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P-I
#1 SALON BRAND WORLDWIDE



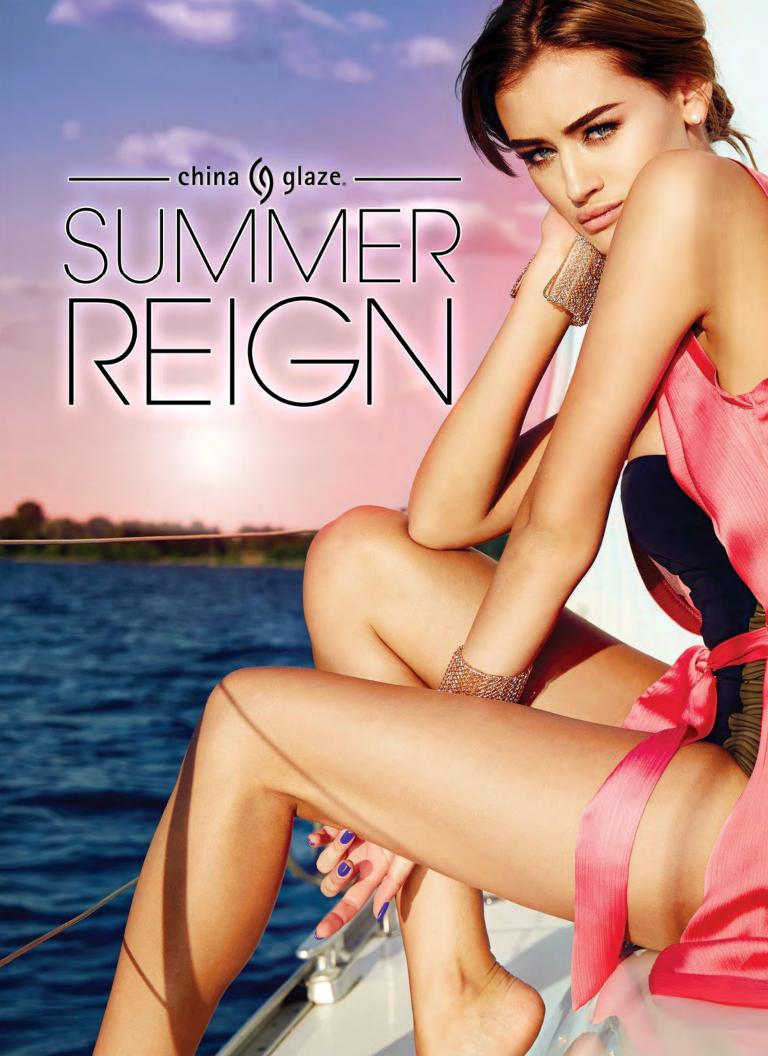
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> Josefine Ericsson Waara Luleå, Sweden



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12-PIECE DISPLAY



12-PIECE DISPLAY



6-PIECE DISPLAY



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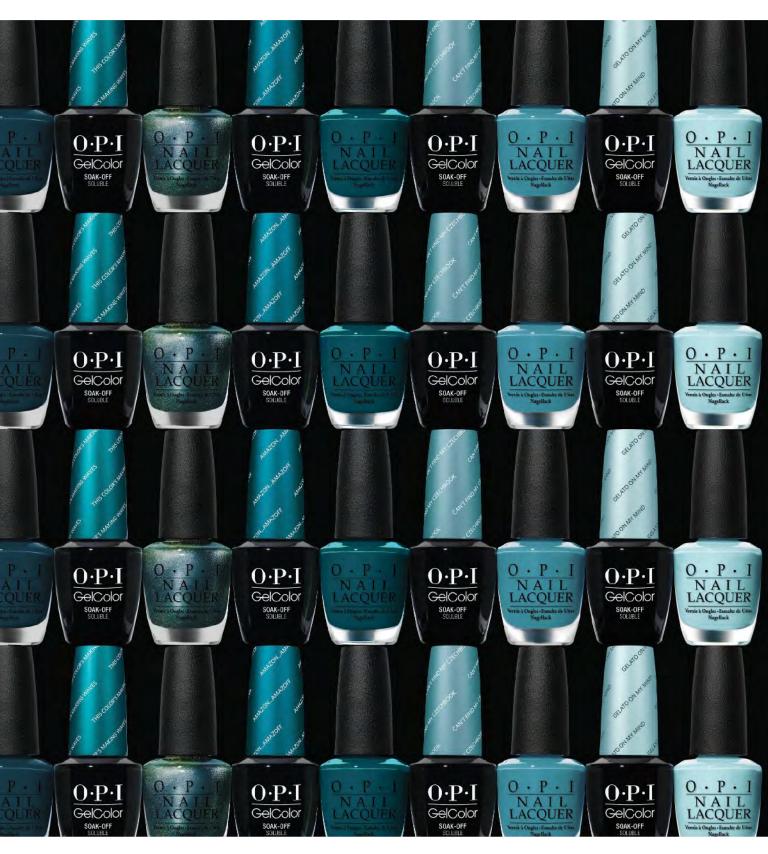
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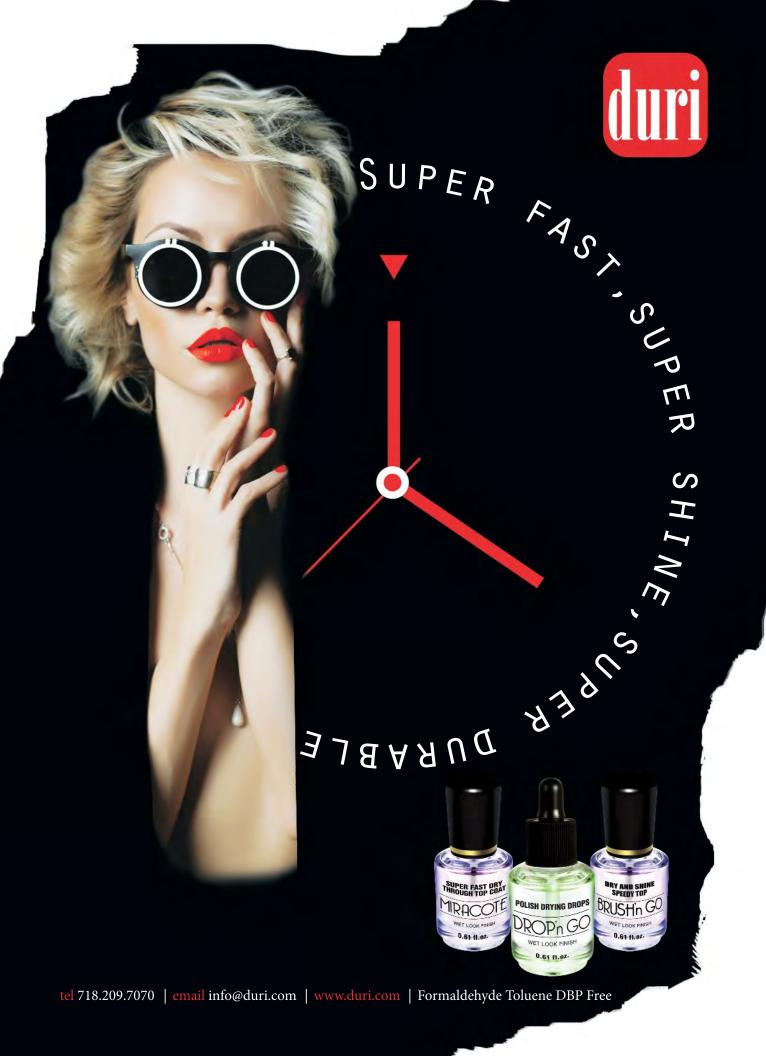
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#1 SALON BRAND WORLDWIDE



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#### AWARDS

 Allure Magazine, Best of Beauty 2015: Breakthrough Award Winner, Zoya NAKED MANICURE™ Perfector in Lavender (shown)



 Nailpro Magazine, 2015 Readers Choice Award Winner Zoya NAKED MANICURE™



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#### Mother's **Nature**

ello! I'm so happy to be back after three months of maternity leave. And while it feels good to dive back into work, it's hard to leave my new daughter. Such is the plight of the working mother. Personally, I feel that it's important for me to have a good balance in my life; with balance, I am

a better mother, wife and person overall. Still, it's a struggle.

Having a career in beauty, nails especially, is very conducive to having kids, as schedules and hours can be flexible. But as many of you will attest, that doesn't make it easy. It's a constant battle to

keep all of the balls in the air-which is perhaps why women are naturally good multitaskers; we have no choice but to be! Whether you're a mother or simply have a mom, I think you'd agree that there's something special about these women. They seemingly do everything and still have the

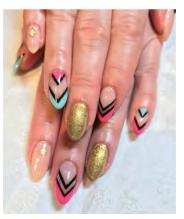
power to make you, as the "child," feel like the most important person in the world. They inspire, act as your cheerleader and can give the best hugs in the world. Perhaps this is why I was moved to tears when, during a moment of frailty when I felt like I couldn't actually do it all, my mom said to me: "You are a great mother." Those words, coming from her specifically, meant everything.

With Mother's Day approaching, it only seemed appropriate to acknowledge these women this month. So many of them provide the support and encouragement we need to be our best. Make sure to read the lovely and moving stories of nail pros and their mothers in "Here's to You. Mom!" on page 106. and find inspirational nail art in Portfolio (page 46) to honor moms that visit the salon in Mav.

Lastly, for all you working moms out there, from one working mother to another: You're amazing! Take a moment to appreciate everything that you do.

Stephanie

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



#### **Mv Manicure**

My first foray into nail art since my daughter was born, and it's so good to have it back! I turned to the creative talents of Britney Tokyo (@britneytokyo) for this simple negative space French twist, perfect for spring.

#### Behind the Nail Pros...

I first met our cover artist. Lulú Desfassiaux, last year and was blown away by her amazing talent. From hand painting to sculpting. it seems that she excels at every medium-so I am thrilled to be able to share her work with you. On the cover, her "signature" design: butterfly wings.







The results are in for our third competitions: Mixed Media and Salon Success. Congratulations to the winners!

#### **MIXED MEDIA: CRIME SCENE**



1st: Juli Parker



2nd: Irina Von Krosigk



3rd: Ashley Hoffman

#### THE COMPETITION IS NOW CLOSED....BUT, THE JUDGING CONTINUES!

Look for the winners of the fourth and final competition in the upcoming July issue.



Irina Von Krosigk

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



#### **Media Focus**

Your favorite fashion magazines give manufacturers recognition in the March issues.



Harper's Bazaar • Editors deemed **OPI** Infinite Shine The Thrill of Brazil as a classic nautical shade.

BEAUTY

FABULOUS

Cosmopolitan • The mag included OPI Do You Sea What I Sea in a roundup of budget beauty must-haves.

Marie Claire • In a spotlight on spring runway trends, editors called out designer Christian Siriano's "Jackie Onassis in Capri" themed show, and suggested using OPI Infinite Shine Wild Blue Yonder to create matching mod nail art.



#### Introducing the

## SUNSET BASH COLLECTION



Teal the Wee Hours

Barefoot Bash

Party Royally

Shady Palms



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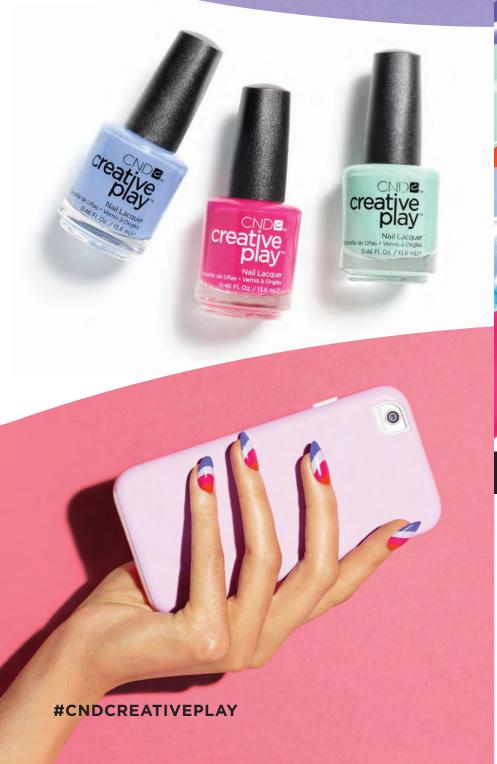
Fuchsia Fling

8 new shades



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**Key CND artist Marian Newman** used recycled materials to create finger puppets for models at the Vivienne Westwood runway show; (bottom) models sported French tips on the underside of their fingernails.



#### CND PUT A NEW SPIN ON "GOING GREEN" AT THE VIVIENNE WESTWOOD AUTUMN/ WINTER 2017/18 UNISEX RUNWAY SHOW DURING LONDON FASHION WEEK MEN'S IN

FEBRUARY. Key CND artist Marian Newman, along with seven CND nail artists, topped tips with recycled materials to compliment the designer's "Ecotricity" collection. Designs included a "back-to-front" French manicure, which featured pink-and-white tips adhered to the underside of models' fingernails as well as fingernail puppets inspired by artist Paul Klee. "Klee made hand puppets for his son from items he found around his house, so I decided to create the same for nails using materials I had lying around (colored raffia, tissue paper, pipe cleaners and soft toy stuffing), along with craft materials that my assistant's children had in their toy boxes," says Newman, who adds that the puppets serve as a symbol for the protection of the world's resources as well as a symbol for unity of all races and beliefs. Newman says the partnership between CND and Vivienne Westwood is a perfect match, noting "Neither CND cofounder and style director Jan Arnold nor Vivienne Westwood is afraid to be bold and, sometimes, controversial as a means to an end."

#### **Definition**

Onychatrophia: Also known as atrophy; the wasting away of the nail. The nail loses its shine, shrinks and falls off. Often caused by injury or trauma to the nail matrix or by internal disease. To treat, gently file the nail and avoid using a metal cuticle pusher or strong soaps. If an internal disease has caused the condition and the disease is cured, a new nail may grow back. Source: Milady's Art and Science of Nail Technology









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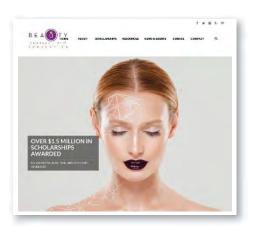
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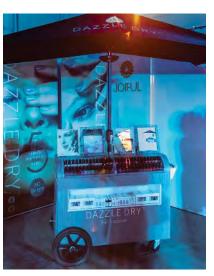
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## **Lucky** BREAK

Cosmetology students, listen up: The Beauty Changes Lives (BCL) foundation is accepting applications for the BCL Cosmoprof **Licensed to Create Scholarship** until May 8. Winners of the scholar-



ship, funded by Denton, Texas-based Cosmoprof, a full-service distributor of salon products and equipment for licensed beauty professionals, will receive \$5,000 toward tuition costs. All prospective and new students who have completed less than 50 percent of a cosmetology program are encouraged to apply. For more information, visit beautychangeslives.org/cosmoprof.



