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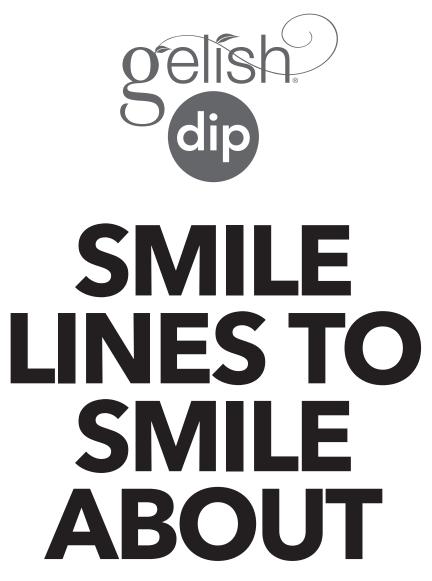
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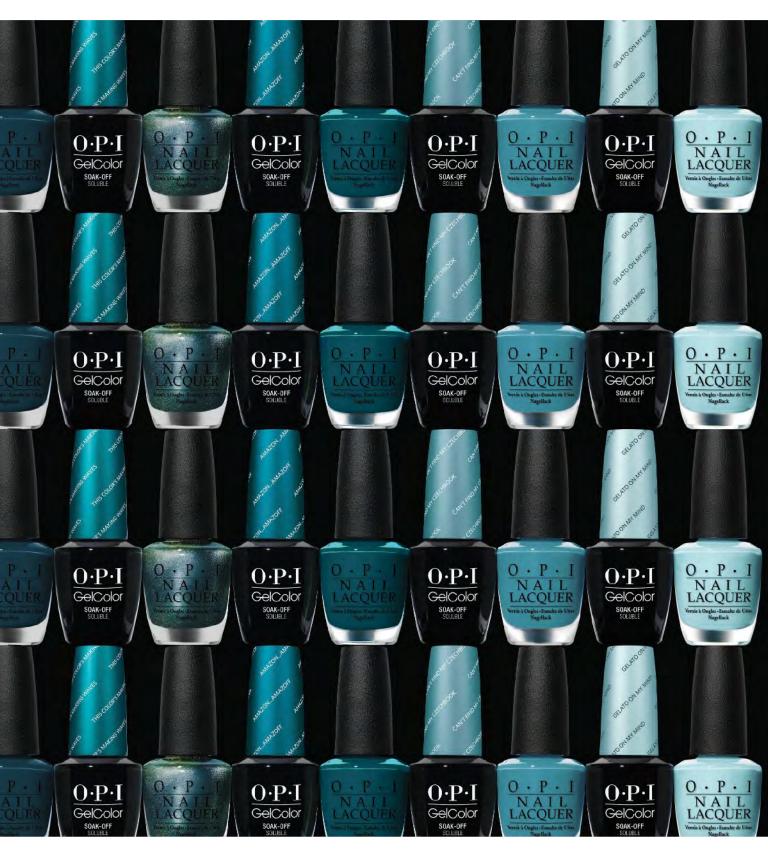
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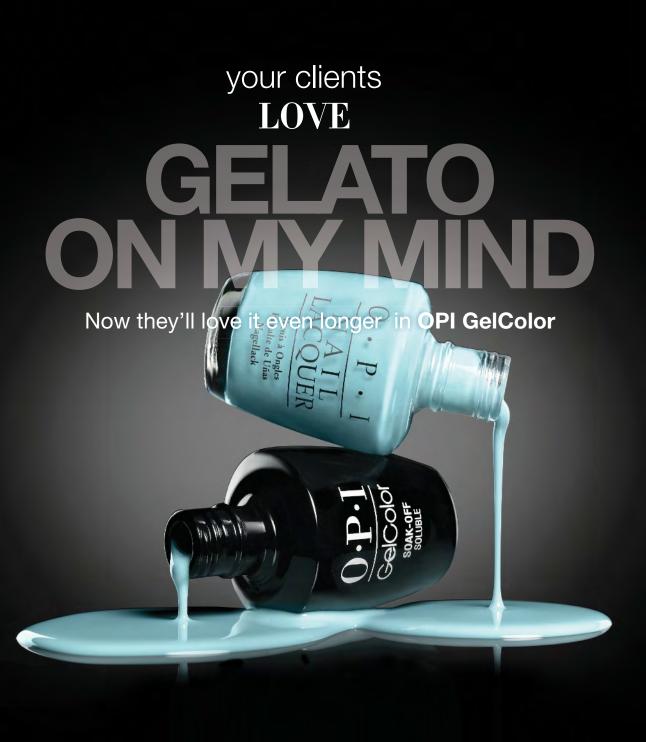
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Cover Credits Nails: Sukura McLawson; Photography: Dorit Thies, doritthies.com; Makeup: John Stapleton, Aim Artists; Hair: Christian Bier, Aim Artists; Model: Rayne Ivanushka, Photo/Genics Media

Check out the behind the scenes video of our cover shoot at nailpro.com/videos/ behind-the-cover

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EDITORIAL

The Classics, **Reinvented**

hey say that a classic never goes out of style. Take my favorite pair of white canvas Converse sneakers, for instance: I've had them for more than a decade, but every spring I pull them out of my closet and find plenty of opportunities to wear them again. What has changed over the years is what I pair my kicks with—sometimes shorts, maybe a skirt or skinny jeans. In fashion, the ability to

reinvent a look season after season is what makes it, well, a classic. It just never seems to go out of style.

The same can be said for nails, and especially for the French manicure. Created in the '70s by industry icon Jeff Pink, the look is as on-trend now as it was then. While acrylic is still the go-to for French manis, techs are moving away from traditional pink-and-whites and experimenting with different colors and techniques (think: airbrushing, ombré and shattered glass). In "Vive la French" on page 98, we tap two leading nail talents to share their favorite *au courant* ways to wear this quintessential look.

Speaking of what's in, you've likely heard the phrase, what's old is new again. That's certainly the case for magnetic polish. The product's latest incarnation allows techs to create chic cat eye nails for clients. Check out the technique in Workshop (page 78), which includes a how-to for crafting a cool cat eye gem. And for more cutting edge nail art, be sure to turn to page 108 for "Spring's Top Nail Trends." We pulled the best nail looks from the spring/summer fashion shows, so you'll have plenty of nail art inspiration for the coming seasons.

For spring, I'll also be looking to the runway to figure out how to reinvent my Converse for another season. Luckily, no matter how I wear them, I know they'll look great—they're a classic, after all.

Jennifer Carofano NAILPRO Managing Editor jcarofano@creativeage.com

Stephanie's Manicure With so many different types of nail products on the market, it can be hard to choose just one. But you don't



have to, says NAILPRO executive editor Stephanie Yaggy Lavery. Here, artist Bel Fountain Townsend (@sohotrightnail) utilizes glitter, iridescent foil, rhinestones and more for this bright and cheery fruit-filled design. "And be sure to check out that apple," says Lavery. "It's hand-painted!"

Behind the Nail Pros...

The cover of the April issue was a true collaboration. NAILPRO associate editor Taylor

Foley (center) worked hand in hand with nail artist Sukura McLawson to create a stunning set of nails inspired by the art deco architecture of Miami. On the day of the shoot, McLawson brought his gregarious personality and competition-level skills to set, making for a fun and creative day. Here, Foley and McLawson talk technique as he works on the model's nails.







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NAILING THE NEWS | BY ALEXA JOY SHERMAN

GLOSSIES 2017

Although she had never competed before, Iryna Gross entered every single 2016 Glossies category and walked away with the grand prize. Here, we talk with the international master educator for Crystal Nails and owner of SkyDance Nails & Creations in Las Vegas about how life has been since her big win.



What impact did participating in-and winning-the Glossies have on your career?

The biggest thing it did for my career was boost my confidence level. I'm more willing to try things I've never done before and push myself to learn more techniques.

You've already won first place in several NAILPRO competitions

since taking the Glossies grand prize. How have those experiences been?

A Winning first place at the NAILPRO competitions was absolutely amazing and not expected. It was stressful to participate on site for the first time but, at the same time, it was a great experience and helped me to learn a lot about being a competitor. Participating in the most recent competition at ISSE Long Beach, I was less stressed because I am more experienced, and I enjoyed being with my friends and other nail enthusiasts from all over the world.

What have been some of the highlights of your mentorship with 2015 NAILPRO Cup winner Shiori Durham?

A l've asked her tons of questions! For example, when I was preparing for my last competition, I had some specific questions about nail length that she helped clarify. I also periodically tap into her expertise as I learn about different categories. She has vast experience in nail competitions and I'm really thankful to her for all of her help.

What are your competition plans going to be in the months ahead?

I'm taking it one step at a time, but I'm going to try to compete in more categories—even the ones I'm not

good at! I'm still learning category tips and tricks; there's so much I don't know yet. But the process I go through and the people I meet all help me get better in a fun way. My main goal is to improve every day, and competitions are an opportunity to push myself.







SHINE ON

Media Focus

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

Elle • Trending items on the "Beauty It List" included **JINsoon** Graffiti Art Peace, part of a four-color collaboration with NYC street artist Chris Riggs for Mayor.

BEAUTY

he Smartest

5 Bad Habits to Break

CUTICLE OIL HACK

EAKE THE LOOK OF GELS

PROBS-EXPLAINED!

Internet in the local sector of the

Anti-rest - Explore the of a Conservation and a family of the second sec

Allure • Actress Shay Mitchell revealed a few of her favorite beauty products, including **Orly** Kiss the Bride.

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Harper's Bazaar The mag touted hot trends from the fashion world, such as glitter nail art, with a nod to **Morgan Taylor** Glitter & Gold.

Try a pretty jewel-tone mani

BEAUTY

Cosmopolitan A guide to healthy nails featured **OPI** Gel Break and **Orly** Breathable Treatment + Color Fresh Start.

Magic

SPARKLING

Healthy Nails Now!

BEAUTY

Redbook • Deeming gem-colored polishes a top pick for any skin tone, the mag recommended **Essie** Satin Sister, **OPI** Infinite Shine I'll Have a Manhattan and **Tenoverten** Commerce.



