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708 709 MINGLE IN MAUVE LURE ME BLUE

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Nails: Denise Bourne; Photography: Angela Marklew, angelamarklew.com; Hair: Victor Mendoza; Makeup: Harriet Hadfield, Opus Beauty; Model: Isidora, Hollywood Model Management; Digital Imaging: Jason Duell Wilson.

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

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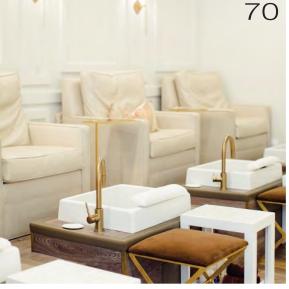


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EDITORIAL

Time Is[n't] on My Side

ust tell me where and when and I'll be there 20 " minutes late." I saw that quote on an Instagram meme and immediately had to share it because that is absolutely me (although I'd say more like 10 minutes). I don't mean to be disrespectful of other people's time, and it's not because I think I'm more important than anyone else, I just stink at time management. I always think that I can

squeeze in one more thing, but inevitably everything takes longer than I imagine. I would love to be punctual-and to me, that means right on time. (To be early seems like a waste of time that could be spent doing something else.) But unfortunately, more often than not I miss the mark.

> Needless to say, I've been late to my fair share of nail appointments. That being said, I completely understand the implications of my unpunctuality: I never expect a full appointment nor that the nail tech will still be able to take me at all. I own the fact that the service may be compromised due to my tardiness. Still, it's always wonderful when a tech can squeeze me in.

From the nail professional's point of view, I'm probably among the Top 5 most annoying clients. If you're a people-pleaser (or poor at time management like me), you may find yourself accommodating late clients and, in turn, putting yourself-and the rest of your clients-behind for the rest of the day. Or, if you turn them away, you're losing out on income. Some pros/ salons state upfront that if you're more than 15 minutes late for your appointment, you won't be accommodated. Others charge no-show fees that could be extended to exceedingly late clients. (Note: If you plan on implementing these types of rules, make sure clients are expressly aware of them when they make their appointment.)

But what if you could still take the client and not run late? You can! All it takes is a little creative thinking. Specifically, to mean adjusting the service to fit the time you have left. For instance, if I'm too late for a fill plus nail art, then you just tell me that you only have time for one color. Or if your spa pedicure client is too late for the works, pare down the service to a nail trim and polish change. Figure out what works best for your client and her service. If you need help, we've offered some solutions to popular services in "Just in Time" on page 88. You may find that it's a fix that fits everyone (but feel free not to let the late client completely off the hook!).

And, just for the record, I am working on my time-keeping. ... But Rome wasn't built in a day!

Stephanie Yaggy Lavery NAILPRO Executive Editor

ophanie

slavery@creativeage.com



My Manicure

Between NAILPRO and Nail It! covers and Instagram, I've been watching the artistic endeavors of Reina Santos (@reireishnailart) for a long time. Now, it's my turn to sport her fabulous nail designs! Here, she marbleized pink and purple gel polish for the base and embellished the nails with Swarovski crystals, studs, decals, holographic flakes and Kokoist Gem Gel for a stareworthy set.

Behind the Nail Pros...

This month's cover artist Denise Bourne is a veteran in the nail industry with a resume that boasts sculpting enhancements and hand-painted nail art. These days, she has mostly swapped out acrylic for lacquer and salon for set work. but she still hand-paints like a champ!





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BEHIND THE NAIL PROS | BY STEPHANIE YAGGY LAVERY



THE MAKING OF OUR COVER

IN THE HEIGHT OF SUMMER, WHEN TEMPERATURES ARE SCORCHING, SOMETIMES IT'S BEST TO PARE DOWN— CLOTHES AND BEAUTY OPTIONS. But simplified doesn't have to mean boring. We tapped veteran nail tech Denise Bourne to craft a modern set of pink-and-whites for our cover. That means a what's-old-is-new-again squared off shape, matte finish and hint of color and shine thanks to a spattering of embellishments. This versatile look is fit for any client looking to jazz up an old favorite or take a break from a more-is-more approach to nail art.

"Apply the white polish with thin brushstrokes to avoid a thick consistency."

—Denise Bourne

Creating the Cover Nails



Bourne began by fitting fullcoverage tips to extend the length of the model's nails. Then, she applied base coat.

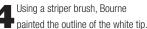


When working with polish, Bourne likes to begin the application with a skinny striper brush, using it to outline the cuticle area for a precise border. Then, she goes in with the bottle brush to finish polishing.



3 To achieve the desired shade of pink, Bourne combined two neutral shades to get the right coverage and color tone to match the model's skin.







5 Then, she used the bottle brush to fill in the space on the free edge.



6 Once the polish was completely dry, Bourne applied matte top coat. To finish, she adhered matte hot pink and silver studs and rhinestones with gel for subtle color and shine.

































Nails Denise Bourne



Photography Angela Marklew



Makeup Harriet Hadfield



Hair Victor Mendoza

NAILING THE NEWS | BY TAYLOR FOLEY



THE FINAL COUNTDOWN

Eager to find out the results of the second-annual Glossies competition? The grand prize, second and third place winners will be announced in the September issue!

The grand prize winner will receive:

- A two-page story in NAILPRO magazine
- \$1,000 in products
- \bullet A year-long mentorship with the 2017 NAILPRO Cup champion
- · Free entry into any NAILPRO Nail Competition for the next year

BEAUTY, UNITED

Orly is giving more women the chance to play with nail polish with its latest product launch: #HalalPaint. The limited edition Orly Breathable collection is a collaboration between the Van Nuys, Californiabased manufacturer and lifestyle blog Muslim Girl. The inspiration? Many Muslim women avoid wearing nail polish because it creates a barrier on their nails from ablution water used during prayer. After hearing about the Orly Breathable formula, which is designed to allow oxygen and moisture to pass through the nail, Muslim Girl chief of staff Azmia Magane reached out to Orly. "Nail polish is



a hot topic with our readers and they are always keeping their eyes out for water-permeable options," she says. The new collection is 100-percent halal-certified by the Islamic Society of Washington Area, meaning its ingredients are permissible by Muslim law, and the Muslim Girl staff worked closely with Orly to develop the #HalalPaint hues, packaging and marketing materials. John Galea, director of communications for Orly, says his team is extremely proud of this collaboration, adding, "The concept was to create a collection that recognized the beauty of diversity and the diversity in beauty." **For more information, visit halalpaint.com.**

Stroke of Genius

IN THE MARKET FOR A NEW SET OF BRUSHES?

Light Elegance has teamed up with nail artist Celina Rydén to create a customized brush line. The Celina Rydén Signature Series Art Brush Set features six essential nail art brushes, including a detail brush, two fan brushes and a striping brush. After a chance meeting during a trip to Sweden, Rydén and Light Elegance president Jim McConnell bonded over their love for the industry. Rydén mentioned that she was having trouble finding a great set of brushes from one manufacturer, so the two decided to collaborate on a brush line. "Celina actually chose how many bristles she wanted for each brush," says McConnell. "She is such an influential nail

artist and the kind of nail tech that many pros aspire to be." For more information, visit lightelegance.com

LIGHT ELEGA



THE BIZ VLOG. NAILS NAILS NAILS + A SIDE OF BROMANCE.

In case you missed it, we are now serving up an undiluted (read: fully caffeinated) behind-thescenes look at what it's like to work with Greg and Habib Salo. Follow along as they share the hilarious highs and the painful lows in their journey of building a healthy business founded on the principles of high quality education and nail care innovation. Tune in every Monday & Wednesday on youtube.com/youngnailsinc. Welcome to the family.





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PREMIERE Orlando

June 4-5, 2017

Proving to be one of the most successful beauty shows in the country, Premiere Orlando was practically bursting at the seams. The twoday show, held on June 4 and 5 in Orlando, Florida, brought in exhibitors from every sector of the professional beauty industry. From nails to hair to skincare, educators were teaching and booths were slinging product to hoards of hungry pros.



Morgan Haile, Vu Nguyen/Gelish & Sigourney Nuñez/NAILPRO



Yvette Holt & Newton Luu/ LeChat



Geodes and icicles @ Wildflowers

Rachel Wilson, Richard Hurter & Robert Arthur/Kupa



Christina Jahn, Tony Cuccio & Rob Novak/Cuccio



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Winners of Bubbles & Beauty with Jan Arnold/CND

Stephanie Lavery/NAILPRO & Greg Salo/Young Nails



















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PREMIERE ORLANDO

Competitors were kept busy with six competitions at the Orlando, Florida, beauty show. From classic favorites like Soak-Off Gel and Salon Success to artful innovations in 3-D Nail Art and Fantasy Nail Art, nail techs showed off their skills with winning results.

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Veteran 1. Guin Deadman 2. Allie Baker 3. Camila Violante



Novice 1. Sehee Lee 2. Genesis Ward 3. Semina Park



Veteran 1. Iryna Zabiran 2. Jessica Briarmoon 3. Brenda Skermont

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NAILPRO COMPETITIONS AT Premiere Orlando



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 Sehee Lee
 Sara Rodriguez
 Andy Ho



Veteran 1. Allie Baker 2. Anastasia Mischenko 3. Jessica Briarmoon

3-D Nail Art • Reptiles



Novice 1. Sehee Lee 2. Kazuko Sonoda 3. Martha Chavez



Veteran 1. Akiko Yamakawa 2. Lulé Desfassiaux 3. Iryna Gross



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BACK TO SCHOOL

New and returning cosmetology students, listen up: Starting August 7, the Beauty Changes Lives Foundation (BCL) will 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 through October 2. For more information, visit beauychangeslives.org.

In Memorium

Debbie Doerrlamm, licensed nail tech and the creator of BeautyTech.com. passed away on June 9. Doerrlamm, 62, was the first to bring the world of nails to the web. In July 1994, Doerrlamm started her online empire with a message board for techs on AOL. One year later, she launched BeautyTech.com, the first website for nail professionals. "This was the first virtual offering in our industry, and it was successful due to Debbie's commitment and her willingness to stick with it, despite some difficult times," says Janet McCormick, owner of Nailcare Academy in Fort Myers, Florida. "She was a huge contributor to the education of our industry." She will be deeply missed.



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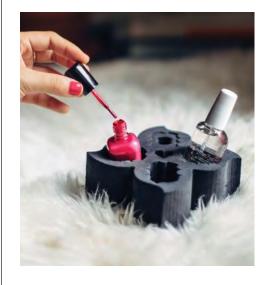


The team behind the Polish posy, Richard Schlueter (left) and Kunga Choekyi.

DOING GOOD

ONE NAIL PRO HAS FOUND A WAY TO ELIMINATE MESSY POLISH SPILLS AND GIVE BACK TO THOSE IN NEED.

Kunga Choekvi, owner of KC's Nails salon in Old Savbrook, Connecticut, and a licensed tech with 21 years of experience, worked with business partner and engineer Richard Schlueter to create the Polish Posy, a unique polish bottle holder. The invention holds multiple polish bottles at one time and features an anti-slip grip to protect against tipping and spilling. But Choekyi isn't just looking to make techs' lives easier; she created a Kickstarter campaign to bring the Polish Posy to the market so she can donate a percentage of the profits to Tibetan refugee children as well as local charities. Here, Choekyi shares her inspiration for the product and her hopes of making a difference.



NAILPRO: Why did you create the Polish Posy? KUNGA CHOEKYI: As a

manicurist, I've had my fair share of polish spills. I needed something that could firmly and securely hold my polish bottles in place while allowing me to work efficiently. The Polish Posy is the first multiple, nonslip nail lacquer holder that securely tilts open bottles to allow techs to use every drop of polish. It features innovative grips to hold bottles of different shapes and sizes, and has a heart-shaped inset in the center to hold essential tools.

NP: What was your goal for your Kickstarter campaign?

KC: We launched our first campaign on May 2 in hopes of raising \$9,000 to help bring the Polish Posy to the market. Thanks to family, friends and strangers who believed in the design, we successfully reached our goal on June 1, and we are now reaching out to beauty suppliers to bring the Polish Posy to market. We are committed to donating a percentage of our profits to Tibetan refugee children as well as local charities in the Old Saybrook area.

NP: What inspired this generosity?

KC: I was born in a cave in the Himalayan mountains of Ladakh in India after my parents escaped into exile during China's violent occupation of Tibet. I grew up on a Tibetan refugee settlement, and I feel that it's my personal mission to give back. I've sponsored a Tibetan child's education, donated used books, toys and medical equipment to Tibetan refugee settlements, and donated to our local soup kitchen. I wish to expand my personal giving through the Polish Posy. I believe that if we can successfully bring the Polish Posy to market, we will be able to amplify our financial support of charitable programs.