Dazzle Dry showcased its color collection on a nail polish cart specifically designed for resort and poolside Joiful services.



Dazzle Dry founder and formulator Dr. Vivian B. Valenty with guests Pam and Ron Herrema.

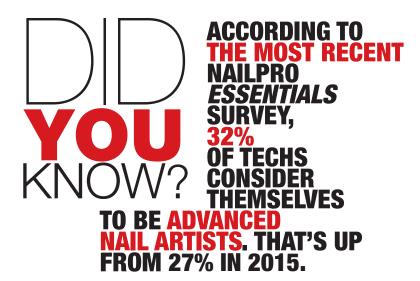
ON-DEMAND BEAUTY APP JOIFUL HAS NAMED DAZZLE DRY AS ITS OFFICIAL NAILCARE BRAND. The app. which provides users with manicure, pedicure, facial, massage, hair and makeup services at their location in 60 minutes or less, gives nail professionals the opportunity for full-time or freelance work; techs can use the app in between clients or on their days off. As an exclusive Joiful partner, Chandler, Arizona-based Dazzle Dry will offer support to the app's nail techs, and will also launch a series of educational videos on natural nail care.

To celebrate the partnership, the Dazzle Dry team, including founder and formulator Vivian B. Valenty, Ph.D., attended the app's official launch party on February 23. Held in Los Angeles, the soiree's guest list included top bloggers, editors and influencers. Valenty says she is excited for the new partnership, adding, "Joiful has disrupted the service industry, the same way Dazzle Dry has disrupted nail polish." For more information on how to register as a Joiful artist, visit joiful.com/artist.

### EVERYTHING YOU NEED TO NAIL IT







## Smooth Move

Ready to up your e-file effectiveness? In March, Salon Gurus, an online education platform, announced the launch of its latest program, "Pedicures with Electric Files," designed to teach techs how to safely and effectively use e-files to smooth calluses. Although e-files are being incorporated into pedicure services, Salon Gurus founder Janet McCormick says that proper e-file instruction is rarely included in standard pedicure classes. "Techs must be trained on the use of a 'fulcrum finger,' the finger that is not holding the e-file, to serve as a stabilizer for the precise guidance of the e-file during use," says McCormick, who adds that techs also need to understand that the abrasion of skin and natural nails is different than that of enhancements.

Students will have access to training slides and how-to video tutorials, and are encouraged to reach out to instructors via phone or email for support. The program will also show techs other ways to use an e-file, including how to remove cuticles and shorten nails. along with instruction on how to properly use a particle evacuation system for dust removal. For more information about the program, visit salongurus.com or email info@salon-gurus.com.





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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.



Josi Baptista • Nails by Josi Twin Falls, ID



Elisa Barraza • The Salon Avenue Visalia, CA



Kary Berger • Silver Lining Salon and Spa Logan, UT



Chelsea Blair • Baad Blair Nails Flint, MI



Kristin Bullock • Be\*You\*tiful Nail Studio Sun Tan Valley, AZ



Victoria Castillo • Wonderland Hair Studio Albuquerque, NM



**Crystal Childers • Tickled Pink Beauty Boutique** Yuba City, CA

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#### **PORTFOLIO**



Natalie Kinal Red Deer, AB, Canada



Linh Le • The Nails Plaza Diamond Bar, CA



Suki Leung • American Beauty Institute San Diego, CA



Tara Locy • Montage Hair Salon Lancaster, CA



Eliza Low • Ce' La Vie Nail Care Salon Kallang, Singapore



Sun Mi Myung • Sweety Nails Whitestone, NY



Svetlana Nazaria-Svetich • beYOUtiful Coeur d'Alene, ID



Linda Nguyen • Nails ETC Atlanta, GA



Terry Nguyen • Shear Designs Wasco, CA



#### 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

## 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.





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#### **PORTFOLIO**



Lyubov Ivakhnenko • Academy of Nail Technology Phoenix, AZ



Katey Laurenson • Embellished Nails Auckland, New Zealand



Julia Manstan • Pimp My Nails Labrador City, NL, Canada



Heather McJunkin • Love Beauty School Manchester, TN



Kenny Nguyen • K Nails Studio Kannapolis, NC



Gabina Richardson • Nails by Gabby Nail Spa Saint Petersburg, FL



Daysi Rivera • Imani J. Nail Salon Passaic Park, NJ



Dominique Romo • Reflections Salon San Diego, CA



Angela Scott • Glamour Style Nails Mount Pearl, NL, Canada



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#### **PORTFOLIO**



Lindsay Shannon • A Nail To Remember Port Alberni, BC, Canada



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



Tai Thomas • Tai'lish Nails West Palm Beach, FL



Rosa Vargas • Chroma Salon and Spa Palm Springs, FL



Steve Vu • Glamorous Nails and Spa Elk Grove, CA



Maddie Williams • Village Hair and Spa Sioux Falls, SD



Suzee Wirt • Nails By Suzee North Bend, OR

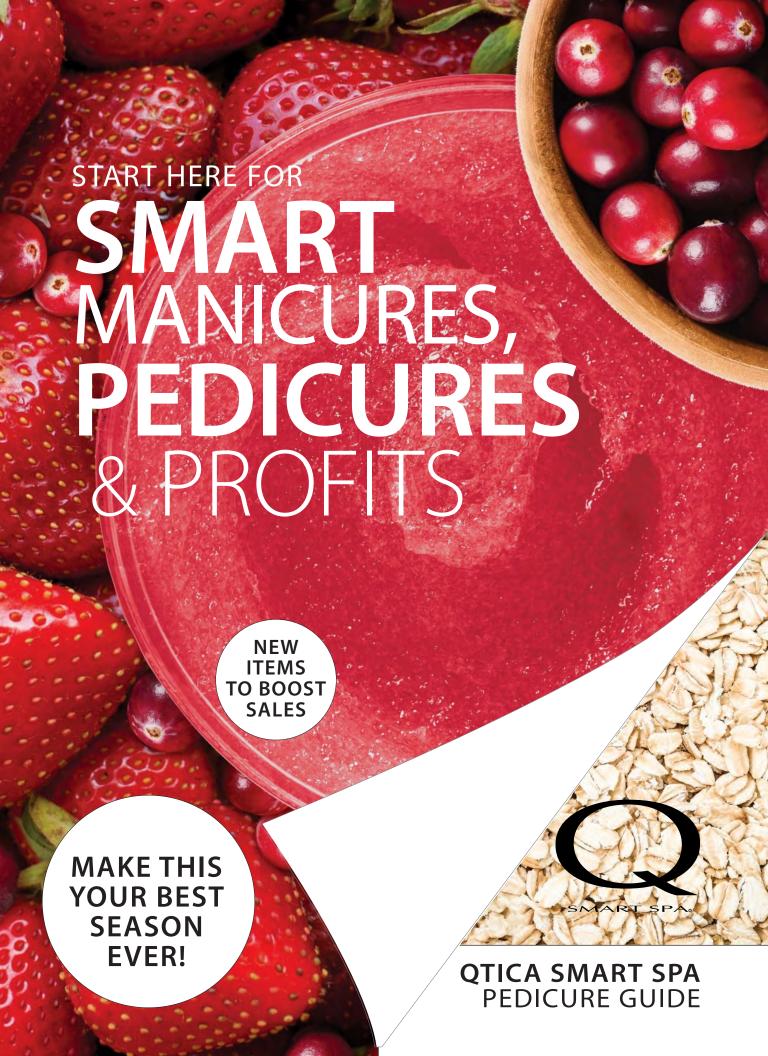


Casey Liptrap • Claws By Casey South Charleston, WV



Kiley Healon • Glitter & Glitz Nail Suite Pigeon Forge, TN

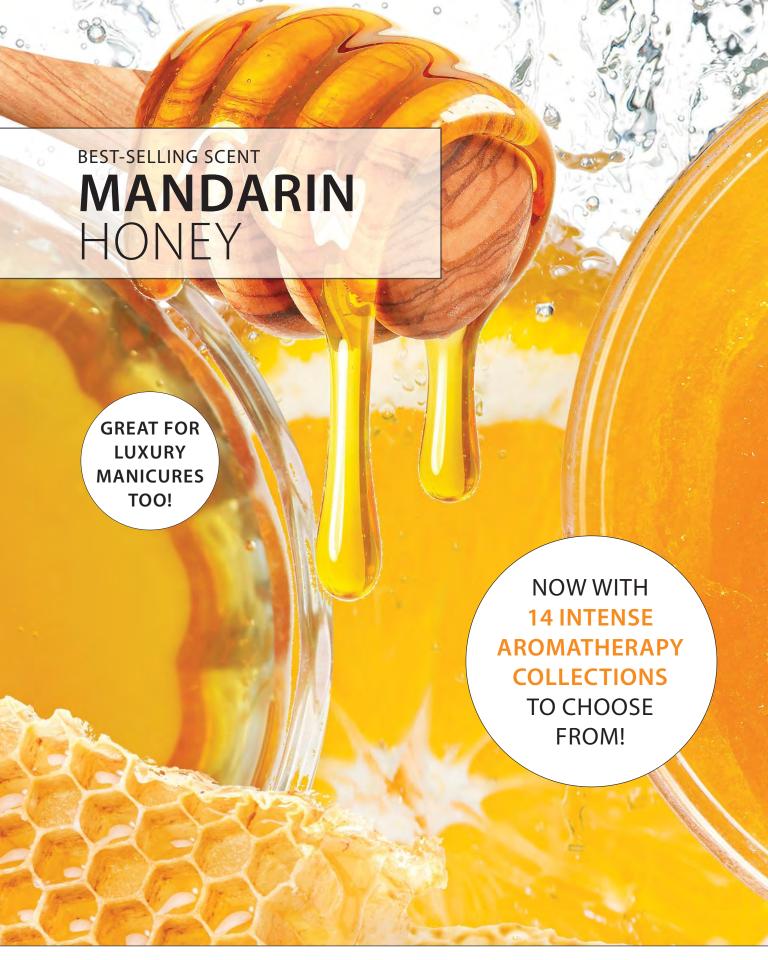
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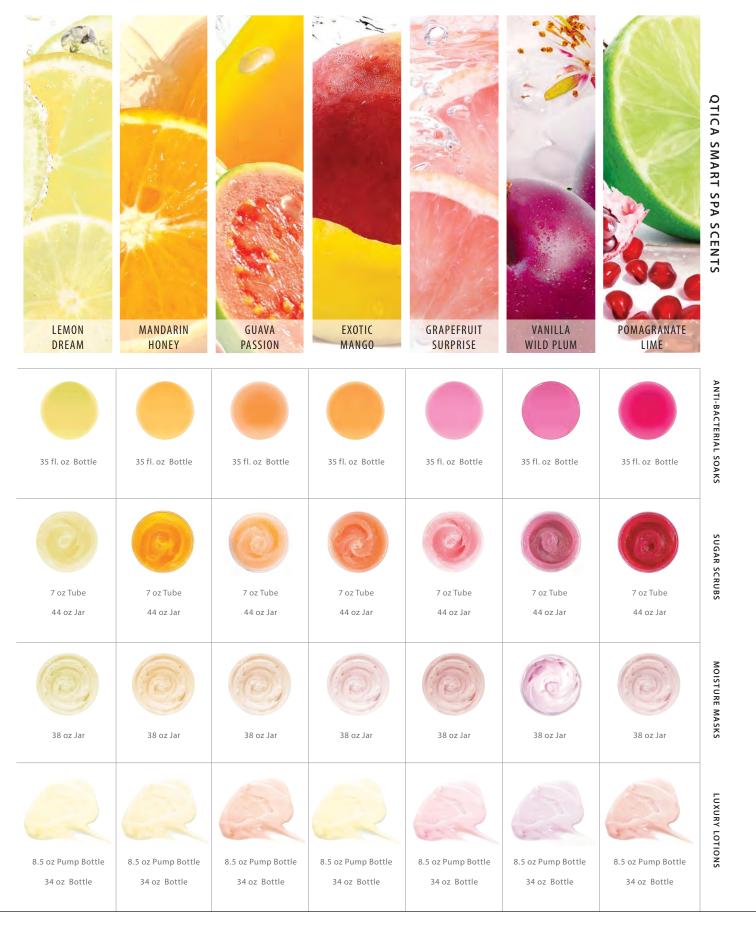