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CND'S NEW POP STAR

FOR THE FIRST TIME IN CND'S HISTORY, THE SAN DIEGO-BASED COMPANY HAS NAMED A CREATIVE AMBASSADOR: CELEBRITY AND EDITORIAL NAIL ARTIST MISS POP. "Fashion and artistry have always been in CND's

DNA, and when we met Miss Pop, it was immediately clear that

we share similar philosophies," says CND cofounder and style director Jan Arnold. "She is a master at translating the avant-garde into chic, wearable nail designs." Here, the New York City-based ambassador gives us a peek into this exciting new partnership, which officially kicked off at New York Fashion Week in February.

NAILPRO: How did this opportunity with CND come about?

MISS POP: I met the CND team at America's Beauty Show last year. I was one of the nail artists asked to speak to a group of beauty students with Jan Arnold. We have a shared commitment to education and artistic expression, and we love to have fun with fashion. So, once we were introduced, the relationship naturally grew from there.

NP: What are some of the things you'll be doing as Creative Ambassador?

MP: You can expect more fashion-forward nail art, tutorials and editorials. I'm looking forward to sharing techniques and trends, and I'm so grateful to have the CND rainbow of Vinylux and Shellac shades to paint with. Nails are my canvases and I want to make this wearable form of art continue to grow and evolve like other art forms—music, fashion, photography and film.

NP: What do you love about the CND brand?

MP: CND is committed to not only teaching techniques, but they also believe in imparting important knowledge about the health and wellness of our clients' nails. We need to be able to tailor our processes, explain our products and confidently answer our clients' questions. CND empowers each nail pro to be an expert.

NP: Any favorite CND products?

MP: I'm obsessed with SolarSpeed Spray Conditioning Polish Dryer, which I use every day on set to save time. Not only does it distribute the conditioning ingredients found in SolarOil, saving me a step, it also helps the nails dry in a flash. Plus, it smells like macaroon cookie heaven!

NP: What are you most excited about accomplishing in this role?

MP: There are so many talented women and men turning their passion for nail art into a career, and I'm hoping this position will give me the visibility to connect us as a creative force. I'm looking forward to continuing to meet and share with my fellow manicurists and nail art enthusiasts around the globe.

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The Big Reveal at **COSMOPTOF**

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COSMOPROF

A new opportunity for beauty industry innovators will be hitting Cosmoprof North America (CPNA). Scheduled for

July 9-11 in Las Vegas, the show will launch Discover Pro Beauty. The exclusive area, located in the professional pavilion, will host 12 exhibitors, pre-selected to ensure a match with participating buyers representing national and regional distributors as well as chain salon operators. Featuring nail and haircare products and tools, makeup and skin care, all offerings from participating startup companies will be focused specifically on professional distribution. The area will also showcase established international brands that are new to the U.S.

market. "Every year it's thrilling to see what new, innovative solutions the companies exhibiting have developed to meet every customer and professional need," says CPNA marketing director Daniela Ciocan. "We are looking forward to seeing what unique solutions for the nail sector will be launched at Cosmoprof North America 2017." To learn more about exhibiting or becoming a qualified buyer to the Discover Pro Beauty area, contact cpna@cosmoprofnorthamerica.com.

Spring *Fling*

Essie kicked off the spring season in style with the brand's global color designer Rebecca Minkoff. The fashion designer debuted her Spring 2017 collection in February at The Grove outdoor shopping center in Los Angeles, and models walked the runway with a nail look created in collaboration with Essie celebrity manicurist, Michelle Saunders. "Essie's spring 2017 collection is a joyful expression of color that reflects California's vintage vibe," says Saunders, who noted that the rosy-hued rainbow design includes four colors from the collection. "Our warm toned manicure was the perfect design to show Rebecca's vision of a fun and cheery California road trip adventure. It also represents a peaceful transition from winter to spring." What's more, the

products used to create the nail look were made available for purchase immediately after the show as part of an exclusively curated, limited edition bundle on amazon.com.

Rebecca Minkoff (center) surrounded by models sporting her spring 2017 collection.





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PAYING FOR BEAUTY SCHOOL WILL SOON BE A BIT EASIER FOR 10 STUDENTS. The Professional Beauty Association (PBA) is now accepting applications for the 2017 PBA Minerva Beauty Scholarship. In addition to \$1,000 each, funded by Monroe, Georgia-based Minerva Beauty, a leading manufacturer of salon equipment, the 10 lucky winners will receive a one-year PBA student membership. To be eligible, applicants must already be enrolled in an accredited cosmetology program in the U.S. and have a minimum GPA of 3.0, or a grade of 80 percent. Applicants must also submit an essay and a recommendation from a cosmetology professional. Additional information, as well as an online application, can be found at probeauty.org/scholarships. **The deadline** to apply is May 31, 2017.

Toast of the Town

IN MOST PLACES, IF YOU WANT TO SERVE YOUR CLIENTS A COMPLIMENTARY ALCOHOLIC BEVERAGE, YOU NEED A LIQUOR LICENSE—BUT THAT ALL CHANGED FOR CALIFORNIA SALONS THIS YEAR. On January 1, California Assembly Bill 1322 went into effect. The law permits barber shops and beauty salons to serve up to 6 ounces of wine or 12 ounces of beer to each client of drinking age, so long as the beverages are offered at no extra charge and consumed prior to 10 p.m., and the salon is in good standing with the State Board.



The bill was introduced by Assemblyman Tom Daly (D-Anaheim) and sponsored by Drybar Holdings, the popular chain of blowout businesses, who pointed out that previous laws have exempted enterprises, such as limousines and hot air balloon ride companies, from needing a permit to serve comped cocktails. According to Daly, many salons and barbershops in the state were already offering clients alcohol without a license—but now they can do so without being penalized.



Arbi Avanessian/ Ella + Mila Faith Roxas and Guy Wong/VOESH



Max Estrada/

Greg Salo/Young Nails



More than 35,000 beauty pros from all around the globe came together for the Professional Beauty Association's International Salon and Spa Expo in Long Beach, California. The event offered techs the chance to network with industry peers and featured the return of the Nail Spot, a destination for educational classes on topics ranging from salon safety to social media (#LovePBA). Plus, the 2017 NAILPRO Competitions showcased the work of this year's talented crop of competitors.



Savannah Estrada and Lela Christine/Honey Nail Glam Vu Nguyen/Gelish

Trang Nguyen, Vannie Luu, Jasmine Quach and Do Nguyen/Aora

Phēro pēņo

Raj Kaluwahewa and Victor Recinos/Jessica Cosmetics

Sha-Nail



Koko Kashiwagi and Ricardo Martinez/Kokoist USA



Johnny Ngo/Whale Spa and David Anthony/Valentino Beauty Pure



Melanie Visser and Elsie Visser/ Bio Sculpture Gel



Jim Nordstrom, Linda Nordstrom and Niki Nordstrom/ Famous Names

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Yasmeen Sandoval, Chikako Suzuki and Teana Grigorash/Sha-Nail Pro



Katelyn Armstrong, Olivia Nguyen and Robert Nguyen/Color Club

Sindy Mark and Benny Dadon/ Joya Mia





the mermaid-themed Fantasy Nail Art competition, and showcased seaside scenes for the Long Beach, California-themed Hand-Painted Nail Art event. **A big congratulations to all of the winners!**





Brenda Skermont
 Erika Bakos
 Aguil Fritzke

Fantasy Nail Art: Mermaids





NOVICE



Ramona Hales
 Katerina Vakrilova
 Wendy Valenzuela







Mixed Media: Magic Gardens



Ekaterina Kondrackaya (not pictured)
 Yanira Gonzalez
 LuLu Desfassiaux







NOVICE



Aly Calderon Saucedo (not pictured)
 Mikami Kanna
 Matthew Quang-Xuan Nguyen











Non-Divisional 1. Iryna Zabiran 2. Allie Baker 3. Katerina Vakrilova



Veteran 1. Anastasia Morozova 2. Iryna Gross 3. Lulu Desfassiaux



Novice 1. Yumiko Kuwahata 2. Yukari Otsuka (not pictured) 3. Makiko Otani (not pictured)

Hand Painted Nail Art: Long Beach, California



NOVICE1st2nd3rdImage: Strain Str

TIP AND OV

3-IN-1



Veteran 1. Allie Baker 2. Mayumi Hase 3. Yuriya Matsumoto



Novice 1. Natalia Sielawa 2. Genesis Ward 3. Yamileth Doiron



Veteran 1. Allie Baker 2. Mayumi Hase 3. Katerina Vakrilova





Veteran 1. Allie Baker 2. Katerina Vakrilova 3. Mayumi Hase



Novice 1. Natalia Sielawa 2. Genesis Ward 3. Jessica Briarmoon



Veteran 1.Yuriya Matsumoto 2. Allie Baker 3. Iryna Gross

Novice 1. Natalia Sielawa 2. Stacy Bonagura 3. Galinda Jimenez



Non-Divisional 1. Katerina Vakrilova 2. Ednice de Jesus Nieves 3. Tiffany McBride



Veteran 1. Mayumi Hase 2. Emese Koppányi 3. Kyoko Amemiya



Novice 1. Natalia Sielawa 2. Ikuko Sato 3. Genesis Ward



Non-Divisional 1. Amanda Lenher 2. Jessica Briarmoon 3. Wendy Valenzuela HANDS-ON WORKSHOPS WITH AKZÉNTZ PROFESSIONAL NAIL PRODUCTS & LIGHT ELEGANCE NAIL PRODUCTS

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presented by NAILPRO Networking Events



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Register by April 7th

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NAILAPALOOZA 2016

Judges presented trophies to the winners of Nailapalooza 2016, an international online nail competition.