ADVENTURES ABROAD

In February, Cuccio International global education director Marilyn Olemma Garcia traveled to Israel to host an educational event to celebrate the Valencia. California-based manufacturer's partnership with Glowtech, one of the country's leading beauty distributors. Garcia taught the more than 150 attendees the latest techniques using top Cuccio products, including CuccioPro Powder Polish Dip. Additionally. Garcia held classes in the Haifa and Beersheba areas to teach techs how to use the Cuccio line to boost profits in the salon. "It was such an amazing experience to be in a country that's so rich in history," says Garcia. "I was able to reach a large audience and give techs the opportunity to grow and attain their goals."



Runway Roundup

OPI IS MAKING ITS MARK ON THE CATWALK. Celebrity nail artist Tom Bachik painted models' tips for the Stella McCartney Spring 2018 show held June 7 in New York City. For a soft look, Bachik and his team of techs used a trio of nude shades: OPI Infinite Shine Feeling Frisco, The Beige of Reason and Tiramisu for Two.



OPI @ Stella McCartney





Secret and Excuse Me Big Sur.

The Los Angeles-based brand also went backstage for the Opening Ceremony

runway show at the second annual Made

To complement Opening Ceremony's Fall

2017 collection, celebrity nail artist Naomi Yasuda created colorful nails inspired by

the desert, including a detailed scorpion design using OPI lacquer in Shh...It's Top

event held June 9 in the City of Angels.

L.A., a two-day fashion, music and cultural



Toronto-based techs, mark your calendars: The first Foot Fair will be held September 17-18 at the Holiday Inn in Etobicoke, Ontario, Canada. Presented by the North American School of Podology, the two-day event is designed to give pedicurists, nail professionals, footcare nurses and aestheticians access to advanced footcare education



as well as the latest pedicure products from leading manufacturers, including Footlogix, Mystic E-Files and Busch Bits. Advanced tickets are \$35. For more information, visit northamericanschoolofpodology.com.

PORTFOLIO





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



Celeste Tonra • Mauro's Salon and Spa Toms River, NJ

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.



Lauren Weiss • Expressions By Lauren Hanover, PA





Priscila Rivas • Nova Studios Upland, CA



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



Zahira Garcia • Zahira's Nail Design Carolina, Puerto Rico



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Jessica B. Blalock • Untangled Salon Monteagle, TN



Eli Waters • Eligirl Beauty Virginia Beach, VA



Mahsa Sharafkhah Shiraz, Iran



Cassandra Bean • Get Nailed By Cassandra Las Vegas, NV



Thelma Wilburn • Nails by Thelma Lancaster, CA



Jessica Blevins Brooksville, FL



Victoria Castillo • Wonderland Hair Studio Albuquerque, NM



Natasha Rennie • YYT Beauty Room Paradise, NL, Canada



Brooke Hagen • Nails by Brooke Ipswich, QLD, Australia



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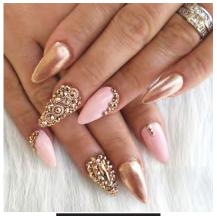
PORTFOLIO



Anna Jones • Sublime Nail Studio Grand Junction, CO



Michelle Bouma • Splendid Nail Creations Ponoka, AB, Canada



Judy Dang • Star Nails Midlothian, IL



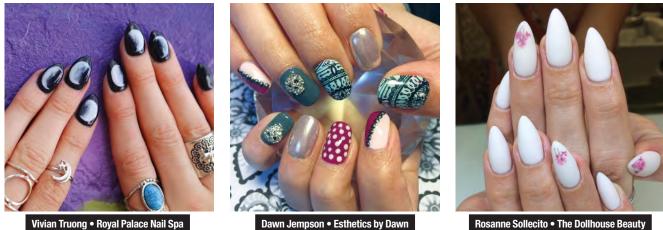
Michelle Soto • Salon Chellys Nails Orlando, FL



Thao Dang • LovePeaceNails Beaufort, SC



Jovanca Solognier Hoek • Anky Nails Art Design Oranjestad, Aruba



Grande Prairie, AB, Canada

Rosanne Sollecito • The Dollhouse Beauty Sherman Oaks, CA

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 highresolution photos. By emailing your photos, you grant Creative Age Publications the right to use any of your submitted images in NAILPRO magazine, corresponding electronic media and/or marketing materials without any compensation. In addition, you grant Creative Age Publications the right to these images for future use without any compensation due.

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POLISHED LOOK | BY KARIE L. FROST

THE ALT STRIPE

Long gone are the days in fashion where stripes show up simply in dainty pinstripe form. Now, bold bands of bright color butt up against each other in an array of patterns, from the sporty mismatched panels at Proenza Schouler to the whimsical splay of rainbow strips at Rosie Assoulin. When similar lines layer in different materials, like Fendi's yellow-and-burgundy sweater and fur vest combo, the look pushes preppy into the realm of quirk. On the flip side, when stripes play second fiddle to, say, a sheer skirt dotted with roosters (seen at Stella Jean), their linear nature brings a level of order to an otherwise strange ensemble. Whether bisecting or pa allel, thick or thin, bright or neutral, the season's most interesting stripes serve as perfect nail art inspiration for both adventurous and conservative clients. For those with simpler tastes, follow guest artist Helen Nguyen's lead by painting lines of varying sizes and colors, made more prominent with perpendicular strips of black. Or, take a daring approach by pairing stripes with odd shapes and elements, like, say, a hand-painted rooster.





Karie L. Frost is a New York-based freelance writer with a proclivity for all things beauty.



Nail artist Helen Nguyen (@helennails_yeg) is a nail artist in Edmonton, AB, Canada. Her motto is, "Work with love and live with passion.



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WORKSHOP | BY MICHELE MEYER



Get That Gig!

When job seeking, making a good impression is important. Here, 6 tips for a polished interview. ou've been quietly sending out your resume and you finally got a call for an interview with a top salon. Congratulations! Now comes the hard part-getting hired. From what to wear, bring and say to the best way to leave a good impression (hint: write a thank you note!), here, six tips for nailing your next job interview.

Sleuth the salon in advance. Check out its website, peek in the window and call in advance to learn about the services offered, the brands carried and what else sets the salon apart. Your research will also help inform how you dress for the interview. Your hair should be tidy, makeup subtle, cuticles groomed and nails polished. And no matter what, "don't show up in a tank top, cut-offs and flip-flops or scuffed shoes," says Maryam Naderi, owner of Paloma nail salon in Houston. "If someone looks and acts like they belong at Paloma, that's huge."

2 Bring more than your knowledge of nails. It's important to have on hand copies of your professional license, certifications and awards, plus a current—and typo-free!—resume focused on beauty industry positions, says Mark Epp, a senior consultant with Talent Plus, a global human resources consulting firm in Lincoln, Nebraska. You may also need references, so come prepared with a list of people who have agreed in advance to recommend you, such as a beauty school instructor, former salon manager, coworker or loyal client. For each, cite full names, role in your career, phone numbers and

email addresses. It's also important to bring an iPad or handheld tablet to flaunt your portfolio, says Devon Kirk, a nail professional and former day spa owner in Lewisville, Texas. "It lets people know right away if your skills are entry-level or advanced."

Arrive early and be prepared to Show off your skills. Being on time shows that you understand the value of others' time-an essential attribute for someone in the service industry. Plus, arriving early means that you won't feel rushed before you're asked to perform a service. "Doing a manicure is a non-negotiable part of the interview process," says Naderi. "We look at polish application, cuticle care and filing." The cleanliness and caliber of your implements count, too, Employers are also looking for personality, says Meg Schmitz, a hiring consultant and former owner of 17 Great Clips salons in the Chicago area. "Beauty services are one-on-one, so you may be judged on gentleness, appropriate eye contact and the volume of your voice," she says. "You have to be able to build trust and relationships because the salon wants returning customers."

"While it's also important to ask about hours, compensation, commission and vacation, wait until a successful interview draws to a close."

Know your talking points. At the interview, be ready to discuss your strengths and weaknesses as a nail tech, why you entered the profession and your goals for the future. Before the big day, rehearse your answers in front of a mirror or a friend so you're calm and confident. Remember, you have the right to decline to reveal your age, health, religion or political leanings, says Schmitz, noting, "None of that matters. Your education, experience and strengths do."

5 Don't just answer questions, ask them. Learn about the salon's culture, protocols, values and services beyond nails. Find out what your typical day's tasks would be and opportunities for advancement and continuing education. While it's also important to ask about hours, compensation, commission and vacation, wait until a successful interview draws to a close. "If you start off focusing on those issues, it shows that all you care about is yourself," Naderi says. With that being said, it's essential to ask if you will be hired as a booth renter/independent contractor or an employee; the distinction will determine how you will be paid and how you file your taxes, as well as if you will be responsible for buying your own products and supplies.



6 Say thank you. Follow up with an email or hand-written thank you note. "If the business owner is trying to decide between two people she really likes and one of them writes a thank you note, who will probably get the job? You guessed it: the one who wrote the thank you note," Kirk says. Plus, while beauty is a big business, it's also a small industry. You never know when you might cross paths with the same salon owner again, so professionalism is paramount.

Michele Meyer is a polish- and marketing-obsessed freelance beauty writer and strategist in Houston, TX.





Under the Sea

Aquatic life reaches the mainland in the form of summer nail art.

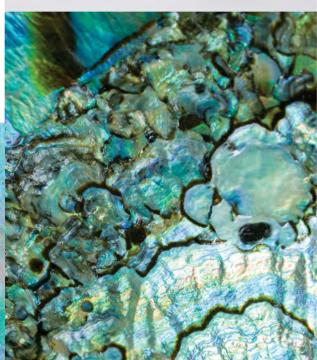


"I was inspired by the beautiful shifting colors found in opalescent shells and mermaid scales."—Yvett Garcia



Yvett Garcia is a Van Nuys, California-based nail artist.







Step 1 Apply gel base coat and cure. Then, apply one coat of sheer turquoise gel polish and cure. Do not remove the tacky layer.



Step 2 Apply metallic and pearlescent powder to the nail. Then, place iridescent flakes diagonally across the nail. Apply a thin layer of clear gel and cure. Do not remove the tacky layer.



Step 3 Apply blue and purple foil until the entire nail is covered. To finish, apply gel top coat and cure.







Step 1 Mix blue, turquoise and iridescent glitter acrylic powder. Then, apply a thin layer to the nail.



Step 2 Apply clear gel to the nail, then place small pieces of glass paper onto the gel and cure. Apply a second layer of clear gel to encapsulate the glass paper and cure.



Step 3 Apply one coat of no-wipe gel top coat and cure. Place a fish scale stencil on the nail, then apply duochrome and holographic powder. To finish, apply no-wipe gel top coat and cure.



Step 1 Apply gel base coat. Cure. Then, apply sheer turquoise gel polish. Cure. Do not remove the tacky layer. Next, apply pieces of glass paper until the nail is covered.



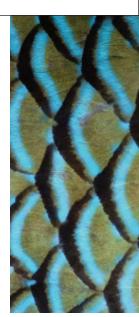
Step 2 Apply clear gel to encapsulate the paper and cure. Then, apply a thin layer of opalescent gel to the entire nail and cure. Next, apply a thin layer of clear gel and cure.



Step 3 File and buff the nail. Next, use an e-file to cut small diagonal lines into the gel, extending the lines to the corner of the nail to form a shell pattern.



Step 2 Buff between each diagonal line. To finish, apply gel top coat and cure.



BEAUTY FILE

Chaun Peth

My first job was...

When I was 12 years old, I picked blueberries in New Jersey and made \$15-\$20 per day. I was proud of the money I made, and I bought my own school supplies.

I would like to work with...

Beyoncé and Rihanna! They are big style icons and I would love to incorporate my nails into their look.

My favorite music is...

R&B. especially from the '90s and early '00s. If you come to my salon, be prepared to hear Jagged Edge or SWV.

My proudest accomplishments are...

Spreading my knowledge of nails and traveling the world as an educator, and being a personal nail artist for celebrities, including Khloé Kardashian and Jada Pinkett Smith. I still pinch myself everg night!

My most treasured possession is...

A Buddha necklace my mom gave me. It's like my security blanket, and it reminds me of my mom since she lives across the country in Philadelphia.

My favorite food is...

Shrimp fried rice and eggrolls. I love fried chicken and watermelon together, too.

Are you a morning or night person?

Neither. I do love the idea of getting up at the crack of dawn, ending work by noon and having the rest of the day off. But, that's wishful thinking because it rarely happens! Nail Artist, @chaunlegend

A recent set of

signature tips.

Me and my mom.

I rarely take this off.

Smile! A selfie with Khloé.





