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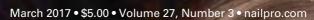




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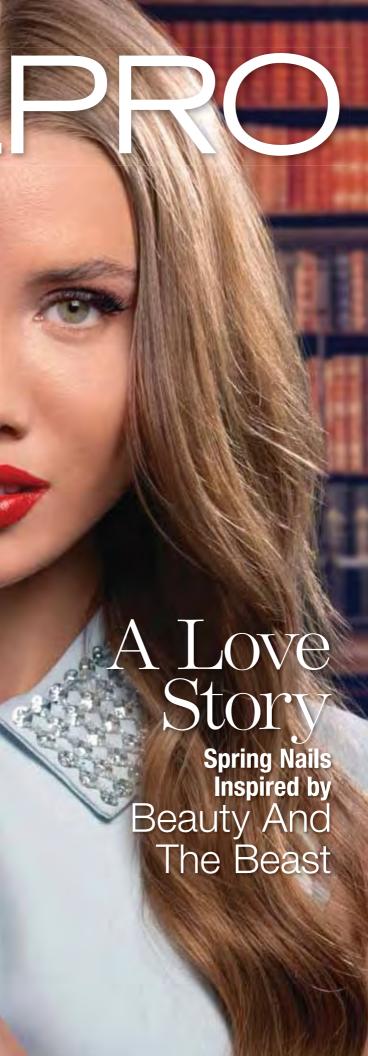
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# BEAUTY AND THE BEAST SPRING COLLECTION





**16-PIECE DISPLAY** 



# BEAUTY AND THE BEAST SPRING COLLECTION

# MORGAN TAYLOR



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IN THEATRES MARCH 17



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PG WE AT THE LOCK OF THE LOCK

IN THEATRES MARCH 17

# THE BEAUTY AND THE BEAST SPRING COLLECTION

FROM





MORGAN TAYLOR\* Professional Nail Lacquer



16-PIECE DISPLAY



16-PIECE DISPLAY

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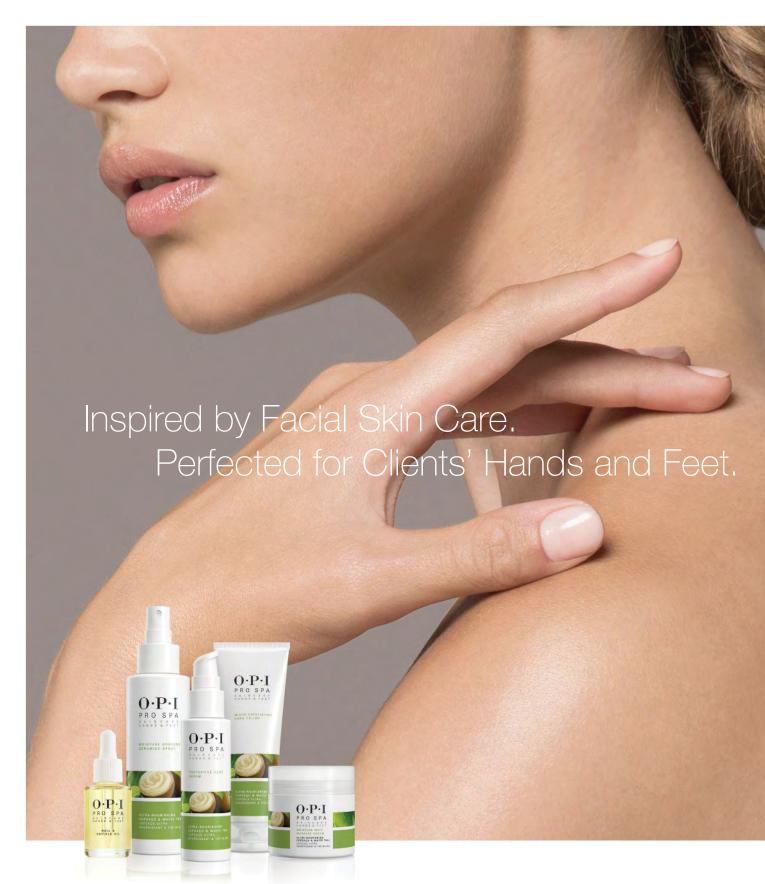








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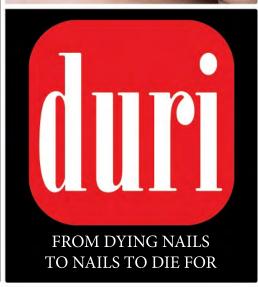














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TWO-TIMING THE ZONES -

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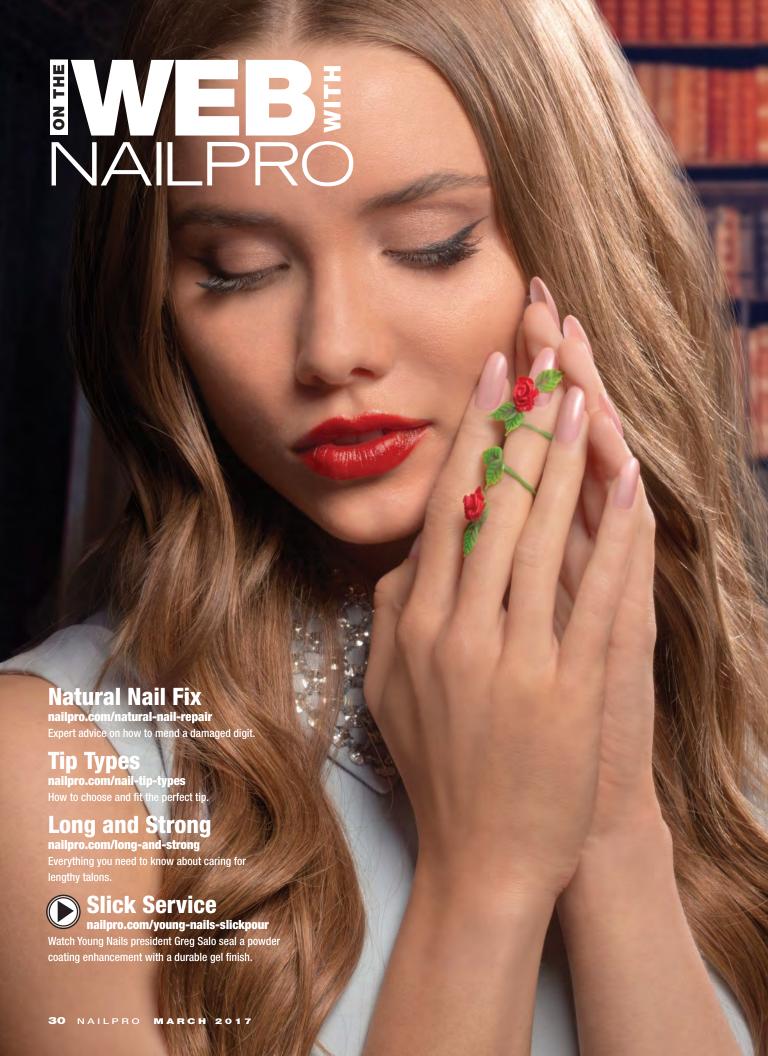






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# Driving Forces

s a working mom, having a hobby is not at the top of my priority list. A typical day goes something like this: My alarm clock goes off. Hit snooze-twice. Get up. Get ready. Drive son to school. Go to work. Drive home. Dinner. Wash dishes. Read bedtime story and tuck in son. Finish bills/laundry/to-do list. Go to sleep. Repeat. On a good day, I'm awake enough to read a book before I turn in. I was a voracious reader as a teen, and would get lost in a story for hours. I don't have the same luxury now, but I love snuggling under the covers and sneaking in a chapter or two before bed.

> Making time for the things you love to do is tough when you're a tech, too. But while most nail professionals have a passion for their work, they also find ways to pursue interests outside the salon. For "The Secret Lives of Techs" (page 82), we asked nail professionals to tell us about their hobbies. From cooking and photography to dog rescue and travel, they had a lot to say about how they spend their time when they're

> > Speaking of downtime, if you've got 10 minutes, be sure to take our quiz, "What's Your Tech Personality?" on page 70. The results may surprise you—and even inspire you to look differently at the way you work and how you handle clients going forward. This issue also offers up expert advice on caring for essential tech tools in "Sharper Things" (page 90), as well as ways to make more money from your services with simple, value-added ideas in "Upping the Ante" on page 76.

As for me, I just finished a novel and I'm looking for a new read. If you have a recommendation. I'd love to hear about it!

Jennifer Carofano **NAILPRO Managing Editor** jcarofano@creativeage.com

**Stephanie's Manicure** A new baby takes all of your time, notes NAILPRO Executive Editor Stephanie Yaggy Lavery.



"But, I believe that a happy mom makes for happy kids and, for me, that means getting my nails done." she says. "So, for my maternity leave manicure, I opted for a matte neutral with rose gold tips. Simple yet polished for changing little onesies!"

# Behind the Nail Pros...

This month, NAILPRO partnered with the talented team at Gelish/Morgan Taylor to create

a cover and companion story, "Heart & Soul," featuring the brands' new collections in collaboration with the recently released Disney film. Beauty And The Beast. Here, (from left) nail artists Thao Nguyen and Vu Nguyen, Stephanie Yaggy Lavery, owner and founder of Hand & Nail Harmony Danny Haile, Morgan Taylor namesake Morgan **Haile and Creative Age Publications** president and CEO Deborah Carver.



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Available in 1.6 oz. in Over **Trendsetting Colours!** 



The results are in for our second competitions: It's All About the Bling and Before & After. Congratulations to the winners!

## **IT'S ALL ABOUT** THE BLING

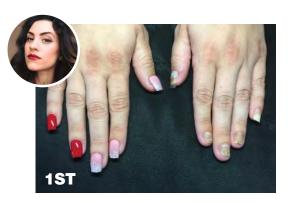
1st: Irina Von Krosigk 2nd: Stephanie Horner





#### **BEFORE & AFTER**

1st: Stephanie Horner 2nd: Irina Von Krosigk





DATES TO REMEMBER: Competitors' 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 #4:** Design Sculptured Nails: Red, White & Blue and 3-D Design: Constellations

**DEADLINE:** March 24, 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.



# **Media Focus**

Your favorite fashion magazines give beauty manufacturers recognition in the January issues.



BEAUTY

Marie Claire • Among the editors' beauty recommendations were the latest crop of polish colors that also strengthen nails, including **Essie** Treat Love & Color Sheers to You.

Allure • Hailing orange as the "color of the moment," and noting its turn on tips at spring runway shows, the mag recommended lacquers, including Essie Sunshine State of Mind.



Cosmopolitan

Nail art designs inspired by the season's sexiest cocktails featured looks created with **Essie** Set in Stones, JinSoon Muse, OPI Amore and

**Zoya** Autumn.



**NEW Shades!** 

RHYTHM
HEAT
THE COLLECTION

Evoke the tropics. Soak in the hues.



# PHOTOS: COURTESY OF WILDFLOWERS NAIL ACADEMY

# Going Wild



n January 6, Lauren Wireman realized a professional and personal dream with the grand opening of Wildflowers Nail Academy in Fort Myers, Florida. The nail artist, who shot to fame after taking second place on the Oxygen Network reality show "Nail'd It" during its first season, has ambitious plans for the new school. Here, Wireman talks about the evolution of the academy and shares her goals for the future.

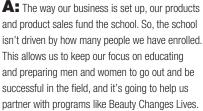
#### Q: How long have you been working to get Wildflowers Nail Academy up and running?

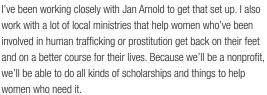
A: I had the idea about five years ago and everything I've done since has been working toward this goal. There will be two parts to the school a licensing part and a continuing education part, and we're still finalizing the details for the licensing part.

#### Q: Will the licensing program be for techs in the state of Florida, or other regions as well?

A: Florida only requires 240 hours, which is not enough to transfer to most places. So, I'm going to Tallahassee to petition the department of education because I would like to have a program that's 600 hours. We're also going to be a nonprofit.