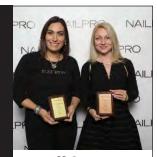


Non-Divisional1. Iryna Gross2. Allie Baker3. Katerina Vakrilova



 Kon-Divisional
 Katerina Vakrilova
 Guin Deadman (not pictured)
 Iryna Gross

T'S /



Veteran
1. LuLu Desfassiaux
2. Guin Deadman
(not pictured)
3. Katerina Vakrilova

Novice 1. Stacy Bonagura 2. Evgeniya Shinikova (not pictured) 3. Tiffany McBride

SOAK-OFF GEL

Non-Divisional
1. Shiori Durham
2. Samantha Goddard
3. Milan Kristic \$



WHAT DO THESE GUYS KNOW ABOUT NAILS?

At first people laughed at the idea of two brothers running a nail care company. What did these guys know about the nail tech and the professional nail care industry? After 25 years in the business, it's pretty safe to say we probably know a thing or two. We can't wait to share it with you. We believe that knowledge is power and staying inspired is the key to running a successful money-making salon machine. Tap into the life-changing force of a Young Nails education in person at our One Week Course or follow us to get in on what the 115k Instagram Followers, 64k Facebook Friends, 107k YouTube viewers already know. Life's too short for ugly nails. Who's laughing now?



YOUNG NAILS SYNERGY GEL SYSTEM

CUTICLE FRIENDLY BRUSH SERIOUS COVERAGE MIRROR-LIKE SHINE LONG LASTING



Left Hand, bottom to top. OCD PROUD, IMAGINE THAT, CHEERS TO ME, OFFICIALLY OVER IT

Right Hand, bottom to top. FREE TO DO WHATEVER, NEVER ASK PERMISSION, LET LIFE UNFOLD.

young 🚺 nails caption **EVERYDAY COLLECTION**

Our 2017 Everyday Collection celebrates the beauty in diversity. A soft mix of pearlescent and creme shades includes four brand new nudes with names like Cheers To Me, OCD Proud, Officially Over It, and Imagine That. These variations on pale blush, antique pearl, milk froth, and smoky nude polish a healthy glow over any skin tone. Subtle has never been so strong. They join forces with four of our best sellers: Free To Do Whatever, Let Life Unfold, Put A Smile On, and Never Ask Permission. Regardless of your day job or side hustle, these are absolutely go-to's for everyone under the sun on any day of the week.



IMAGINE

THAT

FREE TO DO

WHATEVER



OFFICIALLY

OVER IT



PROUD

PUT A

SMILE ON



CHEERS TO ME





UNFOLD









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PORTFOLIO





Muriel Gomez • Mury's Nails Albuquerque, NM



Galdina Jimenez • Pacifiq Nail Salon San Marcos, CA

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.



Danielle Lubin • Reche Hair Studio Metuchen, NJ



Samantha Nichols • JCPenney Salon Bluefield, WV



Marinela Santos • Polished by Her Bethlehem, PA



Jennie Sawatzky • Pampered Pointers Burnaby, BC, Canada



Tiffany Scaggs • Beauty Mart Salon & Spa Liberty, MO



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PORTFOLIO



Katie Dutra • Bel Amici Salon Portland, OR



Whitney Garrett • Mia Bella Nails San Antonio, TX



Stephanie Sanchez • NM Glitz Nails & More Albuquerque, NM



Brisbane, Australia



Stormi Holt • Phoenix Salon Las Vegas, NV



Tita Turner • Emerson Nails Melbourne, Australia



Angel Villegas • Pacifiq Nail Salon San Marcos, CA



Estefani Romo • Adore Salon Visalia, CA



Michelle Kelly • Michelle-Louise Nails Tan Beauty Skelmersdale, England



Bradenton, FL



Hailey Snow • Mickie'z Beauty Villa Pensacola, FL



Kathy Trang • Blush Pink Nail Boutique Cotati, CA



Kristina Vazquez • Studio S Salon Orange, CA



Erin Williams • Red Betty Nails Austin, TX



Jessyca Wood • Salon Social Pensacola, FL



Sayreville, NJ

Anniston, AL

Houston, TX

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.

POLISHED LOOK | BY DALE ARDEN CHONG

SHER MADNESS

For spring, designers are welcoming the warmer weather with sheer fabrics, like lace, chiffon and mesh. The color black, combined with stars of all sizes, shines a light on the looks' edginess at Elie Saab, while the trend takes an elegant turn with nude chiffon at Dior. Designers Jason Wu and Nina Ricci went for transparency with designs that show what lies beneath, and Francesco Scognamiglio upped the texture ante with black lace. To experiment with the style on tips, take inspiration from nail artist Fabian Robles; his work features sheer shades and lots of negative space.

jo

·DIRB J

Francesco Scognamiglio

Vina Ricci



lenny Packham

Jason Wu

Guest Artist Fabian Robles is a nail artist at M Salon in Woodland Hills, CA.



Inspired by Dior



Inspired by Elie Saab



Elie Saab

Inspired by Nina Ricci

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mandarin honey riple-action esh soal sanitizes & softens wat controls foam ides aromatherapy 35 fl. oz./1034 ml 🕑

QTICA

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OTICA

<mark>mandarin</mark> honey sugar scrub

QTICA

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Sanitizing anti-stress soak softens water while providing aromatherapy and a bit of color too. The non-foaming formula dissolves clean and never leaves a residue.

MANDARIN HONEY (shown) 35 fl. oz.

STEP 2: SUGAR SCRUB

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MANDARIN HONEY (shown) 7 oz. or 44 oz.

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moisture mask

Antioxidants and skin regenerating ingredients allow this relaxing and superhydrating mask to soften, rejuvenate, and brighten skin to a glowing and more youthful look.

MANDARIN HONEY (shown) 38 oz.

mandarin honey luxury lotion

QTICA

QTICA



mandarin

luxury lotion

QTICA

honey

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MANDARIN HONEY (shown) 8.5 oz. or 34 oz.

QTICA SMART SPA PEDICURE GUIDE

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TICA®

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GREAT UNISEX SCENT almond oatmeal

SUGAL SCLUD clean dissolve no residue non irritating

DTICA®

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strawberry cranberry luxury lotion

Net Wt. 241 g/8.5 Oz. @





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NEW!

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LEMON DREAM	MANDARIN HONEY	GUAVA PASSION	EXOTIC MANGO	GRAPEFRUIT SURPRISE	VANILLA WILD PLUM	POMAGRANATE	QTICA SMART SPA SCENTS
35 fl. oz Bottle	35 fl. oz Bottle	ANTI-BACTERIAL SOAKS					
7 oz Tube 44 oz Jar	7 oz Tube 44 oz Jar	SUGAR SCRUBS					
38 oz Jar	George States St	38 oz Jar	MOISTURE MASKS				
8.5 oz Pump Bottle 34 oz Bottle	8.5 oz Pump Bottle 34 oz Bottle	LUXURY LOTIONS					

QTICA SMART SPA PEDICURE GUIDE



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MAY 15

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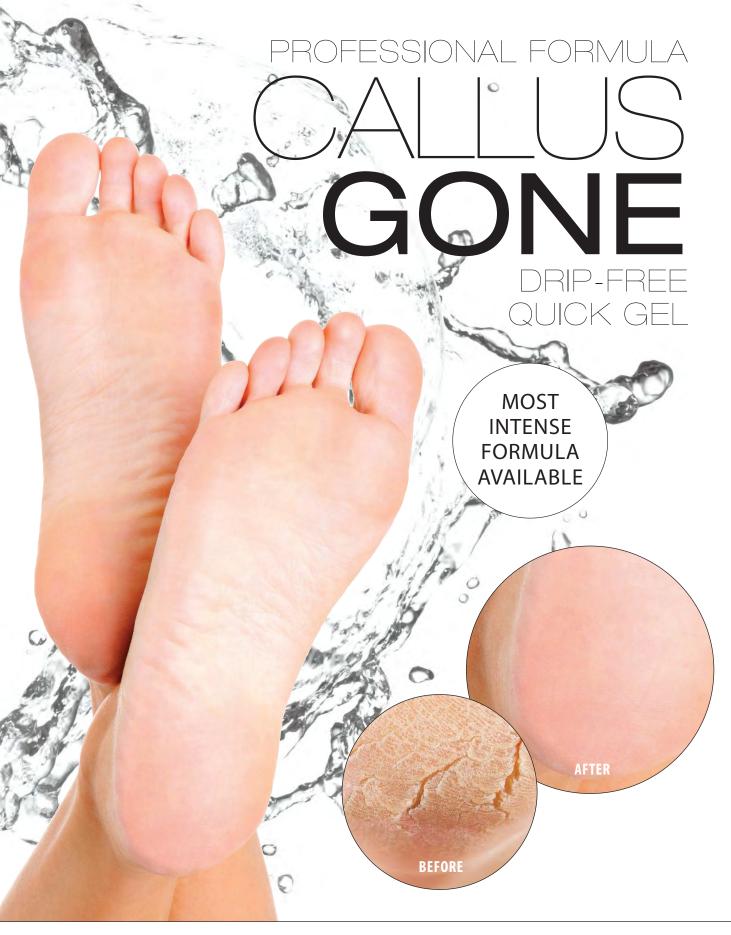
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QTICA SMART SPA PEDICURE GUIDE

BEHIND THE NAIL PROS | BY TAYLOR FOLEY



THE MAKING OF OUR COVER

KNOWN FOR ITS BEACHES AND COLORFUL ART DECO ARCHITECTURE, MIAMI IS ONE OF THE HOTTEST SPRING BREAK DESTINATIONS—AND THE INSPIRATION BEHIND OUR APRIL COVER. With the iconic South Beach skyline in mind, nail artist Sukura McLawson sculpted a set of edge-shaped extensions. The key to creating the avant-garde nail shape? Building a structural "spine" down the center of the nail. "It gives the nail dimension without making it look bulky," says the Scottsdale, Arizona-based tech. Using a palette of bright pastel gel hues, he painted linear patterns in varying widths to create the illusion of perspective. "I wanted to mimic the effect of looking up at a building," says McLawson, who topped off each design with a gold geometric charm. Check out more of McLawson's nail art techniques below, and in our behind the scenes video at nailpro.com/videos/behind-the-cover.

"I chose an edge nail because I wanted an architectural element to play into the design." -Sukura McLawson

Creating the Cover Nails



McLawson began by applying forms, slightly angling them up to create the edge shape. He applied builder gel to the base of the nail, dragging it to the desired length on the form, and cured.