PHOTOS: COURTESY OF CHAUN PETH



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GUEST EDITOR



Ask Doug

Doug Schoon, scientist, author, educator and president of Schoon Scientific, joins NAILPRO for the next three months to provide you with advice and answers to *your* nail questions.

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

I've seen a lot of buzz on social media about a technique called the "Russian" manicure. In the images, the nails and cuticles look so nice! What do you know about this technique and is it safe to do in the salon? -Allison Loft, via email This technique promotes the intentional cutting and/or abrasion of the living skin surrounding the nail plate and creates more damaged skin that later must be cut or abraded away-the very problem manicures are supposed to solve! My advice is to never cut the skin around the nail plate. Removing skin from the proximal nail fold and sidewalls creates damage. making the skin more susceptible to infection for many hours, even days, after a client leaves the salon. What's more, the damaged skin is more susceptible to irritation and permanent allergic reactions to nail coating products when those products are place directly on the damaged skin. Additionally, using an e-file to smooth the skin around the nails is considered microdermabrasion and, in many regions, is restricted to those who have esthetics or cosmetology licenses. In fact, some states specify that e-files can only be used on the nails. Never intentionally cut or abrade the skin around the nail plate; that's trouble waiting to happen.

> What is methyl acrylate and can it cause allergic reactions? —Marie Ange, via Facebook

Methyl acrylate is an acrylic monomer and is used in some nail coatings. The potential for methyl acrylate to cause allergies is high, so my advice would be to choose a monomer without it. With that being said, in small concentrations in nail coatings, methyl acrylate can be used safely if you avoid contact with the skin and the coating is properly cured. What are negative side effects to under- or over-cured gel? And, what's the best way to avoid both problems? —Jennifer Ferris, via email

Daily contact with filing dust from under-cured UV nail coatings can lead to skin irritation or allergic skin reactions. Fortunately, adverse reactions are easy to avoid when nail coatings are properly cured. Keep in mind, just because a product hardens, doesn't mean it's properly cured; most artificial nail coatings will harden when they are only 50 percent cured. Using the incorrect UV nail lamp, not changing the UV bulbs on a regular basis, applying product too thickly or adding excessive glitter or pigments can all cause under-curing. To help prevent this from happening, it's important to invest in the nail lamp that was specifically designed for the system/ product(s) you use.

Here's a tip: If a client's skin itches while soaking her nails [during removal], this can be a sign that the nail coating is not properly cured. When products are under-cured, they contain excessive amounts of unreacted ingredients. As these unreacted ingredients escape from the nail coating into the acetone, it can cause skin allergies or irritation with prolonged or repeated contact.

On the flip side, over-curing of products can cause discoloration, service breakdown and onycholysis (when the nail plate separates from the nail bed) if the nail coating becomes overheated and burns the sensitive tissue of the nail bed. This can happen when using an LED lamp to cure products designed to cure with traditional UV lamps. In my professional experience, there is no single lamp that works properly with *all* UV gels, so invest in the lamp for your system. Ensuring proper cure is one of the nail professional's most important responsibilities.

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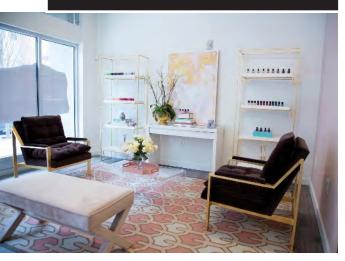
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DISTINCTION

At Paintbase, we want to elevate routine nail care. We designed the salons to be stylish and comfortable, and we emphasize cleanliness. We autoclave our instruments and discard any buffers and files after one use. Customer service is also key. We have a designated desk attendant to handle checking customers in and out, we offer beverages when clients arrive and we have convenient online booking. Paintbase also has a membership option that gives clients discounts on services and retail products; our clients love it and it creates brand loyalty. Paintbase is a franchise, and we currently have three locations in North Carolina: two salons in Raleigh and one in Morrisville. We look for areas that offer convenience as well as those areas that are established or primed for growth.

THE LOOK

We worked with the very talented team at MA Allen Interiors in Raleigh, North Carolina, to develop our decor concept. Our salon features a blush and chocolate brown color scheme with gold accents throughout, as well as gorgeous sconces, soft pendant lighting and a beautiful chandelier that adds a touch of glam. The result is feminine, but doesn't scare away our male clients.

Furthermore, exposed ceilings and white walls keep the space open and bright, and our custom pedicure chairs are like oversized armchairs that clients can sink into and relax. We knew that we wanted the space to feel comfortable.



PHOTOS







We have three different service levels: The Basics, Signature and Luxe. The two most popular services are The Basics Mani and the Signature Pedicure. The Basics Mani, (\$20 for regular polish; \$35 for gel polish) includes light cuticle care and nail shaping, polish and lotion application. It's perfect for clients on the run. Our Signature Pedicure (\$40 for regular polish; \$55 for gel polish) includes cuticle and callus care, nail shaping and polish application, plus a pampering sugar scrub and massage.

CLIENTELE

We attract a lot of young professionals and moms, as well as a growing younger client base who are really into nail art and fashion. In fact, our nail art services are becoming increasingly popular, and it's not something that was widely available in our area before we opened. On average, our clients spend \$45-\$55 on services and visits typically last one hour.

Our male clientele includes older gentlemen who are outsourcing their nail care maintenance and young men who enjoy being pampered.

THE GOODS

We use OPI, CND, Smith & Cult, Chanel, Essie and LaPalm.

We chose these products for their quality, durability and color section. We also use SugarLash for our eyelash services and St. Tropez for our tanning services; each are well-respected brands, offer quality products and have brand recognition with clients. In addition, we retail Smith & Cult products and St. Tropez's at-home tanning products, and carry other lines, including home goods by Lulie Wallace and hats by Aviate.

SOCIAL

MEDIA

Instagram is our most engaging social media platform. It's a great way for us to highlight our nail stylists' talents and showcase our salons. Pinterest also lets us share new nail designs and colors — and we've found that it drives interest in our business. Images of our interiors have widely circulated [the internet] and we frequently field inquiries from potential franchisees who are excited to see a fresh nail [salon] concept.

PRAISE

We believe that there is no reason routine nail care shouldn't be enjoyable. We approached the business from a client perspective, so it's really rewarding when clients tell us that this is [the experience] they've been looking for, too.

ADVICE

Be clear on your mission, and build your brand around that concept. At Paintbase, we didn't reinvent the wheel, we just made the wheel better.

We also believe that it's really crucial to play an active role in the salon. Knowing your employees and clients, managing operations and learning the industry is important to growing your business.



COMPETITION CORNER | BY ALEXA JOY SHERMAN

CHAMPION **MAKERS** AND **DEAL BREAKERS**

NAILPRO Competitions judges reveal the details of the best nails they've ever seen in the arena—plus, the most unfortunate flubs that consistently knock competitors out of the running.

aking top honors in a nail competition is no small feat. After all, there are *a lot* of rules that pros must heed, and even the slightest mistake can mean leaving the event empty-handed. But with so many skilled participants vying for the prize, certain details set a true champion apart from all the rest—and, on the flipside, some mistakes can immediately knock an otherwise talented tech out of the running. Here, we talk to the judges about the "wow" versus the "woe" factor in those make-or-break moments.



"The first set of nails that stopped me in my tracks was back in the early '90s. They were the most amazing nails I had ever seen: a set of pink-and-whites done by the one and only Tom Holcomb. The ratio was exact; they were slightly longer than usual and they were so thin you could practically cut your finger if you touched it the right way. For many years, Tom created what we still to this day refer to as "the perfect set" of sculptured nails. It was an honor to judge them. I didn't want to stop looking at them; they were a work of art! I have seen great work since, but I still live to see that type of perfection in a sculptured nail. Sadly enough, we see lots of work that could be better. Often, the nails that don't make the cut aren't finished or they're not filed well. It's maddening for judges to see nails unfinished; one of the first things you should work on is your timeline!" —NAILPRO Competitions global director Jewell Cunningham

"I love the entries with lots of astonishing detail—those hand-painted designs that you can look at and see something new every time. They tend to have a realistic feel, which is the style I love. The thing that devastates me with a set of nails is the lack of care and attention to detail. Also, I get frustrated when nail techs don't edit, but instead keep adding so many design elements onto the nail that there is not enough time to refine it. When a competitor combines colors and elements randomly, and doesn't think about balance and the aesthetics of the nail, you can tell they have just emptied their brain of ideas rather than pulling them together into a story. Even if the skill is there and the design is tidy, they fall short because it's just a bunch of things on a nail and not a theme that sings." —NAILPRO international judge Sam Biddle



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Call 714.773.9758 or go to MorganTaylorLacquer.com "I've seen so many competition nails that have taken my breath away! Some that stand out include a set of pink-and-white sculptured nails by Azumi Kanene. Those gave me chills because I felt like I was judging Tom Holcomb's work! Also, a set of Salon Success nails that Amy Becker created using gel was so good, you couldn't tell whether they were gel or acrylic. I have never seen someone create C-curves like that with gel! Then, there were the nails Marina LoPresto created for It's All About the Bling. The quality of the stones and the sleek placement of her design made it look like something you would buy at a luxury jewelry store for millions of dollars! The things that will take a novice out of the running include not following the rules, such as leaving jewelry on the model or using too many enhancements (more than 25 percent) on the hand-in nail art. Choosing the right model can also make or break you. One of the biggest things, though, is not finishing your work. Time management and practicing how long each step takes is so important!" —**NAILPRO Competitions judge AnnaMaria Paty**





"I had only been judging for a few years when Tom Holcomb competed. His pink-and-white sculptured nails were magnificent, and they are so difficult to do! I've rarely seen any like Tom's since—only at a competition in Japan, where the finalists were all given a 10; the nails were all so thin and the moons, which had to be sculpted, were flawless. For hand-painted nail art, the first time I saw a set by Pisut Masanong from Thailand, I was blown away. Every-thing he paints looks as if it's been photographed because it's so detailed and perfect. On the flip side, when competitors don't finish, that immediately takes them out of the running. If you make a mistake on a nail, you have to let it go and get to the next. If you don't finish, you will not make it into the top 10. Also, when picking our top 10, sharp smile lines will grab our eye every time. If they're off or they're not popping, that can definitely be a deal-breaker. **—NAILPRO Competitions head judge Carla Collier**





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"I have seen many wonderful sets of competition nails in my 12 years as a judge, but especially in the NAILPRO competitions. Carolina Wolak-Tworzidlo has already been named Grand Champion of NAILPRO Eastern Europe in 2016 and 2017. For me, her most impressive work was in the French Twist category at the NAILPRO Lithuania competition. Her work was accurate, clear, beautiful and elegant. In the Salon Success category, Nadiia Uzun's nails at the NAILPRO Ukraine 2017 competition demonstrated very clean work as well. I was so impressed with the clarity and uniformity of the smile line, material control, shape accuracy and surface structure. There are many factors that can take competitors out of the running, but one of the main ones is not paying attention to the rules. Sometimes, participants might perform truly excellent work from a technical standpoint, but because they used a color that wasn't permitted or did not stick to the theme, they don't place. It can be so disappointing to see that! **—NAILPRO Eastern Europe partner & competition director Viktoriia Klopotova**





"I had the privilege of judging Lynn Lammers in a NAILPRO Sculptured Nails competition. Her consistency from nail to nail in all categories was amazing. I even gave her a 10 on lateral structure, and I've never given a 10 in a Sculptured Nails competition before or since! Also, one of the most incredible 3-D Nail Art pieces I've ever seen was by Yire Castillo at the Premiere Orlando show a few years ago. The theme was "Early Bird Gets the Worm" and the detail on Castillo's set was mesmerizing—just when I thought I had seen everything there was to see in his design, I'd spot something else! The No. 1 thing that will take a competitor out of the running, every time, is not finishing. A close second is not carefully reading the rules. —**NAILPRO judge and competition ambassador Amy Becker**

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







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and nice nail professional? Here, how to find and hire the best techs for your salon.



By Linda Kossoff

difficult in recent years. The reasons are numerous. say human resources

professionals, who point to globalization, increased automation and advanced technology as having raised the bar for much of the labor market, while a lack of training and education-trade-specific and otherwiseprovides no alternative for many others.

For employers seeking skilled people, the damage is real. So-called "bad hires"

cost businesses untold amounts of revenue every year in the form of wasted time and lost customers. "Recruiting can be a draining and expensive process for business owners," acknowledges Christy Hopkins, a licensed professional in human resources, who has been working in the recruitment arena for seven years, primarily with small businesses and startups.