#### Q: How will the nonprofit structure work?







Wildflowers Academy founder Lauren Wireman.

> A: We'll have one outside educator per month, and I'm teaching a class every month. So far on the schedule\*, we have Tracy Vinson (aka The Mobile Manicurist) on May 7 to 8; Phoenix VanDyke on October 2; a CND Grandmaster Weekend with Holly Schippers on November 5

to 7; and Tina Alberino (This Ugly Beauty Business) on December 11. Also, Brenda Ribble, a medical pedicurist who works with the North American School of Podology (NASP), will be conducting a Level 1 Certified Master Pedicurist Class on July 23 to 25.

#### Q: Who do you feel will benefit most from the continuing education offerings?

A: We'll have a variety of classes to appeal to everyone. Some of the classes are more specific to a certain niche of nail techs, but the classes I teach are usually focused on new, cutting-edge trends. So, whether it's someone who's done nails for 30 years or six months, it won't matter—if it's new. it's new to all of us.

#### Q: What are you hoping to accomplish with the academy overall?

A: I want to revolutionize nail education in the United States and do something that's never been done before. We'll be selective about who we accept into our program, and our graduates will be highly sought after because of that. I also want to send students out into the field to do internships, to work and to see the variety and vastness of the nail industry. Thankfully, with all the connections I've made over the past few years, I'm hoping to [pair] students with the right people so they can see what their careers can become.

\*Class details subject to change; learn more about all educational opportunities, including free online courses, at wildflowersnails.com.



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According to the most recent NAILPRO Essentials survey, techs who do nail art first reach for soak-off gel polish (73%), then traditional lacquer (65%), acrylic paints (61%), 3-D acrylic or gel (37%) and hybrid polish (24%).



Don't miss NAILPRO Pasadena, Southern California's largest nails-only trade show, when it returns to the Pasadena Convention Center on Sunday, April 30. Included with the purchase of your general admission ticket will be free education from leading manufacturers, a look at some of the hottest nail products on the market, and raffles held all day long—including a grand prize worth \$1,000 in swag! Plus, the first 500 people through the door will receive a goodie bag filled with product samples. For more information, visit nailpropasadena.com.



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# Nail Pros Caribbean



Some of the best educators in the business made serious waves December 8 to 12 when industry icon John Hauk hosted the 2016 **Cruise With the** Nail Stars. After boarding the Royal Caribbean ship,

which traveled from Fort Lauderdale, Florida, to Mexico, 64 attendees learned how to advance their careers with two days of intense instruction from nail stars Lulu Desfassiaux, Max Estrada, Hauk, Julie Kandalec,

Tony Ly and Lauren Wireman, "I have hosted 12 cruises to date, and it's a one-of-a-kind experience every time," says Hauk. "It's such an intimate setting and a fun way to learn and grow our passion for nails." In addition to the classes and demonstrations, there were two nail competitions and plenty of time to network with the



educators, culminating with a beach party on the final day.

Missed the boat on this one? Not to worry—the next cruise, a sevenday excursion, will depart from Fort Lauderdale on September 24, "There will be three days of education while at sea, private trainings while at port and two nail competitions, as well as an amazing product swag-bag from our generous nail sponsors and plenty of giveaways," says Hauk. On hand to teach the classes will be returning educators Desfassiaux, Hauk and Wireman, as well as Gina Silvestro, Mikey Nguyen, Marco Bonvicini and Jaime Schrabeck. "It's ideal for nail professionals, salon or spa owners and nail enthusiasts," adds Hauk, who urges interested participants to register before the 50 available spaces are gone. Learn more at etouches .com/cruisewiththenailstars2017.





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# **LICENSE**

DEVELOP OF OSE RELATIONSHIPS WITH YOUR CLIENTS IN A SALON SETTING. Recognizing those strong connections, a new law that went into effect on January 1 requires all beauty profes-



The hour-long training that beauty pros will receive was developed by Chicago Says No More, a coalition of agencies serving those affected by domestic violence and sexual assault, along with Cosmetologists Chicago. "Because of the close relationship between every salon professional and his or her client, having the education about domestic abuse and sexual assault will prepare them, if they choose, to connect clients—or perhaps a family member or even themselves—with options to escape from these situations," says Karen Gordon, vice president of Cosmetologists Chicago and owner of J. Gordon Design Salon in Chicago. The program was tested at America's Beauty Show (ABS) in March 2016, before the bill was signed into law, and Cosmetologists Chicago has been granted the exclusive right to offer the new course during ABS this March 25 through 27. Additional classes will be offered through Chicago Says No More later in 2017 and going forward.

# Time For A Change

THE FIFTH ANNUAL BEAUTY CHANGES LIVES EXPERIENCE WILL BE HELD AT THE ART INSTITUTE OF CHICAGO THE EVENING OF MARCH 26. One of the highlights of America's Beauty Show by Cosmetologists Chicago, the event will shine a spotlight on emerging beauty and wellness talent with a dinner and runway



presentation. Additionally, Matrix founders Sydell Miller and the late Arnold (Arnie) Miller were recently announced as this year's Legacy Award recipients, placing them in the esteemed company of previous honorees Vidal Sassoon, Tippi Hedren,

Leo Passage and Howard Murad, M.D. "In planning the 2017 event, the committee integrated feedback from beauty professionals, brands and attendees to create an evening that celebrates this amazing industry, the NextGen of beauty talent, and the professionals who change lives every day through careers in beauty," says Beauty Changes Lives Foundation President Lynelle Lynch. To learn more or to purchase tickets, visit beautychangeslives.org/bcl-experience.







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# EXECUTIVE FUNCTION

early 200 executives representing 115 professional beauty companies from around the U.S. gained insights about the future of the industry when the Professional Beauty Association (PBA) hosted its third annual Executive Summit in Scottsdale, Arizona, held November 30 to December 1. Guided by its "Understanding Consumer Behavior" theme, the sold-out event featured presentations from leading digital experts and others who touched on some of the unique opportunities facing today's

beauty pros, and shared information on how to grow a brand and effectively communicate with today's clients and customers.

Additionally, PBA Executive Director Steve Sleeper shared an overview of the PBA's 2020 strategic plan. "As an industry, we're the healthiest when our salons and individual licensed professionals are thriving," says Sleeper. "An increase in the number of beauty professionals actively involved with PBA means an increase in influence for the industry among all our stakeholders, including consumers, policymakers and other industry supporters." Plans for the 2017 summit, taking place December 6 to 7, are already underway. For more information, visit probeauty.org.



# Powerful POLISH

Exciting things are happening for Undercover Colors, a high-tech nail polish that changes color when exposed to date rape drugs. News of the varnish went viral when the concept was first presented by

four North Carolina State University undergrads in 2014. Since then, their Raleigh-based startup has gone on to raise \$5.5 million, and has completed the research and develop-

ment phases of the project. They also became the first partnership for The Pink Ceiling, an all-women consulting and investment group founded by leading women's health advocate and entrepreneur Cindy Whitehead. "I have two nieces and Undercover Colors gives them power, literally at their fingertips, in what could otherwise feel like a powerless circumstance," says Whitehead. When wearing Undercover Colors polish, if a woman suspects her drink has



been spiked with a date rape drug, she can simply dip her finger into the beverage and, within seconds, the polish will change color if the presence of a drug has been detected. "Campus violence has reached epidemic proportions, and a movement in which women can take back power with groundbreaking technology is exciting," says Whitehead. "Now imagine the broader impact that shift may have in promoting a candid social conversation about the problem itself—that's the type of breakthrough for women I want to see."



# 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.





Left Hand, bottom to top.
YEAH, WHAT SHE SAID, BETTER LEFT UNSAID, SPRING
FORWARD, AINT NO THING, YEAH WHAT SHE SAID.

Right Hand, bottom to top.

ME FIRST, BETTER LEFT UNSAID, HAPPY DISASTER, ME FIRST,
SPRING FORWARD.



# young nails

# caption **RESORT COLLECTION**

Imagine a stolen vacation moment: part enchanted reality and part infinite possibility. Breathe into this palette of pastels inspired by a pinpoint of light as it blooms into day across the sky. Relax with a curated Caption Polish Resort 2017 Collection that consists of four brand new shades: Happy Disaster, Me First, Spring Forward, and Better Left Unsaid. Then recalibrate with four of our topsellers: Rewind. Repeat.; Yeah, What She Said; Ain't No Thing; Do I Look Like An ATM?



DISASTER



**FIRST** 



SPRING **FORWARD** 



LEFT UNSAID



REWIND. REPEAT.



YEAH, WHAT SHE SAID



AINT NO THING



DO I LOOK LIKE AN ATM?

Order from your local distributor, online, or call us at 800.777.9170 @voungnailsinc







Young Nails Inc., Anaheim, CA

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# **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.



Roger Aguirre Houston, TX



Alicia Anderson • Ka Nui Salon Redmond, OR



Linh Chinh • Regal Nails Dover, DE



Ami Cooper • Paisley Nail Studio Petaluma, CA



Yocelin Cruz Kenosha, WI



Jaime DeViva • Nail'd by Jaime Westover, MD

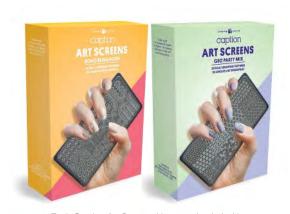


Leila Durant • Nail Arts By Leila Victorville, CA



# **SPRING 2017 ART SCREENS.**

Chill vibes are in major flow with our latest Caption Art Screen Kits: Geo Party Mix and Boho Bungalow, an assortment of geometric and floral patterns perfect for globetrotters or a city staycation. The stamping technique is easy. The final look is seriously awesome.



Each Caption Art Screens kit comes loaded with: two plates (24 patterns), a stamper and card swiper.



Order from your local distributor, online, or call us at 800.777.9170 @youngnailsinc



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# **PORTFOLIO**



Tom Nguyen • Nail Studio by Tom Plano, TX



Kristen Dallas Noel • Glossed Nails Lake Havasu City, AZ



Diana Pajeva • Diana's Nail Art Edinburgh, Scotland



Canishiea Robinson • Bijou Beauty Sacramento, CA



Annette Sanchez • Expressions Salon Meridian, ID



Katarina Slamkova • Glam Lacque Sheffield, England



Misty Staiert • Claude's Beautorium Omaha, NE



Brandy Sucher • Altered Ego Salon and Spa Tempe, AZ



Tristan Terrell • Savvy Chic Nail Cottage Lakewood, CA

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.



# TRANSFORMATION COMPLETE.

Use Caption Conversion with SlickPour for an alternate reality. Caption Conversion technology is complex but not complicated. You can literally transform the performance of your Young Nails arsenal into exclusive nail services that generate serious money. Removal, application, and clean-up is easy. Interested in acrylic strength with no odor, no resin or liquids?







# BEHIND THE NAIL PROS | BY STEPHANIE YAGGY LAVERY



# THE MAKING OF OUR COVER

NOTHING GETS US MORE EXCITED THAN A GOOD POLISH PAIRINGand the partnership with Gelish/Morgan Taylor and Disney's Beauty And The Beast encouraged us to go big this spring. The nail brands once again teamed up with Disney to create an exclusive collection of colors that highlight the most iconic imagery from the story, including a shimmering crimson rose red and beautifully wearable canary yellow. Thanks to the creative talents of Danny Haile, Thao Nguyen and Vu Nguyen, we feature those hues-and more!-in a spring polish story inspired by the classic animated film, and now, live action movie. Follow our Belle on a journey through color and design in "Heart & Soul" on page 96.



**Nails** Danny Haile

"My favorite nail is the rose vine wrapped around her finger as a symbol of beauty that cannot be taken away."



Nails Thao Nguyen

"This collection has six amazing colors and we showed how they all work together. My favorite look is the stained glass nails."



