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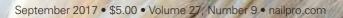


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#### Cover Credits

Nails: Tracey Sutter; Photography: Armando Sanchez, armando-sanchez.com; Hair: Sienree, Celestine Agency; Makeup: Michelle Tabor Ramos, AIM Artists; Model: Louise Donegan, Photo/ Genics; Digital Imaging: Art Vasquez, RP Digital. Shirt: H&M; rings: House of Bourgeois.

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

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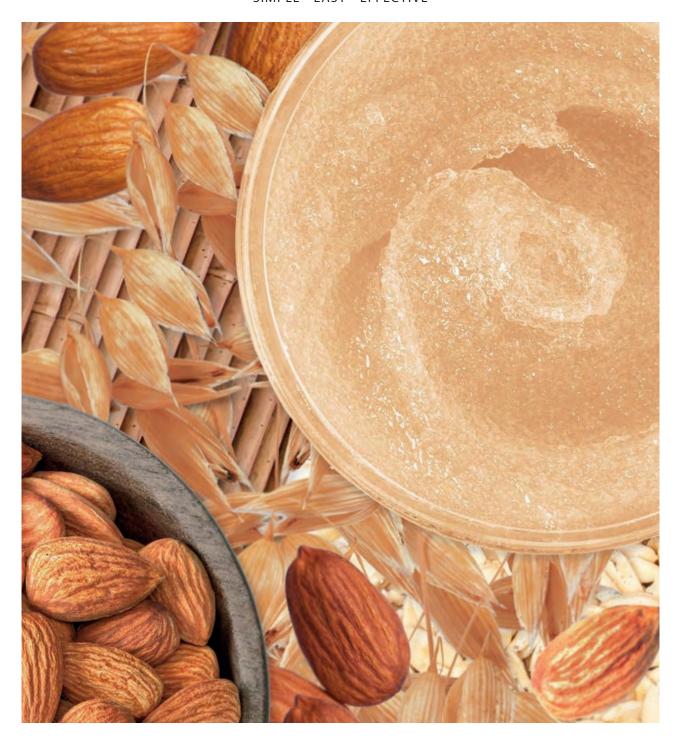
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#### EDITORIAL

# Youth Is Wasted on the Young

just celebrated a milestone birthday. You know, the one where you start noticing that things on your body don't look quite the way they did a few years ago. I know it doesn't happen overnight, but sometime it really feels as though it does! However, I've noticed that one part of my body seems to be on a steady decline lately: my hands. Most people don't pay a whole lot of attention to their aging hands until they've really aged. But because I'm constantly taking pictures of my nails, I've noticed that things are getting a wee bit wrinklier. I don't recall seeing so many lines in my fingers before. And when you put my hands next to someone 15 years younger ... ouch! There's a definite difference. Our society is obsessed with youth and anti-aging products are a huge business, from at-home treatments

to dermatological services. Yet, despite the fact that age shows up on hands, the emphasis is always on the face. In the last few years, I've taken to applying sunscreen on my hands every morning, and recently I've started adding serums and lotions to my routine. But I would do more if it were readily available, which makes me realize that *you* are in the perfect position to provide those much-needed services. There are a number of new products and tools on the market that can be incorporated into your nail services, from red light therapy to skin treatments that specifically target the skin on the hands, and you can do some serious up-charging on them. Plus, the great thing about anti-aging services is that it's never too early to start caring for your skin. So, these treatments can appeal to your young clients as much as your old ... er ... more seasoned clientele.

This month we feature a few top techs who have jumped on the anti-aging bandwagon in "Second Skin" (page 86). They are using some innovative products and ideas to create custom services with youth in mind. Have you recently added anti-aging services to your menu or are you planning to? I'd love to hear about it! Share your stories with @NailproMagazine and use the hash tag #nailpro. (And if you're in L.A., definitely let me know because I'm coming to you!)

tephanie

Stephanie Yaggy Lavery NAILPRO Executive Editor slavery@creativeage.com



#### **My Manicure**

When I take a look at Yvett Garcia's Instagram page (@yvynails), I practically start drooling—so you can imagine how thrilled I was to have her artistic talents showcased on my tips. She started with an acrylic overlay, then applied gel polish and added decals, studs and stones. I'm in awe of all that sparkle! And thanks to her expert use of resin, not a single embellishment fell off in three weeks.

#### Behind the Nail Pros...

Nail artist Tracey Sutter is a pro on set. She always comes prepared with

ideas, is super flexible, and works with a speed and precision that's hard to come by. Plus, she's just a pleasure to be around. Thanks to Tracey's skill, we were able to knock out five gorgeous looks in no time!



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#### BEHIND THE NAIL PROS | BY STEPHANIE YAGGY LAVERY

"I'm an artist so I love nail art, but sometimes it's nice to just have solid polish." –Tracey Sutter



#### THE MAKING OF OUR COVER

From creams and shimmers to neutrals and jewel tones, the fall collections have a color that will fit every personality. To help showcase these shades, we tapped the artistic talents and creative eye of nail pro Tracey Sutter. First, she doctored a few broken nails on the model's hand with hard gel, then she got down to polishing. We chose a variety of hues that represent the hero colors of the season. Sutter let the lacquers speak for themselves for the most part—with creamy pigment or intriguing iridescence—and only on one set did she top it with a velvety mattifier to add a hint of texture. Check out the behind the scenes action at nailpro.com/videos/behind-the-cover.



#### Creating the Cover





























Nails Tracey Sutter



Photography Armando Sanchez



**Makeup** Michelle Tabor Ramos



Hair Sienree

#### NAILING THE NEWS | BY TAYLOR FOLEY



After another successful run, the 2017 Glossies has come to an end. Congratulations to Irina Von Krosigk for winning first place in the competition! (To read more about her journey to victory, go to page 74.) We also want to congratulate second place winner Stephanie Horner and third place winner Ashley Hoffman. To celebrate the finalists, we asked Von Krosigk, Horner and Hoffman to share their Glossies experience and future competition plans.



 $1^{ST}$ 

#### IRINA VON KROSIGK 409 POINTS

#### **NAILPRO:** What inspired you to compete in the Glossies?

**IVK:** I knew I didn't have enough experience or education to compete in a live competition, and traveling is very difficult for me because I have two kids, so I decided to try competing from home in [last year's] Glossies. I was shocked when I placed second in the Hand-Painted Nail Art competition and first in Design Sculptured Nails. So, when the 2017 Glossies competition was announced, I promised myself that I would compete in every category.

#### NP: What's next?

**IVK:** I've never competed live with a model, so I plan on competing in future NAILPRO Competitions. I know that I need to practice, believe in myself and just go for it!





#### **NP:** What was your biggest success during the Glossies?

**SH:** My biggest triumph was taking on challenging themes and going outside my comfort zone. I also perfected my smile line technique and learned how to subjectively critique my work.

#### NP: What's next?

SH: I want to continue to practice working with hard gels for future competitions. I competed with acrylic and took home third place in Salon Success at the 2016 NAILPRO Competition at the International Beauty Show in Las Vegas. Since then, I have been motivated to compete!



 $3^{\text{RD}}$ 

#### ASHLEY HOFFMAN 157 POINTS

#### NP: What was your greatest challenge during the Glossies?

AH: Time management. I was extremely busy during the Glossies competition and wasn't able to compete in as many rounds as I wanted. That's something I definitely want to improve upon. I always want to push myself to be better and see how far I can go outside of my comfort zone.

#### NP: What's next?

**AH:** In July, I opened my salon, The Nail Studio, in Coconut Creek, Florida, and now I hope to compete in the NAILPRO Competitions at Premiere Orlando in June 2018.



## 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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# **EDUCATION APEX**

We often think that students require mountains of motivation to keep them present and ensure their success—but what about teachers? On the second day of Essie's three-day education summit, an annual gathering of Essie's nationwide education team held June 21 to 23 in New York, New York, each and every educator is dancing.

Yes, dancing—as that adage says, "Like nobody's watching." They're kicking up their heels, throwing up their hands and every last one wears a smile so big, it's infectious.

The day prior, they traveled to L'Oréal labs in Clark, New Jersey, where Essie products, including those much sought-after lacquers, are manufactured, and each educator made his or her own color while speaking with lab technicians, Essie lead global educator Rita Remark and Essie professional assistant "Essie strives to create an inclusive community where educators feel comfortable showing their weaknesses and working together to turn them into strengths."

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vice president of education Gino Trunzo. But today, in a small room with stadium seating, they're dancing and finding motivation—an aspect that can get lost when one teaches.

They're being led by Johnny Stellato, an inspirational speaker and former salon owner, who's helping team

members sharpen their business skills, refresh and refine their presentation techniques, and hone in on their communication abilities through a series of exercises. And, yes—he's motivating them to help build up their self-esteem, which is so vital for teaching.

Confidence boosting is a pillar of the Essie education summit. "Essie strives to create an inclusive community where educators feel comfortable showing their weaknesses and working together to turn them into strengths," says Trunzo. "We want the education team to always feel loved and supported in all facets of what they do. We then want to be able to go out and do the same for our nail professional customers. Our goal is for the student to become the teacher."