2 To create the "spine" of the nail, McLawson applied a line of builder gel down the center of the nail, allowing the gel to naturally blend into the nail before curing.



3 He shaped, filed and buffed the nail. Then, McLawson applied two coats of white gel polish, curing after each, and didn't remove the tacky layer.



Next, McLawson applied holographic striping tape down the center of the nail. After filing off the excess tape at the free edge, he applied a layer of clear gel to encapsulate it.



5 McLawson then painted lines with turquoise gel polish, making them wider at the cuticle to add dimension. He repeated this step using bright pink, green and orange gel polish.



6 To clean up and highlight the line work, McLawson painted white lines in between the colored lines. To finish, McLawson adhered a charm to each nail.

































Nails Sukura McLawson



Photography Dorit Thies



Makeup John Stapleton



Hair Christian Bier

WORKSHOP

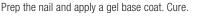
The Cat's **Meow**

How to create cat eye nails.

agnetic polish is making a comeback with cat eye nails. Seen on Instagram feeds and YouTube tutorials, the look is achieved with special cat eye polish and a small handheld magnet. So, how does it work? According to Michelle Wong, Ph.D., beauty science blogger at Lab Muffin, the polish contains iron powder fragments that are attracted to magnets. "The iron particles are quite dense, so they usually sink to the base layer of the polish as it's applied. When you place the magnet over the nail, the iron particles rise toward the surface and stay there due to the thickness of the polish as it dries," says Wong. The result? The particles can be seen through the nail polish, which creates the mesmerizing cat eye effect. Here, nail artist Fariha Ali Nizam (@nailjob) shares her step-by-step techniques for creating the au courant look.







Apply one coat of cat eye polish, being sure to cap the free edge.



NEW Shades!







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3 Immediately after applying the polish, place the magnet as close as possible to the nail without touching the surface. Then, hold it steady for 5 to 10 seconds. Cure.

TIP! If the magnet moves while being held over the polish, the design may look spotty. But don't fret—it's easy to fix. Apply a second thin coat of polish; it will "erase" the magnetic effect and you can start fresh.



Apply a second coat of polish and repeat Step 3. To finish, apply top coat and cure.

Cat Eye Gem



Prep the nail and apply a gel base coat. Cure. Next, apply two coats of black gel polish, curing after each.



2 Wipe off the tacky layer. To "frame" the gem, apply a nail sticker to the center of the nail.



3 To create the gem, use a thin detail brush to apply clear builder gel. Start at the center and apply it in a circular motion. When the shape is slightly rounded, cure. Repeat this step until the gem is raised above the nail surface.



Use a thin detail brush to apply one coat of cat eye nail polish to the gem *only*.



5 Immediately after applying the polish, place the magnet as close as possible to the gem without touching the surface. Then, hold it steady for 5 to 10 seconds. Cure.



6 Apply a second coat of cat eye polish to the gem only and repeat Step 5. To finish, apply top coat to the entire nail and cure.

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BEAUTY FILE

Andreina Landis

I am inspired by... Successful and strong women who follow their dreams.

My first job was... When I was 14, I was an iceskating instructor.

My proudest accomplishment is...

Building a worldwide cosmetic company– and starting with just \$50.

My favorite type of music is... Classical

My favorite sport is... Ice-skating.

My favorite movie is... Elf: I can watch it even when it's not Christmas, and it makes me laugh every time!

A perfect day is... Spent with my husband and my puppies.

My guilty pleasure is...

Eating candies like a 10-year-old when nobody is watching.

The best set of nails I've ever seen...

Were by nail artist Anna Xiewei. She does gorgeous work! She hand-paints famous faces on nails.

My favorite type of food is... Japanese.

Are you a morning or night person? Definitely morning. I like to go to bed early.

My most treasured possessions are...

My dogs, Emma and Apple.

President and cofounder, Mini Mani Moo





Bonbons

afraid of... Failure. I strive to be the best at everything I do.



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SPA

GUEST EDITOR





David Anthony, president of Valentino Beauty Pure and Vetro USA, joins NAILPRO this month to provide you with advice and answers to *your* nail questions.

Our next guest editor is Elizabeth Morris, licensed tech, professional educator, business advisor and the creator of The Nail Hub. Have a question for Elizabeth? Email it to nailpro@creativeage.com.

I'm investing in a new line of products for my services. How should I implement a price increase?

-Kiley Elon, via Facebook

Price increases are a normal part of doing business. Unfortunately, in the beauty business, a price *decrease* seems to be the common trend. Don't be the common trend; stand your ground, pick a date, and raise your prices—even if it means losing a few clients. (Remember, those clients aren't worth keeping if they won't pay you what you and your services are worth.)

Once you decide on a new product line, start to market it at least a month before it arrives in the salon. Tell clients about the new products in person, on social media and in an email blast. It's important to hype the product as much as possible to get clients excited!

As a nail tech, how can I create a brand around my work and me?

–Eileen Shaw, via Facebook

If you want to brand yourself, you have to be willing to put yourself out there. The first step is to come up with a logo for your brand. Then, set up accounts on Facebook, Instagram and Twitter, and create a website. (Need help? I like Wix, a free, DIY website building platform.) Next, start posting pictures of your work daily on all of these platforms and make sure that your images are watermarked with your new logo. Be sure to post a few pics of you, too; it's very important that potential clients see the face behind the nails. Last, but not least, you should always wear your work. If someone asks who did your nails, you can say, "I did!" and then hand them a business card that features your new logo and all of your updated social media handles.

What is the best way to retain clients when moving to a new salon?

—Veronica Valerin Vega, via Facebook

As soon as you know for sure you're moving locations, tell your clientele and give them your new contact information, including your address. At the same time, update your social media accounts with your new information. It's also important that you have all of your customer information, such as emails, cell phone numbers and social media accounts, saved and up to date so that you can personally reach out to your clients once you've made the move. You can also try offering incentive cards with a 15 percent to 20 percent discount to entice your clients to follow you.



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We offer a relaxing environment for our clients to experience first-class service with a glass of wine or champagne. We are well known for our \$25,000 manicure service that includes GIA diamonds along with 24K gold. Other services include non-surgical cosmetic procedures performed by licensed physicians, such as Botox, Liposonix and Thermage. We have four salons in Southern California: a second





salon in Irvine and two in Newport Beach. They are located in mostly affluent neighborhoods with upscale malls.

THE LOOK

We used a team of top architects and designers to custom-build the interiors of all of our salons. Our goal is to provide clients with a luxurious environment.

THE CLIENTELE

Each location has a unique set of clients for that area; it ranges from young professionals to established business owners to retirees. Services include traditional manicures as well as trendy nail art, and visits last from 30-60 minutes. We also have male clients who come in regularly for mani/pedi services.



The most common nail services are gel manicures and pedicures. Of our non-surgical cosmetic procedures, Botox is the most popular.









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PRAISE

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ADVICE

Don't lower your prices and lessen your services to be competitive. Also, when you have multiple locations, managing the staff and technicians while ensuring good client relations is key. Be sure to hire experienced managers, and make customer service a No. 1 priority for the salon.







COMPETITION CORNER By Alexa Joy Sherman

FOR THE WIN

Champions and judges share their hard-won wisdom for taking top honors in Sculptured Nails.

T MAY FEEL LIKE NAIL COMPETITIONS HAVE BEEN AROUND FOREVER, BUT THEY MIGHT NOT BE WHAT THEY ARE TODAY IF NOT FOR THE SCULPTURED NAILS

CATEGORY. "This is the one that started it all—the granddaddy of competitions!" says NAILPRO Competitions global director Jewell Cunningham. It's also one of the best events for techs who want to take their careers to the next level. "If you can sculpt well with acrylic or gel, you can figure out how to do every other type of nail," notes Cunningham.

Two-time NAILPRO Cup champion Amy Becker agrees, adding, "This competition helps you elevate the quality of your sculptured nails in the salon, which can allow you to raise your prices—and it's a great way to sharpen your skills if you're interested in doing magazine covers or becoming an educator." What does it take to ace the competition itself? There are a lot of requirements, but insiders offer the following insights.

PRFP POINTERS

As with any other category, practice is imperative-and since you'll have two and a half hours during the competition, you should make at least a few practice sessions that exact duration. "Don't let anyone talk to you while you're practicing," says Cunningham. "You need total concentration." Try to do three or four full sets during the two-week period right before the competition, suggests NAILPRO Competitions judge Carla Collier. While practicing, determine how much time you'll need for each step. "The more you practice, the better you'll get a feel for how long you'll need for application, filing, polish and shining," says 2015 NAILPRO Cup champion Allie Baker. "Keep an eye on the clock and try to stay within your timeline."

One crucial skill to master, says Collier, is achieving the right liquidto-powder ratio with your acrylic. "It's important to have good product control, and this means no air bubbles," she says. She also recommends Shown here, 1st place Sculptured Nails created by NAILPRO Cup Champion Allie Baker at the 2016 NAILPRO Competition in Sacramento.

working on applying the entire white tip for the unpolished hand in one bead, and getting the same thickness from one nail to the next. "It's really important to apply the same pressure and to have the same consistency of the product," says Collier. "When I didn't have anyone to practice on, I would take a form and bend it around a C-curve stick and then I would practice my pressure with the brush, as well as getting the consistency of the white product."

Collier also says it's a good idea to look at photos online and see how the moons on competition and natural nails look compared to the tip. "A lot of times competitors make the moons too white or too big," Collier notes. "I suggest following along with your model's moons if she has them. If she doesn't, try mixing natural and white powder, and then probably the tiniest amount of pink possible to give it a softer, more natural tone." At the end of each practice session, compare your nails to photos of winning sets, paying attention to areas where you







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could improve. "If you can find [an image of] a set of sculptured nails by Tom Holcomb, that will show you *everything*," says Cunningham.

HMING HPS

Two and a half hours may sound like a lot of time, but you'll still want to be efficient wherever possible—and that starts with your setup in the arena. "Make sure you have everything laid out and within reach," Cunningham says. "Taking 30 seconds to grab one thing out of your case can throw your time off."

