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Nails: Reina Santos; Photography: Cory Sorensen, corysorensen.com; Makeup: Johny Saade; Hair: Christophe Saluzzo; Stylist: Jordan Grossman; Assistant Stylist: Kelsee Palmer; Model: Reda/Hollywood Model Management; Digital Imaging: Art Vasquez, RP Digital. Rings: Zoe Chico.

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

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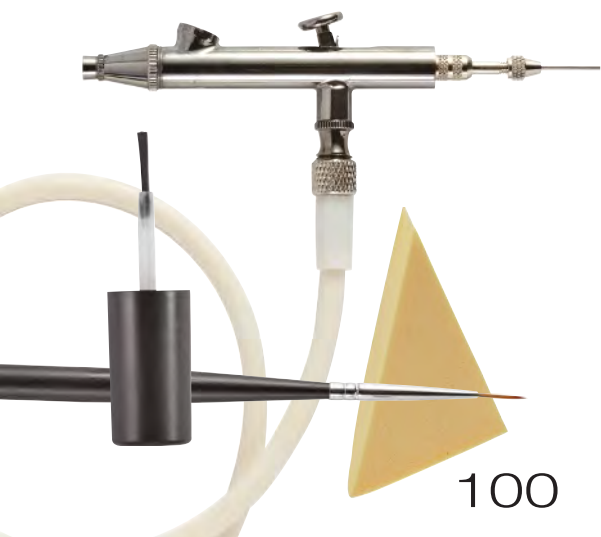
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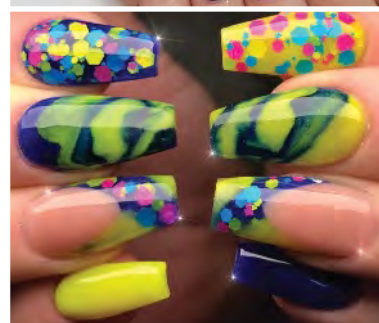
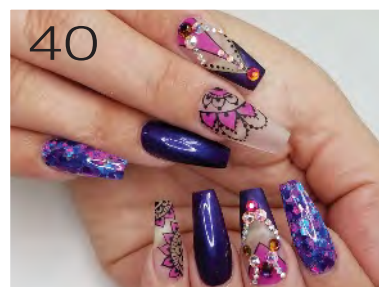
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Nail tech Chelsea King shares her tips for creating this must-have look with gel polish.

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Electric Slide

When I moved to the Upper East Side of Manhattan in 2004, it was the land of natural nails. It has changed a bit over the years to incorporate more nail art and enhancements, but when I landed there, I was hard-pressed to find a nail tech to fill my acrylic set. Once I finally did, she used hand files for the entire service. While that is, of course, a more than acceptable way of performing a fill, it was still somewhat shocking to me considering the fast-paced, time-is-money New York mentality. Just think how much faster the whole process could have been (I was there for almost three hours for a simple fill) had she used an electric file.

Even today, I am surprised by how few nail professionals use an e-file in their services. I think there is some fear surrounding them (in the form of cuts and nail damage), but a reckless technician can do harm even with a seemingly benign tool. What it really comes down to is education and practice—because once you are comfortable with an e-file, you can incorporate this tool into practically all of your services, from manicures to enhancements to pedicures.

To see the top eight must-have bits for your arsenal, check out this month's Workshop on page 52.

As for education, classes are available in a variety of shapes and forms. Of course, there are the classics—at shows and through dis-

tributors—but there are new ways of learning where you don't even have to leave the comfort of your home (or salon). Live-streaming video has become an exceedingly popular way to get nail education. Beyond simply watching a video, the live aspect allows you to ask questions and get advice in real time. Of course, the key with any class is to ensure that the source and instructor is reputable. Increasingly, manufacturers are incorporating live-streaming video into their resources and brand educators are conducting their own Facebook and Instagram live feeds. Keep an eye out for these instructional videos, as they can definitely boost your education levels. Conversely, if you have a skill that you want to share, perhaps you yourself would be the ideal person to host a live-streaming event. They're pretty easy to set up, thanks to the social media platforms that host them, but there are a few tips and tricks that will make your video more impressive. See our suggestions in "The Live Streaming Lowdown" on page 76.

Personally, I love when a skilled technician pulls out an e-file, because I know the service is going to go faster (and I get antsy sitting there for so long!). So if you've never tried one or don't feel like you know enough about them, maybe now's the time to research e-files or take a class to hone your skills. After all, in a business where time literally is money, you want to make sure that you're making the most!

Stephanie

Stephanie Yaggy Lavery
NAILPRO Executive Editor
slavery@creativeage.com



My Manicure

Nothing says sweet as summer as a set of ice cream nails! These adorable tips were created by Britney Tokyo (@britneytokyo) with Presto gel and Swarovski crystals. She even gave the ice cream a 3-D effect by layering the gel!

Behind the Nail Pros...

Cell phones have become an extension of our hands, so naturally we would want to accessorize them—and there are so many cute phone cases available! For our "Summer Selfies" photo shoot (page 104), cover artist Reina Santos and I had a great time going through all of the options and matching the summer polishes to them.



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GLOSSIES 2017


The competition may be over, but it's still a race to the finish! While the judges tally the points from the fourth and final round, here's a look at the current standings for the top five competitors in this year's Glossies competition:

1st Irina Von Krosigk			374 points
2nd Stephanie Horner			182 points
3rd Ashley Hoffman			121 points
4th Juli Parker			74 points
5th Chantel Brands			71 points

EYES ON THE PRIZE

Competitors who place 1st, 2nd and 3rd will each receive a certificate and have her photo featured in the September issue. What's more, the grand prize winner will be announced on June 26 at the International Beauty Show in Las Vegas and will receive:

- A two-page story in NAILPRO magazine
- \$1,000 in products
- A year-long mentorship with the 2017 NAILPRO Cup champion
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Media Focus

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

Harper's Bazaar • **OPI** Getting Nadi on My Honeymoon secured a spot on the mag's coveted "Must-Haves" section.



StyleWatch
A spotlight on surfer girl-inspired fashion included **CND** Banana Clips.



Allure • Editors deemed **OPI** That's Hula-rious, Do You Sea What I Sea? and Is That a Spear in Your Pocket? as their top polish picks.

Elle • Nail artist Ama Quashie named **Seche** Vite, **China Glaze** Kiwi Cool-ada, **Essie** Mark on Miami and Licorice, and **OPI** Big Apple Red as her favorite go-to products.



Cosmopolitan
A roundup of budget-friendly beauty must-haves featured **China Glaze** Retreat Yourself.



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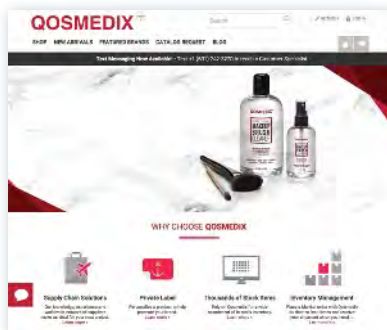
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UNDER CONSTRUCTION



Qosmedix gave its website a fresh makeover in March. Designed to streamline the shopping process for salon professionals, the new site now offers multiple product images, zoom capability and

a wish list feature. The Ronkonkoma, New York-based global salon supplier also upgraded its mobile interface, making it easier for salon professionals to shop products from their smartphones. In addition to the mobile update, Qosmedix has launched a new blog, "QosmeTips," which will feature monthly how-to articles using Qosmedix products as well as advice from industry leaders. Check out the new site at qosmedix.com.

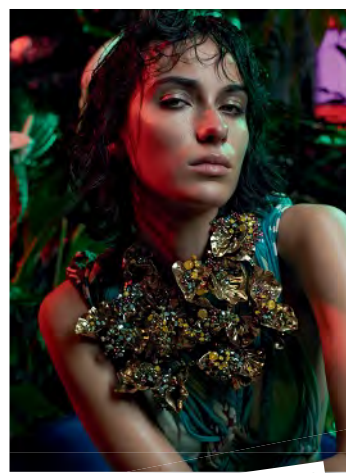
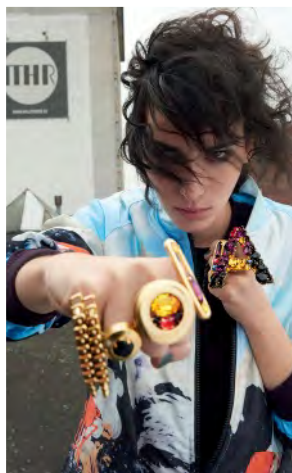
CLASS ACTS

HEADED TO THE PREMIERE ORLANDO SHOW? Don't miss out on nail education from some of the industry's biggest names. Scheduled for June 3-5, appearances will include CND cofounder and style director Jan Arnold, Young Nails president Greg Salo, nail industry veteran Tammy Taylor and social media influencer Tony Ly. From hands-on workshops to more than 50 complimentary classes, the event promises to help techs stay up-to-date on the latest trends *and* stock up on all of the essentials. For more information about classes or to purchase tickets, visit premiereorlandoshow.biz.

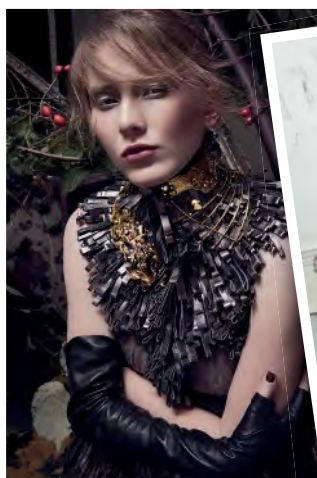
Shine ON

SWAROVSKI IS CHALLENGING SOCIETAL NORMS WITH THE LAUNCH OF ITS LATEST CRYSTAL COLLECTION.

Inspired by millennials' view of the world, the "New Perspective" Spring/Summer 2018 crystal innovations blur the lines between natural and digital, street and luxury, male and female, and opposing belief systems. The new collection will include four trends (clockwise from left, below): Gang Star, Hacked Nature, No Normal and Spell Bound. **For more information, visit swarovski.com.**



PHOTOS: COURTESY OF SWAROVSKI



Natural Selection

Looking for new ways to help your salon go green? Don't forget to visit the Discover Green section at Cosmoprof North America (CPNA), held July 9-11 at the Mandalay Bay Convention Center in Las Vegas. Back for its sophomore run, Discover Green will showcase 40 international and domestic indie beauty consumer brands with an eco-friendly bent, including polish manufacturers Piggy Paint and LVX. In addition, CPNA is launching Discover Green Leaf, a curated section of 10 brands that fall into the green, eco-friendly, natural and organic categories. For more information or for a full list of exhibitors, visit cosmoprofnorthamerica.com.




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THE LUCKY ONES

The Professional Beauty Association (PBA) announced the winners of the 2017 Beacon Program in March. One hundred lucky cosmetology students have been selected to participate in the career-building event that gives future beauty professionals the chance to learn from top industry leaders and educators during PBA Beauty Week, held July 8-10 in Las Vegas. The Beacon Program participants will also be encouraged to participate in panel discussions as well as attend the PBA Business Forum and North American Hairstyling Awards. For a complete list of winners, go to probeauty.org/beacon.

DID YOU KNOW?

According to a 2016 **NAILPRO Essentials** survey, **67%** of techs pick up new nail art techniques on YouTube. Other learning methods include magazines (**51%**), a class at a trade show or networking event (**38%**), from a blogger/vlogger (**29%**) or a distributor or manufacturer sponsored class (**28%**). Additionally, **26%** of pros report being self-taught!



POLISH with a PURPOSE

Actress Selena Gomez made a statement with her nail lacquer at the March red carpet premiere of the Netflix series "13 Reasons Why." Gomez, who is the executive producer of the teen mystery drama, sported SinfulColors Endless Blue on her tips—courtesy of A-list manicurist Tom Bachik—as a tribute to one of the main characters in the series. In the show, high school student Clay Jensen tries to understand why his classmate, Hannah Baker, committed suicide through a series of 13 videotapes. The tapes are all labeled with blue nail polish—the same hue Baker sported on the day she died.

After the premiere, Gomez's fans took note of the actress's polish and began uploading their own cobalt blue "naillies" to Instagram with the hashtags #13reasonswhy and #bluefor13rw, with captions to help raise awareness about teen suicide and bullying. Gomez showed her appreciation of fans' support of the series on her Instagram account, writing, "Overwhelmed with the response and love @13reasonswhy is receiving. Thank you to each beautiful person who has watched and talked about the message of the show."



@iamtherealpoisonivy



@shes_lost_control



@kaosfallenangel

Actress Selena Gomez wore SinfulColors Endless Blue to the premiere of the Netflix series "13 Reasons Why."



TOP IT OFF



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Pay It Forward

THE TORONTO-BASED NORTH AMERICAN SCHOOL OF PODOLOGY (NASP) IS DOING ITS PART TO HELP COMMUNITIES IN NEED.

In February, a team of 48 foot-care pros, including doctors, nurses, aestheticians, pedicurists and graduating NASP students, under the leadership of NASP founder Dr. Katharin von Gavel, Ph.D., and NASP president Vicki Malo, traveled to the island country of St. Kitts and Nevis, to provide complimentary services to more than 850 residents who suffer from diabetes or other health conditions. Technicians performed services ranging from nail trimming to callus treatments, and also provided patients with at-home care recommendations. To assist the techs' efforts, sponsor Footlogix donated tools and products. "Going beyond the excellent training and practical experience, the biggest takeaway is the realization that what we take for granted in North America is not available in St. Kitts," says Malo. "The industry has been good to us and we like to give back." ↓



Forty-eight foot-care specialists traveled to St. Kitts and Nevis to perform free services for residents in need.



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Helen La, Pure Nail Studio
Charlotte, NC



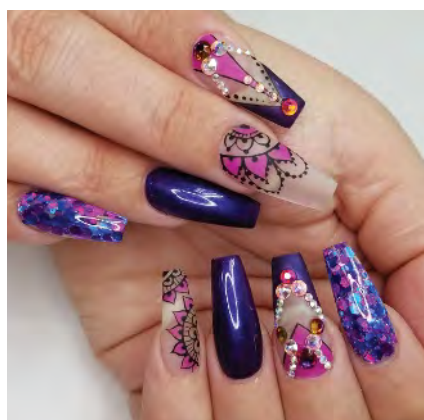
Celeste Tonra
Monmouth, NJ



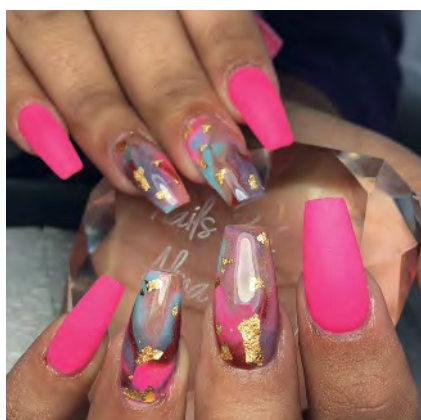
Mariko Iwata
Los Angeles



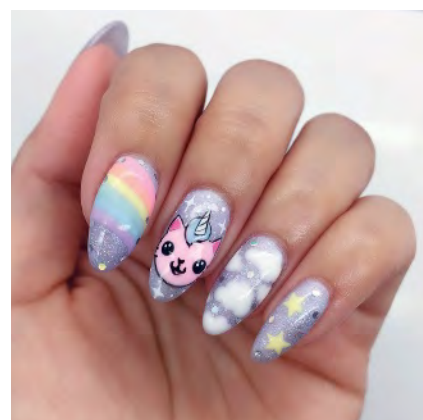
Cassie Banel • Nailing Hollywood
Los Angeles



Nina Blanchard • Jenny Nails
Lansing, MI



Alma Kosturakis • The Cutting Edge
Pecos, TX



Diana Nguyen • Black File Nail Social
Fountain Valley, CA



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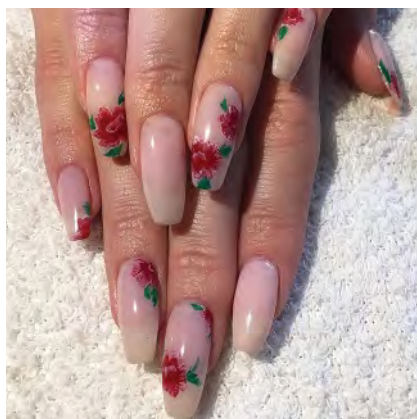


Armstrong
McCall.