By the end of the day, tears have been shed, but everyone feels stronger as professionals, peers and educators. Trunzo, who shapes Essie education, couldn't be more pleased. After all, the summit exists to cultivate personal discoveries and takeaways for educators so they can go back into the field and elevate not only the Essie brand, but also the industry as a whole.

Says Trunzo, "We are on the path to help shape, mentor and lead the current and future generations of nail professionals to reach a higher level of learning and growing." —*Karie L. Frost* 



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Allure • The mag featured tips created by nail artist Miss Pop using **OPI** Infinite Shine I Believe In Manicures and **CND** Vinylux Blue Eyeshadow.

New Beauty • Editor's paired a statement bag with au courant coral hues, including **Essie** Gel Couture in Sizzling Hot.



#### BIO SCULPTURE AUTUMN WINTER 2017 / 2018

THE MAD GLAMOR COLLECTION

There was a cool no-holds-barred glamor to the Autumn Winter 2017 collections. Inspired by the disco sequins, satin & glitter seen on the dance floor at Studio 54 and the hard core luster of the seventies.

A dollop of glamor was seen through out the collections on the catwalks, this has been captured in these four colors.

#### 218 | SHIMMERING

#### JOY

The satin finish of this pinky nude adds a subtle layer of glamor and a high end finish to a classic nail color.

#### 219 | MAGICAL MERRY-GO-ROUND

The beautiful tone of this dusky pink has almost oil slick undertones coming through creating a beautiful color with a unique finish.

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220 | SHINE LIKE A DISCO BALL

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#### *Catwalk* CONFESSIONS

In June, Morgan Taylor traveled to the City of Lights for Paris Couture Week 2017. Morgan Taylor lead nail artist Tracylee put her creativity on display at the Rodarte runway show, crafting ethereal floral looks inspired by the designer's Spring/Summer 2018 collection. "I created tiny daisies using Swarovski crystals and Morgan Taylor All White Now on the pinky and ring nails because I knew that Kate and Laura Mulleavy (the design duo



Nail artist Tracylee attached live flowers to nails at the Rodarte runway show.

behind Rodarte) used them in their collection," says the New York-based nail



Nail artist Vu Nguyen created a minimalist look for Proenza Schouler.

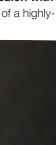
artist. To finish off the look, Tracylee applied real flowers from a local florist to the nails using eyelash glue.

At the Proenza Schouler show, Morgan Taylor lead nail artist Vu Nguyen opted for a more minimalist approach. "Once I saw the Spring/Summer 2018 collection, which embraced bold patterns, colors and textures, I decided to go against the expected spring shades and use Morgan Taylor Take the Lead (a deep burgundy)," says Nguyen, who notes that he also used Matte's a Wrap top coat over naked tips, saying, "As much as I love to create elaborate nail art, some of my clients prefer simple nails, so I [wanted] to create a relatable runway look."

Special Delivery

The Nailscape, a blog dedicated to providing nail techs access to the latest industry news, trends and product reviews, is giving techs the chance to have the latest professional products delivered straight to their salon with a new subscription box. "Brands will get to put their [products] in front of a highly-

engaged audience and pros will get to see what's next," says Ashley Gregory, licensed nail tech and founder of The Nailscape. The box will feature full- and sample-size products from leading manufacturers, along with tools and items designed to make techs' lives easier, and will retail for \$59. Interested techs should act fast as The Nailscape box will be available only to the first 100 subscribers. To be notified of the official launch date, go to thenailscapebox.com.



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# And the Winner Is...

After months of competition, Essie announced the grand prize winner of The Essie's Nail Art Awards and the brand's new 2017 Essie Nail Art Ambassador: Los Angeles-based Meagan Knight (@tinybrushes). "Meagan captured my interest early on in the competi-

tion because of her simple, colorful nail art," says Michelle Saunders, Essie

celebrity manicurist and judge for this year's competition. "I was intrigued by her technique and curious about what she was going to create next. Her esthetic was both current and aspirational." According to Knight, she draws inspiration for her nail designs from artists of every kind. "I'm inspired by other artists of every medium, not just nails," she says. "I'll often

see something and think, 'Oh, this is really cool; I wonder what it would look like with purple instead of pink,' and that's how I'll get started." The Essie's also awarded New Jerseybased tech Halle Butler (@hallebnails) as Fan Favorite. For more on the winners, visit essie.com/theessies —Sigourney Nunēz

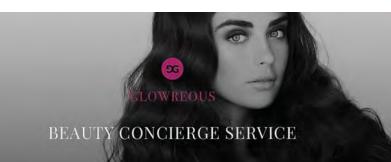


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in major U.S. cities as well as Rome, Dublin and Dubai, Glowreous is an online platform and mobile app that allows users to search for available beauty and wellness appointments in their area and book directly from

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platform is designed to provide luxury experiences to busy professionals, travelers and VIP clients." But clients on the go aren't the only ones benefiting from the service. "Glowreous is a powerful sales channel and advertising



their desktop or mobile device. According to Glowreous founder Nicoletta De Vincenzi, she came up with the idea after finding it difficult to schedule wellness services while traveling for business, noting, "The platform that can help beauty professionals acquire new clients, grow revenue, keep appointments booked and engage with clients," says De Vincenzi. To become a merchant or to learn more, go to glowreous.com. 4



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#### PORTFOLIO





Mahsa Sharafkhah Shiraz, Iran



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.



Crystal Treto • Tickled Pink Nail Boutique Yuba City, CA



Adrie Bishop • Nail Crazed Spanish Fork, UT



Heather Aquino • Paint Your Piggies Salon Bradley, IL



Megan Gollop • Nails By Megan Portugal Cove, NL, Canada



Stephanie Loesch • Flawlous Allure Beaute Lodi, 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

# NESTING DOLLS

News involving Russia may be clogging your feeds, but when it comes to fashion, the Eastern European country has plenty of influence this season. Take Naeem Khan's head-to-toe stunner: Floral embroidered thigh-high boots meet a matching shift and coat for a look that is 100-percent approved for an Eastern block party. In fact, opulent flower stitching is the link that holds this trend together, whether trailing down the edges of a cape (at Kate Spade), winding around a boot calf (at Libertine), beautifying oversized pockets (at Altuzzara) or coating every single inch of a jacket and skirt (at Gucci). Translating the trend to nails is a breeze; just like the tiniest *Matryoshka*, nail tips play the perfect canvas for the floral embroidery so popular in Russian-inspired wares. Paint the motifs across tips, as guest artist Amy Wong does here. Or, if your clients are averse to flower patterns, pluck the trend's supporting details, like lacing, dots or stars to capture the idea.











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



aeem Khai

Nail artist Amy Wong is originally from the Washington, D.C., Metro area and currently lives in New York City pursuing her passion for nail art.



Inspired by Altuzzara



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#### WORKSHOP



# Crazy for Quartz

How to create rose quartz nail art.

The latest look to take over Instagram is rose quartz nails. Mimicking the appearance of the pink-hued crystal of the same name, the style may seem complicated to execute but it's not! The trick, says Los Angeles-based nail artist Katie Masters, is to be mindful of your materials. "The look calls for a very sheer pink gel polish and an opaque white art gel," she says, noting that the subtle style is perfect for those clients who have been hesitant to try nail art. (You can also tempt clients with the crystal's lore; it's known for attracting and keeping love, as well as helping to heal a broken heart.) Here, Masters shares her technique for creating this must-have look.



STEP 1: Prep the nail.



**STEP 2:** Apply one coat of sheer pink gel polish and cure.



**STEP 3:** Paint 2 to 3 wavy lines with white gel paint randomly on the nail. Do not cure.



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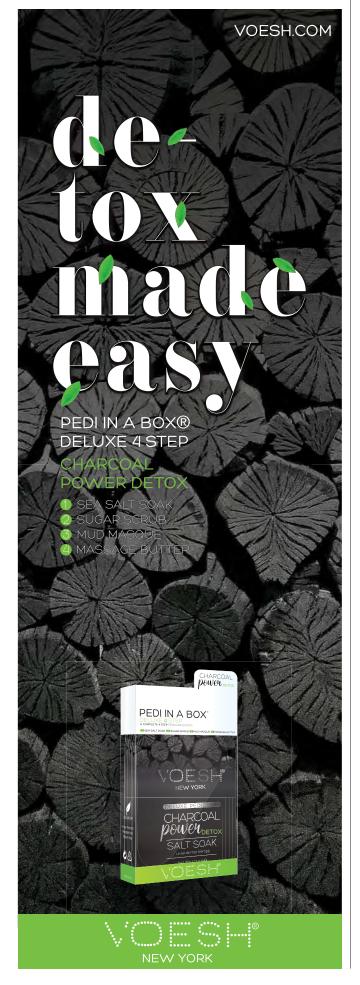
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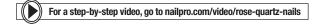
**STEP 4:** Using a small square brush, blur one edge of each line. Cure.



**STEP 5:** Apply a second coat of sheer pink gel paint. Cure.



**STEP 6:** To finish, apply top coat and cure.



#### **BEAUTY FILE**

# Habib Salo

#### My first job was...

Making pizza at Perry's Pizza at the Buena Park Mall in Buena Park, CA.

