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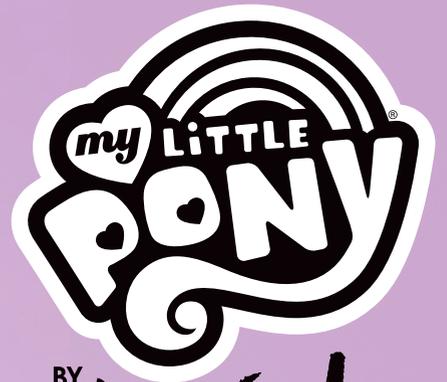
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Cover Credits

Nails: Naomi Yasuda;
Photography: Dorit Thies,
doritthies.com; Makeup: Cherie
Combs; Hair: Robert Steinken,
Celestine Agency; Model: Tori Atkins,
Photo/Genics Media.

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

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AWARDS

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



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Charm School

I've been interviewing a lot of candidates as we continue to build our editorial staff and, by in large, the crop of young people coming into the workforce have one thing in common: They lack professionalism. What I would have thought was well-known workplace behavior is no longer. They seemingly do not have—and have not learned—business decorum.



Prior to the 1960s, many upper-class young women attended finishing school in order to learn social graces before entering society. You've probably seen pictures of girls walking with books on their head or watched movies where young ladies are learning which fork to use at a dinner party or how to speak properly. And while these courses have mostly disappeared as the

societal constructs of women have changed, there is still something to be said for learning proper behavior. Being polite, communicating well and having respect for others (particularly in positions of authority) are skills that can—and should—be used regularly, whether you were a young lady in 1917 looking for a husband or are a young professional in 2017 seeking a job.

Having witnessed the ineptitude of so many young people lately, I decided to brush up on my charm skills in order to properly teach these up-and-coming professionals and lead by example. Of course, this type of business savvy isn't limited to the office; it's just as important in the salon. Be sure to check out "Skill Set" on page 82 to polish your professional skills and pass the same to others. Ultimately, following these simple and essential guidelines will lead us all to success.

Stephanie

Stephanie Yaggy Lavery
NAILPRO Executive Editor
slavery@creativeage.com



My Manicure
Before she left our cover shoot, Naomi Yasuda offered to create a set of My Little Pony nails for me—and I'm in love! She completed the entire look, even the Pony faces, with nothing but lacquer from the MLP x CG collection. Now that's what I call skill!

Behind the Nail Pros...

On this month's cover, I was excited to see one of my childhood favorites recreated through a polish collection: My Little Pony x China Glaze! I had so much fun working with Naomi Yasuda to come up with the perfect look to represent the collection. Ultimately we decided on the gradient stars, a combination of sweet design and edgy black color.



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“My inspiration was if My Little Pony were an adult and had a night out.”

—Naomi Yasuda



THE MAKING OF OUR COVER

CUTIE MARKS ARE BACK IN ACTION—and what better place to showcase them than on nail tips? China Glaze recently released its My Little Pony (MLP x CG) collection, and we tasked New York-based nail artist Naomi Yasuda with crafting a design worthy of our cover. She took the sweet and whimsical quality of My Little Pony and kicked it up a notch, creating hand-painted ombré stars against a black background—the perfect design for a hot summer night. The more “grown up” approach reminds us that MLP is just as much for the kids as the kid at heart. Watch Yasuda create these nails at nailpro.com/videos/behind-the-cover.

Creating the Cover Nails



1 Yasuda prepped the model's nails and applied base coat.



2 Then, using an ultra-fine detail brush, she painted a star across the nail with light blue polish.



3 Next, she used a shorter bristle nail art brush to paint half of the star with purple glitter polish, feathering it where it meets the light blue for a fade effect.



4 Once the polish was dry, Yasuda painted the nail around the star with black polish.



5 She waited for the polish to dry completely before finishing the design with top coat.



Nails
Naomi Yasuda



Photography
Dorit Thies



Makeup
Cherie Combs



Hair
Robert Steinken





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BEHIND THE NAIL PROS

Rainbow Connections

China Glaze partnered with six top nail artists to create looks for the specialty collection. Here, four of the “Mane Six” artists share their concepts for nail art inspired by My Little Pony.

Rainbow Splash

by Sarah Waite (@chalkboardnails)



- STEP 1** After applying one coat base coat, paint two coats of Hay Girl Hay!
- STEP 2** Use a detail brush to paint a drip shape using She’s a Mane-iac. Make sure the shape stays on the left half of the nail
- STEP 3** Add another drip shape with Too Busy Being Awesome. This shape should remain on the right half of the nail
- STEP 4** Mix She’s a Mane-iac and Too Busy Being Awesome together in equal parts and paint the space where the two halves meet. Continue to mix varying ratios of the two shades to create a more blended gradient. Finish with top coat.

3-D Songbird Serenade

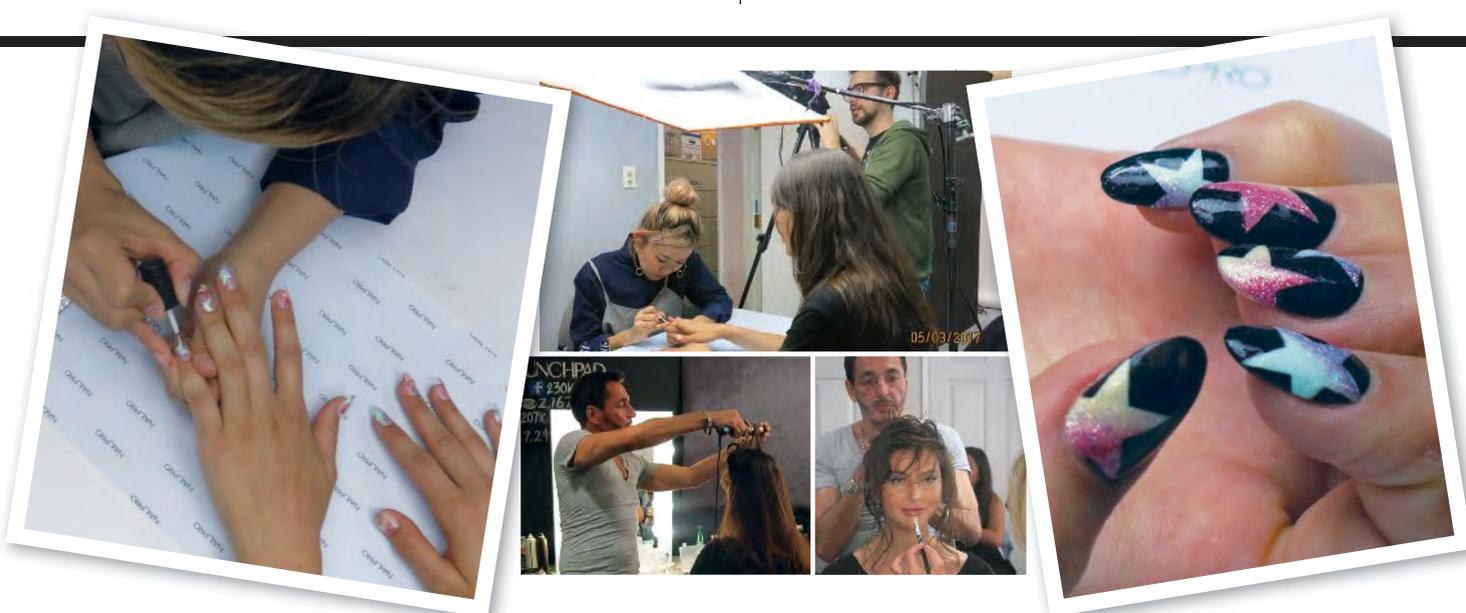
by Lexi Martone (@leximartone)

“I was inspired by Sia’s new pony Songbird Serenade. I was immediately drawn to her edgy look and the fact that she stood out from the rest of the My Little Pony crew. Her colors and style totally resonate with who I am as an artist, so it was the perfect Lexi x MLP combo!”



Iridescence

by Naomi Yasuda (@naominaillsnyc)



Art Deco Clouds

by Sarah Waite (@chalkboardnails)

"The patterns are inspired by the clouds in the skies above Equestria. To make it more high-fashion, I used mixed metals accented with black, rather than a more traditional pastel color scheme."



Pony Aura

by Casey Herman (@caseynails)

"I love Songbird Serenade and her colorful cutie mark, so I took colors from the collection and combined them with a cool graphic black."



Sparkle Ombré

by Naomi Yasuda (@naominailsnyc)



I Sea You

by Naomi Yasuda (@naominailsnyc)





GLOSSIES 2017

The results are in for our fourth and final competitions: Design Sculptured Nails and 3-D Nail Design.



3-D Nail Design
"Constellations"
Irina Von Krosigk



Design Sculptured Nails
"Red, White & Blue"
Irina Von Krosigk

Stay Tuned! The first, second and third place winners of the Glossies 2017 will be announced in our September issue and will receive a certificate and their photo in the magazine. The grand prize winner will also receive:

- A two-page story in NAILPRO magazine
- \$1,000 in products
- A year of mentoring with the 2017 NAILPRO Cup champion
- Free entry into any NAILPRO Competitions for the next year



Makeup artist and beauty vlogger **Kandee Johnson** shows off her **Dare to Wear mani.**

Heaven Sent

A CHANCE ENCOUNTER LANDED LECHAT THE ROLE OF EXCLUSIVE NAIL PARTNER FOR THE VICTORIA'S SECRET ANGEL OASIS PARTY HELD IN INDIRIO, CALIFORNIA, FROM APRIL 14-15 DURING THE 2017 COACHELLA VALLEY MUSIC AND ARTS FESTIVAL.

After spotting LeChat's Dare to Wear lacquer line at a salon while getting her nails done, a member of the Victoria's Secret team thought the brand would be a perfect fit for the party's "Angel Oasis" theme. Held at a desert mansion set on five acres, the exclusive soirée included a DJ, early morning fitness classes, a performance by singer Bebe Rexha, birthday celebrations for Victoria's Secret Angels Alessandra Ambrosio and Josephine Skriver, and complimentary manicures by three of the

Hercules, California-based manufacturer's top nail artists: Anastasiia Morozova, Henry Pham and Yvonne Vuong. Guests included Victoria's Secret models, celebrities and top social media influencers. "Our Perfect Match Mi Amour shade and the Perfect Match Mood polishes were a hit with guests," says Angeline Ubaldo, marketing and PR representative for LeChat, who notes that guests also received Dare to Wear Angel's Breeze and the entire Enchanted collection in their gift bags.



LeChat educator Henry Pham gives Disney actress Peyton List a festival-ready mani.

PHOTOS: COURTESY OF LECHAT

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Model is wearing "Nocturnal Sky" Nail Design by Lauren Vitreman using Berry Boudoir, Viridian Veil and Mercurial.



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Media Focus

Your Favorite fashion magazines give manufacturers recognition in their May issues.

Cosmopolitan • The magazine's Beauty Awards named **Essie** Treat Love Polish in Sheers to You as Best Nail Strengthener.

In Style • The mag's 2017 Best Beauty Buys included **CND** Stickey, SolarOil and Vinylux Weekly Top Coat, **Deborah Lippmann** Fashion, **OPI** Nail Envy, and **Zoya** Remove+.



StyleWatch • A story on DIY nails featured **China Glaze** Kiss My Sherbet Lips, **Orly** Argan Oil Cuticle Drops and **Essie** Quick-E.



Bazaar • A roundup of 150 beauty must-haves included **CND** SolarOil, **Essie** Ballet Slippers, **OPI** Lincoln Park After Dark and **Zoya** Naked Manicure Lavender Perfector.



Marie Claire • Editors of the mag's Global Beauty Issue called out nude polish, specifically **OPI** Put It in Neutral.



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NIGHT SPELL

THE COLLECTION

Moonlit colors.
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Model is wearing Lilac Eclipse.



Berry Boudoir

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Hillary Fry



Melly Nguyen

For the WIN

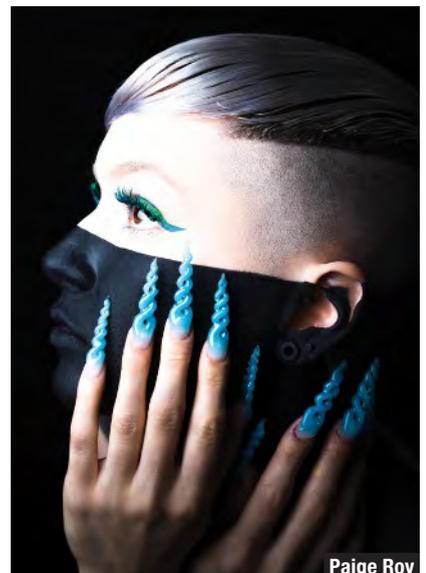
FOR THE THIRD YEAR IN A ROW, THE PROFESSIONAL BEAUTY ASSOCIATION WILL AWARD THE NAIL PROFESSIONAL OF THE YEAR at the annual North American Hairstyling Awards (NAHA). This year's finalists are: Cassandra Clark, Coppell, Texas; Rochelle Dingman, San Jose, California; Hillary Fry, Brookfield, Wisconsin; Melly Nguyen, Denver; and Paige Roy, Winnipeg, Manitoba, Canada. The winner will be announced live at NAHA 2017 on July 9 at the Mandalay Bay Convention Center in Las Vegas. **For more information, visit probeauty.org/naha.**



Rochelle Dingman



Cassandra Clark



Paige Roy

PHOTOS: COURTESY OF THE PROFESSIONAL BEAUTY ASSOCIATION

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Head for the mountains for the **Nail Tech Event of the Smokies**, held July 8-10, in Gatlinburg, Tennessee. In addition to more than 40 exhibitors, plus classes and workshops, attendees are invited to "The After Party" on July 9, a celebration of the show's 10th anniversary. **"Beauty pros can relax**

around the fire pit, socialize with peers and network with educators," says Jill Wright, event coordinator for Nail Tech Event of the Smokies. The first 100 techs to register for the show will receive free entry to the party.

FOR MORE INFORMATION, VISIT NAIL.TECHEVENT.COM.



OPEN FOR BUSINESS

VETERAN DISTRIBUTOR GLEN NGUYEN HAS PARTNERED WITH LECHAT FOUNDER NEWTON LUU AND CUCCIO INTERNATIONAL CEO TONY CUCCIO TO CREATE BEAUTY20GROUP, a friendly and spacious shopping experience for customers that also provides manufacturers with space to showcase their latest products. "We discovered that nail technicians were having a hard time finding the right products or the proper instruction for the products [they want]," says Nguyen of the inspiration behind the new retail store in Garden Grove, California. Much like Nguyen's first distribution business, San Gabriel, California-based Nail Supply House, Beauty20Group is open to both beauty professionals and consumers, and offers products from major manufacturers, including American International Industries, Bio Seaweed Gel, BCL Spa, CND, Color Club, Cuccio, Essie, Gelish, LeChat, OPI, Orly, SpaRitual and Zoya. Nguyen hopes his business will elevate the nail industry, saying, "We want to help manufacturers educate nail technicians on the right way to use their products and earn more profits in the salon."

PHOTO: FACEBOOK@BEAUTY20GROUP



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ALL-STAR LINEUP

Basketball legend-turned-entrepreneur Earvin "Magic" Johnson has been named the keynote speaker for the 2017 Professional Beauty Association (PBA) Business Forum. Scheduled for Sunday, July 9, at the Mandalay Bay Resort and Casino in Las Vegas during PBA Beauty Week, the event gives both PBA members and non-members the opportunity to learn about the latest trends and issues impacting the industry.



NBA superstar-turned-business mogul Earvin "Magic" Johnson will be the keynote speaker at the 2017 PBA Business Forum.

Johnson will share how he achieved success in both his career with the National Basketball Association and the business world in his presentation "Understand Your Customer and Deliver." In the talk, Johnson will explain how the principles of focus, strategy and discipline apply on the court and in business.

Additionally, PBA executive director Steve Sleeper and PBA chairman of the board Reuben Carranza will discuss the Scottsdale, Arizona-based organization's initiatives for 2017 and provide information about the Future of the Beauty Industry Coalition, an organization dedicated to protecting the industry from deregulation while maintaining health standards. To purchase tickets or for more information, visit probeauty.org/beautyweek.

MEMBERS ONLY

Nail professionals can now shop for their favorite NCLA products online for less. In May,

the Los Angeles-based manufacturer announced the launch of NCLA Pro Lounge, a special section of the brand's website where techs can purchase lacquers, gel polish and starter kits at a special pro-only price. The new portal is a direct response to the success of the brand's first professional gel product Gelous?, says NCLA co-owner and director of sales Elin Dannerstedt. "We wanted to make sure that techs from all over the U.S. could purchase our products," she says. In order to gain access to the site, users



must create an NCLA account, then send an email with their first and last name, license number and the name of the state in which the license was issued. NCLA will review membership applications within 24 hours and, if approved, will send the user a welcome email with login information.

For more information or to apply for membership, go to shopncla.com.



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NOT YOUR
BABY



SLAY ON
SLAYER



INSTANT
VACA



SHE'S A
PISTOL



OMG, SERIOUSLY
FOR REAL?



JUICE
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SAVE THE DATE

The Beauty Changes Lives Foundation (BCL) will soon be accepting applications for the Fall 2017 BCL CND Tippi Hedren Scholarship.



The program will award five students enrolled in professional nail education up to \$2,570 toward tuition costs. The scholarship, established in 2014 in honor of actress, philanthropist and nail industry pioneer Tippi Hedren, is funded by San Diego-based manufacturer CND and administered by BCL. Applications will be accepted starting August 7 through October 2. **To find out more information, visit beautychangeslives.org.**

Headed East

After the success of its first educator training in January, Cuccio returned to Dubai to hold a second training workshop on March 27. Cuccio International CEO Tony Cuccio and global education director Marilyn Olemma Garcia made the trek to the Middle East to teach more than 80 nail professionals how to increase profits using Cuccio products. At the workshop, Cuccio discussed how techs can raise the perception of value, while Garcia taught attendees how to use top Cuccio products, including T3 LED Gel and the Powder Polish Dip System. "We showed techs how dipping powder can help them create a set of nails in only 35 minutes," says Olemma Garcia, who notes that although the nail industry in Dubai is booming, there aren't many brands available. "The techs in Dubai have a hunger for new products, styles and techniques." Cuccio plans on returning to Dubai later this year. **For more information on upcoming trainings, visit cuccio.com.**



Marilyn Olemma Garcia (right) poses with nail pros at the Cuccio education event in Dubai.



CEO Tony Cuccio shares his top profit-boosting business practices with attendees.