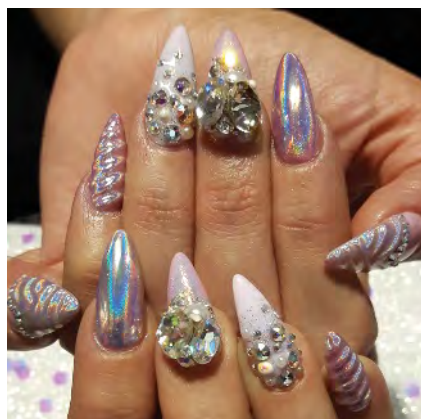
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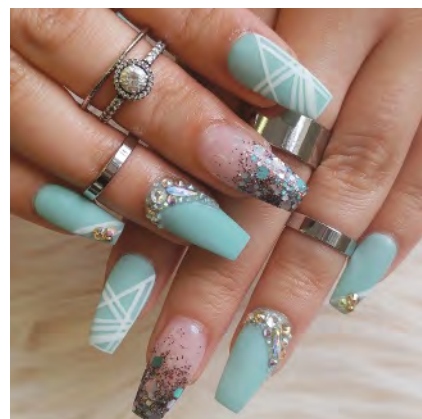
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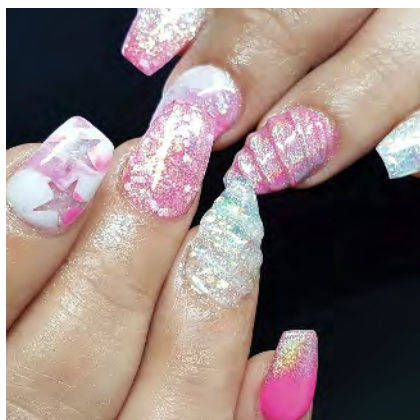
Alyssa Allen • Nail'd It by Alyssa
Cambridge, ON, Canada



Janine Kozlov • NailsXNine
Toronto, ON, Canada



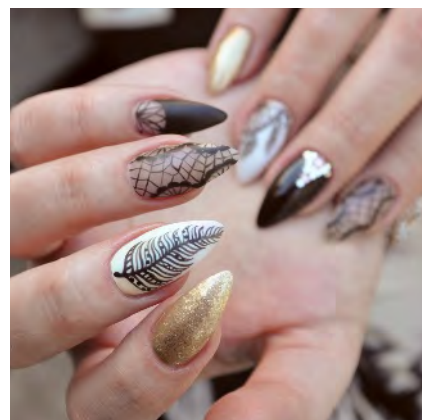
Susana Duong • Meraki Beauty Studio
Orlando, FL



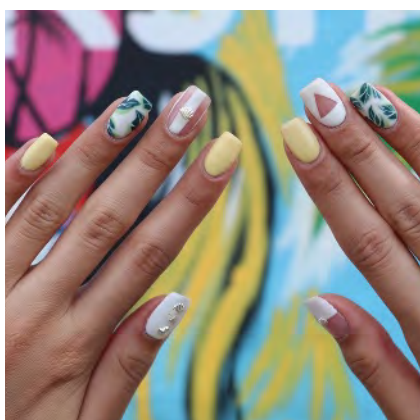
Stephanie Sanchez • NM Glitz
Albuquerque, NM



Jennifer Gutierrez • The House of Beauty
Bakersfield, CA



Annie Lundström • Nail Design School
Umeå, Sweden



Vivian Truong • Royal Palace Nail Spa
Tampa, FL



Nora Bustos • The Avenue Salon
Stockton, CA



Rosanne Sollecito • The Dollhouse Beauty
Sherman Oaks, CA



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NOT YOUR
BABY



SLAY ON
SLAYER



INSTANT
VACA



SHE'S A
PISTOL



OMG, SERIOUSLY
FOR REAL?



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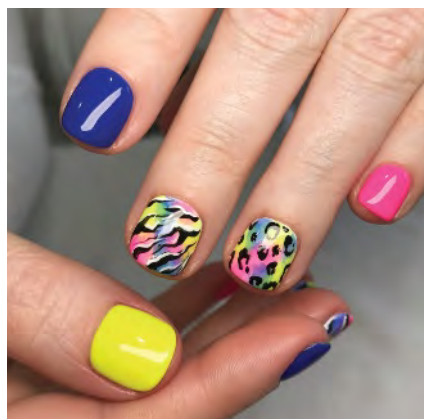
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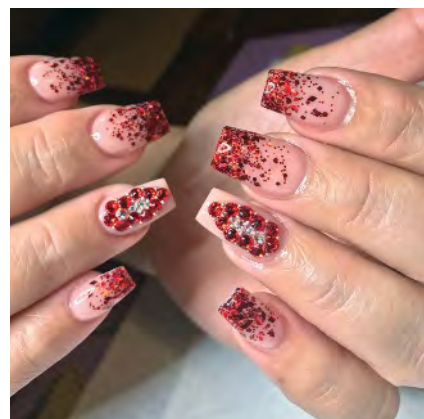
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Jenya Malkin • Euro Nails at Hair By Saint Rose
Houston, TX



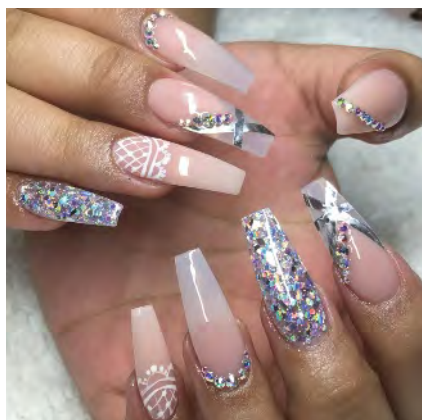
Michelle Soto • Salon Chellys Nails
Orlando, FL



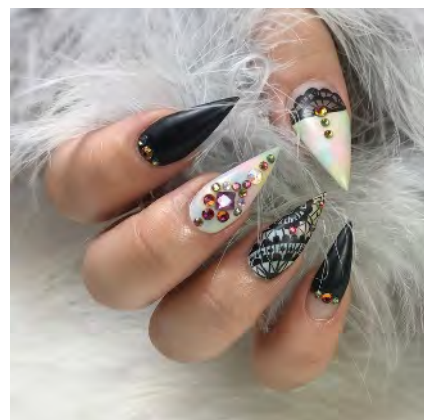
Julyett Cantu • Insatiable Nails
Edinburg, TX



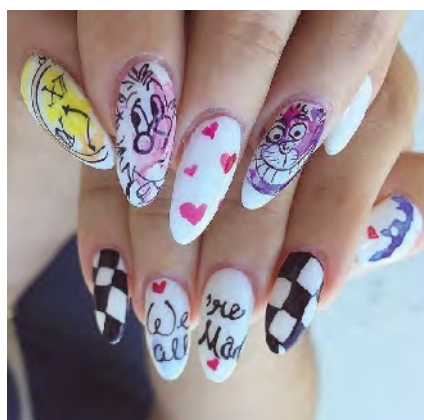
Judy Dang • Star Nails
Midlothian, IL



Yesica Romero
Anaheim, CA



Francisco Javier Quintana • Famous Nails
Savannah, GA



Kimberly Phan Ta • Sola Salon
Palm Beach Gardens, FL



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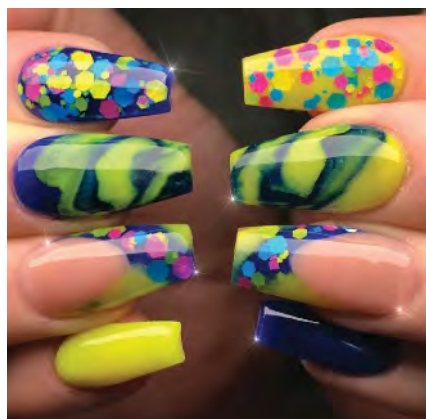
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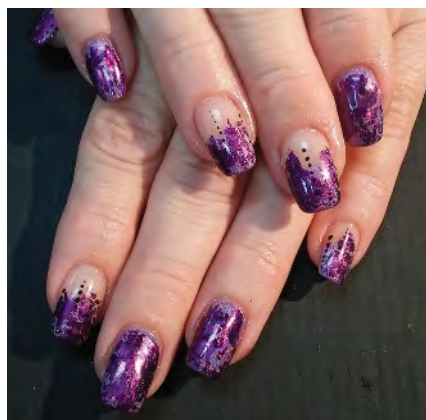
**Huong T. Lu • Fancy Nail Salon
Pittsburgh, PA**



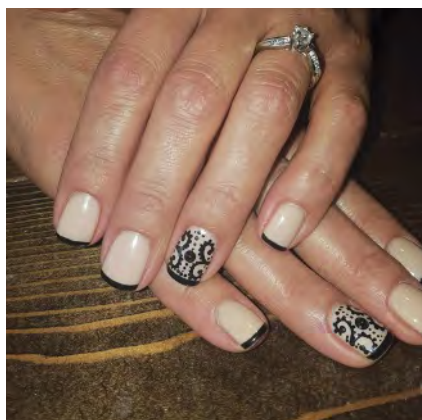
**Anna Ngoek • Nail Gloss
Sterling Heights, MI**



**Victoria Castillo • Wonderland Hair Studio
Albuquerque, NM**



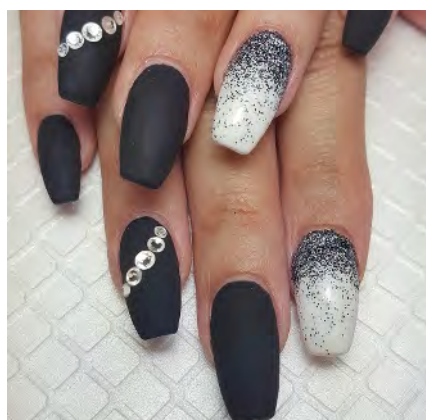
**Hanna Ware • Pink's Nail Studio
Kingsport, TN**



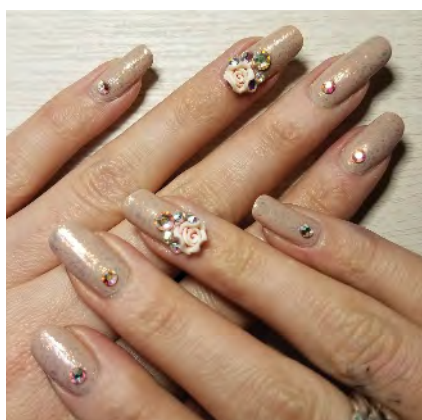
**Paola Macias • A Charmed Life Nail Salon
Rockford, MI**



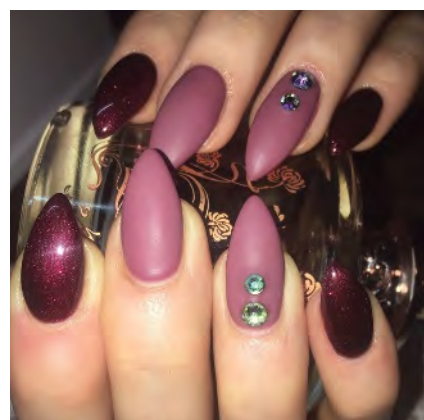
**Jaime DeViva • Nail'd by Jaime
Westover, MD**



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



**Samantha Rettell • Nail It Polish
Marine City, MI**



**Megan Gollop • Nails By Megan
Cove-St. Philip, Portugal**

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

— china glaze —

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I TRULY
AZURE YOU

EMERALD
BAE

ALL
GLAMMED
UP

CHROMA
COOL



BE BRILLIANT

This summer, brighter is better. On the runway, designers incorporated vibrant neon accents on jackets, dresses and even lingerie-inspired looks. Softer neon hues make an impact with lacy silhouettes at Alexander Wang and race car-inspired prints at Versace. At Stella McCartney the color trend is splashed on basic black, while at Maison Margiela neon shows up on shoes, gloves and color-blocked knits. To recreate the look on tips, as guest artist Britney Tokyo did here, simply grab a detail brush and your favorite electric shades!



Guest Artist
Britney Tokyo is a Los Angeles-based nail artist who has done editorial work for magazines, fashion labels, music videos and more.



Inspired by
Alexander Wang



Inspired by
Versace



Inspired by
Stella McCartney

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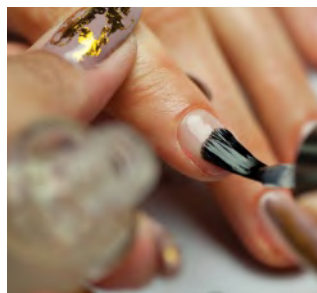
THE MAKING OF OUR COVER

NAILS AND CELLPHONES SEEM TO GO HAND IN HAND (no pun intended), so it was only a matter of time before we created a story surrounding artful tips and fashionable phone cases. (Check out the full feature, “Summer Selfies,” on page 104.) When it came to creating the designs, we presented this month’s talented cover artist Reina Santos with the summer nail polish collections and let her play. She crafted a number of fun and whimsical looks that are quick and easy to recreate in the salon. For the cover, Santos used a dry-brush technique, a design that’s quickly making a resurgence online. The best part about it: You only need polish to create a look that’s artful and distinct. To see more behind the scenes of the cover and “Summer Selfies” nails, log on to nailpro.com/videos/behind-the-cover.

“When dry-brushing, make sure there’s only a little polish on the brush and use a light hand when creating the brush strokes.”

—Reina Santos

Creating the Cover Nails



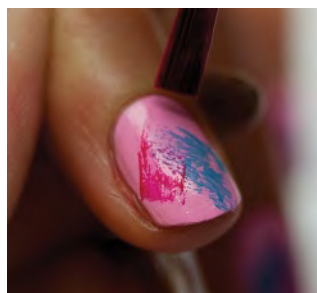
1 Santos manicured the model’s nails and applied base coat.



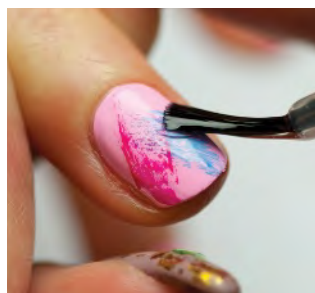
2 Next, she applied two coats of pink polish.



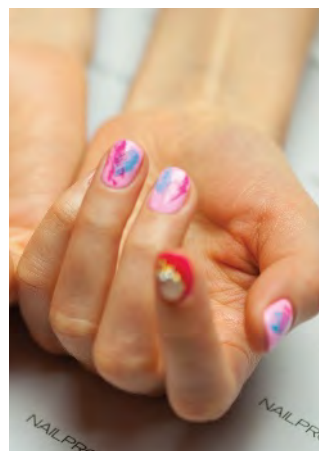
3 To start the design, Santos used blue polish. She wiped the majority of the lacquer off of the brush on the edge of the bottle, then swiped the brush across the nail.

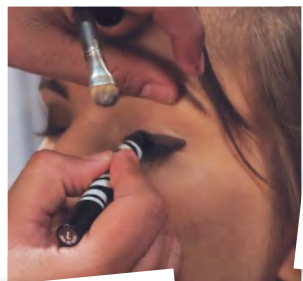
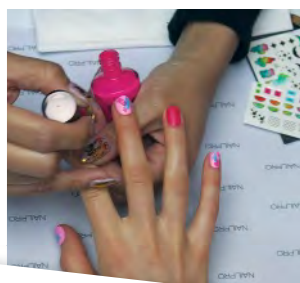
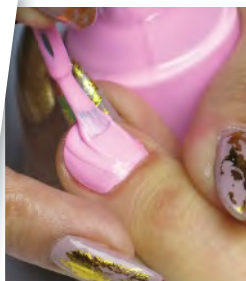


4 She repeated the same technique with dark pink polish.



5 Once she was happy with the design, she finished the look with top coat.





Nails
Reina Santos



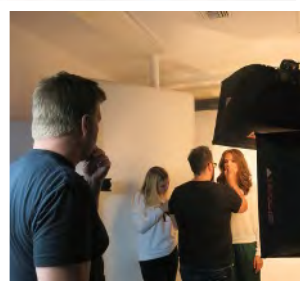
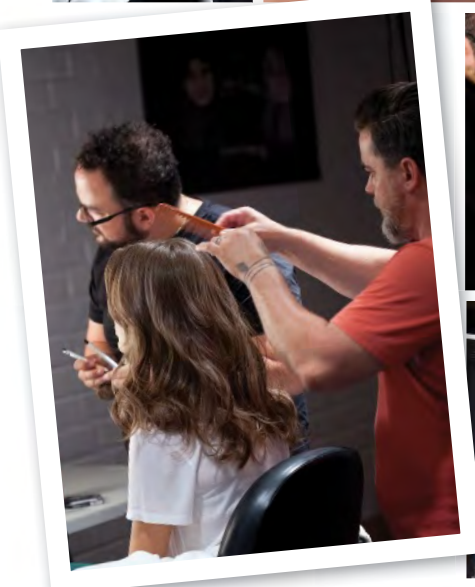
Photography
Cory Sorensen



Makeup
Johny Saade



Hair
Christophe Saluzzo





Every Bit Counts

Shape nails better and faster with these eight essential e-file bits.

At one time, a tech's arsenal of electric file bits was limited to an oversized mandrel and sanding bands, a diamond barrel and maybe a cone for underneath the nail. "Today we have so many incredible choices," says Suzie Moskal, founder of Suzie's Nail Career Education and co-owner of Nail District salon in Langford, British Columbia, Canada. Bits are available in a huge variety of shapes designed to accomplish specific tasks during each service. And for each shape there's a range of materials (carbide, diamond, ceramic and more), sizes, coarseness and even right and left hand versions to consider. Choosing from such a wide selection can be a daunting task, so we asked a few experts to narrow down the field to eight essential bits and provide helpful advice for using each one effectively.

1 Mandrel and Sanding Bands

A mandrel is extremely versatile since sanding bands are available in a variety of grits. "It's also a natural sanitary choice," says Moskal, "because you replace the band for every client." Sanding bands can be used to prep the natural nail, as well as make detailed refinements to finished nails, says Vickie Ornellas, educator for American International Industries.

2 Prepper Typically a small, long barrel with a very fine diamond grit, this bit makes quick work of cleaning the cuticle area prior to enhancement application. Use this bit on very low speed with gentle pressure to minimize heat and prevent damage, says Allie Baker, global brand ambassador for EzFlow.

3 Large and Small Carbide Barrels

Carbide bits cut rather than grind material away, which reduces friction and heat and makes them a good choice for removing a lot of product. With a medium or coarse grit, a large carbide barrel effectively removes gel and acrylic, and can greatly increase the speed of your services, says Moskal. However, in the hands of an inexperienced tech, it can also do a lot of damage if the bit slips or goes too deep. Moskal advises keeping a good grip on the client and bracing your hand while filing to avoid mistakes. Held vertically, a small barrel is a great tool for quickly removing length or roughly shaping the free edge of enhancements.



1



2



3

PHOTOS: ARMANDO SANCHEZ

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4 Safety Bit Usually a barrel or tapered barrel, safety bits have a rounded top with no carbide teeth. This allows you to work very close to the cuticle without cutting the client. "It's a necessary bit for maintenance because you can remove lifting without putting lines in the natural nail," says Greg Salo, president of Young Nails. This bit is also great for shaping acrylic and gel enhancements and removing gel polish — especially if your client has puffy cuticles, says Moskal.

5 Carbide Bullet The bullet shape is perfect for creating the apex or stress point area, especially for stilettos and ballerina nails, says Sean Phan, educational consultant for American International Industries. For experienced techs and at slower speeds, this bit can also be used to clean around the cuticle area.

6 Backfill Bit A backfill bit is similar to a barrel bit, but is normally 1/4 to 1/2 times shorter in length. The smaller surface area allows a tech to "trench out" a precise amount of growth around the cuticle area during a backfill service.