#### QTICA SMART SPA PEDICURE GUIDE

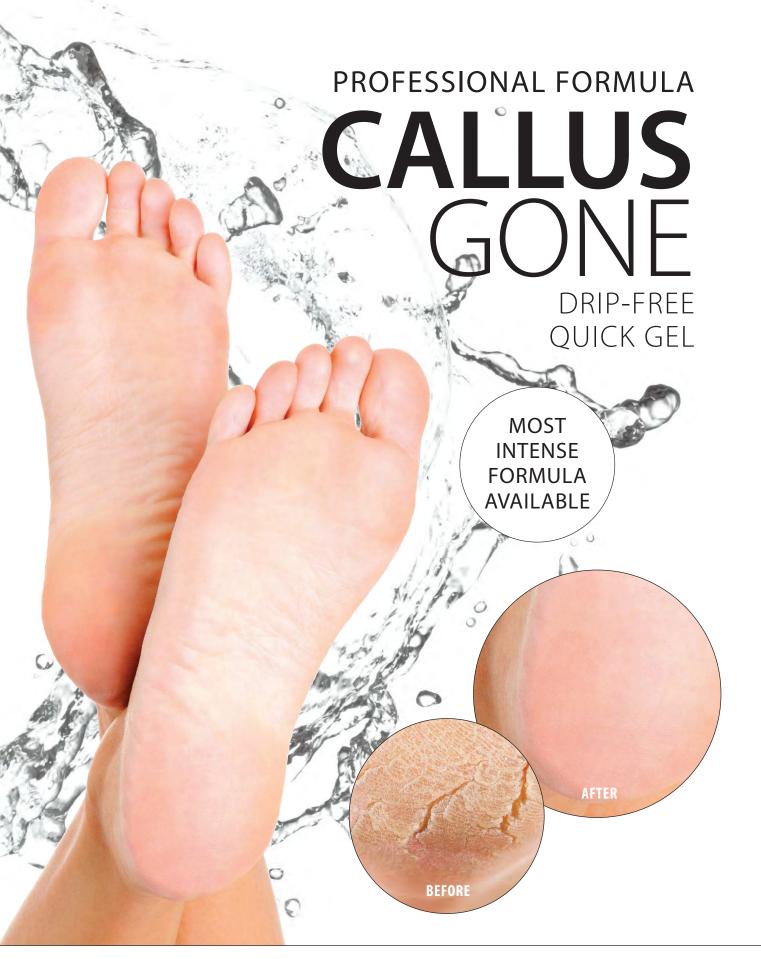




## **QTICA SMART SPA**PEDICURE GUIDE

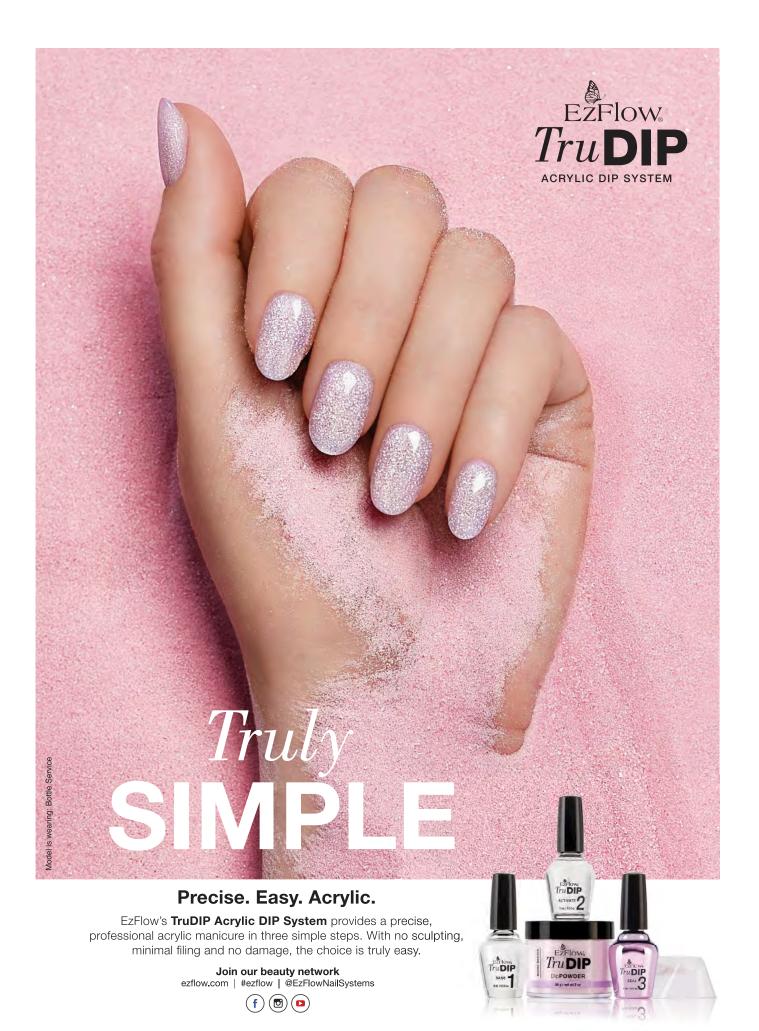


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**QTICA SMART SPA**PEDICURE GUIDE







# THE MAKING FOUR COVER

Nail artist Lulú Desfassiaux is known for her detailed and extreme acrylic work. She made her mark during a Japanese nail show where she fashioned intricate and unusual nail creations (think: sharks!) from acrylic. This month, we invited Desfassiaux to NAILPRO to show off what has become one of her signature designs: butterfly wings. These tips are all about the structure; it's important to work evenly, from one side to the other, in order to maintain balance. After that, the design calls for colorful accents and a steady hand. Watch Desfassiaux build these nails from start to finish at nailpro.com/videos/behind-the-cover.

# Creating the Cover Nails



After fitting the nail with a form, Desfassiaux began by elongating the nail bed with cover pink acrylic.



Using natural white acrylic as if she were sculpting a simple French, she started building the wings, moving from one side, through the middle, then down the other side and back again, until the shape was complete.



To create the watercolor-like effect on the wings, Desfassiaux worked with very wet beads of colored acrylic.



To pick up the light, she applied narrow strips of holographic paper with clear acrylic. Once set, she capped the design with a thin layer of clear acrylic.



After filing the nails, Desfassiaux added chrome accents to the nail with a detail brush.



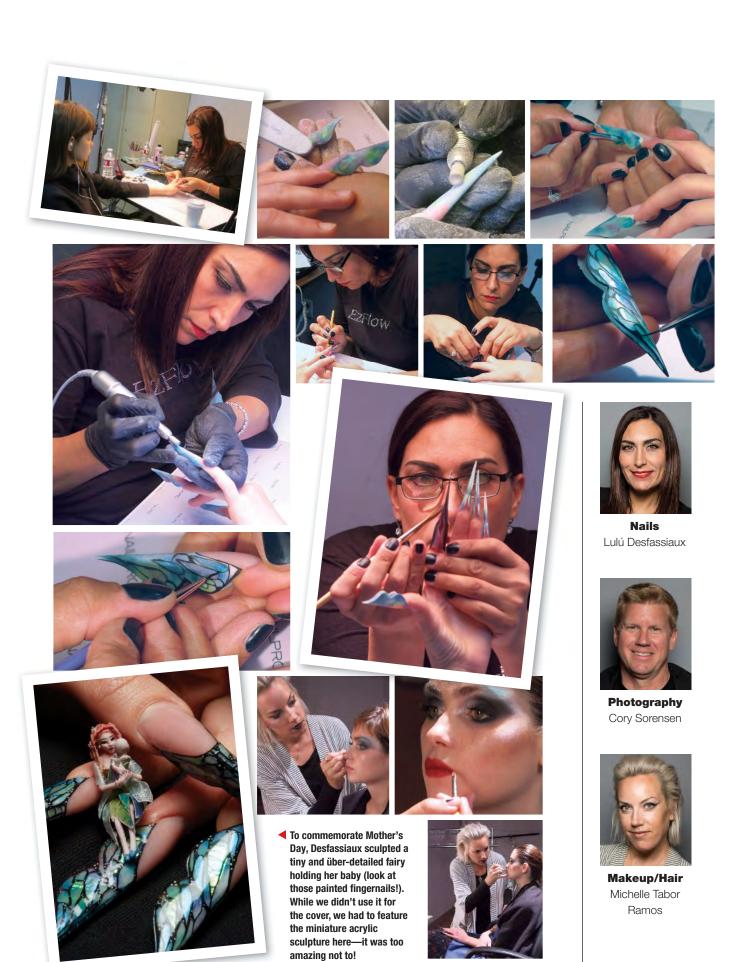
For the detailed line work, Desfassiaux opted for black acrylic paint, although she notes that gel paint would also work.



Using an extremely thin detail brush, she peppered the black lines with tiny white dots.



Finally, she coated the entire nail with gel top coat to seal the design and highlight the colors in the wings.



# Anatomy Academy

A professional primer on the parts of the nail.

asic nail anatomy is one of the first things you learn in school and a big focus of your state board exam. Yet, techs often find themselves communicating with clients using the words clients say—even if those terms aren't technically correct. For instance, many techs incorrectly refer to the eponychium as the cuticle because it's what clients are familiar with. As a professional, it's critical that laymen's language doesn't replace your credentialed knowledge of a nail's anatomical parts. Here, a refresher on the essential parts of the nail, from base to tip and everything in between.

Located beneath the skin at the nail's base, the **MATRIX** contains nerves and blood and lymph vessels that produce nail cells. The new cells flatten and are pushed forward toward the fingertip resulting in nail growth. Damage to this important and sensitive area can result in nail plate irregularities, which can sometimes be irreversible, warns Janet McCormick, co-owner of NailCare Academy in Fort Myers, Florida. Be sure to avoid excessive pressure when pushing back the cuticle and aggressive use of hand or e-files when working in this area.

The **LUNULA**, or the whitish "moon" at the base of the nail, gets its color from the nuclei of living nail cells transitioning from the matrix. As the nail grows, those cells lose viability and the nuclei dis-

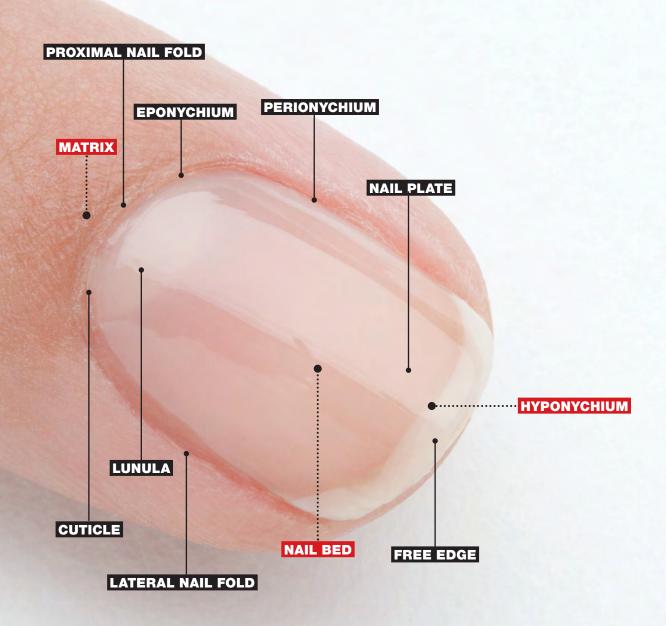
integrate, making the nail transparent. A common myth is that an obvious lunula signals a healthy nail. But, in fact, a client's genetics is mostly responsible for the lunula's appearance.

The word proximal means situated near the point of origin or attachment—which in nail anatomy is the matrix. To that end, the **PROXIMAL NAIL FOLD** is a fold of skin that forms a protective barrier to keep bacteria and infection from reaching the matrix.

The **EPONYCHIUM** is the visible "lip" of the proximal nail fold. It forms a seal with the nail plate, protecting the matrix from harmful bacteria. Many people mistakenly refer to the eponychium

as the cuticle, which is why the adage, 'Never cut the cuticle!' is common, although technically incorrect. Indeed, the eponychium *is* living skin and should *never* be cut. Instead, moisturize, then very gently push the eponychium back for an even, symmetrical appearance and encourage clients to keep the skin surrounding the nail consistently hydrated between appointments.

The **CUTICLE** is the layer of translucent skin that is shed from the underside of the proximal nail fold as the nail grows. This skin emerges from beneath the eponychium attached to the nail plate. Since this tissue is dead, most of it can be safely cut or filed off—and, in fact, you should! Doing so will improve adhesion of polish and enhancements.



The **NAIL PLATE** is the hard, keratin coating on the fingertip. For techs, this is where the magic happens—be it lacquer, gel polish or a set of sculpted tips. Removing the shine from the nail plate is a common step in many nail services, but it's important to stop there! The nail plate can become thin, weak and sensitive when lavers are removed by filing or improper enhancement removal.

The NAIL BED is the skin underneath the nail plate. It contains blood vessels that supply nutrients to the fingertip. Sometimes, people confuse the nail bed with the nail plate, as in, "Oh, you have such pretty nail beds," but the compliment is likely meant for the nail plate, rather than the skin it rests on.

The **HYPONYCHIUM** is the skin that forms the seal between the nail plate and the nail bed where the free edge begins. This area is very vascular and sensitive, so avoid aggressively cleaning under the free edge with implements. Not only is this painful and will bleed a lot if the skin is cut, but damaging the hyponychium can cause onycholysis, or the lifting of the nail plate from the nail bed, leaving the area susceptible to infections and fungus, says McCormick.

The **PERIONYCHIUM** is the skin surrounding the nail and is frequently a problem area. "It's prone to hangnails and it's where most clients will pick or bite which can lead to infection," says Los Angeles-based celebrity nail tech Michelle

Saunders. She encourages clients to always keep the area moisturized because dehydration can lead to further hangnails and painful splintering.

The LATERAL NAIL FOLD is the continuation of the proximal nail fold along each side of the nail. It serves to protect the sides of the nail plate.

Sometimes called the distal edge because its situated furthest from the nail's origin, the FREE EDGE is the growth of the nail beyond the fingertip.

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



# Dream Weaver

Psychedelic patterns blur the line between fantasy and reality just in time for festival season.











"I was inspired by the colorful styles of the '70s and '80s, and kitschy airbrush paintings of unicorns."

---Clara Hwang



Clara Hwang is a Melbourne, Australia-based celebrity and editorial nail artist.







Step 1 Apply gel base coat and cure. Apply a second layer of gel base coat. Do not cure. Cut strips of holographic tape into slim triangles and place randomly on the nail. Cure.



**Step 2** Apply dots of pastel blue, pink, yellow and green gel polish to the nail, using the brush to blend the colors together and cure.



**Step 3** Mix loose iridescent glitter into clear mixing gel. Apply the mixture in a thin layer to the nail and cure. To finish, apply gel top coat and cure.







**Step 1** Apply gel base coat and cure. Starting at the cuticle, apply diagonal stripes of yellow, orange, pink, lavender, purple and green gel polish to the nail. Cure.



**Step 2** Use a detail brush to paint thin wavy lines where each color borders the next with white gel polish. Cure.



**Step 3** Apply a layer of clear gel to the nail and cure. Do not wipe away the tacky layer. Apply star- and moon-shaped studs and stickers. To finish, apply gel top coat and cure.



**Step 1** Apply gel base coat, then two coats of white gel polish, curing after each. Use a cosmetic sponge to randomly dab sky blue and purple gel polish onto the nail. Cure.



**Step 2** Use a detail brush to paint the outline of a unicorn head, horn, ears and neck with white gel polish. Then, fill in the outline and cure.



**Step 3** Paint the face and horn with black gel or acrylic paint. Cure. Fill in the design with purple and blue gel polish. Cure. Paint stars with white gel polish. Cure. Finish with gel top coat and cure.



Sabella Snyder

## My first job was...

As a barista at Euro Pane Cafe in Pasadena, California. I would make designs in the foam with syrup. It was so much fun!

# My first job in the industry was...

Working at Neihulé Salon in downtown Los Angeles. I learned so much and became great friends with my coworkers.