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GREEN THUMB

IN CELEBRATION OF EARTH DAY ON APRIL 22, SpaRitual pledged to plant one tree for every purchase of any product from its **Passionfruit Agave collection** during the month of April. The Van Nuys, California-based manufacturer teamed up with OneTreePlanted, a Shelburne, Vermont-based non-profit organization dedicated to global reforestation. **“We are so inspired by the OneTreePlanted Mission,”** says SpaRitual founder Shel Pink, who notes that 405 trees will be planted as a result of the collaboration. **“Planting trees is one of the best things that we can do to help the environment.”** Going forward, SpaRitual will continue the initiative with OneTreePlanted for products sold on its website. **For more information, visit sparitual.com.**



“PLANTING TREES IS ONE OF THE BEST THINGS THAT WE CAN DO TO HELP THE ENVIRONMENT.”

Breaking the Barriers



Nailcare Academy is giving Spanish-speaking techs easy access to continuing education. In March, the Fort Myers, Florida-based online learning platform announced that its Advanced Nail Technician Program (ANT) is now available in Spanish. Although translating the entire certification course, which features 10 learning modules and ancillary materials, wasn't an easy process, Nailcare Academy cofounder Janet McCormick says

she believes that Spanish-speaking techs will feel more comfortable learning the material in their first language. “We've heard from many techs that they wanted this advanced topic in Spanish in order to help their chronically ill clients with safer care,” she says. “Many techs also wanted the certification to achieve even greater success in their careers.” **To learn more about the ANT program, visit nailcare-academy.com.**

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Betty Oh/Crystal Works



Tiffany Chi, Samantha Vallejo & Julia Garcia/Gelaze

NAILPRO Pasadena

Sunday, April 30, 2017

For the fifth year in a row, the original nails-only tradeshow returned to the Pasadena Convention Center in Pasadena, California. The show brought together 1,900 attendees with top manufacturers for a day of product demos, classes and giveaways. On the show floor, industry leaders featured the newest lacquer collections as well as the latest techniques, while in the NAILPRO competition arena, competitors from around the world showed off their talents.



Faith Roxas/Voesh



Koko Kashiwagi/Kokoist



Ozzie Blanco/GND



Lori Brown/Joiful



Monica Jaimes & Samantha Chavez/Morphe



Arlene Cisneros/
Princess Nails



Christina Lewis/IndieGirl



Jim McConnell, June Sierra & Lezlie McConnell/
Light Elegance



Vicki Ornellas & Allison Ross/IBD



Katharine Contag & Jessica Obajtek/
Color Clutch



Shiori Durham/Orly



Anastasia Morozova/LeChat



Tracey Reiersen & Greg Salo/Young Nails



Michael Le/Christio



Hatim Abu & Keith Grader/
Footlogix



Elsie Visser, Melanie Visser & Ricky
Coppolella/Bio Sculpture Gel



Joan & Rick Ross/
Body Toolz



Bruce Atwood & Lisa Ann Bowles/
Atwood Industries



Garrett Kellenberger/INN



Jade Tang & Yuriko Hoshina/Akzéntz



Angie Perry & Kerri Trombley/
Crystals for Nails



Henrietta Almasi/
Emmie's Academy



Richard Hurter/Kupa



Linda Nordstrom & Niki Nordstrom/
Famous Names



Genya & Mike Vinokur/Footsie Bath



Michael Duong/Kiara Sky



Miguel Le & Nhi Le/
Bio Seaweed Gel



Ashley Hartman & Lauren Wireman/
Wildflowers Nails



Gino Trunzo/Essie



Megan Yun & Kwang Soon Lee/
Nail Island



Natalie & Vladimir Zolotnik/
Belava



Sohad Handiri & Wael Moursi/
Nail Creation



Carol Ma & Angie Lo/
Après Nails

NAILPRO

COMPETITIONS

PASADENA

COMPETITORS SHOWED OFF THEIR CREATIVITY AND TECHNIQUE AT THE 2017 NAILPRO COMPETITIONS IN PASADENA. Nail professionals displayed their technical skills in the Salon Success and Soak-Off Gel competitions, while the It's All About the Bling and 3-D Nail Art categories showcased innovative nail art tactics. **Congratulations to all of the winners!**



Soak-Off Gel • Non-Divisional

1. Iryna Zabiran
2. Shiori Durham
3. Allie Baker



Salon Success • Veteran

1. Emese Koppányi
2. Allie Baker
3. Sayaka Kitano



It's All About the Bling

1. Iryna Zabiran
2. Jessica Briarmoon
3. Guin Deadman (not pictured)



Salon Success • Novice

1. Jarrett Baker
2. Andy Ho
3. Itza Martin

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Theme: "Gnomes!"

3-D Nail Art • Novice

1. Monse Hernandez
2. Monica Lopez Nuna
3. Angelica Don Juan Garcia



3-D Nail Art • Veteran

1. Akiko Yamakawa
2. Lulú Desfassiaux
3. Yanira Gonzalez Galvan





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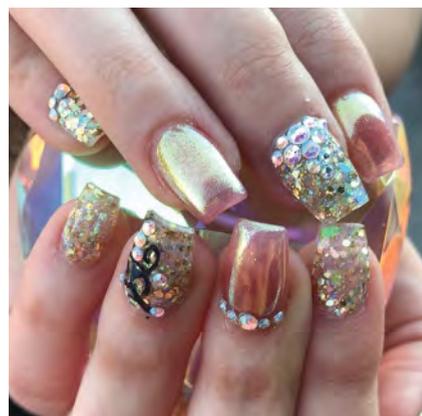
PORTFOLIO

READERS NAIL ART

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



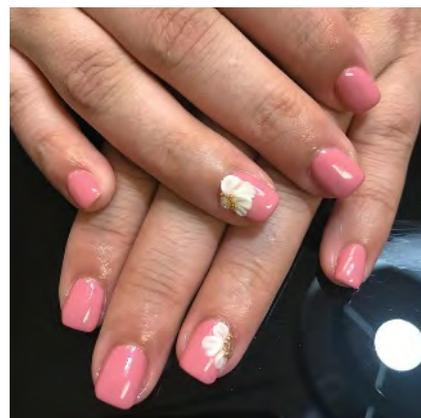
Missy Crawford • Hair and Nail Precinct
Victorville, CA



Hailey Snow • Mickie'z Beauty Villa
Pensacola, FL



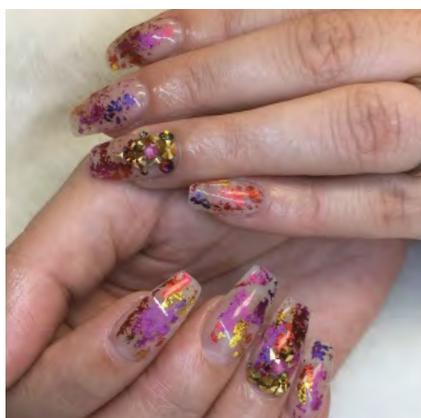
Eli Waters • Eligirl Beauty
Virginia Beach, VA



Anna Jones • Sublime Nail Studio
Grand Junction, CO



Leila Durant • Nail Arts by Leila
Hesperia, CA



LaTrece Wynn • Salon Simply Beautiful
Berkley, MI



Julia Manstan • Pimp My Nails
Labrador, CA

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Jamielyn Borrego • Tickled Pink Beauty Boutique
Yuba City, CA



Isha Martinez • Dayvid Henry Salon
Bakersfield, CA



Victoria Castillo • Wonderland Hair Studio
Albuquerque, NM



Crystal Childers • Tickled Pink Beauty Boutique
Yuba City, CA



Jennie Sukovaty • Nails By Jen
Columbus, NE



Riiko Martinez • La Salon Riiko Nail and Hair Studio
San Antonio, TX



Deann Barrow • Deann's Salon
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Kathy Trang • Blush Pink Nail Boutique
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**Brooke Hagen • Nails by Brooke
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**Katey Laurenson • Embellished Nails
Auckland, New Zealand**



**Thao Dang • Love Peace Nails
Beaufort, SC**



**Avia Marcia Pau • The Nailista Project
Alexandria, VA**



**Stephanie Loesch • Flawlous Allure Beaute
Lodi, CA**



**Jennifer Nilsen
Manor Park, NY**



**Misty Staiert • Claude's Beautorium
Omaha, NE**



**Reina Santos
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Anaheim, CA



Rosa Vargas
Lake Worth, FL



Mike Dillon
Tulsa, OK



Desreen Jarvis • Nails By Desreen
Brooklyn, NY



Brittany Bennett • Finger Bang Nail Salon
Portland, OR



Chelsea Blair
Flint, MI



Kimberly Borruso
Sayreville, NJ



Alicia Washington
Magnolia, AR



Gabina Perez
Gulfport, FL

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.



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MAKE A SPLASH

As the heat of the season causes temperatures to rise, designers are looking poolside for attire inspiration. Colorful bra tops and matching sets modeled on swimsuits reigned on the runways, as well as looks that incorporated summer swimwear. Altuzarra and Tory Burch paired bikini-inspired tops and bottoms with feminine skirts and sweaters, while Prada combined crop tops and hot pants with basic black. Michael Kors and Fendi took swimwear to the street with matching floral sets and one-piece swimsuits mixed with sheer fabrics and daring accessories. To recreate this trend on tips, do as guest artist Simone Gilbert did and reach for a detail brush, striping tape and brilliant crystals. Then, pair with a bold color palette to complete the look.

Fendi



Nail artist
Simone Gilbert (@urbanblissbeauty) is based in Melbourne, Australia, and is a Swarovski authorized instructor.



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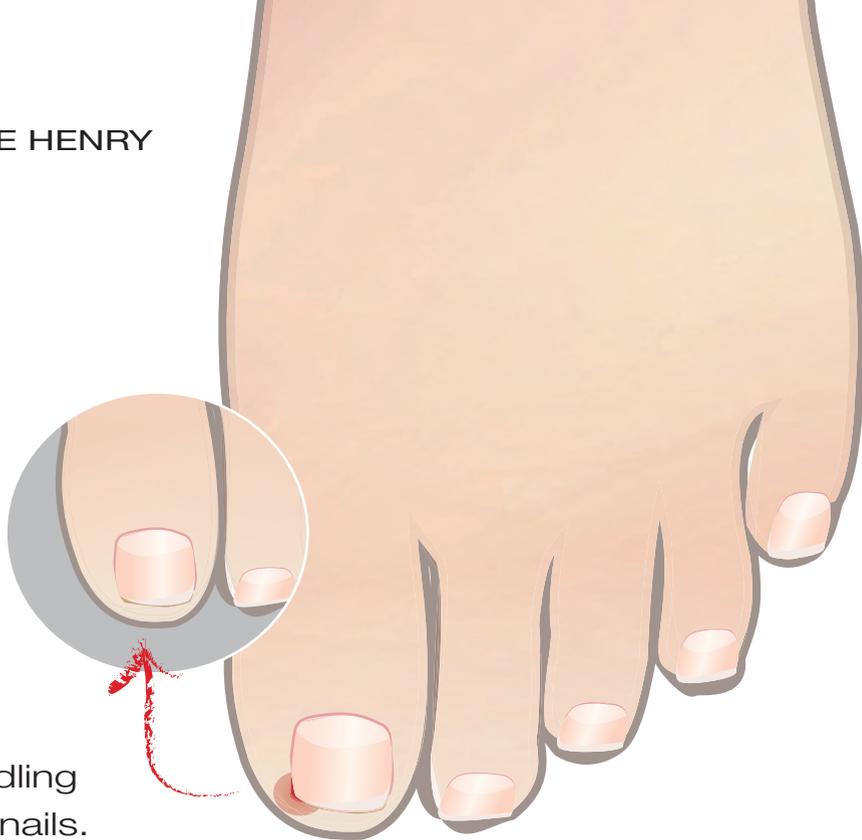
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Ingrown Issues

Top do's and don'ts for handling clients prone to ingrown toenails.



Pedicure season is here, and clients will be coming in droves for foot services. Unfortunately, ingrown toenails are a common issue, causing clients pain and swelling, and sometimes leading to infection. While techs are *not* permitted to treat this condition, nail professionals *can* help prevent ingrown nails. Here, expert advice for averting this toenail bummer this summer.

DO remember, techs aren't doctors. If a client presents an already ingrown nail, it's not for the nail technician to touch, says Karen Hodges, co-owner of NailCare Academy in Fort Myers, Florida. "We are in the 'beautification' business only." However, after a client has been released from her physician's care, techs can cosmetically address any foot- and nail-care issues.

DON'T service a client with inflammation, injury or infection. Inspect the feet carefully before ever starting a service, says Hodges. If you witness any redness, swelling or weeping around the nail plate, don't proceed with the pedicure and refer them to a medical professional.

DO use the right tools. Vicki Malo, president of the North American School of Podology in Toronto, Ontario, Canada, prefers flat-edge nippers (nothing with an angle) and slightly curved toenail clippers. An ingrown nail file is another valuable tool; its thin tip with very fine grit can be used to smooth the nail's curved edges. Watch the size of your tools, as well. For instance, using a too-large curette under the toenail can

generate too much pressure, lifting the nail plate and creating an area ripe for fungus, says Malo.

DON'T cut the nail too short. A client's common reaction to an ingrown nail is to reach for the clippers and cut the nail short. However, now the outlying flesh of the toe can come up over the leading edge, forcing the nail downward into the sidewalls—causing an ingrown. Hodges corrects this cycle by allowing the nail to grow long enough that it no longer digs into the distal portion of the toe. Before you can trim the nail properly, the nail should be long enough that trimming is possible, she says.

DO cut the nail in small cuts. "Use small 'nibbles' as you work your way across the nail, rather than trying to take the length down in a single 'bite,'" says Hodges. Avoid flattening the nail, which can cause pain and splitting on the sides of the free edge, especially when nails are thick or tough.

DON'T cut into the corners. The nail should be cut and filed straight across. Leave the corners alone so they grow out and away from the hyponychium, says

Hodges. That being said, sharp corners can cut into the skin, says Malo, so use a fine file to gently take the sharpness off the corners without rounding the nail.

DO care for the skin around the nail. Keeping the area in the vicinity of the nail healthy, supple and properly moisturized can help prevent ingrowing, says Hodges. Use an exfoliating scrub to keep calluses at bay and encourage clients to moisturize at home.

DON'T forget client education. Discuss with your clients the importance of proper footwear. Poorly fitting footwear or extremely pointed styles can push the toenails into the nail groove area, says Malo. Also, remind clients to wear protective footwear, such as steel-toe boots, if working in an area where there's a risk of injury.

DO get the client on a program for trimming her nails. If a client is ingrown prone, get her to commit to eight weeks without trimming her nails at home and a total of three pedicure treatments that focus on growing out and reshaping the toenails, says Hodges. "Giving a deadline helps, but I've found getting someone to do something for three weeks usually ingrains it into their lifestyle." ↓

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

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Koko Kashiwagi

What was your first job?

After graduating from college, I worked as a sales rep at a securities firm in Tokyo.

What was your first job in the industry?

I owned a small nail salon in Sydney, Australia.

My proudest accomplishment is...

The creation of quality Kokoist products and the establishment of the Kokoist Education System, which includes more than 250 educators and 4,500 certified members in Japan.

What is your favorite sport?

Golf with my family.

Are you a morning or night person?

Neither! I'm always traveling, so I'm constantly jet lagged, but my body adjusts quite fast.

My most treasured possessions are...

My husband and our 15-year-old son. I don't get to spend as much time with them as I wish because I travel a lot. But when we're together, we enjoy our time so much.

My favorite type of food is...

Japanese. I especially love sushi!

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

Done by Kokoists's head educator Sachiyo Arimoto. Her creations are unbelievably beautiful. Everything is perfect—the shape, colors and design.

My guilty pleasure is...

Drinking beer and falling asleep on the beach at my house in Hawaii.

Director of
Kokoist



A Kokoist demo at the Tokyo Nail Expo.



Me, my husband Hiro and my son Kona.



Saying 'Cheers!' with my U.S. team.



The Kokoist annual educator party in Tokyo.

PHOTO: COURTESY OF KOKO KASHIWAGI



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Ask Elizabeth

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

Our next guest editor is Doug Schoon, scientist, educator and beauty industry authority. Have a question for Doug? Email it to nailpro@creativeage.com.

Q I know I need liability insurance, but I don't know where to start. Help! —**Christine Sands, via email**

A Liability comes in two forms, professional and general. Professional liability insurance covers you as an individual service provider in case you inadvertently hurt a client. For example, your client has a bad reaction to a product used in a service you provided or you accidentally cut a client. I recommend getting professional liability insurance through a company that specializes in the beauty industry, such as Beauty Insurance Plus (beautyinsuranceplus.com/Npro6).

If you own a salon or your workspace, such as a salon suite, you'll also need general liability insurance to cover general mishaps that may happen at your place of business. For example, your client trips and falls in your salon, and gets hurt. General liability insurance can be purchased from any major insurance company or, again, Beauty Insurance Plus. The price is dependent on your specific needs, but you'll want to make sure the policy includes common scenarios and that your overall coverage is sufficient.

Q I'm a new salon owner. What are some surefire ways to market my business?—**Naresse Carter, via Facebook**

A My suggestion? Hit the pavement and pass out business cards and flyers, and be sure to give business cards to all of the places you visit daily. You can also incentivize other businesses or individuals to advertise your services for you. For

example, make a deal with the drive-through window server at the busiest restaurant in town; do her nails for free and in return, ask her to pass out your business cards. You can continue the relationship as long as you get a few referrals every month. Be sure to use unique codes on your cards so you can track where new leads are coming from, and reward those business or individuals that are sending you the most business.

Q I'm thinking about transitioning from salon employee to booth renter. What are the pros and cons of doing so? —**Julie Montana, via email**

A It's important to consider the increase in costs and responsibility as well as potential complications. For example, your clients may want to stay at the salon they currently visit, so you could potentially lose some of them. Additionally, as a booth renter, you are responsible for all of your expenses, including rent, insurance, taxes and product costs. It's important to have extra money saved so that you can pay for the necessities, even if it takes a while to fill your book. There are no guaranteed wages as a booth renter, so being prepared is key. On the flip side, being a booth renter has its advantages—you have total control over the services you provide, you can choose your own products and make your own schedule.

I advise giving your current salon at least two weeks notice and leaving on a professional note. If you ever need a referral, you want to make sure that you didn't burn any bridges. Maintaining a professional reputation is essential for a healthy and successful career.

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DISTINCTION

Paloma is located in the Galleria/ Post Oak section of Houston. The area has a high concentration of offices and residential high rises.

