love the nails on the November cover!

Amber, @ambernails

This issue of NAILPRO is great for inspiration in the nail studio!

Omary, @thenailcube

### Those almond nails are smokin' hot!





### **ART YOU IMPRESSED?**

Seeing my nail art in the November issue was just the confirmation I needed! Thank you, NAILPRO! #motivation

> Contract Contract Contract @nailartsbyleila





### ◆ TREAT YOURSELF

Our manicure clinic is always buzzing with excitement, but sometimes our staff needs to take a little timeout with their favorite issue of NAII PRO!

O Christine Valmy International School, @beautyschoolnj

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Professional Nail Lacquer

### IT'S OFFICIAL

Morgan Taylor is your **favorite** nail lacquer!



Voted favorite 3 years in a row!



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For different end results use different gel colors under the chrome powder. Options are endless!



### We Asked, You Answered: What is your favorite hobby outside of nails?

Writing. Ashley Faye, @\_ashley\_faye\_1015\_



Scuba diving.
Susan Rhyne, @sue3rhyne

Off-roading with my hubby.

Shopping! @nailbar.nj

Naomi Keller, @naomi.c.k

Horseback riding. Dori Swope, @nailsrockbydori

GARDENING AND COOKING.

@nailart\_elegance\_

Making jewelry.

Cecilia McNeal, @simplycecenailspa

Spending quality time with my daughter! Ayesha Smart



**UP-CYCLING FURNITURE IN A** SHABBY-CHIC STYLE.

**Andrea Armstrong** 

Cooking new dishes.

Tamara Nute

Knitting.

**Faye Stevenson** 



### CORRECTION

In the November 2016 issue, the information needed to answer question 10 of "Test Yourself" was inadvertently left out of the text. The answer was 375,000. We apologize for this error and all answers submitted for question 10 will be marked as correct.

Motivated or dismayed by something you've read? Share your opinions. We can all learn from one another. Send your comments, suggestions or questions to Backfills, NAILPRO, 7628 Densmore Ave., Van Nuys, CA 91406. We reserve the right to edit letters for length, grammar and clarity.

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Color Shown: No Way Rosé

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The results are in for our first competitions: Hand-Painted Nail Art and French Twist. Congratulations to the winners!

### **HAND-PAINTED NAIL ART: GOSSIP**

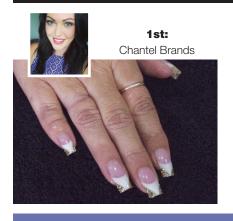


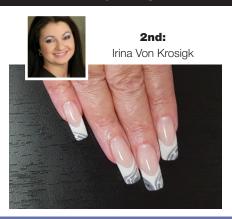






### **FRENCH TWIST**







Dates to Remember Entries must be received prior to or by the deadline date. Late arrivals or entries will not be accepted, so be sure to mark your calendar and give yourself enough time to do your best work! Check out the submission deadline below to get a head start on your entries.

**COMPETITION #3** → Salon Success • Mixed Media: Crime Scene DEADLINE: January 20, 2017

### Get a Glossies Mentor!

Looking for some extra competition guidance? Email us at nailpro@creativeage.com to be paired with an expert mentor and join the exclusive Glossies Facebook group.

To learn more about the competition, prizes and rules, visit nailpro.com/the-glossies.





COLORS SHOWN: SWEET ESCAPE AND TIGER BLOSSOM



won't break the bank named NCLA Homecoming Queen...Again.

Redbook • Budget beauty picks included **Essie** Getting Groovy and Satin Sister.





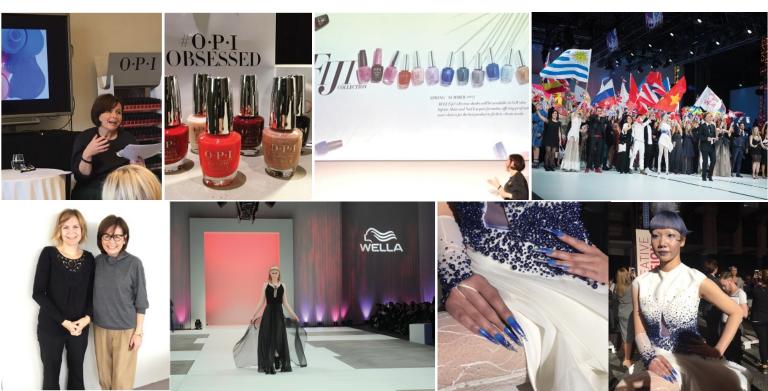
## TREND SPOTTING

OPI is making its mark on the professional Coty family. While the North Hollywood, California-based nail brand was acquired six years ago, this November OPI officially joined the newly launched Coty Professional Beauty category, which includes Wella, System, Clairol, Londa, Kadus, Sebastion, Nioxin and Sassoon. The announcement was made at events surrounding the sixth annual Wella Professionals International TrendVision Awards 2016 held on November 6, 2016, in Barcelona, Spain. In a presentation given to international press, OPI cofounder and brand ambassador Suzi Weiss-Fischmann spoke to the crowd about Wella's and OPI's mutual love of color and gave her polish predictions for spring 2017. "Denim is strong and blue will be a fashion trend," says Weiss-Fischmann, who also named yellow and coral as hot hues for the upcoming season.

The event gave press a chance to meet in small groups with Weiss-Fischmann, where she spoke again about the synergy of the Coty Professional Beauty brands. "OPI's passion for color is deep and ingrained. And now [that we are] a part of Coty Professional, education is more important than ever," she says. Sylvie Moreau, the recently named

president of Coty Professional Beauty, echoed that sentiment. "We want to drive education to the nail tech," says Moreau. "OPI and Wella have a common language of color, and we want to further reinforce education to the professional." Furthermore, according to Michelle Mason, senior vice president, education, of Coty Professional Beauty, going forward the company will utilize the global Wella infrastructure to grow the OPI brand internationally, with a focus on those salons that are successfully doing hair and nails. Looking ahead, Weiss-Fischmann also noted the trend toward health and wellness—and acknowledged that nail professionals can play a role. "There is opportunity in the treatment category," she says.

To cap off the weekend, the Wella Professionals International TrendVision Awards hosted 1,400 hairdressers and media as well as 80 competitors from 45 countries, vying for Bronze, Silver, Gold and Platimun in the categories of Color Vision and Creative Vision. While haircolor was the main attraction, nails played a supporting role in the overall look. Note to nail pros: Look for nails to play a larger part in the TrendVision events in 2017. — Jennifer Carofano



(Clockwise from top left) Suzi Weiss-Fischmann talks color to an intimate group of international editors; event attendees received a bespoke collection of OPI polishes dubbed, appropriately, Barcelona; Weiss-Fischmann introduces the newest OPI collection for spring 2017, Fiji; TrendVision 2016 included 80 competitors from 40 countries; an extreme nail look at Wella TrendVision 2016; hair and nail looks walked the TrendVision runway; Weiss-Fischmann (right) with NAILPRO managing editor Jennifer Carofano.





## MONTHE ON THE

MiniLuxe is going West. After securing a new round of \$7.5 million in funding in July, the Boston-based chain of nail, brow and waxing salons set its sights on geographic expansion into California. The first West Coast location, MiniLuxe Brentwood in the Los Angeles area, opened in November 2016 and MiniLuxe West Hollywood will open in March 2017, with additional California studios coming soon.

The company launched in March 2007 with its first MiniLuxe studio in Newton Center, Massachusetts, and now has 15 locations in New England

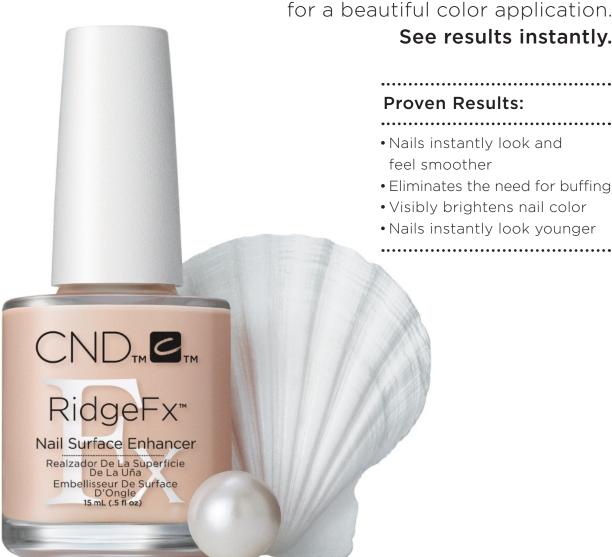


and four in Texas. "We are excited about launching in Los Angeles," says Christine Mastrangelo, MiniLuxe manager of brand launch. "We are looking forward to providing self-care with a bit of glam to our clients, as well as creating relevant career paths for our nail designers, studio directors and experience associates." To learn more about job opportunities within the company, visit miniluxe.com.



### EMERGE TRANSFORMED

RIDGEFX™ Nail Surface Enhancer smooths out ridges and masks imperfections for a beautiful color application.



Featuring **OPTIFIL TECHNOLOGY™** with microspheres that fill in ridges and surface indentations while the unique formula delivers flexible, chip-resistant wear.

Designed to work with **VINYLUX®** self-adhering technology.



### Lights, Camera... Woohoo!

Gel polish recently got the reality TV treatment: In November, Mini Mani Moo partnered with Vicki Gunvalson (right), star of Bravo TV's hit show "The Real Housewives of Orange



County," to release its Woohoo! 1 Step Gel, available in six shades. "I couldn't be more excited about this partnership," says Gunvalson. "These

colors make nails looks great,
fast!" Says Mini Mani
Moo president/cofounder Andreina
Landis, "Vicki

has fans all over the world, and so do we:

what a perfect combination. We are very excited to be partnering with her to create this simple, one-step gel polish that we hope her fans will love."

Mani...

Moo!!



Twelve deserving teens got their wish on September 26.
Wish Upon a Teen, a non-profit organization dedicated to helping teens with severe, life-limiting conditions, commemorated its sixth annual event by treating teenage oncology patients from the Mattel Children's Hospital UCLA to a day of pampering at the Sonya Dakar Skin Clinic in Beverly Hills, California. The



Halston Sage, left, joins in on the manicure fun.

girls received custom manicures by Whitney Gibson and Reina Santos from Nailing Hollywood using polishes and embellishments from event sponsor China Glaze, in addition to facials and makeup applications. The teens also had a catered lunch, made flower crowns and spent time with celebrities Whitney Port, Halston Sage and singer/songwriter Cailee Rae. Plus, they received gift bags full of their favorite China Glaze polishes, top coat, Orange Cuticle Oil and nail files.

### Great Getaway

TALK ABOUT THE ULTIMATE IN GLAMPING: NEARLY 100 ATTENDEES AND EDUCATORS TOOK PART IN THE MOST RECENT NORTHWEST NAIL TECH RETREAT—AFFECTIONATELY NICKNAMED "NAIL CAMP"—AT CAMP BURTON, OUTSIDE OF SEATTLE, FROM OCTOBER 14 TO 17. In addition to workshops, competitions, prize giveaways and educational presentations, the event included a keynote seminar by Holly Schippers (aka, the "FingerNail Fixer"), which was broadcast live on Facebook. "Holly's seminar focused on the fact that this is a career, not a hobby, and all of the techs were reminded that their time has value and that they should be making price increases at regular intervals," says retreat organizer Jessica Briarmoon.