#### Who would you like to work with?

Phil Knight, the founder of Nike. Having created one of the most recognizable brands in the world, I would love to hear about his joumey first-hand and ask him detailed questions.

#### I am inspired by...

My mother Young Salo. When everything is falling apart, she keeps going.

My childhood ambition was... To be a professional D.

lo be a professional Q.

#### My proudest accomplishments are... My children. Mia. 7 and Theo. 4:

#### My most embarrassing moment was...

When I was 17 having my pants pulled down by a buddy in a crowded mall.

**My favorite type of music is...** Hip hop.

#### What are your favorite sports?

I like to watch basketball and play golf.

#### Are you a morning or night person?

Night, but since having kids, I'm now a morning person.

#### My favorite movie is...

"The Color of Money."

#### My favorite food is...

Donuts.

CEO, Young Nails



I 🛡 donuts!



Me, my mom and my brother Greg.

My kids!

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

My brother (and Young Nails cofounder) Greg Salo's first "bloody rose" design. I was speechless.





# Making the Grade

Put clients at the head of the class with back-to-school nail art.



"This look is based on all of the things I wanted when I was in school: new shoes, colored pencils, A+s and #2 pencils—the sharper, the better!"—Amanda Lenher



Based in Summerlin, NV, Amanda Lenher is an award-winning nail competitor and an educator for EzFlow.

()()/.





Step 1 Apply gel base coat, followed by two coats of white gel, curing after each.

Step 2 Use a striping brush to paint thin horizontal lines across the nail with blue gel polish, then flash cure.



Step 3 Paint a thin vertical line along the left side of the nail with red gel polish, and cure. Next, use a detail brush to paint an "A+" with black gel polish and cure. To finish, apply gel top coat and cure.





Step 1 Apply gel base coat, followed by two coats of blue gel polish, curing after each. Next, use a detail brush to paint



Step 2 Use a dotting tool to paint dots along the left and right side of the nail with white gel polish. Cure.



to paint thin crisscross lines between the two sets of dots with white gel polish. Cure.



Step 4 Use a smaller dotting tool to paint black dots over the white dots and cure. Paint an arc in the center of the white at the free edge with black gel polish and cure. To finish, apply gel top coat and cure.



Step 1 Apply gel base coat, followed by two coats of white gel polish, curing after each. Next, apply one coat of sheer yellow gel polish to 2/3 of the nail and cure.

Step 2 Use a striping brush to paint evenly spaced vertical lines within the yellow gel polish with orange gel polish. Cure.



Step 3 Paint a black zigzag line across the space where the yellow and white gel polish meet. Cure. Next, paint a black triangle at the free edge, fill it in and cure. To finish, apply gel top coat and cure.



#### **GUEST EDITOR**





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

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

What causes white spots on the nail plate, and what are the best ways to avoid them?

#### —Karen Zuckerman, via email

White spots occur when the surface of the nail plate suffers damaging forces. Forceful scraping or prying with a wooden or metal pusher can dislodge layers of nail cells, creating tiny pits across the natural nail surface. The white spots associated with UV gel manicures are almost always caused by improper removal, which is more likley to occur when nail coating products are overcured or when nail coatings are left on the nail for too long; both scenarios can make nail coatings more difficult to remove.

Proper removal requires that nail coatings be soaked in removal solvents, typically acetone or a blend of acetone and other solvents. When sufficient time is allowed, those remover solvents will gently break apart the coating and break the adhesive bonds attaching the coating to the surface of the nail.

Some gel polish (non-wipe) top coats don't leave a sticky residue. What's the difference in the formulation? **—Sarah Taylor, via email** 

Oxygen can block the curing process of gel polish top coats near the surface, keeping the upper layers from curing properly. As a result, this sticky layer is called the *oxygen inhibition layer*, or inhibition layer for short. While it is possible to formulate a UV gel that doesn't create an inhibition layer, there are disadvantages. The ingredients used in these formulas cure faster, but this creates a higher tendency to overheat and burn the nail bed, which can lead to onycholysis, a condition in which the nail plate separates from the nail bed. The same ingredients can reduce the color stability of the coating and may cause it to become brittle over time, and these ingredients also have a higher tendency to cause adverse skin reactions, so be especially cautious of prolonged or repeated contact.

I also recommend that you use caution when removing the sticky layer. Using cotton soaked pads to remove this layer can lead to skin contact and increase the potential for irritation or allergy. Instead, use a plastic-back cotton pad and/or wear disposable nitrile or vinyl gloves to help avoid skin contact with this uncured layer. Again, any uncured or improperly cured UV gel can cause adverse skin reactions if prolonged and/or repeated contact occurs on sensitive individuals, so be sure to avoid skin contact. When properly applied and cured according to the manufacturer's directions, all UV gel products can be used safely.

Why do some nail plates curl when exposed to acetone? —Donna Givings, via email

When the nail plate is soaked in acetone for 10' minutes or more, approximately 2 percent to 3 percent of the water content of the nail plate is temporarily removed—which is enough to temporarily alter the shape of the nail plate. (The same thing occurs when a sponge changes shape as it dries out.) Once the acetone is removed from the nail, the lost moisture will be automatically replaced by moisture from the underlying nail bed and surrounding tissues—usually within eight hours—and the nail plate will reverse to its original shape. (Similarly, when you wet a dry sponge, it reverts to its original form.) Keep in mind, changes in shape are much more noticeable on thin or highly flexible nail plates, and not as noticeable on thick nail plates with less flexibility.

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#### <u>DISTINCTION</u>

Frenchies is clean, approachable and fun. We are a franchise and our three locations are located in the suburbs of major metropolitan areas: Littleton, Colorado; Woodbury, Minnesota (owned and operated by Ryan McEnaney); and Lakeville. Minnesota (owned and operated by Kate and John Wensmann). Clients can expect a top-notch, memorable guest experience. For us, this means going above and beyond; small actions, such as opening the door or offering warm neck wraps and infused water, make a big difference to the overall experience. In addition to a great interpersonal experience, clients love Frenchies because of its cleanliness standards. During the service we educate clients on the cleaning, sanitation and disinfection process required for our implements and pedicure bowls. (For example, we place a physical sign and timer at each station to show how long the disinfectant must



be applied to each pedicure bowl before it can be used again.) The combination of cleanliness and an incredible guest experience makes Frenchies a destination nail studio with a loyal client base.

#### <u>THE LOOK</u>

Frenchies' design is modern, clean and bright, and the use of white gives the studio a light and energized feeling. As a franchise, our studios need to have a similar look and feel, so no matter which location a client visits, she knows she's at Frenchies. We also showcase retail strategically at the front desk or with interrupter tables.



#### <u>THE GOODS</u>

We offer OPI, CND Shellac and Vinylux, and Bio Seaweed Gel. We chose these products based on their popularity with clients, the variety of color options and the ability to have the same colors in both regular and gel polish. We also use Footlogix and Spinster Sisters product in our services and carry the same retail products.

Every step of our manicure and pedicure services is designed to encourage circulation, hydration and exfoliation, and we customize services as often as we can; i.e., we may use a product to treat cracked heels, if needed. What's more, using these products in our services helps support retail sales: We educate clients on why we use each product as well as the benefits of continued home use paired with regular hand and foot care at Frenchies.

#### THE CLIENTELE

A majority of our clients are women, ranging from young professionals to retirees. We also host a lot of young girls' birthday parties, men's nights and bachelorette and wedding parties.

#### IN-DEMAND SERVICE

Our most popular service is the Signature Gel Polish Manicure (\$43). This service starts with nail and cuticle detailing. Next, an all-natural sugar scrub is applied to exfoliate and moisturize, followed by a hand and lower arm massage using allnatural body butter lotion. To finish the service, we apply gel polish and a cuticle oil treatment.

#### OCIAL MEDIA

Facebook and Instagram both work extremely well in building community and driving bookings. These channels are best for back-and-forth communication, as well as real-time sharing of creative ideas, new products and stories from within the studio (we post beautiful images, video and personal stories from team members and clients). We also use Yelp and Google My Business, and we support Facebook, Instagram and Yelp with a monthly advertising budget to reach new clients.



#### PRAISE

Since opening, we've heard, "I never want to leave," "I want to live here," "This is the nail studio that I never knew I needed," and "When is Frenchies coming to my city?" As a growing franchise, these comments [tell us] that Frenchies is truly something special. We believe that when a client feels comfortable and appreciated, you earn their business for a lifetime.

#### ADVICE

As a salon owner, it's important to focus on the ongoing development of your techs' technical and people skills so they can deliver an exceptional customer experience. It all starts with your team: If they are taken care of, they will take care of your clients.

#### COMPETITION CORNER | BY ALEXA JOY SHERMAN



Of all the nails they've created on the competition circuit, these are the ones that stand out in techs' minds as their absolute best. For techs who have spent a ton of time on the competition circuit, recalling the best set of nails that they've ever done may sound like an impossible task. But, we dicovered that certain events and entries *do* stand out in their minds. While these competition nails may have been memorable because of how well the techs scored, they are also a testament to the obstacles each competitor overcame, the skills they perfected and the positive feedback they received from peers and judges alike. Here, these accomplished artists share the details of what made one particular set so memorable.