**Nails** Vu Nguyen



**Photography** Cory Sorensen



**Set Design** Eddie Inda



**Fashion** Jordan Grossman



Makeup Michelle Tabor-Ramos



Hair Preston Wada



**Digital Imaging** Jaison Duell Wilson



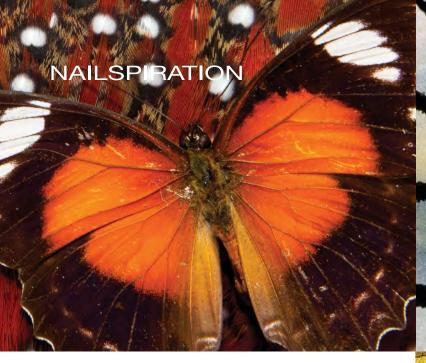












# **All Aflutter**

Bold designs take flight in time for spring.



"I was inspired by the details found in each unique butterfly wing."—Frances Liang



Nail artist Frances Liang is the lead manicurist at Tenoverten Salon in New York's financial district.







**Step 1** Apply two coats of lavender polish.



**Step 2** Use a detail brush to paint a diagonal arc across the lower third of the nail with purple polish.



**Step 3** Next, use a detail brush to paint a line of black polish where the two polish colors meet. Thicken the line towards the top of the nail and, once dry, apply top coat.







**Step 1** Apply two coats of blue polish.



Step 2 Use a detail brush to paint a scalloped design at the midline of the nail with gold polish. Fill in the top of the nail with gold polish. Then, paint the bottom of the nail with a very thin layer of gold polish. To create a gradient, apply a second coat of gold polish to the free edge.



Step 3 At the free edge, paint vertical lines of varying lengths and three thin triangles with blue polish. At the midline of the nail, outline the scalloped design with blue polish to create three crescent shapes. Then, paint three circles, connecting the design at the top of the nail with blue polish. Finish with top coat.



**Step 1** Paint a diagonal stripe across the center of the nail with sheer blue polish. Then, paint the rest of the nail with sheer pink polish, allowing the colors to bleed together.



**Step 2** Use a detail brush to paint a think line around the border of the nail with black polish.



Step 3 Paint an arch on the lower left side of the nail with black polish. Then, paint five lines from the arch to the edge. (Widening the lines where they meet the edge will soften the design). To finish, apply top coat.





he classic pink-and-white is a service constant. For clients who love this timeless style, routine nail appointments are a must. Once the natural nail grows out, it's important to rebalance both the structure and the look of the enhancement. Here, step-by step directions for performing a backfill with acrylic.

# Step-by-Step



Prep the nail for a fill. Push the cuticle back and remove any dead skin. Then, take away the shine of the natural nail with a buffer.



Using an e-file and a standard medium bit, remove the shine of the enhancement as well as any lifting, and file to the client's desired length. Then, using a hand file, refine the shape of the sidewalls and free edge.



To help the acrylic bond and adhere to the nail, apply one coat of dehydrator, followed by one coat of primer, to the entire nail.



Using a reverse technique, the pink acrylic is applied first. Apply a bead of cover pink to the nail, cover the natural nail and create a new smile line. Wait for the acrylic to fully cure before moving to Step 5.



**5** Refine the smile line with an e-file and a standard medium bit. (Note: Use zone 1 of your bit to cut into the smile line.) Then, use a 100/180-grit hand file to sharpen the smile line, making sure that the edges are even.



Rext, apply a bead of white acrylic to create the free edge.



Once the acrylic is cured, refine the surface of the nail with an e-file, starting at the cuticle and working your way to the free edge. Be sure to bevel the product near the cuticle to be flush with the natural nail.



Then, use a hand file to shape the sidewalls and free edge, and to go over the surface of the nail a second time. The nail should graduate from thinness to thickness to thinness evenly, from cuticle to free edge and from sidewall to sidewall.



Buff the entire nail and wipe off any dust. To finish, apply top coat. 🕹

Fariha Ali Nizam

### My first job was...

As a student worker at the campus library in college.

### If I could be anyone famous, I would be...

Andy Warhol.

### I am inspired by...

Contemporary art and fashion.

# My proudest accomplishment is...

When I guit my day job and took a leap of faith to start doing nails full time.

# My favorite movie is...

The Japanese film Tampopo. It's about a truck driver who coaches the owner of a ramen shop, who has no cooking skills, to become a master ramen chef.

### My perfect day is...

Lounging in bed with my two cats, Yuca and Pepe, and watching TV.

### Are you a morning or night person?

Definitely a night person. All of my clients know I hate to wake up early.

# My favorite type of food is...

Spicy Asian food, like Korean, Szechuan and Thai.

## My most recent impulse buy was...

A Dyson hair dryer. It has changed my life!

#### My guilty pleasure is...

Watching Korean dramas. The stories are usually so outlandish that it's like reading a fantasy novel.

### I can't discuss nails without...

double buns.

Stressing the importance of learning the foundations.















At BCL, we believe that people deserve to live a healthier and happier lifestyle. We believe that safe and natural skincare should not be a luxury - it should be the standard. We make highest quality products possible using Certified Organic Ingredients that create exceptional spa experiences and leave clients feeling beautiful and youthful.













# Ask David

David Anthony, president of Valentino Beauty Pure and Vetro USA, joins NAILPRO for the next two months to provide you with advice and answers to *your* nail questions.

Have a question for David? Email it to nailpro@creativeage.com.

What are your top three tips for a self-employed, newly licensed nail tech?

#### -@ladonna187, via Instagram

First things first, practice makes perfect. You need to be confident in your services, so practice as often as you can. Plus, it's essential to always have your nails done because you are your own walking billboard. Second, always be on time for your appointments. This means arriving 15 to 20 minutes early and scheduling appointments within a reasonable time frame to complete your services. Third, don't be afraid to network. To be successful, it's vital that you introduce yourself to other business owners, managers and employees in your area to get the word out about you and your services. So, make sure you talk to as many people as possible to start building a clientele.

As a nail professional, what is the best way to build my brand online?

#### -Candiipaintnailz NineOone, via Facebook

You must get a website up and running immediately, and any social media should link back to your site. It's important that your website is functional for your clients (think: easy to load and navigate). You should also start a blog. The content of your blog should be intriguing and well written, and the layout should be appealing to the eye. Once you've got a solid online presence, Facebook is by far the best platform for promoting brand awareness. Build a Facebook business page and connect this page to your website. Then, you'll need to carve out time to post two to four times each day. You'll want to post on multiple social media channels, but keep in mind, you should be posting different content for each platform: Facebook is for community and interaction; Twitter is for information and news; and Instagram is designed to be visual.

When setting up an Instagram account, choose a handle that represents you as, oftentimes, your Instagram handle becomes your brand name. Be sure to write a meaningful bio and upload a headshot or your logo. When you are posting on Instagram, choose photos that are of the highest quality. (Remember, quality over quantity always wins.) Start posting one to two photos every day and include interesting and informative captions. It's also important to pick at least two hashtags that represent your brand. (For example, I use #TeamValentino and #DustFreeLife.). Finally, make sure you cross promote with industry colleagues to ensure that your audience is targeted and engaged.

In your experience, what social media platform is the biggest sales booster?

#### .—@envouguesusa, via Instagram

Facebook is the largest sales booster, but reaching your target audience organically can be difficult. Paying for Facebook posts ensures that you reach your intended audience and that you are displaying your posts to users who are interested in what you are selling (i.e., your nail services). With paid Facebook posts, you can directly target your area to build local followers, and ultimately, clients.

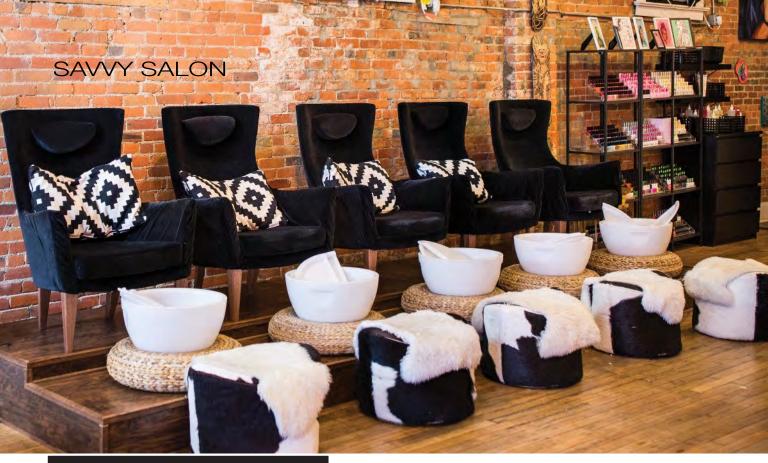
If you're not ready to commit to paid posts, Instagram is the best free platform to use. However, you must use it correctly. Getting thousands of followers won't do you any good if you're not hitting your target market. For example, before social media, a solid marketing technique was to pass out flyers on the street and talk to neighboring businesses. Look at Instagram the same way. Reach out to businesses within 15 miles of your location and offer incentives to cross promote each other on Instagram. I am a big believer in word of mouth—and that's exactly what social media offers.

PHOTO: COURTESY OF DAVID ANTHONY





COLORS SHOWN: SWEET ESCAPE AND TIGER BLOSSOM



## Lacquer Gallery

Owner Lisa Suárez-Brentzel **Year Opened** 2015 Address 448 West 3rd Ave.,

Columbus, Ohio 43201

**Phone Number** 614.230.2589

Hours of Operation Mon. - Fri.,

10 a.m. - 8 p.m., Sat., 9 a.m. - 6 p.m.,

Sun., 11 a.m. – 6 p.m.

Website lacquergallery.com







Lacquer Gallery is in a trendy and artsy area that features Victorian homes and small businesses. What sets us apart is that we focus on nail art. We also offer hair and color services, as well as facials, waxing and eyelash extensions.

The salon has the feel of a loft apartment, with wood floors and exposed brick walls. The decor mixes gold accents, modern pieces and work from local artists. Clients ask me all the time who designed the salon. The answer is, I did! I have eclectic taste, and I wanted to show that in my business. I collect things and find

inspiration everywhere. The biggest struggle I have when I find a unique art piece is whether to bring it to the salon or hang it at home.

Be nice. I have made so many wonderful connections in the nail community, as well as my city, from being a kind business owner, networking and supporting other businesses. The salon's slogan is #SupportYourLocalGirlGang because, at the end of the day, we are all in this together.

Additionally, I have the highest respect and appreciation for my staff. Without them the salon would not be what it is, and I would not have been able to build it as rapidly as I have.













## THE CLIENTELE

The Lacquer Gallery girl is typically 25 to 40 years old and she is an established and/or creative young professional. Clients typically spend \$60 to \$350 a visit for services that last up to two hours. We also have a growing male clientele.

## IN-DEMAND SERVICE

Our most popular service is our Gel Manicure (trim, file, buff, cuticle care and polish), plus Basic or Deluxe Nail Art. The cost is \$45 to \$55 and the service lasts 45 minutes to one hour.

## SOCIAL MEDIA

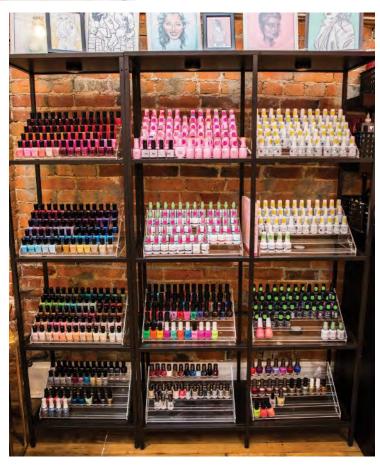
I love reposting clients' photos and posting pop-up deals on Instagram. (Clients say that getting a popup deal is like winning a prize!)

## THE GOODS

We use several brands, including Floss Gloss and Exclusive Nail Couture.

## PRAISE

Clients say that our salon is the best. I opened Lacquer Gallery in February 2015 and since then it has grown from two employees to 18, and our client list has quadrupled.