Additionally, Tiffany Wainwright was the recipient of this year's Vicki Peters Scholarship. "Vicki worked as a co-organizer of this event for many years and donated her time to those techs who wanted to learn," says Briarmoon. "The scholarship is given out to the person who Vicki's sisters decide is the best applicant based on the goals and values that Vicki was known for." To learn more, including how to apply for the scholarship beginning on January 1, visit nwnailtechs.com.



The 2016 "Nail Camp" attendees.

continued on page 57





luxurious wear for up to 14 days gel-like perfection. no lamp needed. easy soak-free removal.





## center stage with ballet nudes

### the perfect balance of femininity and discipline

the world of ballet has always inspired couture fashion and these six new ballet-inspired nude shades bring that elegance to life with 14 days of gel-like wear and shine in two simple steps.



### twist bottle

unique ergonomic bottle mimics the twist and swirl of a perfectly tailored gown

### swirl stem

revolutionary, patent-pending swirl stem brush with a tapered cut ensures perfect color application

### no lamp, easy removal

no UV or LED lamp needed for an easy removal, no soaking required

### long wear

wear for up to 14 days with impeccable gel-like shine

## on pointe shades



satin slipper silky champagne ivory



lace me up misty rose pink



hold the position coral peach pink



at the barre soft cinnamon nude



perfect posture
periwinkle powder blue



**closing night** soft shimmer gray

### 48 couture-inspired shades

### new!

### ballet nudes



1035 satin slipper



1036 lace me up



1037 hold the position



1038 at the barre



1039 perfect posture



1040 closing night

#### atelier



11 sheer fantasy



20 spool me over



30 sew me



40 fairy tailor



stitch by



60 pinned up

#### first look



138 pre-show jitters



140 couture curator



150 haute to trot



160 zip me up



beauty nap



180 dress call

### fashion show



190 style in excess



labels only



210 on the list



230 signature smile



240 model citizen



245 take a walk

#### after party



310 turn 'n' pose



320 find me a man-nequin



340 drop the gown



345 bubbles only



350 gala-vanting



360 spiked with style





70 take me to thread



80 twill seeker



91 make the cut



100 pearls of wisdom



130 touch up



135 first view



250 looks to thrill



260 flashed



270 rock the runway



280 beauty marked



291 sit me in the front row



300 the it-factor



371 model clicks



380 off-duty style



390 surrounded by studs



400 caviar bar



410 hang up the heels



420 wrap party





## small **counter unit**

material #U2351200 12 gel couture colors 2 top coats

salon price: \$80.50 salon value: \$161.00

### large **counter unit**

material #U2353000 36 gel couture colors 12 top coats

salon price: \$276.00 salon value: \$552.00





### luxury Wall unit

material #U2437500 48 gel couture colors 12 top coat bottles

salon price: \$345.00 salon value: \$690.00



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## Bigger & Better

THIS MONTH, ESSIE DEBUTS ITS FIRST EVER EXPANSION OF GEL COUTURE, THE NEW YORK-BASED BRAND'S LONG-WEAR ENAMEL LINE THAT LAUNCHED IN JUNE 2016 WITH 42 SHADES AND A TOP COAT. "Gel Couture Ballet Nudes is a luxurious palette of beautiful neutral hues," says Gino Trunzo, director of education for Essie Professional. "Inspired by the fashion of ballet, this collection takes the nude nail trend to the next level of luxe, offering a variety of color options to complement any skin tone." Additionally, the brand is celebrating the success of the line for salons nationwide. "The launch has created a new service category for salon professionals to offer their clients a longer wearing polish," says Trunzo.

According to Amy Retay, director of spa operations at The Breakers in West Palm Beach, Florida, the spa has included the Gel Couture line in manicure and pedicure services since October 2016. "We are now able to offer guests longevity in their polish, without the commitment of curing under a lamp," says Retay. "Our guests appreciate the time saved; they can now receive a gel-like nail service in *less* time

than a traditional gel manicure." Additionally, Retay reports that Gel Couture benefits the salon's bottom line with it's higher service price. Trunzo echoes this sentiment, saying, overall, "we're seeing an incredible reaction across the board and an increase in revenue at our premiere locations." For more information on the new collection, visit essie.com/gelcoutre. —Jennifer Carofano



The newest Gel Couture collection has six shades, including At the Barre, Satin Slipper and Perfect Position.

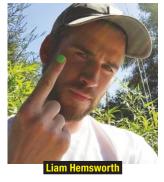
### MALE POLISH

OCTOBER SAW A FRESH NEW CROP OF MALE CELEBS, INCLUDING CHRIS AND LIAM HEMSWORTH, ZAC EFRON AND JAMES MARSDEN, PARTICIPATING IN THE POLISHED MAN CAMPAIGN. The charitable fundraising effort, launched in 2014 by Australia-based entrepreneurial company YGAP, encourages men to paint one nail as a way to raise awareness about worldwide violence against children. "One in five children are subject to physical and/or sexual violence before the

age of 18 and that's one too many," said Efron in his Instagram post, which received well over one million likes. According to YGAP communications and marketing manager Alexandra Hooper, posts like Efron's have had a significant impact on the campaign. "Polished Man celebrity supporters have really helped drive awareness and sign-ups," she notes. In fact, the number of participants has grown from 1,700 in 2014 to more than 62,000 in 2016, and funds







raised have gone from \$233,000 to over \$700,000.
Says Hooper, "The campaign has been a powerful way to start a conversation about something that has typically been a very taboo topic."

### **PORTFOLIO**

# **READERS**

Take a look at what NAILPRO readers are creating! From acrylics to gels to paints, they've done it all. Submit your own original nail art and share it with your fellow techs.



Yuliet Aira • Polished 3 Nails & Spa Las Vegas, NV



Hyoson Albert • Sonny's Nails San Antonio, TX



Taylor-Dane Alexander • Be Glamorous Nails Morvant, Trinidad and Tobago



Kristine Ambeau • Gismondis Hair Salon Abbotsford, BC, Canada



Christie Baca • Ka Nui Salon Redmond, OR



Kaelani Binford • Salon Nirvana Eugene, OR



Patricia Branco • Estetik & Nails Setubal, Portugal



### KNOWLEDGE, NAIL ART & THEN SOME.

Young Nails classes are designed with the mission of seriously improving your nail tech life. A good education can literally drive clients through your doors and transform your salon business from drab to fab in just one week. Our One Week Course can introduce you to fundamental building blocks and more advanced enhancement/nail art techniques with our cutting edge products: award winning Acrylic, Synergy Gel, Imagination Art and Caption Polish. Say goodbye to the business blahs and say hello to beaucoup bucks.



### **PORTFOLIO**



Jennifer Champion • Arts Desire Beauty Bar Victoria, BC, Canada



Tammie Lawson • Perfect 10 Nails Burlington, KS



Joslyn Morford • Garbo's Salon Omaha, NE



Alison Ortega Fayetteville, NC



Cathy Ruggiero • Venora's Salon Bristol, CT



Stephanie Sullivan • Polished by Stephanie St. John's, NL, Canada



Melissa Thun • Cherry Blossom Salon North Bend, OR



Blanca Trejo • Allure Hair & Nail Salon Porterville, CA



Ashley Weightman • EM Salon and Spa Port Alberni, BC, Canada



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CAPTION CONVERSION

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### **PORTFOLIO**



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Jessica Holgorsen • Jesse Lynne Designs Estes Park, CO



Tammy Huynh • Bonita Nail Spa Pico Rivera, CA



Kenny Nguyen • Spa Harrisburg Harrisburg, NC



Helen Nguyen • Shangri La Nails Edmonton, AB, Canada



Danielle Nuckles • Nuckle Up Beauty San Bernardino, CA



Alaina Partridge • The Polished Pinup Parlour Winnipeg, MB, Canada



Zeta Pongonis • Charles Penzone Salon Columbus, OH



Linh Quynh • Anna Salon Calgary, AB, Canada



Jasmine Requena • Jazzy Nail Studio Norcross, GA



Zenaida Rodriguez • Champagne Salon and Spa Las Vegas, NV



Sara Ruan • Celine's Nail Salon Chicago, IL



Stephanie Sanchez • NM Glitz Albuquerque, NM



Jovanca Solognier • Anky's Nail Art Design Oranjestad, Aruba



Shelby Thompson • Nails by Shelby Vancouver, WA



Angelica Kuo City of Industry, CA



Nora Ramsdell Richmond, VA



Nadiia Uzun • Trinity Beauty Kyiv City, Ukraine 🕯

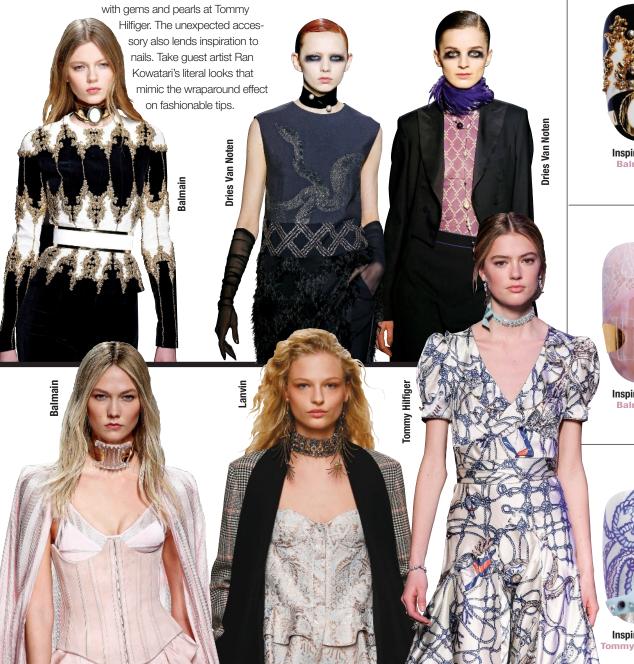
If you'd like to submit your own nail art for NAILPRO's Portfolio, send an email to nailpro@creativeage.com that includes your name, salon, city and state along with your highresolution photos. By emailing your photos, you grant Creative Age Publications the right to use any of your submitted images in NAILPRO magazine, corresponding electronic media and/or marketing materials without any compensation. In addition, you grant Creative Age Publications the right to these images for future use without any compensation due.

NAILPRO.

JANUARY 2

## NECK AND NECK

WHILE THE COLDER WEATHER USUALLY MEANS NECKS DRAPED IN WOOLEN SCARVES, THIS SEASON SEES AN OLD-YET-NEW-AGAIN WAY TO TIE ONE ON -THE CHOKER, At Dries Van Noten. black velvet and pearls walked the runway alongside bright purple feathers, while at Lanvin the neck was seen wrapped in multi-color jewels. In a nod to the cameo, Balmain featured an ornate gold, white and black ensemble, and then changed direction with a modern take on the traditional choker featuring a crystal clear stone. The trend ran sweet, too, like the simple light blue band of ribbon bedecked





Guest Artist Renowned for her signature hand-detailed artistry, New York- and Atlanta-based Ran Kowatari is director of RAN Design Studio.









### BEHIND THE NAIL PROS | BY STEPHANIE YAGGY LAVERY



## THE MAKING

THE "SNOW GLOBE" NAIL ART TREND WAS ONE THAT REQUIRED A FEW ITERATIONS BEFORE IT TRULY FOUND ITS STYLE. As our cover artist and Cuccio global educator Marilyn Olemma Garcia explains, it began with aquarium nails: enhancements that were sculpted to suspend glitter, sand, charms, etc., in water or oil inside of them. Of course, in order to achieve this effect, the nails had to be very thick. So the concept moved to the top of the nail. While the early stages resulted in very large balls on tips, the latest version has morphed into a more subtle and wearable style seen on nails from Japan to the U.K. to the U.S. This month, Garcia shares her technique for creating made-to-order snow globe nails.