"I always struggled with hand-painted nail art; I was so heavy-handed and [the work] would turn out looking like a 4-year-old did it. But, after deciding it was a skill I was going to master, I took a class with Paulina Feinauer, and she taught me how to use my brushes the right way. I felt so much more confident after that. For the Hand-Painted Nail Art category at the 2013 NAILPRO Sacramento show, the theme was Ghost Stories. I based my art on a book I loved when I was younger called "Scary Stories to Tell in the Dark." I created the designs with a white gel polish base and black and white watercolor paint. In the end, I was blown away by how well I did. I was

happy to take third place in the Novice division, especially since I hadn't competed in the hand-painted nail art category before. It was a very proud moment." — Amanda Lenher, 2016 & 2017 NAILPRO Team Cup champion

"At the Soak-Off Gel competition at NAILPRO Pasadena 2016, everything just fell into place. I wasn't too nervous, I was able to focus and I came in first place—it was the highest I've ever scored in any competition! After the awards ceremony, one of the judges came to talk to me and said she had been looking forward to knowing who did the nails because it was very clean work. It was an honor to hear that type of feedback from a judge!" —Shiori Durham, 2016 NAILPRO Cup champion



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"Out of all of the nail competitions that I've done, the one that stands out in my mind was at ISSE Long Beach 2003. I was competing in the French Twist category. It was a new category, and I remember struggling with the design because I wasn't sure how far to push the limits or how much time it would take me to complete them. I drew out a crazy design and practiced it for several weeks until I was comfortable with it. After a grueling weekend of competing, I won first place! The judges said that it was super crisp work, very consistent and very creative. That made me



feel awesome! I tried to make the nails as consistent and precise as possible, so for the judges to recognize those things validated all of my hard work." —John Hauk, 2007 & 2008 NAILPRO Team Cup champion

"I don't feel that I have done my best work yet, but I really like the nails that I created for the Sculptured Stiletto Nail category at Premiere Orlando 2017. It was my first time entering that category, and I didn't realize until the last minute that the nails must be buffed to a high shine instead of using top coat. Thanks to fellow competitor Guin Deadman, who showed me some tricks, I learned how to file and buff the nails prop-

erly the night before. I really learned a lot by doing the event-how to do moons properly, the best pink-and-white ratio and the proper filing technique. Even though I made many mistakes and I didn't place (I came in fourth), I am really proud of those nails." -Iryna Gross, 2016 Glossies grand prize winner





"Each competition set I've done has been a stepping stone toward my ideal work, but my last Fantasy Nail Art competition stands out the most. It was at Premiere Orlando 2015, and the theme was "Gladiator." I always try to find a special story that goes with the theme. This time, I found a legend about the gladiolus flower, and I was able to fully [portray] it with 3-D designs for the competition. I won first place with my highest score ever—98 points out of 100!" —Marina LoPresto, 2014 NAILPRO Cup champion "My partner was Tom Holcomb for a Sculptured Nails Pairs Competition in Tokyo in 2004. For the event, two techs sit opposite each other with the model in between, so they can't see their partner's work, and they each do one hand. The two hands must match, as if one person did the entire set. When Tom and I practiced the night before, I recall being scared to death it would be my fault if we didn't win because I kept messing up with the filing. But Tom told me, "You know this! Stop overthinking and just do it!" So, I let my mind go blank and let my hands do the work. When I finished, they were what I had imagined in my head. I did the same thing during the competition. The nails were beautiful and we placed first—the one and only time I ever came in first out of [my more than 20] times competing in Japan. One of the head judges and several others said they couldn't tell which hand was mine and which one was Tom's. When you've mastered your art enough to replicate a 13-time world champion in 60 minutes, you know you have done your best set ever!" -Alisha Rimando, world champion nail artist 🖌

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





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Irina Von Krosigk at work at Garbo's Hair Designs in Dayton, OH.

# **Characteristics**

#### <u>By</u> Francesca Moisin

Irina Von Krosigk, nail tech and 2017 Glossies champ. Very story has a beginning and Irina Von Krosigk's kicks off in Bishkek, the capital of Kyrgyzstan. As a child growing up in this former Soviet Union republic, she didn't envision a future in nails. "I wanted to be an interpreter or translator," says the multilingual tech. She studied English and French at Kyrgyz-Zher, a private college, but finding a job post-graduation proved tough. One day, while flipping through a newspaper in search of part-time work, Von Krosigk landed on an entry-level nail position at a home-based salon. They were willing to educate inexperienced apprentices, so the intrepid novice took a chance. "Six months later, I had a few clients and a new career," says Von Krisigk.

While settling into her new career, Von Krosigk was also searching for love. "I wanted to get married and have kids," she says, "But as a young woman, my few serious relationships ended in heartache." So, she turned to the internet, joining an international dating site on a whim. In May 2002, she received a message from a nice American named Michael William Von Krosigk. Soon they were writing emails once a week, then chatting on the phone. The pair arranged to meet in Moscow that October, and at the end of one week together, Irina applied for a U.S. visa. The process took two years and in January 2004, Von Krosigk moved to Tipp City,





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Ohio. The couple married on March 27, and they are now parents to Emily, 12, a gymnastics lover, and Nicholas, 9, a budding tennis player.

When Von Krosigk arrived in the States, she worked for her in-laws' company, Champion Signs, creating logos for banners, office window decals and business marguees. The job was fulfilling, yet she never forgot her love for lacquer. She went back to school in 2012, obtaining her license from Creative Images Institute of Cosmetology in nearby Dayton. Currently she works at Garbo's Hair Designs, close to Ohio's Dayton International Airport. It's a small space with several hairdressers and her as the solo tech-but Von Krosigk is still dreaming big.

After learning about the Glossies, thoughts of entering the competition became all-consuming. With two kids to care for, the untimed, work-athome format of this contest proved ideal. Still, there were obstacles to overcome. Mixed Media was the

#### TOP MARKS Von Krosigk's Winning Scores





COMPETITION #1 Hand-Painted Nail Art, Gossip: 2nd place French Twist: 2nd place

COMPETITION #2 It's All About the Bling: 1st place Before & After: 2nd place

COMPETITION #3 Mixed Media, Crime Scene: 2nd place Salon Success: Honorable Mention

COMPETITION #4 Design Sculptured Nails, Red, White and Blue: 1st place 3-D Nail Art, Constellations: 1st place



#### ADVERTISEMENT



Most clients fall into one of two categories: They're either finicky and constantly changing their mind about what to wear on their nails, or they remain tried-and-true to their signature color and won't budge from the usual hue. This can make shopping for product *super* frustrating. After all, there are so many amazing on-trend selections available when it comes to color that you want to try them all. And yet, your clients can impede those buying decisions when they change their mind after one wear or won't even let you attempt something outside their comfort zone.

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"I love to combine techniques, like fashioning paint or lace stamp designs over which I then paint one-stroke flowers," says Von Krosigk. Above, a few favorite nail art looks for clients.

most challenging category, says Von Krosigk. "I'm diligent and neat so I can recreate an image after studying it, but original designs don't spring to life inside my head," she says. She first watched YouTube videos to master 3-D techniques, then researched crime scene photos to concept her sketch of bullet holes, policecar sirens and bloody weapons for the "Crime Scene" theme.

On the flip side, It's All About the Bling

was her favorite entry. "I selected stiletto nails because more space meant extra room to play with Swarovski crystals," she enthuses. Green and blue stones complemented her pristine pink-and-white mani. "The creation took all day, since I wanted to ensure that each detail was executed exactly as I envisioned," she says.

For Von Krosigk, the shock of winning the Glossies has yet to wear off. "Looking back, I still can't believe some of those creations are mine!" she laughs. Yet true to form, she's already looking to the future. "I plan on taking business classes, as I'd like to own a small studio with a few passionate nail techs and perhaps a massage therapist or cosmetologist," she says. It seems the end of this story is only the beginning.

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



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# REBOOKING REBOOT

From what to say and when to say it, experts share their best advice for rebooking clients.

### By Kerri Fivecoat-Campbell

As a nail professional, you know that a full book is essential to your bottom line. While walkins will generate some of your income, the best way to ensure a profitable business is to book—and rebook—clients regularly. "A healthy rebooking rate would sit somewhere above 40 percent," says Maddy Stumbles, marketing communications manager for Timely, an online booking system based in Dunedin, New Zealand. Seems simple enough, yet most techs will tell you that they struggle with talking to clients about follow-up appointments. Whether it's a lack of confidence in broaching the subject or just plain fear of rejection (we've all been there!), read on for advice from experts and experienced nail pros on getting your clients to commit to their next appointment *now*.







### **STARTING** THE CONVERSATION

When it comes to rebooking, one thing nail pros can agree on is timing. "If you blurt it out at the very start, it's overload," says Liz McKeon, a beauty business expert and president of her eponymous Dublin, Ireland-based consulting company. "The best way [to bring up rebooking] is to slip it in during the conversation."

Celine Cumming, a nail tech at Angel Nails Delaware in Middletown, Delaware, listens to what her clients have to say before rebooking. "I always rebook at the end of the service when the conversation flows naturally into talking about any upcoming plans they might have for the next days or weeks, and a possible need for new nails before or after the event they have planned," she says. Waiting until the end of the service also leaves room for you to get to know a new client before you broach the topic.