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

The singer and songwriter Sade. She is a goddess and the mother of chill vibes.

# My childhood ambition was...

To be a marine biologist. I grew up near the beach, and I was there a lot as a kid.

# My proudest accomplishment is...

Doing Selena Gomez's nails for her commercial work with Pantene. I was grateful for the amazing opportunity and it was so much fun to work with Selena on set!

### My favorite music is...

Neo-soul and R&B.

### My favorite sports...

To play are softball and water polo. My favorite sports to watch are baseball and basketball.

# My favorite movie is...

The French film Amélie. I liked it so much, I named one of my cats Amélie.

## Are you a morning or night person?

I am definitely a night owl. The artist in me makes me stay up and create. (My Snapchat fans know how late I post myself painting my nails!)

Nail Artist, @SweetBCreations



My kitties, Minuit and Amélie.



One of my coffee creations.

# My guilty pleasure is...

Cracking my knuckles. I can't help myself; it feels so good!

# My most treasured possession is...

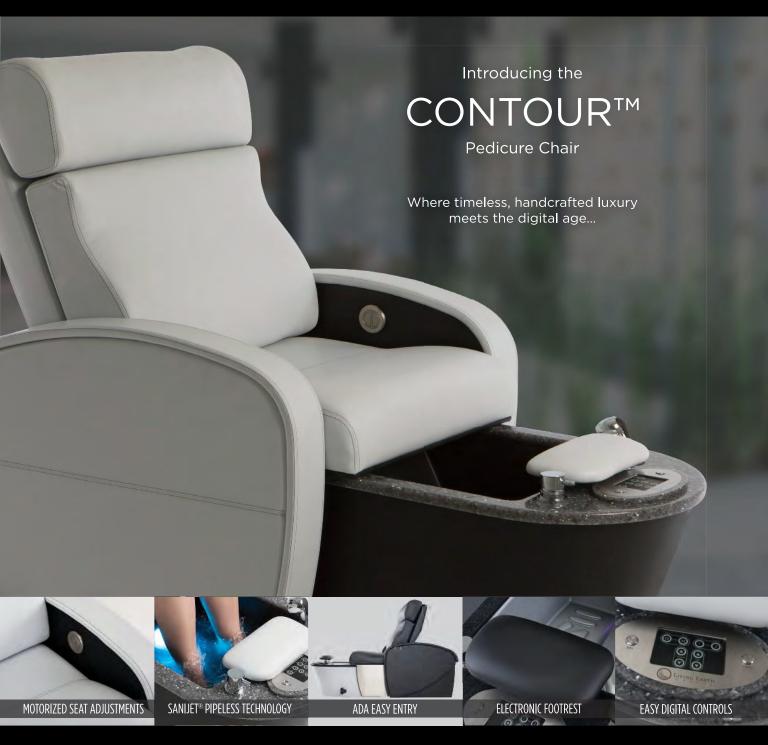
My artwork. I save everything! I value it so much because it shows my style at different stages of my life.



A pencil drawing by me.

A recent set of abstract tips.









# Ask Elizabeth

Elizabeth Morris, licensed tech, professional educator, business advisor and creator of The Nail Hub, joins NAILPRO for the next three months to provide you with advice and answers to your nail questions.

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

With so many nail salons out there, what advice do you have to set my salon apart?

### -Chelsea D., via Instagram

At the end of the day, it's about not being another cookiecutter salon. Here are three major ways you can set yourself apart from the competition:

- 1. Your offerings. A lot of nail techs feel pressured to offer the same services that everyone else does. Why? Because when most nail techs get started, they copy the service lists and the pricing of other salons' menus, and assume that takes care of it. But, by mimicking another salon's menu, you aren't setting yourself up for success because clients won't see anything different about your salon. Most likely, potential clients will quickly glance at your pricing and come to the conclusion that your salon is no more special than any other. Then, they will make a decision based either on proximity (the closeness of your location to theirs) and/or if you have reputable online reviews (via Yelp or Google, etc.). One way to overcome this challenge is to pick a niche. I love gels and I knew that I only wanted gel clients, so I never offered nail polish services. Because of this I was happier and confident, and my clients felt the difference.
- **2. Your portfolio.** With so many nail artists out there, it can be hard to stand out. I recommend developing a consistent style and quality that defines all of your social media posts. Instagram is a great place to share your portfolio with potential clients, and the manner in which you present your work speaks volumes about who you are as a tech. If you're a beginner at photography, experiment with lighting and hand placement, or look into taking a photography class. The goal is to share your trademark style with

potential clients so they can experience a bit of who you (and your salon) are before they walk in the door.

3. Your ambience. Providing a unique and high quality environment for your clients is a huge way to stand out. There are coffee shops on almost every corner of every town, but what makes a customer prefer one to the other? If they have equally good coffee, I would argue that the experience is what tips the scale. When it comes to nail salons, how your space smells, the layout of the furniture and the level of cleanliness matters. These may seem like little things, but to a paying client they can mean the difference between returning faithfully and happily, or choosing another salon to visit.

For someone who is new to the industry, what tips can you offer about building a social media following and brand respect? —Mike Christopher Dillon, via Facebook It's important to remembr that consistency is key. With The Nail Hub, my goal was to literally be a hub. I wanted people to think of The Nail Hub as a one-stop shop where they could get information, education, products and consulting. In everything that I do, I try to stay true to that message. When promoting your brand on social media, it comes down to visual consistency, including color schemes and picture style, as well as content and topics covered. For example, if you post 10 pictures of beautiful nails and then a picture of food or the new shoes you bought, the message of your brand gets muddied. To grow your brand, make sure you consistently post content that goes hand-inhand with your brand message and identity.



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# Finger Bang

Owner Glynis Olson

**Year Opened** 2015

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**Phone Number** 503.477.9814

Hours of Operation Mon. – Fri., 12 p.m.

– 12 a.m.

Website fingerbangpdx.com







**Finger Bang** creator and owner Glynis Olson.

We have a distinctly different vibe at Finger Bang. I wanted the space to feel like a tattoo and/ or barber shop, rather than a traditional nail salon.

Finger Bang is in the Hollywood District of Northeast Portland. The area has a lot of new businesses coming in as well as new construction going up. The shop is located in the Zipper building, and the interior is decorated in a graffiti street art style, which includes my personal Star Wars collection. The art on the walls is from local artists (and is for sale). and we play a very curated movie list that includes Shaw Brothers Kung Fu, B movies and a lot of horror films.

For gel, we use Presto, Kiara Sky, LeChat Perfect Match and Gelish, and I often rotate new

[brands] into the mix. As for lacquers, we love Floss Gloss, ManGlaze and Palate Polish. We also use Bio Seaweed Gel base coat and no-wipe top coat. We don't have a retail area; there is literally no space for it! But, I want to open a second location and I'd like to add retail then.







# SOCIAL MEDIA

People really respond to our Instagram. While we do have a Facebook page, it doesn't generate a lot of client interest.

# THE CLIENTELE

We want everyone to feel welcome, safe and comfortable when they are with us. When we opened, I thought our clients would be people who didn't feel as though they fit into a traditional nail salon environment. As it turns out, we do get those clients, but we also serve suburban housewives, seniors and men. Our average client spends \$40-\$100 per visit, depending on the level of nail art, and appointments run from 30 minutes to three hours. We're finding that a lot of our male clients are excited to get nail art, too. For example, we have a couple that comes in together; she gets a full set of nail art and he gets art on a single nail to compliment her look!

# **PRAISE**

People are overwhelmingly kind and positive about what we are doing at Finger Bang. It's really flattering when someone says they didn't know what to expect because of the salon's name, but that they came in and loved it! Honestly, the greatest compliment is that when we open the doors at noon, people are waiting to walk in. What's better than that?

# **ADVICE**

I spent the majority of my life listening to people tell me I couldn't do something.

The day I decided to listen to myself, and believe that I *could* do it, was one of the most empowering and hopeful days of my life. My advice is to trust your gut, follow your intuition and believe in yourself.











# THAT'S A FIRST

Some of the best in the business share the thrills, spills and chills of their earliest attempts in the competition arena.

hen you look at the techs who consistently make it into the winners' circle, it may be difficult to imagine a time when they weren't taking top honors. But, of course, everybody has to start somewhere and, whether they managed to score a surprise win or went home empty-handed, there's no denying that the stories of their first forays on the competition circuit are inspiring. In fact, reading about their initial efforts might just prompt you to take the plunge yourself! Here, veteran competitors prove that you never forget your first time.



"I entered my first competition in 1997 at a small trade show in Reno, Nevada. I was still a student, but I thought it might be a good way to receive some honest feedback. I entered the professional division because it was Sculptured Pink-and-Whites, which was what I wanted feedback on. There were only seven people competing, and I came in seventh. I knew going in that I was most likely getting in over my head, but it was a great experience and made me want to compete more. Almost all of the other competitors were so supportive and helpful, and gave me great advice. It wasn't until later that I realized I had competed against nail icon Tom Holcomb. (Holy cow, was I in over my head!) This show was also where I was first introduced to EzFlow. I can't believe how the whole experience ultimately changed my life and career. I had no idea 'just doing nails' could lead to the amazing opportunities I've had."

—Allie Baker, 2015 NAILPRO Cup champion and global brand ambassador for EzFlow

"In 1994, I set out for my first competition: Acrylic Sculpture at the Midwest Beauty Show in Chicago, I didn't know what to expect or what I needed to do—all I had to go on was a picture that I saw in a magazine of a set of wedding nails. I didn't even know what the rules and regulations were until I got there, since we didn't have websites. I was confident in the nails I came prepared to do, but it turned out they weren't the nails the judges would be looking for. Still, I came in seventh out of about 65 contestants. I didn't expect to win, though; it was only important for me to try competing, and after seeing all the competition nails and the competition arena, I was hooked. When I got home, I came up with a strategy so I could keep competing, and that's what I did. I have competed for 22 out of my 24 years in the industry." —John Hauk, two-time winner of the NAILPRO Team Cup







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"For my first competition, I entered Soak-Off Gel, the first event to kick off the NAILPRO Competitions at IBS Las Vegas in June 2015. My mom Allie Baker asked me to be part of her relay team with Nikki Payton, and I thought if I'm there, I might as well give it a shot on my own also. I'd been at a few competitions as a Fantasy Nail Art model, and I had been helping my mom and Nikki with prepping models in between competitions, too. It was nondivisional and I was still a student, but out of more than 20 competitors, I made it into the top 10-not bad for my first competition. It was definitely a learning experience, and it was a pretty cool feeling knowing that I could hold my own competing against nail techs with a lot more experience. It inspired me to keep competing and to become part of the EzFlow team." —Jarrett Baker, two-time winner of the NAILPRO Team Cup





"My first competitions were Salon Success and 3-D Nail Art on John Hauk's Cruise With the Nail Stars. The only rules for 3-D Nail Art were that the nails couldn't be over a certain length and height, and had to be on a flat surface. Seems simple enough, but to someone who had never competed, it was stressful. I worked on those nails day and night, in between clients and probably in my sleep. I taught myself how to do 3-D. I didn't know that you could use wire, clay and other things to elevate my work, so I literally raised it stroke by stroke. When I turned in my work and saw so many other beautiful pieces, I felt certain I wouldn't place. But I placed second in 3-D Nail Art, losing by only one point, and second in Salon Success, too." —Alecia Mounixay, veteran competitor

"At the very first beauty show I ever attended in the U.S. in 2009, I discovered the nail competitions during my stroll through the convention center, and it made my heart race. I thought to myself 'I can do it next year!' To that end, I spent the whole year preparing for the Mixed Media competition at Premiere Orlando in 2010. When I got to the show, I had a lot of challenges, including discovering that I was missing the base for my table lamp. So, I had to wander around the convention center until a kind lady at a booth sold me her personal table lamp. To my surprise, even after all the challenges I went through, I came in first. After that, I was hooked and knew I would not stop until I won the NAILPRO Cup."





"My first nail competition was at the Midwest Beauty Show in Chicago in 1991. It was a two-hour Hand-Painted Nail Art competition. Back then, we had to create the designs in the allotted time, whereas now we can finish our designs at home without the same pressure. I hadn't practiced my full design before the competition, and after I did the first nail, I knew I would only have time to finish five more. So, I created a plan B on the spot: Do every other nail with the elaborate designs (Kabuki dancers), and then quickly do the four nails in between with Japanese writing. I finished top-coating the last nail as they called time. I barely finished but I was so surprised at how much I liked them that I didn't care where I placed! I did, however, come in third." —Amy Becker, two-time NAILPRO Cup champion \$\frac{1}{4}\$

-Marina LoPresto, 2014 NAILPRO Cup champion

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





















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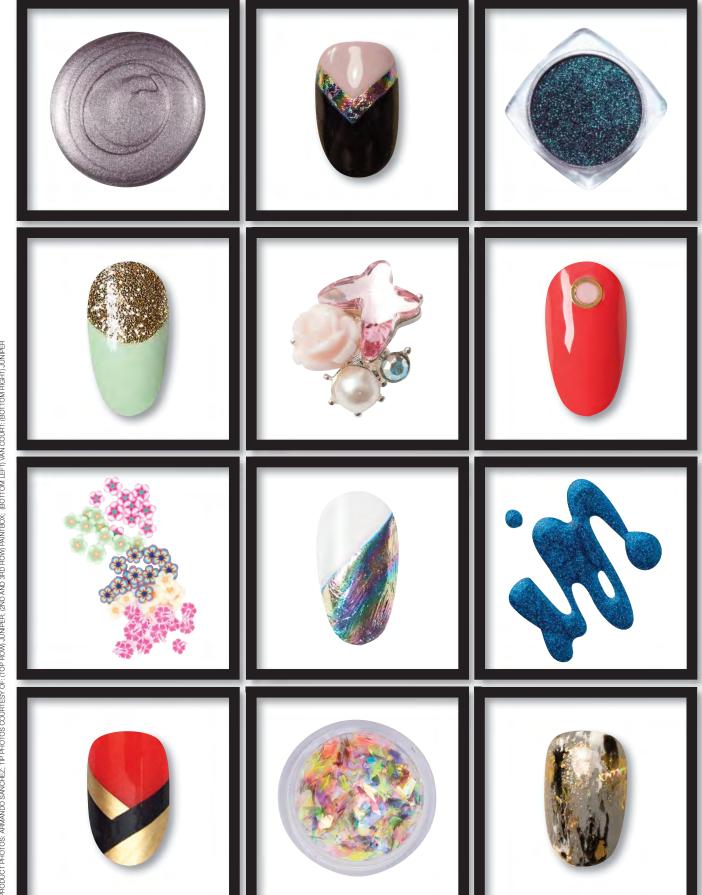
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# IMAGE MAKERS

As the industry becomes increasingly art-focused, some salons are seeing the value in having a creative director on staff. Here, we take a closer look at what this new role entails and how it's proving to be a boon for business.