## LOSE AND LEARN

They've all won big on the competition circuit, but these champions didn't get to the top of their game without a few losses along the way.

hen entering a nail competition, the trophies may seem like the ultimate prize. But those who've been in the winners' circle will tell you that the lessons learned from not winning have been every bit as valuable as their victories. "Competing builds confidence, whether you win or lose," explains champion nail artist Alisha Rimando. "You take so much away from just being there and pushing yourself, and facing the fear can lead to confronting other challenges, like raising your prices or standing up to your boss." So, in the spirit of learning from our mistakes, we asked some of the industry's top competitors to share their most memorable and illuminating losses.



I competed from 1996 through 2006, and I recall many moments crying in the bathroom after the awards ceremony. In the beginning, I thought my nails were great. I could see everyone else's work, and believed mine was just as good. What happened? Well, it's what you can't see that hurts you. If you think your work is good or even great, there is a good chance that you're not seeing everything. When I didn't win, I felt awful, but I ultimately realized that doing good work wasn't enough. There are so many aspects to winning, and 50 percent of it is having a great model who you've practiced on. Start with the best

canvas, and you will do your best work. —Alisha Rimando, world champion nail artist



One time I had this great set of sculptured nails, but when I was high shining at the end, I ripped the pinky nail right off. The nails are just so paper thin, and not paying attention cost me the competition because I broke that nail. I realized that when you bend the shining buffer, that's when it catches. I never made that mistake again! —Carla Collier, NAILPRO **Competitions Judge** 

In 2015, my son Jarrett was competing for the first time in the Soak-off Gel competition in Las Vegas. He was sitting next to me and I'm not sure who was more nervous, him or me. I was so preoccupied with how he was doing that I wasn't paying attention to my own work, so I missed a step and ran out of time before I could fix my mistake. I was mad at myself for not staying focused, as I had done this event so many times, and I didn't make the top 10 cut for the first time in a long time. I was proud of Jarrett, as he beat me and made the top 10, but I learned that even when I try to help my teammates, I can't lose focus on what I'm doing. —Allie Baker, 2015 NAILPRO Cup champion



PHOTOS: COURTESY OF ALISHA RIMANDO; COURTESY OF CARLA COLLIER; COURTESY OF ALLIE BAKER



My very first competition was in Melbourne,
Australia, around 1991. I thought I would do great as all my clients loved my work. I was certain I would be taking home a trophy! When I didn't win, I was confused—I thought my set was the best I had ever done. I approached a judge and asked why I

didn't place, and she told me that my set was good, but then showed me the winning set. I had no clue that white acrylic existed, and that French was the prerequisite for competition nails—I was still using a natural-colored powder over the entire nail! After that, I realized how important it was to read the rules (and that I needed some white and pink powder)! I competed again a few years later and placed second, and I continued to attend trainings to advance my skills until I was ready to compete on the international circuit. Regardless of the outcome, I have met so many inspiring nail techs on the floor, looked at their work and used it as motivation to improve for the next time.

-- Viv Simmonds, international competitor



I've had more losses than wins in my competition career, but it was one of my more recent losses that taught me a lot. I didn't win a Flat Nail Art Competition in Sacramento in

2015 because I had not taken the right training to execute the necessary skills. I was so frustrated with myself for not preparing, and not getting the advanced education I needed to succeed. I kept thinking I could figure it out all by myself—which is one of my downfalls. One week later, I took a Flat Nail Art class with Pisut Masanong. I then competed at the next NAILPRO Competition at the ISSE show in Long Beach, California, and won first place!

—Amy Becker, two-time NAILPRO Cup champion

Alexa Joy Sherman is a freelance writer and editor in Los Angeles.

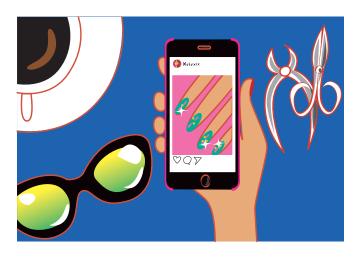


Most nail professionals have one thing in common: You entered this business because you love to do nails. Beyond that, the similarities start to diverge. What does the way you work, learn and manage your clientele say about you? Take our quiz to find out!

By Leslie Henry

Illustrations by Solène Debiès





## 1. On the way to work each day, I feel:

- A Excited to get started and eager to try new things.
- B Serious and intense about the day ahead.
- Content and satisfied. I love my regular clients and my job.

## 2. When I scroll through the pages of my nail colleagues on Instagram, I:

- A Love to see what's new and trending in the world of nail art.
- B Find myself critiquing every last detail, from messy cuticles to inconsistent polish application.
- O Instagram? Facebook is all the social media I can handle!

## 3. My nail station is:

- A Fun and loud. I like to keep inspirational things in my space and my clients appreciate my funky aesthetic.
- (B) Orderly and functional. I try to optimize my setup for each service, so I don't waste any effort.
- Personalized and organized, but nothing flashy. When things get crazy, a low maintenance station is best.

## 4. My work wardrobe consists of:

- A Whatever's in style. It doesn't matter if it's comfortable or not. It's important for clients to see me as trendy and chic.
- B Practical pieces that help me get the job done, like shirts with pockets and sleeves that don't restrict movement.
- A rotation of cute, comfy outfits that wash and wear well, and are good for camouflaging nail dust and spills.

## 5. I get nail inspiration from:

- A Literally anywhere, from social media to strangers on the street. There are a lot of talented DIYers out there.
- B NAILPRO and other trade publications. Plus, I follow the work of admired, licensed techs and I keep in close contact with brand reps for new products and techniques.
- Professional sources, although the best ideas usually come from my clients.

## 6. I change my service menu:

- A Constantly! In fact, I'll try anything once. My clients only have to ask.
- Occasionally. I make sure I've completely mastered a new service before I offer it to clients.
- Rarely. My current menu covers the needs of most of my regulars and I like to stick to what I know.

## 7. When I have downtime at work, I:

- A Grab my phone and see what my favorite celeb nail techs are doing on Instagram.
- Practice a difficult technique or watch how-to videos on YouTube.
- Downtime? What's that? On the rare occasion that I get a break, I grab something to eat and relax.

## 8. Continuing education is:

- A Typically stale and boring. But I love participating in workshops that teach me something I've never seen before!
- An opportunity to improve my skills. I'm not a tech that takes a continuing education course just to check a box for my license renewal.
- A way to refresh my knowledge periodically, especially in critical areas like sanitation. But it's difficult to fit into my schedule.

## 9. Your client is late for her manicure appointment and she requests a full set of sculpted, stiletto pink-and-whites. What do you do?

- A Show her another service that can be accomplished in the time available and convince her that the look is classic, like a French, but trés chic.
- Tell the client to buckle her seatbelt and feverishly get to work.
- Offer to do a set of shorter, one-color acrylics or ask her to rebook for another appointment so you don't keep your other clients waiting.

## 10. The career goal I most want to achieve is:

- A Do the nails for a NAILPRO cover.
- Win the NAILPRO Cup.
- Get my salon profiled in an issue of NAILPRO.







Now, tally your answers. The letter that appears most often (A, B, or C) will reveal your tech personality!



You're always on the lookout for the latest and greatest nail craze, and aren't afraid to experiment. This quest for cutting-edge techniques means you spend a lot of time on social media and probably recognize the work of celeb nail artists on sight. Staying up-to-date means you always have something to offer your au courant clients.

Things to Watch: Make sure you don't sacrifice your mastery of basic skills in the pursuit of new techniques. Regardless of the service, a structurally sound nail is a must. Take time each year to get back to the fundamentals and leave room in your book for classic services, like gel polish manis and standard enhancements, which lead to more regular clients. Beyond the Nail Chair: The On-Trend Nail Artist is frequently sought to create nail looks for editorial and the red carpet, and may be a fit in a product development role for a manufacturer, helping brands discover the next big thing.



For you, nothing less than perfection will do. You aim to create the very best nails, every single time, and your clients expect this—and will pay more for it, too. While you stay up on trends, you'd rather spend your free time perfecting your technique or improving your speed.

Things to Watch: Perfectionism is only good to a point. Be careful not to critique yourself and others too harshly. Most clients may not recognize very small details in a service and you could be putting too much unnecessary pressure on yourself to perform. Instead, channel your unquenchable drive for excellence into competing. Nail competitions offer the opportunity to improve your skills, expand your network and gain recognition in the industry. (Get started by entering the Glossies! See page 34.)

Beyond the Nail Chair: The Competitive Tech makes a great brand educator because manufacturers can be certain that their products will be flawlessly represented in the marketplace.



You've got this nail tech thing down. Your goals are to keep your book full and money coming in with a steady stream of loyal regulars who depend on your quality work. Not one to focus too much on trends, you prefer instead to keep your service menu tightly focused on high return services. For you, knowing what's going on in your salon and the local area is more relevant than what celeb techs are doing in Tinseltown.

Things to Watch: Once you've grown your business into a consistently full book, burnout is a real risk. The daily grind can get monotonous, so it's up to you to shake things up. Don't let your skill set (and your attitude) get stagnant; recharge by traveling to a national nail show or enter a competition.

Beyond the Nail Chair: The business sensibilities of The Seasoned Salon Pro transfer well to salon management. If you've reached the limit of clients you can serve, consider opening your own nail salon.

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



# Topins the Ante

Boost your revenue while better meeting clients' needs by offering elevated services alongside traditional manis and pedis.

By Tracy Morin

Competition is fiercer than ever, but there's a surefire way to make your salon stand out from the crowd, while banking more bucks to boot. Try elevating your services: think spa-quality manis and pedis, eye-catching nail art or wellnessoriented services that include reflexology or aromatherapy. While these services may take more time, you can charge more for each - thus boosting your bottom line in the process. Plus, luxe services are a way to differentiate your business from the salon down the street (or around the corner or across town). Here, how creative salons have mastered the art of the elevated service.



## **Elevate Your Offerings**

Adding one or two elevated services, in addition to a basic mani or pedi, allows clients to choose their ideal salon experience. At Frenchies Modern Nail Care, a nail studio with three locations in Colorado and Minnesota, the menu was recently restructured to include add-ons built into services. "We offer three levels, with each adding one to two benefits at roughly \$5 increments," explains Ryan McEnaney, owner of Frenchies in Woodbury, Minnesota. For example, the basic Classic Express manicure is \$25, the Signature mani includes a scrub and massage for \$30, and the Deluxe mani is the Signature service, plus a mask application, for \$45. "Giving three options generally leads clients to the Signature service, which adds an extra \$5 of top-line revenue with very little product or service time needed," McEnaney says. Additionally, techs are taught to target clients' needs, such as individuals who are planning a vacation, those that have dry feet from the winter months or clients who have eczema. "Guests really appreciate the structure of our menu," McEnaney adds. "They don't get surprised upon checkout, plus they're educated on what we're doing and why."

Addressing clients' needs is one component of a successful higher-end offering, agrees Brian Cantor, CEO of Paul Labrecque. with four locations in New York and Philadelphia. "Our Medical and Glycolic Pedicures, ideal for mature feet, have taken off, while paraffin treatments are very popular in winter," he says. "Also, a lot of men have nail issues and ask for the Medical Pedicure." Men can also upgrade from the Professional Trim (\$25) to a Spa Hand Treatment



(\$45), or from a Foot Treatment (\$35) to the Spa Foot Treatment (\$50); each elevated service includes an exfoliating scrub and extended massage.

Ruth Kallens. founder of Van Court in New York City, advocates creating at least two upscale options for clientele, one manicure and

one pedicure, in addition to basic services. More specifically, at Van Court, elevated services tackle specific hand and nail concerns. For example. The Splitsville manicure repairs thin and peeling nails with a strengthening base coat (adding no extra time yet boosting checks by \$5), while See Spot Run targets sun-damaged and aging skin in an extra five minutes for \$10 more.

Accordingly, technicians position themselves as true experts, advising clients and keeping services fresh. "By making updates and changing seasonally, you quietly let your clients know that you're not stagnant and that you are always searching for new things to introduce them to," notes Kallens. "You truly become their gateway to education and their go-to for the latest techniques."