Collier suggests beginning with the nails on the polished hand. "This allows you to get warmed up for the more precise smile lines you'll need on the pink-and-whites hand," she explains. Becker also emphasizes the importance of sticking to the time for each step that you predetermined while practicing. "You will be tempted to go over a practiced time to try and perfect a certain step, but if you go When applying color to the polished hand, use long strokes and brush over the free edge for complete coverage.

over your practice times, you either won't finish or you won't finish well," she says. "Your scores will always be higher if you finish, even if that means finishing with imperfections."

GEAR GUIDANCE

When selecting your products and tools, first be aware of what you're *not* permitted to use. For NAILPRO Competitions Sculptured Nails events, you may only use liquid-and-powder acrylic or light-cured products in sheer pink, clear and white—cover pinks are not allowed, nor are embellishments of any kind. No plastic-type molds may be used to form the sculptured nail. Further, you cannot use inverted tips or any "cookie cutter" products to form or assist in making smile lines—they must be done with a brush by hand, and paint-on white is not allowed. Base coat, ridge filler, and top coat are not permitted, either. For the finishing touches, you cannot use electric files or buffers. Also, cleansing products (i.e., soaps), moisturizing products, (i.e., oils, creams, lotions) and bowls with anything in them (i.e., marbles or rocks) are not allowed.

So what *can* you use? Start with great forms; Baker likes wide paper ones with a great C-curve and sidewalls. "Wider forms help to get a nice, straight extension," she explains. She also loves C-curve sticks: "They allow me to mold the acrylic around them, making sure the curves are even."



Although some competitors like pinching tools, such as tweezers, to press the C-curves, both Baker and Collier prefer to use their thumbs. "I can mold the whole nail instead of 'pinching' the sides in," Baker explains.

For the polished nails, Collier suggests white acrylic mixed with a natural shade so that it still appears white, but the line of demarcation from the smile line doesn't show through the lacquer. When working on the pink-and-whites, Collier suggests having two dappen dishes—one for the white powder and one for the pink. "This keeps the pink from becoming cloudy," she explains. "Pour only enough liquid in the dish to do one or two nails at a time." Be sure to have at least two brushes for product application, too. You'll also want *a lot* of files and buffers. "Using new files and buffers on each nail is important for consistency, because the grit of the file changes every time you use it," says Collier, who suggests a 100-grit file to shape the sidewalls and tips, then a 150- to 180-grit file for the surfaces. Collier also likes a finishing stick buffer with a thick foam center for all surfaces, and

SCULPTURED NAILS: THE SPECIFICS

For the Sculptured Nails competition, nail enhancements on one hand (your choice) must be polished with red crème polish or, if sculpting with gel, a red gel color (base coat, ridge filler and top coat are *not* allowed), while the other hand must be French-style (pink/clear and white), finished to a high shine and completely free of polish. They should also have:

- A sleek, dramatic look
- A shape that ranges from extreme square to extreme oval (stiletto)
- A 1 to 1 ratio of nail bed (pink) to free edge (white), measured from the center of the smile line
- Product thinly applied near the cuticle area, reinforced at the stress area, and tapered to the free edge so it is equal to approximately the thinness of a business card (.01 inches to .03 inches)
- Consistent C-curves between 40 percent and 50 percent (144-degree and 180-degree arc)
- Moons sculpted on the unpolished hand at the base of the nail (note: moons may also be sculpted on the polished hand at the discretion of the competitor)
- Undersides of all nails must look the same

For more information, visit nailprocompetitions.com.

"The nails that are the thinnest, with the pink the clearest, the white the whitest, and the pink and white ratios equal—that's the ultimate."

recommends laying buffers, highest-grit side down, on a heating pad. "The warmth will save you time and energy so you can create a marvelous shine," she says. "Start with the 240-grit side, then flip it over and cover all surfaces using the 280-grit side."

ARENA ADVICE

When the big day arrives, Cunningham suggests getting to the competition early so you can stake out a good spot and set up. Bring a checklist that includes all your supplies, as well as rules to remember and mark everything off as you go.

When applying color to the polished hand, use long strokes and brush over the free edge for complete coverage, says Collier. "Use the same stroke on every single nail, and use your acrylic brush to clean up around the cuticle with acetone—this makes a perfect margin and removes any polish that may have splashed underneath the nail," she notes. For perfect pink-and-whites, focus on creating sharp and complete smile lines. "Be sure the curvature is the same on all five fingers," says Collier. "Be aware of the pressure that you apply with your brush—many times I've seen smile lines that were consistent, but leaned to one side."

Keep those nails clean, too, spraying away all traces of dust after the acrylic is applied and you've filed all nails. "You've got to clean the nails really well before you apply polish to the polished hand, and then again after you buff on the high-shine hand," says Collier. "If you have time at the end—although most people don't you can also take a pointed Q-tip and put some acetone or water and clean underneath the nails. But you have to be careful touching the skin with acetone or it could look too dry."

WINNING WISDOM

There's an extensive list of skills that Sculptured Nails will be judged on, from smile lines and C-curves to product control and polish application. "Of all the criteria, what will blow the judges away is *consistency* in each category," says Becker. "For example, it's not the set with the deepest smile lines that wins—it's the set with the identical smile lines." Cunningham agrees that it's about balance and continuity. "The nails that are the thinnest, with the pink the clearest, the white the whitest, and the pink and white ratios equal—that's the ultimate," Cunningham says. "When you're judging this category and you get to *that set*, your stomach does a little turn over in excitement. There is nothing as beautiful as a perfectly sculpted nail!"

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



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IS GOOD

In honor of Earth Day on April 22, we asked planet-minded nail pros to share some of the ways they stay eco-conscious on the job.

> rom 3-, 5-, 7- and even 10-free polishes to waterless and organic nail services, the nail industry is incorporating planet-friendly products and business practices. In fact, green nail salons are popping up with

increasing frequency—and April is Earth Month, when we reflect on the many wonders of this third rock from the sun while creating awareness about the state of our precious planet. Of course, taking steps to reduce your carbon footprint is obviously better for the Earth, but it's also an opportunity to lower your overhead and create a safer, healthier environment for you and your clientele. Not sure where to start? Here, seven nail techs sound off on their innovative initiatives and prove that it actually *is* easy being green after all.

By Francesca Moisin



"Joining the professional nail competition circuit five years ago meant I had to spend extra time practicing my acrylics, and I soon got tired of throwing away the many packages this work requires. To cut back on waste, I began purchasing acrylic powder refills in large bags, which I now pour into a single reusable container. I also use ceramic pallets for gel painting, instead of one-time-use paper pallets. And, I'm careful to always wipe dishes first before washing them, so chemicals don't drain down sinks and leech into the water supply. That's a trick I learned in beauty school." —Shiori Durham, nail technician at eN Salon Musée in Bellevue, WA



"I've been practicing ecofriendly work habits for over 20 years, consistently striving to keep the environment in mind with every service I perform. Instead of tossing paper nail files, I send them home with clients after each use, and I opt for crystal files whenever possible, as those can be sanitized and reemployed. Buying supplies in bulk eliminates the accumulation of polish bottles. which I recycle when empty. Additionally, my clients have always been supportive of these important practices." -Tracylee, celebrity nail artist in New York Citv



"Earth-friendly awareness can be practiced at many levels, starting with the design of a salon space. I focused on building products made of repurposed material, such as my ceiling tiles that are 60 percent recycled. I also used no-VOC paint to steer clear of low-level toxic emissions, and opted for formaldehyde-free furniture to avoid off-gassing that pollutes indoor air. Whenever possible, I purchase locally produced equipment and supplies, so as to avoid shipping emissions. (Pedi spas from Continuum, made in the U.S., are a great choice.) I also use eco-safe cleaning agents on my surfaces, plus phosphate- and dye-free laundry detergent. For services, all of our scrubs are made with organic sugar instead of non-biodegradable silicon, and our lotions are produced locally using 80 percent organic ingredients. Ditto for the retail area, which features sustainable offerings for body and bergen many of them made leadly. Our pail agained

home, many of them made locally. Our nail services have a natural bent, too, as we offer strictly 3-free polishes and gels. Lastly, here's a quick tip: cotton rope makes a great toe-separating alternative to the petroleum-derived foam molds."

—Sally Parks, owner of Plum Natural Nail and Skin Spa in Austin, TX

"When it comes to conservation, lots of little efforts can add up to effect big change. I learned that during the first 13 years of my nail career, when I lived in Key West. Everyone on that island was concerned with upcycling and repurposing as a general way of life. Today, I buy in bulk and refill bottles. I select 100 percent cotton balls in lieu of poly blends. Paraffin that heats without electricity-such as waxes that use salt water poured into iron and magnesium-helps save energy. Plus, folded-up product boxes always go into the recycling bin, never trash dumpsters. ---Karen Hodges, nail technician in Fort Myers, FL



"I work four blocks from home and on light-schedule days, I walk to the salon. This saves on gas and traffic congestion-plus, l aet a little exercise. Six years ago, we installed three ceiling fans, which create a wonderful cross breeze when used with both doors open and help minimize our air conditioning needs come summer. We also switched to energy-efficient light bulbs in both ceiling fixtures and table lamps and, as an added perk. our electric bill reflects that change. Our washing machine never runs unless it's fully loaded, and then only with energyefficient soap. What's more, our clients take note of these efforts. They often acknowledge our planetsaving initiatives and have even suggested their own tips." —Jeffi Girgenti, owner of The Nail Cafe in Woodland Hills. CA

"Salon waste often comes from sources people don't typically consider, like paper used to generate receipts and excessive packing material for the numerous supplies required to do our jobs. That's why I switched to a printer that uses vegetable- and soy-based ink, plus earth-friendly paper in all printed products and outer

packaging, including FSC-certified recycled papers. (Some of the boxes are even

manufac-

tured via wind power.) Many certified organic offerings employ ingredients that

lessen our impact on the environment, too, and there are now more vendors practicing sustainable farming methods, which means it's easier than ever to make smart product choices." —Carla Collier, owner of Nail Perfect salon in Tehachapi, CA



Inspired to go green? Check out these five extra ways to make your salon more sustainable.