Tuning in to your client can spark an opportunity to encourage rebooking, while at the same time fostering the tech/client relationship. That relationship is key, says McKeon, who suggests the 15/15 rule for chatting with clients during a service: Limit the conversation to 15 minutes of personal chat (allowing the client to do most of the talking) and 15 minutes of professional conversation. "If it's all personal," she says, "You lose the ability to sell your services, which includes rebooking."

Limit the conversation to 15 minutes of personal chat (allowing the client to do most of the talking) and 15 minutes of professional conversation. It's also important to know your audience. Marc Barr, a nail tech at Above All Grand Salon & Spa in Wexford, Pennsylvania, says that this is especially important at his salon. "We have a lot of clients from out of town, including corporate parties of up to 60 people," says Barr. "When the company is paying for the service, as much as they might love it, [those clients] likely won't be back again."

### WHAT TO SAY

How can you make the most of those 15 minutes of professional chitchat? According to McKeon, talking the client through the service can lead to rebooking. "You can say, 'This is what we're doing today and next time we'll be doing this,'" she says. "This way, your client will look forward to the next appointment." Jaime Schrabeck, licensed manicurist and owner of Precision Nails in Carmel, California,

also uses the time to talk about what the client needs going forward. "We discuss rebooking during the service so we can offer options before the end," she says, adding, "We reserve standing appointments 18 months in advance."

If the client needs more incentive, McKeon suggests making it sound like your availability is scarce—even if it's not. "You [show] your clients how good you are by having a full book," says McKeon. "Let them know that if they want to get



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in for their next scheduled date, they really need to rebook *now*."

Teresa Spitzer, licensed nail tech and owner of Nail-issimo! Salon and Spa in Billings, Montana, plays the convenience card when trying to rebook clients. She says to clients, "I want to make sure I can accommodate a time that works best for you. Let's book it now so you know you have a convenient time for your schedule. And, if something comes up, I will do my best to reschedule you."

Once the client agrees, be sure to make it official. Put it directly in your book—in front of the client and hand her an appointment card or let her know that you will follow up with an email or text confirmation. "If [salon policy asks that you] refer the client to the receptionist, walk your client up to the front and tell the receptionist, 'This is Jane Smith. Can you please rebook her on this day and time in two weeks?'" says McKeon.

### OVERCOMING CHALLENGES

Even if your client declines to rebook while in the salon, all is not lost. For new clients, some techs employ incentives. When Dawn Shultz, master nail tech at Nail-issimo!, was first starting out, she would require new clients to prepay for two fills when making their appointment for a full set—but she wouldn't charge them for the full set. "This builds rapport

"It's about building that relationship and doing your best work each time. Your goal is to gain that client for life." with your new client and, even if she never returns, your first appointment is [paid for]," Spitzer says.

You could also try some good old-fashioned customer service. A few days after the appointment, call your client to make sure that she is happy with her nails, says McKeon, adding, "You can try to rebook her again at that time." You can also follow up with an email or a text; both are a way to keep the conversation between you and the client going. "I schedule a lot of appointments by text," says Cumming. "It works well because [clients] can send pictures of what designs they like and I can more accurately schedule a time slot based on how long the service will take."

Keep in mind, rebooking doesn't guarantee that a client will actually show up. "Things happen; I get that," says Cumming. "But if a client is a no-show, I don't let her book an appointment with me the next time. Instead, I suggest she comes in as a walk-in

and sees the first available technician."

When it comes to rebooking, the bottom line is to focus on filling your book with trusted, loyal clients. "It's about building that relationship and doing your best work each time," says Spitzer. "Your goal is to gain that client for life."

Kerri Fivecoat-Campbell is a business writer and author living in the Ozark Mountains near Mountain Home, AR.





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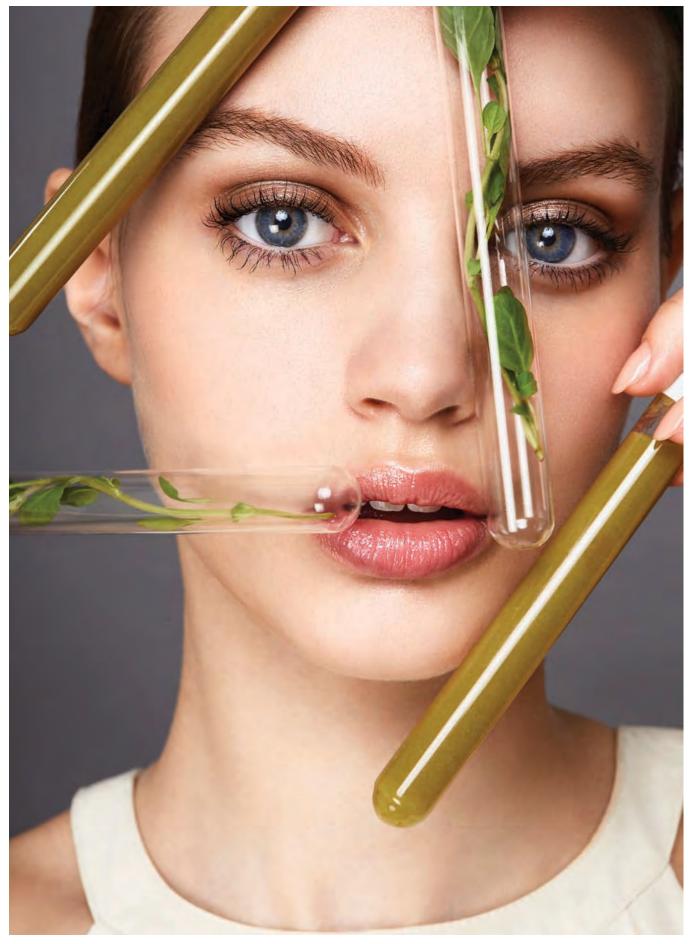
Help clients turn back the clock with anti-aging services and product picks.

### By Taylor Foley

rom high-end creams and cleansers to costly facial treatments, many women (and some men) are willing to spend hundreds—even thousands—of dollars a year to combat the signs of aging. While anti-aging facial treatments are common, hands and feet are often overlooked—but they shouldn't be. As we age, our skin loses elasticity and its ability to retain moisture, resulting in dryness, dark spots and wrinkles. Constant washing and frequent exposure to environmental conditions means hands are among the first places to show signs of aging. And, believe it or not, feet are prone to developing signs aging as well, so preventative care is necessary.

Many salon owners are treating clients' concerns with anti-aging services. "Hand and foot facials are a series of treatments designed to correct and balance your skin," says Karen Hodges, licensed nail tech and esthetician, and cofounder of online education platform Nailcare Academy. According to Hodges, anti-aging services should include two key steps: exfoliation (mechanical or chemical, to remove dead, dry surface skin cells) and hydration (moisture needs to be introduced back into the skin and capped with a barrier to prevent loss through evaporation). To get the job done, techs should reach for enzyme-based cleansers, glycolic, salicylic and lactic acid-based treatments and waterbased lotions. "I stress to clients that it will take several treatments to get skin back on track," says Hodges, who adds that techs should up-charge for anti-aging treatments, being sure to consider the cost of the products used and time spent on the service.

Interested in adding anti-aging services to your menu? For inspiration, we contacted salons across the country and asked them to share their top anti-aging services. Plus, we've included a roundup of effective anti-aging product picks techs and clients alike will be eager to incorporate into their beauty routines.



### THE SERVICE

### YOU'VE GOT TIME



### THE SALON

### You've Got Nails, Los Angeles, CA

Laser treatments have been used in facials for years to minimize wrinkles and improve skin elasticity. Los Angelesbased You've Got Nails mobile salon owner Andrew Rose has integrated that same technology into manicure services. "Red light therapy, also known as low-level laser therapy, offers a wide range of benefits to clients, including improved skin tone and texture, a reduction in the appearance of wrinkles and increased collagen density," says Rose. After the laser treatment, he locks in the effects with shea butter to help protect the skin from environmental damage, such as UV rays and free radicals.

### THE STEPS

 $1\,$  After soaking and shaping the nails, apply a sugar scrub to the skin using small circular motions. Remove the scrub with a damp towel, then apply argan oil and/or marula oil and massage it into the skin.

- **O** Place the hands underneath an anti-aging red light
- ightarrow therapy lamp for 10 minutes.
- ${f Q}$  Massage the hands with shea butter.
- C





### THE SERVICE

### ALMOND MANICURE

### THE SALON

### Maisie Dunbar Spa Lounge, Silver Spring, MD

Designed to refine skin texture and restore a healthy glow, this service includes the use of products rich in vitamin E, jojoba and rice bran oil, and salt. "There is a chemical and physical exfoliation that takes place," says Maisie Dunbar, owner of Silver Spring, Maryland-based Maisie Dunbar Spa Lounge.

### THE STEPS

 $1 \begin{array}{l} \text{Begin the service with an almond milk soak,} \\ \text{then file, shape and buff the nails. Next,} \\ \text{apply cuticle oil and massage it into the nails} \\ \text{and skin.} \end{array}$ 

2 Apply an almond mask to the hands, wrap them in plastic and then place them into protective mittens. Allow the mask to set for three minutes. Then, use a warm, damp towel to remove the mask and massage the excess product into the skin.