## Name Your Price

Though some elevated services require additional time or expenses. other solutions can be done on the cheap—while adding significant perceived value for clients. "Think of small tweaks you can make that don't necessarily take time or too much money, like adding cypress or tea tree essential oils to hot towels," suggests Kallens. When deciding what to charge, Kallens notes that the cost per treatment is based on the salon, its location and services, "Identify the treatment cost, accounting for product, but make sure that the elevated service isn't so expensive that the client is deterred from trying it," she says. For example, the Splitsville service requires a more expensive base coat than that used in basic manicures, so Kallens bumped up the service price by \$5-an increment that's easily digested by clients.

"If you get clients excited about a new offering, they'll be interested in trying it when it becomes available. Tell them about it in person, via email and on your social media channels."

Cantor examines product cost, duration of the service, local competition and the price of existing services to determine pricing. "Our clientele is looking for luxury, and we're based in very upscale locations," he says. "But as long as clients feel they're getting value, charge as high as you can reasonably go." However, says Cantor, value is based not only on cost, but other factors, such as quality of products, service and facility.

Whenever clients are faced with a price bump, they might initially feel hesitant - especially if the increase is significant. Ease the transition, Kallens recommends, by ensuring your pricing is fair, then build buzz by telling clients about a new service in advance of its launch. "If you get clients excited about a new offering, they'll be interested in trying it when it becomes available," she notes. "Tell them about it in person, via email and on your social media channels." Additionally, education helps clients understand the value of higher-end options for future appointments. Says McEnaney, "While they may not upgrade today, when they return, they'll be more knowledgeable and more willing to try those elevated services."

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



## Puttin' on the Ritz Ruth Kallens, founder of Van Court in



THE SERVICE: Mani/Pedi + Massage

THE ELEVATED SERVICE:

Mani/Pedi + Reflexology



THE SERVICE: Mani/Pedi + Simple Nail Art

THE ELEVATED SERVICE:

Mani/Pedi + Mixed Media (i.e., matte top coat, chrome polish and embellishments)



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## New York City, offers the following suggestions for elevating your service menu.



THE SERVICE: Spa Mani/Pedi

THE ELEVATED SERVICE:

Spa Mani/Pedi + Aromatherapy



THE SERVICE: Mani/Pedi + Massage

## THE ELEVATED SERVICE:

Mani/Pedi + Acupuncture (with a trained professional)



# When they're

not working, nail pros enjoy a whole host of hobbies. Here, how thirteen techs like to spend their time outside of the salon.

alk to a lot of nail techs and they'll be quick to tell you that they love their iobs-sometimes even to the exclusion of other interests. But well-rounded beauty pros know that if they don't take time to relax and pursue passions outside of their careers, they could quickly become burned out. So, what hobbies speak to their hearts and feed their souls? When we put that question to the industry, the responses were a glimpse into the multifaceted lives techs lead. Although these hardworking nail pros may not get a whole lot of time off, here's a peek at what they enjoy doing when those hard-won respites arrive.

Francesca Moisin



Photo FINISH

"The act of freezing a moment in time and then getting to cherish it forever as a photo has always amazed me. I love taking pictures

so much that when my phone upgrade became available, I splurged for the one with the most space, just for the freedom of filling it with images. When I got married in 2013, we had to cancel our photographer due to a family emergency that forced a last-minute date change—but no way was I going without pictures. Weeks earlier, I had bought a \$10 tripod. I set it up and used my own Cannon camera to snap shots."

-Jacqueline Cruz-Otero, nail technician in Allentown, PA



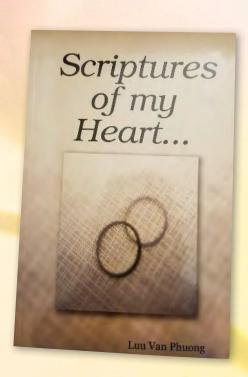
## Giving PAWS

"My husband and I work with a group called Boston Buddies, which rescues Boston Terriers. As volunteers, we travel to shelters throughout California, picking up animals on death row and transporting them to a hospital in Anaheim where they receive medical care. Several weekends ago we completed an eight-hour roundtrip! Two of our own furry babies, Daisy and Dougie, came to us via this wonderful organization that also recently held a 'Boston Tea Party' to raise money and awareness for dogs in dire need." —Elaine T. Watson, CEO and founder of **Nailebrity in Los Angeles** 

## WAGS and Waves

"I have a Maltipoo puppy named BooBoz, and I love taking him to the beach. I'm so blessed to live in beautiful, sunny California. Malibu is only half an hour from home, so once a week I bring him to the ocean and let him run free. He goes bonkers, frolicking in the surf. Weather permitting—which it usually is— I'll take a dip myself. Not a bad way to spend an afternoon." - Merrick Fisher, celebrity manicurist in Beverly Hills, CA





## The WRITE Stuff

"I've been writing poetry since I was fourteen years old. In some ways, my hobby is connected to my profession, because when I do nails I want them to be beautiful and flow as smoothly as the words in a poem. Good verses will inspire—much like a flawlessly executed mani. A group of fellow nail pros recently launched a Facebook page to help support up-and-coming techs, and I came up with its name: Nail Poetry. Months later, we have over 40,000 followers, and still growing." -Phuong "TheNailBoss" Luu, nail artist and educator in Jersey City, NJ



## Completely HOOKED

"As one of four boys, I grew up playing lots of video games. These days, competing with my brothers in the same electronic battles that consumed our lives 15 years ago is a great way to connect with family. But life is about balance, so when not glued to the screen, I spend my days out on the water. Fishing allows me to reflect on the many facets of my busy life and get a small break from the madness."

-Robert "NailGuyTV" Nguyen, Color Club director of education and co-owner of House of Polish in Los Angeles

## Tripping OUT

"Born in the United States, I moved with my family to Switzerland when I was young and spent several years living overseas. In that time, I traveled to many countries in Europe, Asia, and Africa. My parents instilled in me an early love for exploration. (Here's me and my boyfriend Brad in

Germany, below.)



to see, learn and experience in this world, and my love for traveling has even sparked other hobbies. For example, a trip to Thailand is what first got me interested in nail art and fruit carving." —Celine Cumming, nail technician at Angel Nails in Middletown, DE



## Designing WOMAN

"I have my BFA in jewelry and metalsmithing from Rhode Island School of Design. When not doing nails, I love to fashion intricate clothing and art, from embellished tops to enameled jewelry. About four years ago I was watching reruns of 'The Nanny' - Fran Drescher is my spirit animal—and fell in love with yet

another of her amazing outfits: a sequined candy-wrapper dress. Humorous and unique are great descriptions for my style. Now I even design pieces on commission, like the 'Just Married' jacket, here." -Kelly Ornstein, creative director and nail artist at Juniper Natural Nail Bar in Seattle, WA



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## Food With FRIENDS

"My mother is from Brazil, and she's a wonderful cook. I learned my way around a kitchen from watching her and traveling abroad. When hosting artists-in-residence in Miami (from left, Britney Tokyo, Spifster Sutton, Sophy Robson and me), I prepare large family meals or barbecue for the creators and contributors. I love to show my love for people through the act of making and sharing food." —Rita de Alencar Pinto, founder of Vanity Projects in Miami and New York City

## Doing it ALL

"While Netflix-binging may not be considered a valid pastime, I do tend to be a serial hobbyist. I've taken lapidary classes, shown horses, competed in kickboxing and fencing, and sewn a wedding dress or two. I also Martha Stewart-ed my way through college by being a handy cook. My grandmother, an award-winning baker, used to make Bob Hope's birthday dessert every year. He didn't like cake, so she'd do croquembouche—a magical mountain of cream puffs adorned with spun sugar. My fondest



memory is licking the batter off her mixing tines whenever she came to visit." -Hillary Fry, owner of Scenario Hair Design in Shorewood, WI



## In VINO Veritas

"The wonderful thing about wine? It's appreciated all over the world, in countless cultures and societies. I come from a long line of vino enthusiasts. My great-grandfather and his son, my grandfather, opened Milan Laboratory in Manhattan at the turn of the century. They sold home winemaking equipment, ingredients and supplies. When not working, I enjoy wine tastings with friends and family, and make it a point to pick up a bottle from every country I'm lucky enough to visit." -Gino Trunzo, Essie director of education in New York City

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## DRAWING Inspiration

"In my spare time, I like to combine my two favorite hobbies: drawing and traveling (here I am in Peru, at right). I take my sketchbook with me everywhere. In university, I studied illustration and animation, then traveled through

Southeast Asia and China. I also occasionally collaborate on professional creative endeavors, like designing the limited-edition Malibu Rum summer bottles that were sold throughout England." —Sophie Harris-Greenslade, nail session stylist in London



# The Great

## **OUTDOORS**

"In my free time, I love to camp and hike. I actually got engaged during an outdoor trip this year. My fiancé and I were in Yosemite National Park when he got down on one knee in front of a waterfall (above). Luckily my nails were painted that weekend!" —Chelsea King, nail artist and Revion global nail stylist in Long Beach, CA

## Highly DĔCÖRATED

"Prior to becoming a nail artist, I worked in staging and interior design, and today still dabble as a decorator. Those skills certainly proved handy when I opened my salon. I wanted to achieve the feel of old-world Hollywood glam while still maintaining a chic, mod vibe. I kept the palette clean by focusing on black and white with pops of color, which I swap when the mood strikes via simple accessories or strategically positioned graphic art." —Terrance Terry, owner of Luxe Nail



Francesca Moisin is a New York-based journalist and the author of *Phasmantis: A Love Story*.

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## HOTOS: ARMANDO SANCHEZ

# Sharper Things

From tweezers and nippers to scissors and clippers, the sharp implements you use in the salon *must* be properly maintained. Read up on the finer points of caring for yours, and then check out the latest and greatest tools available.

## By Alexa Joy Sherman

o perform safe and exceptional nail services, you know that you need to keep your tools in top condition—and that's especially true when it comes to implements with sharp tips and edges. "Dull tools tend to tear skin or crack nails, while sharp tools will make the work easier, faster and more exact," says Lisa Kelly, vice president of Spilo Worldwide in Vernon, California. Extremely dull tools can potentially impact client retention, too. "They won't cut properly and this can be painful for the customer, resulting in lost business," notes Moiz Balkhi, owner of Pacific Instruments in Los Angeles.

While tools will wear down as you use them, improper storage can also play a role. "Instead of tossing them into a drawer, which can cause nicks, gashes and dents in the metal, carefully place tools into an organized, closed container to avoid damage and future contamination," advises Kelly. If possible, store each tool in a sepa-

rate case, Balkhi advises. "Always be sure to use protective caps if your implements come with them, and be careful not to drop them," adds Kelly. When performed correctly and carefully, sanitizing tools should not cause them to become prematurely dull—just make sure they're completely dry before storing them.

As implements become dull, they should be sharpened—but the frequency of doing so depends on how often they're used, as well as the quality of the tool, says Balkhi. "They should probably be sharpened every six months or so," he notes. Although sharpening them yourself is an option, doing so can be tricky and may require you to take some of the tools apart. That's why a lot of manufacturers offer mail-in sharpening services, some at no charge. (Check company websites or call their customer service numbers for details.)

So, now that you know how to care for your sharpest tools, turn the page to discover some of the best options available for all your tweezing, nipping, cutting and clipping needs.



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## ONE COLOR 3 CHOICES





## Heart Soul

Find color inspiration this spring with iconic hues and shade-shifting tints that will entice your guests and put your services to the test.

By Stephanie Yaggy Lavery • Photography by Cory Sorensen

Nails Danny Haile, Thao Nguyen and Vu Nguyen Makeup Michelle Tabor-Ramos, AIM Artists Hair Preston Wada at Opus Beauty using Kevin Murphy Wardrobe Jordan Grossman Set Design Eddie Inda Models Anastasia Krivosheeva, Photogenics; Brandon Katz, LA Models Digital Retouching Jaison Duell Wilson

























# The **Eyes**Have It

When your vision suffers, so do your services. Learn how to keep your peepers healthy with these eight optometrist-prescribed pointers.

mong the professions that rely heavily on acute vision and optical endurance, nail technician is high on the list. And with increasing client demand for creative and painstakingly intricate nail art, that status gets truer every day. But hours of straining to focus on the job could also be responsible for headaches, eye dryness or blurry vision. The truth is, whether you've been near sighted since the second grade or have enjoyed 20/20 vision for 30 years or more, your eyes will exhibit the weakening effects of use and age no matter what sort of work you do. But if you neglect those peepers as a nail pro, you could be on the path to an unwanted early retirement - or worse. Fortunately, taking care of your eyes doesn't have to be hard. Here, eight expert tips to keep your peepers in prime condition.