SAVE YOUR ENERGY. Purchase an Energy Star appliance, such as a washing machine, dryer, dishwasher or fridge, and switch to a programmable thermostat to avoid using the A/C or heat when your business is closed.

2 GET GROWING. Make plants a prominent part of your decor. Not only are they an attractive addition to interiors, they help clean the indoor air, too.

3 BE MATERIALISTIC. Offer clients washcloths, rather than disposable paper towels, for drying hands.

ORINK RESPONSIBLY. Instead of serving bottled water or other beverages, use a water cooler and bring refreshments to clients in reusable containers. Salon-branded mugs and glasses lend their own charm!

5 TAKE IT ONLINE. Upgrade to a paperless point-of-sale system for emailed receipts, and choose a comprehensive website that's easy to view on mobile devices in lieu of printed menus.



"My transition to waterless pedicures started in early 2016, when I converted to dry-only foot treatments. Pathogens sometimes flourish in wet environments, and I wanted to alleviate my clients' sanitation concerns—but equally important, this move was meant to decrease my environmental footprint. My pedicure is now footbath free, and I don't need water to run a disinfection cycle, so I'm saving water twice in a single service. At first my customers were slightly apprehensive of this new method, but they quickly fell in love with the luxurious experience." —Amy "Polished by Amy" Rigsby, nail technician and blogger in Trion, GA

Francesca Moisin is journalist and the author of Phasmantis: A Love Story. She lives in Brookline, MA.

4

Help clients say *au revoir* to traditional pink-and-whites with fashion-forward takes on the classic look.

By Taylor Foley

Imagine having to change a client's polish every time she changed her outfit. That was the case in 1970s Hollywood when on-set manicurists painted actresses' nails several times a day to match every wardrobe change. That is, until Orly founder Jeff Pink developed the first pink-and-white nail in 1975. Movie and television directors asked Pink to create a versatile look for actresses to wear during filming, prompting him to paint a stark white tip atop sheer pink polish. Soon after, Pink debuted the look on the French fashion runways, calling it a "French" manicure to match its chic, effortless style, and *vollá*—the iconic design was born.

Today, acrylic is the go-to product for creating long-lasting French manicures, and the classic design has inspired nail artists everywhere to create their own take on the French. Here, nail artists Robert Nguyen and Katelyn Armstrong demonstrate their technique for creating *au courant* designs for clients of all kinds. Plus, a roundup of must-have product picks that promise to keep the French manicure's legacy alive.



The Baby Boomer

This design may be the easiest deviation from the standard French tip. A subtle pink-to-white ombré effect gives the prim look a touch of contemporary style, perfect for longtime pink-and-white devotees. "The Baby Boomer is best for more conservative clients or even brides," says Robert Nguyen, international nail artist and global director for Color Club, who adds that it takes practice to achieve a seamless gradient. "The secret to the design is in the way you apply the product."

"The Baby Boomer is best for more conservative clients or even brides."

STEP 1 Start by building the extension with clear acrylic. Next, apply cover pink to the entire nail. Then, file and buff the nail.

STEP 2 Pick up a bead of white acrylic and place it at the free edge. Then, use the brush to pull the white acrylic toward the cuticle.

STEP 3 To create an ombré effect, place a bead of cover pink at the cuticle, then pull it toward the free edge. (The cover pink should overlap the white acrylic.)

STEP 4 To help the pink and white acrylic blend together, apply clear acrylic to the entire nail. File and buff the nail, then finish with top coat.

TIP! Don't fret about creating a perfect gradient; applying clear acrylic over the entire nail will hide any imperfections, resulting in a seamless blend.









The Shattered Glass French

For clients intrigued by the glass nail art trend, but too nervous to take the plunge, offer them this toned-down alternative. Aside from a subtly reflective tip, this edgy design packs an added punch: a unique smile line. Here, nail artist Katelyn Armstrong sculpts a chevron take on the classic arc, which she highlights with a touch of iridescent glitter powder. "I did a reverse French technique to create the smile line," says Armstrong, who adds that the tip must be thin in order to encapsulate the glass paper. "Otherwise, you run the risk of the nail looking too thick."

STEP 1 After prepping the nail, fit a form under the free edge, apply a bead of cover pink to the base of the nail and sculpt the extension. Once the acrylic sets, file the free edge to a "V" shape. (The "V" will serve as the smile line.)

STEP 2 To sculpt the tip, apply a thin layer of clear acrylic to the free edge. Then, file the free edge to a stiletto shape.

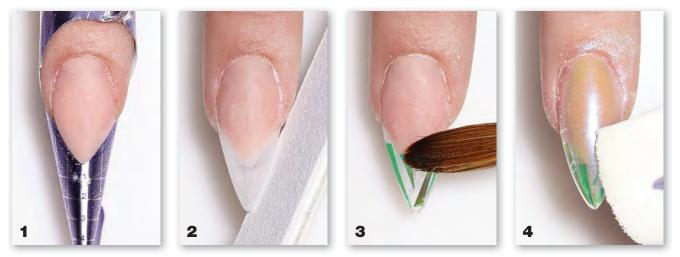
STEP 3 Use a gel brush to pick up a bead of clear gel. Then, use the same brush to pick up a piece of glass paper and place it on the tip of the nail. Repeat this step to achieve desired coverage.

STEP 4 Apply a thin layer of clear gel to the entire nail, encapsulating the glass paper, then cure. File and buff the nail, then apply a layer of no-wipe gel top coat and cure. Next, dab iridescent glitter powder onto the nail with a cosmetic sponge. (To clean up any excess glitter, use a gel brush dipped in acetone.) Finish with gel top coat and cure.

This edgy design packs an added punch: a unique smile line.



TIP! Be sure to blend the clear gel toward the cuticle after applying the glass paper to ensure a smooth, even surface after filing.





The Airbrush French

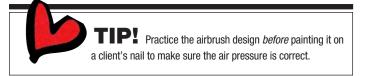
Airbrushing has officially made a comeback, and art aficionados will appreciate the retro technique when used to create a crosshatch French design. Nguyen says the key to creating a flawless airbrushed style is proper positioning of the paint gun, noting, "You don't want to hold the paint gun too close." Nguyen also encourages techs to use DIY stencils (like a nail form, shown at right) in order to paint straight, even lines.

STEP 1 Sculpt an extension with clear acrylic. Apply cover pink to the entire nail, then file and buff the extension to the desired shape.

STEP 2 Apply liquid latex around the perimeter of the nail. Then, mix together blue and white airbrush paint. Fill the paint gun with the mixture and then, holding the gun at an angle a few inches away from the nail, spray paint a French tip.

STEP 3 Once the paint has dried, hold a nail form at an angle over the tip of the nail. Using the form as a guide, spray paint short diagonal lines across the tip with white airbrush paint.

STEP 4 Repeat Step 3, holding the nail form in the opposite direction to create a crosshatch design. Finish with top coat.









The Marble French

Colored acrylic can be intimidating to clients afraid to venture too far from their tried-and-true pink-and-whites. The beauty of this technique is that it gives clients a chance to play around with color without feeling like they are too far from their comfort zone. To create the marbled effect, Armstrong applies two beads of colored acrylic at the same time, allowing them to naturally mix together to produce a subtle marble pattern at the tip. The result? A fun and playful pop of color perfect for a special event or a night out.

STEP 1 After prepping the nail, fit a form to the free edge and apply cover pink to the base of the nail in a reverse French technique. Then, file the free edge to an almond shape.

STEP 2 Pick up dark pink acrylic, then, with the same brush, pick up a bead of purple acrylic and place both beads at the free edge. Repeat this step to build out the extension.

STEP 3 File and shape the extension. Then, apply a layer of no-wipe top coat and cure. Dab iridescent glitter powder on the tip of the nail with a cosmetic sponge.

STEP 4 Use a striping brush to outline the smile line with white gel polish and cure. Finish with gel top coat and cure.



TIP! Don't swirl the colored acrylic, as the colors will look muddy on the nail. Instead, let the colors naturally mix on the tip of the brush.















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The runways continue to awaken backstage manicurists' creativity, assuring you an abundance of nail art inspiration, from metallic twists to dangle-dependent designs. Now it's up to you to deliver these trends to vour clients and make them your own!

By Karie L. Frost

Trend #1: ZERO SUM

Blank spaces continue to dominate nail artistry, and it's no surprise why: No matter their complexity or simplicity, the optical illusion of negative space designs looks supremely chic on tiny canvases. At Nicole Miller, Zoya nail lead Holly Falcone painted a color-clashing cross that mimics the Panamanian textile mola, using Zoya Ireland and Arizona for the design details and leaving the rest of the nail bed naked. Desire a little less structure? China Glaze nail lead Honey painted freehand abstract shapes, like an S or 2, on





China Glaze @ Proenza Schouler



naked nails at Proenza Schouler. "That's what abstract is-it's something quick; it's nothing to think about," she says of the shape-shifting design.

Christian Louboutin Beauté @ Novis



Nail Lounge @ Carmen Marc Valvo

Trend #2: NOUVEAU FRENCH

While certain swaths of nailistas label the French manicure DOA these days, backstage manicurists continue to bring it back to life in chic new ways. Case in point: the beige-and-white stiletto nails models bared backstage at Cushnie et Ochs. Inspired by Michelle Pfeiffer's *Scarface* character Elvira, Christian Louboutin Beauté nail lead Alicia Torello modernized the typical French design by "adding an angle gradation from pinky to thumb." The effect of the thick, diagonal white free edge shrinking as it slashed across each finger provided a unique visual on this old-school nail design staple.

OPI @ Creatures of Comfort

Essie @ Rebecca Minkoff









Trend #3: FLOAT ON

You may not have much real estate to work with on nails, but backstage manicurists proved that these 10 tiny canvases support a range of floating objects, from one grand dot (at Jeremy Scott) to a mass of sweet hearts (at Rachel Antonoff). "No two nails are the same, which I love," says Morgan Taylor nail lead Gina Edwards of the buoyant matte pastel arcs she polished across beds at Tanya Taylor. At Rachel Antonoff, squiggly hearts float on a white tip like scribbled love notes. "When it comes to the hearts, the messier, the better!" says China Glaze nail lead Miss Pop, who created the random squiggles with a striping brush and various

shades of pink and red polish. For the heart outlines, Miss Pop pulled out a true nail art hack: an ultra-fine-point Sharpie pen. "Before you reach for your pen, make sure your polish is 100-percent dry," she advises.