7 Inverted Barrel or Inverted Backfill Bit The circumference of an inverted barrel bit is larger at the tip with sides that angle inward. This slight V-shape allows you to carve the smile line when performing a French fill. In fact, Moskal won't do a French fill without it. "It shaves off prep time and makes the carved line more accurate," she says. Use care not to file too deeply and injure the natural nail.

8 Under the Nail Cleaner (UNC) Diamond dusted or made of carbide, techs usually opt for a UNC in a cone or slender barrel shape. This bit is key for removing dirt, debris and small amounts of product that find their way under the nail enhancement, says Bruce Atwood, president of Atwood Industries. He recommends using this bit on medium to high speed, depending on your experience. ⚡



4



5



6



7



8

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

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In Distress

Denim serves as inspiration for clients' summer nail style.



"Jeans can be cool, girly, elegant or stylish, so I wanted to recreate the look with nail art." —Yoko Badi



Originally from Japan, Yoko Badi is a Beverly Hills, California-based nail artist.





Step 1 Apply two coats of light blue gel polish, curing after each. Then, dab navy blue gel polish onto the nail with a cosmetic sponge, concentrating most of the color at the free edge to create a gradient effect. Cure.



Step 2 Use a detail brush to paint thin horizontal and vertical lines across the nail with white gel polish. Cure.



Step 3 Paint a leopard pattern with white gel polish down the right side of the nail. Cure. Then, outline the perimeter of the nail with gold gel polish. Cure. To finish, apply matte gel top coat and cure.



Step 1 Apply black gel polish to the free edge and cure. Then, apply navy blue gel polish to the base of the nail and cure. Use a cosmetic sponge to dab light blue gel polish onto the navy blue gel polish and cure.



Step 2 Apply no-wipe gel top coat to the entire nail and cure. Next, apply silver chrome powder over the black gel and cure. Apply a second layer of gel top coat over the entire nail and cure.



Step 3 Paint thin white horizontal and vertical lines across the base of the nail and cure. Then, apply a thin layer of gel top coat and cure. Next, apply clear gel to the area where the blue and chrome meet, place a chain into the gel and cure.



Step 1 Apply gel base coat to the nail and cure. Then, paint two imperfect ovals with white gel polish and cure.



Step 2 Use a cosmetic sponge to dab navy blue gel polish around the two ovals and cure. Then, dab light blue gel polish onto the navy blue gel polish and cure.



Step 3 Paint thin white horizontal lines across the nail and inside the ovals, and cure. Next, apply matte gel top coat and cure. Apply clear gel across the center of the nail, place studs into the gel and cure.



Miss Pop

My favorite album is...

"A Seat at the Table" by Solange. It's beautiful, empowering and intelligent, and I love to paint to it in my studio.

What is your favorite movie...

I went to film school, so I'd love to tell you my favorite movie is "Metropolis." But, if I could only watch one movie for the rest of my life, I'd pick "Clueless."

If I could be anyone famous, I'd be...

Dolly Parton. She knows how to use her incredible voice, both in song and for good. She's an outspoken role model who gives back to the community and stands up for what she believes in—all the while with fabulous nails.

My most treasured possession is...

An amethyst bracelet that belonged to my great-grandmother. My grandparents are Holocaust survivors. They lost their families and moved to a few countries before they finally made it to America. Amazingly enough, my great-grandmother's bracelet also survived. My grandmother wore it only on special occasions for luck and gave it to me to wear on my wedding day.

I am most afraid of...

Mummies. They freak me out!

My favorite food is...

Anything with marinara sauce! I live in a traditionally Italian neighborhood in Brooklyn, and my favorite part is the fresh pasta and homemade sauce at my corner store.

Are you a morning or night person?

I'm a total night owl. I love to paint sample designs late into the night when it's quiet.

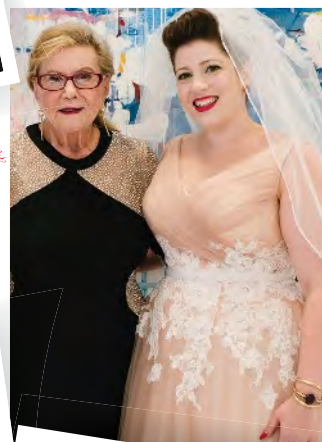
Nail Artist
and CND
Creative
Ambassador



Working backstage at the Moschino Fall 2017 fashion show.



A wedding shot of me with my grandma, wearing my great-grandmother's bracelet.



I ♥ pizza!



My grandpa and me at Shea Stadium in NYC.

My childhood ambition was...

To move to New York City. My parents took me to NYC for my first trip. I didn't understand the idea of travel and I thought we had moved. So, when they started packing our bags to go back home, I was upset! I officially moved here as soon as I turned 18. I love the vibrant energy, all of the people and, of course, the amazing fashion.



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Ask **Elizabeth**

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

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

Q What is your No. 1 tip for opening a nail salon?
—**themamajuju, via Instagram**

A I recommend having lots and lots of savings! Many new salon owners paint, buy furniture and pick out products, but forget about having to pay for rent, utilities and all the other expenses they'll have after opening. It can take six months or more to become solidly booked, so it's important to have enough capitol to pay for six months worth of expenses *without* a single client walking through the door. Being able to keep your doors open until you get busy is the key to surviving as a small business.

Q What's your best advice for becoming an educator?
—**Stacey Thomas, via Instagram**

A As a tech, it can seem that becoming an educator is a natural next step for every nail professional. However, not everyone *should* become an educator. The role requires that an individual feel comfortable teaching, promoting, selling or speaking in public. *Don't* become an educator just because you want to put a certificate on your wall. *Do* become an educator if you want to promote a brand that you love, teach other nail techs and be a mentor.

I love being an educator because I love teaching and helping others. I also love the brand I educate for and the fact that they have helped support me in my career. It's important to remember that the company is utilizing you to promote their product, but you are also utilizing them to help build your career with their

successful products and popularity. It's definitely a two-way street and should be viewed as a partnership. Keep in mind, it takes time and work to build your name as an educator, so don't go into it expecting to become famous overnight. Being an educator is not about fame or fortune. It's about sharing your knowledge with others through a product that you love.

Q I am a salon owner and my techs' appointments are constantly running behind. How can I keep schedules on track without compromising customer service levels?
—**Jomarie O'Connor, via Facebook**

A Timing is something every tech struggles with at some point in her career. To help identify the cause of the delays, watch your techs and time the sections of their service on a stopwatch or phone. (I advise not standing over them, per say, but watching casually, so you don't make anyone nervous.) Tracking how much time they spend on consultation, removal, prep, application, filing and color/art application will help you identify if they are spending too much time in one area. Some of the most common delays are clients choosing colors/art, hand filing rather than e-filing and techs doing different steps on different nails rather than having a streamlined process. Also, when a tech lifts her head to talk to a client they often stop what they are doing. This can tack on a lot of time to an appointment. Instead, suggest that techs keep their head down and talk to the client without stopping to make eye contact. As a working tech, I would explain my behavior to my clients so they knew it wasn't meant to be rude.

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TOP MODEL

To win a nail competition, a flawless canvas is essential. Here's what you need to know about finding and keeping a great hand model.



By Alexa Joy Sherman

When you think about entering a nail competition, you probably spend a lot of time focusing on all of the technical skills that you'll need to master. But pros who've taken top honors agree that all of the talent in the world won't result in a victory unless you're working with a winning pair of hands. "To create a great set of nails, you need a great canvas," explains Sukura McLawson, a nail artist and competitor who has also participated in competitions as a hand model. Beyond possessing the perfect set of natural nails, an ideal model will also be your partner in crime—someone who's patient enough to endure all of that sitting and who exhibits a positive and supportive attitude that enables you to truly bring your A-game. "If I have a great relationship with my model, that helps me to feel more calm and comfortable during competitions," notes 2016 NAILPRO Cup champion Shiori Durham. So, where do you find these amazing individuals, and how can you get them as invested in the outcome as you are? Competitors who've been there offer the following insight.

Look closely. When searching for models, it's often best to look within your circle of friends and family, since they will probably

be more reliable and willing to help, says McLawson. Iryna Gross, winner of the 2016 Glossies grand prize and a champion competitor, agrees that pals are a good place to start and adds that fellow nail techs are as well. "Friends are going to be willing to support you, and other nail techs know that being a competition model is a priceless experience—it's very educational, especially for those who plan to compete in the future," she explains. "Even if the nail techs you approach can't model for you, they may be able to refer you to clients who are willing." Beyond your closest confidants, keep your eyes open whenever you're out and about. "If I see someone with great hands, I offer them my business card and a free manicure," says McLawson. Durham also solicits hand models on her social media accounts, as well as asking clients and students if they would be interested.

You be the judge. There are a lot of qualities to look for in a great hand model (as noted previously, patience is a virtue!), but a lot of it obviously has to do with appearances—so really scrutinize her hands, fingers and especially nails. First and foremost, champions and judges alike recommend seeking out long, narrow nail

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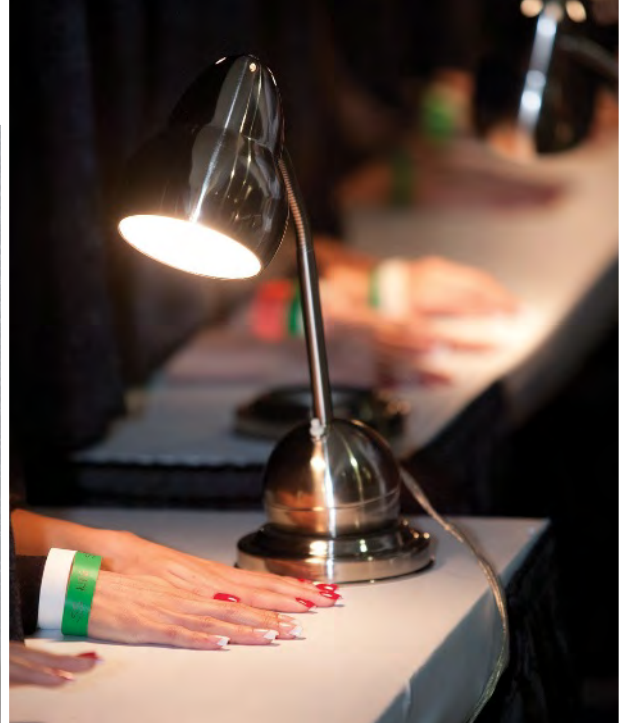


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At a competition, the judges only see a model's hands. Models are seated on one side of a black curtain (left). They then place their hands on the opposite side of the curtain (right) to be judged. This allows the judges to focus on the nails—and not who they belong to.

beds. "I prefer the nail beds to be between 1.5 centimeters and 2 centimeters from the cuticle to the distal edge of the nail plate," says McLawson, who adds that natural C-curves can be helpful as well, since it's difficult to pinch the C-curves if you're sculpting on very flat nails. "Long fingers are also a plus, as the final set of nails will look nicer, and it's important for the hands to have small, not deep, lateral folds, as it's easier to work on such nails when time is limited," says Gross.

Pamper their pointers. Even when you've found a model with beautiful nails and fingers, you must make sure that they keep them in pristine condition. "It's important for models to use cuticle oil every day, several times a day," says Gross. That's why Durham always provides plenty of cuticle oil, as well as hand cream, to her models. McLawson says that when he worked as a model, he would also exfoliate his hands regularly for several weeks leading up to the competition. "I have my models do this as well, and I recommend giving them dust-free gloves to keep their hands clean and protected right before the competition," he notes.

During practice sessions, if working on the person who will be your competition model (which is always ideal, since you want to be as familiar with their nails as possible), you should also take steps to protect their tips. "I don't use primer and I don't do sanding on nails when I practice," says Durham. Gross also uses protection film on the nails so the enhancements are easy to remove after practice.

Commit them. Although most competitors rely solely on a verbal agreement, it wouldn't hurt to put something in writing. "I like to have a written agreement that goes over hand care and schedules for practices," says McLawson. If

you're lucky enough to find more than one person with great hands, having a backup model isn't a bad idea either.

When competition day arrives, be sure that you've given them a sense of what to expect. "I coach my model and provide a timeline so she knows where I should be, at what time," says McLawson. "Then, my model helps to set my pace. That teamwork helps to keep her invested. My model is also my eyes, so if I misplace something my model helps me find it." Ask for your model's feedback on your work, too, suggests Durham. "Even if your model is not a professional nail tech, she still knows what is beautiful on her hand," Durham explains. "Asking for her opinion makes her part of the team and gets her as interested in winning as you are."

Show them the money. Finally, you want to make the experience worth your model's while, and that often means offering some sort of compensation above and beyond a gorgeous set of nails. "The compensation for models varies depending on the circumstances," says Gross. "For example, if the model is a nail tech who wants to learn improved nail techniques and about competition, I may just cover her travel costs. But if she is simply there to model, I am more likely to cover additional costs and provide some form of compensation for her services." In addition to covering travel and hotel expenses, Durham typically pays her models \$100 per competition. "If I win and the model came to practice many times, I also give her half of the prize money," she says. Now *that* is a surefire way to get your model invested in the process—and, hopefully, to ensure that you both walk away with a victory. 📌

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

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NEXT GEN



PHOTO: JASON BENNETT

NAILS

Orly is positioning the brand for a new crop of techs with the power of Pink.

By Jennifer Carofano

Los Angeles-based Orly International, which recently celebrated its 40th anniversary, is looking ahead to the next 40 years through the eyes of a new generation. While founder Jeff Pink will continue as president and CEO, he has tapped his three children—Ran, Tal and Shanee Pink—to further the company's legacy and continue to grow the brand in the digital age. Ran, 42, is Orly's new content creator; Tal, 40, joined the company three years ago as digital director; and Shanee, 32, started last year as creative director. "It's a different company than before they joined," says Jeff Pink. "They are contributing to the culture, the product and the brand name, and definitely our digital media, which is very, very important." NAILPRO recently sat down with the extended Pink family to talk about the brand's new online look, the latest product launches and how Orly plans to target the next generation of nail fans.

NAILPRO: Orly has been a successful brand for more than four decades. How will you keep it relevant?

Tal Pink: Social media has disrupted the way people learn about brands and the way they connect with the ones that they love. Our big picture strategy is community building—for example, with our new Color Pass subscription service. We saw an opportunity to fill a need for people who want our seasonal collections, but who don't have a local retailer. We did a soft launch for the holiday 2016 season and subscribers got the new collection [sent to them] a month before the public. We're seeing that the first-end user is the Orly super fan and the nail polish addict. When they get the boxes, they post images and tell us how much they love it. The goal is to use Color Pass to reach new customers.

Shanee Pink: The subscription-based box really touches on the younger generation. That was a great idea on Tal's part.

TP: Thank you, Shanee. I had the idea and we pushed it out quickly because we wanted to test it. But Shanee felt we needed to elevate the look. That's where the collaboration really happens because Shanee has such a creative mind and aesthetic.

SP: I wanted Color Pass to look really fun. When you open it, there are the nail polishes, plus a little postcard to mail. As creative director, I'm bringing artistic ideas to everything that we do, from our collection shoots to our Instagram page.



The Spring 2017 Color Pass box.



A Pink family pic.



Jeff Pink with Orly, the inspiration for the brand.

NP: Shanee, can you expand on your role as creative director?

SP: First of all, I want to remind people that Orly is actually a woman. She is my mom and was the muse for the brand when my dad started it. She has her own unique style and we wanted to bring that back to the forefront of the brand: a woman who is sophisticated and elegant, yet fun with a twist. That's what I want to portray in our color collections.

TP: When Shanee joined the company, she really wanted to reposition the brand, and the

website is such an enormous part of that. We knew that we wanted to tell the brand's 40-year story and remind people of who we are and why we make our products, and the quality that goes into them. Shanee took the lead on the aesthetic.

SP: I wanted to freshen up the way we look to the world with images that pop and more nail art photos. My Dad invented the French manicure, which really is the first nail art, and we want to own that. We also want to put at the forefront the fact that we are a family business, we are a vegan and cruelty-free company, and we are made in L.A.

Ran Pink:

We manufacture in Los Angeles, so we are connected to where the product is made. My father built this place and made it possible for us to have [complete] quality control. We needed to let the world know, and the website is doing that now.

NP: An online presence is so important for brands today. How do you see Orly going forward in that space?

Jeff Pink: The biggest revolution that I've seen in the industry is the digital revolution. When I invented the French manicure in the '70s, it took six years for the public in the U.S. to be aware of it. Can you imagine? Today, within a week, the whole country would have seen the French manicure!

TP: The web is like a double-edge sword. [A new idea] takes a week to get out there, but it might last *only* a week before something new comes out.

JP: That's right. When you introduce a new product, a week later they say "What's next?"

NP: How are you making sure consumers and professionals think of using Orly first?

RP: Take, for example, our Breathable line. Breathable was not just a new collection, but also a new formulation, and to tell that story we had to think outside the box. We know that the way most video is consumed these

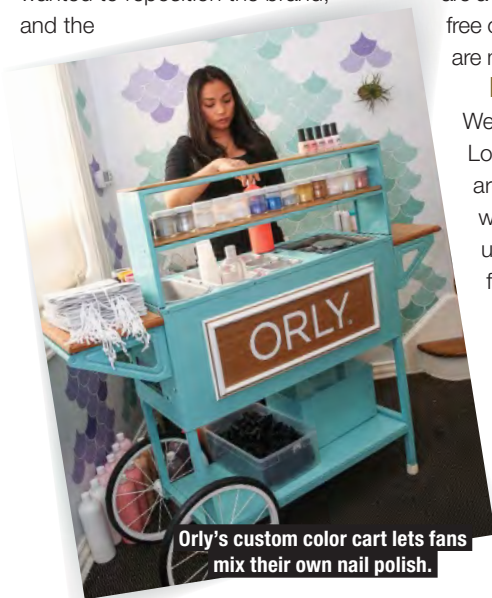
days is mobile, so we had to figure out how to catch viewers' attention while taking into account that most people won't have the sound on. We knew it needed to be text focused. So, we used stop-motion photography to tell the Breathable story in a fun way.

SP: Instagram has also been really fun for us. We love to search for what nail techs and artists are doing on Instagram and then we re-gram them. People are so creative and the things they do just blow our minds. We've also been doing some very fun events, including at The Zoe Report headquarters and Soul Cycle in Los Angeles as well as at Coachella. We bring in a custom color cart and people create their own nail polish color, then name and label it.