### Eye Health Facts

- Macular degeneration currently affects more than 10 million Americans.
- . Among Americans over 50, an estimated 3.2 million women and 1.68 men are affected by dry eye syndrome.
- Americans spend more than \$15 billion each year on eyewear.
- Using protective eyewear can prevent 90% of all eye injuries.
- By age 75, approximately half of all Americans have cataracts.

Sources: American Academy of Ophthalmology, aao.org; American Macular Degeneration Foundation, macular.org; National Eye Institute, nei.nih.gov

### 1. Schedule regular checkups.

Doctors recommend that at-risk adults receive an annual eye exam, and that all other adults get an exam every one to two years. Risk factors include a history of ocular disease, wearing contact lenses, and working in visually demanding jobs (which most certainly includes nail technicians). "The most important thing is to have comprehensive dilated eye exams, not only to correct your natural vision but to evaluate ocular health," says Teri Geist, O.D., an optometrist in Omaha, Nebraska, and communications committee chair for the American Optometric Association. Not only do many people fail to recognize their own vision problems, she says, but a lot of eye diseases come with no

warning signs. "Glaucoma, for instance, is a silent disease," notes Geist. "There's no pain and people lose peripheral vision so slowly that most individuals don't detect it." Only a proper exam of the retina, macula and optic nerve can reveal potential problems.

- **2. Throw some shade.** The National Eve Institute specifically recommends wearing sunglasses that block out 99 percent to 100 percent of both UV-A and UV-B radiation—and no one is exempt. "Every person of every age should wear UV protection," says Geist.
- **3. Maintain moisture.** Age, being female, taking certain medications and smoking are all potential causes of dry



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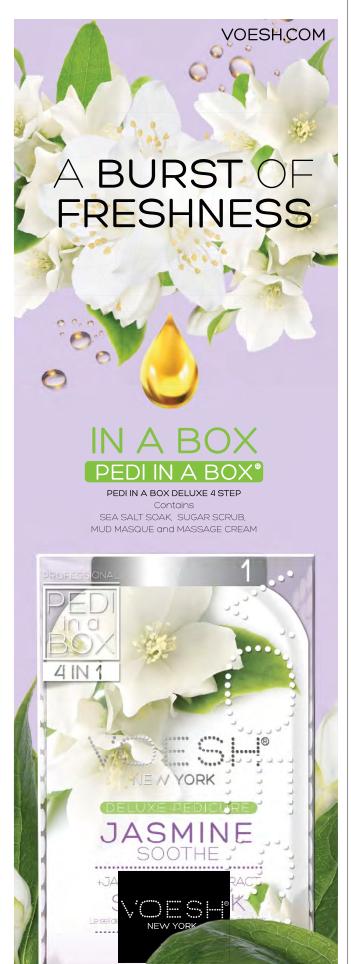
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eye, but even staring for long periods of time can contribute to the issue. "When people focus in on something, as nail techs do, they tend to not blink as often-and when the blink rate goes down, the eyes get dry, red, fatigued and strained," says Geist. "And let's not forget the filing dust in the air! If you wear contact lenses, that makes it even worse." To quash symptoms, Geist recommends using over-the-counter lubricating drops (not antireddening drops, which can exacerbate the problem), preferably preventatively. "Like applying hand lotion every morning, putting in eye drops on a regular basis works much better than waiting until your eyes are already dry," she says.

4. Butt out. As with so many other aspects of health, smoking is a disaster for the eyes. One Harvard Medical School study

"For every 20 minutes that you're doing close work, take a 20-second break and look at something that's 20 feet away."



found smokers are three times more likely than nonsmokers to develop the most visionthreatening type of cataracts (clouding of the eye lens), and another study, published in JAMA: The Journal of the American Medical Association. shows that regular smokers face more than twice the risk of developing macular degeneration, an incurable condition that's the leading cause of vision loss in the U.S.

5. Give 'em a break. The eyes focus more



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naturally on things that are far away, so focusing on things up close isn't comfortable for a lot of people and can cause eye strain and fatigue, says Geist. "We talk a lot about the effects of hours of close-up work because of the digital world we live in, but the distance from your eyes to a computer screen is about the same as the distance from your eyes to a client's hands or feet," she says. "So practice

what we call the 20-20-20 rule: For every 20 minutes that you're doing close work, take a 20-second break and look at something that's 20 feet away."

6. Put on your glasses. If you have prescription glasses, wear them! Generic, over-the-counter "readers" are not a good substitute, as they don't



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allow for differences between right and left eves or astigmatism. And if you wear contact lenses, be aware that misuse is one of the leading causes of eye infections. Take the time to clean and disinfect contacts according to manufacturer directions. Geist notes that one-day disposable lenses, if appropriate, lower the risk of infection even further.

### 7. Feast for the eyes. The

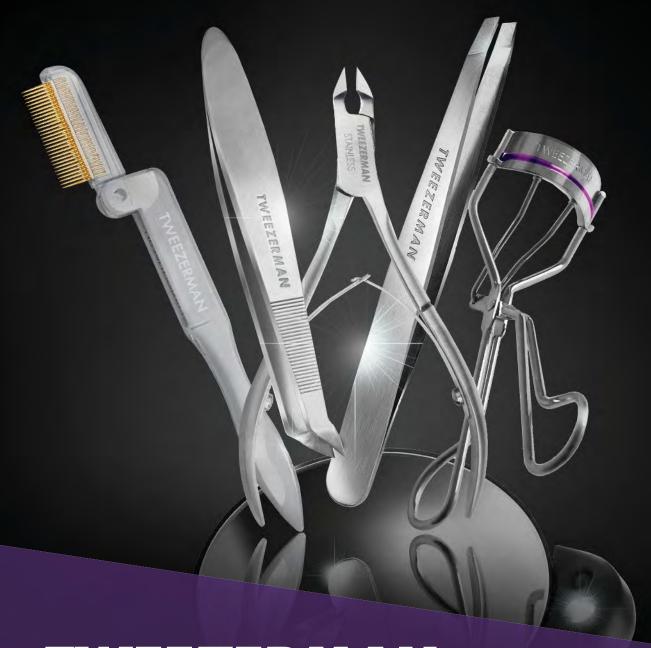
adage about carrots being good for your eyes is true—but studies have found that leafy green vegetables like spinach and colored fruits such as blueberries also affect visual performance and may prevent age-related eye diseases. Foods containing omega-3 fatty acids, such as wild salmon, can help, too. In a large 2008 European study, participants who ate oily fish at least once a week had half the risk of developing neovascular macular degeneration as those who ate fish less often. "A natural fish oil supplement is also helpful in promoting natural tear production," says Geist. Additionally, eat to maintain a healthy body weight; excess pounds have been proven to increase the risk of diabetes, which can lead to diabetic retinopathy, as well as other health problems that are linked to eye disease.

8. Know your genes. Although it's clear that environmental factors play a significant role, many eye conditions and diseases are hereditary. So, being aware of your family's eye health history will ensure that you and your doctor stay on top of any potential problems you may have down the road.

Linda Kossoff is a health and beauty writer in Los Angeles.

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While the polish is wet, use the Scraper Card to wipe excess polish from the stamping plate.



Press the Clear Stamper down firmly over the design to transfer the polish.



5 Immediately after transferring the design to the Clear Stamper, firmly roll the stamper over the nail.



Remove the polish from the surrounding skin. To finish, apply top coat\*.



### PRO TALK | ART



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**Madam Glam Metallic Gel** is compatible with both standard polish and soak-off gel systems. Whichever method you choose, the new shade is sure to shine.



### Step-by-Step

STEP 1 Prep the nail and apply Soak-Off Base Gel\*. Cure for 30 seconds under an LED light. Apply two coats of She's All That\*, curing between coats. Apply Soak-Off Top Gel\* and cure.

**STEP 2** Use a detail brush to paint a swirl at the base of the nail with Metallic Gel Romantica.

**STEP 3** Following the first swirl, continue the design along the edge of the nail.

**STEP 4** Reverse the direction of the swirl pattern at the tip, then continue around to the base of the nail. Cure. Finish with Soak-Off Top Gel\*.









PHOTOS: ARMANDO SANCHEZ; NAIL TECH: KATELYN ARMSTRONG



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### Step-by-Step

**STEP 1** Prep the nail and apply base coat\*. Apply two coats of Trust Yourself! and let it dry completely.

**STEP 2** To create a chevron shape, place two pieces of tape on the nail diagonally so that they meet at a point in the center of the nail.

**STEP 3** Apply Smile! within the triangle at the base of the nail. Then, apply Be Awesome Today! over the rest of the nail.

**STEP 4** Remove the tape while the polish is still wet. Let the polish dry completely and, to finish, apply top coat\*.











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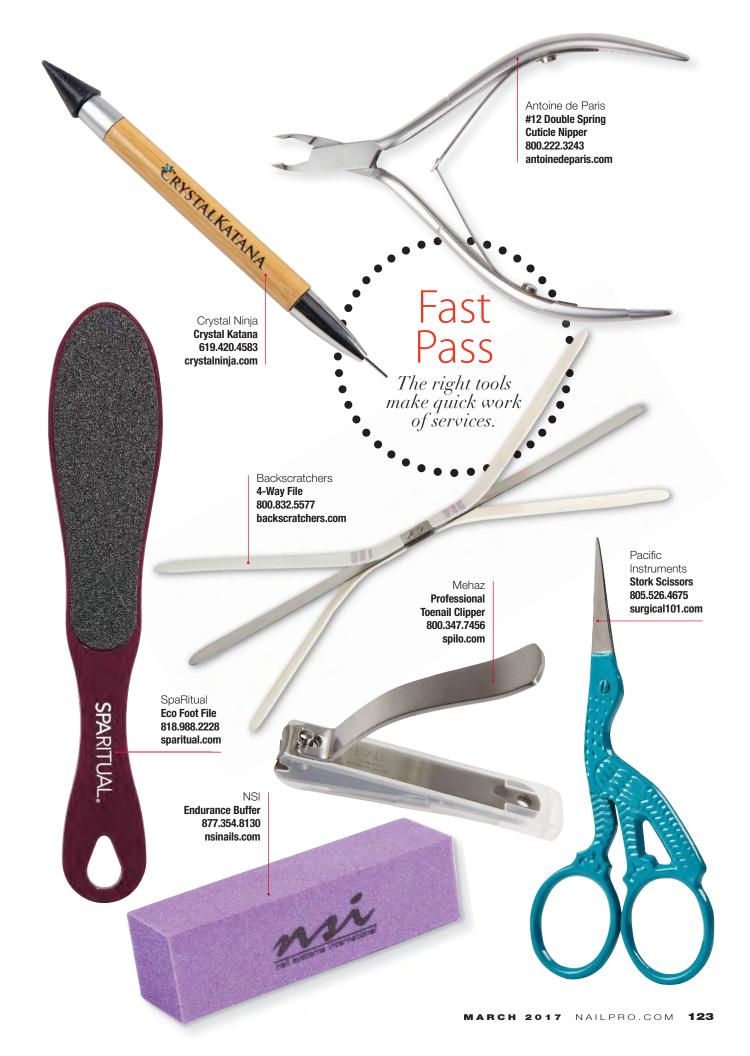
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# The **Eyes** Have It

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 "The Eyes Have It" on page 108. 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.