Morgan Taylor @ Tanya Taylor

Trend #4:BIT OF WHIMSY

Clients who elect for fanciful designs need look no further than these lighthearted creations. Perhaps most day-dreamy of them all: palm fronds that seemed to waft and ripple around the edges of nails at Alice + Olivia. "The idea is that foliage is being formed," says CND Design Lab team member Amanda Fontanarrosa, adding, "This took hours to create, but the design is so serene that it was really a



calming process!" To craft the palm fronds, she dropped seven beads of green polish along the border of the nail, and then lightly dragged and swooped each bead toward the middle. "Depending on the size of the nail, you may need more or fewer beads," she says.



Trend #5: SUPREME OPACITY

Sheers took a backseat to full-coverage color, and no hue seemed off-limits despite spring's typical gravitation toward sunny shades. In the season's one-coat color orbit were bold cobalt (DKNY), zesty tangerine (Tibi) and rich red (Kate Spade and Rag & Bone).











JINsoon @ DKN



Trend #6: DANGLE IF YOU DARE

Kitsch had its place in the '90s; the frequency of manicures studded with dangling charms outnumbered that of today, to be sure. But that didn't stop nail artists from calling back to that era, punching holes into tips and hanging everything from mini tassels (at Libertine) to large letters (at KYE US) from nails. "I had originally thought about making the design 3-D, but I didn't want to cover the fishnet base I painted," nail lead Mei Kawajiri says of the '90s-inspired nail design she crafted for KYE US. "When the models move you can see the charms move. It's more fun!"



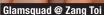


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Morgan Taylor @ The Blonds

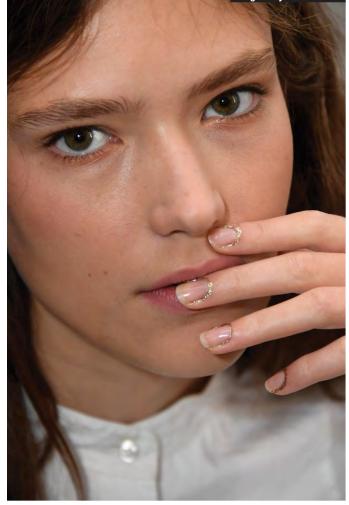


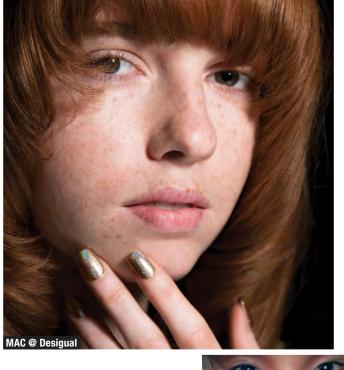
Miss Pop @ Nicholas K 🌉





Morgan Taylor @ Rodarte





Trend #7: METALLIC TASTE

Hyper-reflective finishes certainly have a home on nails (witness the chrome and unicorn powders craze)—and this season, they even took up residence on cuticles. "I'm calling it a 'gold chain detail,'" says Morgan Taylor nail lead Tracylee of the stunning design she created for Rodarte.

alcohol first to rid it of any oils and dirt."

 Worgan Taylor @ The Blonds

cuticles. "I'm calling it a 'gold chain detail," says Morgan Taylor nail lead Tracylee of the stunning design she created for Rodarte. "It's gold glitter polish (Morgan Taylor Glitter & Gold) around the nail along the cuticle." Of course, she notes, polish on skin won't last long — maybe a day or two at best — but she offered this tip



to make it wear as long as possible: "Clean the skin with rubbing





Karie L. Frost is a freelance writer and editor based in New York City.

Trend #8: LINE BY LINE

There's a lot of love for lines of every kind this season: straight,

China Glaze @ Opening Ceremony

squiggled, thick and thin. Loopy lines, like the punk graffiti design by CND at Libertine, can be executed with your eyes closed (sort of), yet straight edges, like those at Opening Ceremony, require a steady hand. Or not: China Glaze nail lead Naomi Yasuda utilized Scotch tape to tidy up her straight-edged color-block nail art at Opening Ceremony (one of two designs she created for the runway show). "You paint the Scotch tape [with your preferred polish], let it dry, cut it into small lines, and then press," she instructs. "It makes it so much easier this way." To smooth any ridges the tape may create, she recommends floating a layer of top coat over your design.





CALUS CARE CHECKLIST

Discover the important do's and don'ts for treating calluses. By Leslie Henry

s a nail professional, you've seen your fair share of calluses in the salon. Formed when skin accumulates over areas of continual pressure, friction or irritation, they can be unsightly and uncomfortable. While many clients hope to leave their pedicure appointment callus-free, that's rarely, if ever, the best course of action. "A callus is there for a reason," explains Vicki Malo, president of the North American School of Podology in Toronto, Canada. "They are the body's natural protective mechanism." So, how do you please your client and properly care for her calluses? Here, eight do's and don'ts, plus our top picks for products designed to smooth rough skin.

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1. DO know your state

board regulations. Many boards define the complete removal of a callus as a medical procedure and strictly prohibit the use of razors, rasps or other types of shavers during a service. (In fact, in some states it's even illegal to have a callus blade on the salon premises!) There are several states that don't define callus

treatment provisions; however, techs should always refrain from performing invasive procedures on living tissue.

2. DON'T use tools that are difficult to clean

and disinfect. Filing down a callus leaves behind a lot of dead tissue in tools and implements. Sanitation is critical for every service, of course, but pedicure services are especially scrutinized. Choose high quality tools that can be adequately scrubbed after use. Foot files with replaceable, single-use abrasives are also a good option.

3. DO start with a thorough consultation.

Before performing any type of foot service on a client, ask about existing medical conditions, age and lifestyle as they can all impact callus treatment. "As we mature, the skin on the bottom of the feet becomes thinner," says Malo. "In some cases, a callus is the only protection against the trauma of walking." This is especially important when treating diabetics, where a small break in the skin can evolve into a life-threatening infection.

4. DON'T use caustic callus softeners on

diabetics and seniors. These products contain ingredients such as salicylic acid and potassium hydroxide which can

Client upkeep can keep calluses soft between pedicure appointments.

cause chemical burns on extremely fragile skin. Greasy, heavy salves should also be avoided. "These products don't readily absorb into the skin and may only give a superficial effect," says Malo.

5. DO soak the feet prior to treating a callus. Five to 10

minutes in warm water is usually suffi-

cient. As the dead skin cells of the stratum corneum, or outermost layer of skin, soak up water, they swell and soften. Dry the feet before applying a callus softener and allow it to penetrate for two to three minutes before gently filing the callused area, says Malo.

6. DON'T soften too much. Malo recommends softening no more than 2/3 of a callus. For clients with certain risk factors, such as diabetes, or lifestyle activities, including long distance running, softening just 1/3 to 1/2 of the callus may be more appropriate. If you file too much, the client may experience discomfort and could develop ulcerations.

7. DO recommend home care. Client upkeep can keep calluses soft between pedicure appointments. Malo suggests daily use of a moisturizing product formulated for the feet, proper footwear or even a trip to a podiatrist for assessment of orthotics.

8. DON'T treat a callus that is soft, spongy or reddish-brown in color. This could indicate a medical problem, such as a callus that has built up over an ulcer or blood blister. Says Malo, "If you have any doubts at all, refer the client to a podiatrist or medical professional."

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

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NAIL CLINIC | BY ANGELA MELEBO

When a Client **Hurts**

From arthritis to backaches, pain is extraordinarily common. Find out how to deliver services that will help ease, rather than exacerbate, your clients' symptoms.

> or most, a trip to the nail salon is a luxury and an escape from the stress of daily life. However, if a client is suffering from a painful condition, checking her problems at the door and indulging in a little R&R is no easy task-and the odds of an issue are higher than you might think. According to the National Center for Health Statistics, approximately 1 in 4, or 76.2 million, Americans suffer from pain that lasts for more than 24 hours, and millions more are plagued by acute pain. But while afflictions like arthritis, back or hip pain, and even bunions can present challenges, there are plenty of things you can do to ensure your client still walks away completely satisfied - and perhaps even feeling better - after her service.

Pain Facts

- Arthritis includes more than 100 diseases and conditions that affect the joints. tissues that surround the joints and other connective tissue, with the most common form being osteoarthritis.
- By the year 2040, an estimated 78 million adults aged 18 years and older will be diagnosed with arthritis and 2/3 of those will be women.
- . Bunions are among the most common type of foot ailment seen by podiatrists, and women are up to nine times as likely as men to develop a bunion.
- . Low back pain is the single leading cause of disability worldwide, and 31 million Americans experience low back pain at any given time.

Sources: American Chiropractic Association, acatoday.org; American Podiatric Medical Association, apma.org; Centers for Disease Control and Prevention, cdc.gov; National Institute of Arthritis and Musculoskeletal and Skin Diseases, niams.nih.gov

Talk to Me

In most cases, the routine pre-treatment consultation is a way for you to get acquainted with the client and discuss her preferences for the service(s) she's about to receive. But this is also an opportunity to pinpoint health problems. Specifically, ask about any pain-related issues your client might be experiencing, suggests Jaime Schrabeck, owner of Precision Nails in Carmel, California. "We ask very general questions about client health, starting with, 'What would you like to tell me about your hands and feet before we start your service?'" Schrabeck says. "This gives clients a chance to caution us about any chronic conditions or other health concerns, including pain." Janet McCormick, co-owner of NailCare Academy in Fort Myers, Florida, says it's even a good idea to take it

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a step further and provide a questionnaire with a checklist that includes any past or current health concerns. "Every new client sheet must ask about conditions the client has, such as arthritis," she says. "Always ask questions like, 'Do you have chronic pain and, if so, why or what kind?'" Because health-related issues can be sensitive topics and something clients might not be inclined to share right off the bat, make sure it's understood that this consultation is for their benefit only and completely confidential, adds Schrabeck.