Our nail polish offering is unmatched, both in regards to the 5- to 10-free polishes, including SpaRitual and Dior, and the longevity of the lacquer.

In addition, we have worked really hard to set Paloma apart. We offer online booking and confirmation to clients; we don't have TVs, instead we play music that matches the time of day; our pedicure chairs are comfortable womb chairs (that clients often find themselves dozing off in!); and we use portable basins for the pedicures.

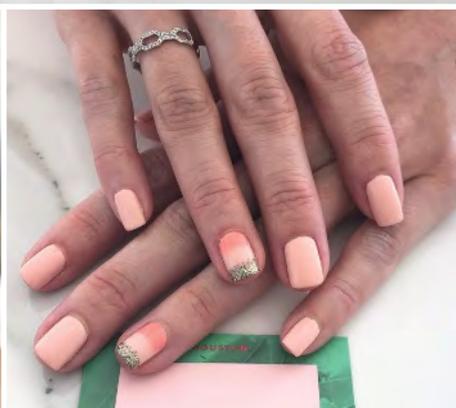
We also go above and beyond the state's recommendation for cleaning implements, and all of our lotions, creams and scrubs are certified vegan.

THE LOOK

The inspiration for Paloma's design is our tag line, "Escape to beautiful." Natural materials and textures, combined with refined accents, create an atmosphere that prioritizes both a healthy escape and a luxurious experience. Our brass and wood dowel veil acts as physical transition, separating the entry and reception from the manicure and

Owner and founder of Paloma Maryam Naderi.





pedicure stations, while also obscuring glimpses of the outside world once a client steps inside. The custom ombre wallpaper is meant to evoke a sense of seeing the sunrise at the beach. In addition, our chairs are on raised platforms, which provides [a view of the] focal points within the room as well as conversational opportunities at facing chairs. Finally, hidden platform storage and a minimal palette enforce the feeling of escaping from busy urban life.

THE GOODS

Our polishes include Lauren B (we have the exclusive in Houston), Deborah Lippmann, SpaRitual, Chanel, Dior, RMS, CND Vinylux and CND Shellac. We also use SpaRitual lotions, creams, scrubs, massage oil and pedicure salts in our services. Additionally, we retail SpaRitual products as well as the Deborah

Lippmann cuticle oil that we use in our services, nail strengthening treatments and a selection of nail polishes.

IN-DEMAND SERVICE

The Standard manicure (\$30) and The Survivor CND Shellac Manicure (\$55) are our most popular services. Each individual service includes polish removal, nail shaping, cuticle care, a hand massage and polish application.

ADVICE

Whether or not you have experience in the industry, don't start a business with "just enough" money—start with more than you'll need, i.e., if you think it will take \$100,000 to open your business, be sure you have \$150,000 in capital. Also, start recruiting nail techs as soon as possible.

SOCIAL MEDIA

Instagram is our most successful social media channel. In addition to nail art posts, many clients tell us that they come visit because of the images they see of the salon on Instagram.

THE CLIENTELE

Our customers range from 2-year-olds brought in with their moms, to young working professionals, to women in their 40s and 50s. On average, clients spend about \$60 per visit and stay roughly 60 minutes. We also have male clients and many of them like that Paloma is not overly feminine.

PRAISE

The best compliment we've received is that our nail technicians like working in a clean environment, being a part of a positive and supportive team, and earning a fair income.

BLING IT ON

Champions and judges share their hard-won wisdom for taking top honors in the It's All About the Bling category.



TECH: Shiori Durham
AWARDED: 1st Place
NAILPRO Competitions
IBS Las Vegas, 2016

There are a lot of good reasons to enter a nail competition, and the fun factor ranks high on that list. But for many, the event that *really* kicks the good times up a notch is It's All About the Bling. "This category is particularly popular because it's fun and sparkly," confirms NAILPRO Competitions global director Jewell Cunningham. It also helps pros hone the skills needed for an increasingly popular nail service. "So much bling is being done in the salon today," notes Cunningham. "The designs techs do in the competition can give them ideas for smaller versions to use on clients." Guin Deadman, who has been in the Bling winners' circle no fewer than *nine* times agrees: "It challenges you to find creative new ways to lay out stones and come up with looks that can inspire simpler designs for salon use." So, how can you ensure an enjoyable *and* career-enhancing experience? Read on for all the dazzling details.

Prep Pointers

One of the nice things about the It's All About the Bling category is that you can create your model's nails, on which you'll place the bling during the competition, ahead of time—and make no mistake,

even if they're covered in adornments, the canvas must still look its best. "The nicer the nail, the better the structure, the smoother the surface and the better the design adheres," says Cunningham. Seasoned Bling competitor Iryna Gross agrees, adding, "There's no design that can hide poorly sculpted nails."

The nails can be any shape and color, or even have a different color on each, so long as they're all solid hues (no nail art or designs)—and this is where the creativity begins. "When I won first place at IBS Las Vegas, I made a coffin shape and chose a pale blue-gray color," says 2016 NAILPRO Cup champion Shiori Durham. "I thought that most people would choose black or white, but I wanted to be different and that worked very well for me."

Other practical matters when creating your canvas include ensuring that you have room for the perfect amount of bling. "I try to choose a nail shape that will accommodate the design without too much empty space," says Deadman. Indeed, points will be deducted if there's not enough ornamentation. Flattening enhancements also tend to be a good call. "I didn't make deep C-curves because it would have been hard to apply the stones to a surface that was too round," says Durham of her winning nails.

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TECH: Guin Deadman
AWARDED: 2nd Place
Nailpalooza, 2016



TECH: Guin Deadman
AWARDED: 2nd Place
NAILPRO Competitions
Pasadena, 2015

When selecting your bling, check the rules carefully—in most cases, only certain kinds are allowed, and occasionally you can only use what's provided at the event. For the NAILPRO Pasadena Bling competition in May 2017, for instance, only metal bullion was allowed. Meanwhile, at the ISSE Long Beach event in January, each participant was given the same amount and type of Swarovski crystals 15 minutes before the competition started, and they had to come up with a design on the spot.

How do champions plot the placement of their gems? "I usually look for a starting inspiration—possibly a color or larger stone and build around that," says Deadman. Gross sketches out ideas on paper in anticipation of the event. "I draw realistic size nails and then I try to map the design on them with the crystals," she says. "Then, since crystals are expensive, I practice with cheaper brands to improve my skills."

But perhaps the most important part of preparing is experimenting with different types of adhesive. "For some of the bling, I prefer gel, but for others a glue works better, and acrylic works well for bigger crystals," says Gross. "You want to make sure that whatever you use dries transparent without leaving any whitish residue." Deadman adds that she prefers a fast-set, brush-on nail glue—and for Jessica Briarmoon, who took second place in the Bling competition at ISSE Long Beach in January, Akzéntz Bling On is her adhesive of choice. "It's a super thick gel designed to stay put for stone application," she explains.

Timing Tips

Most NAILPRO Bling competitions give participants 45 minutes to complete one hand, unless otherwise noted on the schedule. "I spend seven or eight minutes on each finger," says Durham. "After all fingers are done, I use the final minutes to add more crystals." To stick to the time limit, ISSE Long Beach 2017 Bling champion Amanda Lenher utilizes headphones. "I make music playlists that are the length of the competition or close to it," she explains. "It really helps a lot."

When using her own bling, Deadman also saves time by placing the gems in five separate containers, labeled for each nail. "I also bring extra stones to add to the design if time allows," she notes. If something doesn't go as planned, Deadman adds, it's important to keep moving. "Sometimes a large stone will refuse to adhere to the nail, so after a few tries I will set it aside and choose a different stone for that nail and move on," she explains. "You have to be prepared to improvise."

Gear Guidance

You won't need a ton of supplies for this competition. In addition to the bling itself, if you're providing your own, have your favorite adhesive options on hand and, above all, tools that make it easy to pick up and apply your stones. For that, most competitors are fans of the Crystal Katana by Crystal Ninja—a tool with a bamboo handle that's easy to grip, along with a wax tip on one end for picking up stones and a chrome piece on the other end that allows for precise placement. Deadman also likes to use a pair of eyelash tweezers, and Durham is a fan of sharp tweezers as well.

Arena Advice

Although being extremely organized is important regardless



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TECH: Jessica Briarmoon
AWARDED: 2nd Place
NAILPRO Competitions
ISSE, 2017



TECH: Iryna Gross
AWARDED: 3rd Place
Nailpalooza, 2016

of the category, it's especially crucial for It's All About the Bling. "Before the competition starts, I lay out all of my stones in front of each nail," says Deadman. "I then organize extra stones around the edge of my work area, so they are close but not in the way where they could get spilled."

Indeed, because bling tends to slip around at your station, Gross also brings a silicone mat to the arena. "I put the crystals on the mat so they don't go anywhere and it's easier to pick them up," she explains. Durham likes to use a pallet, too: "I got it from a bead store and it has a rough surface, so the crystals don't slip off."

The other big concern for competitors is the chilly temperature inside the arena. "It tends to be cold and that can cause the glue to dry slower, so I like to use an aerosol activator," reveals Deadman.

Winning Wisdom

When it's time to crown a winner in the Bling competition, the judges are looking for a lot of things, including an original and creative design, symmetry, and clean and precise application (no adhesive should be visible). "I always take a couple minutes at the end to clean any glue from my stones and to polish away fingerprints," says Deadman.

Above all, like so many things in life, balance is essential. "Bling looks like a total mess when it has no direction, so each stone needs to be somewhere for a reason—any stone floating around will make the entire design look in disarray," explains Cunningham. "The design needs to have structure; it needs to be different, but it needs to make sense." ▼

SPECIFICS: IT'S ALL ABOUT THE BLING

For this category, competitors have 45 minutes to apply bling to one hand, unless otherwise noted in the rules or schedule. Nail enhancements and color can be applied ahead of time, and there can be different hues on each nail. However, the colors must be solid—no designs. There is no preferred length, and any shape is allowed so long as it is done with a file, by hand. Additionally:

- No hand-painted nail art, designs, decals or stamping are allowed at any point.
- Nails may not have art or embellishments applied prior to the start of the competition.
- No drilling holes are allowed prior to the competition.
- Cleansing products (soaps, etc.) and moisturizing products (oils, creams, lotions, etc.) are allowed, but excessive use of oil is not advised (points will be deducted at the judge's discretion).
- Top coat and/or UV gel sealant may be used.
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Skill

You may have all the talent in the world, but to excel in the nail industry, you need to master these 8 important soft skills.

By Karie L. Frost

Set

THESE DAYS, TECHNICAL PROWESS CAN ONLY GET NAIL TECHS SO FAR.

Sure, you may have broadcast your talents across social media and snagged thousands of “Likes” as well as a few new clients, but you may be missing the skills that not only turn these clients into devoted repeats, but ensure career success. Known as soft skills, these are the personal attributes you need to get ahead in the workplace (think: work ethic, time management and communication). To help you hone your soft skills for job success, we sought the advice of nail industry veterans who have built their careers on exceptional talent and a serious understanding of how soft skills can elevate nail techs in the eyes of clients, coworkers and salon owners, guaranteeing a long and fruitful career.

1 Professionalism

From the clothing you wear to the language you use, the face you project should be one of professionalism. “You’re in the beauty industry. Therefore, it goes without saying that your hair, makeup and, of course, nails must always be done when posting a picture on a professional social media site, attending a class and—most importantly—servicing clients,” says Viv Simmonds, director of Vivid Nails and Pure Bronze & Beauty in Melbourne, Australia. She reasons that clients subconsciously are attracted to a well-groomed tech; after all, if your nails look superb, why wouldn’t you deliver clients this same level of attention? This also applies to your workspace: A clean, organized nail station not only shows that you put in the time and effort to keep it spotless, but also allows you to effectively perform services without having to take precious time to dig around looking for products. For clients, these details don’t go unnoticed.

When it comes to professionalism, you should think of yourself as that big business buzzword: a brand. “Carrying yourself in a professional manner starts with an understanding that your persona is a brand,” says Hillary Fry, Essie educator and owner of Scenario Hair Design in Milwaukee, Wisconsin. She notes that this extends to how you cope and interact with people around you daily. “A large part of a professional projection is respectfully and diplomatically dealing with issues and people,” she says.

If you’re looking to boost your professional image, both Simmonds and Fry suggest asking for guidance from respected professionals. “If you find you’re struggling, learn by example. Who do you envision when you think of the word ‘professional’? Emulate this person until it becomes comfortable and you find your own style,” says Fry. Or, she suggests going the self-help route by listening to podcasts or buying books that can help you round out your skills.



2 Work Ethic

Diligent work, from putting in longer hours to going the extra mile for a coworker or client, can bolster business. “Whether you’re getting paid to or not, it’s always a good idea to put in the extra effort when you can,” says Sally Parks, owner of Plum Natural Nail & Skin Spa in Austin, Texas. “Get your coworker’s client seated or offer to wrap her nails for a gel removal if your coworker is running behind. One day you’ll appreciate the help in return.” Don’t forget managers and owners, too; arriving 15



minutes early to help them set up for the day without being asked makes a world of difference. “These gestures are a big deal to busy owners and a positive way to get on their good side,” Parks asserts.

Going above and beyond leaves a lasting impression, both in how you treat your clients and how you interact with your coworkers. When you exert effort in the day-to-day workings, it creates “positive energy that clients notice. They watch and see how we treat each other,” says Somer Adams, owner of Labella Salon in Glastonbury, Connecticut.

Yes, clients notice when you step up to the plate; however, don’t fall into the trap of over-promising and under-delivering, which Fry says can happen once, but any more and you’ll damage your reputation. Also, don’t expect that for every positive action you do, you’ll be given accolades, a kickback or an increase in pay. “Don’t think people owe you because of your enthusiasm,” Fry warns. Rather, exhibit a great work ethic because it’s the right thing to do—for others and, really, for you.

3 Graciousness

Being able to accept constructive criticism and learn from it is a true marker for a successful tech. “This job is about graciousness, including finding grace in difficult moments,” says Gino Trunzo, assistant vice president of education for Essie Professional. That includes keeping your emotions in check despite the fact that critiques can feel like personal blows. Be prepared for feedback from customers, coworkers and managers; as a service provider, you open yourself up to criticism that may seem unfair, but can be viewed as growth experiences.

“Even in the most horrendous, icky, awful Yelp reviews, try and find the kernel of truth that’s hiding behind the writer’s anger,” says Elizabeth Morris, owner of The Nail Hub in Scottsdale, Arizona. “If you can listen to feedback, take it in, analyze it, and make changes for the better, you’ll evolve and prosper.”



4 Communication

To establish a business built on open communication with clients, develop a strategy. First, decide your target client, price point and where you see yourself. Then comes the hard part: You must be firm and clear in conveying information, says Fry. “Service providers tend to do a poor job of managing client expectations, often because they have not firmly decided their own business terms and expectations,” she says. To ensure that details don’t get lost in translation, make consultations a normal part of your service. “Ask clients, ‘What do you like and dislike about your nails? What are your goals?’ Unrealistic expectations can lead to disappointment. You’re trying to build lasting, trusting relationships with your clients,” says Adams.

Another great way to avoid client miscommunication: Set up a professional Facebook page, Instagram account or website that includes your most up-to-date service menu and pricing—and keep it current. “Be upfront at the start of the service about cost so that clients have a choice, and stick to your pricing based on your qualifications regardless of what the salon down the road is charging,” says Simmonds.

As for coworkers, an open line of communication can only help strengthen the team. “That means making a conscious decision not to create drama out of pent-up fear as well as wisely picking and choosing your battles,” says Fry. Resist the urge to jump to conclusions; sometimes a cooling-off period allows for greater insight. If a problem is worth addressing, Fry advises not allowing it to fester; talk it out before it becomes a bigger issue. “Go straight to the source of your concerns at a time when you feel level-headed, and talk things out directly,” she says.





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5 A Positive Attitude

It goes without saying: Putting on a happy face attracts others. And, let's be honest: Negativity can be poison for business.

"Your skill and talent may be amazing, but they have to match your attitude in order to be successful," says celebrity manicurist Pattie Yankee. A positive attitude inspires open communication, allowing you to better service clients. However, authenticity is key; clients can identify when you're putting on an act. "When you're yourself, you'll attract clients who are like you.

Eventually, this leads to building a clientele that has similar interests, which makes doing nails fun," Yankee says.

If negativity starts to seep in, tamp it down before it spreads by surrounding yourself with positive influences, like a mentor. "Seek out people who are well-known and respected in the industry, and who conduct and present themselves in a professional manner," says Simmonds. With social media a major form of marketing for nail techs, some newbies may feel like they can speak freely—and negatively—online, which any successful veteran tech will tell you is not the case. When seeking respected peers or mentors, Simmonds recommends finding people who "do not put down, discredit or bully others, but instead who offer support or encouragement and are generally positive individuals."



6 Time Management

Time is money for everyone—clients included. "We all want to make more money by squeezing in an extra client, but you should never do it at the expense of making your next client wait," warns Phuong Luu, "The Nail Boss" and owner of #NotPolish. Being respectful of time includes not rushing through services, not being late to work or appointments, not taking too long due to inefficiencies and booking smart.

"Time management allows you to take control," asserts Trunzo. "As you accomplish more each day, people notice.

Leaders in your business will come to you when they need to get things done, which ultimately helps put you in line for advancement opportunities."

On the flip side, when time gets away from you, you tend to feel rushed, overwhelmed, out of control and, ultimately, stressed. If time management doesn't come naturally to you, don't fret: It's a learned process. "Remember that seasoned techs didn't get where they are in a short amount of time. It takes time and practice to get to a level of feeling comfortable performing services," Yankee says. She advises minimiz-

ing chatter (at least until you have a handle on your speed) and keeping an eye on your time while not becoming frustrated if you aren't hitting your goals right off the bat. If you really seek to maximize time, Yankee offers this tip: "Practice on coworkers or family members during your off hours to improve service speed."



7 Problem Solving

When things go wrong, a good problem solver will help find a solution. Not everyone possesses this skill from the get-go; as Morris notes, "You have to fall flat on your face sometimes to learn how to get up again." Rather than fear problems, Morris advises viewing each one as a learning experience. Once you've mitigated the issue, take a class or do online research to better your understanding for the next time the issue arises—which it will. Or, truly hone your problem-solving skills by anticipating issues. "Mistakes can and do happen, even to pros, and you can get ahead of these issues by reading up on common problems that other techs are experiencing and identify solutions before it ever even happens to you," says Morris. Search "nail tech support group" to find online forums where members will answer your questions or join a Facebook group to glean advice from fellow techs.