TP: It's about walking away with a color that's all about you and that nobody else has.

SP: Plus, the cart is super cute. It looks like an old-fashioned French ice cream cart, and people can see all the different glitters and the pigments.

TP: It's also an opportunity for us to talk about Orly and get people engaged. They walk away [with a custom polish] and a great story to share.



Orly's custom color cart lets fans mix their own nail polish.



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Orly's latest launch in the gel category.



Orly and Jeff.



The family that plays together, stays together: Shinee (on drums), Ran (at the piano) and Tal (singing).

NP: It seems like you work well together. Have you always gotten along as siblings?

RP: We are very close knit.

TP: And we have all been collaborating for years.

SP: Yes, we have all been in bands together at different times. Tal and I were in a band together, and Ran and Tal played together.

TP: If you can survive that [laughs], then you can work in any other context together.

SP: Even as kids, we got along really well and learned a lot from each other. We have a lot of respect for each other's talents. I feel like we are a really good team and we bring different things to the table. But sometimes, just because we are all very passionate about

what we do, we can get into heated arguments.

TP: It's a double-edge sword with family. We won't hold back—if we feel something, we'll say it. But, ultimately, it benefits the final product or end result.

RP: We have high standards and we all want to make sure that we meet those standards. In a way, it's like having someone always looking over your shoulder—but in a good way.

NP: What new Orly products should we look out for?

SP: We have a lot of things coming up. We have more colors coming out in our Breathable line, which is really exciting because people have

been asking for it. Also, in April, we launched our GelFX Easy-Off Basecoat that makes gel removal easier, faster and less damaging. We think this will revolutionize the category. GelFX is our main professional line, so we are planning to extend it as much as we can.

TP: Just as consumers are using digital to connect with brands, every piece of content we create will have a professional dynamic to it. For the release of GelFX Easy-Off, we had a teaser video that told the consumer why they should want their nail tech to use this product. The other side of that conversation is with the professional, so we have created a portal on our website just for professionals, orlybeauty.com/pro, where techs can access product and videos, and learn about upcoming educational events.

SP: When we create our products, we always have the professional in mind. Our focus is on how we can make the nail technicians' service shorter, faster, cost less and less messy. We've really figured out a lot of these things out in GelFX line, and that's what we are going to [build] on in the coming year.

TP: One thing that sets Orly apart is our focus on function as much as form. In our polish, that translates to the design of the brush and the cap and even the shape of the bottle; if you spend a lot of time as a professional using a product, these are the things you care about. We would never put out anything that looks great, but that doesn't work as it should.

SP: For example, our Gripper Cap features a rubberized texture to give nail techs more control and, most recently, the debut of our Genius Brush, which fans out perfectly for coverage at the cuticle. We really care, and this comes from my father. When he started the company, he really cared about providing something that had quality and gravitas. If you hold our bottle, you can feel the weight of the Italian-made glass.

TP: Additionally, the company was really born out of looking for solutions to problems. Manicurists were coming to my father and saying 'Do you have something that does xyz?' That conversation has always been with the professional, and that will always guide our product and design. ♡



The newest shades in the expanded Breathable collection.

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THE LIVE STREAMING LOWDOWN

How to make the most of the latest social media tool.

By Katie O'Reilly

MOVE OVER VIDEO. The newest way to engage your social media audience is live streaming, or broadcasting live video via internet apps, such as Facebook Live, Instagram Live, SnapChat, Periscope, Keek (a new social video sharing app that's reminiscent of the Vine), Klik (an SMS-based video-sharing service) and more. "Live streaming is a way to further connect with your social media followers by offering up-to-the-minute, live content," says Dana Sidberry, a Charlotte, North Carolina-based beauty professional and the owner of Motivation Marketing. "Use it to give your audience a glimpse into your world." Similarly, Becky Shindell, a Philadelphia-based social media manager, describes live streaming as "moment marketing," saying, "It's showing your followers a part of your day in real time."

“No live stream is complete without shout-outs thanking new viewers for joining.”



The social media tool is being embraced by nail techs everywhere. “[Live streaming allows] you to get more personal with your clients and helps them get to know you,” says Tan Nguyen, a CND business development advisor and Conroe, Texas-based nail tech. “You can also show off the character of your salon to new and potential customers.” Additionally, live streaming is being used by nail professionals at events, trade shows and fashion shows, or to broadcast tutorials and product demos. Sean Martin, marketing manager for Directive Consulting in Newport Beach, California, recommends live streaming anything that “provides a fun and interactive sneak peak into your process, company or culture.” Here, expert advice for going live.

SET THE SCENE

Once you decide what you want to live stream, it’s important to have the right setup. While it’s easy to stream with a mobile phone, the tradeoff is lower resolution. Instead, opt for a high-definition camera and invest in good lighting. Once you have your setup, find a stable spot for your video device. “Don’t give your viewers motion sickness,” says Martin. “Set your phone on a solid surface and live stream a steady shot.”

It’s also important to check your WiFi connection. All manner of interferences can

affect the strength of your connection and, even once connected, your device (if you’re using a computer or phone) is always scanning for new WiFi networks, which can cause dips in your connection and speed—and cost you viewers. Be sure to get as close as you can to your router (even place it across the table from where you’re streaming if you can) and check that the cables aren’t tangled or in danger of being accidentally unplugged during the broadcast.

Most importantly, do a test run before your first stream. “Check for any sound, lighting or encoder problems, and close the other applications on your phone,” says Nguyen, who adds, “Be ready 15 minutes early and stream on time!”

READY, SET, ACTION

Once you go live, the first thing you should do is clearly state the purpose of your video, be it a demo or industry event. “Know what your objective is, and keep it short,”

Sidberry says. Nguyen says to make demos interesting and easy. “If you’re just starting out, you won’t get advanced followers and you’ll lose viewers if you try to do something complicated,” he explains. “Instead, go slow and be encouraging and entertaining.”





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It's also key to interact with viewers. "No live stream is complete without shout-outs thanking new viewers for joining," says Martin. Shindell agrees and notes the importance of allowing viewers to post questions, via the comments section, when doing a demo. "It's quick and easy and gives people the feeling they're right there with you, learning in real time."

Keep in mind, though, it may prove difficult to demo *and* pay close attention to questions simultaneously, particularly if someone posts something negative. "If possible, have someone else monitoring the comments so they can be addressed in a timely manner," says Shindell.

Experts also recommend backing up your live stream whenever possible so you can archive your files on a website or social media landing page. This way they can be accessed by viewers at any time.

BUILDING AN AUDIENCE

A successful live stream takes two—you and your audience. So, how do you decide when and where to live stream to generate the most views? According to Nguyen, the time of day is key. "Know your audience's primary time zones and target them at lunchtime and after work," he says. "Remember, most nail pros work until 6 p.m. or 7 p.m., and many are off on Sundays and Mondays."

When it comes to selecting a network, be smart about which one you use. Though Nguyen does use Instagram and Periscope, he prefers Facebook. "On Facebook, you can connect to generations X, Y and Z all at once," he says. "Facebook also allows you

to save your videos, so you can go back and edit them." One drawback to Facebook, though, is its algorithms, which filter posts so that they only appear before those followers that interact most often with you. "You may have 500 Facebook friends, but chances are, you only see posts from 50 or 100 of them," explains Nguyen. "You need to connect with everyone by using your professional page to post comments to your connections' feeds regularly. That way, [more people] will see your live streams."

Shindell recommends tracking your viewership carefully. "Facebook notifies you of who's watching and allows you to track that information and send out invites for the next live stream," she says. "I also recommend promoting via email invites that prompt people to put your demo on their calendars." Adds Nguyen, "A couple of hours before you live stream, post about it." For example, *Tune in at 2 p.m. to find out how to do this!* As with any branding materials, be sure to insert your logo, or other recognizable images, so viewers don't see your invitation as spam, says Ubani Samuel, a publicist and web broadcaster based in Nigeria.

And remember, you never know who's watching. "You don't know what their needs are or who they might know, so be sure to always put your best foot forward," says Sidberry. Indeed, live streaming is helping to advance the state of the nail industry, says Nguyen, adding, "It raises awareness of what we can do and how vast our fan networks are." ↓

Katie O'Reilly is a writer and editor in Berkeley, CA.

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Take a Dip

The resurgence of acrylic dip means a new service opportunity in the salon. Here, how to sell the technique to clients.

By Leslie Henry

Long nails are making a comeback, and natural nail devotees are once again requesting length. With improved formulas and expanded color ranges, the resurgence of acrylic dip systems is right on trend. Odorless and easy to apply, acrylic dip gives clients up to 14 days of color with the wearability of a gel and the durability of acrylic, says Marilyn Olemma Garcia, global educator for Star Nail International and Cuccio. The technique adds strength to natural nails or can be used with tips to add length. And, because no sculpting is required, the service is a great fit for new techs without a lot of experience. As a nail professional, deciding to offer acrylic dip services is the easy part. However, marketing the service presents more of a challenge. We discuss three practical ways to convince your clients to take a dip.

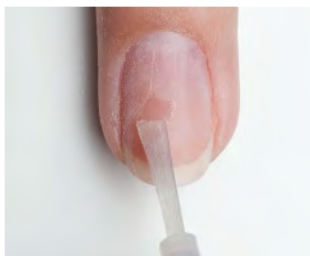
1 Tout the benefits. Be sure to communicate the great things about acrylic dip in ways that are relevant to your client. “Acrylic dip services have a lot of benefits,” says Greg Salo, president of Young Nails. “It’s fast, the color wears well, and it’s easy to remove.” These are huge advantages for clients who are always rushed or tend to avoid commitment. Clients with weak nails will be interested in how the product can add strength and length without a lot of bulk, while those who are sensitive to smells may find the monomer-less formula to be a perk.

2 Cater to the right client. “It’s great for clients that have weak nails because it adds strength,” says Olemma. “It’s also the perfect solution for nail biters because it can be used with tips.” Look for clients who follow the trends and may have worn enhancements in the past, but removed them as shorter, natural nails became the prevailing style. Many of these customers won’t hesitate to try something new, especially if it adds length. Plus, the wide variety of colors and finishes means there’s something for everyone.

3 Target occasions big and small. Look for opportunities when your client may want some extra length and durability, but a complete set of traditional gel or acrylic enhancements is perceived as too great of an investment for a single event. An occasion doesn’t have to be monumental (like a wedding), so listen closely as the client talks about upcoming plans. Job interviews, class reunions, first dates, vacations and family portraits are all great excuses to offer the service. Here, the latest and greatest in acrylic dip systems.

DIP DEETS

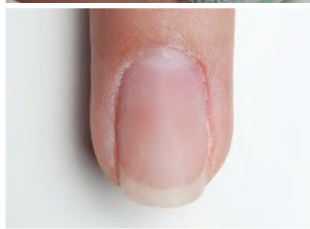
Dip systems vary, but typically include three main steps:



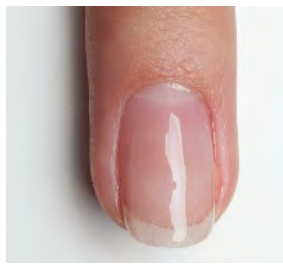
1 After prep, resin is brushed onto the nail and then dipped into a refined, acrylic powder. (This step can be repeated one to three more times depending on the desired results.)



2 Next, an activator is applied to cure the product into a hard, durable finish.



3 Finally, the nail is lightly shaped, a top coat is applied and—voilà! — the client is out the door.



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

Dip Picks



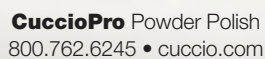
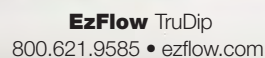
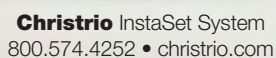
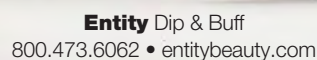
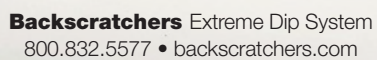
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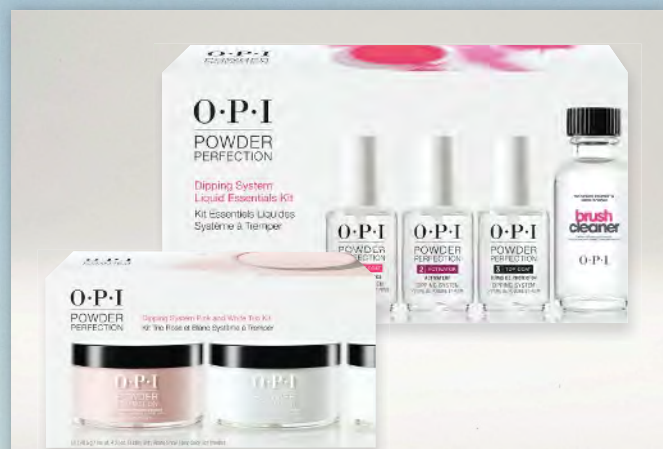




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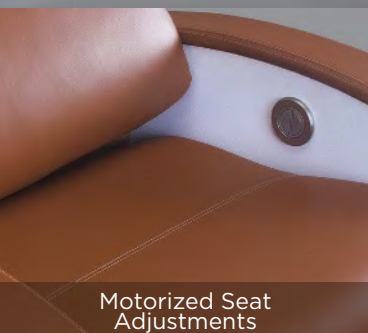


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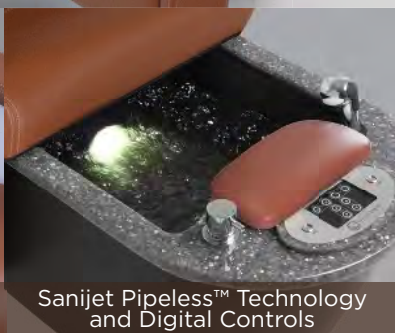
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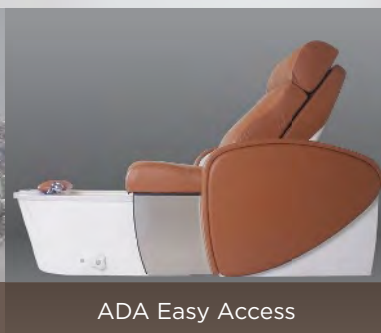
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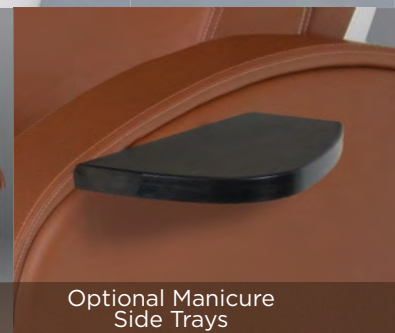
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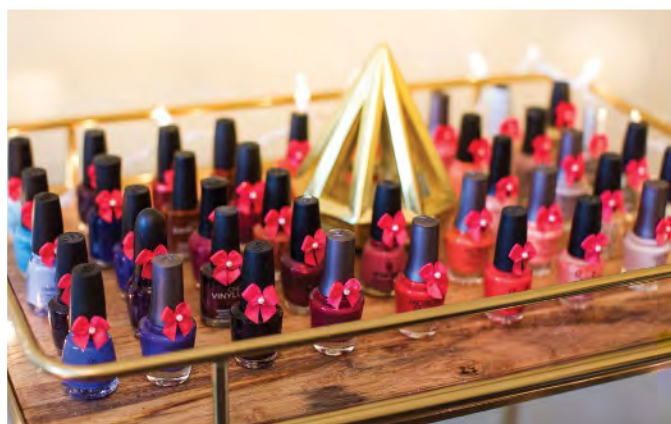
ONDIS

By Sigourney Nuñez

There's nothing more fun than helping a client choose the perfect polish for a service. But that fun can quickly turn to frustration—especially if you're overwhelming her with color options. Whether strictly functional or creatively color coordinated, your polish display matters. Here, NAILPRO readers share how they show off and organize their color collections.

"I absolutely love displaying my new collections on a silver platter. It represents importance, prestige and elegance—and my clients love seeing the trendy new colors!"

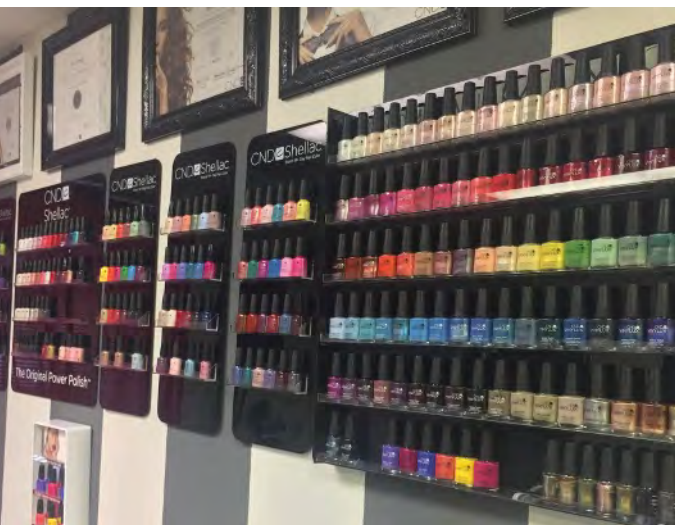
—**Danalynn Stockwood, Fun
Fancy Nails Studio, Orange, MA**



"I display most of my polishes according to their shade on a shelf, but the most popular colors, or colors of the month or season, I put on a separate bar cart. Clients love it! If they're getting a pedicure, I can push the bar cart to them and it helps to narrow down their options so they can choose a color. Also, I wanted to add a special touch to my products, so I applied a tiny bow to each polish." —**Yessie Nojas,
Pinkies Up Exclusive Nail Studio, San Luis Obispo, CA**

PHOTOS: ALL IMAGES COURTESY OF NAIL TECHS.

PLAY



“As a CND-only salon, I have all the collections available in all three lines. Each is separated by color and category.”