Make Adjustments

As skillful and soothing as your services may be, there will always come a time (and a client) requiring you to switch things up, and that's especially true when you're accommodating discomfort of any kind. Conditions like arthritis, back or hip pain, and bunions can often be exacerbated by the slightest touch or pressure, so even routine techniques like massaging of the feet and hands can cause painful flare-ups. To be sensitive to every type of condition, it's vital to have a Plan B in place.

For arthritic conditions, McCormick first suggests modifying your massage approach. "A gentle massage on an arthritic client should never go over a joint, and even gentle toe-pulling should not be performed," she says, recalling a former technician who did pull the toes of an arthritic client, which unfortunately created more severe and lasting pain. As for other foot-related conditions,



"A gentle massage on an arthritic client should never go over a joint, and even gentle toe-pulling should not be performed."

such as bunions, which affect 25 percent of adults between the ages of 18 and 65, McCormick says she avoids massaging the affected area altogether.

When working on a client with hip pain, it's more about modifying the way you position and move the client. "Nail techs must be



Available at Nail and Beauty Supply Stores Nationwide Robanda International, Inc. • P: (619) 276.7660 • P: (800) 783.9969 • F: (619) 276.7661 E: sales@robanda.com • San Diego, CA • www.robanda.com Tropical Shine and Mr. Pumice available at: **SALLY** $BEAUTY^*$ aware of range of motion," says Rubina Tahir, D.C., a chiropractor in Philadelphia. "If a client has hip pain, movements of that extremity should be minimal and gentle, and you should avoid sudden jerky motions." It's also a good idea to have extra pillows and even reclining seats, if possible, to ensure the most comfortable positioning possible. "For hip pain, I recommend placing a small pillow under the hamstrings (backs of the thighs), not under the buttocks, while the client is in the chair," says Tahir. "This puts slack in the hamstring muscles, relaxing the sciatic nerve and keeping the hip joint in a comfortable position."

To encourage a safe seated posture for those with low back pain in particular, Tahir advises against offering magazines or even allowing clients to look at their



Ease clients' back pain with strategically placed pillows.

smartphones during a service. "Reading a magazine will promote the neck in forward flexion, pulling on the muscles and forcing the low back to compensate," she explains. "This can further irritate the low back during the service." Instead of offering reading material, you might engage in conversation or provide headphones so they can listen to music. This will have the added effect of putting your client in a relaxed state. "Your job as a nail tech is to keep them focused on deep breathing and relaxing in the chair," says Tahir.

Keep in Touch

Because chronic pain can be sporadic and unpredictable, it's always a good idea to go above and beyond the call of duty to keep your client as comfortable as possible. So, in addition to the aforementioned modifications and accommodations, keep the lines of communication open and check on how they're doing throughout the service. "Clients dealing with pain should be asked 'Are you comfortable?' several times," McCormick says.

In fact, studies have found that a positive attitude can help with pain management. The simple act of expressing extra concern for a client's condition and overall wellbeing will not only improve their outlook, but make your services all the more welcome and therapeutic at a time when they need it most.



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2 While the nail is wet, use a small dotting tool to carve two wavy lines diagonally across the nail.



Buff the nail lightly. Use a detail brush to apply Base to the etched lines and dip the nail in Pure White Dip Powder.



Buff the nail again to remove any excess white powder from the design.



5 Apply Seal. Buff the nail until the surface is smooth. Then, apply a second coat of Seal.





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STEP 4 Use a detail brush to paint Ambitious down the center of the nail, showing some Alter Ego on either side.

STEP 5 Use a detail brush to apply chunky glitter polish down the center of the nail, showing some Ambitious on either side.

STEP 6 Apply Sealant to either side of the glitter polish. While it's still wet, use a striping brush to paint jagged lines with Calla Lily, creating a marbled effect. To finish, apply Sealant to the entire nail.





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Step-by-Step

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STEP 3 Use a detail brush to place a large dot of Surfer Dude above the cone. Drag the polish toward the tip to create drips. Cure.

STEP 4 Use a detail brush to paint a small swirl of Pointe Blanche on top of the "ice cream." Cure. Next, use a dotting tool to create "sprinkles" with Summer Fling and Sea You Soon. Cure. Apply Topcoat* and cure. To finish, use 3-in-1 Cleanser* and a lint-free wipe to remove the tacky layer.









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Pain affects approximately ____ Americans.

A. 1 in 5

- **B.** 1 in 3
- **C.** 1 in 4
- **D.** 1 in 7

2 Arthritis includes more than___ diseases and conditions.

- **A.** 10
- **B.** 12
- **C.** 25
- **D.** 100

When treating a client with arthritis,

be sure to massage the joints well.

- A. True
- **B.** False

If a client has low back pain, techs should not:

- **B**. Ask where it hurts.
- **C.** Adjust the position of the client's chair.

A. Offer magazines to read.

D. All of the above.

	Gentle toe-pulling can help to
\mathbf{D}	alleviate bunion pain.
	True

B. False

Osteoarthritis is the most common form of arthritis. A. True

B. False

7 Studies have shown that embracing a positive attitude can help with pain management.

- A. True
- B. False

- **8** Women are up to nine times as likely as men to develop a bunion.
 - A. True B. False



Pre-treatment consultations should:

- A. Address general health issues.
- **B.** Include questions about specific problems, such as arthritis.
- **C.** Be kept completely confidential.
- D. All of the above.
- **1 O** <u>cause of disability worldwide</u>. **A**. Arthritic **B**. Low back **C**. Hip
 - D. Bunion

NAME

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ADDRESS

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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., "When A Client Hurts") 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 April 30, 2017. Answers will appear in the June issue.

Answers to February Test 1) D 2) B 3) D 4) A 5) B 6) A 7) D 8) C 9) A 10) A



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NAILPRO Pasadena

April 30 Pasadena Convention Center, Pasadena, CA. Contact NAILPRO, 7628 Densmore Ave., Van Nuys, CA 91406; 888.491.8265; nailpropasadena.com.

May IMAGE Expo

May 7-8 George R. Brown Convention Center, Houston, TX. 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.

June

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; ibslasvegas.com.

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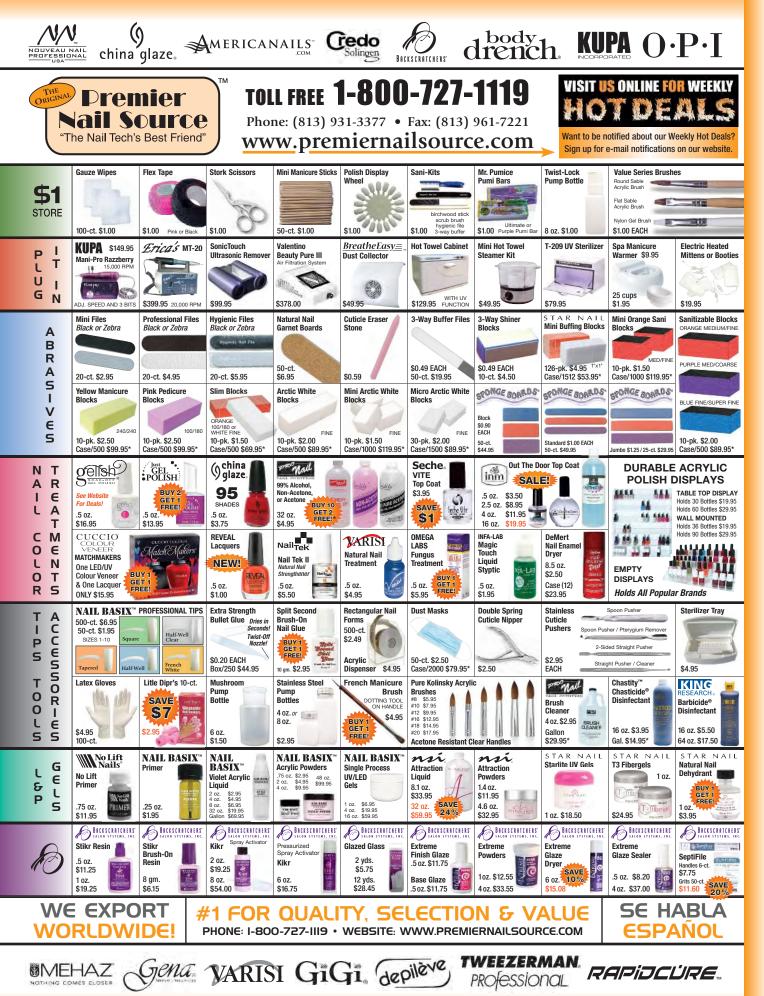
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HOLLYWOOD FILE BY ALEXA JOY SHERMAN

Blake Lively Manicurist Elle picked up on the gold trim of "The Shallows" star's Atelier Versace gown by adding plenty of bling atop her pale polish.

Match **Point**

Certain red carpet occasions tend to call for understated nails in neutral shades, but celebs at the 74th Annual Golden Globe Awards drew tip inspiration directly from their designer dresses and accessories. Here, how celebrity nail artists kept their clients' looks completely coordinated, from basic black to lots of bling.

Maisie Williams

The rings worn by the "Game of Thrones" starlet, along with her bejeweled Manolo Blahnik Nadi clutch, clearly inspired the silver and black nails created for her at Olive & June salon.

Janelle Monáe

To coordinate with the singer-actress's whimsical Armani Privé gown, nail artist Nettie Davis created intricate black and white designs for Monáe's tips and toes.



Kristen Bell As a presenter, Bell went dark with an Essie Wicked mani courtesy of nail artist Emi Kudo. The look paired perfectly with the actress's plunging black Jenny Packham dress.

Jenna Dewan

Dewan Tatum Complementing the metallic hem of the ombré Julien Macdonald gown worn by the "Supergirl" star, manicurist Christina Aviles painted a sleek silver mani using Essie Apres-Chic.



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