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### THE SERVICE

### ANTI-AGING HAND TREATMENT

### THE SALON

### Pala Spa, Pala, CA

Using coconut oil, lactic acid, papyrus stem cells, grapefruit peel oil and aloe vera leaf juice, this treatment is designed to fade dark spots. In addition to brightening skin, the service includes an alpha hydroxy acid and retinol blend to correct uneven skin tone and hyper-pigmentation, as well as reduce the appearance of wrinkles.

### THE STEPS

1 After soaking, trim and shape the nails. Apply a coconut smoothing scrub to the hands and arms using circular motions. Use a warm damp towel to remove the scrub. Then, use a dry towel to remove the excess moisture. 2 Use a fan brush to apply two drops of an alpha hydroxy retinol treatment to the back of the hands, and leave it on for



three to five minutes.

3 Apply the cream to the hands and arms, and massage it into the skin. Then, apply sunscreen and massage it into the skin.



#### THE SERVICE

La La LAND PEDICURE

### THE SALON

*Bellacures, Dallas, TX* Bellacures teamed up with a boardcertified dermatologist, New York City-based Dennis Gross, M.D., to hand-select products for this anti-aging foot service. It includes alpha hydroxy acid peel pads to exfoliate the skin and an oil-free moisturizer rich in amino acids, vitamin B and hyaluronic acid to boost hydration.

### THE STEPS

1 Begin the service with a warm soak, then dry the feet with a towel. 2 Use the alpha hydroxy acid peel pads on the feet. Then, trim, shape and file the toenails. 3 Apply an oil-free moisturizer to the legs and feet, and massage it into the skin.

### THE SERVICE



#### THE SALON

20Lounge, Scottsdale, AZ Proper hydration is key to keeping skin soft, supple and youthful-looking. This service, offered at both of 20Lounge's Scottsdale, Arizona-based locations, focuses on soothing dry skin with a combination of paraffin wax, hyaluronic acidbased cream and ultra-moisturizing lotion.

### THE STEPS

1 After soaking, filing and shaping the nails, apply warm paraffin wax to the hands, then place them in plastic gloves and let them sit for 10 minutes. 2 Remove the wax and massage any remaining product into the hands. Then, massage a small amount of lotion into the hands, concentrating most of the pressure on the back of the hands.



 $3 \ \text{Remove any excess product with} \\ a \ \text{warm towel, then apply a hyal-uronic acid-based anti-aging cream to} \\ \text{the skin.}$ 



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 genaspaproducts.com

Lomasi Mango
 Coconut Scrub
 contains sugar to
 exfoliate and soften
 skin. youngnails.com

 Collagen-boosting peptides, vitamin C and daisy flower extract in OPI Pro Spa Protective Hand Serum help plump and brighten skin. opi.com

③ The inm Keratin Pen contains vitamin B5 to help prevent the natural nail from chipping, peeling and cracking. inmnails.com

Moisturizing Dazzle
 Dry Nail & Cuticle Oil is
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Mail Magic Thai
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 repairs dry skin and contains
 lavender and lemongrass
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① Enhance Collagen Exfoliator, Quench Revitalizing Collagen Gel Masque and Silk Marin Collagen Gel make up Jessica Ageless Hands, a three-step system designed to renew, hydrate and firm skin. jessicacosmetics.com

Bio Sculpture Gel Hand Cream contains essential oils to hydrate skin and a UV filter to protect hands from the sun's rays. biosculpturegel.com

 Parodi Professional Care Intensive Moisturizing Hand Cream contains plantbased butters to nourish dry hands. parodicare.com

Morgan Taylor Bare
 Luxury Complete Pedicure
 & Manicure Renew refreshes
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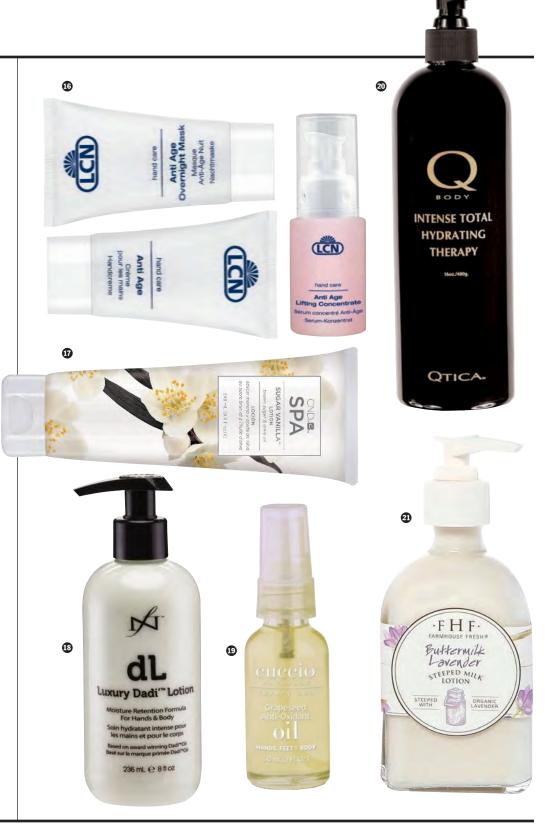
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Taylor Foley is a Los Angeles-based freelancer writer.







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NAILPRO's own Sigourney Nuñez wields her nail brush behind the scenes for the Moschino Resort 2018 fashion show.

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Processing

As the editors of NAILPRO, we get access to things most techs don't, for example, seeing a product *before* it launches to the pro market or meeting top nail artists on a regular basis. This June, NAILPRO digital content manager and nail professional Sigourney Nuñez had the opportunity to go where few editors or techs do—backstage at a high fashion runway show. As a licensed tech, Nuñez was tapped by CND creative ambassador Miss Pop to be her first assistant for the Moschino Resort 2018 fashion show at Milk Studios in Los Angeles. The process involved two days of prep, 3,840 coats of nail polish and 960 tips, plus more glitter than most techs see in a year's worth of nail art clients. Here, Nuñez shares what it takes to be backstage, from late night polishing to last minute primping.

### DAY 1: JUNE 6



### 8:54 a.m.

Here I am, well rested and ready to start creating the nail looks for the Moschino Resort show. The collection is a nod to the glamour of Los Angeles and the glitz of Las Vegas, and a fictional road trip between the two cities.



### 9:23 a.m.

The SoCal view from Miss Pop's room at the Standard Hotel in Hollywood where we set up our design lab for two days of production.



**11:14 a.m.** First, we covered the carpet with tarps in case of polish spills. Then, we laid out 960 nail tips.



### **1:51 p.m.** Each nail tip is placed on a board and separated by size. The dividers will come in handy later when the tips need to dry.



### 2:56 p.m.

I'm dismissed for the day as Miss Pop leaves to meet with the lead designer for Moschino, Jeremy Scott. Before I leave, I snap a pic of the local art showcased in the hotel lobby—major nail art inspo!

### 8:02 p.m.

Miss Pop texts me an image of the final look for the show, saying, "Here's what's on the menu."

### DAY 2: JUNE 7



### 3:34 p.m.

After polishing the underside, each tip is attached to an orangewood stick, then separated according to the tip's final color. Each set includes two nail tips in each size (0-10), plus two extra size 4 and 5. Here, CND team lead Vanessa McCollough checks to make sure each set has 24 press-on tips. (That's Miss Pop's bed under there!)



### 6:32 p.m.

@nailzb

For efficiency, we create an assembly line. One tech polishes while the other glitters. Here I am applying green glitter over CND Creative Play Teal the Wee Hours.

Still at it

misspopnails 2h

### 9:22 a.m.

There's nothing like the smell of nail polish in the morning! Each tip included a metallic underside in gold (CND Creative Play Let's Go Antiquing) or silver (CND Vinylux Silver Chrome).

8:52 p.m.

We applied two coats of base color, then a heavy sprinkle of glitter over the wet polish to create a textured glitter effect. This is a base of CND

Vinylux Electric Orange under orange glitter.

10:26 p.m

It's so satisfying to complete a set and check it off the to-do list! And, it's so pretty seeing all of the sets laid out next to each other.



### 9:28 p.m.

After finishing a purple set, I look down at my table and see glitter in the shape of a heart. This truly is a labor of love!





### **11:48 p.m.** Miss Pop's Instagram Story shows Vanessa and I working into the night with the message, "Big thanks to my team!"

### DAY 3: JUNE 8



### 8:55 a.m.

At the hotel the nails are packed according to set and ready to be transported (carefully!) to Milk Studios.



### 10:00 a.m.

While Vanessa and I polished and glittered tips last night, Miss Pop hand-mixed glitter nail polish to be applied to the models toes. Here, the 32 custom shades.



### 10:16 a.m.

Still at the hotel, CND field events coordinator Veronica Atkinson (right) and Vanessa create a cheat sheet for which nail tips and matching glitter are to be used on which model.





**3:50 p.m.** Miss Pop and I sneak in a photo before the backstage work begins.



### 1:53 p.m.

After an awesome team meeting, all 10 techs grab their kits before heading to the show. Here's mine!