By Alexa Joy Sherman



he job of a nail tech has always been an artistic one, requiring creativity at every turn - and that's never been truer than it is today. According to the 2016 NAILPRO Essentials State of the Industry report, most techs now get requests for nail art up to nine times per week, and charge between \$10 and \$36 for the service, depending on the difficulty of the design. That's one of the many reasons some salons are bringing creative directors on board. "There is so much happening in the industry, so I felt we needed a creative director to keep us on top of the latest and greatest trends," says Tiann Hadeed, owner of Juniper Natural Nail Bar in Seattle. Since taking on that role in 2016, Kelly Ornstein has helped Juniper to distinguish itself from other salons in the area. "We were the first to do natural nails, nail art and design the way that we do." notes Hadeed. "I can't imagine we would have grown as much as we have without Kelly." Although artistic direction and color selection are clearly a big part of the role, creative directors tackle a variety of additional

tasks. Here, we take a closer look at what the job entails, what qualifications tend to be required and how creative directors could affect the future of the nail business.



"Nail art is sometimes overwhelming, so it's key for us to have a creative director who can interpret runway trends and bring those looks to our clients."

# **PINPOINTING** WHAT'S POPULAR

First and foremost, creative directors track what's hot in the world of nails in order to bring the best options to their salon's specific clientele.

"Nail art is sometimes overwhelming, so it's key for us to have a creative director who can interpret runway and editorial trends and bring these looks to our clients," says Eleanor Langston, founder and CEO of Paintbox in New York City, whose creative director is celebrity manicurist Julie Kandalec. In creating the seasonal lookbooks for Paintbox. Kandalec draws upon her vast ties to the fashion, beauty and entertainment industries, as well as gathering input from the other Paintbox techs and the clients themselves. "I'm able to use my salon, freelance and education experi ence, along with my relationships with beauty editors, celebrities and brands, and funnel it all into one giant, fantastic project," says Kandalec, who ultimately narrows the designs down to about 20 nail art options each season. Those designs are then printed in a lookbook that's presented to clients,

with a \$58 price-tag for a polish manicure and \$68 for gel. Additionally, all the looks can be customized based on what the client wants.

# REATIVE QUALIFICATIONS

There's no "creative director" course that you can take when you train to become a nail tech (at least not yet!), but those who hold the position say salon experience is a must. "The only way to truly understand the full scope of the industry is to have completed school and spent time with clients," says Julie Kandalec, who worked at a busy salon in Ohio for 10 years prior moving to New York, where she also worked long weekends in a salon for two years before Paintbox opened. Jessica Washick agrees, saying, "It's imperative to be a nail technician. You need that experience to know your audience and relate to your customer."

Being savvy about fashion and entertainment is also a bonus. As a celebrity manicurist, Kandalec has worked closely with a wide range of Alisters, including Viola Davis and Demi Lovato. She also has extensive editorial experience with magazines, including Vogue and Vanity Fair, and has worked on runway shows for such icons as Heryé Léger and Helmut Lang. Prior to working in the nail world. Washick received her Bachelor of Fine Arts in Fashion Design from Parsons School of Design in New York City, and subsequently worked for Coach and Marc Jacobs. Even now, she's a color designer for Nike in addition to being the creative director at Van Court. She also does A-list celebrity and editorial nails and designs looks for New York Fashion Week.

Kelly Ornstein comes from a design background as well, having earned her BFA from Rhode Island School of Design in jewelry and metalsmithing. She is also state board certified in New York and Washington, as well as a certified Bio Sculpture Gel technician. "I happen to have an art degree and have always been a practicing artist, but I think what's really important is having a creative spirit with a basic understanding of design and color," she says. Additionally, Ornstein has been part of Deborah Lippmann's New York Fashion Week team, and her work has been featured online and in magazine editorials, including Martha Stewart and Refinery 29.

# THE **CREATIVE DIRECTOR**



Julie Kandalec Paintbox, New York City



Kelly Ornstein Juniper Natural Nail Bar, Seattle



Jessica Washick Van Court, New York City

# THE **TRENDS**

"Our most popular looks have been very shiny—our clients love chunky, multi-faceted glitters and reflective foils—or very minimal, linear looks."

"Lately, I've been obsessed with matte and sheer. There is something about the combination that gives the nails a soft, playful glow. The more popular looks are usually the classicsombrés, foils, glitter ombrés and anything geometric. Juniper is currently having a love affair with foils, but playful negative space and organic shapes are also totally happening!"

"We've seen nail art evolve to be subtle, understated and cool. We will continue to explore cutouts, cuticle-focused art, such as halfmoons, and juxtaposing simple colors to create a strong visual impact."

# THE **EXECUTION**













Putting together the nail art menus is Jessica Washick's favorite part of her role as creative director for Van Court in New York City. and she says she finds inspiration for her work everywhere. "I choose colors that are seasonally relevant and create menus offering new ways to wear them," she says. "It's essentially a snapshot of what's currently happening in the world of nails. It's not necessary for a client to choose one, but it helps them to make their own decisions and tailor a nail look to their style."

With prices ranging from \$2 to \$5 per nail, depending on the complexity of the design, the nail art menu at Van Court features 16 to 20 looks each season—typically four to five designs, along with three to four colorways for each. But the manicurists at Van Court do create custom nail art as well. "Our nail technicians often use the menu as a guide and change out the colors to make the design theirs," Washick says. In addition to creating the nail art menus, Washick also decides which brands to carry at Van Court, where all lacquers are 5-, 7- or 9-free, and the salon's partners include Deborah Lippmann and JinSoon.

Although initially hired as a nail artist and desk manager for Juniper Nail Bar, Ornstein quickly took on the role of creative director. "It's weird how many people tell me they have never seen nail art before—or if they have seen it, they didn't know where to get it in Seattle," says Ornstein. "My role has definitely given serious momentum to nail art at the salon, and you need that clear distinction to set

yourself apart from what else is out there." Ornstein's designs are inspired by everything from nature to jewelry to textiles to cartoons. "When some-

thing comes to mind, I draw it in my sketchbook," she reveals. "My creative process can be very analytical and experimental." She then creates anywhere from 10 to 20 looks, which change every month or two. "The menu works in three parts: Our classic looks, seasonal looks and then holiday looks when applicable," Ornstein notes.



"We present the looks at our staff meetings and then do one-on-one training to make sure each look is perfect before its launch."



On top of any salon service, nail art tends to run \$5 for a single nail to upwards of \$80 for a whole set, depending on the complexity and time required for the design. The manicurists in the salon also have the freedom to create other artistic designs, based on what the client wants. "The menu is supposed to serve as a jumping off point to get clients inspired," says Ornstein, who is also responsible for determining what nail art products to stock at the salon.

### **NOT-SO-BASIC** TRAINING

As the ones who come up with the nail art designs, creative directors also play a key role in making sure the salon's staff can deliver them to clients. "We present the looks at our staff meetings and then do one-on-one training to make sure each look is perfect before its launch," says Langston. "Julie provides continuing education to our team, training the staff on all of our looks, as well as relaying the latest trends and techniques from the runways, conferences [and other industry events]. It takes about three weeks of training before each launch." Kandalec helped to create online training videos that are used internally at Paintbox as well, so the staff can troubleshoot and continue to hone their skills. Of course, that doesn't stop her from continuing to work as a tech at the nail studio. "Especially when we have VIP clients-Rihanna. Lea Michelle and Emma Roberts have all been in-Julie does the nails," says Langston.

Workshops with the Juniper staff are part of Ornstein's role as well. "I'll show techs how to do the design and then they practice," she says. "This gives me an opportunity to watch them work. Not everyone has the same background or passion for nail art as everyone else-some are beginners and some are more advanced—but because I work in the salon, I'm always around for questions."

If clients have specific requests, Ornstein may also assist with those. "If they want to use lime green, I'll





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suggest other colors that might work with that - or if they want to add negative space to a design, I can suggest where to work that in," she explains. "My objective is to teach the manicurists how to perfect the basic techniques, designs and patterns, and then hopefully they feel confident enough to embellish them and develop their own style." Ultimately, says Ornstein, she's responsible for

handling quality control when it comes to all nail services, from the use of gel and polish to nail art to the consistency of the designs themselves.

Although Washick doesn't work in the salon, she does have a relationship with the studio's nail artists that takes their collective skills into consideration. "I've worked with almost all of the Van Court nail technicians in my career as an



on-set manicurist," Washick explains. "They're all extremely talented and knowledgeable not only in nail care, but in how to paint a lasting manicure. I always keep in mind that the looks I create need to be translatable in order for our manicurists to recreate them."

### LOOKING AHEAD

While there aren't many creative directors in the industry yet, salon owners believe that they'll be a bigger part of the business soon enough. "When it comes to nails and the beauty service industry, I believe creative directors will become more and more integrated, especially for establishing and growing brands," says Kallens. Hadeed maintains that having a creative director is "an absolute necessity for any successful nail business," particularly for those that are artisticallydriven. Langston is equally convinced, noting, "The nail designs Julie creates have helped us to become a leader in the industry." At a minimum, creative directors may be brought into salons as consultants.

Ultimately, the creative director is a unique kind of nail professional who can help to elevate the salon experience for clients and staff members alike. Says Ornstein, "There are so many sides to running a business and having someone specific to fuel and rally creative relationships between coworkers, clients and communications while keeping the salon's audience and aesthetic in mind is key to evolve your business." }

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



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Changing the look of your salon is a great way to boost client satisfaction and keep business booming. If your interior could use an update, check out these expert ideas for every budget.



# By Katie O'Reilly

s a nail professional, beautification is practically in your blood. And a great way to set apart your business is to create an atmosphere that's both creative and comfortable in order to appeal to your clients and their desire to relax and get away from it all. If your salon isn't accomplishing those things, it could be time to redesign your interior.

According to Michele Pelafas, owner of an eponymous, salon-centric interior design company in Chicago, changing the overall look of your space should be focused on two things: making improvements that address operational challenges and finding ways to enhance the guest experience. That means everything from replacing outdated decor or dysfunctional equipment to acquiring new furniture or restructuring the salon layout. "You might add more mani tables to increase revenue, or rearrange your shop to better highlight your retail offerings," Pelafas notes. "You also can't go wrong with improvements that help guests feel more relaxed; focus on flourishes that promote serenity and happiness." Because the ultimate goal is increasing revenue, and interior design can easily become expensive, each change should be considered carefully and with a budget in mind. Here, experts offer some of their best suggestions for updating your interior without breaking the bank.

# Mood Lifters

Lighting is one of the most important considerations when creating an appealing atmosphere, and table lamps are a simple and attractive way to achieve the ideal glow. Opt for mellow filament bulbs, which provide soft lighting, and place lamps between pedi units and on mani tables where they offer a sense of comfort and warmth, says Pelafas. "Wall sconces and chandeliers are great, too," she adds. "The 'luxury hotel' look is in." Above all, make sure that the lighting is right for your specific clientele. For instance, Sherry Le, manager of Birmingham, Alabama's T&K Nails, keeps white holiday lights strung throughout the shop, year-round. "Alabamians do a lot of porchsitting," she reasons, "so we went for a cute, porch-like look inside."

Consider freshening things up with some foliage as well. "People organically connect to nature," says Pelafas, "so plants help them to connect to your space." As a bonus, plants improve air quality, notes Jeffrey Weldler, interior decorating expert at Vänt Wall Panels in Spring Valley, New York. "Set them into good-looking planters and keep them well-maintained and watered," he advises. If you're feeling ambitious (and have a bigger budget), Pelafas is a big fan of living walls or organic sculptural panels that incorporate greenery. "People delight in interesting details, which stimulate curiosity and a client's sense of adventure," she says. "Even on a limited budget, you can create small, simple details that pique interest and might encourage a guest to try nail art or another adventurous service."



A fresh coat of paint can dramatically alter the look of your salon. Emily McBrayer, who runs the nail salon within The Spa at Oak Haven in Sevierville, Tennessee, likes to repaint every three or four years. Consider using contrasting and complementary colors when you paint. "When done right," says Weldler, "an accent wall can help the rest of a salon's decor really come together." However, the key is to go with a shade that doesn't draw too much attention. "One idea is to take a color from the salon's logo." Weldler says.

When it comes to color selection for paint and otherwise, neutral hues are the safest bet for creating a comfortable, relaxing space. The 2017 color wheel revolves around warm and taupe-inspired grays, and soft beiges - which, ac-

> cording to Pelafas, complement the lounge-like air of hospitality that currently characterizes design. "For a while, there was a trend toward bright, girly, playful colors," she notes, "but now it's

about conveying luxury and gender-neutrality." To that end, Pelafas says now is not the

time to invest in wild colors or princess thrones.

Instead of plain storage containers and cabinets, you might also give drawers and cupboard doors a more sophisticated look with colors or designs that complement the rest of the space. That's what Le did with the bins where the salon stores its towels: "We used to keep them in a plastic sliding dresser, but now they're decorative enough to keep next to pedi thrones." This solution has proven both fashionable and functional. "Now we don't have to walk farther to retrieve new towels and can keep more on hand." To camouflage an older reception desk made of "ugly" faux marble, Le also resurfaced the furniture using hand-applied wallpaper. "It worked out well, so we did the same thing with our drying table," she says, adding that Pinterest is a great source for such repurposing ideas.

What you place on your walls (and windows) makes a big difference, too. Pretty drapes and textured panels are a big trend for 2017, according to Pelafas. "They add interest and warmth, plus some sound absorption," she says. "For a small investment, they create a big punch and can make even a small booth look a lot more interesting."

Another way to communicate more artfully—and playfully—is with signs. "Custom-

made signs in fonts and colors that reflect your logo add interest and pique guests' attention-meaning they may be more likely to notice your waxing area or party room," explains Pelafas. "If you offer eyelash extensions, consider a sign that reads Lash Spot; it'll likely boost revenue." A chalkboard menu is another option for sharing information in a fun, playful way. "Our

techs draw pictures to highlight different colors or services every day," McBrayer says. Meanwhile, Le found inspiration in a 5-footwide magnetic board she spotted on Pinterest, on which she and the staff post inspiring quotes and pictures of nail art and display legal documents, too. "We glued rhinestones to it, as well as little acrylic-painted glass jars," she says. "We always feel better when we can upcycle what we use!"