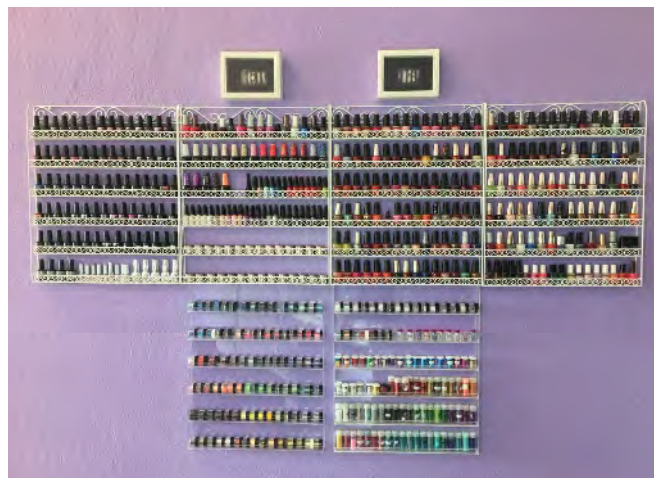
—Alfa Romero, Nail Creations on Broadway, San Antonio, TX



“Bella Dea is a full service day spa with an attached nail college. We have a tall [shelving] tower that proudly displays many designer storage boxes and includes drawers as well as a cabinet full of every nail art supply you can dream

of. Plus, our oversized polish rack has a beautiful laser-cut tree in the background and holds a whopping 175 colors!” —Buddy Sims, Bella Dea Day Spa and the College of Nail Design, Omaha, NE

“My polish wall is set up in a way that makes sense to me. Plus, everything is located close to my desk, so I can focus on working rather than searching for products. My first two racks are gel polishes and the next two are regular polishes. I also display all of my glitters, and these are all located on the bottom portion of my lacquer wall. I try to keep them color coordinated, but that can be tough!” —Kelsey McQuay, CoCo Marie’s Lacquer Lounge & Beautique, Cocoa, FL





"When gel lamps became available at regular retail stores, like Walmart, my gel polishes began to disappear from my rack. So, I had custom displays made with Lucite doors that lock. (That investment was worth every penny!) My display also reflects my color swatch books, with more than 950 colors to choose from. As much as I'd like to have my polishes organized and color coded, it's inevitability just like my bedroom closet. My collection is filled with an array of products reflecting my many moods." —**Victoria Zegarelli, Nail Bar Lounge, Hauppauge, NY**

"My coworker's husband made a new rack that could fit all of the tall bottles I own, so we recently put up all of the polishes we had that were hiding away in storage. I love to arrange my collection by brand and color!" —**Halley Fortenberry, Miss Exclusive Nails, Fort Walton Beach, FL**

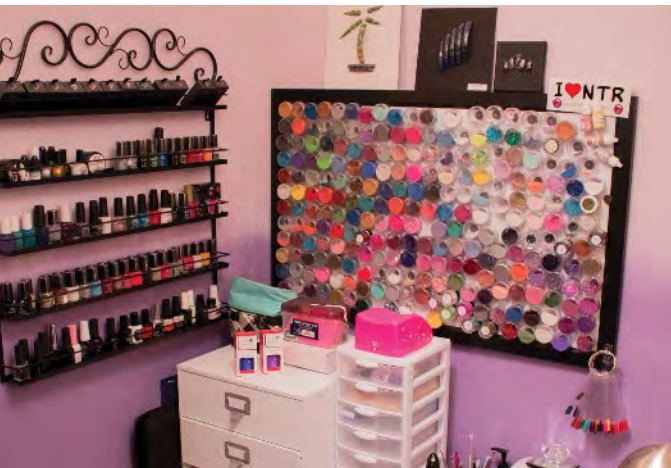


"It was my husband Bryan's idea to make floating shelves to display my polishes. He had custom-painted my manicure table black with sparkles, so he made my shelves to match. I love everything so much, especially since it was created by him." —**Dana Cecil, Nail Junkie, Dover, OH**





"Clients are always shocked when they first see my polish wall. What started out as a single rack, quickly snowballed into 14. I organized my lacquers by color, from light to dark, and my gel polishes are organized by brand. My collection continues to grow and, hopefully, one day I'll need a ladder to reach the top!" —**Merrick Fisher, Beverly Hills, CA**



"I have two display areas for my nail polish. The smaller one is the polish I use for my pedicures. The larger one displays the polish I use for art as well as the pigments I use to customize colors. I also have demo fans to show my Shellac collection, which I store in the third drawer of the cabinet on my table. My clients love being able to see all the pigments and glitters, along with the polish." —**Stacey Luffy, CKS Nails, Tacoma, WA**

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"I use a wooden shelving unit and my gel polishes are displayed on branded trays that are available through distributors. The latest lacquer collections fit perfectly in the center shelving and I like that I have room to add peripheral products, like Swarovski crystals, a paraffin wax warmer and my awards, in the surrounding nooks. The only downside to any display system is trying to keep everything in color order. I have the lacquer under control, but with so many gel polishes, it's hard to keep them organized. I try to laugh off my OCD tendencies and tell myself it's a pretty rainbow no matter what." —**Hillary Fry, Scenario Hair Design, Shorewood, WI** ↓

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A close-up photograph of several fingernails painted with a vibrant red polish. The nails are slightly out of focus, creating a soft, bokeh-like background. The text is overlaid on this image.

MANIS ON ***DEMAND***

Apps that deliver beauty services to clients in their homes and offices are taking off, big-time—and nails are a huge part of that platform. Here, everything you need to know about joining the mobile manicurist movement.

By Alexa Joy Sherman



IN A FAST-PACED, HIGH-TECH WORLD WHERE PEOPLE EXPECT TO GET ALMOST ANYTHING DELIVERED TO THEIR DOORSTEP, IT SHOULD COME AS NO SURPRISE THAT BEAUTY SERVICES HAVE BEEN GIVEN WHAT'S BEING CALLED THE "UBER" TREATMENT. More specifically, a number of beauty-on-demand apps now enable clients to order everything from in-home blowouts and haircuts to makeup application and massage—and, best of all, nail services are some of their most requested menu options. "When we first launched, I was a bit surprised that people would pay more for a manicure when it's so affordable and available on every street corner," says Los Angeles-based Sarni Rogers, director of marketing for beauty-on-demand app Priv. "But, convenience won over price—plus, we have some incredible nail pros."

As appealing as these apps are to clients, they're also embraced by beauty pros who want to connect with new customers, fill in gaps in their schedules or earn a higher commission. "At first, I was doing three to five jobs a week, but now I'm doing three to five services per day," says Farah Yazid, a Los Angeles-based nail tech who works with the Joiful beauty and wellness app, also headquartered in Los Angeles. "My favorite part is the locations and types of clients I get to work with. I have been to 5-star hotels, huge mansions in Malibu and Beverly Hills, and lofts downtown. The clients are relaxed, easy to be with and so grateful I came to them." Although most apps primarily serve major metropolitan areas, client demand is leading to rapid expansion—and that means these companies are actively seeking more beauty pros to sign on with them. If the idea of working as a mobile manicurist excites you, read on to learn what's involved and how you can get in on the action.



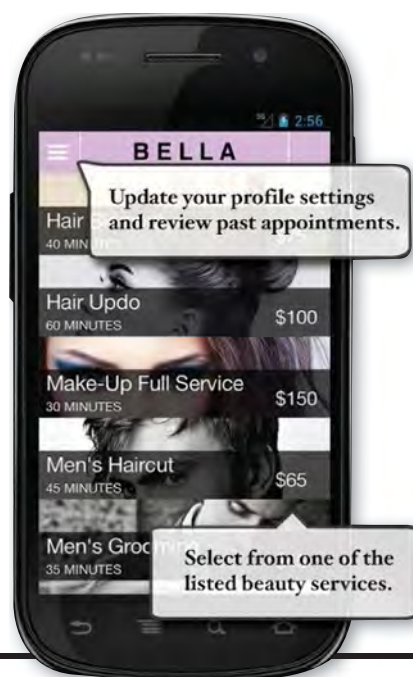
Understanding the Market

There are plenty of reasons that beauty-on-demand apps are popular with clients. "It's great for stay-at-home mothers who can't leave the house with kids and babies, elderly clients who can't drive themselves, widows who need to get ready for a funeral and don't want to go to a salon, among others," notes Patricia Ivancich Dassios, CEO and founder of La Mienne, which caters to California's San Francisco Bay area. For some clients, having a beauty pro come to them also eliminates the potential frustrations of a salon experience. "Salons may be loud or have long wait times," explains Yazid, who adds that the clients she sees via the Joiful app tend to be more relaxed and comfortable at their own place.

"During their hours of operation, the stylist will be notified of all incoming appointments, at which point they can log into their portal and choose which ones they would like to accept."

Corporate clients also use on-demand apps as an in-office perk. "We've realized that a lot of tech companies in Silicon Valley are trying to attract and retain female employees," says Dassios. "We went to one company that wanted to start doing nail services every other week and expected they would have 10 to 20 people at any one time, but when we arrived we had more than 50 clients." Hotels use the apps for in-room services, too. In fact, Bella on Demand has partnered

with 5-star hotels, including The Four Seasons, The Ritz Carlton and the Mandarin Oriental Hotel in New York City, Miami and Washington, D.C., to provide beauty treatments to travelers. "Clients book Bella on Demand for weddings, special events and parties," adds Amy E. D'Agonstino, the app's New York City-based founder and CEO.



OFFICE SPACE

Less interested in making house calls and more into the idea of working with corporate clients? Then consider becoming a technician with The Red Door at Work. Previously known as Manicube, which was founded by two Harvard Business School alumnae in 2012 and acquired by The Red Door by Elizabeth Arden in late 2015, the company partners with HR managers at major corporations to offer weekly, in-office personal care services, including manicures and pedicures. There are also opportunities to work at events sponsored by their corporate clients, including top fashion and retail brands, as well as celebrities. With both full- and part-time opportunities available, The Red Door at Work also offers a competitive compensation package that includes bimonthly pay plus tips, performance bonuses, health insurance, 401(k) retirement benefits, paid vacation, and continuing education and training. They are currently serving the New York City and Chicago regions. To learn more, visit atwork.thereddoor.com



PHOTOS: (TOP TO BOTTOM) GETTY IMAGES/BEE/BLIND IMAGES; GETTY IMAGES/CHRIS CRAMER/STONE; (PHONE IMAGES) COURTESY OF COMPANIES

Help Wanted

If these beauty-on-demand apps aren't in your area yet, they probably will be soon—and that means they could be seeking pros just like you. Here, a look at the regions currently being served, along with what's on the menu and how much commission techs typically earn.

App	Area(s)	Menu	Commission	Website
 Bella on Demand	Las Vegas, New York City and Washington, D.C.	\$150 for a gel manicure (the most requested nail service) to \$250 for a manicure and pedicure	60% and up	wearebella.com
 Joiful	Los Angeles; expanding to New York City	\$50 for the top-selling Signature Manicure, a 50-minute treatment using Dazzle Dry polish; \$80 for a Spa Pedicure	75% - 85%	joiful.com
 La Mienne	San Francisco and Los Angeles; expanding nationally by year end 2017	Services start at \$40; the most popular is the 20-minute Full Manicure for \$45	70%	lamienne.com
 Priv	Austin, Texas; New York City; Southern California; and the U.K	Services priced between \$45 and \$65; the most requested are the Gelicure (\$60) and Spa Pedicure (\$65)	80%	gopriv.com
 The Glam App	Services available in 21 markets in the U.S. and the U.K., including Atlanta, Chicago, Dallas, Los Angeles, Las Vegas, Miami, Nashville, New York City, Phoenix and London	Multiple 60-minute services priced from \$30 (for polish) to \$100 (for acrylic or gel extensions); the most popular is the \$65 Gel Mani	85%	theglamapp.com

Getting the Gig

Although many beauty-on-demand apps are eager to add more techs to their teams, as with any other job, there is usually a comprehensive screening and hiring process. To begin, techs typically fill out an online application and upload their cosmetology license. After that, they'll often have a video or phone interview, followed by a technical interview—either online or in person—where they demonstrate their skills. In some cases, showing a portfolio with their work may be all that's required.

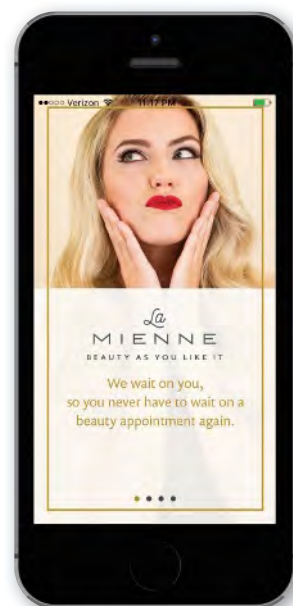
Most app companies also perform a background check and recommend that techs have their own insurance. "As an independent contractor, a mobile manicurist is not required to have insurance, but we do recommend that everyone protects themselves," says Chad Law, vice president of sales and marketing for Joiful. "If a mobile manicurist needs help securing coverage we can certainly help them find an affordable option that meets their needs."

Learning the Ropes

Once a tech is brought on board, the company typically provides training for using the app and responding to job requests. "Each stylist sets her own schedule on the backend system," says Cara Santana, cofounder of The Glam App in Los Angeles. "During their hours of operation, the stylist will be notified of all incoming appointments, at which point they can log into their portal and choose which ones they would like to accept." Techs say the process is easy. "The app does all the work for me," says Yazid. "Joiful markets, books and notifies me of the jobs as they come in. I can then choose to accept the job and head to the client." Ajahmure Clovis, a New York City nail stylist who offers services through The Glam App, agrees: "It's quick, easy and convenient. When I'm available, I turn my hours on, and when I'm not, I turn them off. I get to focus on what I love to do, and that's nails. The Glam App handles everything else."

Many beauty-on-demand apps also

offer complimentary technical and business training. "We bring in professional educators who teach the latest tips, tricks and trends in classes that would normally cost our artists hundreds of dollars," says Dassios. "We also teach them soft skills on how to be professional and present themselves in the best way so they can grow their freelance business." Techs say these educational offerings are an added incentive to sign on. "The Glam App has frequent trainings, offering great insight on how to run a business more effectively," says Clovis of the biannual educational program, The Glam App Academy. Similarly, when Yazid joined Joiful, she received a library of videos and a calendar of events and webinars for additional training. "I watched the first webinar and it was really fun," she says.



Doing the Job

Servicing clients in their homes or offices will obviously call for a different setup than working in a salon, but most techs have no trouble adapting. "They simply make sure that the client has a table or flat surface and ask for good lighting," says Dassios. "A lot of times, with corporate clients at companies, they'll use a small conference room." Clovis generally lets the client decide where the service will be performed. "It's all about making them feel as comfortable as possible," she explains. Law agrees that it's best to let the client dictate the treatment location. "It could be in the living room, bedroom or patio," he says.

While some companies require that techs have a full kit ready to go, others offer products and supplies to their beauty pros. For instance, Joiful has partnered with Dazzle Dry to provide full mobile kits. Yazid generally brings about 15 color choices, along with scrubs, oils, towels and all her tools. "Our kits are packaged as one-time use for sanitation and portability," she notes.

Most of the app companies don't require a uniform; they simply ask that techs dress in simple, professional attire.

"Because I'm going from gig to gig,

I typically wear all black to my appointments and, occasionally, I'll wear my Glam App T-shirt," says Clovis. La Mienne also provides

complimentary aprons branded with the company name. “The artist usually prefers to wear the apron, but they don’t have to,” says Dassios. “We just ask that they represent the company well.”

“In the salon, I wait for someone to walk in, and I work extremely hard to keep them coming back. But with Joiful, I turn on the app and have a steady stream of clients.”

Reaping the Rewards

Techs say that there’s a lot to love about working with beauty-on-demand apps. “In the salon, I wait for someone to walk in, and I work extremely hard to keep them coming back. But with Joiful, I turn on the app and have a steady stream of clients,” says Yazid, who adds that she sees Joiful clients after wrapping up at the salon, as well as on her days off. “On average, I do 30 clients a week, with 50 percent of those through the Joiful app.” The ability to have a flexible schedule is embraced by a lot of artists. “I like being able to make my own hours,” says Josalyn Irving, a Miami-based nail stylist who offers services through The Glam App. “Going to meet new clients every time is different, but it’s well worth it.”

Another big draw for nail professionals is the compensation. “Every week, my total earnings are direct deposited into my account and I keep 100 percent of my tips, which have been surprisingly high,” says Yazid. “I’m earning between \$50 and \$75 per service plus tips, and even though I may not be able to perform as many services in one day as the salon because of travel time, I earn more money so it more than balances out in my favor.”

Techs working with The Glam App are equally pleased with their earnings. “The payment process is a breeze—the money goes straight into my bank account—and I’ve made as much as \$238 in one day,” says Irving. Clovis adds: “I make more with The Glam App than I did when I was

working in a salon. I’ve been mobile for a long time and signing up with The Glam App was one of the best things I’ve done for my career.”

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



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SHADE SHIFTER

Five techniques and tools to achieve a beautiful blend of color.

By Sigourney Nuñez

THE GRADIENT IS NOT GOING AWAY. Not to be confused with ombré (a design that features a single color in different shades, say, sky blue to navy), a gradient is a shift from one color to another, for example, pink to orange. While the look seems easy enough to create, mastering the technique takes some practice. The good news? There's more than one way to create the perfect polish gradient. Here, five nail artists from across the country share their favorite tool and technique for executing a seamless shade shift.



THE TOOL

PIGMENTS

THE TECH TERA WYATT

Bellevue, NE @wyatt.tera

- 1 Prep the nail and apply gel base coat and cure. Then, apply light gray gel polish and cure.
- 2 With a gel brush, pick up a generous amount of rose gold pigment. (Note: Not using enough pigment can result in a patchy effect.) Then, use a burnishing (aka rubbing) technique to apply the color to the tip.
- 3 Remove any loose pigment. Then, carefully push the remaining pigment just past the center of the nail. To create a fade, lightly tap the pigment (don't rub) as you near the center.
- 4 Repeat Steps 2 and 3 with purple pigment, starting at the cuticle and working toward the center, slightly overlapping the rose gold pigment. Again, to create a fade, lightly tap the pigment as you near the center.
- 5 Repeat Steps 2 and 3 with rose gold pigment. To finish, apply gel top coat and cure.

TIP!