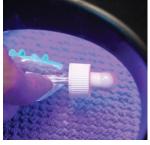
"I've always been fascinated with snow globes, and I wanted to capture that idea on the cover nails."

### --- Marilyn Olemma Garcia

### Creating the Cover Nails



Garcia prefers to use a dropper bulb as the mold for her snow globes for its size and flexibility. First, she dipped the bulb into clear sculpting gel. As she removed it from the pot, she lifted the bulb upright with a twisting motion to ensure that it was completely coated.



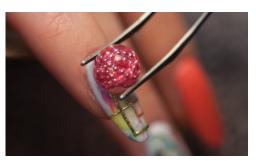
Next, she placed the dropper bulb under a UV/LED light, spinning it as it cured so the light would hit all sides of the globe.



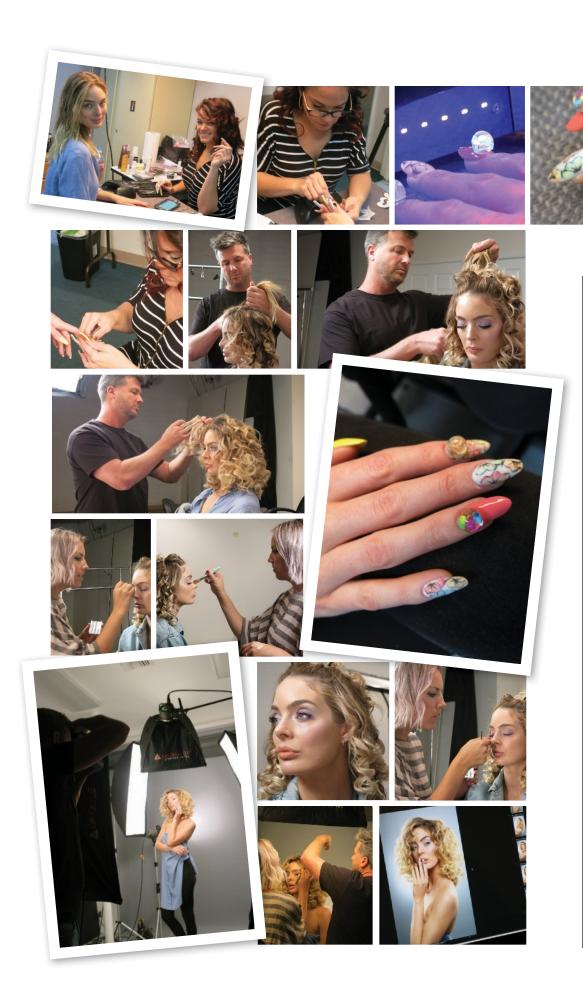
Once cured, Garcia gently squeezed the bulb to remove the globe.



Garcia then placed a small bead of clear gel into the globe, filled it with a tiny string of beads and cured it again. While she used beads in this version, globes can be filled with just about anything, including rhinestones, glitter and tiny sculpted flowers.



Finally, she used a bead of clear acrylic to adhere the globe to the model's nail.





Nails Marilyn Olemma Garcia



**Photography** Cory Sorensen



Makeup Michelle Tabor Ramos



Hair Judd Minter



### Down Under

Surprise clients with art techniques for beneath the nail tip.

irst seen gracing the underside of celebrity tips, a pop of color or flash of bling worn on the flip side of the nail is an unexpected twist. To take the trend from Tinseltown to the salon, we tapped the creative talents of Allie Baker, winner of the 2015 NAILPRO Cup and global brand ambassador for EzFlow. Here, her technique for under-the-nail art, including color, crystals and chrome.

### **Color & Crystals**



Clean and prep the nail. Then, fit the nail with a form.



2 For the "color" under the nail, use a thin layer of colored acrylic to build out the free edge. (Note: This technique can also be done with gel.)



Next, apply a layer of clear acrylic over the entire nail.









Once the acrylic has set, remove the form and shape the nail with a hand file.

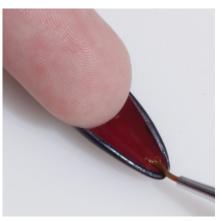


Brush the excess dust from the nail, then apply 5 two coats of traditional or gel polish, curing after each coat. Be sure to choose a color that will hide the hue underneath.



**6** To make the color under the nail pop, use the edge of the polish brush to create a thin line outlining the underside of the tip in the same color used on the surface of the nail. To finish, apply top coat to the surface only.



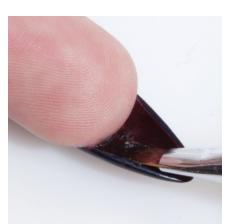


To add extra bling, use a striping brush to apply resin down the center of the underside of the tip.

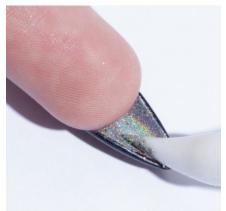


**8** Before the resin dries, carefully place a crystal on the underside of the tip. Then, apply resin to each side of the crystal, and place two small stones along each edge. Once the stones are secure, the design is complete.

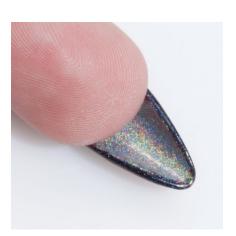
### **Chrome**



Follow Steps 1-5, above. Place a small amount of black gel polish on a palette. Then, use a small flat brush to apply a thin layer of black gel polish under the nail, being careful to avoid the skin. Cure.



Apply no-cleanse top coat under the nail. Then, use a silicon tool to apply a thin layer of hologram chrome powder. Rub the powder into the nail. When finished, use a brush to remove the excess powder.



Use a small flat brush to apply a thin layer of no-cleanse top coat over the chrome powder, being careful to avoid the skin. Cure.

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# Pretty in **Porcelain**

Delicate floral nail art transfers seamlessly from teapot to nail plate.









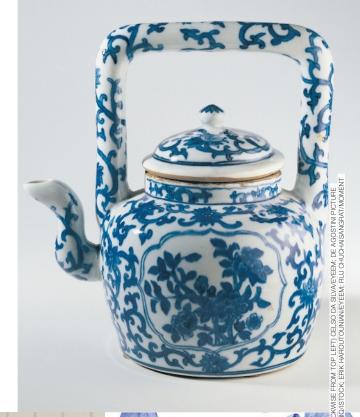


"When I designed these tips I was inspired by the blue and white flower patterns in classic fine China."

-Mei Kawajiri



Mei Kawajiri is a New York City-based nail artist known for her hand-painted designs.







**Step 1** Apply two coats of white gel polish, curing after each.



**Step 2** Paint three thin arches across the nail horizontally with navy blue gel polish. Cure.



Step 3 Fill in the free edge of the nail with a striped design. Cure. Fill in the two spaces in the center of the nail with floral designs, and then paint a second line along the first arc at the base. Cure. Finish with top coat, and cure.







**Step 1** Apply two coats of white gel polish, curing after each.



**Step 2** Paint a large, vertical rectangle with blue gel polish, and cure.



step 3 Paint a floral design at the center of the rectangle, and cure. Paint a border inside the rectangle, leaving the inside edges jagged.

Then, outline the frame with a thin blue line, and cure.

Finish with top coat. Cure.



**Step 1** Apply two coats of dark blue gel polish, curing after each.



**Step 2** Paint a wide horizontal stripe of white gel polish across the nail, and cure. Paint a second coat, if necessary, to cover the blue completely, and cure.



**Step 3** Paint a blue stripe along the top and bottom of the white stripe, and cure. Then, within the white space, paint a flower design with blue gel polish. Cure. Finish with top coat, and cure.



Terrance Terry

### My first job was...

A bagger at a grocery store.

### What was your first job in the industry?

I got a call to go to the legendary soul songstress Aretha Franklin's condo to do a fill. She was very funny in person, and so I wasn't nervous at all!

### I am inspired by...

Fashion and architecture. Plus, I believe that education and proper knowledge of products and techniques keeps you fresh and inspired to do great things.

### My favorite movie is...

"The Devil Wears Prada."

### My proudest accomplishment is...

Becoming a brick-and-mortar salon owner. It's rewarding to have a tangible thing that I can see and touch,

and to know that I was able to create something through vision, hard work and determination.

### Are you a morning or night person?

Definitely a night person. I feel the most energized and vibrant in the evening.

### Who would you like to work with?

Renowned makeup artist Pat McGrath. Her work is so innovative!

### My most treasured possession is...

A vintage nail lacquer set by Christian Dior in a red velvet case given to me by my grandmother before she passed away. I was 15 at the time, and it was the start of my interest in nails.

Celebrity Nail Artist and Owner of Luxe Nail Bar

> With a celebrity client, actress Olivia Munn.

On the set of "The Today Show."



### My favorite food is...

Asian cuisine. I love a delicious bowl of fresh steamed rice and sautéed veggies.

### My guilty pleasure is...

Curling up in bed with a big bowl of ice cream and watching classic movies from the '90s, like "Pretty Woman" and "Thelma & Louise."

Working on a photo shoot.

PHOTOS: COURTESY OF TERRENCE TERRY





## Ask Ami & Traci

Sisters Ami McClure and Traci Dungan, owners of the ProFiles franchise, join NAILPRO this month to provide you with advice and answers to your nail questions.

Our next guest editor is David Anthony, president of Valentino Beauty and Vetro USA, and the founder of VBP, Value. Beauty. Profit. Have a question for David? Email it to nailpro@creativeage.com.

What is the best part of working with your sister? What is the most challenging?—Dawn Seacliff, via email

The best part is seeing my best friend every day! After 20 years of partnership and growing our salon network, we've learned who is good at what; letting each other make the call on [what we know best] has helped to squelch any bickering. Sometimes we have to debate an issue to make the right decision, but we are so comfortable letting each other know how we feel that no hard feelings or negativity builds up. We are also fiercely loyal to each other, so there's never a situation in which our staff goes to the other sister for a different answer (although we aren't above playing good cop/bad cop). The only challenge is that we do so much together, for example traveling and competing, that it pulls us both from the salon. I suppose it would be nice to have one of us at work while the other is off, but where is the fun in that?

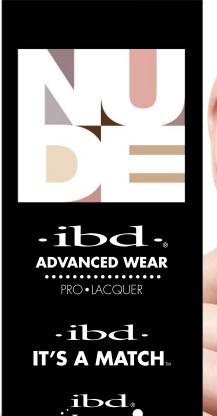
Is it difficult to balance competing and running a salon? -@nailedbyceline, Instagram

With a lot of pre-planning, we can enjoy time off from the salon to compete. We have built a great management staff that has proven that we can trust them to run things as we would. Our staff always has access to key people when we aren't around, including an IT person for computer and phone issues, a plumber and a handyman. It's way less stressful to be absent when I know my staff has access to contingency plans and good helpers.

I feel like my staff is in a bit of a slump. How do you keep your employees motivated and excited to come to work? —Elaine Oakwood, via email

We do a lot outside the salon together, which helps, for example fantasy football leagues, birthday dinners or our yearly Memorial Day BBQ. Twice a year we do an in-house nail competition and we also schedule "exotic" educators—sometimes international, but always new, interesting and hard to get education—to keep our staff fresh and excited about the nail industry. Keeping our break room a happy place is important, too. I can't tell you how many times my staff thanks me for the new pretty coffee mugs.