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8 Be a Team Player

Perhaps the most important soft skill of all for nail technicians in salon settings is being a team player. When you work closely day in and day out, the tendency to take coworkers for granted can happen easily. But utilizing the aforementioned soft skills, like staying positive (and keeping your head above any work drama), having work ethic (by offering help whenever you can) and communicating (by addressing issues), can establish you as a true team player. For Adams, it's simple: "Treat your coworkers like you want to be treated: with kindness and consideration." Something as little as saying good morning or good night, or asking if anybody needs something when you run an errand, helps boost moral, says Adams. Larger gestures, like weekly or monthly meetings in the salon, can also keep up spirits and encourage team dialogue.

In the end, being a team player can improve your skills as a tech. "Working well with techs that may be stronger in a different area than you allows you to learn from them and grow," says Yankee. "And, it goes both ways, as you may be able to give and teach other techs from your strong suits." After all, that's what being a part of a team is all about. ▼



Karie L. Frost is a NYC-based freelance writer with a proclivity for all things beauty and fitness.



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In the **Buff**

The nitty-gritty on what scrubs can do for you and your clients.

By **Karie L. Frost**

If you haven't added a scrub into your manicure and pedicure services, both your clients and you are missing out.

Inserting an exfoliation step into your service is beneficial for clients and it allows you to increase your ticket total. "Scrubs make the service more upscale," says Elaine Watson, CEO of Nailebrity. What's more, for clients, scrubs "remove adherent dead skin cells that either make skin appear dull or actually thicken and make the skin rough, like on the heels, knees and elbows," says Chris G. Adigun, M.D., board certified dermatologist and nail specialist at the Dermatology & Laser Center of Chapel Hill in Chapel Hill, North Carolina. Using a scrub to buff away dead skin cells leaves hands, legs and feet smoother, and prepped to receive moisture. "Exfoliating removes the layer of dead skin cells that act as a barrier to therapeutic treatments," says Adigun.

So, what type of scrub should you use? "Sugar scrubs tend to be more gentle on the skin because of sugar's smaller granule size," says Joshua Zeichner, M.D., director of Cosmetic and Clinical Research in Dermatology at Mount Sinai Hospital in New York City. "Sugar also contains natural alpha hydroxy acids which add another layer of exfoliation by working to dissolve connections between dead skin cells." Due to its less abrasive nature, a sugar scrub can be used on sensitive areas, such as the tops of the hands or on skin that's been freshly shaven. Look for sugar scrubs that contain brightening agents, such as kojic acid, glycolic acid, fruit enzymes, soy and/or vitamins A and C, says Adigun, noting that these ingredients will even skin tone while fading hyperpigmentation that tends to appear on the backs of hands.

PHOTOS: JASON BENNETT



Conversely, salt particles are typically larger and coarser, making salt scrubs more abrasive and, thus, better suited for areas with tougher, thickened skin, like calluses, heels, knees and elbows. “Salt also has natural antibacterial, antifungal and antiviral properties, making salt scrubs a good choice for feet,” says Adigun. For clients suffering from skin conditions like psoriasis, Dr. Zeichner points to magnesium-rich Epsom salt scrubs that contain soothing, anti-inflammatory properties.

Be sure to stock a variety of scrubs so that you can expertly target specific skin needs. And while you may be attracted to the abundance of scents on the market, Watson suggests keeping one fragrance-free option in your arsenal for clients averse to perfumes. Also, pay attention to packaging. “Large, open-mouth jars allow moisture to get into the product, which can dissolve the scrub and make it less effective,” says Randy Schueller, cosmetic chemist and editor-in-chief of thebeautybrains.com. Once you decide which scrub to use, resist the urge to aggressively rub the skin during a service, says Watson, adding that if you don’t feel the granules as you glide the scrub against the skin, seek out a new scrub with less suspension. “Otherwise, you’re wasting your—and your client’s—time.” Finally, use scrubs to benefit your bottom line. Dermatologists recommend exfoliating once a week to see results, so be sure to tout the benefits to your clients and book accordingly!

Karie L. Frost is a NYC-based freelance writer with a proclivity for all things beauty and fitness.

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dazzledry.com



GENA

Pedi Spa Moroccan Ghassoul Scrub

KEY INGREDIENTS:
Pumice, Walnut Shell Powder

genaspaproducts.com



VOESH

Deluxe Pedicure Mango Delight Sugar Scrub

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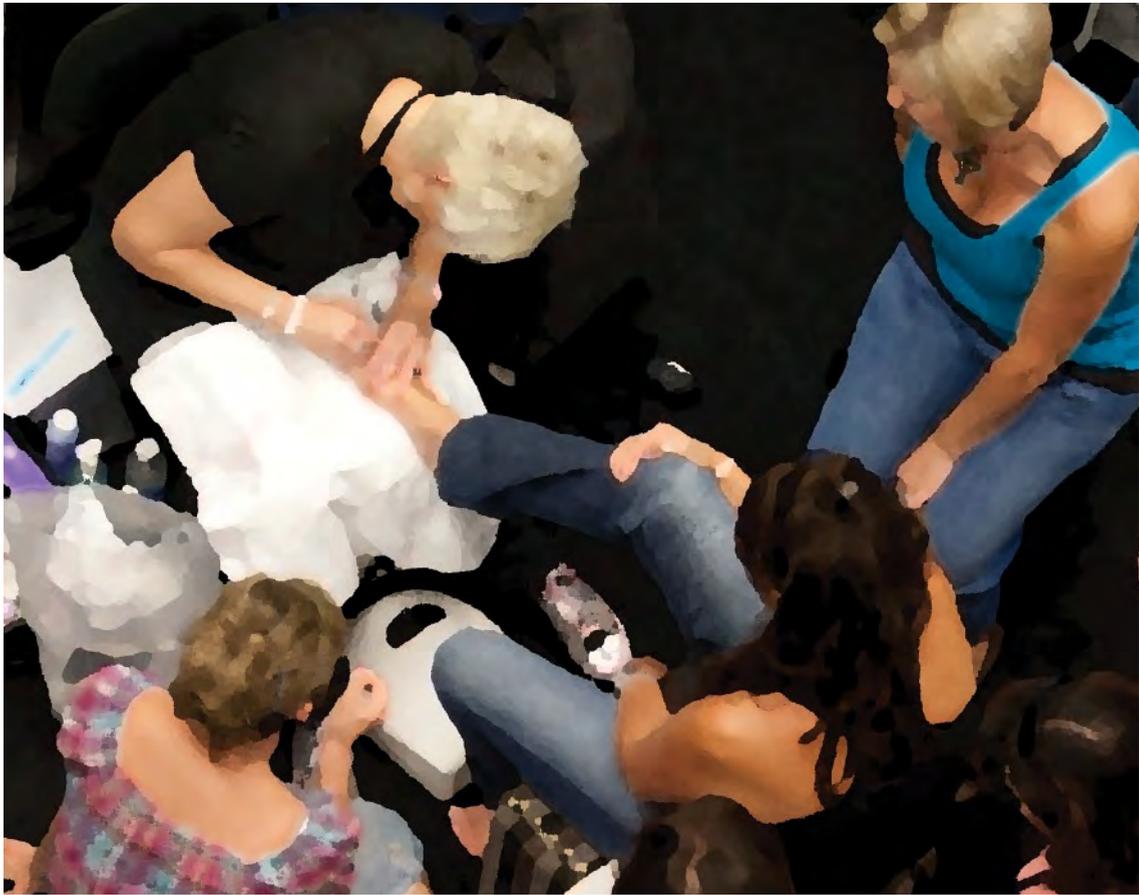
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CLASS ACT

In-house education helps techs stay on top of trends and brush up on necessary skills.

By Susan Johnston Taylor

There are many ways for professionals to stay on top of the latest nail trends and techniques. In addition to manufacturer training sessions and hands-on classes held at trade shows, techs are turning to online education, YouTube tutorials or Facebook Live demos. But learning solo takes time and money, and it can be hard to practice a new technique when you can't ask follow-up questions after the class is over. To help techs stay *au courant*, some salons bring education in-house, hosting outside educators or enlisting the skills and expertise of senior techs. This approach is not only convenient for busy nail pros who may not have the funds or flexibility to travel to trade shows or other workshops, but it may also help hesitant techs feel more comfortable trying something new. "Being in familiar surroundings helps techs be more open-minded about learning," says Ami McClure, co-owner of ProFiles in Cape Coral, Florida. Here, expert advice on running successful in-house education classes.

continued on page 109

PHOTOS: ARMANDO SANCHEZ

continued from page 96

Scheduling Smarts

When holding in-house training sessions, it's important to take into consideration that techs are *working* professionals, and the salon can't run without them. When scheduling classes, aim for days that the salon is closed or choose off-peak times to encourage techs to attend (with minimal disruption to the salon).

Amber Edwards, nail director at Mario Tricoci Hair Salon and Day Spa, with 14 locations in the Chicago area, plans one or two classes each month and schedules them on Mondays or Tuesdays when the salon is less busy. "[That way, our staff] can get their continuing education hours and not miss too much business," she says. According to McClure, ProFiles holds classes three or four times a year that include a shorter class on Monday morning before the salon opens or a full-day class on Sunday when the salon is closed. Meanwhile, Julie Tran, owner of Cosmic Beauty Nail Salon in Kapolei, Hawaii, hosts twice-yearly training to study new trends and in-house training about every two months on Sunday evenings, when the salon closes early.

When it comes to choosing *what* classes to hold, savvy salon owners listen to what clients are asking for as well as what's trending on social media.

Education costs vary widely, depending on the educator's day rate and whether or not the salon is required to cover travel costs. For example, since Tran's salon is located in Hawaii, which has high hotel and airfare costs due to the distance and desirability of the location, she regularly pays upwards of \$2,000 to bring in an outside educator. At the other end of the spectrum, Brooke Papp, head of operations for 20Lounge in Cardiff-by-the-Sea, California, budgets roughly \$150-\$200 per class. If cost is an issue, some salon owners also enlist senior nail professionals to train junior techs. "Our team of techs have a good camaraderie," says McClure, who adds that ProFiles purchases a lot of product, so as a result, they often get education gratis from manufacturers.

Taking Attendance

When it comes to showing up for class, some owners require techs to attend training sessions, while others make it optional. Techs at 20Lounge are required to attend all classes. This hasn't caused any issues thus far, says Papp, as most techs *want* to be there. "If you're a nail tech, you're passionate about what you do and you like to learn new

things," she says. What's more, since the salon doesn't use traditional pedicure chairs, in-house education allows techs the opportunity to learn in the same environment where they'll be applying their new skills.

At Mario Tricoci Hair Salon and Day Spa, the attendance policy depends on the subject matter. "Classes about a new product are required, so techs can learn [about the] product, pricing and protocol," says Edwards, adding that classes on basic topics, such as acrylic nails, are optional. Additionally, once a service has been available for about a month, Edwards might offer a refresher course as a review—especially if a menu item hasn't been selling well. "When sales are down, it [often] means that the techs are not comfortable with the service," she says.

At ProFiles, in-house education is also optional. Since classes are held on Sundays when the salon is closed, says McClure, "It's hard to require techs to come in on their only day off." Additionally, not all classes are applicable for every tech. For example, a seasoned tech may not need to attend a basic class, while a newbie tech could be overwhelmed by more advanced techniques. With that being said, classes that provide instruction on a new service often act as an incentive. "If you don't show up for the class, you won't be able to offer the service," says McClure. Still, she estimates that 75 percent of techs opt to attend most classes. As an added incentive, techs get paid their hourly rate for attending.

Subject Matter

When it comes to choosing *what* classes to hold, savvy salon owners listen to what clients are asking for as well as what's trending on social media. According to Papp, 20Lounge hosts workshops once or twice a month to address new nail





art looks. "The half-moon [manicure] is so big, especially in Los Angeles, and the glitter trend is huge for us," she says. "We're also playing with different trends for glitter, stripes and reverse fades." Before booking an educator, Papp advises talking to other

salon owners about the classes they recommend and why. "It's important to do your research to make sure it's a good fit for your salon and your techs," she says.

Tran agrees that helping techs stay relevant is an important part of training. "With our industry moving so fast, clients come in and ask about a nail product or trend, so we have to keep up our education," she says. "We are always doing training to keep up with the industry." For instance, Tran recently held classes for chrome and foil nail art techniques based on frequent client requests.

In the end, education not only keeps techs excited, but clients, too. "Keeping the passion alive with our techs is so important," says Papp. "[And, when we] show our clients the newest trend or how to care for their nails differently, it creates excitement." ↓

Susan Johnston Taylor is an Austin, Texas-based freelance writer who has written for *The Atlantic*, *Entrepreneur* and *Pizza Today*.

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BACK from the BRINK

Nail professionals share their intimate and inspiring comeback stories.

By Tracy Morin

Illustrations by Lovisa Oliv

ANYONE WHO HAS BEEN AROUND THE BEAUTY INDUSTRY LONG ENOUGH KNOWS ALL TOO WELL THE CREATIVITY, POSITIVITY AND RESILIENCE OF ITS MEMBERS. Whether they're transforming clients' looks, raising money for charitable causes or simply lending an ear, nail technicians are remarkable for their ability to give. But what happens when personal tragedy strikes? Not surprisingly, nail pros fight back—and find strength in their communities of clients, friends and families. Here, techs from around the world share their amazing stories of overcoming obstacles, offering a strong testament to the power of will, the possibility of redemption and how the industry helped to shepherd them through tough times.



Push Back

"I spent years trying to cover up my physically abusive relationship, ashamed to turn to anyone for help. In 2009, I found enough courage to separate myself from the relationship, and two months later I met my future husband. I sold everything and began a new life as a military wife in Nebraska. I have since earned my nail license and spend every day pursuing my artistic passion." —**Evangelina Jenkins, nail tech, Beauty Brands, Bellevue, NE**

Head Strong

"Eleven years ago, I was in a car that collided head-on with a minibus and I suffered severe brain damage, a fractured skull, severe internal bleeding, broken ribs and a punctured lung. I died three times and was in a coma and on life support for five days. After the accident, I never left my house, took an overdose and was in a bad relationship. Then, my life changed. I started training with CND to help retrain my brain. I'm now an award-winning CND Grand Master Stylist, with honors that include Best Nail Salon in Angus and being a finalist for Best Scottish Nail Salon. My doctors use my story to help others, and I'm in the process of writing a book with my teenage daughter about living with a parent with a brain injury. Nails saved my life. I have good days and bad, but I'm still fighting." —**Kelly Christie, owner, Jewels Not Tools by Kelly, Montrose, Angus, Scotland**

I sought professional help and returned to work full-time in December 2016. I am not a victim. I am a survivor." —**Lucia Etchamendy, owner, Lucia's Hair and Nail Salon, Barstow, CA**

The Road to Recovery

"I started drinking when I was 13 and got sober at 19. I was always angry and mean when I was sober, until the day my employer read me the riot act after I brought a new employee to tears. She suggested I get help. I knew something was wrong, but I didn't realize it was the result of my alcohol abuse. I'm grateful to Alcoholics Anonymous for what the 12-step program has taught me. I've lost loved ones to the disease. It's brutal, and most don't recover." —**Amy Becker, owner, Masterworks by Amy Becker, Cedarburg, WI**

Giving Back

"I am inmate number 07294-045, a.k.a. @thenailboss. I was incarcerated on December 14, 1992, and released on February 6, 2004. When I started doing nails, I never imagined that I'd be able to affect so many lives in such a positive way. For me, making the nail industry a better place is like a penance." —**Phuong Luu, owner and master educator, Jersey City, NJ**

Stroke of Luck

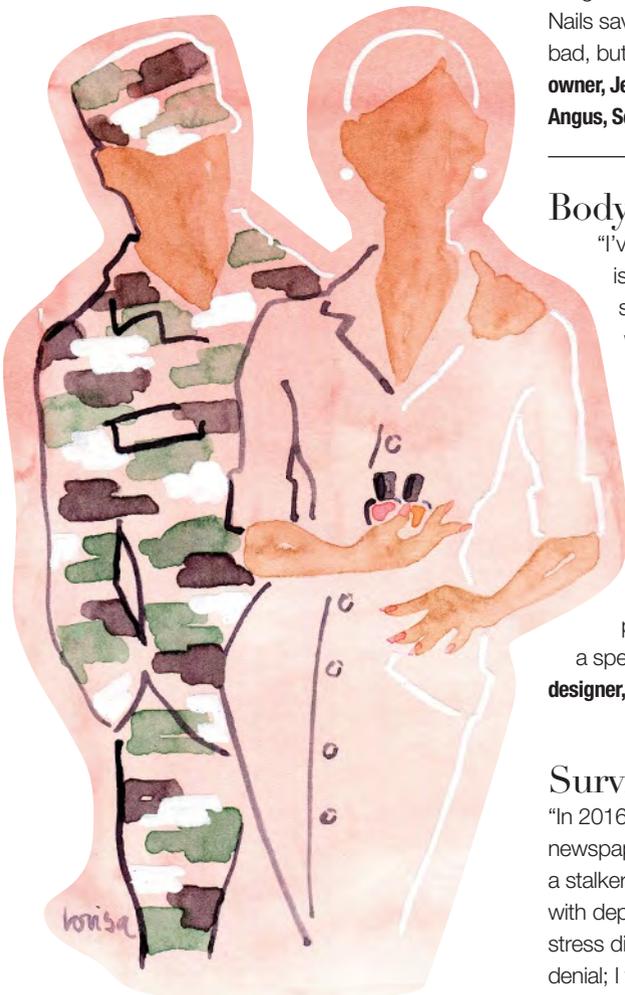
"In 2009, I had a stroke at age 36, damaging my right side. I couldn't walk or think, I slurred my words and I needed help with everything. I spent months in a depression and lost my clientele. I went back to work, only to suffer another stroke; in total, I suffered four, my last one in June 2014. One year later, I was hired to work at an upscale salon and pushed to rebuild [myself]. I'm so thankful to still be here, making a difference daily and doing a job that I love. I've been stroke-free for almost three years and going strong!" —**Kristine Rivers, nail tech/manager, Wisteria Salon, Texarkana, TX**

Body Positive

"I've struggled with body image issues my entire life. I always saw something wrong [with my weight], my nose, my skin, my hair, etc. I created self-hatred and became depressed. I even stopped sleeping because I had so much anxiety about my appearance. Now that I'm working in the beauty industry, my outlook has completely changed because I make people feel good every day. It's such a special feeling." —**Brooke Lindsay, nail designer, 20Lounge, San Diego, CA**

Survival Skills

"In 2016, I posted an opinion on the local newspaper's Facebook page and gained a stalker. As a result, I was diagnosed with depression and post-traumatic stress disorder (PTSD). I was in complete denial; I thought only people in the military suffered from PTSD. After 20 years as a nail professional, I went into retirement.