Don't share your tools. To keep pigment from contaminating your polish, be sure to designate an oval gel brush specifically for pigments.

THE TOOL

BOTTLE BRUSH

THE TECH CHAUN PETH

Beverly Hills, CA @chaunlegend

- 1 Prep the nail and apply gel base coat and cure. Then, apply a thin coat of nude gel polish and cure.
- 2 Apply a second thin coat of nude gel polish to $\frac{3}{4}$ of the nail, stopping just before the tip. Do not cure.
- 3 Apply a thin layer of pink gel polish to the tip of the nail.
- 4 Using light pressure, gently move the bottle brush up and down in short vertical strokes at the point where the nude and pink gel polish meet. As you swipe the brush up and down, simultaneously move the brush across the nail to achieve a seamless blend. When you reach the desired gradient effect, cure. For an opaque look, repeat Steps 3-4. To finish, apply gel top coat and cure.



TIP!

Use colors with similar undertones and apply in thin layers.

THE TOOL

DETAIL BRUSH



THE TECH SABELLA SNYDER

Los Angeles @sweetbcreations

- 1 Prep the nail and apply gel base coat. Cure. Then, apply one coat of white gel polish and cure. (Note: White polish enhances the vibrancy of lighter polish shades). Next, apply fuchsia gel polish to the top $\frac{1}{3}$ of the nail. Do not cure.
- 2 Apply orange gel polish to the center of the nail, making sure the color does not meet the fuchsia gel polish. Then, use the gel polish brush to push the orange gel polish toward the fuchsia gel polish. (Note: Pushing the gel polish colors to meet will help prevent color contamination on your gel polish bottle brushes.) Do not cure.
- 3 Repeat Step 2 with yellow gel polish.
- 4 Hold a detail brush perpendicular to the client's nail. Using light pressure, gently move the detail brush left to right and right to left at the point where the two colors meet. As you swipe the brush from side to side, simultaneously move the brush up and down to achieve a seamless blend. Cure. Apply the color gel polish again, repeating Steps 1-4. Finish with gel top coat and cure.

TIP!

Avoid using colors on opposite sides of the color wheel in a gradient, as the finished result will be muddled.

AIRBRUSH

THE TOOL



THE TECH ROBERT NGUYEN

Los Angeles @nailguytv

- 1 Fill the airbrush tool with neon yellow airbrush gel paint. To apply the color, angle the airbrush a few inches from the nail. To ensure smooth color application, glide the airbrush from side to side. Cure. Repeat and cure again.
- 2 Spray a generous amount of pink airbrush gel paint at the free edge. Then, using only air, spray the free edge; this will cause the gel paint to move toward the center of the nail, creating a splattered effect. Cure.
- 3 To achieve a gradient, lightly spray purple airbrush gel paint at the free edge. Cure. To finish, apply gel top coat and cure.

TIP!

To ensure proper cleanup of the surrounding skin, it's important to know the base of the airbrush paint: Gel and oil-based airbrush paints should be cleaned with alcohol, while urethane-based airbrushed paints should be cleaned with acetone.

MAKEUP SPONGE

THE TOOL



THE TECH JEANNETTE VAZQUEZ ALFARO

Bay Shore, NY @iluvurnailz

- 1 Prep the nail and apply gel base coat and cure. Then, apply two coats of sheer nude polish, letting each layer dry completely.
- 2 Apply the same sheer nude polish to the base of a clean, latex-free makeup sponge. Then, paint a band of coral, pink and purple polish on the sponge. (Note: It's OK if the polish overlaps; this will help create a smoother transition of color.) While the polish is still wet, lightly dab the sponge on the nail 4-5 times. Let dry completely. Repeat the process, and let dry completely.
- 3 Apply clear glitter top coat and allow it to dry. To finish, apply gel top coat and cure. (Note: A little glitter goes a long way. Shimmer masks any color fade imperfections.)

TIP!

A latex-free makeup sponge is less porous and won't absorb polish as quickly, giving you more time to transfer color to the nail.



SUMMER Selfies

With hands so attached to cell phones these days,
what better way to show off dazzling digits than
with clever cases?

By Stephanie Yaggy Lavery • Photography by Cory Sorensen

Nails Reina Santos **Makeup** Johny Saade **Hair** Christophe Saluzzo **Stylist** Jordan Grossman **Assistant Stylist** Kelsee Palmer
Model Rena at Hollywood Model Management **Digital Retouching** Art Vasquez, RP Digital



Rainbow Bright

The rainbow of colors showcased in the summer collections may seem overwhelming. But there's no reason to settle on just one; choose a few favorites—one for each digit—and tie them together with watercolor-printed decals.

Earrings: Claire's; Top: Joie.



Text Appeal

Skip the sticky fingers that come with real summertime treats by creating the illusion of dripping ice cream on tips. Here, nail artist Reina Santos used nail vinyls to create brown "chocolaty" drips. Then she added dimension and highlights with a dotting of light brown and white polish. **Jacket:** H&M; **Top:** Zara; **Rings:** Zoe Chico.

Zoya • Cora

Only • Surfer Dude

CND • Mambo Beat

Christie • Q. Lacq No. 10

Mia Secret • Mango

ibd • Aw Melbourne to Travel

Orl • Santa Monica Beach Peach

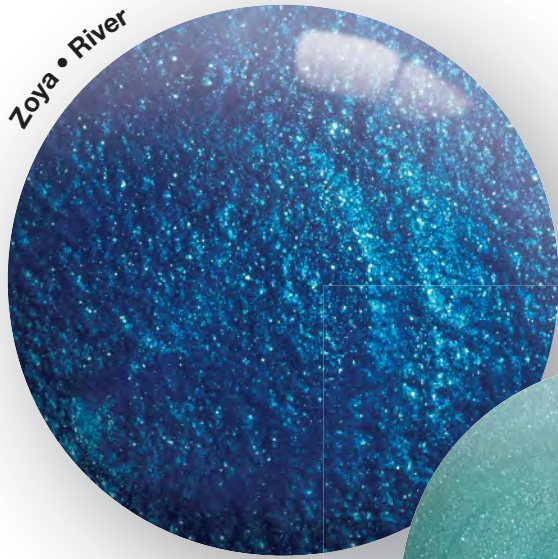
Essie • Fondant of You

Snap to It

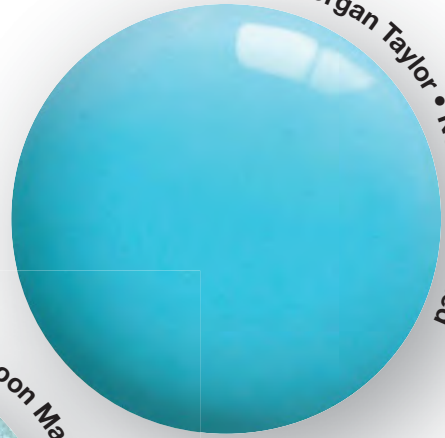
Killer polish and a hint of art is all you need for Instagram-worthy nailfies. Santos accented this cactus green manicure with simple white lines to mimic the plant's spikes and a simple Femo flower adhered with resin for super staying power. *Dress: Diesel; Top: Forever 21; Glasses: Ray-Ban; Rings: Zoe Chico.*



Zoya • River



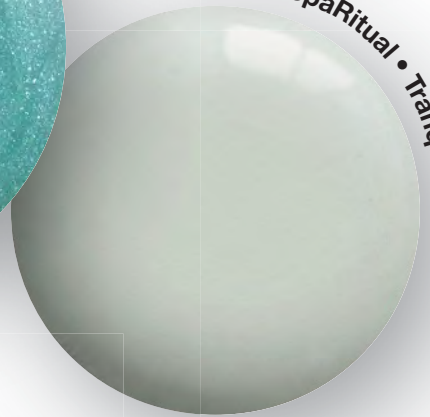
Morgan Taylor • No Filter Needed



Dazzle Dry • Monsoon Madness



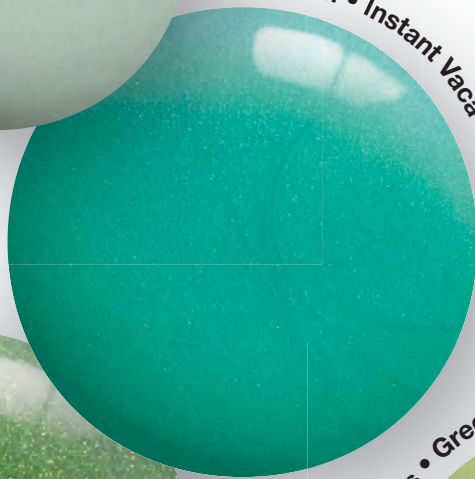
SpaRitual • Tranquility



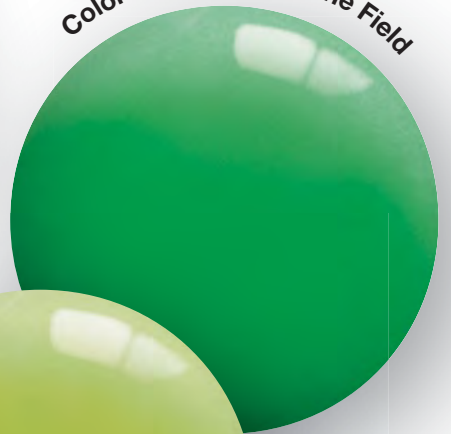
Cuccio Colour • Another Beautiful Day!



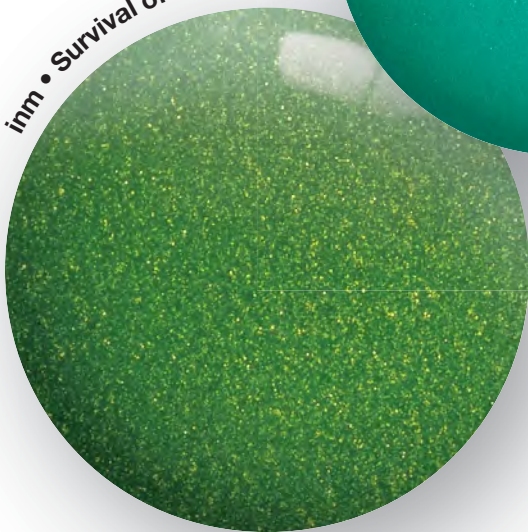
Caption • Instant Vaca



Color Club • Playing the Field



inm • Survival of Earth



Jessica Cosmetics • Green





Sweet Surrender

Nail photos are almost as popular as food photography on social media. Simply combine the two by pairing sweet swatches of lacquer and whimsical charms! *Bracelets: Bauble Bar.*





Great Expectations

Learn how to accommodate the physical and emotional demands of pregnancy, whether you or your client have a baby on the way.

For many women, pregnancy is nothing less than a blessing. However, even the most enthusiastic mother-to-be must ultimately acknowledge that expecting has its challenges—not the least of which is learning how to make allowances for a rapidly changing body. Certainly, anyone who works in a female-driven profession such as nail care should know how to make accommodations for expectant clients. Just as important, pregnant nail techs have an obligation to care for themselves as they go about their daily work of tending to others. Here, expert advice for caring for you and your clients.

Maternity Stats

- In 1957, there were approximately 123 births per 1,000 women in the U.S.—the highest rate ever recorded for our country. In 2016, there were only approximately 60 births per 1,000 women in the U.S.—the lowest rate ever recorded our country.
- In 2014, the average age when women had their first child was 26.3 years old, up from 24.9 years old in 2000.
- The number of births in the U.S. in 2015 was 3,977,745.
- 51% of the babies born in the U.S. are male.

Sources: Centers for Disease Control and Prevention; Proceedings of the National Academy of Sciences.

Prenatal Protection

It's always good for techs to know whether a client is pregnant, especially in that highly sensitive first trimester, when she might be experiencing frequent and unpredictable nausea and sensitivity to smells. Even in a properly ventilated salon, be aware that odors that barely register for you can prove overwhelming to a pregnant client. You might opt to use only unscented massage lotion, for instance.

The good news is, topical products used in manis and pedis are unlikely to pose any type of health threat to pregnant women. "So little of the product is actually absorbed into the skin," says Marjorie Greenfield, M.D., professor of obstetrics and gynecology at Case Western Reserve University School of Medicine in Cleveland and author of *The Working Woman's Pregnancy Book*. She adds, "Nails grow faster and stronger during

pregnancy, so clients are likely to need more frequent services."

In serving the pregnant client, comfort is king, especially in the second and third trimesters. "Pregnant clients might need help getting into a pedicure chair, and most will appreciate a massage chair if it's gentle, but not vibration," says Janet McCormick, co-owner of NailCare Academy in Fort Myers, Florida, who adds that some clients may be coming in to relieve the stress that accompanies pregnancy. "They may feel tired and could be moody, so don't expect pregnant clients to be on an even keel at all times, and expect and forgive cancellations."

Once a client reaches her third trimester, a pedicure is truly necessary because "there's a point in the pregnancy when you can't reach your feet," notes Greenfield. Generally, there are no contraindications for pedicures unless a client is experiencing a

**“Women—
especially
working women
—tend to
‘power through’
pregnancy, but
you really
have to listen
to your body.”**

high-risk pregnancy—information that a tech should glean prior to beginning the service. Even in the absence of risk, McCormick recommends some best practices, such as avoiding the use of very hot water and abstaining from using deep pressure during massage due to unusually tender skin, muscles and feet. “Check clients’ legs, ankles and feet for swelling,” says McCormick. “For ordinary edema, a light massage, moving upward, can move the lymph out of the legs and aid in the client’s comfort.”

Essential Self-Care

As service providers, nail techs frequently postpone tending to their own needs. “Women—especially working women—tend to ‘power through’ pregnancy, but you really have to listen to your body,” says Greenfield. “Think, for instance, ‘What can I do to make my work environment more comfortable?’” Once that question is asked, the answers begin to present themselves:

Arm yourself against morning sickness.

One way to ward off vomiting, say experts, is to eat small amounts of food frequently throughout the day. That means keeping a stash of dry snacks, such as crackers, at your workstation. If this doesn’t work, there’s an alternative: medication. “The truth is that you don’t actually *have* to vomit when suffering from morning

sickness,” says Greenfield. “There are now anti-nausea drugs that are safe for pregnant women, so talk to your doctor.” Just in case, bring a change of clothes, toothbrush and toothpaste to work.

Avoid getting dehydrated. A queasy stomach and frequent urination can conspire to dehydrate a pregnant woman without her realizing it. Keep

a bottle of water nearby and take small sips throughout the day. If you can’t hold down liquids, says Greenfield, “Talk to a midwife or doctor. You can even get IV fluids if necessary.”

Get enough rest.

Techs don’t often have the luxury of taking time off or cutting their days short, but you can find workarounds. Go to bed early enough to get seven to nine hours of sleep, and consider tweaking your work schedule.

“Pregnant women tend to get sleepy in the mid-afternoon, so it might be helpful to take a nap between 3:00 p.m. and 4:00 p.m., then work an hour later in the evenings,” Greenfield says. “Your nail clients might like that, too!”



Move around frequently. Sitting for a long period of time isn’t good for anybody, but it’s especially bad for pregnant women, who are prone to backaches and swollen ankles.

"A nail tech in her third trimester might ask a coworker to trade a pedicure for a manicure, so as to avoid bending over her baby bump and straining her back."

"Schedule more short breaks between clients so you can get up and walk around," says Greenfield.

Dress for comfort. An outfit that's comfortable at the beginning of the day can

turn into a tourniquet by 2 p.m. for someone who's pregnant. Leggings covered by a stylish tunic, or long, flowing dresses are safe bets.

Get your eyes checked. Vision can temporarily change during pregnancy, making nail work more challenging. "An optometrist can adjust your prescription, or it might be that you need to use readers for a while," says Greenfield.

Ask for help. Women are notoriously reluctant to request assistance from others, so Greenfield has a suggestion: "Be generous about helping the people around you when you aren't in need," she says. "Then you won't feel as uncomfortable asking for it when you need

it." A nail tech in her third trimester might ask a coworker to trade a pedicure for a manicure, so as to avoid bending over her baby bump and straining her back. Or, she might make special arrangements with her supervisor. "Caring managers and owners will allow a technician who's experiencing morning sickness to come in later in the day, then go back to her regular hours when the problem passes," says McCormick. "Also, pregnant techs should receive help in lifting anything heavier than 10 pounds, such as a foot bath."

Maintain your professionalism. You might be moodier and more irritable during pregnancy. However, says Greenfield, "If you take care of yourself you won't tend to accelerate your own stress." Being mindful of how you feel (and when you need a break) is best for you and your clients. ↓

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



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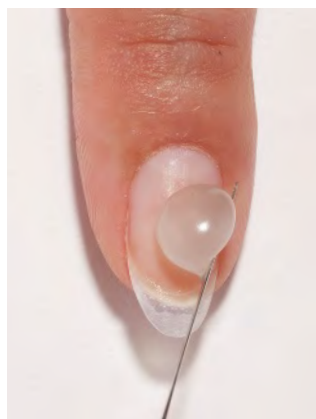
For a brand new way to create enhancements, try **Gelish PolyGel**. Formulated to be strong and lightweight, the product is odorless, monomer- and 7-free and produces no airborne dust. Available in six shades.



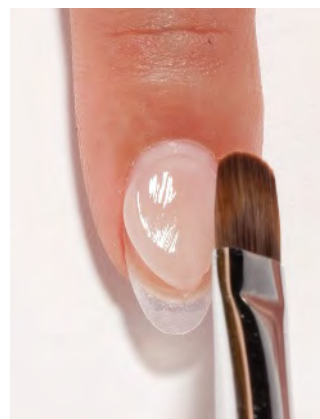
1 Prep the nail and apply a tip. Apply one coat of pH Bond* to the natural nail only. Then, apply one coat of ProBond* acid free nail primer to the natural nail only.



2 Squeeze the tube of Natural Clear PolyGel to release the product and slice off the desired amount with the flat edge of the PolyTool.



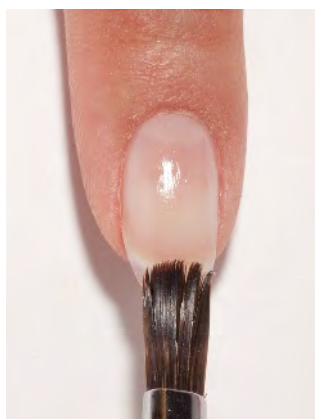
3 Use the PolyTool to roll the product onto the nail.