As business owners and competitors with family and friends, how do you find balance within your work, personal and competition life? —Kelly Grant, via email It's all woven together! My mom owns her own Profiles, my son works for us in the office, Ami's daughter is our newest certified nail tech and my brother is our salons' local e-file repairman. Plus, when you have as many employees as we do who eat, sleep and breath nails, the rest of our life conforms around that. Our best friends are the nail techs we work next to and compete with. We go to each other's kids' birthday parties and weddings, our husbands and significant others have become friends, and over time, the line [between our work lives and our personal lives] has blurred.



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Juniper is located in the West Seattle Junction, in the heart of downtown West Seattle. We are proud to be the first natural nail bar in West Seattle offering all-natural nail services in a cute, cozy and friendly environment. The surrounding neighborhood is filled with local shops, restaurants and a weekly farmers market.

All of our polishes are 3-, 5- or 7-free, and include LVX, Deborah Lippmann, Ella+Mila, RGB, Vinylux and Bio Sculpture Gel. Our creative director, nail artist Kelly Ornstein (@basecoattopcoat) keeps our shelves stocked with the newest seasonal colors and supplies for nail art trends. On the retail side, we carry body care products from local brand Handmade La Conner and luxe organic skincare line Eminence Organics. We also use both of these product lines in our nail services.



# HELLO





### IN-DEMAND SERVICE

Our most popular service is The Luxxe Pedicure (\$55). It starts with a soak in essential oil-infused water, followed by a nourishing exfoliation with organic scrub, callus and cuticle care, shaping and a final massage with Éminence organics hydrating lotion or balm before polishing the nails. On average, services are \$45 and last 45 minutes.

### THE LOOK

Our design inspiration is rustic chic. My mother Lori Stubberfield did all of the design work (@flourish designseattle) and incorporated touches of gray and pale pink, as well as repurposed wood. Additionally, the decor of the space was influenced by our nearby sister location, Flourish Beauty, a full service salon and spa.

### SOCIAL MEDIA

We love Instagram! It's a great medium to showcase the work of our amazing nail techs.

### THE CLIENTELE

Our clients range in age from 5 to 80 years old, and a majority live in the neighborhood. We see a lot of moms on their own or with their daughters, as well as business professionals and clients requesting nail art. Clients are seeking us out, so we've decided to open a second location this month in North Seattle focused on hand and foot care.

### PRAISE

We love it when clients say that Juniper is incredibly clean, beautifully decorated and has wonderful people. A clean and healthy approach, a focus on luxe pampering and a neighborhood vibe have been the key to our success as a team and a salon.

### **ADVICE**

Treat your employees like gold! A happy, positive workplace is the best place to be. When you do this, your clients will notice and want to support your business—and come back again and again.





### WIN

Champions and judges share their hard-won wisdom for taking top honors in the Salon Success category.



Regardless of the category, practice is essential—and that doesn't include the work you do in the salon, says NAILPRO Competitions director Jewell Cunningham. "You must set aside time to practice as if you were in the competition arena," she explains. "Have only the supplies that are allowed for the competition at the ready, don't let anyone distract you and have someone monitor your time." How much practice do you need? NAILPRO Competitions head judge Carla Collier says that in her competition days, she would do at least one nail every single day for the two weeks prior to the event. "I would even practice on my husband's pinky if I couldn't find anyone else to

practice on," she says.

The ideal, however, is finding a great model with whom you're comfortable and putting in a lot of hours with her, "Look for someone with long, narrow nail beds and beautiful hands who is willing to travel and sit for long periods of time," says Baker. "It's beneficial to find a model that lives in your area so that you can practice on her and become familiar with her hands and nails."

Practice the skills that give you the most trouble—but, keep in mind, perfecting your form or tip placement is also important. "If your form or tip fit and placement is off, it throws everything off," Baker says. It's also a good idea to spend a lot of time creating clean, crisp, even smile lines and practicing efficient filing, she adds.

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Salon Success allows a mere 90 minutes for completion, so perfecting the nails in that timeframe is all about practice. Competitors recommend breaking up your time into tasks rather than allotting a certain number of minutes to each nail. "I use a cooking timer when I practice and split it up into sections of 55 minutes for application, 20 minutes for filing and 15 minutes for polish and cleanup," says Shiori Durham, 2016 NAILPRO Cup champion. If you make a mistake, you still need to keep moving. "It's a good idea to practice recovering from a mistake within the time limit," says Durham, "You never know what can happen during the competition."

In any competition, the best tools to use are the ones that you're most familiar with. That said, make sure that everything you have on hand is

"I buff the polished hand really well and then apply two coats of color. Make sure that you use a good coverage color and fast-dry top coat."

permitted according to the rules, says Cunningham. Although clear tips are allowed in the Salon Success event, Collier says that judges tend to be more impressed with sculptured nails. Baker adds, "Top coats can be tricky, as they don't always go on super smooth and they tend to make the nails appear thicker."

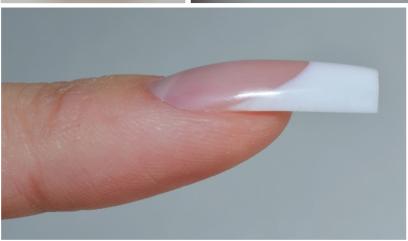
Baker says a winning set of nails starts with the form. "I prefer a nice, wide, paper form so I can cut it to fit the natural nail perfectly," she savs. Since consistent C-curves are crucial-and time is of the essencetop competitors come prepared for that as well. "I have C-curve sticks

handy and C-curve clips to hold the nail in place while the product cures so I can move on to the next nail," Baker says. Durham agrees that pinching clips are a great time-saver, and favors Nail de Dance pinching sticks. "They have a file on one side so I can file underneath as well." she explains. Consistent length also counts, so Baker brings a small ruler to measure.

For the polish hand, it's best to use a small, flat brush and a palette, says Baker, adding, "With a small brush you can get your polish application nice and close to the cuticle with no drips." She also skips base coat on the polished hand. "I buff the polished









hand really well and then apply two coats of color," she says. "Make sure that you use a good coverage color and fast-dry top coat."

It's easy to overlook the details on the big day, so Cunningham suggests bringing a checklist. That includes making sure your model isn't wearing any jewelry. "Jewelry is a five-point deduction," says Cunningham. Come prepared for different indoor temperatures, too. "The competition arena can be too cold for acrylic sometimes," notes Durham, "so a heating pad is always good to have in case you need to warm the model's hands."

During the competition, be sure to watch the clock so you're not stuck making a mad dash to the finish—and don't forget to leave time for cleanup. "A dusty hand is not beautiful," says Durham. That's why Collier always relied heavily on a spray bottle during competitions. "You can just use your

brush and the spray bottle for cleaning," she says. "That's the fastest way, and you don't have to have a water bowl."

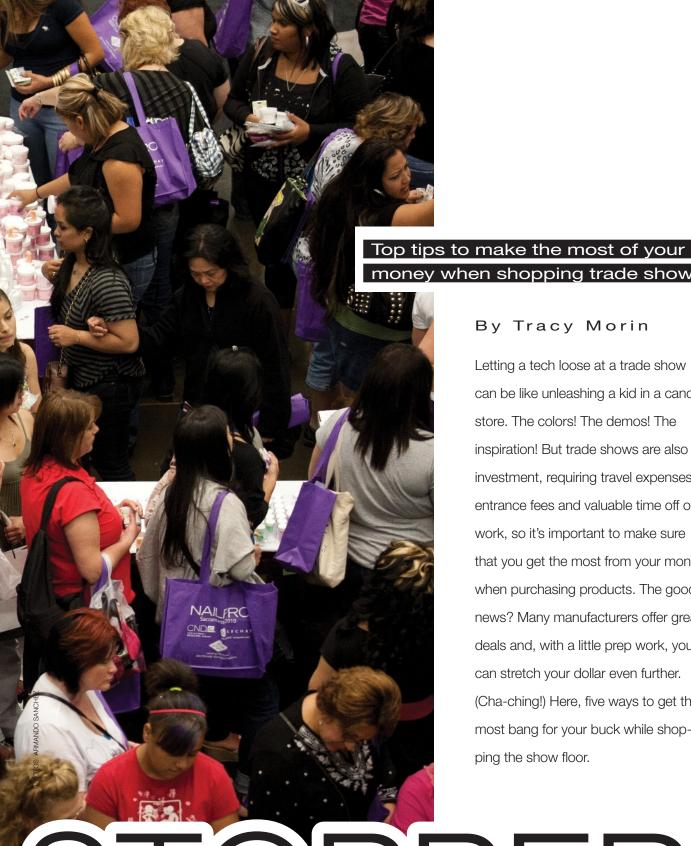
Ultimately, consistency is the key to taking top honors. "The winner has the most consistent set from nail to nailshape, length, arch, smile line, thickness and C-curve," Baker says. Collier agrees, and especially emphasizes sharp smile lines. "That's the first thing we see as judges," she explains. Regardless of the outcome, be proud of yourself for participating and for all of the new skills you've acquiredskills that seasoned champions say will most certainly contribute to greater success in the salon.

### SALON SUCCESS: THE SPECIFICS

For the Salon Success competition, nail enhancements on one hand (your choice) must be polished with red cream polish or, if using gel, a red gel polish, while the other hand must be salon style pink-and-whites, finished to a high shine. They should also have:

- · A durable, wearable look
- A shape that ranges from extreme square to extreme oval (stiletto)
- A 2-to-1 ratio of nail bed (pink) to free edge (white), measured from the center of the smile line
- Product thinly applied near the cuticle area, reinforced at the stress area and tapered through the free edge to a thinness equal to that of a standard business card
- Consistent "C" curves between 33.33% and 40% (120° and 144° arc) For more information, visit nailprocompetitions.com.





money when shopping trade shows.

### By Tracy Morin

Letting a tech loose at a trade show can be like unleashing a kid in a candy store. The colors! The demos! The inspiration! But trade shows are also an investment, requiring travel expenses, entrance fees and valuable time off of work, so it's important to make sure that you get the most from your money when purchasing products. The good news? Many manufacturers offer great deals and, with a little prep work, you can stretch your dollar even further. (Cha-ching!) Here, five ways to get the most bang for your buck while shopping the show floor.



### Shows are the place to see product up close and personal.

### **DO YOUR** HOMEWORK.

Shopping a trade show involves planning, says Jaime Schrabeck, Ph.D., salon owner and licensed manicurist at Precision Nails in Carmel. California. "Your favorite products will often be more affordable at shows, but first obtain current pricing as if you were ordering from the salon, including taxes and shipping, for comparison purposes," Schrabeck advises. "Plus, not every manufacturer exhibits at shows, and those who do may have a limited selection of products," Her advice? Make a list of musthaves and shop for those items first. "Prioritize nail products that will help you do better qual-

ity work," says Schrabeck. "If you want to experiment with something new, invest in a trial kit if possible, rather than committing to a large, expensive purchase."

It pays to do your research when buying a big ticket item, says Laura Merzetti, owner of Scratch My Back Nail Studio in Ajax, Ontario, Canada. "For me, large equipment is better to buy at a show," she says. "I'm searching for a dust extraction unit that I can flush-mount to my tabletop. I need to see it in action and hear how loud it is before I purchase it." Indeed, shows are the place to see product up close and personal, "Colors are great to buy in person, because no matter how

good your printer or computer screen is, you can't translate color exactly," says Lezlie McConnell, owner of Light Elegance in Redmond, Oregon. "Or, you might not be in the market for an electric file, but you see a demo and realize your model is behind the times." (For more on the benefits of learning at trade shows, see "Lean In To Learning" on page 87.)