It's no wonder that some nail salon owners are skittish when it comes to committing to a new employee. "It's very difficult to find good nail techs, especially in our market," says Carla Hatler who, as owner of Lacquer nail salon with two locations in Austin,



Texas, is responsible for 27 employees, none of whom are independent contractors. "We're a team-based salon, and we have to find people who are into being part of a bigger 'family,' so to speak," she says.

Whether your challenge is finding team players, elevating the skill level at your salon or some combination of the two, experts say there are ways to tip the hiring odds in your favor.

IDENTIFY YOUR IDEAL

It sounds simple, but many employers don't give much thought to exactly what they want in an employee before they start their search. Not only does this lower the odds of finding the person they need, it sharply decreases the chance of even attracting the right applicants.

"You need to start with a solid, wellthought-out job description," says Hopkins. "This should include duties, responsibilities, qualifications and your business's work environment." Lisa Suarez-Brentzel, owner of Lacquer Gallery in Columbus, Ohio, favors very simple ads with job descriptions that "cover the basics, including how much experience and what specialty I'm looking for," she says. "I ask them to email me directly with a resume, mini bio and social media links." Not surprisingly, human resources professionals suggest a somewhat more complex approach that includes making a list of traits you'd like to see in an employee. Use a current or past high-performing employee as an example. Perhaps a tech came in with customer service experience that benefitted your salon, or one had a calm personality that had a positive effect on your team. Use this information to create a targeted job ad that will attract desirable candidates.

Tracy Dungan is co-owner of the ProFiles franchise, with eight locations throughout Florida and more than 100 nail techs. She counsels franchise owners



on how to employ and keep people happy. Dungan is "always in recruitment mode," as she puts it, and is very clear about what she wants.

"I look for people who are eager, excited and passionate about the nail business," she says.

WIDEN THE POOL

Once you've crafted an appropriate job description, it's time to start your search, and that starts with ensuring an optimal candidate pool, notes Leigh Branham, a Kansas City, Missouribased expert in employee engagement and retention, business consultant, speaker and author. "Most employers end up interviewing a very reduced number of people because of lack of outreach," he says. "Remember, the more candidates you have, the pickier you can be."

Your outreach efforts may include everything from participating in career days at local schools to talk up the advantages of working in a nail salon ("you meet interesting people, become part of a growing business, make your own schedule") to consulting your own clients and staff for leads. "I ask the people currently working with me if they know of anyone," says Ruth Kallens, owner of Van Court Nail Studio in New York City. "It's a good idea because, as with any environment, you want people to stick together and make the culture a super-positive one." Hatler offers employees a referral bonus. "I don't think it's the money that drives them, though, so much as the desire to refer people who will be a good addition to our team." she reflects.

When inner-circle suggestions fail, Kallens branches out. "I call my contacts at the local schools and see if they have any recent or soon-to-be graduates. I think scooping them up right out of school is helpful because

Recruitment pros advise employers ask consistent interview questions for each candidate so you can "compare apples to apples" when making a hiring decision.



INTERVIEW INTEL

Before you sit down with a candidate, be sure to familiarize yourself with federal and state laws about which questions you can and can't legally ask a job candidate. Here, more ways to make the most of your limited time with a potential tech-for-hire:

- Appoint peer interviewers from your salon so you can get their impressions.
- Ask open-ended questions, i.e., "Tell me about your last job."
- Be sensitive about potential language or cultural barriers.
- Try to put the candidate at ease so you can see her at her best.
- Ask hypothetical, "What would you do if ... " questions.
- Pay attention to body language and other nonverbal cues, such as eye contact and posture, that speak to attitude about the job.
- Give your candidate a chance to ask questions.
- Take notes.
- If you're interested in the candidate, tell her why she'd be a good fit.





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Set up your applicant for a successful interview by letting her know what to expect in advance. If you plan to ask her to demonstrate her skills, let her know.

you're able to really train them to your liking," she explains. Dungan agrees, noting that these candidates "don't have any bad habits yet."

Placing an ad is an obvious and conventional choice. Where and how to place it, however, depends largely upon your salon's particular market. For instance, print ads may seem antiquated, but if your neighborhood's newsletter or circular is especially popular, it may be the way to go. Do a little research, suggests Branham. "Ask your top employees what they read, what websites they visit and what they do in their leisure time," he says. "Target your ad outlets based on your current pool of people."

Hatler notes that in Austin, the favored ad post choices are the city's Craigslist

listings and the aggregate job board site Indeed.com. "Job boards allow [low cost and] free job postings so you can't lose by posting your ad in several places," Hopkins points out.

THE SCREENING PROCESS

Small business owners often turn to their own social media to bolster their recruitment efforts, counting on their targeted audience to spread the word-but results are mixed. Obviously, you need to have highly engaged social media followers to raise the odds of finding new employees in this way. There's another important role for social media here, however, and that's in the screening process. "I check all social media now before hiring," says Dungan. "I actually didn't hire someone because I looked at her social media and didn't like what I saw. She was pretty miffed at me but I thought, 'How can you think an employer isn't going to check your social media?'"

Similarly, have you ever been so desperate to hire someone that you ignored a little something the applicant did or said that bothered you—and then were sorry later? You're not alone. It's tempting to just pull in a fish on the line when you're hungry, but part of successful recruiting is knowing when to say no. Hatler learned the hard way to pay attention to small things, such as the candidate who arrived for her interview 10 minutes late with no explanation. "I had one interviewee who, right out of the gate, listed what she would and would not do. I told her, 'You know, you may not be the right fit for us,'" she says.

To avoid wasting time, Hopkins suggests a phone interview to screen the candidate first. "This way, you can assess basic qualifications before inviting someone into your space," she explains. "Evaluate the candidate's preparedness. For instance, did she research your business?" Failure to do so indicates a possible lack of initiative and commitment. Kallens keeps her eye out for a certain "can do" attitude. "I've had people come in and say, 'I can do this or that, so maybe you can use my skill set and add it to your menu.' That's the hustler mentality I'm looking for!"

Set up your applicant for a successful interview by letting her know what to expect in advance. If you plan to ask her to demonstrate her skills, let her know. "We ask our candidates to do one nail in a French, a red and a white," says Hatler. "If they have good polishing skills, we can teach and train anything else."

Recruitment pros advise employers ask consistent interview questions for each candidate so you can "compare apples to apples" when making a hiring decision. And before you make an offer, be sure to check references. "You may think it's a waste of time to check references because the people [candidates] give you are only going to say nice things, but there's a lost art to checking references," says Branham. "For instance, leave a message for the reference that says, 'If you have anything good to say about this person, give me a call.' That way, if they don't call you back, it may be a negative recommendation."

When it comes to making a final decision, trust the process: Know what you're looking for, cast a wide net and screen accordingly to help you choose the right hire for you and your salon.

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







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Keeping nail pros on staff is no easy task. Here, six ways to retain techs in the salon.

> ou finally have a full staff of great nail techs and business is brisk—so brisk, in fact, that you're anticipating a record-breaking holiday season at the salon. And then, just as Halloween rolls around, your longest-

running employee announces that she's partnering with a friend to open her own place. In two weeks she'll be gone and you have to find a replacement. But by mid-November, you're still so busy filling in for her that you haven't had time to really search in earnest. In the meantime, you've had to ask the remaining techs to pick up the slack and work extra hours. When one of them reminds you that she has been promised the week of Thanksgiving off, you have to tell her it's no longer possible. She says nothing, but a week later, she quits. Her best friend at the salon follows suit two days later. By December, you've lost half of your experienced staff and there are several brand-new people who need training. Merry Christmas, everyone!

As the cliché goes, "Good help is hard to find." Many managers place the blame on a changing American work ethic, represented by the much-maligned millennial generation and an overall waning sense of company loyalty. Employees, in turn, point to years of massive layoffs with no regard for individual performance and wages that have failed to keep up with a skyrocketing cost of living. On each side is a growing cynicism and lack of trust for the other—hardly a formula for a successful relationship.

Yet, despite it all, many employers do manage to retain happy and loyal teams. How do they do it? By fostering "employee engagement," an approach to the workplace that enables team members to commit to their jobs and feel good about them every day. The good news is, you don't need an MBA to figure out how to raise your staff's engagement levels. According to employee retention experts, all it requires is your willingness to create the following conditions, cheerfully and consistently. Here, six ways to hold onto a stellar staff.

By Linda Kossoff



I really try to make sure my staff understands that it's our salon.



"Meaning and purpose come from the company having a mission and vision, and working together to achieve goals and benchmarks that support them," says Christy Hopkins, a licensed professional

in human resources with seven years of experience working with small businesses and a contributor to fitsmallbusiness.com. "I really try to make sure my staff understands that it's *our* salon," says Lisa Suarez-Brentzel, owner of Lacquer Gallery in Columbus, Ohio. "Yes, I created the mission statement, but it's the amazing women I work with every day who bring it out. I like to think of us all as a team, making a name for ourselves in the city." To drive that message home, she assigns a special responsibility to each team member, such as managing a particular area of the salon or finding a cool, creative thing the staff can do together.

IMPLEMENT **STRUCTURE** AND **GUIDELINES**



"It's a manager's job to have her team trained and prepared to succeed in their roles," stresses Hopkins. "This means providing clear feedback on their performance, as well as their behavior, in order to set them up for success. Anything that will help an employee succeed should be clear to them." Carla Hatler, owner of Lacquer salon with two locations in Austin, Texas, learned this the the hard way. "Our retention has improved, but at the beginning we had a lot of turnover," she admits. "We

didn't have a lot of structure in place, so we had nail techs calling out on busy days, things like that. Finally, I put systems and rules—with consequences—in place. It had never occurred to me that I would have to do that."

Legal and human resources professionals urge all employers to create an employee handbook that outlines rules, policies and expectations. Ruth Kallens, owner of Van Court Nail Studio in New York City, comes from a corporate background, so that step was second nature to her. "I created a robust handbook that includes what to wear and not wear, how to act, what's tolerated and not tolerated, etc.," she explains. "You have to put everything in there."



GIVE ATTENTION AND RECOGNITION

"As a manager, you have to watch what people are doing," says Leigh Branham, a Kansas City, Missouri-based expert in employee engagement and retention, business consultant, speaker and author of several books, including The 7 Hidden Reasons Employees Leave. "That means you can't just be back in your office working on your to-do list and running numbers. You have to be [on the floor] and paying attention. Watch what people are doing and if you see them succeeding, give that recognition. For example, 'I see you're staying late to take care of the customer and I really appreciate it.' It has to be specific." For Kallens, it comes down to basics: "I want to be treated fairly and kindly so I try my best to do that with my employees," she says. "I might bring them coffee or send team emails calling people out for something great they did. Positive reinforcement is essential."

EMPLOYEE

BE **TRANSPARENT**

Communication fosters trust, and both are two-way streets. Tracy Dungan, co-owner of the ProFiles franchise in Florida, believes in being as open with staff as possible. "I've found that I have to be

upfront about everything from the beginning, otherwise it stresses me out," she says. "Communication is so important. I know a lot of salon owners who have lost nail techs because they didn't communicate with them." The more information you can share regarding salon goals, progress and decisions, the more engaged and invested your staff will be. "There's something called 'open book management' in which you open up your financial books to help educate your team as to what it takes to run a business," says Branham. "Some of your em-

ployees might decide to open their own salon—and people who are motivated are going to leave anyway—but why not teach them about expenses involved with keeping the business afloat? Plus, it helps all employees understand the big picture and the reasons behind some of your decisions." Hatler agrees, saying, "I think transparency is important because it helps the team understand what you go through while running a business and trying to remain profitable. I don't give staff specific numbers but I let them know where we are generally and where we're headed. It gives everyone a certain level of insight."

I think transparency is important because it helps the team understand what you go through while running a business and trying to remain profitable.







Many employers find themselves mystified

when an employee gives notice. "I had no idea anything was wrong. She never said anything," is a common lament. That's because most staff members won't say anything unless asked. "It's essential to do employee check-ins on a regular basis," says Branham. "In fact, let them know when you hire them that you're going

to do this and that you want them to be candid. Ask, 'Is there anything you need from me?' and 'What can I do to make you more effective in your job?'" He adds that some managers offer opportunities to submit anonymous requests and feedback without fear of repercussions.

"I keep my eye on the environment and vibe very carefully," says Suarez-Brentzel. "If things are off or tense, I try to have meetings to bring us back together. I remind the staff that the salon is a safe and chill space. We have a 'girl gang hang' once a month just to relax and hang out with each other outside of work." Kallens brings everyone together once a quarter, but also strives for "one-off" conversations outside of work hours whenever possible. "Be kind; we're all only human," she reminds.

An attitude of caring tends to be contagious and encourages a more supportive atmosphere in the workplace overall. "A person might share a challenge going on in her personal life with the team, and everyone can figure out together how to make things easier for that individual," suggests Branham. "Anything that lets your employees know you think about their work/life balance and not just what they can do for you shows you truly care."