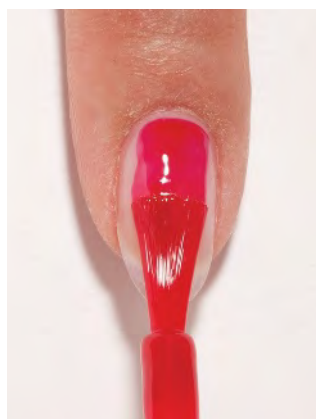
4 Switch to the brush side of the PolyTool. Dip the brush into the Slip Solution, then shape the nail by lightly patting the product. Keeping the brush close to the surface, continue until the nail and tip are covered.



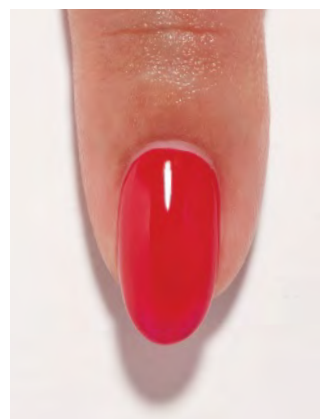
5 To smooth the surface, lightly file the nail with a 180-grit file. Finish shaping with a 180-grit buffer.



6 Cleanse the nail. Apply one coat of gel base coat and cure for 5 seconds. Then, wipe a clean gel brush over the surface of the nail to remove any excess base coat; this will cause the surface to become slightly tacky and allow the polish to adhere better.



7 Apply two coats of gel polish, curing after each.



8 To finish, apply gel top coat and cure.

For a step-by-step video, go to nailpro.com/video/gelish-polygel/



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The **EzFlow TrueGel In the Cabana** collection celebrates sitting poolside. With six shimmering shades to choose from, it's the perfect match for swimsuits and summer cocktails.

Step-by-Step

STEP 1 Prep the nail. Apply one coat of Blanche Neige* and cure. Apply a second coat. Do not cure.

STEP 2 Using an ultra-fine brush, place a small drop of polish in the center of the nail with Piña Colada for Brunch. Then, paint small dots around the center with SPF-U.

STEP 3 Next, paint different size dots in the same circular pattern with Splash Package, extending the dots outward at 12, 3, 6 and 9 o'clock.

STEP 4 Repeat the circular pattern, painting small dots with Fresh Fruity Punches, Meet Me in the Deep End and Poolside Hangs. When the design is complete, cure. To finish, apply gel top coat and cure.

Fresh Fruity Punches

Piña Colada for Brunch

Meet Me in the Deep End

Poolside Hangs

Splash Package

SPF-U

1



2



3



4



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Summer 2017

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The **Essie Summer 2017** collection features six sweet shades inspired by treats found on the streets of Paris (think: soufflés, éclairs and macarons). Available in traditional and gel polish.

Step-by-Step

STEP 1 Prep the nail. Apply one coat of Blue-la-la, and let it dry. Repeat.

STEP 2 Dip the edge of a fan brush into Fondant of You. Brush off the excess polish, leaving a small amount on the bristles. Starting at the free edge, swipe the brush toward the cuticle. Repeat 2-3 times.

STEP 3 Repeat Step 2 with S'il Vous Play. To finish, apply Gel Setter* top coat.

1



2



3



Blue-la-la

Fondant of You

S'il Vous Play

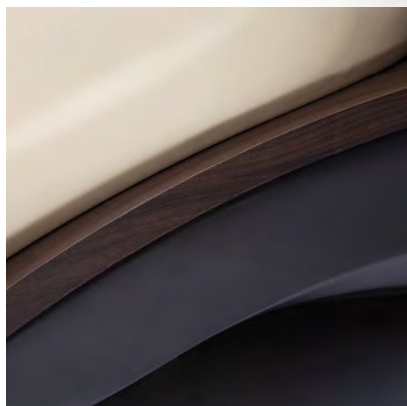
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Great Expectations

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1 If an odor isn't too strong for you, then it isn't too strong for your pregnant client.

- A. True B. False

2 Why might pregnant clients want to receive more nail services than usual during a pregnancy?

- A. They may be experiencing more stress than usual.
B. By the third trimester, they may not be able to reach their toes.
C. Nails tend to grow faster during pregnancy.
D. All of the above.

3 Nearly _____ births occurred in the U.S. in 2015.

- A. 3 million
B. 4 million
C. 5 million
D. 1 billion

4 Pregnant clients experiencing swelling can benefit from a _____ massage.

- A. light
B. deep-tissue
C. shiatsu
D. reflexology

5 A pregnant woman with morning sickness might be able to take anti-nausea medication to avoid vomiting.

- A. True B. False

6 Pregnant techs should get help when lifting anything heavier than _____ pounds.

- A. 2
B. 8
C. 10
D. 4

7 Pregnant techs might need new glasses to help them perform nail services.

- A. True B. False

8 Pregnant techs who get sleepy in the mid-afternoon are advised to _____.

- A. Power through; the sleepiness will lift
B. Don't stop; just eat a high-protein snack
C. Drink something caffeinated
D. Take a nap

9 Which of the following is recommended when catering to pregnant clients?

- A. Offer clients help getting into the pedicure chair.
B. Avoid the use of very hot water.
C. Abstain from deep pressure during massage.
D. All of the above.

10 In 2016, there were approximately _____ births per 1,000 women in the U.S.

- A. 23
B. 300
C. 60
D. 123

NAME _____

SALON NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____

Photocopy this form or write your answers (for example, 1 A; 2 B) on a postcard along with the issue date and the name of the quiz (i.e., "Great Expectations") 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 June 30, 2017. Answers will appear in the August issue.

Answers to April Test

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

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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

June

LeChat

800.553.2428, lechatnails.com
16 LeChat Demo/Class: Garden, Grove, CA.

Light Elegance

800.275.5596, sales@lightelegance.com
2-3 Celina Rydén, Technique & Style: Orlando, FL.
19 LEU 310 Full Day of Education:

Orlando, FL.

22-23 Celina Rydén, Technique & Style: Las Vegas, NV.

Young Nails

714.992.1400, youngnails.com
12-16 Mastering Acrylic: Anaheim, CA.

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Light Elegance

800.275.5596, sales@lightelegance.com
10 LEU 310 Full Day of Education: Las Vegas, NV; Gatlinburg, TN.

Young Nails

714.992.1400, youngnails.com
9 Synergy Gel For Success, Anaheim, CA.
17-21 Mastering Gel, Anaheim, CA. ↓

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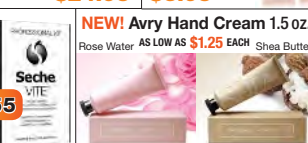
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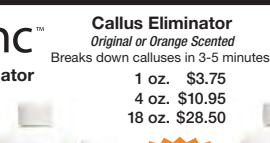
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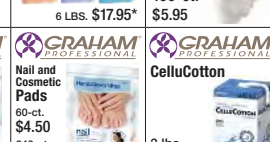
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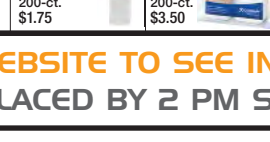
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1-800-727-1119

CND
Nails. Fashion. Beauty.

MAY-JUNE PROMOTIONS

**DOUBLE UP
ON SHELLAC!**

**DOUBLE THE SHELLAC
SAME LOW PRICE!
12 SELECT SHADES**

**LIMITED EDITION
.5 OZ. BONUS SIZE!
ONLY \$15.95**



**SAVE 30% ON SELECT
CND MARINE SPADEICURE**

COOLING MASQUE
19.5 oz. **\$18.03**
(\$25.75 VALUE)

MINERAL BATH
18 oz. **\$15.93**
(\$22.75 VALUE)

MARINE HYDRATING OIL
8 oz. **\$10.85**
(\$15.50 VALUE)
SALT SCRUB
18 oz. **\$15.23**
(\$21.75 VALUE)

TREATMENT DUO



FREE!
Buy One Rescue Rx .5 oz.
Get One Cuticle Eraser .5 oz.
FREE! \$9.95

20% OFF ALL TIPS, FORMS, BRUSHES, FILES & BUFFERS



Please see our website for the complete selection of available products.

CND Shellac™
Shades .25 oz. \$15.95



Base Coat or Top Coat
.42 or .5 oz. \$24.95
.25 oz. \$15.95
Nourishing Remover
8 oz. \$4.95
32 oz. \$16.95

Shellac™ Trial Packs
Chic or Trendy Collection
YOUR CHOICE \$85.00

Each Trial Pack includes:
Base Coat, XPress5 Top Coat, and
4 Shellac Color Coats (all .25 oz.) plus
Shellac Nourishing Remover 2 oz., 10
Foil Remover Wraps, ScrubFresh 2 oz.,
Isopropyl Alcohol 2 oz., SolarOil .25 oz.,
CuticleAway 6 oz., Kanga File,
Orangewood Stick, Shellac Brochure,
and Shellac Pro Certification Flyer

Foil Remover Wraps
250-ct. \$19.95
10-pk. \$1.95



CND Vinylux™
Weekly Polish
is a two-step polish
system, consisting of
a weekly polish and
a weekly top coat,
that offers durability,
high-gloss shine and
week-long wear.

Weekly Polish or Top Coat
.5 oz. \$5.25

CND Nail Treatments
Begin and end every manicure
with treatments from CND.

SolarOil™
2.3 oz. .25 oz. \$4.25
.5 oz. \$6.25
2.3 oz. \$12.75
SAVE 25%
4 oz. \$24.95

Rescue Rx™
Daily Keratin Treatment
.5 oz. \$9.95
40-ct. Minis \$99.95

Solar Speed Spray™
Conditioning Polish Dryer
4 oz. \$9.95
32 oz. \$48.95



CND Scentsations™
Scentsations™ Washes
8.3 oz. \$4.95

Scentsations™ Lotions
8.3 oz. \$4.95
31 oz. \$17.50



CND Nail Prep
Essential products for ensuring successful
adhesion and removal of enhancements.

NailFresh™
1 oz. \$8.25
Cuticle Away
6 oz. \$5.95 \$4.25
NailPrime
.5 oz. \$11.25

ScrubFresh®
8 oz. \$11.25 \$9.00
32 oz. \$27.95



CND Liquid & Powder System
features unique, patented technology that ensures flexible,
resilient nail enhancements that suit your clients' needs.

Retention+™ and Radical SolarNail™
Sculpting Liquids
4 oz. \$22.75
8 oz. \$38.25
16 oz. \$59.95
32 oz. \$84.95
Gallon \$235.25



Retention+™ Powders
feature superior adhesion, color stability
and provide super strength and durability.

Retention+™ & Perfect Color™ Sculpting Powders

Retention+™ Sculpting Powders
8 oz. \$10.95
3.7 oz. \$32.75
32 oz. \$146.75



Perfect Color Sculpting Powders
.8 oz. \$10.95
3.7 oz. \$32.75
32 oz. \$146.75



CND BRISA™
Sculpting Gel
.5 oz. \$19.75 \$15.80
1.5 oz. \$51.75 \$41.40

Brisa Bond
.25 oz. \$11.25 \$9.00
Gloss Gel Top Coat
.5 oz. \$19.75 \$15.80



CND 3C LED LAMP \$299.95



Specially designed
for use with
CND Shellac
and Brisa!
SEE WEBSITE FOR EXCITING LAMP DEALS

ProSeries Gel Brushes #6 Oval or Square \$16.50
20% OFF! \$13.20
SAVE 20%

CND Velocity Nail Tips

TIPS
50-ct. \$6.25 \$5.00
100-ct. \$13.50 \$10.80
360-ct. \$38.25 \$30.60

CND Performance Forms 300-ct.
Clear \$22.75 \$18.20 • Silver \$15.50 \$12.40

L&P Brushes #8 \$29.95 \$23.96 #10 \$36.25 \$29.00
SAVE 20%



ORDERS PLACED BY 2 PM ARE GUARANTEED TO SHIP THE SAME DAY!

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THE ORIGINAL

Premier Nail Source

"The Nail Tech's Best Friend"

TM

premiernailsourcesource.com

1-800-727-1119

O.P.I

MAY-JUNE PROMOTIONS



OPI ProSpa

Inspired by Facial Skincare
Perfect for Hands & Feet

"These formulas take amazing facial skincare ingredients and technologies and use them to create products that bring the same benefits to your hands and feet."

— DR. ZENA GABRIEL, MD
Board Certified Dermatologist



Set your salon apart with luxurious manicure and pedicure formulas designed to nourish and protect skin while helping to stop the signs of aging before they even appear.

ALL INFINITE SHINE COLORS
ONLY \$5.25 EACH



SAVE 16%

20% OFF OPI TOP COATS
PLUMPING, BRILLIANT & RAPIDRY
ONLY \$5.56 EACH



SAVE 20%

OPI NAIL PREP DUO
BONDAID PH BALANCING AGENT
& OPI NATURAL NAIL
BASE COAT (2 x .5 OZ.)



SAVE 25%

TOP 5 SOFTSHADES NAIL LACQUERS
ONLY \$3.75 EACH



SAVE 25%

OPI Lacquers .5 oz. \$5.00

Over 200 iconic shades, offering two-coat coverage in a long-wearing formula.



Expert Touch Lacquer Remover

Strong enough to remove even the darkest shades without staining the nail or skin.
Also removes OPI GelColor.

Lacquer Thinner
2 oz. \$4.75

4 oz. \$2.95
16 oz. \$6.50
32 oz. \$14.95
GALLON \$52.50



RapiDry Spray

Gives nail lacquer a smooth, hard, smudge-proof finish in just minutes.

2 oz. \$5.95
4 oz. \$9.95
32 oz. \$49.95



RapiDry Top Coat

Dries to a tough, long-lasting, non-yellowing, high-gloss shine in just minutes.

.5 oz. \$6.95



DripDry

Dries lacquer in five minutes while treating cuticles to soothing jojoba and Vitamin E.

.3 oz. \$6.75
1 oz. \$13.25
4 oz. \$30.95



Infinite Shine

- 1) ProStay Primer
- 2) Long-Wear Lacquers
- 3) ProStay Gloss

YOUR CHOICE
.5 oz. \$6.25



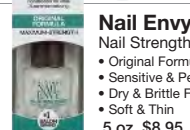
Nail Treatments

Natural Nail Strengthener
Natural Nail Base Coat
Ridgefiller
Gloss Top Coat
Matte Top Coat
.5 oz. \$5.00



Nail Envy

Nail Strengtheners
• Original Formula
• Sensitive & Peeling Formula
• Dry & Brittle Formula
• Soft & Thin
.5 oz. \$8.95



Fungus Fix

A clinically-tested professional salon formula designed to help with unsightly nail problems.
1 oz. \$9.50



OPI GelColor .5 oz. \$15.95

Cures in just 30 seconds under LED and features a custom brush for fast, polish-on application.



GelColor Base Coat, Ridge Filler Base Coat, Strengthen Base Coat, Top Coat or Matte Top Coat



Buy One Studio LED Light 2.0

Get 18 FREE Top Selling OPI GelColors .5 oz.
PLUS One FREE OPI GelColor Base Coat .5 oz.
PLUS One FREE OPI GelColor Top Coat .5 oz. AND
One FREE OPI Expert Touch Removal Wraps 20-ct!
\$321.79 IN FREE GOODS!



\$299.95

OPI Titanium Tooling

Crafted with high-quality 420 stainless steel and coated with lustrous, ultra-hard titanium for unsurpassed precision and corrosion-resistance!



PusherPlus Titanium \$24.95

AccuNip Titanium
Cuticle Nipper
\$39.95

File Edger Titanium \$14.95

OPI Brushes

Golden Edge
or
Golden Oval
#6 \$24.95

Artist Series
2-Piece Oval
Acrylic Brush
#8 \$44.95



OPI Absolute Acrylic Intro Kit

- smooth application
- exceptional adhesion
- bubble-free results

\$49.95



Acrylic Liquid

4 oz. \$16.95
8 oz. \$29.95
16 oz. \$47.95
32 oz. \$74.50
Gallon \$199.95

Acrylic Powder

.7 oz. \$7.50
4.4 oz. \$27.50
10.6 oz. \$49.95
32 oz. \$129.95

OPI BondAid

.5 oz. \$4.95
1 oz. \$7.95
4.2 oz. \$24.95

OPI BondEx

.25 oz. \$7.95



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THE ORIGINAL

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"The Nail Tech's Best Friend"

premiernailsource.com

1-800-727-1119

AMERICANAILS.COM

MAY-JUNE PROMOTIONS

TechGlow™ LED TABLE LAMP

WITH USB PHONE CHARGER

\$99.95

EVERYDAY LOW PRICE!

- Attractive Modern Design
- Brushed Aluminum Finish
- Sturdy Chrome Base
- Adjustable at Two Joints
- UltraBrite™ LED Technology
- Built-In USB Phone Charger
- 84 LED Beads - 10 Watts



NEW!

FlexiLamp™ LED TABLE LAMP

INCREDIBLE VALUE!



Lighting Tube Rotates 360° • FlexiArm™ Bends 180°

48 LED Beads
3 Watts

Easily attaches to most desks and nail tables.



AMERICANAILS.COM

SHORTIES! MINI FILES

CUSHIONED FILES



20-CT. **\$3.95** BLACK OR ZEBRA 100/180

AMERICANAILS.COM

SHORTIES! MINI FILES

MANICURE FILES



50-CT. **\$3.95** WHITE 180/180

AMERICANAILS.COM

HYGIENIC CUSHIONED FILES

BLACK OR ZEBRA



20-CT. **\$6.95**

AMERICANAILS.COM

MINI MANI PACKS

Mini White Block
Mini White Board
Mini Mani Stick



As Low As **\$0.25**

AMERICANAILS.COM

STAINLESS STEEL PEDICURE FILE



Replacement Strips 20-ct. **\$3.95**

AMERICANAILS.COM

JUMBO PEDICURE RASP



\$4.95

ProGlo™ DUAL CURE LAMP



\$49.95

ProGlo Plus™ DUAL CURE LAMP



\$69.95

Xtreme Nail TREATMENTS

Top Coats, Base Coats, Cuticle Oils and MORE!