You likely won't be able to return products bought at a show, so compare prices before you make a final purchase; you could find the same or a similar product for less at another booth!

THINK BIG. Yvette Holt, owner of Gels by Yvette in Reno, Nevada, and an educator for LeChat, finds show prices generally better because techs can avoid taxes and shipping costs, but she suggests buying in bulk to score the best deals. "I stock up on necessities, like glue or nail gems. When I buy in bulk for the entire year, I get them super cheap," says Holt, who adds that she avoids the crowds by shopping at the beginning or the end of the day. Don't need 5,000 lint-free wipes? Pair up with a pal to make a purchase. For example, Merzetti has teamed up with fellow techs for better pricing. "I've gone in with a friend to purchase more than we each would individually for a better price, then split the product," she says.

Walk around on the last day of a show to look for accessories, like educator lamps, that brands might want to sell on the cheap. Many manufacturers are glad to lighten their load before the trip home.

"I've gone in with a friend to purchase more than we each would individually for a better price, then split the product."



### DON'T FORGET

Experts advocate asking for a little something extra, especially if you're making a large purchase. "If you lay out serious

money, not only do you get the usual discount, but you can probably ask for more," says McConnell. "Try something you've never used before or take a few extra favorites for free." Additionally, if you find something you like and it's not in your budget, ask for samples. Or, if the manufacturer runs out of a best-seller, ask to receive the sale price and free shipping to your home or business. If you can't score extra product, ask about promotional materials with purchases, suggests Holt. "If manufacturers aren't offering killer deals, don't be afraid to ask for something to help get the word out [to clients], like posters, advertising, window clings or DVDs. Or, for example, if you buy 65 colors, ask for a color ring."

"If you lay out serious money, not only do you get the usual discount, but you can probably ask for more."



### **LEAN** IN TO LEARNING

online education, sitting out a trade show can be tempting, but first-person exposure to new products and techniques is impossible to replicate on



screen. "There's nothing like humanto-human contact," says Lezlie McConnell, owner of Light Elegance. "For example, seeing product live or asking questions in the moment." Laura Merzetti, owner of Scratch My Back Nail Studio agrees, saving, "Shows are a great way to experience products first hand. If I see a demo before I purchase, not only am I learning the correct way to use products, but I may also pick up some useful tricks and tips." For techs interested in a richer learning experience, many manufacturers also offer classes during show hours in addition to floor demos. "When you go to a class at a trade show, you can walk away with a new technique, idea or tool that can increase your business while igniting your creativity," says LeChat educator Yvette Holt. The learning doesn't have to stop when you leave the show floor: Ask educators for their social media handle(s) to keep up with their work and receive inspiration year-round!



**GIVE FEEDBACK.** Take advantage of shows to truly connect with the manufacturer that creates the products you use. Share with the manufacturer what trends or colors are taking off in your area and what you love (or don't) from the brand's lineup. "Talking with techs at shows is often how I come up with new colors or determine what our next product might be," says McConnell. "If I don't talk to the end user, I don't know what they're missing or what they want."

Don't be shy about sharing your opinions. You might inspire the next innovation that elevates your game!

Share with the manufacturer what trends or colors are taking off in your area and what you love (or don't) from the brand's lineup.

Spread the

word to clients about the new products you purchased, "When you tell clients about new trends or products, you're in a powerful position," says McConnell, who adds that when you're excited to tell a client about a new product that, in turn, makes them excited. "Nail techs can get stuck in a rut, but shows get you out of your comfort zone!"

Tracy Morin is a freelance writer and editor based in Oxford, MS.



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There's a big difference between being a "leader" and a "boss." Here's why you should—and how you can—channel your inner CEO.

### By Linda Kossoff Illustrations by Monika Roe

You probably remember your first boss as the person who told you what to do and how, when and where to do it. Or perhaps you were really unlucky and had a bad boss. Maybe you recollect her more clearly because she treated her employees unfairly, was stingy with her time and money, and perhaps even verbally abusive. But if you were fortunate, at one time or another you worked for a leader. This individual was more than just the person at the top giving orders. She had a way of bringing out the best in everyone. You found yourself doing better work and feeling better about yourself because there was a true leader at the helm.

Now that you run your own salon, you see that being in the top spot isn't so easy. There are days when your patience runs thin or you're preoccupied with a personal or financial issue and can't quite give your all. However, your ability to be a leader—and not just a boss—will not only help ensure that your business runs optimally in good times and bad, but will create a powerful and positive ripple effect among your employees and clients.

At first blush, the "essence" of leadership is difficult to define because it often affects people on a subconscious level. "It doesn't matter the industry or gender, the same principle holds true: As an employee, you 'hear' your boss, but you 'feel' your leader," says Kim Shepherd, CEO of the Irvine, California-based national recruitment firm Decision Toolbox. If you haven't had a strong example to follow, the role might not come naturally.

However, there are underlying principles and practices to achieving this type of leadership. We asked experts to share the top approaches and strategies of successful leaders, then boiled them down to five basic categories.

SEE THE BIG PICTURE. Leaders are visionaries by nature, and they like to inspire others by sharing their view of things. "You need to frame the big picture for your team by including them in the vision and future direction for the business," says Jan Arnold, CND cofounder and style director. "At CND, we practice a theory called Whole-Part-Whole. First we share the 'whole' vision with the team so they better understand their 'part' in making it happen. Then we follow up with the final 'whole' to close the loop and celebrate the accomplishments. This creates inclusion, trust and collaboration,"

Employees who receive a roadmap and a sense of purpose are not only happier, but are also able to perform better. "It's so important for everyone to understand why they're coming to work, grinding out 8 to 10 hours per day," says Habib Salo, who co-owns Young Nails with his brother Greg. "A leader has a clear vision of where the company is going and makes sure everyone understands it as well. She puts value on every employee's work, in every department."

What's more, a leader's big-picture view keeps her from fixating on or over-reacting to situations that are short-lived. Even in the most stressful moments, a leader will stay calm, take a deep breath and brainstorm solutions.

### SALON SCENARIO #1

A salon owner has brought in a new base coat that, when tested, seemed to deliver the results she wanted. However, halfway through the first day of using the product, the salon's nail techs see their morning clients returning to complain of peeling polish. They want refunds or redos ASAP. Meanwhile, scheduled clients are continuing to show up and techs are getting stressed out.



"A leader has a clear vision of where the company is going and makes sure everyone understands it as well. She puts value on every employee's work, in every department."

Boss approach: Quickly and loudly instructs techs to set up same-day redos for clients and to plan on working late to take care of everyone. Clearly upset, the boss abruptly walks to her back office to deal with the base coat manufacturer, which keeps her on the phone for a half-hour.

Leader approach: Calmly and sincerely apologizes to clients, explaining what has happened and ensuring them they'll be taken care of. Holds a brief, guiet huddle with staff to assess who can stay late to handle the load, and calls in additional techs if necessary, then joins her staff in working on clients. Contacts the manufacturer the next day when things are back to normal.

BE PEOPLE-ORIENTED. Bosses don't spend a whole lot of time thinking about

the happiness, well-being or growth of their employees because their focus is elsewhere. "Bosses live with a 'me first' mentality," says Col. John Boggs, U.S. Marine Corps (Ret.) and president of Phoenix, Arizona-based Fortitude Consulting. "They are centered on how they look to their peers or higher-ups. Thus, they have little concern for how they are viewed by their staff and, in many cases, by their customers."

Leaders invariably put people first. They spend time figuring out ways to recognize, reward and motivate their staff. "Being a leader means really understanding every single person you work with, from your suppliers to your customers, but especially those on your team," says Salo, "Person A might respond very differently than person B, and you have to figure out how best to communicate with each of them."

How well do you know the individuals who report to you? Ahalya Kethees, founder of San Francisco-based leadership and career coaching company Oli Leadership International, suggests asking yourself the following questions about each staff member: What's most important to her? What does she value? What motivates her? What does she worry about? "If you can answer these questions with clarity and certainty," Kethees says, "then you can start to inspire and engage your team in a way that's meaningful to them."



### SALON SCENARIO #2

For the past two weeks, a salon staff member has been turning in a subpar performance, frequently running late, not focusing on her customers' needs and displaying a lackluster attitude.

**Boss approach:** After saying nothing for two weeks, hoping the tech will pull herself together, she finally can't take it anymore. She sits the employee down and runs down the list of things she's doing wrong, explains that her behavior is affecting sales and the reputation of the salon, and instructs her to correct the situation immediately.



**Leader approach:** Knowing it's unlike this employee to behave this way, waits only three days before sitting down with the tech to talk about what's going on. Aware that this tech is a single mother of two young children and also lives an hour away from the salon, she gives her an opportunity to explain her situation so they can problemsolve together.

CHOOSE "JOURNEY" OVER "RESULTS." Leaders make a conscious choice to optimize the experience of working together as a team with a common goal. This is in contrast to a boss who might focus solely on quantifiable factors, such as the exact number of services performed or retail dollars earned. Certainly these things are important, but over-emphasizing them detracts from everyone's day-to-day experience. "If you show joy and happiness about small improvements, your team will learn how to enjoy the process, as opposed to shooting for that one result," says Salo. "Ask your team, 'How can we be a little better than we already are?' And then, when they accomplish it, celebrate."

The trick, Arnold says, is to balance this approach with a firm eye toward the longer view. "Short-term wins are important and should be measured, rewarded and celebrated, but then placed in context," she warns. "Sometimes the short wins can make a team complacent if they aren't in context with the real mission and long-term vision of the company."

### **SALON SCENARIO #3**

A nail salon does a brisk business in basic manis and pedis, but few clients are opting for the higher-ticket, deluxe versions of these services. The owner sets a salon-wide goal to increase the average service ticket by at least 10 percent over three months, offering a bonus to any tech who accomplishes it. After three months, none of the techs have achieved the goal, although the salon's average ticket has increased by 5 percent.

**Boss approach:** When the three months are over, tells the staff it was a nice effort but they didn't make it, so they're going to try it again. No one receives a bonus.

**Leader approach:** Provides encouraging progress reports to staff every few weeks. At the end of the three months, announces the achieved 5 percent increase, thanks the team for their hard work and divides the planned bonus amount among them. Asks whether they'd like to try it again.

DEMONSTRATE A "WE" MENTALITY. If you've ever worked for someone who only used the word "we" when there was work to be done, then switched to "I" after that work was complete, you most certainly had a boss. "Most bosses will easily take credit for their teams' work, which can quickly turn employees bitter," says Salo. Leaders, on the other hand, save the personal pronoun for their diaries. "Use 'we' as often as possible when speaking in front of your team and others," advises Salo. "This is the first step to getting everyone into the 'us' mentality. Plus, [employees] feel that you truly value them as a collective team."

Developing a team attitude goes beyond using the word, of course. Shepherd learned the lesson of equal treatment early in life. "My mom opened a coffee shop in Silicon Valley in the 1970s and managed to create a family environment where the busboy was an important as the chef," she says. Today, Shepherd, who runs a \$10 million company with 112 employees, is clear on her leadership philosophy: "Great generals know to relinquish to their army, to encourage them to be dutiful yet think on their own. As a leader, my job is to give people the ability to be awesome if they are awesome."

### **SALON SCENARIO #4**

A highly publicized women's sporting event is in town and, due to its high profile and great reputation, your salon has been chosen to provide pedicures for the athletes. A local television station plans to provide live coverage.