“Before I knew it, I was receiving boxes of supplies and equipment. What’s more, Salon Centric in Baton Rouge, Louisiana, created an online group so that everyone in the flood area could receive supplies sent by people from all over the country.”

Hope Floats

“Last August, a 500-year flood hit southern Louisiana, producing 40 inches of rain in days. I was forced to evacuate my house with my two dogs and a lightly packed bag. In a matter of hours, my home was flooded and thousands of dollars worth of product, consumables and equipment were underwater. Without my knowledge, a friend and fellow nail tech, Elisa Jones, put a photo of my house on Facebook and asked for help. Before I knew it, I was receiving boxes of supplies and equipment. What’s more, Salon Centric in Baton Rouge, Louisiana, created an online group so that everyone in the flood area could receive supplies sent by people from all over the country. With the donated goods, I helped open The Salon and Spa at The Blake at Lafayette, an assisted living facility.” —**Tabitha Van Kerckvoorde, nail tech, esthetician and makeup artist, Sargeant Bluff, IA**

Hard as Nails

“My sister, Vicki Peters, gave me an opportunity that changed my life forever. We opened a successful nails-only salon, but I had to work really hard at acrylics. When Vicki passed away in 2015, our salon ended and I felt like I was headed for failure. But I realized that she left me with a great gift: the nail industry. While I’m not a ‘natural’ at nails, that doesn’t mean I can’t succeed. Vicki changed lives in the industry and she showed me I could change mine.” —**Natalie Peters, nail tech, Hair by Shair, Placentia, CA**

Dream Job

“I was born with a rare connective tissue disorder called Ehlers-Danlos syndrome; my body does not produce keratin the way it should. I’ve had 46 surgeries and I have five deformed fingers. I’ve always been very creative and, since I was a teenager, I have collected nail polish. My dream was to become a nail tech, so two years ago I enrolled in [nail] school. It was such hard work because of my hands, and I practiced all the time. After graduating, I set up a small home salon and have a steady client base that’s still growing.” —**Janes Skoglund, owner, Janes Neglede-sign, Trondheim, Norway**

Career Change

“I was a machinist for the majority of my life, which left me with a degenerative disk in my back at the age of 38. I spent a year with orthopedic doctors, but every path led to pain medication or surgery. My younger brother is a nail professional, so at 42 I took a leap of faith and enrolled in a nail technician program. There I realized I had a passion for working with people. I’ve been in the nail industry for six years now and hope for many more to come.” —**David Currier, nail tech, Dave’s Creative Nails at the Nail Nook, Knoxville, TN**

Five-Alarm Fortitude

“In 1999, I ran out to do errands and when I returned to my home/business, I noticed a strong smoke smell. The lint trap in my dryer was clogged and it caused a fire, and just like that, my business and home were destroyed. I didn’t have fire insurance, and as a single parent I couldn’t afford to pay for the damages. When my clients showed up to help, I was shocked! In addition to material items, they showered me with love and kindness. I’m grateful and fortunate to be surrounded by some of the best people, doing what I love to do.” —**Pattie Yankee, celebrity nail designer and owner of Pattie Yankee Manibar, New York, NY** ↓

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

Background Basics

By Michael L. Antoline, J.D.

Criminal background checks can save employers a world of trouble in the long run, but make sure you apply them legally.

Your nail salon's bookkeeper has retired and, after a couple of weeks of interviewing applicants, you found someone you think will be a good replacement. She comes with experience and solid references, so no need for further delay, right? Not so fast. As a responsible business owner, you should consider performing a criminal background check on this new hire. It's worth noting that this process comes with a fee. Criminal background checks can be expensive, costing an average of \$60 to \$70, but as much as \$100, per candidate. Additionally, the process requires waiting before you hire.

In this case, unprocessed receipts are stacking up and vendors' invoices are going unpaid. You need to bring in a bookkeeper as soon as possible. Besides, you're the nail salon owner; hiring without conducting a criminal background check is your risk to take. If money goes missing, that's just the price you'll have to pay, right? Yes, but that price might be much greater than you think. Hiring the wrong person can have far greater ramifications than a less-than-perfect profit-and-loss statement.

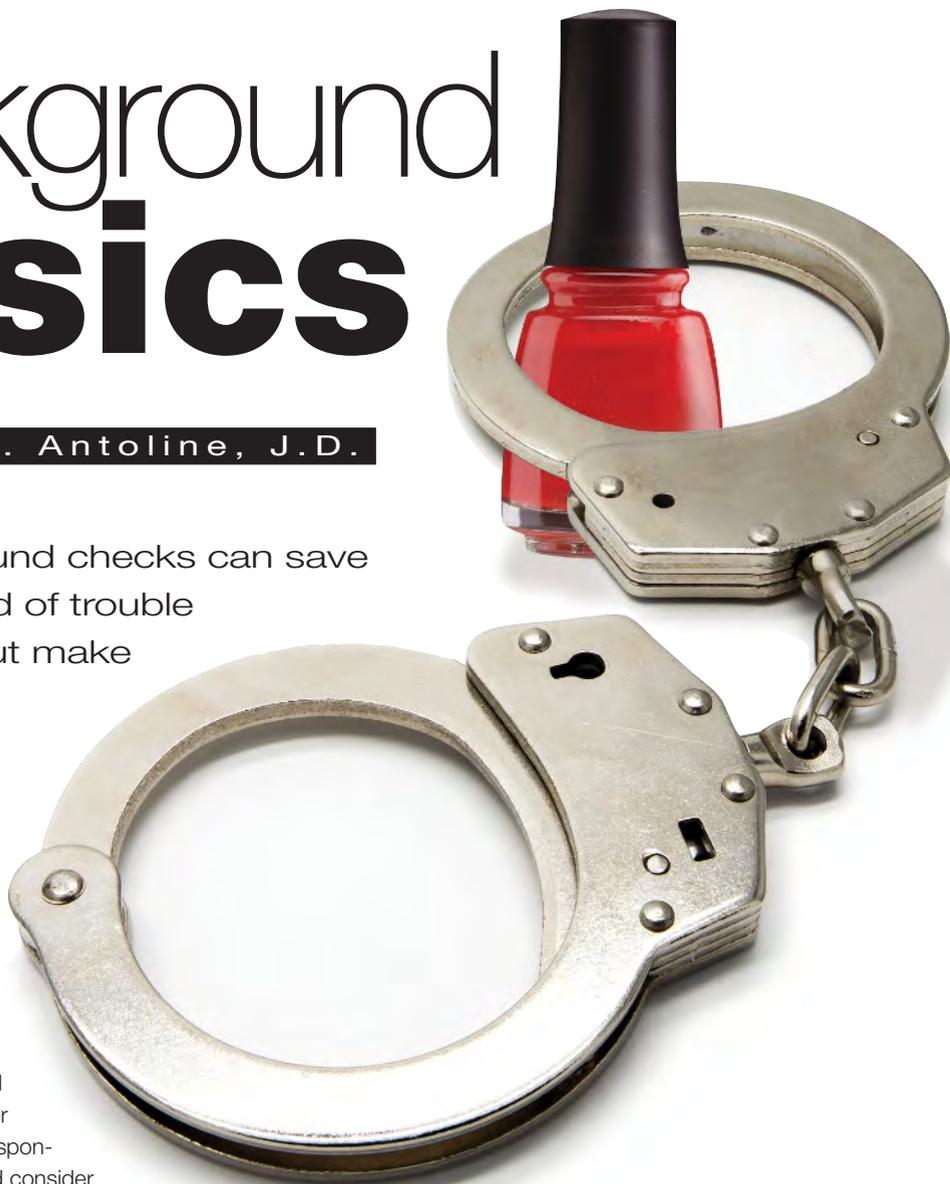


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Preventing Negligence

Suppose you fill the position and a third party, such as a customer or supplier, is somehow harmed by this employee. You, as the business owner, can be sued for negligent hiring or negligent retention of an employee. This occurs if the three elements of negligent hiring/retention are met: The employee is incompetent or unfit ^[1]; the employer knew or should have known that hiring this person would create a particular risk or hazard; and that particular harm materializes ^[2].

Negligent hiring generally occurs when there's a problem in the employee's pre-hire past. Negligent retention occurs when a current employee engages in a bad act while employed either within or outside the scope of employment. The magic words in the second element are "knew or should have known." What does it mean that a business owner "knew or should have known" their employee was unfit? This is the language, established in case law, which creates a legal duty on the part of the owner to investigate before hiring—through background checks.

The stakes for negligent hiring can be high. If an employee with a record of theft is hired to clean the premises and a customer's wallet goes missing, that's one troubling issue. But suppose that same employee has a record of sexual assault and he violates a client? At that point, the level of liability skyrockets to a whole new order of magnitude, with damages in the hundreds of thousands of dollars, not to mention damage to both the client and the salon's reputation.

One Size Doesn't Fit All

The upside of performing criminal background checks on prospective employees is prevention of possible harm to your salon and clients. Unfortunately, it's not quite that simple. If you do decide to proceed with a check, it's important to be aware of certain pitfalls. That's because, if misused, criminal background checks can also pose potential liability for employers.

One well-publicized example concerns Pepsi Beverages, which in 2012 was fined \$3.13 million for improper use of criminal background checks. In a charge brought by the Equal Employment

Opportunity Commission (EEOC), it was found that Pepsi excluded a disproportionate number of African Americans from employment via the use of criminal background checks. This was determined to be racially discriminatory. The problem didn't lie in the fact that criminal background checks were being used; it was in how they were being used.

It was Pepsi's policy to screen all applicants via criminal background checks and not to hire anyone with any type of criminal record. If a company screens all applicants, regardless of ethnicity, and if someone is disqualified based on a criminal record, and if that rule is applied equally across all races, how can it be discriminatory? The Supreme Court has held that even if an employment policy is, on its face, neutral, it can still be discriminatory if the policy disproportionately impacts a protected class of people. Federally protected classes encompass race, color, religion or creed; national origin or ancestry; sex; age; physical or mental disability; veteran status; genetic information; and citizenship.

Pepsi was denying employment to anyone who had any kind of criminal background—including people who were convicted of relatively minor offenses and those who were charged but not yet convicted. It's a fact that African Americans and Hispanics have higher arrest and conviction rates than other ethnic groups. Pepsi's blanket policy, therefore, excluded more African Americans from employment. In many cases, the blanket policy denied employment even for minor offenses or ones completely unrelated to the job in question. As a result, the EEOC issued the following guidelines that form the perfect counterpoint to Pepsi's "one-size-fits-all" application of criminal background checks, and they should serve anyone in a position to hire:

- An employer needs to consider the nature and gravity of the offense. (In other words, don't reject someone from employment based on "fishing without a license" or "littering.")

[1] Roman Catholic Bishop v. Superior Court, 42 Cal. App. 4th 1556, 1564-1565 (Cal. App. 4th Dist. 1996) [2] Doe v. Capital Cities, 50 Cal. App. 4th 1038, 1054 (Cal. App. 2nd Dist. 1996)

- An employer should take into account when the crime occurred. (An offense committed 15 years ago should not necessarily carry the weight of the same crime committed last year. Some people do learn from their mistakes.)
- There must be some rational relationship between the criminal offense and the job the employee would be performing. (For example, if the open position is for a delivery driver and the applicant's criminal background check reveals a misdemeanor for shoplifting, you might not want to rule that person out. On the other hand, if she was convicted for driving under the influence, that's a different story.)

Law of the Land

While it's essential to consider the approach a federal regulatory agency takes, it's important to note that many state laws also limit how criminal background checks may be used in hiring. For example, in California, an applicant cannot be asked either in person or in writing about a prior arrest that did not lead to a conviction. If an employee was charged and chose to participate in a diversion program they cannot be asked about that either. California's employers cannot ask about records that have been expunged or about certain older marijuana convictions. Because the employer isn't permitted to ask about these issues, it's self-evident that, under California law, a person cannot be denied employment based on these issues, even if they appear in a criminal background report.

In contrast, other than for regulated or licensed professionals, the state of South Carolina imposes absolutely no restrictions on employers with regard to making such inquiries, nor in using a criminal history in employment decisions. Still, California's progressive attitude pales in comparison to Hawaii, where it's illegal for an employer to discriminate in hiring, firing, compensation or other terms and conditions of employment based on arrest or court records. In effect, what Hawaii has done is treat convicted criminals as a protected class in the same way that race and sex are protected in the employment context.

As a business owner, you must be aware of both your state and federal employment laws. If federal laws provide more protection for employees, then that's the standard to be followed; if state laws provide more protection, then they supersede federal laws. Remember, employment laws vary within each of the 50 states. This area is

complex and often requires judgment calls. If you're unclear as to which laws apply or about how a law should be applied, don't guess: Consult an attorney who specializes in employment law. ↓

Michael L. Antoline, J.D., is a legal affairs writer and Champaign, Illinois-based attorney.

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RAIN

BY

NUMBER



Top nail artists offer their most-coveted tips and tricks for working with gel paint.

By Taylor Foley • Photography by Jason Bennett

Nail trends are forever evolving, and manufacturers are constantly taking note of the latest techniques in order to develop new products that make techs' lives easier. Gel paint, also commonly referred to as "art gel," is the latest nail art innovation making waves in the industry and with good reason: It can be used to achieve virtually any design in a matter of minutes. "I've thrown out all of my acrylic paints and replaced them with gel paint," says Vu Nguyen, nail artist and global educator for Gelish. "Gel paint stays in place and doesn't dry until its cured,

allowing techs time to correct their work if necessary." Unlike traditional gel polish, gel paint is specifically formulated to deliver full-coverage color in a single stroke, making it easier for pros to paint intricate designs without having to go over their lines to achieve the desired opacity.

Since gel paint is thicker than gel polish, techs must learn how to control the product before attempting to create complex designs. Nguyen advises techs to have at least a few different brushes on hand when using gel paint. "I always keep a fine point brush, a flat one-stroke brush, a short bristle blending brush and an ultra-fine point brush on

my table," he says, adding that it's important to use a brush cleaner, not acetone, when cleaning brushes in order to prevent the bristles from fraying and falling out.

Additionally, Los Angeles-based nail artist Fariha Ali cautions against picking up the product straight from the pot. "Art gels can be quite thick, and unless you use a palette to work the product through with the brush, you aren't using the gel to its full potential," she says. Chicago-based artist Spifster Sutton recommends placing the gel paint on the nail, rather than painting long strokes, adding, "The power is in the hand, not the gel."



To help hold the integrity of the product when it's not in use, proper storage is essential. Teana Grigorash, nail artist and owner of Teana Nails Studio in Sherman Oaks, California, recommends keeping the product in a cool, dark place. "Storing gel paint in the right conditions will prevent it from drying out," she says, "especially if a group of techs are constantly using the product in the salon."

As with any nail art design, don't forget to price accordingly. After all, it's the amount of effort spent on a design that counts, not the cost of the gel paint. "A little art gel goes a long way," says Sutton. "I may pay \$15 for a pot of gel paint that will last me months com-

pared to a bottle of regular polish that will last me about a week." Ali, who uses gel paint to create hand-painted nail art, believes that techs should charge based on the intricacy of the design. Nguyen agrees, saying, "When using gel paint, I keep my [service] price the same, and charge about \$1 a minute [depending on the intricacy of the art]."

Eager to elevate your artistry—and boost your bottom line—with gel paint, but not sure where to start? We've got you covered. We asked art gel pros to create easy, on-trend designs. Here, their step-by-step tips along with a roundup of the latest gel paint on the market.



Block On

ARTIST: SPIFSTER SUTTON @spifster

Proper placement of gel paint is the key to achieving a modern color block look. For thin, precise lines, Sutton recommends working with a small amount of product at a time, adding, “Using too much product will add weight to the bristles, making it harder to paint a consistent line.”

STEP 1 Apply gel base coat and then white gel paint, curing after each. Then create an exaggerated French tip with light blue gel paint. Cure.

STEP 2 Paint random half dome shapes on the nail in dark blue, pink and yellow gel paint. Cure.

STEP 3 Paint crescent shapes at the base of the nail and at the center with black gel paint. Cure.

STEP 4 Paint random vertical and horizontal lines in varying widths with black gel paint. Cure. To finish, apply gel top coat and cure.



Fine Art

ARTIST: VU NGUYEN @vudoonails

For more complex designs, such as a portrait nail, Nguyen recommends painting a grid with gel paint to serve as a reference point. “Paint a light grid on the nail, then use a cotton swab dipped in nail cleanser to clean up the lines once you’re done painting,” says Nguyen. Make sure that you wait until *after* you’ve perfected the design before curing.

STEP 1 Apply gel base coat, then two coats of black gel polish, curing after each.

STEP 2 Mix together black and white gel polish to create gray, then apply it to the nail.

STEP 3 Use an ultra-fine tip detail brush to paint a thin horizontal line across the center of the nail with dark gray gel paint. Then, paint a thin vertical line down the center of the line. This will serve as a grid for the portrait.

STEP 4 Use a detail brush to paint a face, hand and neck with black gel paint, using the grid as a reference point. Do not cure.

STEP 5 Use a cotton swab dipped in nail cleanser to remove the grid lines. Cure. Next, use dark gray gel paint to add shading to the face. Then, use white gel paint to highlight the cheekbones, hair, chin, forehead and neck. Paint the tips of the nails with red gel paint and cure. To finish, apply gel top coat and cure.





Sheer Illusions

ARTIST: TEANA GRIGORASH @teananails

Bright, see-through shades and clean lines transform any opalescent design into an edgy, stained glass-inspired creation. To achieve the linear look, Grigorash recommends a synthetic brush and a steady hand, although she insists not to stress if your lines aren't perfect, saying, "Art gel makes it easy to go back and fix your mistakes."

STEP 1 Apply gel base coat, then two coats of white gel polish, curing after each layer.

STEP 2 Apply a second layer of gel base coat. Do not cure. Then, place pieces of glass paper onto the nail. Cure. Apply a layer of gel top coat to the entire nail, encapsulating the design. Cure.

STEP 3 Use a striping brush to outline the glass paper and the perimeter of the nail with black gel paint. Cure.

STEP 4 Fill in the triangle shapes with sheer hot pink, orange and light blue gel polish. Cure. To finish, apply gel top coat and cure.



Pop Play

ARTIST: FARIHA ALI @nailjob

Crafting whimsical, hand-painted designs is easy with gel paint, thanks to its super-thick consistency and heavy pigmentation. "Use just enough product so your brush doesn't stagger, but no more than that," says Ali. "Gel paint has a high level of pigmentation that makes it harder to cure, and you don't want to spend a long time on a set of nails only to have them peel hours later because the gel didn't cure properly."