HOTOS (ALL GETTY IMAGES/ISTOCK): (TOP LEFT) ESKYMAKS; (BOTTOM RIGHT) VICTORH11IS

Neutral hues are the safest bet

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and taupe-inspired grays,

and soft beiges.





# Furniture Fixes

Although it tends to be one of the priciest aspects of your interior design, the right furniture is a crucial part of the overall look-and one that also contributes to the comfort of your clients. That's why McBrayer worked with a designer to custom-tailor pedicure chairs and benches with specific measurements, based on Spa at Oak Haven's clientele-

older, sometimes larger guests. "It was worth the expense," she says. In fact, when budgeting, McBrayer puts top priority on anything clients have to touch or use -a key reason she believes it's a good idea to replace major design features, such as waiting room seating, every three to four years. "Anything purely aesthetic can be budget-priced," she says.

Smaller touches can also have a big impact on your furniture. For example, McBrayer changes out the pillows on pedi thrones every few months and swaps candles according to the season (think pumpkin for autumn and lilac for spring). "We also change out the towels seasonally to keep things fresh, as well as the blankets on the waxing tables, and make sure to add a few new colors to the polish palette," McBrayer notes. "No matter your salon's size, it's the little things that enhance ambiance."

Accent pieces are a smaller investment with a potentially big payoff. To wit, multipurpose bars, where clients can get add-on services, such as browshaping or a blowout, are trending. "Multipurpose areas always make good use of space," says Pelafas. "If you have room for another bar in back where you could serve water, wine or champagne, even better." You may already have some other accent pieces on hand that can simply be repurposed, so work with what you have. "Think backlit nail polish displays," says Pelafas. "Or, seek out a pretty server at a garage sale to enhance the appeal of a beverage table."

Whether the changes you make are big or small, the collective way they come together to enhance your space will be the ultimate payoff-for you, your clients and your business as a whole.

PHOTOS (ALL GETTY IMAGES/ISTOCK); (CLOCKWISE FROM TOP LEFT) TESDEI; KWANCHAI KHAMMUEAN; PER MAGNUS PERSSON/

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





From attracting new clients to boosting your profits, there are plenty of reasons to start offering beauty treatments beyond the mani/pedi menu. Find out how nail salons are branching out with other offerings and why you may want to as well.

# By Angela Melero

# WE GET IT When you've mastered a fine art, like nail services, it's natural to focus all of your efforts on making those offerings

as impactful as possible. However, as the beauty market continues to become more saturated and competitive, maintaining a narrow niche can hold a salon back, preventing it from reaching its full potential and reaping maximum revenue. That's why a lot of nail salons have started to offer other types of beauty services.

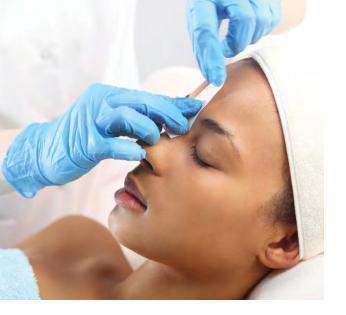
Whether it's facials, massages, brow shaping or blowouts, these extra offerings are adding value to the typical nail salon experience and getting clients talking. "Not only does the client leave feeling better than ever, but the chances of that individual sharing her feedback with others becomes much greater," says Buddy Sims, manager at Bella Dea Day Spa in Omaha, Nebraska. When you sell more services and attract more clients, it doesn't take long for your sales to surge.

Offering even one or two new services can have a dramatic effect on your salon's overall image as well, says Samira Far, founder and president of Bellacures, a nail salon with several locations in Southern California and Texas, where the service menu features a wide range of nail, hand and foot treatments as well as a full waxing menu and massage options. "Additional treatments allow for more of a one-stop-shop experience," she explains, noting that the convenience of being able to get everything in one place, as opposed to visiting multiple establishments, can turn your salon into a truly desirable destination. Of course, there's a lot to consider when expanding your menu offerings. Here, we asked nail businesses who have successfully branched out how they did it, so you can, too.









# MENU

Take a look at the services nail salons. are adding to their offerings and the typical costs associated with each.

Brow Waxing \$15-\$20
Facial Waxing\$10 per area
Bikini Waxing \$35-\$65
Arm/Underarm Waxing \$20-\$35
Leg Waxing \$45-\$65
Facial Treatments\$30-\$100
Massage\$1 per minute
Spray Tan \$35-\$45
Eyelash Extensions \$150-\$200 (full set) \$50-75 (fill)
Hair Trim \$25-\$35
Hair Blowout/Style\$25-\$50

# CONSIDER THE **POSSIBILITIES**

When thinking about what treatments to add to your menu, the options can be overwhelming. Do you want to sell your clients on facials, waxing, massage, spray tanning, hairstyling or lashes? The decision should primarily be dictated by the wants and needs of your clients, notes Far. When Bellacures first opened in 2006, she explains, the salon was a nails-only operation. That changed quickly once the team noticed a substantial number of clients requesting massage and waxing treatments. Nail tech Rosa Vargas, who works at Chroma Salon and Spa in West Palm Beach, Florida, also considered what clients wanted when she began offering trendy facial treatments, like waxing, microdermabrasion and European facial massages. "When the salon opened in 2014, I only offered nail services even though I was a licensed esthetician," Vargas says. "I added skin care a vear later, due to high client demand."

Although Bella Dea, which opened in 2004, is best known for its stellar and innovative nail treatments, Sims says they offer a full-service menu that includes hair care, massage therapy, a full list of facials, waxing treatments and body wraps. For nail clients, notes Sims, the key is to have plenty of fast and easy options that don't add a lot of extra time to the service they've already booked. "While my client's Shellac is soaking, I'll offer a collagen hand mask and a stylist will tint brows or offer a quick brow, lip or chin wax," explains Sims. "In turn, a nail service could be offered with a color process hair treatment."

Vargas seconds the need to keep things quick and convenient, stating, "Some clients just don't have the scheduling flexibility."

## **GETTING** STARTED

A lot of in-demand services may seem worth offering, but it's vital to pinpoint one or two that you want to explore. Then, you'll need to think about what's involved in getting those offerings up and running. For starters, do you have enough space in your salon to perform certain treatments? Services such as body waxing, massage and eyelash extensions will likely require a private area, and possibly a bed or reclining chair. "We have one treatment room for waxing that includes a bed and supplies," says Far. "Shoulder massages are done in the mani/ pedi chairs." Meanwhile. Sims says Bella Dea's layout strategy is a part of its success. "The salon floor is divided in half by six hair stations and six nail stations," he explains, "Toward the back of the salon floor, two pedicure thrones mirror two wash basins. The salon floor is open, while the spa area is more intimate and private. The entrance to the spa wing takes you down a softly-lit hallway with two rooms for esthetics and two rooms for massage."

Depending upon the type of service and the region, nail techs may need to take classes and/ or acquire special licenses or certifications as well. Obviously. if you already have staffers with the requisite credentials—as Sims does-you'll be a step ahead of the game. "The estheticians at my salon are dual-licensed in nails and esthetics," he explains. If you have employees who

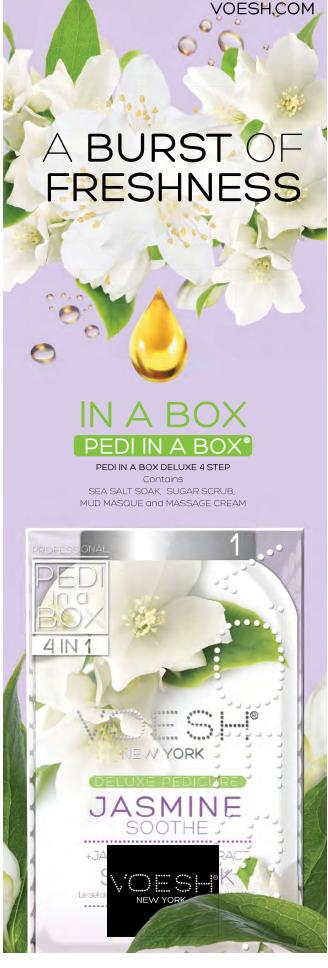


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don't yet hold the necessary licenses, you might want to consider investing in courses and programs for them, should your budget allow, instead of hiring additional employees. One of the best things about taking classes is that most also offer instruction on marketing the services. In the end, the skills that your staff learns could result in a substantial return on your investment.

Another major consideration is the potential need for additional insurance coverage. "Each service can have its own separate insurance requirements, but most should be covered under a basic practitioner's policy," notes Sims, "Here in Nebraska, a new law requires a separate insurance policy for eyebrow and lash tinting. Bevond that, most of our services are covered under the same policy, no matter what the scope of practice—but every state is different." Bottom line: Before you jump into any menu expansion, consult with an insurance professional to see what type of coverage might be needed for any services you're thinking about offering, as well the potential risks involved.

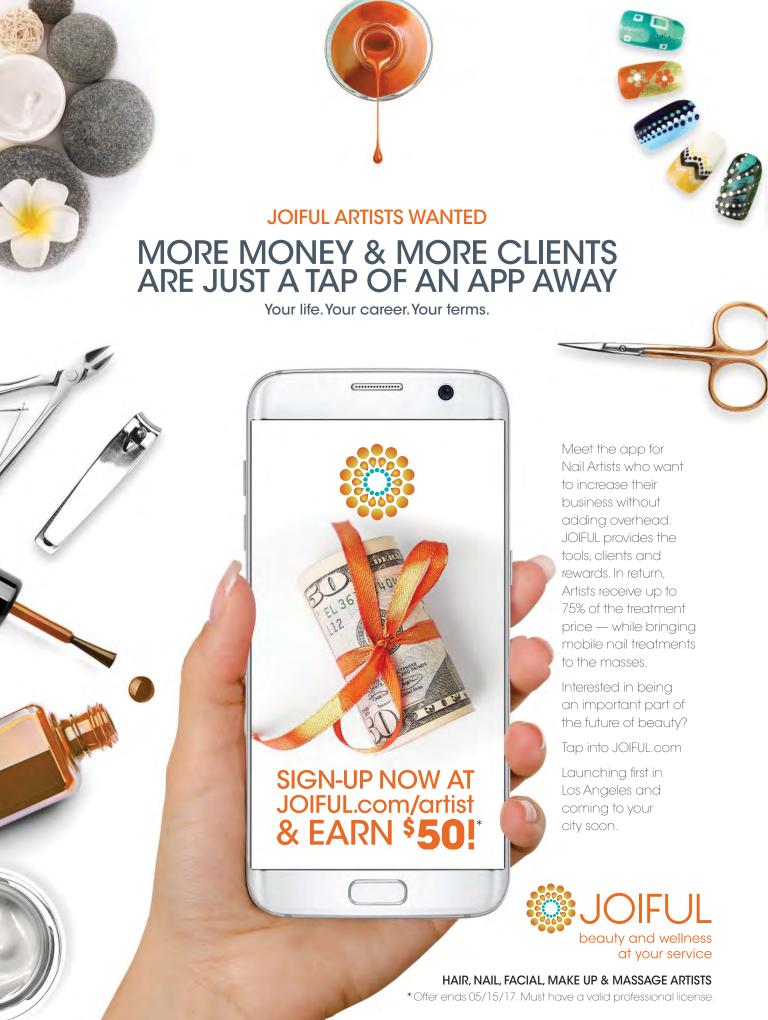
Once you've decided on a service or two, a period of trial and error will be the key to making sure they're a good fit for your establishment and clientele. "I recommend buying samples or smaller quantities of supplies and educating yourself on the product, service and median income expected," says Sims. "Try it on yourself and at least one other person before taking it to the salon floor." From there, you might start offering the

service to clients at a special introductory price. After using up your initial product, you should have a clear sense of whether the service is going to succeed in your salon—and client response will help you determine if it's going to be worth your time and investment to continue doing so, notes Sims.

#### ADD IT UP

For all of the potential pluses that come with expanding your service menu, you're ultimately running a business, and these new offerings need to make sound financial sense. The good news is that, for many, the proof is in the profits. Vargas says tacking on facial treatments has been a definite boon for her business. "The additional services have increased my profits by 50 percent," she reveals. "They've been instrumental in growing a loyal client base and future referrals."

Sims advises that when new offerings complement your business well and are executed properly, they should work seamlessly into your regular service routine. "For instance, I recently had a client who I passed along to a cosmetologist who had a few extra moments to spare for brow shaping and a bang trim," he explains. "Because we were prepared and educated, the client was willing to spend \$50 more than she had intended and walked out of the salon at the same time she had originally planned on leaving. Over time, as we've upheld these kinds of standards and practices, the traffic has become constant and the profits bountiful."



#### SEEING DOUBLE

One new business has realized the value of combining nails with another beauty service right off the bat. When its flagship location opened in New York City's Tribeca neighborhood in January, MB45 became the only salon in the area to specialize in simultaneous nail and hair services in 45 minutes. "All manicures and blowouts are conducted at the same time," says Fernanda Lacerda, who cofounded the salon with Manuela Giannini (with whom she also owns SoHo's trendy Maria Bonita Salon & Spa). "The nail tech has a special station with a retractable table that the client can place her hands on to receive the manicure service while in the stylist's chair." The studio currently has eight nail techs and eight stylists, three of whom hold dual licenses in hair and nails. The signature services range from \$65 to \$75, which includes a blowout, braid or updo with a gel or polish manicure. Additional offerings, such as gel polish removal and makeup application, increase the time and cost. Although the goal is to bundle the services, Lacerda says MB45 will cater to walk-in clients who only want their hair or nails done if there's an opening available. "Clients are

surprised and thrilled that they can get two services done at once, in only 45 minutes," says Lacerda. "They tell us we're making women's lives easier." Naturally, the appeal extends well beyond the Big Apple, so Lacerda ensured that the concept, branding and design could be easily replicated and franchised: "Opportunities to franchise are available now, and we hope to expand within the tri-state area as well as nationally," she says. To learn more, visit mb45studio.com. —Alexa Jov Sherman





Angela Melero is a freelance writer based in Los Angeles.