**Boss approach:** Schedules her most photogenic nail techs to be on duty that day, and gives an interview herself about how she grew her business. The next day, instructs a tech-savvy staff member who didn't work the event to post the segment on the salon's website and social media pages.



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**Leader approach:** Schedules as many staffers as possible for that day and brings in someone to do everyone's makeup. Makes sure that her interview with the reporter gives credit to the great staff. Hosts a short "screening party" for the staff to view the segment and share a champagne toast for the big accomplishment.

**LEAD BY EXAMPLE.** Actions speak louder than words, especially when employees are watching. "As a leader, you must model the behaviors you wish to cultivate in your company," says Arnold. "That includes being ready for action every day, starting and ending appointments on time, approaching 'problems' as opportunities and more. Believe me, these behaviors are contagious."

This is in sharp contrast to the "do as I say, not as I do" boss, who frequently bends the rules while chastising others not to do the same. Any employer trying to maintain higher work standards for her staff than for herself is not going to garner respect and loyalty, much less a stellar performance. "If you're in the action, working right by your team's side and doing what needs to get done, then you're laying the foundation for a culture of doing, not telling," says Salo. "This is a huge motivating factor for any team member."

### **SALON SCENARIO #5**

The Fourth of July is going to fall on a Monday, and salon clients are clamoring for appointments on the third. However, none of the salon's techs wants to spend that whole Sunday working.

**Boss approach:** Schedules the employees with the least seniority to work full shifts. Does not come into the salon due to her own holiday plans.

**Leader approach:** Asks employees to pitch in by working half-shifts and does the same. If financially feasible, closes the salon early to allow staff to enjoy the holiday.

Everything runs better when there are true, dedicated leaders in charge. "The big question is, how can you create an environment for your team that enables them to really enjoy the journey and not just focus on the results?" says Salo. "I believe it all starts with infusing a sense of curiosity in the workplace and placing the importance on getting a little bit better every day."

Linda Kossoff is a freelance writer based in Los Angeles.

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# CHECKLIST

You survived the holidays and now it's time to focus on the coming year. Not sure where or how to start? Here, we feature tasks that every tech can do to keep the salon in shape, business in order and retail and promotions on track.

By Leslie Henry

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### 2017

Use the post-holiday downtime to clean up, clean out and reset.

- Deep clean salon walls, floors, windows, furniture and equipment.
- Set up a new filing system and commit to staying organized all year.
- Implement service pricing changes (if not done recently).
- Put lingering inventory on clearance.
- Develop an annual promotions calendar so you can market events six to eight weeks in advance.
- Remind your football fanatic clients that the Superbowl is just around the corner (February 5), and upsell themed nail art to support their favorite team.

Keep the momentum goingboth online and off.

- Toss expired products, clean out cabinets and purge and/or replace unusable towels. Make a record of inventory so you can track usage patterns throughout the year.
- Review your online presence. Google yourself and your salon, and address any negative feedback.
- Spring collections are sprouting up. Order spring products and retail items.
- Create a sign advertising gift cards for Valentine's Day (February 14) and set it outside of the salon so passersby get the hint.

Spring is here (March 20) and tax time is right around the corner. Use every holiday as a moneymaking opportunity!

- Clean your HVAC system and replace the filter.
- Don't wait until the last minute; prepare your taxes by the end of the month!
- Daylight Savings begins on March 12. Turn clocks forward and remind clients of the time change when booking their next appointment.
- Most clients don't have green nail polish at home; offer fast, affordable, green polish changes for St. Patrick's Day (March 17).

Client are in full-on summer mode, so they may be more lax about coming into the salon. Dig into your to-do list with any downtime.

- Do you have an autoclave? In addition to monthly spore testing, complete the annual preventative maintenance.
- Do a mid-year check of files; ensure everything is up-to-date and organized.
- Fall collection previews are out for pros. Place your orders, plus give clients a sneak peek of fall trends by sharing marketing material you receive.

With clients taking advantage of the last days of summer to leave town, use your free time to organize products and update client info. Plus, preview fall shades and start thinking back-to-school.

- It's been six months since you cleaned out your products. Do a quick refresh and take another inventory.
- Ask regular clients to review and update their information on file.
- In addition to the new Halloween polish sets available to pros this month, think outside the box and order a few novel nail art kits that will complement popular costumes.
- Run a back-to-school promotion for both retail and services.

Fall has only just arrived, but it's never too early to plan for the holidays.

- Tend to your outside entrance again: trim bushes, clear weeds and remove leaves.
- Finalize holiday work schedules and inform clients of special holiday hours/days you'll be out.
- Add the new fall colors and products into your service rotation and to retail shelves.
- Produce a selection of holiday nail art and start displaying it at your station.





Maintenance/Salon



**Business** 



**Promotions/Retail** 

It's almost time to get outside again! April Fool's Day (April 1) and Earth Day (April 22) can help techs and clients take the sting out of taxes.

- If the salon has an outside entrance, trim shrubs, plant flowers and make any needed outdoor repairs.
- File your taxes (April 17) if you haven't already!
- Summer shades are available to pros. Order early so you can retail products to clients before they can get similar items in drugstores.
- Offer clients an Earth Day retail discount for every bottle of used polish they return to the salon for proper disposal.

There's a lot to celebrate this month. Run a unique promotion and get ready for summer.

- Ensure all pedicure equipment is in working order for the summer rush.
- Schedule a continuing education/ summer vacation and inform clients of the dates
- Remind clients to bring their moms with them on May 14 for some Mother's Day pampering.
- Start retailing summer lines; clients are ready for bright and fun colors.
- Offer gift cards for high school and college graduation parties, which start later this month and continue through early June.

You're halfway through the year. Do a little de-cluttering and make sure your fellow techs know you care.

- Combine duplicates and remove used/unusable polish from your client selection.
- Keep morale high. Host an employee/ coworker appreciation lunch.
- Make clients' first summer pedis memorable. Upsell a special pedicure service complete with extra massage time and a fruity cocktail or drink.

### OCTOBER

Halloween (October 31) is the new unofficial start of the holiday season. Get spooky, then get ready for the madness to come!

- As soon as the month starts, decorate the salon (and your nails) with ghostly decorations.
- Encourage clients to start booking holiday appointments early so they're sure to get in for parties and events.
- Winter/holiday collections are shipping to trade. Order holiday retail and supplies.
- Prepare formal print and online holiday advertising and schedule it to run before Black Friday (November 24).

### NOVEMBER

Holidays are in full swing. Make sure you're ready!

- Immediately take down Halloween decor and deck the halls for the holidavs.
- Review year-end books for activities to complete before January (e.g., donations, large supply order, etc.) to improve your tax position.
- Daylight Savings ends on November 5. Turn clocks back and remind clients of the time change.
- Display winter/holiday collections and gift sets for retail.
- Order/prepare client appreciation gifts to distribute during December appointments.

### DECEMBER

The holidays make for a busy month. When the craziness subsides, reflect on 2017 and prepare for 2018.

- Remove holiday decor the week between Christmas (December 25) and New Year's Eve (December 31).
- Review cost-per-service numbers and adjust service pricing (if necessary). Tell clients the changes will be effective after the first of the year.
- Reflect on what you accomplished this year and set ambitious, but realistic, professional goals for you and the salon next year.
- There's no time to rest; Valentine's Day is just around the corner! Restock gift cards/certificates.

Leslie Henry is a business development executive, licensed nail technician and the blogger behind workplaypolish.com.





Say you make \$34,000 a year. To maintain that lifestyle into retirement, you'll need about \$185,000 in savings by the time you retire at age 65. Even if you

> want to work until 70, you'll still need almost \$160,000. While many techs tend to think of



of the time value of money," says Murray. "True wealth is created when interest compounds over a long period of time, and a 25- to 40year time horizon is ideal." Find a plan that maximizes interest, which essentially means that if you don't find a good retirement plan, you're throwing money away. "The earlier you begin to save," echoes Foley, "the better your chances will be of reaching your long-term financial goals."

Already mid-career? Fear not. Foley says that while getting into the habit of consistently saving early in your career

may be the easiest way to reach your goals, it's not the only way. "If you have less time to reach that goal, you'll just have to increase the amount that you're saving in order to catch up." she says. "As we progress through different stages of life-marriage, children, saving for



As a general guideline, you should consider saving 20 percent of your take-home (after taxes) salary.

a home—it can become complicated to save on your own, so commit to a plan as soon as possible."

### MAKE IT **HAPPEN**

Acknowledging the need to save is the first step. Next, you'll need to devise a comprehensive plan. "The best way to start is by taking inventory of your current assets and liabilities to determine your net worth," says Murray. "Next, evaluate your current retirement savings. Then, it's time to work with a financial

professional to determine your precise retirement number and implement a plan of action to meet that goal."

Many individuals tend not to seek financial advisors (who typically require payment of 1 percent to 2 percent of your investment products annually) because they assume they're not making significant enough money. "Everyone can benefit from one," asserts Murray. "It's not so important in terms of what you have now; it's more important to implement a plan to get you where you want to go." Foley adds that a certified financial planner is trained to consider all aspects of a person's financial picture

### SAVE RIGHT

Before you start saving for retirement, it's important to set aside a cushion of cash to cover three to six months' worth of full living expenses that you never, ever touch, aka, an emergency fund. "It prevents you from having to use your credit cards and go into debt should an emergency arise," says Jason Murray, director of expansion at World Financial Group. Financial advisor Mariella Foley echoes that sentiment: "Not having an emergency fund can derail your savings and retirement plan. As an entrepreneur, unplanned, major expenses are things that can impact you at any time. By creating that cushion, you reduce the likelihood of using retirement funds as a makeshift emergency fund." Be forwarned, "Tapping into a retirement account early comes with a number of risks and hefty costs, too," says Foley.





when providing advice. "This includes everything from investments, income taxes, insurance needs and more," she explains. "They're there as a guardian of your financial future and can provide deep insight into a variety of complicated issues that may arise."

Take it from Chrisondra Davis, longtime nail tech and owner of Buff Nail Salon in Charlotte, North Carolina. "Absolutely get an advisor!" she says. "Mine helped me determine how much I need to live off, how much will help me retire comfortably and how much to automatically transfer to

my retirement and savings accounts in order to stay on budget and meet those goals."

Foley says that as a general guideline, you should consider saving 20 percent of your take-home (after taxes)



salary. "This provides you with a sound routine to follow for years to come," she explains. "If you're unable to save that much, then try to get as close as you can and increase that number whenever you receive additional compensation, like commissions, a bonus, or a raise, until you reach that annual

20 percent savings rate."

The younger you are, the more leeway you have to be risky with your investments. "If you're under 25, it's OK to invest 10 to 15 percent of your profits," Foley says. "Between 25 and 35, try to shoot for 20 percent, and if you're 35 or older, I would say put as much as you can into retirement," she says, adding, "I'm 49 and I set aside 30 percent."

Don't have time or access to a financial advisor? In that case, Murray suggests robo-advisor accounts, like Wealthfront.com or Better

ment.com. "You can begin to save and invest with a limited amount, which will enable you to one day begin the retirement savings and investment process," he savs. Here's how they work: Based on a few simple online multiple-choice or fill-in-the-blank questions about your risk



tolerance and time horizon, a technology program applies modern investing theories, then generates investment advice and helps you manage that portfolio.