### 4:35 p.m.

To carry the tips backstage, the strip of press-on tips is wrapped around my arm so I can use both hands to apply them.



### 6:12 p.m.

Before applying the tips, I sanitize the model's hands, remove any lacquer and dehydrate the nail plate. Loose glitter on the model's hands or arms is removed with hand wipes and tape.





**7:27 p.m.** Briefing model Miranda Kerr on the nail look. (Pinch me!)

### 7:06 p.m.

Celebrities and influencers share backstage with the beauty pros. (That's Kandee Johnson with Miss Pop!)



**7:38 p.m.** A close-up of the final look.



**7:57 p.m.** My view of the runway, complete with Las Vegas-inspired neon signs.



**9:50 p.m.** That's a wrap!

7:50 p.m.

Posing for a team shot after every model's mani and pedi is finished. (Whew!)

MOSCHINO

9:17 p.m. The model I worked on walks the runway.

### By Stephanie Yaggy Lavery Photography by Armando Sanchez

When it comes to fashion, street style has become just as significant as the runways. Imaginative influencers are taking risks and pairing seemingly unmatchable styles with killer results. This fall, color connoisseurs can delight in similar pairings, with shades ranging from beautifully blushing nudes to complex mossy greens. And with multifaceted finishes, from flecks of shimmer to chunky glitter, nail style is best showcased on the street.

NAILS Tracey Sutter MODEL Louise Donegan, Photo/Genics MAKEUP Michelle Tabor Ramos, AIM Artists HAIR Sienree, Celestine Agency WARDROBE Jordan Grossman WARDROBE ASSISTANT Amanda Hipperson.

Mix & Match Playing with texture makes for stare-worthy style. Here, the subtle pearlescent sheen found in this deep aubergine lacquer is soft-ened with a matte topper. Shirt Wildfox; Skirt Ott Dubai.



No. Pt



#### Less Is More

Sometimes, the key to great style is simplicity. Stick with one statement piece (midnight blue jumpsuit, anyone?) and pair it with a modest swatch of glittering rose gold on tips. *Jumpsuit*: Roksanda; Necklace Swarovski; *Rings* Zoe Chico.

276

10.1





#### Full-on Fashion It's well-known that a look doesn't end with the clothes. From shoes to accessories to *nails*, it's the finishing touches that bring the ensemble together—complete with a complementary coat of metallic copper. Sweatshirt Rag & Bone; Shorts

Alexander Wang; *Shoes* Angela Scott; *Jewelry* House of Bourgeois.

BAGQO DE



Dare to Wear This season's blue hues practically beg for denim-inspired color on nails. After all, jeans *do* go with everything. Shirt H&M; *Ring* House of Bourgeois.

# LACQUER



**SpaRitual** Calm



Caption Back Seat Driver



Gel II Extended Shine Autumn Sunset



**Zoya** Tabitha



Londontown Lakur Silver Birch



Gel II Extended Shine Overcast



**Orly** Silken Quartz



**Duri** Burgundy Charade



Dermelect ME To the Core



**CND Vinylux** Viridian Veil



Cuccio Colour Sold Out



**Caption** Late Bloomer



**Cuccio Colour** Nude-a-Tude



China Glaze Rock N' Royale



**CND Vinylux** Hypnotic Dreams



**Essie** As If!



Orly November Fog



China Glaze Haute & Heavy



Mia Secret French Manicure Metallic Copper



Morgan Taylor All Tango-d Up



**OPI** This Isn't Greenland



**ibd** Blue Me a Beso



**Essie** Girly Grunge



Artistic Colour Revolution Supercharged



**Zoya** Hera



Damsel in Disguise



LeChat Dare to Wear Olivia



OPI Less Is Norse



Color Club Across the Universe



Morgan Taylor Danced and Sang-ria

# **GEL POLISH**



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**EnVogue Colour Gel** Hazy Sky



ibd Just Gel Cantina Hopping



**Entity One Color Couture** Perfectly Tailored



**Artistic Color Gloss** Radiate My Love



Mia Secret Gelux Blood



**Mia Secret Gelux** Top Gold Foil



Gel II Stormy Skies



**CND Shellac** Lilac Eclipse



EzFlow TruGel Fault Line



Artisan GelEfex **Rich Bordeaux** 



**Essie Gel** Knee-High Life



**Light Elegance** Joan Crawford



**CND Shellac Eternal Midnight** 



**Light Elegance** Silver Screen Beauty



**Bio Sculpture Gel** Shimmering Joy



**OPI GelColor** Reykjavik Has all the Hot Spots Autumn Sunset



**EnVogue Lac It!** Bronze Glow



**EzFlow TruGel** Gritty Realism



Gelish Olé My Way



**Artistic Colour Gloss** Grease Monkey



**Mia Secret Gelux** Tan



Gel II



**Bio Sculpture Gel** Shine Like a Disco Ball



**EnVogue Lac It!** Olive Branch



Gel II Woodland



**OPI GelColor** Suzi & the Arctic Fox

## NAIL CLINIC | BY LINDA KOSSOFF

# Move That **Body**

The top 10 reasons you need to start exercising *now*.

ne day every year since 2001, thousands of women across America have flocked to some 500 community hubs—parks, schools, hospitals, houses of worships and, of course, gyms—to participate in numerous, varied events under the umbrella of National Women's Health & Fitness Day. Organized by the Health Information Resource Center (HIRC), the annual event (this year on September 27) places a heavy emphasis on fitness, and for good reason: Current research repeatedly points to exercise as *the* key behavior for women to maintain their health, especially as they age.

#### Fitness Facts

- In a 2015 National Health Interview Survey, about 60% of women aged 18 and above thought of themselves as being in "excellent" or "very good" health.
- Approximately 22 million women belong to a gym.
- About 12% of all gym members in the U.S. signed up in the month of January; of these, 14% drop out in February.
- In 2016, the obesity rate for American women increased to 40%.
- There are an estimated 280,000 working fitness trainers and instructors in the U.S.

Sources: Centers for Disease Control and Prevention, cdc.gov; Fitnessforweightloss. com; Bureau of Labor Statistics; JAMA Consider the following research: A 2015 study of 75,000 women conducted at Vanderbilt Epidemiology Center and Vanderbilt-Ingram Cancer Center in Nashville, Tennessee, shows that women who are physically active in their teen years have a 16 percent lower risk of dying from cancer and a 15 percent decreased risk of death from all causes; a 2015 opinion from the American College of Obstetricians states that regular physical activity during pregnancy reduces the risk of gestational diabetes in obese women and enhances psychologic well-being; and a study published in 2017 in Menopause presented evidence that an active lifestyle with regular exercise for women ages 45 to 64 enhances health, guality of life, and fitness and results in fewer hot flashes and improved mood as well as decreased overall health risks.

"Our goal for this national event is to encourage women to take control of their health, to learn the facts they need to make smart health choices and to make time for regular physical activity," says HIRC executive director Patricia Henze. But for busy techs, it's easy to put exercise on the back burner. To help motivate you to get moving, here are the top 10 reasons why *today* is the best the time to start a fitness routine.

#### 1. Exercise ups your metabolism.

A combination of cardiovascular and strength training activity boosts the metabolism, which naturally begins to slow in women as early as age 30. However, trying to gear an exercise routine to reduce a specific part of the body is futile, says Beth Jordan, a certified personal trainer, who is also a fitness nutrition specialist and orthopedic specialist for the American Council on Exercise (ACE).

"The idea of 'spot training' is that you can cause weight loss in one area without affecting other parts of the body," she says. "When you exercise, your body does use fat as fuel; however, the body does not care where the fat comes from, so you cannot focus on or 'spot reduce' one particular area."

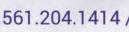




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## DELTA FORCE

For an effective exercise routine, variety is essential. "Women should stick to the 'delta' of exercise types—cardiovascular, strength training and flexibility—and keep mixing them up," says certified personal trainer Beth Jordan. She explains that the body has five basic movements: walk, sit, push, pull and rotate. "Exercises are created to ensure that these five movements are used correctly and combined in what are called compound exercises." For example:

**Cardiovascular**: running, walking, swimming, dancing, high-intensity interval training, kickboxing, jump rope, sportsrelated activities and plyometrics (maximum force movements such as j umping jacks, jump squats, burpees)

Strength/resistance training: lifting dumb bells, kettle bells, medicine balls and body bars; weight machines; cable and other machines such as TRX; body weight exercises such as push-ups and pull-ups Flexibility/balance: yoga, barre, Pilates, stretching, balance ball and myofascial rolling (using a round foam roll under the body)

Jordan recommends enlisting a professional trainer to guide you based on your particular goals and limitations. "You should have a plan and direction, learn the proper form as well as how to use the equipment correctly," she urges. "This will prevent injury, and keep you from becoming overwhelmed and

giving up on yourself."



Activity spurs the circulation of blood throughout your body, which "lights a fire" in your system.

#### 2. Staying active reduces stress.

"Exercise increases concentrations of norepinephrine, a chemical that can moderate the brain's response to stress," says Jordan. "It also releases endorphins [brain chemicals], and that generates feelings of happiness and alleviates symptoms of depression and anxiety." And yes, working out does boost self-confidence and self-esteem.