OFFER FLEXIBLE INCENTIVES

"Employees tend to be motivated in two different ways: intrinsically and extrinsically," explains Hopkins. "Intrinsically motivated people care about doing a good job because of their innate pride and passion for the work. They like recognition of their hard work, expressed in compliments and increased responsibility. Extrinsically motivated people look for outwardly recognizable prizes, such as corner offices or gift cards. So, employers need to tap into what motivates each employee." Hopkins recommend a 'menu' of options, saying, "Let your staff provide some direction as to what they appreciate most."

Suarez-Brentzel holds a monthly "feedback/review contest" based on what salon customers are saying about staff members. "When an employee reaches 10 client compliments or positive reviews submitted via phone or email, I give them a paid day off," she says. "I find that rewarding growth and amazing service keeps people motivated." Dungan provides big discounts on products, travel to beauty shows and an annual raffle to raise money for the salon's education fund. "We even give a diamond necklace to people when they've been with us 10 years!" she reports. Indeed, incentives-big and smallcan help salon owners hold onto employees. The greatest reward? Knowing that you're providing a positive, open and growthoriented environment for your techs-and your business—to thrive.

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

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CAT'S MEOW

JUST IN TIME

Don't turn late clients away. Use these time-saving service swaps designed to help you stay on schedule.

By Leslie Henry

As a busy tech, you've likely faced the following scenario: Your book is packed and your client arrives late. With no slack in your schedule, you can reschedule her appointment (and give up immediate revenue) or rush through the service with inferior results—and risk losing the client forever. Fortunately, there's another option: offer her an alternative service that achieves similar goals in less time. While the time-saving service may not be as elaborate as what the client originally wanted, she'll be thrilled that you didn't turn her away and you'll be relieved to stay on time. Here, four swappable services that can help you accommodate late clients when time is especially tight.

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Your late client wants a new gel polish manicure.

TIME-SAVING SERVICE: Hybrid nail polish manicure.

Gel polish removal and curing between steps eat up a lot of time during a gel polish mani. First, cut back on soak time by removing a majority of the old gel polish using an e-file and medium sanding band. A swipe with pure acetone and a quick buff should take care of any remaining gel polish. Finish with a hybrid polish that will deliver longer wear than traditional polish (with no curing!). If your client is notoriously late, consider using an easy-off gel polish base coat to speed up removal at her next visit.



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Your late client wants a spa pedicure.

A waterless pedicure with moisturizing scrub.

Old toenail polish can be stubborn, so reach for pure acetone versus a non-acetone remover. Eliminate soak time completely by using a moisturizing scrub to simultaneously remove dead skin and hydrate, and skip rinsing the feet. Instead, remove any residue from the nail plate with nail sanitizer and a lint-free pad (no time wasted picking wayward cotton ball fibers!). To finish in record time, limit the client's polish selection to polishes that cover completely in one to two coats and finish with a quick dry top coat.

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Your late client wants hand-painted nail art.

TIME-SAVING SERVICE: Single color manicure embellished with nail art stickers.

Intricate, hand-painted nail art often requires more than one base color and always takes time. Instead, limit the mani to a single-color lacquer and use nail art stickers. Style options are many and designs on transparent backgrounds are excellent for mimicking the look of hand-painted artwork. Simply apply the stickers to tacky polish and finish with a quick dry top coat.



1

2

Your late client wants a full set of pink-and-white enhancements.

0

TIME-SAVING SERVICE: Two-tone acrylic dip over nail tips.

Some techs are faster sculpting nails versus applying product over tips, but executing a flawless set of pink-and-whites can't be rushed. Instead, apply tips using quick-set nail glue and do minimal buffing using a tip blender. Then, coat the entire nail and tip with opaque pink acrylic dip (to disguise any remaining tip line) and dip the free edge into white powder at an angle for a superfast and perfect smile line. (Need to cut even more time? Encourage your client to choose a single color acrylic dip.) To finish, only a light shaping with a file or buffer is required.

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FIRST TIME'S A CHARM

Techs tell all about receiving their very first nail service.

By Francesca Moisin

Before becoming a professional, there's a good chance you were someone else's client. Here, we asked nine nail pros to share the untold story of their first time sitting across the table from a tech. How did those experiences—good, bad and hilarious—shape the course of their careers? Read on to find out!



"When I was 18, I went for my first pedicure at the salon where my older brother Vu was working as a tech. One of his coworkers did my service and I remember being

unbearably ticklish when she used the pumice bar on my feet. There was water splashing out of the bowl because I was kicking so hard. I was actually afraid I might kick her in the face! These days, when a client tells me she's ticklish, I know to take it easy." —**Robert** "Nail Guy" Nguyen, global director of professional market for Color Club in Los Angeles, CA "There's a saying that people may forget what you said, but they'll always remember how you made them feel."



"There's a saying that people may forget what you said, but they'll always remember how you made them feel. That applies to my first pedicure, which wasn't a great experience. I was in beauty school and we were practicing pedis in student pairs. My partner made a big deal about the calluses on my feet, and I recall feeling ashamed. I knew then I'd never do the same to a client-and I still live by that motto every day." -Laura Merzetti, owner of Scratchy My Back Nail Studio in Ajax, ON, Canada

"It all started with a pedicure performed by my best friend and nail tech, Kelly Brown. I was moving from Nebraska and she wanted to send me off with a parting gift. I'd never had my toes painted, so when she asked what I wanted on them, I looked at her blankly and said, 'polish?' She smiled and said she'd surprise me. When finished, I was amazed by her fireworks design, I'd never seen

"Td never seen such intricate art executed on such a small surface. I've always been an artistic person, but it was in that moment that I found my canvases."

such intricate art executed on such a small surface. I've always been an artistic person, but it was in that moment that I found my canvases." —Evangelina Jenkins, owner of Extraordinary Nails by Eva in Killeen, TX

"My mother was a retired beauty industry professional, which means I grew up getting my hair cut and permed in our kitchen, and I didn't step foot inside a salon until my mid-20s. That's when my boss gave me a manicure gift card for Christmas. It was the early '80s, and my treatment started with a hand soak in a small cup of warm lotion, which the tech then used for the massage. That was a revelation. I'd never imagined it could feel so good to have my fingers rubbed. I chose a frosty light pink varnish and left feeling like a

million bucks. Sitting at my desk, I

was fascinated by my shiny nails. That first manicure made me feel pretty, so to this day I try to lend a gilding-the-lily feel to my services."—Karen Hodges, cofounder of Nailcare



"That first manicure made me feel pretty, so to this day I try to lend a gilding-the-lily feel to my services."

Academy in Fort Myers, FL



"I was caring for my grandmother while working in my cousin's restaurant when my husband—who was still my boyfriend at the time—realized I needed a little pampering and brought me to the mall for my first pedi. Little did he know he was creating a nail monster! I loved that initial experience, but I also remember taking notes on what I might have done differently. For example, the tech thumped my legs after massaging them, which hurt my weak ankle. So, now I discuss all client concerns before the start of any service." —April Johnson, head nail technician at Fabulous Nails at The Total Look in Emmitsburg, MD "My dad would say his hands were the tools of his trade, essential in caring for his family, and it's the same with my career at Essie."

"I grew up working in my dad's Brooklyn, New York, butcher shop. On Saturdays, once finished prepping the meat, we'd stop at our local salon for father/son manicures. This was the '80s when most men weren't getting their nails done, but to me the appointments were completely normal-and a hygienic necessity, as I learned from my dad. The process not only made my hands look nice, but also kept them healthy and infectionfree. In our line of work, simple handwashing wasn't enough. My dad would say his hands were the tools of his trade, essential in caring for his family, and it's the same with my career at Essie." -Gino Trunzo. assistant vice president of education for Essie Professional in New York, NY

"The first and only time I ever got a manicure was in Thailand as a tween. I walked away with beautifully hand-painted yellow flowers over red polish on all 10 tips — and a newfound curiosity for nail art. That experience changed my life. While still on vacation, I started practicing on my mom and sister in our hotel room, since the tech had been kind enough to tell me where to shop for local supplies. My passion never waned and, over the years, I continued to improve my skills by crafting nail art on friends, family and myself. While I love giving traditional manis and pedis, for me, the most exciting part remains that last step: adding the

designs." —Celine Cumming, nail technician at Angle Nails in Middletown, DE

"When working with new clients I still remember my first time, so I explain the steps as I go along."

"Growing up, I was a tomboy. My mom pushed me to get a manicure and pedicure before my senior prom, and I initially resisted because I thought it would be uncomfortable to have some-

one touching my feet. During the service, I had no idea what the tech was doing—Why did she have a tool to push back skin? Why was she filing my heels?—but I still found the experience wonderfully relaxing and loved the result:

French nails with a blue line under the white to match my dress. A few weeks later I returned for pink-and-white acrylics, which ultimately led to my love of all things nails.

When working with new clients I still remember my first time, so I explain the steps as I go along. I've found that this especially puts men at ease; it's nice to know about the benefits of things, like cuticle oil, if that's a foreign concept." —Chelsea King, celebrity nail artist in Long Beach, CA

Francesca Moisin is a journalist based in Rockport, MA, and the author of Phasmantis: A Love Story.

"I'm from Moldova in Eastern Europe. When I first moved to the States, I remember wanting a nice pedicure. I was already a nail tech, so I could have done it myself, but I wanted to relax instead of twisting into awkward positions to file my own toes. New in town. I didn't know of any good salons, so I picked a random spot in the mall. The technician filled my tub with water, and then left me waiting for 25 minutes. When she finally got to work on my cuticles, she pushed much too hard-and ignored me when I said I was in pain. A few minutes later I had polish on both my nails and the surrounding skin. I never got my relaxing treatment, but I did become even more attentive to my clients' needs. First I listen, then I pamper my clients as much as possible." -Svetlana Nazaria-Svetich, owner of beYoutiful Salon in Coeur d'Alene, ID





"First I listen, then I pamper my clients as much as possible."

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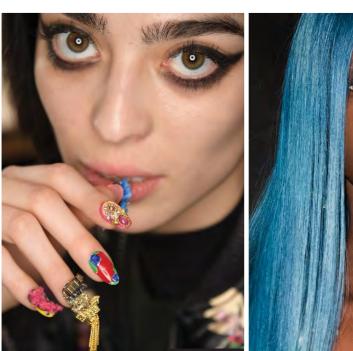
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FALL'S TOP NALL TRENDS

Combing through the catwalks reveals that you'll need to stock up on black lacquer, loose glitter and nail piercings galore to be on top of your nail game this season.

By Karie L. Frost



CND @ Libertin

Mei Kawajiri @ Phillip Plein

TREND #1 SWING SETS

It may be the most impractical of the bunch, but the dangling nail art trend came out swinging at several shows, signaling that you may want to step up your nail-piercing skills. At Baja East, Voesh nail lead Naomi Yasuda punched

lengthy strings of pearlescent seed beads into sky-blue tips—the perfect fringe detail for the show's party-hearty theme. As an on-point complement to designer Phillip Plein's over-the-top sportswear, nail lead Mei Kawajiri strung chains from black-lacquered nail tip to black-lacquered nail tip, adding punk-approved safety pins and hoops to push the piercing envelope. For clients, stringing delicate links from the free edge, like one of the many CND nail art creations seen at the Libertine show, gives you a more practical dangling design that you can offer to adventurous clients.

Voesh @ Baja East







Essie @ Christian Siriand

TREND #2

ETCHING STONES

The Blond

Rough-cut stones and the beautiful swirling colors of picturesque rock formations became a source of inspiration for runway nail artists. "The wave [in this nail art] is like the patterns seen in rocks and sand in Death Valley," says Essie nail lead Rita Remark of the sparkling manicure she created at Christian Siriano. The key to her polished reimagining of the Earth's minerals: Use "organic" dabbing brushstrokes. "They don't have to be perfect," she says. Taking a more literal approach, CND creative lead Roxanne Valinoti collaborated with her team on sculpted nails for The Blonds show that looked exactly like precious stones (think: split geodes and veined lapis lazuli).



Zova @ Sachin and Babi

TREND #3

HEARTY HALF MOONS

The question backstage: Do these nail designs feature uber-thick French tips or extremely large half moons? Whichever side you come down on, the overall look had a distinctively dramatic appeal for such a simple design. "I like the juxtaposition between a more square shape and this very deep smile line," says Essie nail lead Julie Kandalec of the opposing details she chose for Tanya Taylor. "The deep smile line serves to elongate the fingers." For Jin Soon Choi, who crafted the half-and-half nail look at Prabal Gurung, the effect of painting a thick tip while keeping the half moon hearty creates the illusion that the wearer has dipped her nails into a vat of paint.