### Most eye diseases cause symptoms in their early stages to warn you that there's a problem.

- A. True
- B. False

### Americans spend more than each year on eyewear.

- A. \$15 million
- **B.** \$15,000
- **C.** \$15 billion
- **D.** \$1,500

### What can happen to the eyes when the blink rate goes down?

- A. They become dry.
- B. They get red.
- C. They get tired and strained.
- **D.** All of the above

### What is the 20-20-20 rule, as it applies to eye health?

- A. For every 20 minutes that you're doing close work, take a 20-second break and look at something that's 20 yards away.
- B. For every 20 minutes that you're doing close work, take a 20-minute break and look at something that's 20 inches away.
- C. For every 20 minutes that you're doing close work, take a 20-second break and look at something that's 20 feet away.
- D. For every 20 minutes that you're doing close work, take a 20-minute break and look at something that's 20 feet away.

### Which of the following foods are known to be good for your eyes?

- A. Carrots
- B. Spinach
- C. Wild salmon
- D. All of the above

### To alleviate dry eyes, try using drops.

- A. Anti-reddening
- B. Lubricating
- C. Vitamin A
- D. Saline

### Over-the-counter "readers" are not a good substitute for prescription glasses.

- A. True
- B. False

### Smoking has been proven to increase your risk of vision loss.

- A. True
- B. False

### Being overweight can increase the risk of developing an eve disease.

- A. True
- B. False

### By age 75, approximately percent of all Americans have cataracts.

- A. 25
- **B**. 50
- **C**. 68
- **D.** 90

NAME

SALON NAME

CITY, STATE, ZIP

PHONE

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., "The Eyes Have It") 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 March 31, 2017. Answers will appear in the May issue.

### **Answers to January Test**

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

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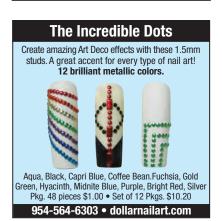


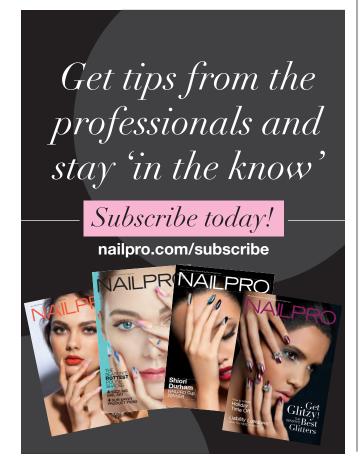
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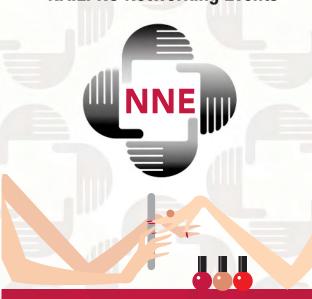
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### **HAPPENINGS**

### SHOWS & **FVFNTS**

### March

### **IBS New York**

March 12-14

Javits Convention Center, New York, NY. Contact IBS Show Management Team, 757 Third Ave., 5th Fl., New York, NY 10017; 212.895.8200; ibsnewvork.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.

### **NAILPRO Pasadena**

Pasadena Convention Center. Pasadena, CA. Contact NAILPRO, 7628 Densmore Ave., Van Nuys, CA 91406; 888.491.8265; nailpropasadena.com.

### May

### **IMAGE Expo**

George R. Brown Convention Center, Contact 13740 Research Blvd., Bldg.

1, Austin, TX 78750; 877.219.3976; theimageexpo.com.

### The Makeup Show NYC

May 7-8

Metropolitan Pavilion, New York, NY. Contact The Makeup Show, 123 W. 18th St., 8th Fl., New York, NY 10011; 212.242.1213; themakeupshow.com.

### **Oregon Nail Expo**

May 21

Portland Expo Center, Portland, OR. Contact Kristen Dutcher, 2060 N. Marine Dr., Portland, OR 97217: onenailexpo@gmail.com; onenailexpo.com.

### **Premiere Orlando**

June 3-5

Orlando/Orange County Convention Center, Orlando, FL. Contact Premiere Show Group, 1049 Willa Springs Dr., Ste. 1001, Winter Springs. FL 32708: 800.335.7469. premiereorlandoshow.biz.

### The Makeup Show Chicago

June 18-19

Revel Fulton Market, Chicago, IL. Contact The Makeup Show, 123 W. 18th St., 8th Fl., New York, NY 10011; 212.242.1213; themakeupshow.com.

### **IBS Las Vegas**

June 24-26

Las Vegas Convention Center, Las Vegas, NV. Contact IBS Show Management Team, 757 Third Ave., 5th Fl., New York, NY 10017; 212.895.8200;

### **CLASSES**

### March

### **Young Nails**

ibslasvegas.com.

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6-10 OWC Mastering Gel: Anaheim, CA. 800.777.9170.

12 Need for Speed: Anaheim, CA, 714.992.1400.

For an expanded list of Happenings, go to nailpro.com/events. To share your upcoming events with our readers, email dloth@creativeage.com.

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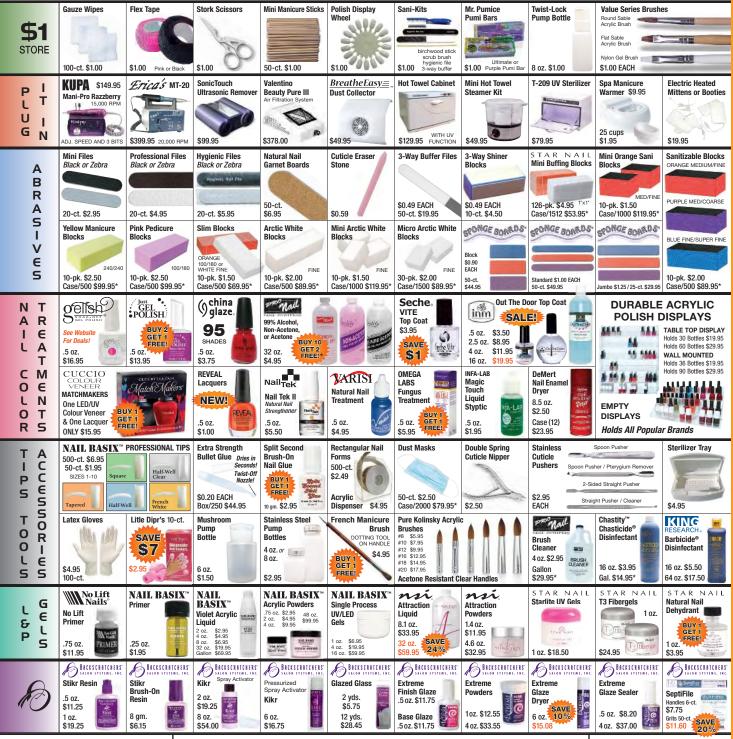


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Ultra premium washable nail files feature a flexible abrasive that will never cut or crack. Sanitizable and extra-pliable.



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One-Step Dual Cure Gels Easy application, glossy finish and unmatched strength and durability. Cures quickly under UV or LED light. .5 oz. \$9.95

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 prevents yellowing
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8 oz. \$19.95 32 oz. \$49.95 SALE! \$39.95

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### Advanced Formula **Sculpting Powders**

Triple sifted acrylic powders combine the adhesion properties of a hard polymer with the flexibility of a soft polymer.

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719583	Steel 1/2 Jaw Cuticle Nipper	\$5.90	\$6.49
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BASE COLOR: WHITE PEARL TRIM: BRUSHED ALUMINIUM

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**BASE COLOR: ESPRESSO** CHAMPAGNE TRIM: COPPER





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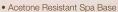
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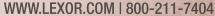












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# **APRIL 30, 2017**

PASADENA CONVENTION CENTER
PASADENA, CA
9:00 a.m. - 4:30 p.m.

# The Original Nails-Only Show in Southern California

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RAFFLES! Win fabulous prizes, including the GRAND PRIZE valued at \$1,000 worth of products!

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### **COLOR OPTIONS**

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## HOLLYWOOD FILE BY ALEXA JOY SHERMAN



# ▲ Gigi Hadid

Because the supermodel's co-hosting duties involved changing into a wide range of fashions throughout the night, celebrity manicurist Mar y Sol Inzerillo kept things neutral with a beige hue, and then glammed up the look by adhering hundreds of Swarovski crystals.



# **NUDE** Attitude

hether donning lacy, seethrough designs or more conservative cut-out styles, the A-listers at the 2016 American Music Awards weren't shy about flashing some flesh while walking the red carpet—and what better way to complement those skin-baring ensembles than with a variety of nuetral nail hues?



The "Fight Song" singer's peachy manicure

hit a subtle high note next to her geometric

hard-case clutch and shimmering peek-

a-boo Pamella Roland sequin gown.

## Selena Gomez

To match the classic elegance of the Prada gown worn by the "Hands to Myself" songstress, who took home her first-ever AMA for Favorite Pop/Rock Female Artist, celebrity manicurist Tom Bachik created what he described as a "timeless, natural, soft squareverging-on-oval shape" using Akzéntz Pro-Formance Gel, along with Essie Topless & Barefoot.





# Ariana Grande

The pop star, who delivered a racy "Side to Side" performance with Nicki Minaj and took home the award for Artist of the Year, walked the red carpet with pale, almond-shaped nails that looked lovely alongside her lingerie-inspired top.



PHOTOS: (HADID) JEF KRAVITZ/AMAZO16/FILMMAGIC, INSTAGRAM/@NALLSBYMARYSOUL; (DANS) FRAZEF HARRISONVAMAZO16/GETTY IMAGES FOR DCP; (GRANDE) ALBERT L. ORTEGA/GETTY IMAGES; (GOMEZ) S'



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# **SUNDAY, APRIL 30, 2017**

PASADENA CONVENTION CENTER, PASADENA, CA 9:00 a.m. - 4:30 p.m.



BUY **TICKETS** BY **APRIL 7** AND SAVE!

For More Info and to Purchase Tickets Visit: nailpropasadena.com or call 888.491.8265



# WANT NAIL SWAG?

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### **RAFFLES!**

Win fabulous prizes including the GRAND PRIZE valued at \$1,000 worth of products!

# As Southern California's largest nails-only trade show, NAILPRO Pasadena offers everything you need to build a successful nail business.

- Product-specific technical seminars showcasing the fine points of each brand
- Great deals on professional products from the industry's top manufacturers
- Raffles—including the chance to win the grand prize package worth up to \$1,000 in products!
- The opportunity to network and share information with your peers

# Purchase tickets by April 7, 2017 and **SAVE!** See back order form for details.



## NAILPRO Nail Competitions 2017



NAILPRO World Cup Partners: Eastern Europe, Italy

Worldwide Director, Jewell Cunningham

# Sign up to take part in the World's most prestigious nail competitions!

## SATURDAY - APRIL 29, 2017

### **3-D NAIL ART (GNOMES! THEME)**

Competitors create a multi-dimensional nail art design applied to a set of 10 tips using nail products. All work is completed in advance.

## **SUNDAY - APRIL 30, 2017**

### **SOAK-OFF GEL MANICURE**

Competitors have 30 minutes to complete a set of soak-off gel manicure to natural nails.

### IT'S ALL ABOUT THE BLING

Competitors have 45 minutes to complete one hand with gorgeous bling type embellishments.

# SALON SUCCESS - NAILPRO'S SIGNATURE COMPETITION

Competitors have 90 minutes to create a set of salonstyle nails with gel or acrylic products using tips (clear or natural) or by sculpting with forms.

### Sunday, April 30th, 2017

### 10:00 a.m. - 11:00 a.m.

### **COLOR CLUB**

COLOR CLUB: Gel Nail Art with Stamping Techniques with Robert Nguyen - Robert Nguyen, Color Club Director of Education/TV

Personality & Salon Owner

Come explore the features of gel from Color Club and FAST MONEY making techniques using Color Club Stamping plates with over 500 different patterns to offer clients.

### essie

essie - Get the Look!- *Gino Trunzo, Director of Education*Design to inspire! Leverage essie's unique fashion connection and learn to create the latest in essie trend nail looks.