STEP 1 Apply gel base coat and two coats of white gel polish, curing after each.

STEP 2 Use a detail brush to paint a square with two sloping sides with red gel paint. Cure.

STEP 3 Paint the outline of a can around the red square with black gel paint. Then, paint a circle with white gel paint at the center of the can. Cure.

STEP 4 Paint text with white and black gel paint. Then, add detail to the can with black gel paint. Cure. To finish, apply gel top coat and cure.

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Myth Busters

New research proves that some old rules no longer apply to losing weight.

When it comes to weight loss, you've likely heard just about everything: Nix all fats. Stay away from bread. Exercise seven days a week. Yet, for every bit of advice you hear about the most effective way to lose weight, there's an opposing "expert" telling you it's all wrong. This isn't surprising when you consider that weight loss is big business in America, where nearly 38 percent of U.S. adults are considered obese and seemingly everyone is eager to hear about the newest way to shed unwanted pounds. While there's no single solution that works for everyone, the latest research shows that some weight loss *musts* are actually *myths*. Here, we dive into the science to set the record straight on slimming down.

Weight Loss Facts

- In the U.S., the South has the highest prevalence of obesity (31.2%), followed by the Midwest (30.7%), the Northeast (26.4%) and the West (25.2%).
- Nearly 28% of Americans aged 6 and older are physically inactive.
- Obesity affects approximately 17% of children and adolescents aged 2-19 years.
- The Centers for Disease Control and Prevention recommends that Americans keep their intake of added sugars to less than 10% of their total daily calories.

Sources: Centers for Disease Control and Prevention, cdc.gov; U.S. Department of Health and Human Services, hhs.gov; fitness.gov; Henry J. Kaiser Family Foundation, kff.org

MYTH Fats are public enemy No. 1.

For decades, the medical establishment decried all dietary fats, blaming them not only for elevated cholesterol (which is still partly true), but for all weight gain. More recently, we've come to realize that not all fats are created equal and that in fact some fats—namely, the mono- and polyunsaturated ones found in nuts, fish and plant-based oils—protect our organs, supply energy, support cell growth and help us *lose* weight by filling us up and facilitating healthy digestion.

What's more, current research is calling out a new nutritional nemesis: sugar. Suspicion has been growing in recent years about the sweet stuff's insidious effect on the body, with experts, such as investigative science and health journalist Gary Taubes, author of *The Case Against*

Sugar and Why We Get Fat and What to Do About It making solid arguments for placing sugar—and the carbohydrate-based foods that serve as "sugar delivery systems"—at the top of the villain list.

According to Taubes, who cofounded the Nutrition Science Initiative, refined carbs such as flour and cereal grains, starchy vegetables, and numerous manufactured foods and beverages that contain added sugar, stimulate the secretion of insulin in our bodies and affect the ability of our natural hormones, enzymes and growth factors to regulate fat tissue. Modern medical research backs him up: In 2015 the World Health Organization reviewed the mountain of studies completed on sugar, diabetes and obesity, and found that the more added sugar an adult consumes, the more they tend to weigh, and vice-versa.

The right diet plus exercise is the winning formula, but the diet part is much more effective.

MYTH Exercise is the most effective way to lose weight.

If you've ever weighed yourself after a dedicated week at the gym only to find you've gained a pound, you must have at least suspected this was not true. Physical activity is important for every aspect of your health, but unless you create a "calorie deficit" to the tune of 3,500 calories per pound, that scale isn't going to budge.

Yes, exercise burns calories. However, not nearly as many as you'd like to think. Walking briskly for an hour, for instance, burns about 240 calories. Now, suppose you're in the habit of drinking a tall vanilla latte with soy milk five days a week. It's only 165 calories, but multiply that by five and those lattes are tacking on 825 calories a week, or almost a pound a month. Say you decide to take a 30-minute walk every day after the latte. Even walking at a clip, that effort will burn around 120 calories, so you're still in the "plus" column, calorically speaking.

Now, what if you switch out that latte for an herbal iced tea *and* walk

every day? You will have created a 285-calorie-per-day deficit. After five days, that's a 1,425-calorie deficit, and after a month—well, you've just lost between 1½ and 2 pounds. Bottom line: The right diet plus exercise is the winning formula, but the diet part is much more effective.

MYTH Drinking alcohol always packs on the pounds.

In a 2015 study update published in *Current Obesity Reports* researchers at the Healthy Active Living and Obesity Research Group at Children's Hospital of Eastern Ontario Research Institute in Ottawa took a hard look at this assumption and related evidence produced in recent years. They discovered that drinking alcohol on a regular basis does not necessarily sentence us to a life of weight gain; rather, it's the quantity of alcohol, along with other variables, such as lifestyle habits, that may determine its ultimate effect on the body. Their conclusion: Light-to-moderate alcohol intake won't make you fat.

Of course, scientific discovery is an ongoing process, and we're still learning about why and how some people gain weight after practically just looking at a cookie and others blithely inhale half a pie and remain svelte. In the meantime, nutritionists urge those trying to lose weight to eat small amounts of food throughout the day to keep your metabolism going and blood sugar steady. And while you've probably heard this before, it does bear repeating: Drink plenty of water because it's easy to confuse hunger with dehydration. And that's no myth. ↓

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

Sleep It Off

One aspect of weight control currently being studied is the effect of sleep. Not only does lack of sleep have an impact on your energy, mood and ability to concentrate, it also affects the behavior of two hormones: ghrelin, whose job it is to signal your brain to eat, and leptin, which tells you when it's time to stop eating. When you don't get enough shut-eye, your body produces more ghrelin and less leptin. Your natural response? To grab quick-energy foods, such as—you guessed it—sugar-laced, refined carbohydrates.





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4 Paint a triangle at the cuticle with Gold Glitter.



5 Starting at the tip of the triangle shape, paint rows of white dots with Nail Art Striper in Snow White.



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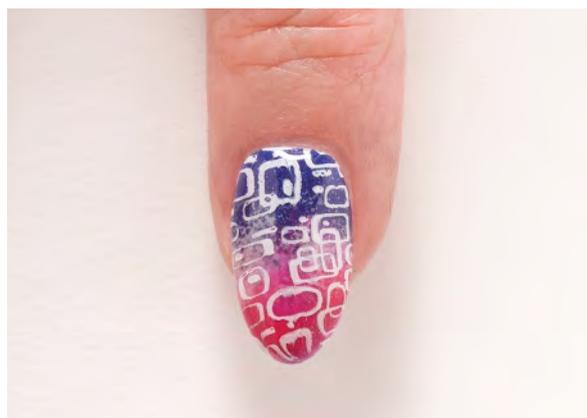
1 Prep the nail. Apply two coats of dark blue gel polish*, curing after each.



2 Starting at the tip, sponge pink gel polish* onto one half of the nail. Cure.



3 Next, to create a gradient effect, sponge coral gel polish* at the point where the dark blue and pink polish meet. Cure.



4 Apply White Stamping Lacquer to a stamping plate. Swipe a credit card across the plate to remove excess polish. Use a stamper to pick up the design, then press the stamper onto the nail to apply. Cure. To finish, apply gel top coat and cure.



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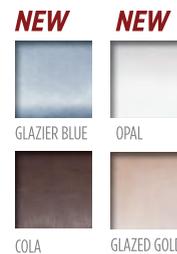
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Midnight Blues



Striking Skyline



Step-by-Step

STEP 1 Prep the nail and apply gel base coat. Cure. Apply one coat of Midnight Blues. Immediately after applying the polish, place the magnet as close as possible to the nail without touching the surface. Hold it steady for 5 to 10 seconds. Cure.

STEP 2 Next, apply one coat of Striking Skyline. Immediately after applying the polish, place the magnet as close as possible to the nail without touching the surface. Hold it steady for 5 to 10 seconds. Cure.

STEP 3 Carefully place embellishments at the base of the nail and along the right side.

STEP 4 Next, place embellishments in a similar pattern along the left side of the nail. To finish, apply top coat and cure. ↓



1



2



3



4

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1 What percentage of adults in the U.S. are considered obese?

- A. 50%
- B. 38%
- C. 33%
- D. 25%

2 Fats are a no-no when it comes to controlling your weight.

- A. True
- B. False

3 Refined carbohydrates stimulate the secretion of ____ in our bodies.

- A. Toxins
- B. Cholesterol
- C. Enzymes
- D. Insulin

4 To lose 1 pound, you need to create a ____-calorie deficit in your body.

- A. 240
- B. 3,500
- C. 825
- D. 2,400

5 A 2015 study concluded that light-to-moderate alcohol intake ____.

- A. Is associated with light-to-moderate weight gain.
- B. Has no effect on the body.
- C. Is not associated with weight gain.
- D. Can be a stress reliever, and is therefore recommended for weight loss.

6 An appropriate change in diet is the most effective way to lose weight.

- A. True
- B. False

7 What is the name of the hormone whose job it is to signal your brain to eat?

- A. Ghrelin
- B. Leptin
- C. Cortisol
- D. Estrogen

8 Of the four main regions of the U.S., the ____ has the lowest rate of obesity.

- A. Midwest
- B. South
- C. West
- D. Northeast

9 The Centers for Disease Control and Prevention recommends that Americans keep their intake of added sugar to less than 15% of their total daily calories.

- A. True
- B. False

10 Mono- and polyunsaturated fats can be found in ____.

- A. Nuts
- B. Fish
- C. Plant-based oils
- D. All of the above

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Photocopy this form or write your answers (for example, 1 A; 2 B) on a postcard along with the issue date and the name of the quiz (i.e., "Myth Busters") 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 July 31, 2017. Answers will appear in the September issue.

Answers to May Test

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

HAPPENINGS

SHOWS & EVENTS

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.

August

Face & Body Northern California

August 26-28
McEnery Convention Center,
San Jose, CA.
Contact Allured Business media, 336
Gundersen Dr., Ste. A, Carol Stream, IL
60188; 630.653.2155;
faceandbody.com

September

NAILPRO Sacramento

September 17
Sacramento Convention Center,
Sacramento, CA.
Contact NAILPRO, 7628 Densmore
Ave., Van Nuys, CA 91406;
888.491.8265; nailprosacramento.com

The Makeup Show Dallas

September 23-24
Hyatt Regency Dallas, Dallas, TX.

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

October

Northwest Nail Tech Retreat

October 13-16
Camp Burton Conference Center,
Vashon Island, WA.
Contact NW Nailtechs, 720 238th
St. SE, Ste. G, Bothell, WA 98021;
425.330.8844; nwnailtechs.com

Premiere Birmingham

October 22-23
Birmingham Jefferson Convention
Complex, Birmingham, AL.
Contact Premiere Show Group, 1049
Willa Springs Dr., Ste. 1001, Winter
Springs, FL 32708; 800.335.7469;
premierebirminghamshow.biz

CLASSES

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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.

August

LeChat

800.553.2428, lechatnails.com
13 LeChat Demo/Class: Garden,
Grove, CA.
20-21 LeChat Demo/Class: Mobile, AL.
27-28 LeChat Demo/Class: Bronx,
NY; Dallas, TX. ↓

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Hot Cabi Towels 14 x 25 **\$11.95**

**Spa Beauty
Wipes**

2"x2"

200-ct. **\$1.75**

**GRAHAM
PROFESSIONAL**

**Nail
Wipes**

200-ct. **\$3.50**

**GRAHAM
PROFESSIONAL**

**Nail and
Cosmetic
Pads**

60-ct. **\$4.50**
240-ct. **\$14.95**

**GRAHAM
PROFESSIONAL**

CelluCotton

3 lbs. **\$14.95***

MANICURE
PEDICURE

ORDER ONLINE 24/7
WWW.PREMIERNAILSOURCE.COM

VISIT OUR WEBSITE TO SEE INSTRUCTIONAL VIDEOS
ORDERS PLACED BY 2 PM SHIP THE SAME DAY!

THE ORIGINAL **Premier Nail Source**
 "The Nail Tech's Best Friend"

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CND
 Nails. Fashion. Beauty.
JULY-AUGUST PROMOS

NEW! CND Nightspell Collection



FREE VINYLUX WITH PURCHASE OF SELECT SHELLAC



FREE SCENTSATIONS LOTION 8 OZ.

with purchase of a matching Scentsations Lotion 31 oz.

FREE!
 \$17.50



CUCUMBER HEEL THERAPY 2.6 OZ.

BEST SELLER!
 A rich, restorative heel cream which contains a moisture intensive complex of aloe, allantoin, panthenol and urea to aid in the repair of dry, cracked skin.



BUY 1 GET 1 FREE!
 \$7.75

SPA PEDICURE MARINE MINERAL BATH 73 OZ.

SAVE 30%
\$39.95
 \$57 VALUE



RETENTION+ NAIL LIQUID 64 OZ.

SAVE 25%
\$99.95
 \$131.75 VALUE



SHELLAC BASE COAT .25 OZ.

SAVE \$4
\$11.95
 \$15.95 VALUE



CND Shellac™ Shades .25 oz. \$15.95



Base Coat or Top Coat
 .42 or .5 oz. \$24.95
 .25 oz. \$15.95

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.



CND Nail Treatments

Begin and end every manicure with treatments from CND.



Solar Speed Spray™ Conditioning Polish Dryer

4 oz. \$9.95
 32 oz. \$48.95



CND Scentsations™ Lotions

8.3 oz. \$4.95
 31 oz. \$17.50



CND Nail Prep

Essential products for ensuring successful adhesion and removal of enhancements.



CND Liquid & Powder System

features unique, patented technology that ensures flexible, resilient nail enhancements that suit your clients' needs.



SAVE 20%
20% OFF ALL CND LIQUIDS
 4 oz. \$18.20
 8 oz. \$30.60
 16 oz. \$47.96
 32 oz. \$67.96
 Gallon \$188.20

Retention+™ Powders

feature superior adhesion, color stability and provide super strength and durability.



Perfect Color Powders

feature superior workability and extensive color and coverage options.



CND BRISA™



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

CND 3C LED LAMP \$299.95



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



CND Velocity Nail Tips



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

CND Performance Forms 300-ct.



Clear \$22.75 • Silver \$15.50
L&P Brushes #8 \$29.95 #10 \$36.25

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O.P.I

JULY-AUGUST PROMOS

Powder Perfection

Acrylic Nails Reinvented!

- Faster and easier
- Odor-free
- Gel-like shine
- Weeks of wear
- Dries almost instantly
- No need to light cure
- Soak-off wrap removal



NEW!

Color Powders Available in 29 Iconic OPI Shades



ICELAND COLLECTION

PRE-ORDER JULY 1
NATIONAL RELEASE DATE
AUGUST 1

NEW!



OPI ProSpa

Inspired by Facial Skincare
Perfected 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 manicare and pedicure formulas designed to nourish and protect skin while helping to stop the signs of aging before they even appear.



NEW!

Powder Perfection Dipping System
Pink & White Trio Kit

OPI Lacquers .5 oz. \$5.25

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.

4 oz. \$2.95
16 oz. \$5.20
32 oz. \$14.95
GALLON \$52.50



SAVE 20%

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

SAVE \$1.00
.5 oz. \$6.25 \$5.25



Nail Treatments

Natural Nail Strengthener
Natural Nail Base Coat
Ridgefiller
Gloss Top Coat
Matte Top Coat



Nail Envy

Nail Strengtheners

- Original Formula
- Sensitive & Peeling Formula
- Dry & Brittle Formula
- Soft & Thin



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



OPI Avojuice Skin Quencher Lotions

with smooth, rich moisturizers plus avocado and aloe extract.

24 HOUR HYDRATION
9 varieties available
8.5 oz. \$4.95
32 oz. \$17.50



Manicure/Pedicure Massage Lotions

16 oz. \$14.95
5 varieties



Manicure/Pedicure Scrub

8.5 oz. \$12.95
25.4 oz. \$29.95
Gallon \$69.95



Buy One Studio LED Light

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



Expert Touch Removal Wraps

250-ct. \$24.95



SpaComplete

hospital-grade cleaner and disinfectant
Gallon \$45.50

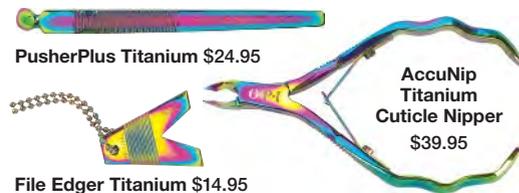
Professional Pedicure File

80/120 Grit \$14.95
80/120 Refill 3-ct. \$19.95



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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AMERICANAILS.COM
JULY-AUGUST PROMOS

TechGlow™ **\$99.95**
LED TABLE LAMP WITH USB PHONE CHARGER
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



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



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HYGIENIC CUSHIONED FILES
BLACK OR ZEBRA

20-CT. **\$6.95** INDIVIDUALLY SEALED



AMERICANAILS.COM
MINI MANI PACKS

Mini White Block
Mini White Board
Mini Mani Stick

As Low As **\$0.25**



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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.



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STAINLESS STEEL PEDICURE FILE
WITH TEN ABRASIVE STRIPS

Sanitizable Handle

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



AMERICANAILS.COM
JUMBO PEDICURE RASP

EXTRA LARGE SURFACE REMOVES THICK CALLUSES

\$4.95



ProGlo™ DUAL CURE LAMP
UV LED

BOTH PROGLO™ LAMPS FEATURE:

- DUAL CURE (UV/LED)
- SOFT GLOWING WHITE LIGHT
- SENSOR ACTIVATED
- 18 STRATEGICALLY PLACED LEDS
- EASY ENTRY OF HANDS OR FEET
- UP TO 50,000 HOUR LIFETIME

ONE TOUCH TIMER (30/60 SECS) **\$49.95**



ProGlo Plus™ DUAL CURE LAMP

CAN BE POWERED BY A PORTABLE CHARGER (NOT INCLUDED) USB POWER CABLE AND A/C POWER ADAPTER INCLUDED

DIGITAL TIMER DISPLAY **\$69.95**



Xtreme Nail TREATMENTS
Top Coats, Base Coats, Cuticle Oils and MORE!

COVER PINK BASE COAT	INTENSE BOND TOP 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
.5 oz. \$2.95	.5 oz. \$2.95	.5 oz. \$2.95	.5 oz. \$2.95	.5 oz. \$2.95	.5 oz. \$2.95	2.5 oz. \$4.95	2.5 oz. \$4.95	2.5 oz. \$4.95	2.5 oz. \$4.95

BUY ONE 16 OZ. REFILL GET 1 FREE!