TREND #4 TWINKLE X INFINITY

Whether meshing many metallics into one design or haphazardly gilding tips in one precious metal-like polish, backstage nail artists forged stunning new takes on sparkling nails. Determining that a multitude of glitter hues would be better than one at the Tadashi Shoji show, LVX nail co-leads Teresa King and Lisa Lee showered random sections along the edges of

each nail (lacquered in LVX Eiffel, a glistening champagne) with an assortment of micro-glitters, from pink to bronze to pewter. Tapping into a similar idea at the Naeem Khan show, KISS Products nail lead

Gina Edwards used a more exacting approach: She pressed several different glitter typesfeather, hexagons, micro and more-into a tacky black polish base, concentrating each glitter in a specific area that remained consistent from nail to nail. The resulting manicure, a stunning mosaic of twinkling beauty that covered each bed, "perfectly complements the collection's rocker vibe," Edwards says. Other catwalk designs that skipped loose glitter in favor of metallic polish proved that a hint of sparkle is really all you need.



TREND #5

NOT-SO-BASIC BLACK

A black base served as the LBD of nail art this season. Backstage at Alice + Olivia, Essie nail lead Remark posited that black nails with metallic accents would be the fall trend to beat: "I've been asked to do this at three out of five shows!" she says. For Zoya nail lead Holly Falcone, the black base (a coat of Zoya Willa) not only anchored the white symbols she painted on various tips at the Nicole Miller show, but also gave a "gypsy grunge" vibe. Your best bet? Invest in a pigment-packed black lacquer and have it at the ready to bolster fall nail art.







Deco Miami @ PH5

Jeremy

DUPE-FRIENDLY

Bands, circles, stars and ... vintage flowers? Whatever the chosen detail. nail artists courted manicure mimicry with simple designs that focused on easy-to-reproduce shapes. Inspired by the designer's heavy usage of her boyfriend's grandparents' vintage floral couch in her collection, Christian Louboutin Beauté nail lead Alicia Torello went with graphic, exaggerated floral nail art at the Novis show. Of the bold gold stars she painted for the Jeremy Scott show, CND nail lead Miss Pop says, "It's an element that takes that aspirational glamour of L.A. and makes it DIY."



BEHIND BACKSTAGE: THE CND DESIGN LAB

Every New York Fashion Week, the CND team sets up shop in an expansive hotel suite that becomes the nail art beehive known as the CND Design Lab. In this makeshift laboratory, new techniques are born; for example, this season, the artists created what they're calling a "spine." "It's a raised contour, where we build up the middle of the nail so it looks like you're looking down inside of the nail," says CND Design Lab team member Heather Davis. Think of the spine as a magnifying glass: The clear arc amplifies what's below it.

Such forward-thinking artistry is what the CND team strives for each and every time it keys a show. In fact, CND cofounder and style director Jan Arnold only works with designers that recognize the value of innovative nail artistry; the company typically passes on shows that request nude nails or a simple swipe of color. Instead, designs like the "Bob Marley" nail, which CND Design Lab team member Shelena Robinson created for Libertine, get a moment on the runway: With flowing black tendrils (embroidery thread) woven into the entire perimeter of the tip, the nail is a social media magnet. Even common nail art ideas, like snakeskin, are turned on their head in this lab: CND quest artist Lauren Wireman flash-cured a dimensional dollop of clear gel on each and every scale for a breathtaking 3-D effect. Hours upon hours go into the creation of the various designs, with some surprising discoveries cropping up along the way that are certain to become staples in nail salons, like the simple addition of flat metallic triangle studs around the perimeter of a nail-a design decision that the CND team is calling a "setting" that makes the nail look like a 3-D piece of jewelry. Says CND education manager Roxanne Valinoti, "We really want to inspire the nail pro."



creates a 3-D effect.



The "spine" effect as seen on nails at The Blondes.



a setting-as-nail-art.



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MICRO TREND

SINGLE DIGITS

Was polish conservation on the minds of backstage nail artists who chose to paint only one nail a brilliant color? Choi's minimalist approach to nails certainly informed her decision to paint only the index fingers in one of five bright JINsoon polish hues at Tibi, while nail lead Tracylee Percival gave one finger an extra bit of mani love with a "cuticle band" of basic black polish at Zadig & Voltaire. Though you likely won't serve many of your clients this strippeddown trend, it's certainly an interesting idea for those who want to add a kick of color to their naked manicure.



Tracylee Percival @ Zadig & Voltaire



PHOTOS: (TOP) IMAXTREE; COURTESY OF JINSOON





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NAIL CLINIC | BY TRACY MORIN

Battling **Biting**

How to help clients who bite their nails.

hen a client arrives at the salon with nails bitten to the quick, it's enough to make any tech cringe. According to Dana Stern, assistant clinical professor of dermatology at the Mt. Sinai Medical Center in New York City and founder and CEO of Dr. Dana Beauty, nail biting, or onychophagia, affects up to 30 percent of the general population. Patients are often embarrassed to seek medical help for nail biting, says Stern, so it's no wonder why techs see so much of this common condition in the salon. Here, a look at the causes and symptoms of nail biting, plus treatments to help your clients break this bad habit.

Bite Marks

While many people picture nail biters as nervous or stressed, that's not necessarily the case "The exact cause of nail biting is currently unknown, but some studies have shown that nail biting may be more common with certain psychiatric disorders, such as anxiety and obsessive compulsive disorder," says Stern. "Nail biting has also been shown to be associated with boredom or a lull in activity."

For clients who bite their nails, the symptoms are easy to spot: Nails tend to be abnormally short and uneven, cuticles may be absent or ragged, nail folds may be in varying stages of healing and splinter hemorrhages (longitudinal black thin lines in the nail that look like splinters) are often present, says Stern. Nail biting can also lead to other complications, including paronychia (inflammation and/or infection of the skin surrounding the nail); herpetic whitlow (the spread of the herpes simplex virus to the fingers); or longitudinal melanonychia (damage at the base of the nail, caused by excessive biting, stimulates the melanocytes, or melanin-producing cells, resulting in vertical bands of dark pigment on the nail bed). In some cases, nail biting can also result in oral or dental complications.

Salon Solutions

If you have a client who's a nail biter, applying short enhancements can help break the habit. Janet McCormick,

Nail Biting Facts

- Nail biting is also called onychophagia.
- Nail biting usually starts at age 3 or 4.
- 45% of adolescents are nail biters.
- The prevalence of nail biting decreases as an individual ages.

Source: National Center for Biotechnology Information

owner of Nailcare Academy in Fort Myers, Florida, suggests a weekly manicure regimen and enhancements until the natural nail grows past the free edge. According to McCormick, nail biters often have small, moist nail beds, so acrylic is more prone to lifting; she recommends gel enhancements for more flexibility. Additionally, a squoval or round shape helps prevent biting, she says, since there are no sharp corners begging to be bitten. "I send clients home with a small emery board [with instructions to] keep it on hand at all times so they aren't tempted to bite at a ragged corner," says McCormick, adding that she also inquires about when a client is apt to bite, helping to draw attention to her triggers.





If nail biting is a common issue in your salon, you may want to consider retailing products that help deter the habit.

"I recommend that my patients keep a diary for several days to get a sense of when they are biting their nails and to see if there is a stimulus, such as stress or boredom," says Stern. "That way, they can initiate habit reversal by having a competing response ready when they are most likely to engage in the habit." For example, if an individual feels the urge to bite, they should instead reach for something else to occupy their hands, like a stress ball, rubber band or fidget spinner.

Other possible treatment options for clients include wearing a discrete accessory, such as a wristband, as a reminder to stop biting nails or using nail polish that contains unpleasant tasting compounds designed to discourage nail biting. (Note: If nail biting is a common issue in your salon, you may want to consider retailing products that help deter the habit.)

Keep in mind, bad habits are hard to break. Don't be discouraged if a client returns for her next appointment with half of her enhancements gnawed to tiny nibs. Instead, praise your client's healthy looking nails, and continue to provide stellar services and *a lot* of encouragement.

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



PRO TALK



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2 Allow it to fizz and place hands into the bowl to soak.



B Place the Candy Cube into the palm of the client's hand. (Note: Use one Candy Cube for a manicure and two Candy Cubes for a pedicure.) Gently crush. Then, add a few drops of warm water, lotion or oil.



Rub the crushed Candy Cube to create a paste and massage the product into the hands. Remove with a moist hot towel or warm water, and pat dry.



5 Apply the Conditioning Mask. Massage the hands or let the mask dry to remove impurities. Remove with a moist hot towel or warm water, and pat dry.



6 Apply the Massage Lotion liberally to protect and moisturize skin. Then, continue with the service.

PRO TALK | ART



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STEP 2 Using a stamping plate and polish, apply a butterfly design to the nail.

STEP 3 Using a detail brush, trace the butterfly design with white art gel polish. Do not cure.

STEP 4 Using a spoon or brush, pour Glowstix over the nail, covering the butterfly design. Cure, then carefully brush off the excess powder.



Glowstix

Banger







PRO TALK | ART



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Step-by-Step

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STEP 2 Apply a thin layer of Q.Gloss No Cleanse Top Gel. Do not cure. Then, apply Mylar Glitter to the nail. Cure for 1 minute. Apply a second layer of Q.Gloss No Cleanse Top Gel to encapsulate the Mylar Glitter. Cure for 1 minute.

STEP 3 Paint a flower on the top right side of the nail with Xpress Details Gel in black. Flash cure for 10 seconds.

STEP 4 Paint another flower on the bottom left of the nail. Flash cure for 30 seconds. To finish, apply one coat of Q.Gloss No Cleanse Top Gel. Cure for 1 minute.









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Battling Biting

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you'll be awarded a framable Certificate of Achievement. A perfect score earns a Certifi Achievement With Honors.
The medical term for nail biting is
Which of the following is references to the following is reference

onychophagia.
A. True
B. False
Vertical bands of dark pigment
On the nail bed can result from

stimulation of the _____

- A. Keratinocytes
- B. Paronychia
- $\textbf{C.} \ \textbf{Melanocytes}$
- $\boldsymbol{D}.$ None of the above

B Inflammation and/or infection of the skin surrounding the nail is called

- A. Onychomycosis
- **B.** Paronychia
- C. Onycholysis
- D. Longitudinal melanonychia

The prevalence of nail biting increases as an individual ages.

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

5 Experts recommend that nail biters have a competing response at the ready, such as a stress ball or fidget spinner, when they feel the urge to bite their nails.

- A. True
- B. False

Which of the following is not a symptom of nail biting?

- A. Abnormally short, uneven nails
- B. Absent or ragged cuticles
- C. Nail yellowing
- **D.** Splinter hemorrhages

Up to 30 percent of the general population is affected by nail biting.
 A. True
 B. False



Nail biting has been shown to be

- . Anxiety
- **D.** All of the above

Filing tips to a _____ shape can help prevent nail biting.

- A. Squoval
- **B.** Round
- **C.** Pointed
- **D.** Both A and B

Biting your nails can lead to

- A. Herpetic whitlow
- B. Paronychia
- C. Longitudinal melanonychia
- 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., "Battling Biting") 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 August 31, 2017. Answers will appear in the October issue.

Answers to June Test										
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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

November

The Makeup Show L.A. November 4-5 California Market Center, Los Angeles, CA. Contact The Makeup Show, 123 W. 18th St., 8th Fl., New York, NY 10011; 212.242.1213; themakeupshow.com.