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# Here's to You, Month of the You, Market of the You, Market of the You, The Young of the Young of

By Francesca Moisin

"My grandmother was quite a fancy lady, always flourishing beautifully manicured hands, and that's where I got my love for the art of painting nails. But it's my mom, Dawn White, who encouraged me to join the industry. I was working at an elementary school and loved being with the kids, but I felt frustrated because I had no outlet for my creativity. My mom suggested that I take a nail course, then served as a hand model once a week so I could hit my required number of sets. This year was big for me: I got married

and opened my salon. She helped me

purchase product and equipment, then stood right by my side as I turned into a crazy lady trying to hang wallpaper. I don't think anvone else could have tolerated me in that state." - Deanna White Stelmaschuk, owner of The Soho Studio, Fairview, AB, Canada





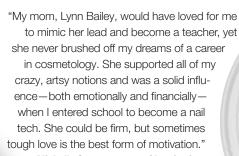
"My mom, Memory Harris, encouraged my nail passion through every phase. When I was in high school, she bought me an acrylic kit so I could start learning. After I had my son, Jarrett, and got tired of working retail, she supported my idea of going back to school for a nail license. She provided financial help when it came time to open my salon and took care of my two young boys when I began competing. I can't begin to express my appreciation for all that she does for me and my kids." -Allie Baker, owner of Nail It! salon and EzFlow global brand ambassador, Central Point, OR

"My mother, Nancy Hauk Creek, is a military mom of four boys, business owner, nutritionist and my biggest professional influence. I was a creative kid, so she suggested I go to cosmetology school, then paid my tuition and let me practice on her hands while I was learning. It would take me nearly three hours to complete a manicure, during which time I almost always cut her with my file, yet she always said, 'My nails couldn't look better.' That lit a fire in me to be the best." —John Hauk, two-time NAILPRO Team Cup champion and owner of Royalty Beauty, Dayton, OH



"My mother passed away when I was a baby, so I was raised by my dad and his mom, Irene Kandalec. She played a huge role in my life. I was 12 years old when she passed away and

already obsessed with nails. I remember what I was doing the morning when I got the sad news: covering my painted pinky in a mound of tiny crystals. At my grandmother's wake, I picked some of them off of my finger and placed them beside her, promising in that moment that I'd find a way to turn my passion into a lucrative, full-time career." —Julie Kandalec, celebrity manicurist and Paintbox creative director, New York City



-Michelle Sproat, owner of Inspirations **Design Salon & Nail Bar and Inspiring** Nails Academy, Kingsville, Canada





"My mother, Doris Hodges, was in the beauty biz before she started having kids. She taught me how to paint nails and to leave the moons unpolished by swirling my brush in a '7' motion, with a curved swipe across the moon, then going down three strokes to cover the remaining nail. I later went to college for business and accounting, but by age 38, I felt burned out, so I quit and started beauty school at night. My mom passed away when I was in my early 20s, without getting the chance to see me follow in her career footsteps. My few photos of us together were lost when Hurricane Wilma flooded my home—but I still have her original shears and Marcel curling iron, so I often feel like she's still with me." —Karen Hodges, owner of Morning Glory Beauty, Fort Myers, FL



"Mom Pop is an incredibly chic lady. She worked as a stylist, always sporting colorful outfits with heels, regardless of where we were going. As a kid I loved keeping her company at the nail salon. I'd arrange the lacquers in rainbow order and raptly watch the manicurists paint. When she let me pick out my own Tinkerbell polish, I was so excited I ran around the house clutching the little bottle—then dropped it in the kitchen and watched it permanently stain our floor. To my surprise, she didn't punish me, but rather bought me a new one. Today, whenever I go home to visit my family, my mom has a new design request. She's my most demanding client." —Miss Pop, editorial nail artist and CND creative ambassador, New York City

"When I was starting out, I didn't even know how to work an electric file, so my mom, Pamela Rowley, bought my first practice supplies. Later, when I moved to Cape Coral, Florida, and didn't know anyone, she helped me get clients by sending all the women from her office to my salon. Losing my mom to cancer six years ago was one of the hardest difficulties I've had to overcome. But I know she'd be so proud of all I've accomplished as an educator, mentor and artist after 15 years in the business."

-Shanna Rix, nail technician at ProFiles, Cape Coral, FL







"While I was in nail school, my mom let me spend hours practicing acrylics on her, then showed me little tricks and tips to help perfect each nail."

-- Marielle Marie Spitzer

My mom, Teresa Spitzer, still works as a nail tech. She taught me all I know about the business, and she was so excited when I decided to make it my career. While I was in nail school, my mom let me spend hours practicing acrylics on her, then showed me little tricks and tips to help perfect each nail. We've worked together in the same salon for four years and every day is fun. It's amazing to have a great role model I can turn to for advice." —Marielle Marie Spitzer, nail tech at Nail-issimo! Salon and Spa, Billings, MT \$\frac{1}{2}\$



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



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# ALL NAIL ART AND PRODUCT PHOTOS: JASON BENNETT

# THE POST

By Taylor Foley

Cater to teen clients with red carpet-worthy nail art inspired by the top prom dress trends.

**THE DATE. THE DRESS. THE NAILS.** Prom season is about to kick off, and now more than ever, teens are treating the high school milestone like an A-list event, carefully curating Instagram-worthy formal looks down to the very last detail—including nails fit for the occasion. Teenagers will soon be pouring into the salon, looking to *you* to create chic, playful and on-trend tip couture to match their highly stylized aesthetic. To help, we tapped three of-the-moment nail artists to create nail art inspired by the top dress styles spotted on Hollywood teen queens. Here, step-by-step tips to recreate their designs, plus must-have nail art necessities sure to make any teen client feel like a star on her big night.







#### Victoria Justice

114 NAILPRO MAY 2017









#### Modern Romance

Artist: Ran Kowatari

Equal parts classic and alluring, lace provides a dose of drama to any canvas, including nails. Nail artist Ran Kowatari transforms the lingerie-inspired style into something more teen-friendly by layering it over a metallic base. "A chunky glitter, sheer black polish and colored gems give the design dimension," says Kowatari. "The design looks elegant, but isn't overly simple."



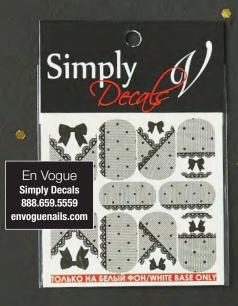


**Step 1** Apply two coats of metallic gold polish and let it dry. Use a striping brush to outline the perimeter of the nail with black polish. Then, paint a black diamond shape in the center of the nail.

**Step 2** Paint three circles on the nail with sheer black polish. Then, paint black flower petals on each of the sheer black circles and let them dry.

**Step 3** Paint a lace pattern in between the flowers and around the diamond with black polish.

**Step 4** Apply nail glue to the base, free edge and center of the nail. Then, apply colored rhinestones and charms. Finish with top coat.





















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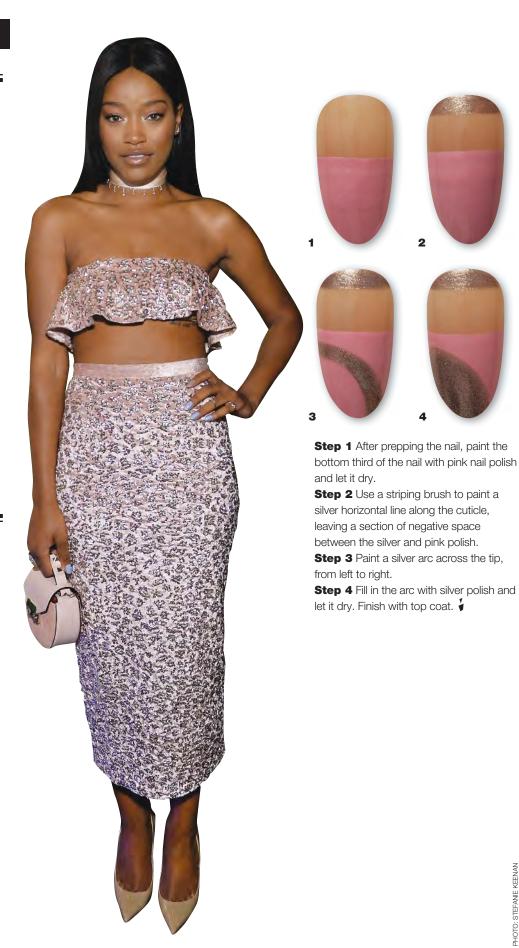


#### Bare Instincts

Artist: Miss Pop

Crop tops may have transitioned into formal wear, but the secret to donning the flesh-baring style is revealing just a hint of skin.

The same rule applies when mimicking the nearly-naked look on nails, says Miss Pop, nail artist and creative ambassador for CND. For her design, the New York-based tech emphasizes the natural nail with a few strokes of metallic polish along the cuticle and the free edge. "This look will complement most nail lengths and shapes," adds Pop, who notes that the bubblegum pink base keeps the peekaboo look youthful and flirty. "The style is of the moment, but the colors are classically feminine."







# Happy Feet

Salon owners share their most successful pedicure marketing promotions.

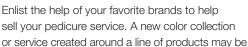
By Jennifer Carofano

t's that time of year again. Clients have shed their wool socks and winter boots for strappy sandals and pretty painted toes. To help you get your fair share of the market (and then some!), we reached out to salon owners around the U.S. to reveal their most

successful strategies for a runaway pedicure season.

PHOTO: GETTY IMAGES/B-D-S/ISTOCK





just the thing to peak clients' interest and tip the scales toward a full book. "We partnered with Floss Gloss to promote their new colors," savs Rita de Alencar Pinto, founder of Vanity Projects in New York and Miami, "We offered a basic mani/pedi at a discounted price and pushed [the promotion] through social media channels." Similarly, Carla Hatler, owner of Lacquer in Austin, Texas, used pedicure season as an opportunity to introduce clients to Footlogix. "We created a new pedicure on our menu using the full line of Footlogix products. We offered any customer that booked a Deluxe pedicure a complimentary upgrade to a Footlogix pedicure," says Hatler, who adds that the staff was also trained on the ingredients and benefits of the line. "It was so successful because the team felt like they had something special they could give to their clients, and clients were surprised and delighted by a complimentary upgrade. It resulted in rebookings and dramatically increased our home care sales of Footlogix products."

#### Hand Out Swag

Everyone loves free stuff, including clients. Use the opportunity to send home a sample that will help them care for their feet-and with every use it will remind them that they need to book again with you. "Spend a few extra dollars for gifts for your clients. In spring, we offer a complimentary foot file for clients to use in the shower," says Jeffi Girgenti, owner of The Nail Café, in Woodland Hills. California, "For summer, we offer a 1-ounce size crème for their purse. We advise clients to use the lotion on their hands and rub the excess cream on their heels when wearing flip-flops."

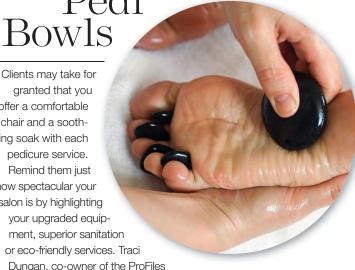
Create a Buzz Around Your Pedi

Clients may take for granted that you offer a comfortable chair and a soothing soak with each pedicure service. Remind them just how spectacular your

salon is by highlighting your upgraded equipment, superior sanitation

Dungan, co-owner of the ProFiles

franchise in Florida, recently promoted the salons' revamp of its pedicure areas in local advertising and on social media. "We now have new portable tubs made especially for pedicures and we've incorporated hot stones into the service," says Dungan. "We also reminded clients that we use a hospital grade cleaner for the tubs and stones that meets state board and OSHA standards."



continued on page 124

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The **Gulfstream La Rosina** features sleek, modern lines and a hidden plumbed foot bowl that slides in and out from the base of the chair. The model also features back and seat massage and an optional manicure table for a multi-functional piece with a small footprint.

877.622.4853, gulfstreaminc.com



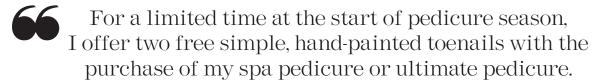
Designed with busy techs in mind, the **Lexor Elite** features its Auto-Fill System. Switch it on and the basin fills completely. Once the basin is full, the water automatically shuts off and the whirlpool jets start, leaving the tech more time to focus on the client. The chair also includes a Digital Control System that allows techs to easily monitor the temperature, seat position and the LED color-changing bowl display. **888.479.6916, lexor.com** 





Got special training to perform medical grade pedicures or the skills to work on a specific population? Or, are you a whiz at toenail art? Let your clients know! "My most successful marketing promotion was to set myself apart from the ordinary salons in my community of Key

West," says Karen Hodges, owner of Morning Glory Beauty in Fort Myers, Florida. "I took Janet McCormick's Advanced Nail Technician training course and, after I completed my training, I created a referral relationship with the podiatrist in my community. I made sure my cards were available at the podiatrist's and the dermatologist's office in my small town. The word got around that I was the person for diabetics or other chronically ill persons to come see."







Entice clients to book a pedicure with simple add-on services. "For a limited time at the start of pedicure season, I offer two free simple, hand-painted toenails with the purchase of my spa pedicure or ultimate pedicure," says Lucia Etchamendy, owner of Lucia's Hair and Nail Salon in Barstow, California, and general manager at The Spa at Fort Irwin, California. Girgenti also encourages clients to book an elevated service by offering a free manicure with every spa pedicure.





The **Whale Spa Alden Crystal** is built for busy salons with acetone- and abrasion-resistant leather seating and a sloping chair design that allows techs comfortable and easy access to clients' feet. For clients, the model offers purse hooks, customizable Shiatsu massage and an optional iPad holder. **888.650.7888, whalespainc.com** 

The stylish **Noel Asmar Stainless Steel Pedicure Bowl** can be integrated into almost any salon design. Plus, its durable, lightweight construction makes it easy to use and the bowl is a cinch to clean between clients. **800.772.1408**, **pedicurebowls.com** 



An alternative to the traditional pedicure tub, the portable and eco-friendly **Red Dragon Steamer Sauna and Barrel** uses just one cup of water per service. Crafted from mold-resistant wood, clients place their legs inside the barrel, resting their feet on the included foot massage platform. In lieu of a soak, a separate device (attached to the barrel via a flexible tube) creates enough steam for one 15-minute treatment. **800.669.9430**, **nailsuperstore.com** 

Inspired by the trademark red soles on a pair of Christian Louboutin heels, the **Litebox Electronics Development Stiletto** features a bold red design element that peeks out from beneath the chair. The model also has an adjustable footrest, a tempered glass bowl (compatible with disposable liners) and two seat options. **844.548.3269, lite-box.com** 



The Living Earth Crafts Contour features a retro mid-century silhouette paired with modern day amenities, including a seat with automatic recline, heat and massage, a fiberglass tub (complete with reflexology nodes) and a sleek embedded control panel. 800.358.8292, livingearthcrafts.com



- Belava single-use disposable liners are designed and manufactured in the U.S., and can recycled in a standard recycling bin. 888.708.7131, belava.com
- The clear, disposable FantaSea foot bath liners feature a reinforced elastic edge for a snug fit on most pedicure tubs. 800.645.5118, burmax.com
- Footsiebath disposable liners are now BPA-free and redesigned for a better fit. 800.533.8535, footsiebath.com



#### Finding Zen

A few minutes of daily meditation can calm your mind and improve your health.

mericans are used to quick fixes. We seek same-day delivery services, rely on fast-acting pain relievers and grow antsy when Siri takes a few extra seconds to answer a question. But as the tempo of our daily lives continues to accelerate, our minds and bodies are virtually begging for a break. The result: runaway stress, often presenting as chronic pain and illness. The good news is, a growing body of evidence shows that, in many cases, the cure for what ails us lies within via a simple practice known as meditation. What's more, reaping the physical and emotional benefits of meditation requires little more than a few minutes each day and the willingness to give it a try.