XTENDED WEAR NAIL COLOR & XTEND WEEKLY TOP COAT
Gel-Like Durability Without The Lamp!

.5 oz. \$3.95

BUY 1 GET 1 FREE!



PROFESSIONAL NAIL TIPS
500-ct. with **FREE TIP SLICER** \$9.95

FREE! Trapper Clipper Tip Slicer



SPA FIZZ™ **\$19.95**

BUY ONE SPA FIZZ BUBBLE BOWL GET ONE SPA FIZZ MANICURE BALLS 10-CT. FREE!



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

BUY 1 GET 1 FREE!



PROFESSIONAL DRILL BIT



PREMIUM SANDING BANDS
BROWN

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

ZEBRA

SALE!
100-ct. ~~\$6.95~~ **\$4.95**
1,000-ct. ~~\$59.95~~ **\$39.95**



PN12 "The Bullet" E-File Kit **\$39.95**

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



PN18 E-File

SAVE \$30
~~\$99.95~~ **\$69.95**

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



PN125 Classic E-File System **\$149.95**
SAVE \$50 ~~\$199.95~~ **\$99.95**

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



PN125-AT Advanced Tech E-File **\$199.95**
SAVE \$50 ~~\$249.95~~ **\$149.95**

• 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.

SAVE \$20

9 Watt UV Bulb **\$4.95**

BUY 1 GET 1 FREE!



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

SAVE \$80

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

BUY 1 GET 1 FREE!



WHITE LIGHTNING™ 48W
DUAL CURE LAMP
~~\$199.95~~ **\$99.95**

SAVE \$100

- 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**

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

EPILATING ROLL 2.75" 110 yds. **\$9.95**
EXTRA WIDE ROLL 3.5" 100 yds. **\$10.95**



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NW NOUVEAU NAIL PROFESSIONAL USA
JULY-AUGUST PROMOS

PUR TEA TREE OIL

Dropper Included



.33 oz. \$6.95



33 OZ. 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!



.75 OZ. **\$9.95**

48 SHADES AVAILABLE

Sandy™ FILES

Premium Grade Washable Abrasives
Optimal Shape For Filing & Smoothing
Smooth Edges
Individually Sealed



AS LOW AS **\$0.69**

ZEBRA - 100/180 GRIT
WHITE - 180 GRIT
BLACK - 100 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



BUY 1 GET 1 FREE!

Glass Seal™ Air dry sealer leaves a glass-like finish over enhancements.



BUY 1 GET 1 FREE!

Super Seal™ UV/LED Gel Sealer .5 oz. \$9.95



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.



SAVE \$15

Advanced Retention Nail Liquid • prevents yellowing • primer-optional



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.



BUY 1 GET 1 FREE!

14 VARIETIES AVAILABLE

City Lights™ Neon, Glitter & Bold Sculpting Powders



BUY 1 GET 1 FREE!

Advanced Formula Resin Ultra-Pure Formula



BUY 1 GET 1 FREE!

Super Fast Set Activator Spray Low Odor Formula



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



MASTER COLLECTION KOLINSKY BRUSHES \$9.95 EACH



ULTRA-PREMIUM WASHABLE FILES Curvy, Sandy & Spongey Files



ABRASIVES

TITANIUM TOOLS WITH LIFETIME GUARANTEE



IMPLEMENTS

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

Plastic-Backed Table Towels 50-ct. \$6.95



SPA PEDICURE

TROPICAL TWIST PEDICURE COLLECTION Everything you require to perform Nouveau Spa pedicures.



\$19.95 \$24.95 VALUE

OPEN STOCK NOUVEAU SPA™



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We'll be there at
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\$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



LED GLOWING BOWL

DEAL
SALON SET
\$1999
~~REG: \$643~~



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



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TO USE WITH
DISPOSABLE LINERS

COLOR OPTIONS

NEW

NEW



WALNUT



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BURGUNDY



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BLACK*



NEPTUNE*

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Garden Grove, CA 92841

Senter Nail Beauty Supply

2897 Senter Rd., #120 San Jose,
CA 95111

Magic Nails Supply

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Reseda, CA 91335

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Indianapolis, IN 46222

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

NEVADA

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

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AP Discount Nails Supply
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Prairie, TX 75051

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

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20%

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Intense Hydrating
Treatment

CHOOSE FROM:
719398 2 oz. Artisan Shea & Vetiver
720356 2 oz. Coconut & White Ginger

SALON SPECIAL
\$3.99 each
Reg \$4.99 Save \$1.00



Milk Bath 32 oz.

NEW
ITEM!

100% Soothing Effervescent
720519

SALON SPECIAL
\$14.99 each
Reg \$17.99 Save \$3.00



Buy one 4 oz. Butter Scrub and Receive a Matching 4 oz. Butter FREE!

CHOOSE FROM SCENTS:
720697 Milk & Honey
720698 Pomegranate & Fig
720699 Vanilla Bean & Sugar
720719 Lavender & Chamomile
720729 Coconut & White Ginger
720731 White Limetta & Aloe Vera

SALON SPECIAL
\$6.45 each
Reg \$11.44 Save Over 40%



Nail
Mania
PROMO

cuccio PRO™



**Stainless Steel
Nail File Kit** 720563
Special Price \$4.99 EACH
Regular Price \$5.99 SAVE \$1.00

**Menda Bottle
4 oz.** 719066
Special Price \$2.99 EACH
Regular Price \$3.99 SAVE \$1.00

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8 oz.** 719067
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Regular Price \$4.99 SAVE \$1.00



cinapro™ nail creations

CINAPRO™ 75% OFF select Cina Art

SAVE
75%

		Special Price	Regular Price
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719713	Ocean Decals	\$0.87	\$3.49
719716	Pretty Petals	\$1.25	\$4.99
719736	Dazzle Shapes	\$0.75	\$2.99
719739	Girls Best Friend	\$1.50	\$5.99
719745	Tutti Fruitti	\$1.50	\$5.99
719752	Pattern Pizzazz	\$1.75	\$6.99
719697	Gold Baubles	\$1.75	\$6.99
718989	Sassy Styles	\$1.50	\$5.99
719717	Gemstones	\$1.25	\$4.99
719718	Rockstar Glitter	\$0.75	\$2.99
719744	Morning Glory	\$1.75	\$6.99

**Create & Clean
Up Tool** 718998
Special Price \$6.99 EACH
Regular Price \$8.99 SAVE \$2.00

**Stainless Steel Cuticle
Nipper**
Choose from: 1/2 719583
jaw or full jaw 719584
Special Price \$5.49 EACH
Regular Price \$6.49 SAVE \$1.00

**Micro
Curette Tool** 718999
Special Price \$4.39 EACH
Regular Price \$5.49 SAVE \$1.10

Manicure Bowl 719517
Special Price \$1.69 EACH
Regular Price \$1.99 SAVE \$0.30



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or Bucket”

(**Mix** Any Products)

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and Check our Promotion!!!

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YOUR 1st
ORDER
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Pedicure Liner
\$ 85 (1,000Pcs)



Latex Glove (Powder Free)
\$ 34



Callus Remover
\$ 60 (4 Gal)



Lotion
\$ 28 (4 Gal)



Sugar Scrub
\$ 70



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10 Elite Spa Chairs



8 Manicure Stations



8 Deluxe Customer Chairs



8 Classic Mani-Stools



8 Pedicure Carts



1 Polish Rack with Storage



1 UV Station- Round



1 Reception Counter



10 Disposable Liner Boxes



1 Canvas Art Set

FREE



10 Deluxe Pedi-Stools

LIST OF ITEMS

- 10 Elite Spa Chairs
- 8 Manicure Stations w/Vent (VP301)
- 8 Deluxe Customer Chairs
- 8 Manicure Stools
- 8 Pedicure Carts (VP400)
- 1 Polish Rack with Storage (VP800)
- 1 UV Station-Round (VP700)
- 1 Reception Counter (VP500)
- 10 Disposable Liner Boxes (200 ct/box)
- 1 Canvas Art Set (8 pcs.)
- FREE**
- 10 Deluxe Pedicure Stools

52 PIECE SET
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Reg. ~~\$32,358~~

SAVE
\$8,363

PACKAGE 2: *INFINITY*



8 Infinity Spa Chairs



6 Manicure Stations



6 Classic Customer Chairs



LIST OF ITEMS

- 8 Infinity Spa Chairs
- 6 Manicure Stations w/Vent (VP301)
- 6 Classic Customer Chairs
- 6 Manicure Stools
- 6 Pedicure Carts (VP400)
- 1 Polish Rack with Storage (VP800)
- 1 UV Station-Round (VP700)
- 1 Reception Counter (VP500)
- 8 Disposable Liner Boxes (200 ct/box)
- 1 Canvas Art Set (8 pcs.)

FREE

- 8 Pedicure Stools



6 Classic Mani-Stools



6 Pedicure Carts



1 Polish Rack with Storage



1 UV Station- Round



1 Reception Counter



8 Disposable Liner Boxes



1 Canvas Art Set



8 Classic Pedi-Stools

FREE

DIVA I



FEATURES:

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Lady Gaga

Headliner Lady Gaga embraced the show's vintage vibe with a bold '80s-inspired rainbow-hued manicure. Nail artist Miho

Okawara used six OPI Infinite Shine shades to create the design: Exotic Birds Do Not Tweet, Living on the Bula-card!, Two-Timing the Zones, Big Apple, Can't Find My Czechbook and Black Onyx.



Ashley Graham

To achieve the supermodel's ultra-flirty and feminine negative space design, A-list manicurist Mar Y Sol applied striping tape diagonally across Graham's nails before applying OPI California Dreaming, a punchy coral shade.

Fine **Tune**

Negative space, glitter and hand-painted designs with retro flair struck a cord with celebs at the 2017 Coachella Valley Music and Arts Festival. A-listers sported just about every tip trend under the (desert) sun and each design was tailored to reflect their personal style. Here, the top festival manis bound to be a hit with clients all summer long.



Rita Ora

Nail artist Britney Tokyo helped the "50 Shades of Grey" actress play up her early '00s chrome-and-fringe ensemble with hand-painted flames and holographic glitter polish.



Vanessa Hudgens

Always one to push the envelope with her festival fashion, the actress once again solidified her reputation as the "Queen of Coachella" with an unexpected nail art look: a clear shattered glass mani boasting teardrop-shape amethyst gems.



Ashley Tisdale

Gold glitter and a long almond shape added modern edge to the actress's '90s-inspired cropped top, bomber jacket and loose pigtails.

PHOTOS (CLOCKWISE FROM TOP LEFT): (LADY GAGA) KEVIN MAZUR/GETTY IMAGES; (ASHLEY GRAHAM) ARAYA DIAZ/STRINGER; INSTAGRAM/@NAILSBYMARYSOL; (RITA ORA) JONATHAN LEIBSON/STRINGER; INSTAGRAM/@BRITNEY TOKYO; (ASHLEY TISDALE) DAVID CROTTY/STRINGER; INSTAGRAM/@ASHLEYTISDALE; (VANESSA HUDGENS) COURTESY OF BOOHOO; INSTAGRAM/@LACUENAILBAR



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SEA YOU SOON UNDER THE STARS FOR THE FIRST TIME NO REGRETS SURFER DUDE SUMMER FLING

COASTAL CRUSH

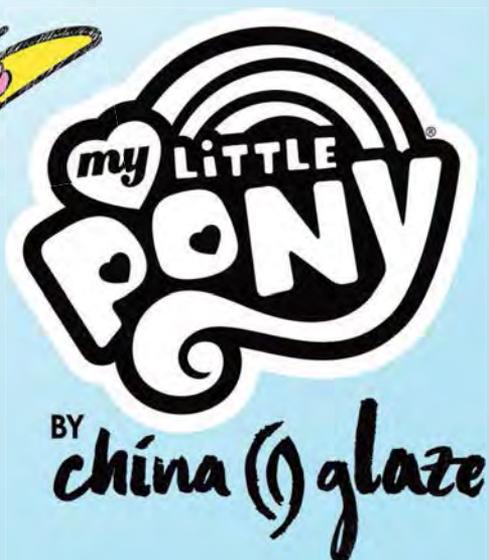
SUMMER 2017
COLLECTION
AVAILABLE IN
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COLLECTOR'S
EDITION
LIMITED TIME ONLY

Colour is
magic!

my LITTLE
PONY
BY
china glaze

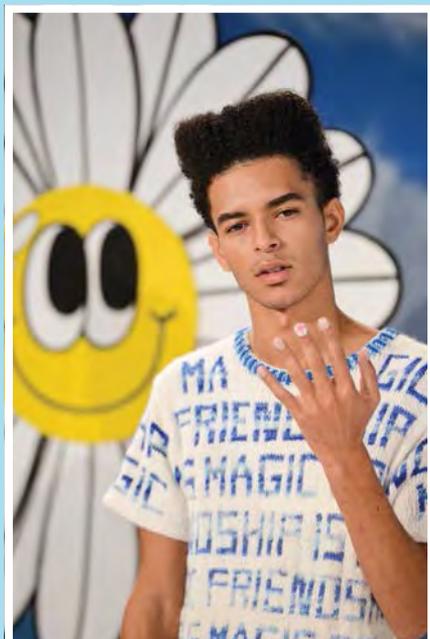




As the authority on nail colour, China Glaze has taken center stage at NYFW alongside the most coveted designers in the industry. Notably, our Spring/Summer 2016 collaboration with DEGEN featured nails inspired by the ever-enchanting *My Little Pony*. This match made in fashion week heaven was the prelude to a pony-filled collaboration with Hasbro that we like to call *Colour is Magic.....*

What is...

MAGICAL AND WHIMSICAL





© Matthew Carasaleja, SocialShutterbug.com



The My Little Pony x China Glaze collaboration magically delivers a whimsical, fashion-forward palette inspired by the charming personalities of the iconic ponies, intertwined with the spirit of the unique CG shade selection. Ranging from fun-loving brights to celestial glitters, this collection resonates with beauty connoisseurs and pop culture enthusiasts alike.

+ FASHION FORWARD?



I Sea Ponies
Magical Silver
Holographic Chrome



Hay Girl Hay!
Celestial
Holographic Glitter



Kill 'Em With Kindness
Whimsical Soft
Yellow Crème



Cutie Mark™ The Spot
Harmonious Pistachio
Mint Crème



One Polished Pony
Dashing Turquoise Frost



Too Busy Being Awesome
Charming Cerulean
Blue Crème



Let Your Twilight Sparkle™
Purple
Holographic Glitter



I Just Canterlot
Glamorous
Violet Glitter



Where's The Party Canon At?
Sparkling
Fuchsia Glitter



Applejack™ Of My Eye
Fun Loving
Red Orange Crème



She's A Mane-iac
Hot Pink Satin



Sweet As Pinkie Pie™
Bubbly Pastel
Pink Crème

Slay in your

magic



Model is wearing / Just Cavalli

loyalty
is a
lifestyle



Model is wearing One Polished Pony.

kindness

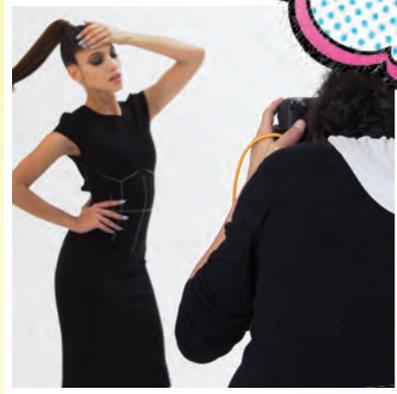
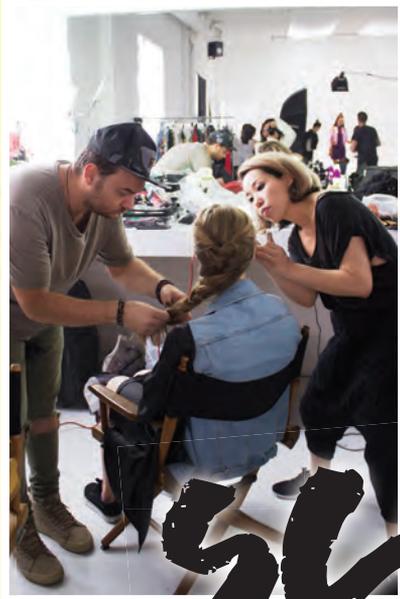
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in fashion



Model is wearing Cutie Mark™ The Spot.

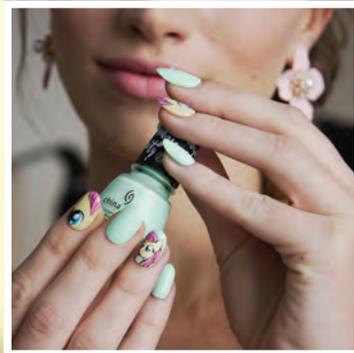
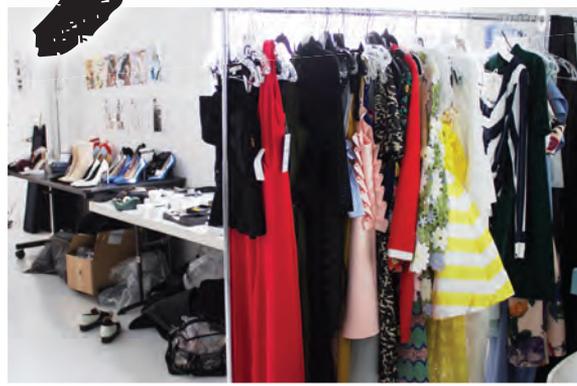
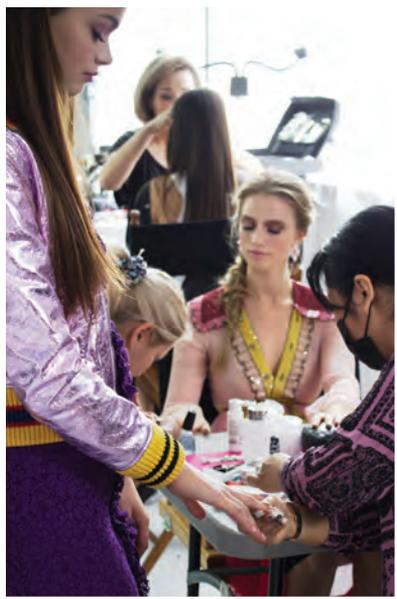


BEHIND



THE

SCENES



Your backstage pass to the Mane Event.