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September

LeChat 800.553.2428, lechatnails.com 10 LeChat Demo/Class: San Jose, CA. 10-11 LeChat Demo/Class: Philadelphia, PA. 17 LeChat Demo/Class: Garden Grove, CA 24-25 LeChat Demo/Class: Miami, FL

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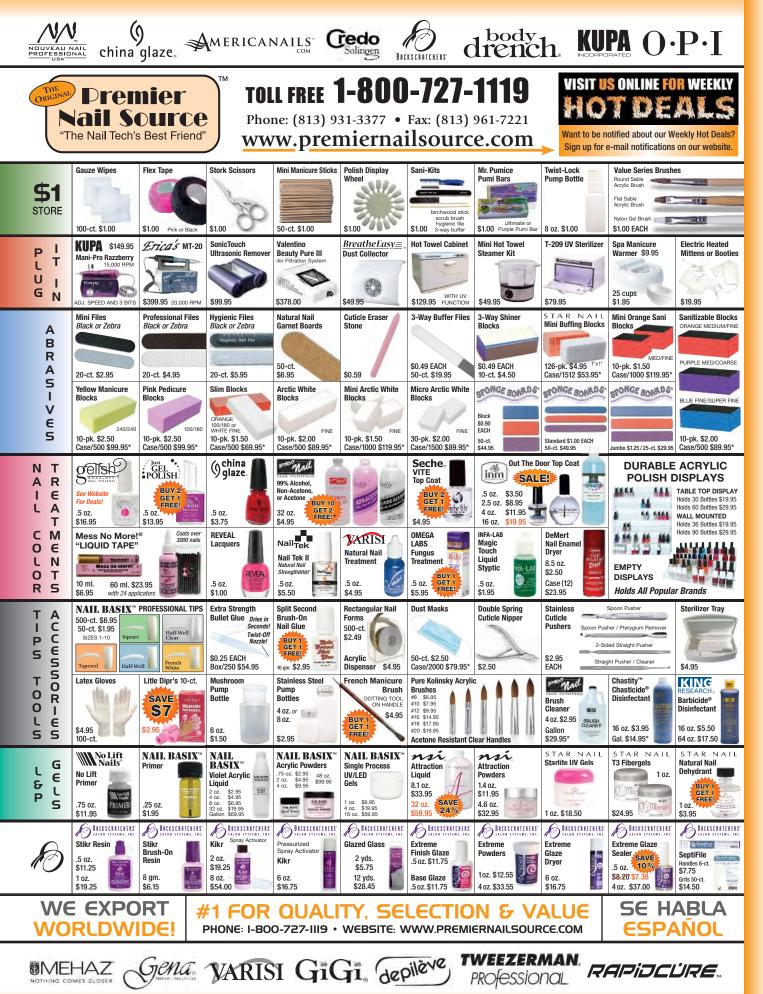






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HOLLYWOOD FILE | BY TAYLOR FOLEY

The Lacquer Lowdown

Celebrity nail artist Maria Salandra shares her secrets to creating Rihanna's Met Gala manicure.



At the 2017 Metropolitan Museum of Art Costume Institute Gala, A-listers stepped out in avant-garde ensembles inspired by the night's honoree Japanese designer Rei Kawakubo. Never one to be outdone, megastar Rihanna stole the show in a Kawakubo creation of stacked fabric petals—and one of the night's most talked about manicures: baroque French tips created by celebrity nail artist Maria Salandra. Here, the New York-based tech, who has worked with the "Love on the Brain" singer for the past four years, breaks down the creative process behind Rihanna's regal tips.

NAILPRO: What was the inspiration behind the nails?

MARIA SALANDRA: After seeing her gown, I thought she looked like a modern-day version of Marie Antoinette, so I showed her a few [damask nail decals]. She loved the idea, and we ended up with a floral French look.

NP: How did you decide on the contrasting blue base color? MS: Originally, I thought we'd go with a red, nude or coral shade,

so I made sure to bring those colors with me. On my way out the door, I grabbed Red Carpet Manicure Insta Famous (a baby blue cream shade) because I know that Rihanna likes blue. My gut feeling was right—she chose the blue hue over the rest!

NP: What products and techniques did you use to create the look?

MS: I started by giving Rihanna an acrylic fill with ProHesion and prepped her nails for color. Next, I applied two coats of Red Carpet Manicure Insta Famous, followed by gel top coat, curing after each. After removing the

tacky layer, I buffed the nail to remove any shine. Then, I used water to remove the E.Mi Naildress Slider [nail decal] from its packaging and applied it to the tip of the nail, letting it dry for a few seconds before moving it into place. I finished with a second layer of gel top coat.

Taylor Foley is a Los Angeles-based freelance writer.

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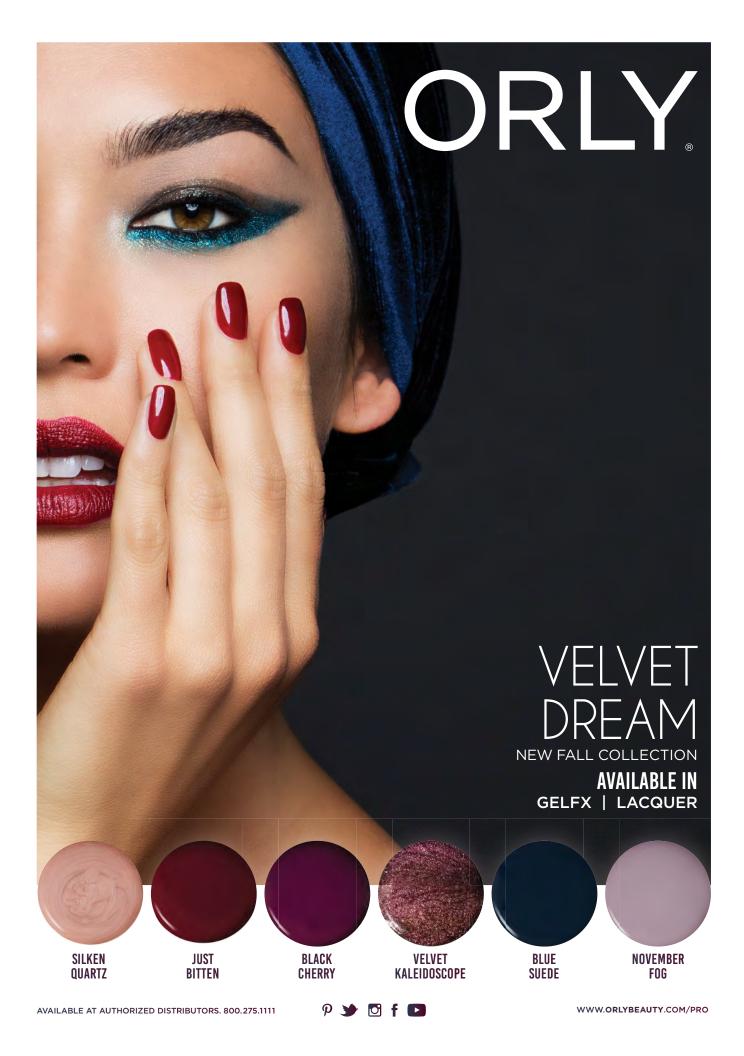
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COLLECTION fall/winter 2017

Model is wearing Less is Norse



OPI FALL / WINTER 2017

This fall, 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. 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 inspire rich hues of blue ranging from sparkling jewel-toned to cooler blue-gray (Turn On the Northern Lights!, Reykjavik Has All the Hot Spots). Lingering 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 & the Arctic Fox, Aurora Berry-alis).

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

- Suzi Weiss-Fischmann OPI Co-Founder & Brand Ambassador





12 New Shades Available in GelColor, Infinite Shine & Nail Lacquer

"Iceland is quickly rising to the top of everyone's 'must-see' list, thanks to its unparalleled landscapes, diverse food culture and unique fashion," remarks OPI Co-Founder and Brand Ambassador Suzi Weiss-Fischmann. "In designing the colors for the Iceland Collection, 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! I also turned to its largest city Revkiavik for inspiration: in this creative mecca. women embrace self-expression with distinctively individual styles. The food scene is equally exciting, featuring fresh ingredients and blending traditional cuisine with imaginative new concepts." "This fall, black is the new black," continues Weiss-Fischmann, "Expect to see lots of varied hues of this classic shade, with sophisticated undertones of brown and gray, as well as blue hues, with denim remaining a major trend. With the Iceland Collection by OPI, consumers have many options, from highfashion shades of blue-gray, khaki green and orange clay to updated timeless deep, dark hues of blue, black, brown and berry." All 12 Iceland Collection shades will be available in GelColor, Infinite Shine Long-Wear and Nail Lacquer formulas, offering consumers and professionals choices for the best products to fit their needs. GelColor provides a salon-perfect finish with two-week wear, while Infinite Shine 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.

Iceland Collection



ICELANDED A BOTTLE OF OPI (C) And you'll make the softest touchdown in this dove beige. NL 153 / GC 153 / ISL 153



THAT'S WHAT FRIENDS ARE THOR (C) Who's afraid of Ice Giants? Not you in this powerful, earthy brown. NL 154 / GC 154 / ISL 154



KRONA-LOGICAL ORDER (C) Here's a rich espresso that's right on the money.

NL 155 / GC 155 / ISL 155



SUZI & THE ARCTIC FOX (C) Bring out the fox in you through this purple-kissed hue. NL 156 / GC 156 / ISL 156



TURN ON THE NORTHERN LIGHTS! (S)

Straight from the midnight sky, this deep purple set the stage for an unforgettable show.

NL 157 / GC 157 / ISL 157



THIS ISN'T GREENLAND (C) But wherever your wear it, this mystical moss fits right in.

NL 158 / GC 158 / ISL 158

Fall / Winter 2017



LESS IS NORSE (C) But this dark ice blue says the Nordic the merrier. NL I59 / GC I59 / ISL I59



And call this true blue your new faithful.

NL 160 / GC 160 / ISL 160



I'LL HAVE A GIN & TECTONIC (C) Skall Here's our toast to all that glows beneath the surface. NL I61 / GC I61 / ISL I61



ONE HECKLA OF A COLOR! (C) Feeling volcanic? You'll find a hot companion in this frosty purple. NL I62 / GC I62 / ISL I62



REYKJAVIK HAS ALL THE HOT SPOTS (S) You'll be shimmering in the spotlight with this dusky mauve. NL I63 / GC I63 / ISL I63



AURORA BERRY-ALIS (C) When the sun goes down, glowing pink lights up the night. NL I64 / GC I64 / ISL I64

GelColor

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and after removal.

3-STEP SYSTEM



22994207159 GC N59

22006700389

GC F89

DO YOU TAKE

LEI AWAY? (C)

22000410867 GC H67



WORTH A PRETTY PENNE (S) 22995248027 GC V27

YANK MY DOODLE (C) 22005685258 GC W58

GC N52

22995248025 GC V25



IT'S A PIAZZA CAKE (C) 22995248026 GC V26



GO WITH THE LAVA FLOW (S) 22000410869 GC H69

GIMME A LIDO KISS (S) 22995248030 GC V30

BIG APPLE RED (C) 22001154016 GC N25

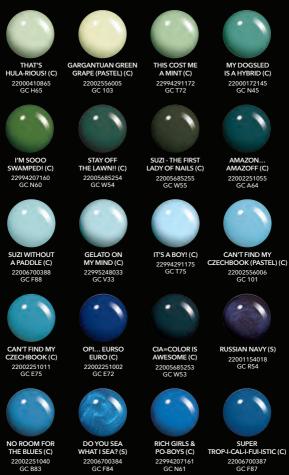


COLOR SO HOT IT BERNS (C) 22002251047 GC Z13

C = Crème | S = Shimmer | SH = Sheer | F = Frosted



P = Pearl I G = Glitter I M = Matte I MT = Metallic





THIS COLOR'S MAKING WAVES (S) 22000410874 GC H74

YOUR POCKET? (C) 22006700385 GC F85

IS THAT A SPEAR IN

C = Crème I S = Shimmer I SH = Sheer I F = Frosted



BLACK ONYX (C)* 22001154021 GC T02 *Lady in Black (EU markets)

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DULCE DE LECHE (C) 22777754115 ISL A15



MAINTAINING MY SAND-ITY (C) 22000323021 IS I 21



BERLIN THERE DONE THAT (C) 22006697113 ISL G13



22995285034 IS L34



IT'S PINK P.M. (C) 22994255162 15162



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SUBSTANTIALLY TAN (C) 22995285050 IS L50



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FUNNY BUNNY (SH)

22777754122

ISL H22



PASSION (SH) 22777754119 ISL H19



HALF PAST NUDE (C) SAMOAN SAND (SH) 22994255167 IS L67



BARCELONA (C) 22006697141 ISL E41



COCONUTS OVER OPI (C) 22006699289 **ISI E89**



22000323029 15129



TIRAMISU FOR TWO (C) 22006697128 ISL V28



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22777754361 ISL P61



GLOW THE EXTRA MILE (C) 22995285049 IS L49



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COSMO-NOT TONIGHT HONEY (P) 22006697158 **ISI R58**



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UNEQUIVOCALLY CRIMSON (C) 22000323009 IS L09



IN FAMILIAR TERRA-TORY (C) 22994255165 IS L65



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POMPEII PURPLE (P) 22777754109 ISL C09



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MY PRIVATE JET (S)

22777754159

ISL B59

BLACK ONYX (C)* 22777754102 ISL T02 *Lady in Black (EU markets)

Nail Lacquer

OPI Nail Lacquer is the number one salon brand worldwide.

When used in a professional service, color can last up to 7 days. A professional service consists of proper natural nail prep, base coat, color coat and top coat application.



3-STEP SYSTEM

BASE / TOP COATS



ACRYLIC NAIL BASE COAT 22001739000 NT T20

Helps prevent staining of acrylic nails and promotes a long-lasting manicure.