COVER PINK BASE COAT, INTENSE BOND TACKY BASE COAT, INTENSE DEFENSE CHIP-FREE TOP COAT, INTENSE FRENCH BRIGHTENING TOP COAT, INTENSE SPEED QUICK DRY TOP COAT, INTENSE SPEED QUICK DRY DROPS, SWEET ALMOND CUTICLE OIL, CRISP CRANBERRY CUTICLE OIL, FRESH PEACH CUTICLE OIL, MOROCCAN ARGAN CUTICLE OIL

XTENDED WEAR NAIL COLOR & XTEND WEEKLY TOP COAT



Gel-Like Durability Without The Lamp!

PROFESSIONAL NAIL TIPS



500-ct. with FREE TIP SLICER \$9.95

Infinite™ Create Your Own Gel Polish!

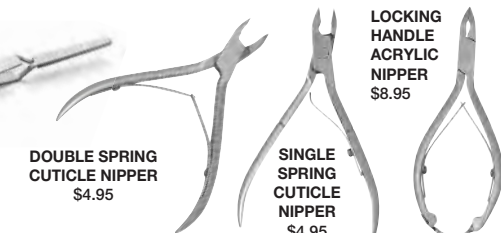


Base + Top Coat Gel polish base + top coat in one bottle! 5 oz. **\$6.95 SAVE \$3**

TECH TOOLS™ 100% STAINLESS STEEL Professional Quality



MAGIC MULTI TOOL • Cuticle Pusher • C-Curve Pinching Tool • Nail Tip Holder **\$9.95**



DOUBLE SPRING CUTICLE NIPPER **\$4.95**
SINGLE SPRING CUTICLE NIPPER **\$4.95**
LOCKING HANDLE ACRYLIC NIPPER **\$8.95**

EZ Art™ Master Nail Artist Brush Set 15-pc.



A complete collection of professional nail art brushes. Long and short strippers, detail brushes, angled brushes, fan brushes and more. Every type of brush a nail artist might need in one very complete set! **\$9.95**

ProFiles™

REAL DIAMOND™ DRILL BITS \$3.95
GOLDEN CARBIDE™ DRILL BITS \$12.95



SALE! 100-ct. **\$4.95** **\$3.50**
1,000-ct. **\$44.95** **\$29.95**
SALE! 100-ct. **\$6.95** **\$4.95**
1,000-ct. **\$69.95** **\$39.95**

PNI12 "The Bullet" E-File Kit \$39.95



• Compact, Transportable
• One-Switch Operation
Includes A/C Adapter, 3 Bits, and 6 Sanding Bands

PNI18 E-File \$99.95



• KwikGrip™ Bit Change
• Forward/Reverse Operation
Included FREE: Handpiece Cradle, 6 Sanding Bands and 6 Bits!

PNI25 Classic E-File System \$149.95



• 25,000 RPM
• FWD/REV Operation
• Twist-Lock Handpiece **3 Free Bits**

PNI25-AT Advanced Tech E-File \$199.95



• Twist-Lock Bit Change
• Lightweight Handpiece & Built-In Cradle
6 FREE SANDING BANDS AND 6 FREE BITS!

RAPIDCURE™ 36W UV Tunnel Lamp



\$69.95 \$49.95

BUILT-IN TIMER Mirror panels surround hand for rapid, even curing.

9 Watt UV Bulb **\$4.95**

RAPIDCURE™ 24W LED Tunnel Lamp



\$149.95 \$69.95

• Mirror Panels for Rapid, Even Curing
• Rugged Durability
• Built-In Timer (30 or 60 seconds)
• Up to 50,000 Hr. Lifetime

LED+UV Bulb Strip **\$19.95**

WHITE LIGHTNING™ 48W DUAL CURE LAMP



\$199.95 \$99.95

• Sensor Activated
• 4 Timer Settings

CURES BOTH UV AND LED GEL POLISHES

RAPIDDRY™ Nail Dryer \$69.95



• Auto On/Off
• Powerful Twin Fans
• Hot/Cold Function
• Easy Entry for Hands or Feet

SMOOTH 'N SEXY™



FACE EPILATING STRIPS 100-ct. 1"x4" \$1.00

LARGE 50-ct. \$2.50 SMALL 100-ct. \$2.50 PETITE 100-ct. \$2.95

EPILATING ROLL 2.75" 110 yds. \$9.95



EXTRA WIDE ROLL 3.5" 100 yds. **\$10.95**

BODY STRIPS 100-ct. 3"x9" **\$3.95**

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"The Nail Tech's Best Friend"

TM

premiernailsourcesource.com

1-800-727-1119

NOUVEAU NAIL PROFESSIONAL USA
MAY-JUNE PROMOTIONS

PUR TEA TREE OIL

Dropper Included



33 oz.
\$6.95
BUY 1 GET 1 FREE!

NATURAL FUNGUS TREATMENT
12-CT. DISPLAY
\$39.95

City Lights™

Neon, Glitter & Bold Sculpting Powders

BUY 1 GET 1 FREE!



48
SHADES AVAILABLE

.75 OZ.
\$9.95



Spongey™ FILES

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



AS LOW AS
\$0.99

PURPLE/ORANGE - 100/180
ORANGE - 180 GRIT
BLUE - 240 GRIT

GET STARTED

NOUVEAU NAIL STARTER KITS \$19.95 EACH



- ONE-STEP DUAL CURE GEL SYSTEM
- ADVANCED RETENTION ACRYLIC SYSTEM
- QUICK DIP ACRYLIC SYSTEM
- ADVANCED FORMULA WRAP SYSTEM

PREP

Extra Strength Primer
Pure Acid or Acid-Free Formula
.25 oz. \$4.95



BUY 1 GET 1 FREE!

Defense Anti-Spray™
REFRESHING MINT OR SOOTHING VANILLA
8 oz. \$4.95



FINISH

Air Seal™ Gel Effect Top Coat
Gel-like durability without a lamp!
.5 oz. \$4.95



BUY 1 GET 1 FREE!

Glass Seal™
Air dry sealer leaves a glass-like finish over enhancements.
.5 oz. \$4.95



BUY 1 GET 1 FREE!

Super Seal™ Pro Pack (4 oz. + .5 oz.) \$49.95 \$39.95



BUY 1 GET 1 FREE!

SAVE \$10

ENHANCE

One-Step Dual Cure Gels
Easy application, glossy finish and unmatched strength and durability. Cures quickly under UV or LED light.
.5 oz. \$9.95
1.75 oz. \$34.95 **\$19.95**



SAVE \$15

Advanced Retention Nail Liquid
• prevents yellowing
• primer-optional
8 oz. \$19.95
32 oz. \$49.95 **\$39.95**



BUY 1 GET 1 FREE!

Advanced Formula Sculpting Powders
Triple sifted acrylic powders combine the adhesion properties of a hard polymer with the flexibility of a soft polymer.
.75 oz. \$6.95
2 oz. \$11.95
4 oz. \$19.95



48 oz. \$199.95 SALE! \$139.95 SAVE \$70.00

14 VARIETIES AVAILABLE
BUY 1 GET 1 FREE!

City Lights™ Neon, Glitter & Bold Sculpting Powders
.75 oz. \$9.95
.125 oz. \$1.00



BUY 1 GET 1 FREE!

Advanced Formula Resin
Ultra-Pure Formula
1 oz. \$9.95



BUY 1 GET 1 FREE!

Super Fast Set Activator Spray
Low Odor Formula
2 oz. \$4.95
8 oz. \$9.95



BUY 1 GET 1 FREE!

TIPS & FORMS

PROFESSIONAL TIPS 500-CT. PLUS FREE LINE ELIMINATOR 2.5 OZ. \$19.95



DUAL SHAPE FORMS
300-CT. \$6.95
ONE SIDE SQUARE, ONE SIDE OVAL
HANDY DISPENSER BOX



BRUSHES

MASTER COLLECTION KOLINSKY BRUSHES \$9.95 EACH
Acrylic Sculpting Brushes (Size 6, 7 or 8)
Gel Brushes Square or Oval



ABRASIVES

ULTRA-PREMIUM WASHABLE FILES
Curvy, Sandy & Spongey Files
\$0.69 EACH



\$0.99 EACH

IMPLEMENTS

TITANIUM TOOLS WITH LIFETIME GUARANTEE
Ingrown Nail File or Pusher/Cuticle Knife \$9.95



BUY 1 GET 1 FREE!

STORK SCISSORS or SLANT TWEEZER \$6.95

DISPOSABLES

Foil Remover Wraps 100-CT. \$9.95



BUY 1 GET 1 FREE!

Nail & Cosmetic Pads w/ Thumb Tabs 240-CT. \$9.95



SAVE \$5
Lint-Free Nail Wipes 200-CT. \$2.95
40 FREE WIPES

Plastic-Backed Table Towels 50-CT. \$6.95
12" x 16"



SPA PEDICURE

TROPICAL TWIST PEDICURE COLLECTION
Everything you require to perform Nouveau Spa pedicures. Includes a Bigfoot Pedicure File plus five 4 oz. products:



\$19.95 \$24.95 VALUE

OPEN STOCK NOUVEAU SPA™
4 oz. \$4.95
16 oz. \$9.95
64 oz. \$39.95



BUY 1 GET 1 FREE!

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Express
NAIL SUPPLY

Pallet.ExpressNailSupply.com

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Looking for the **Lowest Price** in Nail Supply??

Order **25+** Items - Box or Bucket
(**Mix & Match** Any Products)

Get the **Lowest Prices** On Internet
Get Free Shipping on a Pallet



Visit our Website **Pallet.ExpressNailSupply.com**
and Check our Promotion!!!



Pedicure Liner
\$ 85 (1,000Pcs)



Latex Glove (Powder Free)
\$ 34



Callus Remover
\$ 60 (4 Gal)



Lotion
\$ 28 (4 Gal)



Sugar Scrub
\$ 70



Cotton
\$ 33

\$50 OFF

YOUR 1st
ORDER

EXPIRES
6/30/17

Code: Pallet50

And Many More Products...

NEW 2017 Luminous

with **EcoAir™**
Ventilation System*



SALE

\$2495

MSRP

~~\$2995~~

BONUS

FREE

MODERN
SALON SET



Value: \$643



CUSHION: ACORN
BASE: WHITE PEARL

CUSHION: BURGUNDY
BASE: CHAMPAGNE

CUSHION: CAPPUCCINO
BASE: ESPRESSO

CUSHION: NEPTUNE
BASE: WHITE PEARL

CUSHION: WALNUT
BASE: CHAMPAGNE

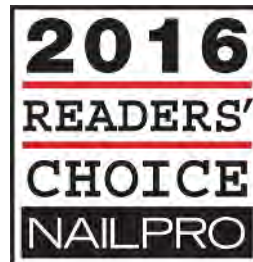
SMART FEATURES

- NEW** • ECO-AIR™ Ventilation System*
- AUTO-FILL™ III System
 - ECOJET™ Magnetic Drive
 - ECOJET™ Disposable Liner
 - TRU-TOUCH™ Shiatsu Massage
 - ULTRALEATHER®
 - DIGITAL CONTROL SYSTEM (DCS)
 - AURORA™ LED Color Changing Bowl
 - Calf Support
 - Adjustable/Removable Neck Pillow

*optional upgrade

STANDARD FEATURES

- Acetone Resistant Spa Base
- Foldable Manicure Tray with Cup Holder
- Purse Hook
- Lift-up Arm Rest for easy entry
- Industry's Best Customer Service
- Matching Pedicure Stool



• FREE PEDICURE STOOL • FREE SHIPPING • 2-YR WARRANTY • FINANCING AVAILABLE

Lexor®
THE KEY TO SALON SUCCESS



WWW.LEXOR.COM
800-211-7404

*Offer valid 6/1/2017 - 6/30/2017 (while supplies last)
*Colors in ad may vary due to printing process
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NEW 2017

GALEA PEDI-SPA

\$1995

KEY FEATURES

- LED Glowing Bowl
- Glowing Accent Panel
- Shiatsu Multi-Function Massage System
- 4-Way Adjustable Powered Seat
- Leather Seat Acetone-Guard
- Lift-Up Armrest with flip up Mani-Tray
- Marble Spa Base with Acetone Guard
- Ecojet™ Magnetic Jet

DEAL

SALON SET

\$199
REG: \$643



NAIL TABLE, CUSTOMER CHAIR, MANI-STOOL
*SHIPPING NOT INCLUDED
*WHEN PURCHASED WITH EACH GALEA PEDI-SPA



MAGNETIC JET
TO USE WITH
DISPOSABLE LINERS

COLOR OPTIONS

NEW

NEW



WALNUT



ACORN



BURGUNDY



CAPPUCCINO



BLACK*



NEPTUNE*

*CUSTOM ORDERS

VISIT OUR DEALERS

ARIZONA

Sun Nail Supply
3446 W Camelback Rd., #147
Phoenix, AZ 85017

CALIFORNIA

Cali Beauty Supply
9081 Bolsa Ave., #102
Westminster, CA 92683

VIP Nail Products
12771 Pala Dr.,
Garden Grove, CA 92841

Senter Nail Beauty Supply
2897 Senter Rd., #120 San Jose,
CA 95111

Magic Nails Supply
7251 Reseda Blvd.,
Reseda, CA 91335

INDIANA

BMP Nail Supply
3740 Lafayette Rd., Suite 4
Indianapolis, IN 46222

MISSOURI

Quality Nail Supply
3030 E Truman Rd.,
Kansas City, MO 64127

NEVADA

Vegas Beauty Wholesale
4995 S Fort Apache Rd.,
Las Vegas, NV 89148

TEXAS

AP Discount Nails Supply
2129 S Great SW Pkwy., #304
Prairie, TX 75051

WASHINGTON

Seattle Nail Supply
1005 S King St.,
Seattle, WA 98104

888-213-7728
WWW.PROSPADEPOT.COM

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*Colors in ad may vary due to printing process



PSD™
A DIVISION OF LEXOR, INC.

Expect Quality & Value!



ALL SEASON PROFESSIONAL

AVAILABLE AT OVER 2900
SALLY BEAUTY LOCATIONS

Prices Valid from June 1st – June 30th, 2017

PROFESSIONAL NAILS **STYLED BY YOU™**

Buy 1 Get 1 50% Off ASP™ Soak-Off Gel Polish

MIX & MATCH YOUR FAVORITE
ASP™ SOAK-OFF GEL POLISH
INCLUDING TOP COAT & BASE COAT!

\$2.00 OFF ON ONE
ASP™ ACRYLIC KITS*



*Excludes Liquid & Powder Sampler Kit

**SALLY
BEAUTY.**

DISCLAIMER: Limit one coupon per customer. Excludes all items not listed from ASP or All Season Nail. Void if reproduced or prohibited. Non-transferable. Good only in Sally Beauty Supply Stores in the Continental US. Not valid with any other Sally coupon. Valid through June 1st - June 30th, 2017 **COUPON #444429**



Nail Art Deal: Buy 2, Get 1 FREE!*

cina™
NAIL CREATIONS

Mix & Match
Your Favorite
Nail Art & Nail Art
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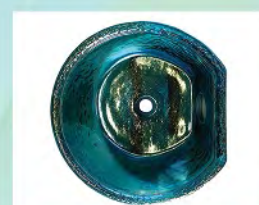
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Nail techs are serving up more than manicures in the new series “Claws.”



The stars of “Claws,” (from left) Karrueche Tran, Carrie Preston, Niecy Nash, Jenn Lyon and Judy Reyes.

Salon life is coming to the small screen in TNT’s new dramedy “Claws.” The show, developed by creator Eliot Laurence and executive producers Rashida Jones and Will McCormack, centers on five nail techs working at the Nail Artisan of Manatee County salon in Palmetto, Florida. Salon owner Densa Simms (played by Niecy Nash) has big dreams of expanding her business—and will go to just about any length to do so, including working for the town’s criminal organization, the Dixie Mafia. But there’s more to the series than a shocking plot twist. Here, three reasons you should tune in.



The “Claws” actresses learned how to do a manicure from the nail pros on set!

1. The nails play a major role.

According to showrunner and executive producer Janine Sherman Barrois, nail designers Gracie J, Bianca “Beedy” Williams, Cristy Chavez and Mei Kawajiri, work closely with the show’s writers to decide what kind of story they want the nails to tell. “Characters’ nails can change two to three times per episode depending on the storyline,” she explains, noting that the techs on set are well equipped for the job. “CND Brisa Sculpting Gels and Presto Art Gels are my favorites,” says key nail designer Gracie J, who adds that she also uses OPI tools. “The nails can take anywhere from 45 minutes to two hours to create. It’s intense work!”

2. The show celebrates diversity—with the nails to prove it.

“The show is a melting pot, and I think that’s reflective of the world today,” says Sherman Barrois. To that end, the nails also play a role in defining each character. “Densa’s nails are edgy, but refined,” she says, adding that Simms’ nails are often filed to a coffin shape. Trendy millennial Virginia Loc (played by Karrueche Tran) dons bold designs ranging from neon to dangling chain accents. Jennifer Roylance Husser (played by Jenn Lyon), a mother with a party girl past, sports wild patterns, like colored animal prints, while Quiet Ann (played by Judy Reyes) usually sports a bare, buffed nail. “Polly Marks (played by Carrie Preston) can be super conservative or super out of the box,” says Gracie J. “She’s not what you expect as a character and her nails won’t be what you expect either.”

3. “Claws” sheds a positive (and accurate) light on nail professionals.

Authenticity is crucial to the show’s production, says Sherman Barrois. “Williams and her team set up a ‘nail school’ in our production office so the actresses could learn the basics,” she explains, noting that the actresses also went to a nearby nail salon to study how the techs and clients interact. “Nail artistry is a gift that often doesn’t get the praise it deserves. Viewers are going to see female empowerment in action.”

Catch the series premiere on TNT in June.



Key nail designer Gracie J and her team crafted acrylic and gel enhancements for the show.

PHOTOS: COURTESY OF TNT

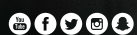
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