#### Meditation Facts

- The practice of meditation was first documented in India in 1500 B.C.
- Meditation first gained interest among non-Hindus in the U.S. in the 1960s.
- By the 1990s, meditation in the U.S. had become very popular, thanks in large part to the alternative medicine advocate, author and speaker Deepak Chopra. In 2012, 8% of U.S. adults (18 million) used meditation techniques.
- In 2015, the meditation and mindfulness industry earned nearly \$1 billion in revenue.

SOURCES: project-meditation.org; National Center for Complementary and Integrative Health (nccih.nih.gov), "Trends in the use of complementary health approaches in the United States, 2002-2012"; IBISWorld research

#### **Mind over Matter**

Contrary to what you might have heard, you don't have to be religious or even spiritual to reap the rewards of meditation. Furthermore, science has shown that the feelings of clarity and calm that meditators experience are not just in their imagination. In one landmark 2011 study, Harvard researchers at Massachusetts General Hospital revealed via neuroimaging that just eight weeks of daily meditation actually increased gray-matter density in the parts of the brain associated with learning, memory, self-awareness, compassion and introspection.

How does meditation accomplish this magnificent feat? The answer lies in brain waves, produced by the electrical pulses that are created in our brains as nerve cells communicate with each other. Brainwave frequencies vary from slow to fast, depending on what we're doing and feeling. Medium frequency waves, called beta

waves, dominate our normal waking state of consciousness. But when we meditate by staying still and focusing on "the now," our brain moves into a slower, resting state and produces alpha waves. If we then go further into a deep meditative state, our brain begins to produce even slower theta waves, which are most commonly experienced during sleep. Even slower are delta waves, experienced in deepest meditation and dreamless sleep.

Now, we certainly need beta waves in our lives, otherwise we'd never get anything done! However, we also need breaks from beta so we can better process the events of our lives, rest and heal. Unfortunately for most of us, such breaks don't happen naturally. Enter meditation, which brings us into a resting and healing state. "In today's busy lives, it seems adrenal exhaustion is the norm, and we operate on 'empty' too often," notes licensed

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You don't need a Zen garden, personal guru or even a yoga mat to meditate.

acupuncturist Tracy Whynot, the owner of Place360 Health Spa in Del Mar, California. "If you don't take the time to ground yourself and let go of stress, a myriad of health issues can arise."

When you use a few simple techniques and spend just 5 or 10 minutes to bring yourself into a grounded, meditative state, Whynot explains, "You will feel a sense of calm and your senses will be heightened." Practiced consistently over a period of weeks or months, meditation helps us think more clearly, handle problems more calmly and feel better overall. Physiologically, we also win: Blood pressure and heart rate go down, and our immune system gets a boost. Studies also point to meditation as effective in easing anxiety and depression. And, yes, many people report being able to stop or reduce their doses of medication.

#### Finding the Right Fit

A quick Google search yields tons of information and advice about what type of meditation you should do, where you should do it and for how long. But the best meditation practice for you is the one that fits your life, so do your research and experiment until you find the right one. Keep in mind, experts agree, you don't need a Zen garden, personal guru or even a yoga mat to meditate.

Since a busy and noisy nail salon is not exactly ideal for entering an alpha state, you might want to try a 10-minute session when you first wake up in the morning. If mornings are too chaotic, a short break in your car or some peaceful spot nearby is fine. Here are some additional tips from the experts for making the most of meditation in a hectic life:

- Try to meditate at the same time and in the same place every day.
- Tell your family or roommates that you can't be interrupted during a session. Like taking a bath or shower, this is a private time for taking care of you.
- Keep meditation sessions brief, especially at the beginning. This will make it easier for you to maintain the habit.
- Try combining meditation and movement, like the practice of walking meditation.
- Use a meditation app (see "Tech Support," right).

The beauty and power of meditation lies in the fact that even one brief session can turn a whole day around. Says Whynot, "It's a great ritual to do at either the end of the day or midday when you're feeling frazzled. After meditating, you'll find that any project still undone will be easier to complete, and a much-needed, restful sleep will follow."

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

Need help finding nirvana? Although there are plenty of meditation classes in just about every city in the U.S., apps that provide meditation instruction and guidance have soared in popularity in recent years. Here are just a few of the toprated options available for iOS and Android:



**Buddhify** offers a selection of 80 guided meditation tracks to assist in different aspects of your life, such as sleeping, feeling stress, traveling and

working. Sessions range from 5 to 30 minutes. iOS \$5; Android \$3



Calm targets stress with an introductory seven-day program that guides beginners via brief, narrated meditation sessions. After that, there's the option to

try a 21-day program. Free for seven-day program; varying monthly fees for subscription



Headspace provides a series of daily, 10-minute beginner sessions to help you establish the meditation habit. There's also a buddy feature if you want

mutual encouragement with a friend and a personal progress page. Free for level one: varving monthly fees for subscription



#### Stop, Breathe & Think is designed for use with Amazon's voice-

activated devices the Echo and the Echo Dot, enabling you to solicit guidance from

"Alexa" upon your command. A "check-in" feature allows you to monitor your moods and work on wellness goals. Free

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Apply Micro-Exfoliating Hand Polish to the top of the hands and forearms, and massage in a circular motion. Continue to exfoliate for 2 minutes before wiping the hands and forearms clean with a warm, damp towel.



Next, apply a thin layer of Soothing
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Wrap the hands in a warm, damp towel. Wait 5 minutes, then remove the mask using the same towel and cleanse the hands.



A Next, apply Moisture Whip Massage Cream to your hands. Warm the cream between your palms before applying.



Massage the cream into the hands and forearms for at least 5 minutes.



6 To finish, remove residue from the nails with Expert Touch Nail Wipes\* saturated with N.A.S. 99\*. Then, continue with the service as usual.



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Prep the nail. Apply base coat and cure. Apply two coats of black gel polish, curing between coats.



Apply no-wipe gel top coat and cure. Then, use a makeup sponge to apply silver chrome powder to the nail.



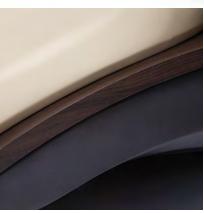
Use a detail brush to apply the Violet, Pink and Lime top coats randomly to the nail. Let the colors bleed into each other until the entire nail is covered. Cure.



To finish, apply no-wipe gel top coat and cure.











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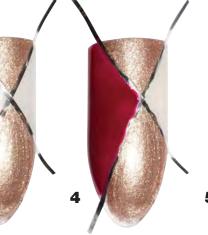
Flirty and fun, **Essie Gel Couture Bridal 2017** is ideal for more than just the bride-to-be. Featuring six colors, the collection is also available in traditional and gel polish.



#### Step-by-Step

- **STEP 1** Prep the nail. Apply a single coat of Dress Is More.
- **STEP 2** Apply striping tape to the nail in a slightly off-center crisscross pattern.
- **STEP 3** At the base and tip of the nail, paint To Have & to Gold within the space created by the striping tape.
- **STEP 4** Paint the remaining left side of the nail with Berry in Love. Then, paint the remaining right side of the nail with Dress Is More.







PHOTOS: ARMANDO SANCHEZ; (BOTTLES) COURTESY OF ESSIE

Exclusive web

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# Finding Zen

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 "Finding Zen" on page 126. 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.

4	Meditation	can	
_			

- A. Ease anxiety
- B. Boost your immune system
- C. Lower your heart rate
- D. All of the above

### A 2011 study showed that eight weeks of daily meditation had no effect whatsoever on the brain.

- A. True
- B. False

### What produces brain waves?

- A. High levels of physical activity
- B. Too little sleep
- C. Electric pulses created in our brains
- D. Losing consciousness

### Of the following four types of brain waves, which is the slowest?

- A. Delta
- B. Alpha
- C. Theta
- D. Beta

### To make the most of meditation, experts recommend

- A. Asking others not to disturb you
- B. Practicing at the same time and place every day
- C. Keeping meditation sessions brief
- D. All of the above

- A. True

### In 2012,

- **A.** 18%
- **B.** 8%

### Our normal waking state is dominated by beta waves in the brain.

B. False

### of U.S. adults used meditation techniques.

- **C.** 10%
- **D** 81%

### In what country was meditation first documented?

- A. China
- B. India
- C. Japan
- D. Tibet

### The meditation and mindfulness industry earned nearly \_\_\_\_\_ revenue in 2015.

- A. \$1 million
- B. \$18 billion
- C. \$1 billion
- D. \$1.6 million

### Practiced over a period of weeks or months, meditation can help you think more clearly and handle problems more calmly.

- A. True
- B. False

NAME		
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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., "Finding Zen") 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 May 31, 2017. Answers will appear in the July issue.

### **Answers to March Test**

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





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### **HAPPENINGS**

### SHOWS & EVENTS

### 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.

### International Beauty Show 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.

### **July**

### Nail Tech Event of the Smokies

July 8-10

Gatlinburg Convention Center, Gatlinburg, TN. Contact Nail Tech Event of the Smokies; info@nailtechevent.com; nailtechevent.com.

### **Cosmoprof North America**

July 9-11

Mandalay Bay Convention Center, Las Vegas, NV. Contact Professional Beauty Association, 15825 North 71st St., #100, Scottsdale, AZ 85254; 800.468.2274;

cosmoprofnorthamerica.com.

### CLASSES.

### May

### **Young Nails**

youngnails.com

**8-12** OWC Mastering Gel: Anaheim, CA, 800.777.9170.

**21** Use Your Imagination-Acrylic: Anaheim, CA, 714.992.1400.

### LeChat

800.553.2428, lechatnails.com

**21** LeChat Demo: Garden Grove, CA; San Gabriel, CA.

28 LeChat Demo: San Jose, CA.

### June

### **LeChat**

800.553.2428, lechatnails.com

4-5 LeChat Demo: Bronx, NY.

**11** LeChat Demo: Garden Grove, CA.

### **Young Nails**

714.992.1400, youngnails.com

12-16 Mastering Acrylic: Anaheim, CA.

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

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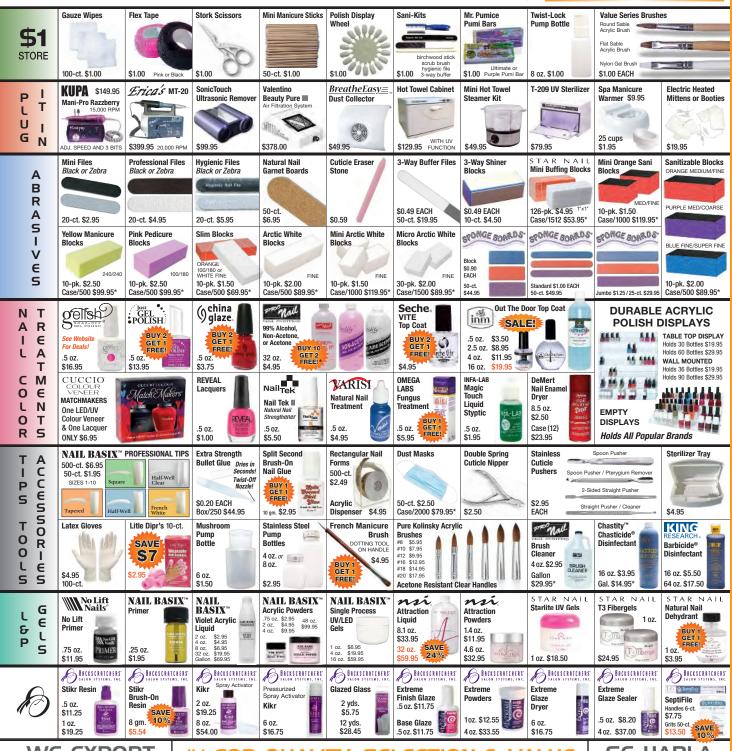


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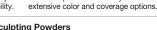
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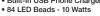
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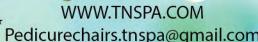


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Nail art made its long-awaited return at the 59th annual Grammy Awards. In a sea of award show barely-there manis, celebrity techs got the chance to play, transforming popular salon styles into eye-catching works of art. Here, a look at the night's most talked about tips.















### Adele

Celebrity manicurist Kimmie Kyees helped the 15-time Grammy award winner say "Hello" to a fresh take on nude. Atop Adele's almond tips, Kyees used two flesh-tone hues to achieve a subtle gradient effect: Red Carpet Manicure Oh So Posh as the base and Red Carpet Manicure Crème de la Crème at the free edge.

Lady Gaga

The "A Million Reasons" songstress channeled her inner rock star. Crafted by A-list nail artist Miho Okawara, the blackto-white ombré tips rocked piercings, studs, skulls and the "Metallica" logo in honor of her collaborative performance with the iconic metal band.

Mike Posner

Female performers weren't the only ones taking home top honors for nail art. The "Pill in Ibiza" singer sported a hot pink manicure, complemented with tiny rhinestones along the cuticle and down the center of his pointer and pinky fingers.

### Andra Day

From the blooms in her hair to her ethereal, vintage Dior gown, the retro-soul singer looked every bit the flower child. To create a 3-D floral look on her tips, celebrity nail artist Kait Mosh opted for a DIY approach. "I cut the ends off rubber flowers I found at a local craft store, glued on smaller, premade acrylic roses and adhered them to the nails," says Mosh, who encourages techs to use unconventional textiles and mediums. "I like to take something cool on its own and reinvent it into nail art."



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