### Famous Names/IBX

Introduction to IBX - Linda Nordstrom

An in-depth introduction to IBX! Develop your understanding of what IBX is and does, and learn about the science and chemistry to better serve yourself and your clients. In this introductory lesson, you will meet the product line and see a live demo. Watch an expert in various application situations - get prepared to launch your own salon's IBX services!

### **Light Elegance Nail Products**

Meet the Light Elegance Zippy e-file and Z-Bits - Hannah Lippke, Educator

The NEW Zippy eFile from Light Elegance features a beautiful Light Elegance pink and white design with a pearl finish. But don't let the cute name and packaging fool you; underneath the beautiful†exterior, this is one serious drill for techs that desire speed, accuracy and quiet performance client after client. In this demo class, the LEU Educator will introduce you to Zippyís features and the three LE Z-bits: Preppy, Speedy, and Smoothie. Learn how to save time on every service while expertly shaping each nail with Zippy.

### 11:15 a.m. - 12:15 p.m.

### Bio Sculpture Gel USA

A Soak-Off gel system that can do all a hard gel can and more! View the easy application procedure of Bio Sculpture Gel, the original No-Chip manicure. It is a chip-free, salon treatment that cures to a strong yet flexible, glossy finish under a LED (30sec.) or UVA Lamp (2min.), and will last up to four weeks. The damage-free, strengthening gel treatment will protect and enhance the natural nail and is available in over 180 gel colors, clear and French. Developed 25 years ago, Bio Sculpture is tried, tested and proven!

### ibd

Get the Look Using ibd Traditional Hard Gels & New Urban Edge Collection Shades.

Learn innovative application techniques and business building skills using ibd products. Our knowledgeable team of Global Educators will instruct you on how to properly apply ibd traditional gels for nail extensions and overlays. Also brush up on the latest in nail art trends using the new ibd Just Gel Polish Urban Edge Collection, and one-of-a kind Silicone tools for the most intricate designs. Get inspired and learn new exclusive ibd tips and tricks. We are the nail people!

### LeChat

The Perfect Match Dual Set - *Yvette Holt, International Educator* Nobility Gel Polish cuts service time in half for a sleek, long-lasting finish. Dare to Wear Nail Lacquer delivers perfect match color for temporary touchups or matching mani-pedis.

### Voesh New York

Introduction to Voesh Manicure and Pedicure Products - Faith Roxas, Educator

Learn how to use Voesh manicure and pedicure products and the benefits of using them in your salon.

### Young Nails

Why Dip When You Can Pour: An Insider's Guide to SlickPour - *Greg Salo*, *President* 

Nobody likes double dipping. Jump start your traditional nail enhancement service with this fun, fast paced, dazzling, crazy demonstration of SlickPour education. Learn how easy SlickPour powder coat application and removal is. With a service that's clean and speedy, your clients will go crazy over the mighty staying power and beautiful look of each set.

(continues on next page)

### 12:30 p.m. - 1:30 p.m.

### **IndieGirl Beauty**

MAXIMUM Strengthening Color & Clear Gels - Rhonda Tooker, Educator

Come learn all about Indiegirl's MAXIMUM Strengthening color and clear gels. MAXIMUM is a LED and UV soak-off color builder gel that adds flexible strength to the natural nail. An easy to apply gel that self-levels, allowing the gel to follow the natural curve of the nail. The perfect gel overlay for techs of all levels.

### Vetro Gel

Intro to Japanese Gel Nail Art Techniques - Megumi Hasegawa, International Nail Artist

This class is an introduction to Vetro & Japanese nail art techniques. Megumi brings you decades of experience from Japan demonstrating show stopping designs in an achievable way. You'll learn the foundation of gel application & art technique.

### 1:45 p.m. - 2:45 p.m.

### Atwood Industries

Electric Filing Made Easy - Nicole Atwood

This special electric filing class is designed to help with all of the e-filing issues that have you dumb-founded and ready to throw in the towel. Nicole will demonstrate ways to perform any e-filing task with ease and speed! Come join the fun and learn something that will benefit both you and your clients. Your time is our time. See you there!

#### essie

The Art of Sales *Gino Trunzo - Director of Education*Business building 101. Learn business building techniques with confidence and integrity.

### **EzFlow**

Mastering the Arts with EzFlow Acrylics: Create the Ultimate Stiletto Nail + Amazing 3D Acrylic Nail Art

EzFlow's Global Master Educator will help bring drama to your fingertips

by teaching the proper techniques to create the ultimate stiletto acrylic nail. Plus, create truly unique, one-of-a-kind three dimensional acrylic nail art designs using the latest colored acrylic powders from EzFlow's Design Colored Acrylic Collection candyFLOSS.

#### INIM

The Art Of A Great Foundation n - Temeka Jackson

Explore the evolution of a great acrylic foundation. Gain knowledge on client analysis, preparation, application steps (1, 2, 3 Ball method), precision and technique. Acrylic enhancements is one of the most Sought after services. This Course will teach you how to master your Art with confidence and expand on the services you provide.

### LeChat

The Perfect Match Dual Set - Blanca Reyes, International Educator (This class was developed for Spanish-speaking professionals.)
Recorte su tiempo de servicio en medio de un acabado elegante y duradero con Nobility Gel Polish. Dare to Wear Nail Lacquer ofrece color temporal combinación perfecta para los retoques, o compatibles mani-pedis.

### Sha-Nail

Sha-Nail Decal Collage

Sha-Nail is the leading manufacture of ultra-thin nail stickers in Japan. Join this fun class and learn how to create beautiful collages by layering these ultra-thin stickers to create time saving art!

### 3:00 p.m. - 4:00 p.m.

### LeChai

The Perfect Match Dual Set - Connie Le, International Educator (This class was developed for Vietnamese-speaking professionals)
Gel quý tộc Ba Lan cắt giảm một nửa thời gian phục vụ cho một kết thúc kiểu dáng đẹp lâu dài,. Dám Mang Nail Lacquer cho màu sắc kết hợp hoàn hảo cho tạm touch-up hoặc kết hợp mani-pedis.

### **Light Elegance Nail Products**

Class description to be announced! Visit nailpropasadena.com

# Visit nailpropasadena.com for a full list of classes and their descriptions.

# The following is a partial list of suppliers exhibiting at NAILPRO Pasadena 2017

- Akzéntz Professional Nail Products
- Atwood Industries
- · Backscratchers Salon Systems, Inc
- Belava
- Bio Sculpture Gel USA
- Body Drench
- Body Toolz
- Checi
- China Glaze
- Christrio
- CND
- COLOR CLUB/Skyline Beauty Supply
- Crystal Works

- Emmie's Cosmetic Beauty, LLC/ Emmie's Academy
- essie
- Everglaze
- EzFlow
- Famous Names/Lumos
- Gelaze
- Gena
- ibd
- IndieGirl
- International Nail Manufacturers
- KUPA Inc
- LeChat

- Light Elegance Nail Products
- Morphe Brushes
- Nail Tek
- OPI
- Pacific Instruments
- Princess Nails Intl', Ltd.
- Prolinc
- Seché
- Sha-Nail/Skyline Beauty Supply
- Vetro Gel/Skyline Beauty Supply
- Voesh New York
- Young Nails



# **HANDS-ON WORKSHOPS** presented by NAILPRO Networking Events **Monday, May 1, 2017, 8:00 a.m. - 5:00 p.m. Pasadena Convention Center**

Join leading manufacturers for a full day of hands-on education, sharing and networking!

Hands-on workshops require an additional registration fee. Register for at least one workshop on Monday, 5/1/17, and get a FREE general admission to NAILPRO Pasadena on Sunday, 4/30/17.

(Hands-on workshops are not included as part of NAILPRO Pasadena's Sunday ticket price and require a separate fee.)

For class descriptions and supplies needed for each workshop visit nailpropasadena.com/nailpro-networking-events



NAME

**SALON** 

**ADDRESS** 

# **APRIL 30, 2017** 9:00 a.m. - 4:30 p.m.

**Pasadena Convention Center** 

# 300 E. Green Street Pasadena, CA 91101

### VISIT NAILPROPASADENA.COM TO REGISTER ONLINE OR CALL 888.491.8265

# **Advance Registration Form**

CITY		STATE_	ZIF	D		
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<b>SPECIAL OFFE</b>	R EXPI	RES FR	IDAY AP	RIL 7, 2017		
General Admission	At the Door	Advance Registration	Number of Tickets	Cost		
Single Ticket	\$30	\$25				
Two or More Tickets (each)	\$25	\$20				
Student Tickets	\$20	\$15				
Monday, May 1, 2017 Hand Registering for one or mor General Admission to the nailpropasadena.com for co with NAILPRO Pasadena G PAYMENT METHODS Make checks payable to Cr Please note: Credit card cha	e workshops NAILPRO Pa details and to General Adm reative Age.	on Monday, N sadena Show o pregister. (Han ission ticket an	May 1, 2017 ind on Sunday, Ap ids-on worksho id requires a so	cludes a FREE ril 30, 2017! Visit ops are not included eparate fee).		
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### **Frequently Asked Questions**

### 1. How do I get my tickets?

(A) All tickets purchased online, by phone or mail with a valid email, will receive an email confirmation with their printable PDF ticket. These tickets CAN NOT be reproduced as each barcode is unique. If not in your primary email, please check your SPAM folder. (B) You can purchase tickets through our Approved NAILPRO Ticket Distributors at their locations (See list below).

(C) Attendees can purchase online until Friday, April 7, 2017, at 12:00 p.m. PST.

(D) If you do not purchase your tickets by Friday, April 29, 2017, you will need to purchase your tickets onsite or with an Approved Ticket Distributor.

#### 2. Where will the show be held?

NAILPRO Pasadena will be held at the Pasadena Convention Center, 300 E. Green Street, Pasadena, CA 91101

#### 3. How do I get to the Pasadena Convention Center?

From downtown Los Angeles, take 110 Freeway North. From the south, take 5 North to 605 North to 210 Freeway West.

From the north, take 5 South or 101 South to 134 Freeway East.

From the east, take 10 West to the 57 North to the 210 Freeway West.

From the west, take 134 East to the 210 Freeway East,

### 4. What about hotel accommodations?

NAILPRO Pasadena has reserved a block of rooms at the Sheraton Pasadena Hotel located at 303 Cordova Street, Pasadena, CA, 91101. Special room rate for attendees is \$199 a night + tax for single/double room occupancy. Rates are for standard rooms only. Special rate expires April 7, 2017.

### 5. Who can attend NAILPRO Pasadena?

(A) NO children under 12 are permitted in the show. Children 12 or older must purchase a general admission ticket and be accompanied by a properly licensed professional.

(B) Creative Age shows are professional events and proof of licensure may be requested. Students should be able to provide a student ID, school registration receipt or a letter from the school administrator. (C) A licensed professional may bring one unlicensed companion. The unlicensed companion must purchase a ticket for entry and may not purchase professional products.

#### 6. What do I get with my advance registration? A general admission ticket includes access to all educational events and classes for that day

### 7. What if I purchase a ticket but can't attend?

(A) For a full refund, tickets must be returned to NAILPRO Shows, Attn: Registration, 7628 Densmore Ave., Van Nuys, CA 91406, by **April 7, 2017**. A refund may take up to four weeks to process (B) Tickets purchased through distributors must be returned to that distributor by April 7, 2017. (C) No refunds will be issued after April 7, 2017.

### 8. Can you accommodate special needs? If you have a special need we can address, please contact show manager April Menendez at 888.491.8265, ext. 204, by **March 31, 2017**.

### 9. If I don't want to use my credit card number online, how can I register?

(A) You can call toll-free 888.491.8265; fax this form to 818.782.2913; or mail it to NAILPRO Pasadena, Attn: Registration, 7628 Densmore Ave., Van Nuys, CA, 91406. Please DO NOT send registration forms or fees to the Pasadena Convention Center. (B) You may also purchase general admission tickets through local ticket distributors (See list on left).

**NO CHILDREN UNDER 12 ALLOWED ON SHOW FLOOR** 

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