### COMMON ROADBLOCKS

The biggest impediment to retirement savings is thinking that you're too young to begin saving for retirement. "Future finances are not at the top of most people's minds when they're spending money on travel, restaurants and entertainment, but years later, they realize that they should have begun saving with their first job," Foley says. "If you fall into the 'procrastinator' category, a financial advisor can assist you in identifying options to help get you back on track."

Saving on a limited income, of course, can be frustrating. An aggressive retirement plan means that you have to worry about daily living expenses on a limited account. Davis understands that it takes a tremendous amount of networking, relationship-building and outstanding performance to get started as a nail tech—and that even if you are stellar at all of the above, it'll likely take three years to create a solid client base. "Even then, good supplies are expensive and you'll want to keep investing in more education," she adds. "Talk to a financial planner about how much you should be saving, every step of the way. You can start small." Putting a concerted effort into developing and following budgets will help you make more informed decisions, and will keep you accountable." (Need some help getting into the budgeting frame of mind? Try the You Need a Budget app!)

Another force that keeps many Americans from saving for retirement? Debt. "Many delay investing until their debts are completely paid off," says Foley. "When making a budget, be sure to include paying down debt as a significant part of the equation, but keep in mind, not all debt is bad." Some debt should be paid as quickly as possible (like high-interest credit cards) and some (say, mortgages) may be beneficial in the long run.

How about when you throw endeavors like saving for your kids' college educations into the mix? When planning for college, there's always the potential for financial aid, grants, scholarships and, of course, student loans. "When it comes to retirement, saving and investing your money is the primary way to fund, but with college you have options—meaning it's possible for almost anyone to reach goals on both these fronts," says Foley. For example, it's important to take advantage of college saving strategies that will take your taxable income down. "Opening a 529 or similar college savings plan and having family members, such as grandparents, actively contribute in the form of gifts for holidays and birthdays, is a great way to help boost savings," she says.

Starting early with college savings will provide you with the best chances of meeting those targets—and the same goes for any good retirement plan. While you're watching that fund creep upward, stay motivated by thinking about how you'll spend those hard-earned savings!  $\checkmark$ 

Katie O'Reilly is a Berkeley, California-based writer and editor.

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## Oil Spill

Get the scoop on oils, from benefits to the best ways to incorporate them into services. Plus, our favorite product picks for the salon.

ils are all the rage. Once considered a no-no in skincare, oils are now hailed for their ability to deliver a major hydration boost—especially when it comes to nails. "As we age and [our skin is] exposed to the elements, not only does the skin on the hands become dry, but nails become dry and brittle as well," says Jeannette Graf, M.D., a New York-based board certified, clinical and research dermatologist.

Oils provide deep, emollient-rich moisture for dry skin and nails, as well as a bevy of antiaging and skin-protecting benefits. Plus, they are especially soothing when incorporated into nail services. "Of all the areas on the body, our hands and feet take a beating simply because we walk and use our hands constantly," says Graf, who adds that her favorite beauty oils include olive and coconut. "Both have highly moisturizing properties, penetrate well and are tolerated by most everyone," she says. "Olive oil contains a rich supply of lipids for moisturizing and coconut oil has lauric acid for optimum emollience." For extra hydration, Kristina Saindon, CND education ambassador, likes the carrier properties of jojoba seed oil. "A carrier oil

increases the penetration of other oils for excellent conditioning," she says. Saindon also recommends products containing vitamin E oil, noting that this common beauty ingredient moisturizes and helps minimize the signs of aging.

It's easy to incorporate oils into traditional salon services, and you can easily upgrade a service to spa quality by incorporating an oil massage. Opt for one that has an invigorating or relaxing scent, depending on the client's preference, to add to the experience. "Essential oils of eucalyptus, rose, lavender, geranium and citrus are stimulating and soothing for feet," says Graf. Saindon agrees, noting, "Using oil also helps to lubricate the skin when massaging clients' hands and feet."

In addition to using oils in services, select oils are a fit for the retail area, too. Educate clients on the benefits of applying cuticle oils daily—and then point them to your favorite to take home. Getting clients in the habit of applying oil on a regular basis will keep the skin *and* nails hydrated and extend the life of your services.

Jillian Gordon is a writer, editor and self-confessed beauty junkie living in Los Angeles.

By Jillian Gordon • Photogaphy By Cory Sorensen











## Pedal to the Market A. T. A. T

By Dana Loth Photography by Cory Sorensen

SOME TRENDS COME AND GO, BUT SPARKLE NEVER FAILS TO WOW. This year, rev up your repertoire with metallic powders and polishes. Here, four chrome-inspired looks that are sure to cause whiplash, plus top product picks to create your own high-octane nail art.





### Silver Bullet

### ARTIST: PATTIE YANKEE

STEP 1 Prep the nail, then apply gel base coat and cure. Apply two coats of silver metallic gel polish, curing after each.

**STEP 2** Randomly press silver transfer foil over the nail. (The tacky layer will adhere the foil to the nail.) Then, apply gel top coat and cure. Remove the tacky layer.









STEP 3 Apply black striping tape on a diagnoal at the base. Add a second piece of striping tape that extends to the tip. **STEP 4** Place three crystals in a line at the cuticle. Finish with gel top coat and cure.

## Titanium Tread

### **ARTIST:** TEANA GRIGO

STEP 1 Prep the nail, then apply gel base coat and cure. Apply two coats of a black gel polish, curing after each.

STEP 2 Use black sculpting gel to create three rows of raised ovals down the nail, flash curing after each, and then fully curing after finishing the design. Next, apply gel top coat, cure and wipe. STEP 3 Apply gel base coat to the raised ovals only and cure. Press silver transfer foil to the raised pattern. Finally, seal the design







## Heart of Gold

### ARTIST: NATALIE MINERVA

STEP 1 Prep the nail, then apply gel base coat and cure. Apply one coat of liquid chrome. Next, apply a thin layer of no-wipe top coat and cure.

**STEP 2** Create a diamond pattern with gold striping tape. Begin by applying one strip down the center of the nail, then a second across the nail. Next, apply two more strips at the base of the nail, crisscrossing the vertical strip. Repeat at the tip of the nail.

STEP 3 Apply one coat of gel top coat, encapsulating the striping tape. Place a gold heart charm in the center of the design, and cure. Apply another layer of gel top coat over the charm and cure.







## Lip Service

### **ARTIST:** YOKO BADI

STEP 1 Prep the nail, then apply gel base coat and cure. Apply one coat of black gel polish and cure. Next, apply a thin layer of no-wipe gel top coat and cure. STEP 2 Mix red chrome powder and purple chrome powder together with a flat brush. Use a sponge applicator or silicon brush to apply the mixture down









the center of the nail. Then, apply purple chrome pigment to the left side of the nail and red chrome pigment to the right side, blending along the midline. Apply gel top coat and cure.

STEP 3 Use a detail brush to paint open lips in the center of the nail with black gel. Paint lines from the bottom lip to create drip lines. Cure. Apply no-wipe gel top coat to the design and cure.

**STEP 4** Apply silver chrome powder over the lips using a silicon brush. Wipe away the excess powder around the lips. Paint teeth with white gel polish. Cure. Apply gel top coat to seal the entire nail and cure.







## Cancer Cheat Sheet

Get the facts on cervical cancer, the second most common type of cancer for women.

s women, we hear a lot about the risks of breast cancer, the most commonly diagnosed cancer in women. But when it comes to cancer prevention, it's important to keep tabs on another part of the female anatomy: the cervix, the lower, narrow part of the uterus that connects to the vagina. According to the National Cervical Cancer Coalition (NCCC), cervical cancer is the second most common type of cancer for women worldwide. The good news? Because cervical cancer develops over time, it's also one of the *most preventable* types of cancer. The key, however, is to catch it early. Here, the lowdown on this health risk for women, from screening and prevention to diagnosis and treatment.

### Cervical Cancer Stats

### January is Cervical Health Awareness Month!

- An estimated one million-plus women worldwide are currently living with cervical cancer.
- Approximately 80% of cervical cancer cases and 85% of cervical cancer-related deaths occur in the developing world.
- When detected at an early stage, the five-year survival rate for women with invasive cervical cancer is 92%.
- When cervical cancer has spread to surrounding tissues or organs and/or the regional lymph nodes, the five-year survival rate is 57%.

Sources: American Cancer Society, cancer .org; Cancer.net; HPV Information Centre, hpvcentre.net; National Cervical Cancer Coalition, nccc-online.org; World Health Organization, who.int/en/.

## Why Screenings Matter

The most popular screening tool for cervical cancer is the Pap smear, named for Georgios Papanikolaou, the Greek pathologist who developed the test in the 1940s. During the procedure, a doctor uses a speculum to open the patient's vaginal canal, then collects a sample of cells from the cervix. The cells are examined under a microscope to look for changes that might indicate a problem. The test, while not perfect, is capable of detecting the vast majority of cervical cancer cells and pre-cancer cells before they become invasive and life-threatening.

Why then, were there about 13,000 new cases of invasive cervical cancer diagnosed in the U.S. in 2016? One reason is that many women don't get regular Pap smears. You may feel just fine, but without a pap smear, you won't know if you have a potentially life-threatening disease. "Women with early cervical cancers and pre-cancers usually have no symptoms," says Debbie

Saslow, Ph.D., senior director, HPV Related and Women's Cancers at the American Cancer Society (ACS). "Symptoms often do not begin until the cancer becomes invasive and grows into nearby tissue."

At that point, continues Saslow, women might experience abnormal vaginal bleeding (after intercourse, post-menopause, between periods and any bleeding that's longer or heavier than usual) and/or unusual vaginal discharge that may contain blood and/or pain during intercourse. (It should be noted, Saslow adds, that these signs and symptoms can also be caused by conditions other than cervical cancer.)

## Test Results, Explained

Let's consider the case of Julia, a busy nail tech and mother of two. While Julia knows that she's supposed to go regularly to the ob/gyn, between work, her kids and other appointments, it always seemed to fall to the bottom of her to-do list. So when the



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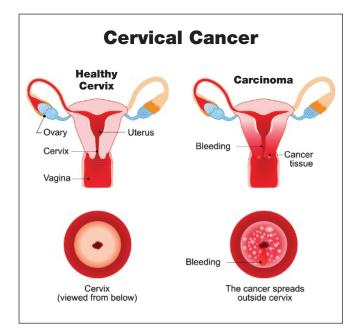
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check-up reminder came in the mail, she almost tossed it. Then she decided to Google "guidelines for ob/gyn visits" instead. Looking over the listings from her Google search, Julia selected the most reliable websites: that of the ACS, NCCC.

Centers for Disease Control and American College of Obstetricians and Gynecologists. All indicated that women not considered "high risk" should get a Pap smear every three years from ages 21 to 29. Julia's last Pap smear had been four years earlier, when she was 25. She sighed, picked up the phone and made an ob/gyn appointment for the following week.

Three days following her exam and screening, Julia received a call from her ob/ gyn's nurse: Her test had come back as abnormal and with a low risk strain of HPV. She needed to come back for a second Pap smear. If that second test came back

abnormal, she would need an additional diagnostic procedure. The nurse reassured Julia that her results weren't uncommon-10 percent of all Pap smears come back with an abnormal result-and didn't necessarily mean cancer, but the nail tech felt blindsided. Her heart pounding, Julia went back online, knowing she'd probably just scare herself, but needing to learn everything she could.