Get an intimate, on-set look into the magic and mirth of the MLP X CG shoot featuring nail artist Britney Tokyo in these exclusive behind-the-scenes photos.



my little mani

Cutie Mark™ your mani in these palatial pony-inspired nail looks.

the princess of slay



1. Apply 2 coats of "I Just Canterlot"
2. With a fine tip brush and "White on White", crisscross a large 6-pointed star
3. Crisscross another star over it using "She's A Mane-iac"
4. Stripe additional small white stars around larger star for added sparkle

the fly girl



1. Apply 2 coats of "Kill 'Em With Kindness"
2. Paint a swoosh of "She's A Mane-iac" to create mane
3. Outline the mane and paint an eye using Stripe Rite in "Paint It Black"
4. Using "Too Busy Being Awesome", draw a crescent shape along eye
5. Dot the eye with "White on White" to create a twinkle effect



1. Apply 2 coats of "One Polished Pony"
2. Paint dots of "White On White" to create clouds
3. With a striping brush, zigzag lines of "Applejack™ Of My Eye"
4. Zigzag lines of "Kill 'Em With Kindness" along the red
5. Complete the rainbow bolt with "Too Busy Being Awesome"
6. Outline cloud with "Too Busy Being Awesome"
7. Create additional clouds using "White On White"

a dash of sass





my LITTLE PONY

the movie!

On October 6, Hasbro is releasing *My Little Pony: The Movie*.

Mark your calendars and alert your BFF for the premiere of the highly anticipated feature. They're introducing a new character called Songbird Serenade, a popstar pony who is voiced by Sia.



Be 20 percent cooler!

Stock up on the limited edition MLP x CG collection available in stores July 2017.



12pc Display



24pc Display



One Polished Pony
2pc Kit With Nail Decals



The Mane 6
6pc Micro Mini Kit



36pc Rack



Songbird Serenade
2pc Kit With Friendship Rings

Available for a limited time only, the Songbird Serenade kit features two new, custom shades and bonus friendship rings - the perfect collector's item!



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The Magic Begins Summer

2017

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O·P·I JUL·AUG·17

PROFILE

FOR NAIL PROFESSIONALS

JOURNEY TO THE LAND
OF FIRE & ICE WITH THE
ICELAND
COLLECTION BY OPI

O·P·I

#1 SALON BRAND WORLDWIDE



All 12 Iceland Collection shades will be available in GelColor, Infinite Shine and Nail Lacquer formulas, offering consumers and professionals choices for the best products to fit their needs.



MODEL IS WEARING HERO SHADE
LESS IS NORSE

ICE

LAND

JOURNEY TO THE LAND OF FIRE AND ICE WITH THE ICELAND COLLECTION BY OPI

Featuring a palette inspired by the country's scenic, varied landscape of volcanoes, geysers, hot springs, lava fields and glaciers, this collection offers a range of captivating, chic hues that portray the wild beauty of Iceland.

*"ICELAND IS QUICKLY RISING TO THE TOP OF EVERYONE'S
MUST-SEE' LIST, THANKS TO ITS UNPARALLELED LANDSCAPES,
DIVERSE FOOD CULTURE AND UNIQUE FASHION..."*

— OPI Co-Founder and Brand Ambassador Suzi Weiss-Fischmann

For this collection, OPI looks to Iceland's untouched land for inspiration. The country's otherworldly terrain is characterized by stunning moss-covered lava fields (*This Isn't Greenland*), black sand beaches (*Krona-logical Order*) and vast mountain ranges with unique volcanic rock formations (*Icelanded a Bottle of OPI, That's What Friends Are Thor*). Water - in the form of hot springs, waterfalls and icebergs - and open, expansive skies that inspire rich hues of blue

ranging from sparkling jewel-tones to cooler blue-gray (*Turn On the Northern Lights!, Reykjavik Has All the Hot Spots*). Lingerin sunsets yield a range of hues, from orange clay and wine red to shimmering mauve and various shades of purple - including dusky violet, berry, and deep eggplant-gray (*Less is Norse, Check Out the Old Geysirs, I'll Have a Gin & Tectonic, One Heckla of a Color!, Suzi and The Arctic Fox, Aurora Berry-alis*).

GelColor provides a salon-perfect finish with two-week wear, while **Infinite Shine Long-Wear Lacquer** offers a high-shine finish with 11-day wear and traditional lacquer application. **Nail Lacquer** features a highly-pigmented, rich formula for even application without streaking.

MODEL IS WEARING LESS IS NORSE!



ONE HECKLA OF A COLOR!

GEL COLOR

ICELAND COLLECTION PROMOTIONS & DISPLAYS



SHADES FROM TOP LEFT TO BOTTOM RIGHT

- | | |
|---|--|
| GCI53 Icelanded a Bottle of OPI | GCI59 Less is Norse |
| GCI54 That's What Friends Are Thor | GCI60 Check Out the Old Geysirs |
| GCI55 Krona-logical Order | GCI61 I'll Have a Gin & Tectonic |
| GCI56 Suzi & the Arctic Fox | GCI62 One Heckla of a Color! |
| GCI57 Turn On the Northern Lights! | GCI63 Reykjavik Has All the Hot Spots |
| GCI58 This Isn't Greenland | GCI64 Aurora Berry-alis |

find promotion & display contents & details in the Iceland Cat Sheet



16 PIECE GELCOLOR DISPLAY

GC 844 Chipboard Counter Display featuring 12 GelColors from the Iceland Collection, plus 2 GelColor Base Coats and 2 GelColor Top Coats. Includes 1 color chart, 1 tabletop instructions & 1 color palette with chain and label



22 PIECE GELCOLOR/INFINITE SHINE DISPLAY

GC 845 Chipboard Counter Display featuring all 12 Iceland Collection Shades (1 of each in GelColor and 6 Infinite Shine shades in Aurora Berry-alis, Reykjavik Has All the Hot Spots, Less is Norse, Icelanded a Bottle of OPI, Suzi & the Arctic Fox & I'll Have a Gin & Tectonic), plus GeloColor Base Coat & Top Coat and Infinite Shine ProStay Primer & Gloss. Includes 1 color chart, 1 tabletop instructions & 1 painted color palette with chain and label



24 PIECE ACRYLIC GELCOLOR DISPLAY

GC 846 All 12 Iceland Collection Shades (2 of each in GelColor) Includes 1 painted color palette with chain and label



24 PIECE GELCOLOR WALL DISPLAY

GC 847 Aluminum Add-A-Shelf Wall Display featuring 18 Iceland Collection GelColors, Nail Lacquers, and Infinite Shine Long-Wear Lacquers in Aurora Berry-alis, Reykjavik Has All the Hot Spots, Less is Norse, Icelanded a Bottle of OPI, Suzi & the Arctic Fox, I'll Have a Gin & Tectonic, plus Top & Base Coat for Gel Color, Nail Lacquer, and Infinite Shine Primer and Gloss. Includes 1 color chart, 1 tabletop instruction & 1 painted color palette



ICELAND GELCOLOR/LACQUER DUO #1

GC 848 One GelColor and Nail Lacquer in Aurora Berry-alis



ICELAND GELCOLOR ADD-ON KIT #1

GC 856 Kit containing 6 Iceland Collection GelColors, Expert Touch Removal Wrap & tabletop instructions



ICELAND GELCOLOR/INFINITE SHINE DUO #1

GC 851 One GelColor and Infinite Shine Long-Wear Lacquer in I'll Have a Gin & Tectonic



ICELAND GELCOLOR/LACQUER DUO #2

GC 849 One GelColor and Nail Lacquer in Reykjavik Has All the Hot Spots



ICELAND GELCOLOR ADD-ON KIT #2

GC 857 Kit containing 6 Iceland Collection GelColors, Expert Touch Removal Wrap & tabletop instructions



ICELAND GELCOLOR/INFINITE SHINE DUO #2

GC 852 One GelColor and Infinite Shine Long-Wear Lacquer in Less is Norse



ICELAND GELCOLOR/LACQUER DUO #3

GC 850 One GelColor and Nail Lacquer in Icelanded a Bottle of OPI



ICELAND GELCOLOR/INFINITE SHINE DUO #3

GC 853 One GelColor and Infinite Shine Long-wear Lacquer in Aurora Berry-alis



EDITION A

ISD11 Chipboard Counter Display featuring 12 Infinite Shine Long-Wear Lacquers, 2 Infinite Shine ProStay Primers, 2 Infinite Shine ProStay Glosses from the Iceland Collection. Includes 1 color chart & 1 color palette with chain and label

EDITION A+

ISD12 Chipboard Counter Display featuring 24 Infinite Shine Long-Wear Lacquers, 4 Infinite Shine ProStay Primers, 4 Infinite Shine ProStay Glosses from the Iceland Collection. Includes 1 color chart & 1 color palette with chain and label



EDITION C

ISD13 Acrylic Counter Display featuring 36 Infinite Shine Long-Wear Lacquers (3 per shade) from the Iceland Collection. Includes 10 color charts & 1 painted color palette with chain and label

EDITION C+A

ISD14 Acrylic Counter Display featuring 48 Infinite Shine Long-Wear Lacquers (4 per shade) from the Iceland Collection + 2 ProStay Primers and 2 ProStay Glosses. Includes 10 color charts & 1 painted color palette with chain and label



EDITION F

ISD15 Aluminum Add-A-Shelf Wall Display featuring 24 Infinite Shine Long-Wear Lacquers (2 per shade), 6 Infinite Shine ProStay Primers, 6 Infinite Shine ProStay Glosses from the Iceland Collection. Includes 1 color chart & 1 painted color palette with chain and label



EDITION COF

ISD16 Acrylic Colors of Fashion Display featuring the Iceland Collection: 12 Infinite Shine Long-Wear Lacquers (6 per shade) in Less Is Norse and Aurora Berry-alis, 30 Remaining 10 shades (3 per shade), 9 Infinite Shine ProStay Primers, 9 Infinite Shine ProStay Glosses, 24 Nail Lacquers (2 per shade), 3 Natural Nail Base Coat, 3 Top Coats. Includes 25 color charts & 1 painted color palette with chain and label



ICELAND MINI PACK

ISD17 2 Mini Infinite Shine Long-Wear Lacquers in One Heckla of a Color! & Less is Norse, 1 Mini Infinite Shine ProStay Primer, 1 Mini Infinite Shine ProStay Gloss

“

I WAS OF COURSE
INSPIRED BY THE
COUNTRY'S RUGGED,
NATURAL BEAUTY – FROM
THE RARE NORTHERN
LIGHTS TO MAJESTIC
GLACIERS, ICELAND IS
UNLIKE ANYWHERE ELSE
IN THE WORLD!

— SUZI WEISS-FISCHMANN
OPI CO-FOUNDER & BRAND AMBASSADOR



ICELAND INFINITE SHINE
TRIO PACK #1

ISD18 Infinite Shine Long-Wear Lacquer in Auora
Berry-alis, Infinite Shine ProStay Primer,
Infinite Shine ProStay Gloss



ICELAND INFINITE SHINE
TRIO PACK #2

ISD19 Infinite Shine Long-Wear Lacquer Less is
Norse, Infinite Shine ProStay Primer,
Infinite Shine ProStay Gloss



INFINITE SHINE

ICELAND COLLECTION PROMOTIONS & DISPLAYS



SHADES FROM TOP LEFT TO BOTTOM RIGHT

- | | |
|--|---|
| ISLI53 Icelanded a Bottle of OPI | ISLI59 Less is Norse |
| ISLI54 That's What Friends Are Thor | ISLI60 Check Out the Old Geysirs |
| ISLI55 Krona-logical Order | ISLI61 I'll Have a Gin & Tectonic |
| ISLI56 Suzi & the Arctic Fox | ISLI62 One Heckla of a Color! |
| ISLI57 Turn On the Northern Lights! | ISLI63 Reykjavik Has All the Hot Spots |
| ISLI58 This Isn't Greenland | ISLI64 Aurora Berry-alis |

find promotion & display contents & details in the Iceland Cat Sheet



NAIL LACQUER

ICELAND COLLECTION PROMOTIONS & DISPLAYS



SHADES FROM TOP LEFT TO BOTTOM RIGHT

- | | |
|---|--|
| NLI53 Icelanded a Bottle of OPI | NLI59 Less is Norse |
| NLI54 That's What Friends Are Thor | NLI60 Check Out the Old Geysirs |
| NLI55 Krona-logical Order | NLI61 I'll Have a Gin & Tectonic |
| NLI56 Suzi & the Arctic Fox | NLI62 One Heckla of a Color! |
| NLI57 Turn On the Northern Lights! | NLI63 Reykjavik Has All the Hot Spots |
| NLI58 This Isn't Greenland | NLI64 Aurora Berry-alis |

find promotion & display contents & details in the Iceland Cat Sheet



EDITION A

DCI26 Chipboard Counter Display featuring 12 Nail Lacquers from the Iceland Collection (1 per shade), including 1 color chart & 1 palette with chain & label



EDITION C

DCI27 Acrylic Counter Display with Chipboard Header featuring 36 Nail Lacquers from the Iceland Collection (3 per shade), including 10 color charts & 1 painted palette with chain & label



MINI 4-PACK

DCI28 4 Mini Nail Lacquers in Reykjavik Has All the Hot Spots, Aurora Berry-alis, Less is Norse, Suzi & the Arctic Fox

PRO EDUCATION

& ICELAND NAIL ART

This season, we took inspiration from Iceland's natural beauty to create trendsetting nail art designs.

“

EVERYTHING FROM THE BLACK SAND BEACHES TO THE AURORA BOREALIS MAKE ICELAND AN IDEAL SOURCE OF INSPIRATION AND CREATIVITY FOR NAIL ARTISTS.



FIND MORE NAIL
ART LOOKS AT
opi.com/iceland

OPI DESIGNSCAPE *3 hours*

Learn new nail art techniques and how to create looks your clients will want to wear this Fall/Winter season featuring shades from the Iceland collection.

Duration: 3 hours
Provided: Expert education with an OPI Artist
1 GelColor Base Coat
1 GelColor Top Coat

Earn: Certificate of Attendance
Cost: \$35

POWDER PERFECTION EXPERIENCE *3 hours*

Acrylic nails are re-invented with OPI Powder Perfection. Dipping powder services have been on the rise and now you have a complete system from the #1 salon brand worldwide in shades that your clients know and love. Learn what makes OPI Powder Perfection unique, what type of client it is ideal for, and how to start offering the service in your salon.

Duration: 3 hours with hands on workshop
Provided: OPI Powder Perfection Essential Liquids Kit
Bring: Cosmetic brush, manicuring tools

Earn: Certificate of Attendance
Cost: \$40/attend

OPI PROSPA EXPERIENCE *2 hours*

Experience OPI ProSpa, the first & only professional salon skincare line that brings that quality & efficacy of facial skincare to premium products developed specifically for hands & feet.

Duration: 2 hours
Provided: 4oz OPI ProSpa Moisture Whip Massage Cream,
4oz OPI ProSpa Micro-exfoliating Hand Polish,
Expert tips and techniques from an OPI Educator

Earn: Certificate of Attendance, CEU credit (in applicable states)
Cost: \$25

2017 OPI EDUCATION SUMMIT

The OPI Education team gathered together for an eventful three days at the Marriott in Marina del Rey, CA for the annual Educator Summit.



We had over 60 attendees from the US and international markets such as the UK, Japan, and the Netherlands. It was a jam packed agenda filled with learning about new and exciting innovation, while refining nail art skills through a workshop on OPI DesignScape, Fiji Collection.

Our guest speakers included OPI team members from various departments such as R&D, Marketing and Creative. We were also lucky enough to have Board-Certified Dermatologist and OPI ProSpa Ambassador, Dr. Zena Gabriel, MD, to provide her expertise on how to maximize the benefits of OPI ProSpa products. The educators certainly got their fill of new information to share with fellow nail professionals. We finished the training with an island themed celebration dinner where the team got to be silly in the photo booth and dance the night away!



Above: OPI Educator Raynette Hall with Field Education Business Manager, Elsa Barbi.



Top Right: OPI Educators from left to right, Dawn Sharp, Tara Psilopoulos, Kelly Hettersheimer, Wendy Brownlee. OPI DesignScape Hands on workshop.

Right: Nail Art looks from the 2017 Fiji Collection.

"I WAS OVER THE MOON WHEN I WAS TOLD I WAS OFF TO LA FOR THE OPI SUMMIT IN FEBRUARY. IT WAS ABSOLUTELY INCREDIBLE AND BETTER THAN I COULD HAVE IMAGINED.

The product knowledge was so detailed and I especially enjoyed and benefited from the science and technology behind the products. It was so exciting to see all of the new innovations that OPI has worked on, and couldn't wait to get back to the UK to share it all with my team. I am currently writing this while we have our UK version of the summit #OPIEducationWeek and everyone is so excited and their passion for OPI has been reignited. I hope to be back next year to learn some new innovation that OPI is so good at."

— Bryony McMillan, Lead Trainer OPI UK

PROFESSIONAL PROMOTIONS

Buy 5 Infinite Shine, Get 1 Free
(applies to all Infinite Shine shades)



shades shown above: **ISLN25** Big Apple Red, **ISLT02** Black Onyx, **ISLS86** Bubble Bath, **ISLL64** Cajun Shrimp, **ISLE75** Can't Find My Czeckbook, **ISLH08** I'm Not Really A Waitress

Buy Artist Series Open Stock at 25% Savings
(applies to all 24 shades)



shades shown above: **GP006** Bronze Has More Fun, **GP007** Cantaloupe On The First Date, **GP014** Indigo And Out We Go
6g - 0.21 Oz. net wt.

ProSpa Nail & Cuticle
Oil at 15% Savings



AS202 ProSpa Nail & Cuticle Oil
28 mL - 0.95 Fl. Oz.

Expert Touch Lacquer
Remover at 20% Savings



AL416 Expert Touch Lacquer Remover
480 mL - 16 Fl. Oz.

DripDry & Expert Touch
at 20% Savings



AL177 DripDry Lacquer Drying Drops
104 mL - 3.5 Fl. Oz.
AC875 Expert Touch Table Towels



LAUREN STEELE

SHINES FOR OPI

OPI asked influencer, adventurer, and writer, Lauren Steele, to travel to Iceland to discover the beauty and challenge of the rugged Arctic island. The collaboration resulted in memories that will be cherished forever colored by the 12 new shades of the Iceland Collection.

“In Iceland, beauty is earned. Every wildflower, sparkling speck of sand, sprig of moss, cliffside crag, and drop of water roaring alongside its kamikaze comrades down the parade of a waterfall belong there. They have created their existence as an element among elements—all competing for their place in the vignettes of treacherous beauty. And when you find yourself among it all you can't help but feel the privilege to be a part of it and find your place within it.”

Excerpt from *A Love Letter to Iceland* on the OPI blog.

visit
opi.com/blog
to read full
blog post



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