OPI MATTE TOP COAT 22002218000 NT T35

Builds in layers of protection for natural nails



ALTAR EGO (P) 22001014082 NL S78



CONEY ISLAND COTTON CANDY (SH) 22001014161 NL L12



IT'S A GIRL! (SH) 22001014001 NL H39 LET ME BAYOU A DRINK (P) 22994150051 NL N51



PRIVACY PLEASE (SH) 22001014072 NL R30



I THINK IN PINK (SH) 22001014181 NL H38 SWEET HEART (SH) 22001014087 NL S96

DO YOU TAKE

LEI AWAY? (C)

22000354867

NL H67



SUZI SHOPS & ISLAND HOPS (C) 22000354871 NL H71 PUT IT IN NUETRAL (C) 22995100265 NL T65



PASSION (SH) 22001014054 NL H19



ITALIAN LOVE AFFAIR (P) 22001014159 NI 127







OPI BY POPULAR VOTE (C) 22997103163 NI W63

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WE THE FEMALE (C) 22997103164 NL W64

NL H08



MALAGA WINE (C) 22001014065 NL L87

NL R53



BOGOTÁ BLACKBERRY (P) 22001014048 NL F52



NI E84

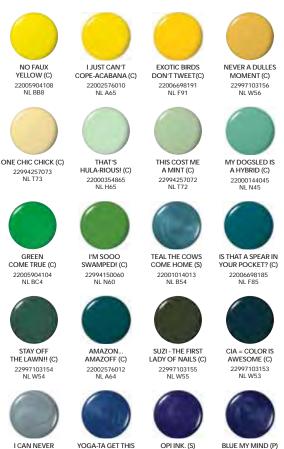
NI 883

NI E88



HAPPY ANNIVERSARY! (S) 22001014006 NL A36 TAKE A RIGHT ON BOURBON (P) 22994150059 NL N59 UP FRONT & PERSONAL (S) 22001014010 NL B33 GLITZERLAND (S) 22001014103 NL Z19

C = Crème I S = Shimmer I SH = Sheer I F = Frosted



I CAN NEVER HUT UP (S) 22006698186 NL F86



OPI... EURSO EURO (C) 22002184002 NL E72



YOU DON'T KNOW JACQUES! (C) 22001014041 NL F15 YOGA-TA GET THIS BLUE! (S) 22001014059 NL 147



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22001014195

NL B61

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LUCERNE-TAINLY LOOK MARVELOUS (S) 22001014102 NL Z18



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BLACK CHERRY CHUTNEY (P) 22001014160 NL I43



SHH...IT'S TOP SECRET! (C) 22997103161 NL W61



LINCOLN PARK AFTER DARK (C) 22001014099 NL W42



BLACK ONYX (C)* 22001014202 NL T02 *Lady in Black (EU markets)

"NOTHING CAN CHANGE A WOMAN'S LOOK OR HER OUTLOOK EASIER AND FASTER THAN NAIL COLOR!"

- Suzi Weiss-Fischmann OPI Co-Founder & Brand Ambassador

Nail Treatments

Strong, beautiful, nails are everyone's dream - a dream that can become reality with the complete range of **OPI Nail Treatments**.

Outstanding results are at your fingertips with OPI's complete range of profitable nail care products used and endorsed by salons worldwide.



START-TO-FINISH Original Formula 22001011000 NT T70

A base coat, top coat and natural nail strengthener in one high performance formula. Ideal for weak, damaged nails.



START-TO-FINISH Formaldehyde-Free Formula 22001743000 NT T71

A base coat, top coat and natural nail strengthener in one high performance formula. Ideal for weak, damaged nails.



CHIP SKIP 22001006000 NT 100

Primes natural nail surface to increase adhesion of nail lacquer. Use prior to nail lacquer applications on fingernails and toenails. Easy to use - big on results!



dose of jojoba and antioxidant vitamin El

Don't Let Your Clients Go Topless

with NEW OPI Top Coats!



NEW TOP COATS

PLUMPING / BRILLIANT



PLUMPING VOLUMIZING TOP COAT 22005393000 NT T36



BRILLIANT HIGH SHINE TOP COAT 22005394000 NT T37 OPI's Gel Break treatment system restores nail strength and defends against breaking, tearing and peeling — in just one week. No light needed.



3-STEP TREATMENT SYSTEM

1 SERUM-INFUSED BASE COAT 2 | SHEER COLOR to complement all skintones





Enriched with sodium hyaluronate, vitamins and bamboo extract, this unique shimmer-serum base coat masks nail imperfections & discolorations while laying the foundation for a flawless GEL BREAK manicure.

> Sheer layer of color leaves nails naturally perfected. Available in 3 nude shades designed to perfectly complement a broad spectrum of skin tones.

Enriched with sodium hyaluronate, vitamins, and bamboo extract, this **protective top coat** preserves and protects nails while providing a high gloss finish.

O.P.I

GEL BREAK

3

PROTECTOR



ORIGINAL NAIL ENVY 22001013000 NT T80

Provides maximum strengthening with hydrolyzed wheat protein and calcium for harder, longer, stronger, natural nails! Ideal for weak, damaged nails.



MATTE NAIL ENVY 22001744000 NT T82

Get invisible protection with this maximum protein-strengthening matte formula! Perfect for men and women who prefer a totally natural look.



NAIL ENVY 22001227000 NT 111

Proven Nail Envy technology in a formula designed specifically for soft and thin nails. Fortifies nails with extra calcium.



DRY & BRITTLE NAIL ENVY 22001735000 NT 131

Proven Nail Envy technology in a moisturizing formula that also protects with antioxidant vitamins E & C.



SENSITIVE & PEELING NAIL ENVY 22001007000 NT 121

Proven Nail Envy technology in a formula for sensitive and peeling nails. Protects with antioxidant vitamin E and emollient-rich kukui nut oil, plus soothing aloe vera.



MAINTENANCE NAIL ENVY 22001736000 NT 141

Keep nails to envy with this balanced formula of strengthening and protecting ingredients.



STRENGTH IN COLOR Hawaiian Orchid 22995265220 NT 220

> Breezy, tropical pink / maximum strength formula.



NAIL ENVY STRENGTH IN COLOR Samoan Sand 22995265221 NT 221

A warm beige-pink / maximum strength formula.



Bubble Bath 22995265222 NT 222

Soothing, warm, pale pink / maximum strength formula.



NAIL ENVY STRENGTH IN COLOR STRENGTH IN COLOR Pink to Envy 22995265223 NT 223

> Whisper of cool pink / maximum strength formula.

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(C+K) = Available in Clark+Kensington paint exclusively at the Paint Studio at Ace Hardware. Visit www.calrkandkensington.com to find your nearest Ace.

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SHADE NAME	FINISH	GC	IS	NL
Shade Name	FINISH	GC	15	NL
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	PUT IT IN NEUTRAL	С	GC T65	—	NL T65
	RAISIN' THE BAR	С	—	IS L14	—
	REACH FOR THE SKY	С	—	IS L68	—
	RED HOT RIO	С	GC A70	—	NL A70
	RED MY FORTUNE COOKIE	С	—	—	NL H42
-	REYKJAVIK HAS ALL THE HOT SPOTS	S	GC 163	ISL 163	NL 163
-	RELENTLESSLY RUBY	С	—	IS L10	—
-	RICH GIRLS & PO-BOYS	С	GC N61	—	NL N61
	ROSE AGAINST TIME	С	—	IS L61	—
	ROSY FUTURE	SH	—	—	NL \$79
	RUNNING WITH THE IN-FINITE CROWD	С	—	IS L05	—
-	RUSSIAN NAVY	S	GC R54	ISL R54	NL R54
	SAGE-LESS BEAUTY	С	—	IS L39	—
	SAMOAN SAND (C+K)	SH	GC P61	ISL P61	NL P61
-	SET IN STONE	С	—	IS L24	—
-	SHE WENT ON AND ON AND ON	С	—	IS L03	—
-	SHE'S A BAD MUFFULETTA!	С	GC N56	ISL N56	NL N56
-	SHH IT'S TOP SECRET!	С	GC W61	ISLW61	NLW61
-	SHORTS STORY	С	GC B86	ISL B86	NL B86
_	SHOW US YOUR TIPS!	S	GC N62	—	NL N62
	SIGNIFICANT OTHER COLOR	S	—	—	NL B28
	SILVER ON ICE	S	—	IS L48	—
	SPARE ME A FRENCH QUARTER?	С	GC N55	—	NL N55
-	SQUEAKER OF THE HOUSE	С	GC W60	—	NL W60
-	STAY OFF THE LAWN!!	С	GC W54	—	NL W54
-	STAYING NEUTRAL	С	—	IS L28	—
-	STEEL WATERS RUN DEEP	С	—	IS L27	—
	STEP RIGHT UP!	С	—	—	NL F28
	STICK IT OUT	С	—	IS L58	—
-	STICK TO YOUR BURGUNDIES	С	_	IS L54	
	STOP IT I'M BLUSHING!	С	GC T74	—	NL T74
	STRAWBERRY MARGARITA	С	GC M23	ISL M23	NL M23
-	STRONG COALITION	С	—	IS L26	—
-	STYLE UNLIMITED	С	—	IS L77	—
	SUBSTANTIALLY TAN	С	—	IS L50	—

SHADE NAME	FINISH	GC	IS	NL
SUNRISE TO SUNSET	С	—	IS L66	—
SUPER TROP-I-CAL-I-FIJI-ISTIC	С	GC F87	ISL F87	NL F87
SUZI NAILS NEW ORLEANS	С	GC N53	—	NL N53
SUZI SHOPS & ISLAND HOPS (C+K)	С	GC H71	—	NL H71
SUZI WITHOUT A PADDLE	С	GC F88	ISL F88	NL F88
SUZI - THE FIRST LADY OF NAILS	С	GC W55	ISL W55	NL W55
SUZI & THE ARCTIC FOX	С	GC 156	ISL 156	NL 156
SWEET HEART (C+K)	SH	_	ISL S96	NL \$96
TAKE A RIGHT ON BOURBON	Р	GC N59	—	NL N59
TANACIOUS SPIRIT	С	—	IS L22	
TAUPE-LESS BEACH	С	GC A61	ISL A61	NL A61
TEAL THE COWS COME HOME	S	_	—	NL B54
THAT'S BERRY DARING	С	—	—	NL B36
THAT'S HULA-RIOUS! (C+K)	С	GC H65	ISL H65	NL H65
THAT'S WHAT FRIENDS ARE THOR	С	GC 154	ISL 154	NL 154
THE BEIGE OF REASON	С	-	IS L31	_
THE LATEST AND SLATEST	С	—	IS L78	—
THE THRILL OF BRAZIL	С	GC A16	ISL A16	NL A16
THIS COLOR'S MAKING WAVES	S	GC H74	_	NL H74
THIS COST ME A MINT	С	GC T72	_	NL T72
THIS ISN'T GREENLAND	С	GC 158	ISL 158	NL 158
TICKLE MY FRANCE-Y	С	—	ISL F16	NL F16
TIRAMISU FOR TWO	С	GC V28	ISL V28	NL V28
TO BE CONTINUED	С	—	IS L40	—
TO INFINITY AND BLUE-YOND	С	—	IS L18	—
TOUCAN DO IT IF YOU TRY	С	GC A67	—	NL A67
TURN ON THE NORTHERN LIGHTS	S	GC 157	ISL 157	NL 157
TUTTI FRUTTI TONGA	Р	—	—	NL S48
TWO-TIMING THE ZONES	С	GC F80	ISL F80	NL F80
UNEQUIVOCALLY CRIMSON	С	_	IS L09	_
UNREPRENTANTLY RED	С	_	IS LO8	_
UP FRONT & PERSONAL	S	_	—	NL B33
VAMPSTERDAM	Р	_	ISL H63	_
WE THE FEMALE	С	GC W64	ISL W64	NL W64
WHISPERFECTION	С	_	IS L76	_
WITHSTANDS THE TEST OF THYME	С	_	IS L19	_
WORTH A PRETTY PENNE	S	GC V27	_	NL V27
YANK MY DOODLE	С	GC W58	_	NL W58
YOGA-TA GET THIS BLUE!	S	_	_	NL 147
YOU CAN COUNT ON IT	С	_	IS L30	_
YOU DON'T KNOW JACQUES! (C+K)	С	GC F15	ISL F15	NL F15
YOU SUSTAIN ME	С	_	IS L57	_
YOU'RE BLUSHING AGAIN	С	_	IS L46	_
 YOU'RE SUCH A BUDAPEST (C+K) 	С	GC E74	ISL E74	NL E74

(C+K) = Available in Clark+Kensington paint exclusively at the Paint Studio at Ace Hardware. Visit www.calrkandkensington.com to find your nearest Ace.



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