First, Julia looked up "HPV." She'd seen TV commercials about a vaccine for teenagers. (It's recommended that adolescents get the HPV vaccine at age 11 to 12.) Was this the same HPV? Indeed it was. Julia learned that HPV is short for human papillomavirus, a group of more than 150 related viruses, each of which has been given a number to designate its type. Some HPV types are considered high-risk because they can cause abnormal cells to form on the cervix. The most dangerous of these are types 16 and 18. But Julia had been told she had a low-risk strain, so that was good. She went on to read that HPV is extremely common so common, in fact, that, according to the



CDC, nearly all sexually active men and women get it at some point in their lives.

Unfortunately, Julia's second Pap smear result was the same as the first and she found herself back in her ob/gyn's examination room to receive a colposcopy, a procedure using a magnifying device to help the doctor spot any unusual areas of cells, or dysplasia. If dysplasia was detected, the doctor would collect a tissue sample for lab testing, or biopsy. Moments into the colposcopy, the doctor noticed some mild cell abnormalities and collected a sample for testing.

Fortunately, the doctor called Julia the next day to share the good news that she did not have cervical cancer. Her biopsy showed tissue inflammation, and that was likely the cause of the abnormal test results. To be safe, however, she'd need another Pap smear in six months to ensure that all was well.

### **Avoiding the Worst**

Had Julia's results been different, she might have had to undergo a Loop Electrosurgical Excision Procedure (LEEP), in which a thin wire loop that carries an electrical current is used to remove abnormal cells on the cervix. The LEEP alone might resolve the problem, but it would depend upon the type, amount and location of the cells.

"Cervical cancer is similar to other cancers in that its 'staging' depends on the size of the tumor and whether it has spread," says Saslow. "The most common type is squamous, and this is what is most often found by Pap tests. The next most common is ademocarcinoma, which Pap tests often miss, and is one of the reasons the ACS recommends HPV testing. For the earliest stages of cervical cancer, either surgery or radiation combined with chemo may be used. For later stages, radiation with chemo is usually the main treatment."

Clearly, all women would do well to get regular screenings for cervical cancer. "Start screening at age 21 with the Pap test," says Saslow. "At age 30, women should switch to HPV plus Pap every five years until age 65. This will prevent about 90 percent of cervical cancers as well as other cancers."

Although Saslow emphasizes that all women are at risk, there are circumstances that render a woman at "high risk" for cervical cancer. These include women whose mothers took the now-discontinued morning sickness drug DES during pregnancy, as well as women who are immunosuppressed (HIV-positive or have had an organ transplant); don't get follow-up tests after abnormal test results; and don't get screened regularly.

Last year, more than 4,000 women in the U.S. died from cervical cancer. Yet,

with early detection, virtually all of those deaths could have been prevented. All women must make it their business to educate themselves, just as Julia did, on the facts of this potential killer. But don't stop there; share this information with your mothers, daughters, sisters, coworkers, clients and friends.

Linda Kossoff is a freelance writer based in Los Angeles.



### PRO TALK | BY DANA LOTH



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Remove the tape and clean the edges with acetone. To finish, apply top coat.



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2 Continue to drag the brush through the center of the bead, simultaneously pressing outward to create a petal shape.



Repeat steps 1 and 2, creating three more petals, each one overlapping at the base.



Add a small bead of acrylic to the center of the petals, pressing into the bead with the brush to create a flower.



Add a ribbon design around the flower. Apply a small bead of acrylic near the free edge and use the brush to create a swirling line.



To finish, create three more swirling lines around the flower design.

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### Step-by-Step

**STEP 1** Prep and apply Duo Base and Top Coat.

**STEP 2** Apply two coats of Polar Bear.

**STEP 3** Use a detail brush to paint a thick line of Why So Blew along the left side of the nail. Then, paint a thick line of Disco Ball next to it.

**STEP 4** Paint a second line of Disco Ball along the right side of the nail. Then, paint a line of Casanova between the two stripes of Disco Ball.

**STEP 5** Use a detail brush to drag the wet lines horizontally across the nail, switching from left to right to create a marbled design.

**STEP 6** Continue creating the design to the free edge. To finish, apply Duo Base and Top Coat.  $\checkmark$ 













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As a service professional, you are responsible for having technical knowledge and training in your particular area of expertise. You are also expected to provide those services safely, and safety includes the products you use, the environment in which you perform your work and any other reasonable area of care for your clients.

This expectation of safety applies no matter where you work—and you can't assume that if you work in someone else's location, that the location owner's insurance covers you. Whether you are a professional who has your own businesses and who operates as the only employee, or

an independent contractor renting space, you need professional liability insurance to protect you from financial losses resulting from claims filed against you by clients.

Though not every business that rents space to you will require you to have your own insurance, be sure to check your contract so that you fully understand your liability exposure while working in that location. Most businesses will not have coverage for independent contractors specific to their professional liability.

### **GET COVERED**

Many professional policies can provide you with peace of mind that you are covered regardless of the location in which you are working. Professional liability coverage is available at a variety of costs.

In addition to ensuring you meet any contractual obligations, having your own professional coverage makes people perceive you as more prepared, which can set you apart from other service providers.

# While it may seem like a long shot that you may be held responsible for a client's personal injury during a service, it is important to understand that lawsuits are more common than you think. Your clients have the right to file claims for you to pay for their medical expenses, pain and suffering, and any other damages that arise from injuries they incur under your care.

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## Cancer Cheat Sheet

arn Certificates of Achievement as you test your skills with Nailpro's Professional Participation Program. In each issue, you'll find a multiple-choice test that will allow you to demonstrate what you've learned from one or more articles in the issue. For answers to this month's test, see "Cancer Cheat Sheet" on page 120. Simply circle the correct answers and mail the page to the address below. You can also access the article and submit the test via our website at nailpro.com/test-yourself. If you earn a score of 80% or higher, you'll be awarded a framable Certificate of Achievement. A perfect score earns a Certificate of Achievement With Honors.

### Cervical cancer is one of the types of cancer.

- A. Rarest
- B. Most preventable
- C. Least dangerous
- D. Most symptomatic

### If you were in the early stages of cervical cancer, you would definitely know it.

- A. True
- B. False

### HPV is extremely common among sexually active men and women.

- A. True
- B. False

### How often should women between the ages of 21 and 29 who are not considered "high risk" receive a Pap smear?

- A. Every year
- B. Every other year
- C. Every three years
- D. Every five years

### About how many women worldwide are currently living with cervical cancer?

- A. 13,000
- B. One million-plus
- C. 250,000
- D. It is not known

### of all Pap smears comes back with an abnormal result.

- A. 1 percent
- B. 5 percent
- C. 10 percent
- D. 25 percent

### Dysplasia is a term for

- A. Areas of unusual cells
- B. Concentrations of healthy cells
- **C.** The cell collection procedure
- D. A false Pap smear result

### The most common type of cervical cancer is

- A. Ademocarcinoma
- B. Melanoma
- C. Cervicanoma
- D. Squamous

### Which of the following is true about the Pap smear test?

- A. It was invented by Georgios Papanikolaou.
- B. It's used to collect a sample of cells from the cervix.
- C. It can detect most cervical cancers and pre-cancers.
- **D.** All of the above.

### By following medical experts' screening and testing guidelines, women can prevent about 90 percent of cervical cancers.

- A. True
- B. False

AME	
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HONE	

Photocopy this form or write your answers (for example, 1 A; 2 B) on a postcard along with the issue date and the name of the quiz (i.e., "Cancer Cheat Sheet") and send it to: NAILPRO, Professional Participation Program, 7628 Densmore Ave., Van Nuys, CA 91406-2042. You can also take the test online at our website, nailpro.com/test-yourself. Submissions must be postmarked or received online by January 31, 2017. Answers will appear in the March issue.

### **Answers to November Test**

1) D 2) B 3) B 4) D 5) A 6) C 7) A 8) D 9) B 10) n/a

### SHOWS & EVENTS

### **January**

### Face & Body Midwest

January 21-23

Donald E. Stephens Convention Center. Rosemont, IL.

Contact Allured Business Media, 336 Gundersen Dr., Ste. A, Carol Stream, IL 60188; 630.653.2155; faceandbody.com/midwest/.

### **ISSE Long Beach**

January 28-30 Long Beach Convention Center, Long Beach, CA. Contact Professional Beauty Association, 15825 N. 71st St., #100, Scottsdale, AZ 85254-1521; 800.468.2274; probeauty.org/isselb/.

### **February**

### **Canada Nail Cup**

February 28-29 Esthétique Spa International Show, Vancouver Convention Center. Vancouver, BC, Canada. Contact Canada Nail Cup, 604.808.6765; canadanailcup.com.

### March

### **IBS New York**

March 12-14 Javits Convention Center, New York, NY. Contact IBS Show Management Team, 757 Third Avenue, 5th Floor, New York, NY 10017; 212.895.8200; ibsnewyork.com.

### The Makeup Show Orlando

March 18-19 Hyatt Regency Orlando, Orlando, FL. Contact The Makeup Show, 123 W. 18th St., 8th Fl., New York, NY 10011; 212.242.1213; themakeupshow.com.

### **America's Beauty Show**

March 25-27 McCormick Place, Chicago, IL. Contact Cosmetologists Chicago, 440 S. LaSalle St., Ste. 2325, Chicago, IL 60605; 312.321.6809; americasbeautyshow.com.

### **April**

### **NAILPRO Pasadena**

April 30 Pasadena Convention Center, Pasadena, CA.

Contact NAILPRO, 7628 Densmore Ave., Van Nuys, CA 91406;

888.491.8265; nailpropasadena.com.

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### **January**

### **Young Nails**

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9-13 Mastering Gel: Anaheim, CA, 714.992.1400.

### **February**

### **Young Nails**

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6-10 Mastering Acrylic: Anaheim,

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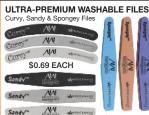
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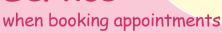
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# **SARAH HYLAND**

Playing up the colors in the strapless embroidered Monique Lhuillier corset and Jimmy Choo heels worn by the ABC "Modern Family" starlet, celebrity manicurist Christina Aviles applied Essie Allure, followed by a thin stripe of Essie Good as Gold down the center of each nail.



# **KERRY** WASHINGTON

The star of ABC's "Scandal" donned a Brandon Maxwell gown and arguably the most talkedabout nails of the night: a gold-studded half-moon manicure, created by A-list nail tech April Foreman, featuring OPI Black Onyx polish.





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# **VIOLA DAVIS**

The hematite detail of Davis's Marchesa gown, along with her metallic Tyler Alexandra Ellis clutch, inspired nail artist Julie Kandalec to apply one coat of Essie Licorice followed by two coats of Essie Set in Stones.



# **PRECIOUS METALS**



# **REGINA KING**

King's shimmering gold nails perfectly complemented her Emmy for Outstanding Supporting Actressthe second year in a row that she took the honor for a role in ABC's "American Crime."

The coveted statuettes given out at the 68th Annual Primetime Emmy Awards weren't the only golden girls on hand for television's biggest night. Gilded accents and shimmering metallic hues also made a spectacular statement on the fingertips of the leading ladies in attendance.



# **SOFÍA** VERGARA

Alongside her figure-hugging, oneshouldered Atelier Versace Gown, the "Modern Family" actress accessorized with diamonds and a rich rose-gold lacquer on her long tips.

PHOTOS ALL GETTY IMAGES (CLOCKWISE FROM TOP LEFT): JOHN SEARER/WIREIMAGE; BAR XXELLE BAUER-GRIFFIN/FILMMAGIC; ROBYN BECK/AFP/GETTY IMAGES; JEFFREY MAYER/WII

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