**3. Moving improves your memory.** "Exercise can help 'shore up' the brain against cognitive decline by boosting chemicals in the brain that support and prevent degeneration of the hippocampus, which is an important part of the brain for memory and learning," explains Jordan.

**4. Your energy levels will increase.** Activity spurs the circulation of blood throughout your body, which "lights a fire" in your system, say experts. "If a sedentary individual begins an exercise program it will enhance the blood flow carrying oxygen and nutrients to muscle tissue, improving their ability to produce more energy," confirms Pete McCall, exercise physiologist at ACE. Furthermore, when you exercise regularly, the body becomes conditioned to use its own fuel—oxygen and glucose—more efficiently, leaving you with energy to spare.

**5. Sex gets even better.** Increased circulation to all areas of the body—including the genitals—spurred by a vigorous workout may account for the many women who have reported an improved libido after beginning an exercise regimen. This is of particular importance to women taking antidepressants, which are notorious for impairing sexual arousal. In a 2012 study reported in *Annals of Behavioral Medicine*, women on antidepressant medication who exercised several minutes prior to sexual stimuli experienced significantly greater genital arousal.

6. Your bones will be stronger, longer. Osteoporosis, or loss of bone tissue, occurs as a result of nutritional deficiency (generally, a lack of calcium or vitamin D) and/or hormonal changes, and is especially common after menopause. It carries a strong genetic component, and

petite women are particular vulnerable.

"Women need to incorporate strength



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or resistance training into their exercise routine to keep their bones dense," says Jordan. "One of the biggest misconceptions women have is that lifting weights makes them look 'bulky,' and therefore they avoid this type of training or use toolight weights. But women do not have the hormones to support big muscles."

#### 7. Being active is empowering.

Research performed at the Institute of Aging at the University of Florida in Gainesville and appearing in a 2014 issue of *JAMA* showed a positive association between regular exercise in advanced age and a reduced chance of disability and frailty in this population.

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#### 8. Exercise fends off fraility.

Self-defense disciplines, such as tae kwon do, krav maga, jiujitsu and even simple kickboxing, provide a strong fitness component while teaching students how to defend themselves in a variety of threatening, real-life situations. For some women, practicing self-defense enables them to fully experience life without feeling afraid. "Part of self-defense is confidence in yourself," says Neal Newman, owner of the Academy of Self Defense, with several locations in Northern California's Bay Area. "[It] empowers people so they don't feel like a victim walking down the street."

## People who get at least 150 minutes of exercise per week sleep significantly better and feel more alert during the day.

9. Moving means more (and better) **sleep.** The National Sleep Foundation confirms that people who get at least 150 minutes of exercise per week sleep significantly better and feel more alert during the day. The reasons are numerous, but include decreased stress, fewer leg cramps (and other aches and pains) and simply feeling more tired at bedtime. 10. You'll look like a million bucks. Just as healthy circulation feeds your muscles, it does the same for your skin, sending youth-preserving oxygen to your dermal cells. One 2014 study conducted at McMaster University in Hamilton. Ontario, Canada, actually discovered signs of age reversal in the skin of 29 male and female participants ages 20 to 84 after three months of regular exercise.

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



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## PRO TALK | BY DINA CICCARELLI





## Glo It! Glow in the Dark Pigments **ezflow.com**

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## Acrylic Step-by-Step



To create a glow-in-the-dark gradient, mix pink acrylic with Purple Glo It! at a 3:1 ratio.



2 Stir the acrylic and Purple Glo It! together until the color of the mixture is uniform. Then, apply the acrylic mixture as you would for a pink-and white. Repeat Steps 1 and 2 with white acrylic and Blue Glo It!.



**3** File and shape the nail as usual. To finish, apply top coat.



Allow the nail to "charge" under artificial or natural light. Then, turn off the lights and let it glow!

## **Gel Polish Step-by-Step**



Mix yellow gel polish with Orange Glo It! at a 4:1 ratio.



2 Stir the yellow gel polish and Orange Glo It! together until the color of the mixture is uniform. Then, apply two coats of the gel polish mixture, curing after each.



**3** To finish, apply gel top coat and cure.



Allow the nail to "charge" under artificial or natural light. Then, turn off the lights and let it glow!



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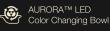
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## PRO TALK



# YaGala

## 7-Free Nail Lacquer yagala-inc.com

Created by nail artist and blogger YaGala (@yagala), the newly launched namesake **YaGala 7-Free Nail Lacquer** collection is available in 37 colors and 10 neon shades.



To create a marble decal, start by dropping Pure White into a cup of chilled water. Then, add a drop of Charcoal in the center of the white polish. Alternate between white and black polish until the pattern consists of roughly 20 concentric rings.



**2** Drag a dotting tool through the polish, starting at the edge of the circle and moving toward the center. Wipe the tip of the dotting tool and repeat. Repeat Step 2 up to 15 times.



Allow the marble decal to set for 10-15 minutes. Then, slip an orangewood stick under the edge of the marble decal and gently pull it out of the water.



Lay the marble decal flat on a paper towel to dry.



Prep nails, then apply 1 coat of Pure White.



6 Cut a nail-sized piece from the marble decal. Then, while the polish is still tacky, use tweezers to apply the decal on top of the polish.



**7** Using a cuticle pusher, trim off any excess decal around the nail bed. Then, use scissors or a nail file to remove any excess decal at the free edge.



**8** To finish, apply top coat.



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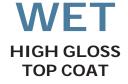
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## HAPPENINGS

SHOWS & EVENTS

#### 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

### National Aesthetic Spa Network Event October 2 Noah's Event Center, Plano, TX.

Contact National Aesthetic Spa Network, 772.882.2300; nasnpro.com.

#### **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.

## CLASSES

#### September

LeChat

800.553.2428, lechatnails.com

- **10** LeChat Demo/Class: San Jose, CA.
- **17** LeChat Demo/Class: Garden Grove, CA.
- 24-25 LeChat Demo/Class: Miami, FL.

#### Light Elegance

800.275.5596, sales@lightelegance.com **18** LEU 310 Mastering the Almond Shape: Sacramento, CA.

#### Young Nails

800.777.9170, youngnails.com **10** Backfills for Thrills-Acrylic: Anaheim, CA.

#### October

LeChat

800.553.2428, lechatnails.com
15-16 LeChat Demo/Class: Falls Church, VA.
22 LeChat Demo/Class: Garden Grove, CA.
22 LeChat Demo/ Class: San Gabriel, CA.

#### Young Nails

800.275.5596, youngnails.com **16-20** Mastering Acrylic: Anaheim, CA.

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800.553.2428, lechatnails.com5-6 LeChat Demo/Class: Atlanta, GA.12 LeChat Demo/Class: Garden Grove. CA.

#### Young Nails

800.275.5596, youngnails.com 19 Synergy Gel for Success: Anaheim, CA.

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## TEST YOURSELF

# Move That Body

arm Certificates of Achievement as you test your skills with Nailpro's Professional Participation Program. In each issue, you'll find a multiple-choice test that will allow you to demonstrate what you've learned from one or more articles in the issue. For answers to this month's test, see "Move That Body" on page 114. Simply circle the correct answers and mail the page to the address below. You can also access the article and submit the test via our website at nailpro.com/test-yourself. If you earn a score of 80% or higher, you'll be awarded a framable Certificate of Achievement. A perfect score earns a Certificate of Achievement With Honors.

According to the American College of Obstetricians and Gynecologists, regular physical activity during pregnancy reduces the risk of:

- A. Having twins
- **B.** Experiencing morning sickness
- C. Gestational diabetes
- **D.** Swelling of the ankles

## **2** The "delta" of exercise types consists of cardiovascular, strength training

and \_\_\_\_\_

- A. Breathing
- B. Flexibility
- B. Rest
- D. Sports

**B** Name the body's five basic movements in exercise.

- A. Walk, sit, stand, push, pull
- B. Walk, sit, push, pull, rotate
- C. Walk, sit, push, pull, run
- **D.** Walk, sit, twist, pull, stand
- main, on, twist, puil, stallu

Body movements are combined to create what are called compound exercises.

A. True

**B.** False

A kettle bell is best used when you are practicing:

- A. Strength training
- B. Cardiovascular exercise
- C. Pilates
- D. Martial arts

Which of the following things does
exercise do in the body?
A. Release endorphins
B. Boost brain chemicals

- C. Spur blood circulation
- **D.** All of the above

According to fitness experts, it's possible to lose fat in one part of the body by doing 'spot training.' A. True B. False **B** How much exercise does the National Sleep Foundation recommend for a significantly better night's sleep?

- **A.** 20 minutes per day**B.** 15 hours per week
- **C.** 150 hours per month
- **D.** 150 minutes per week

The medical term for loss of bone tissue is \_\_\_\_\_.

- A. Osteoarthritis
- B. Osteopathy
- C. Osteoporosis
- **D.** Osteosynthesis

**1 O** Approximately how many working fitness trainers and instructors are there in the U.S.?

- **A.** 280,000**B.** 820,000**C.** 20,000
- **D.** 180,000

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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., "Move That Body") 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 September 30, 2017. Answers will appear in the November issue.

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

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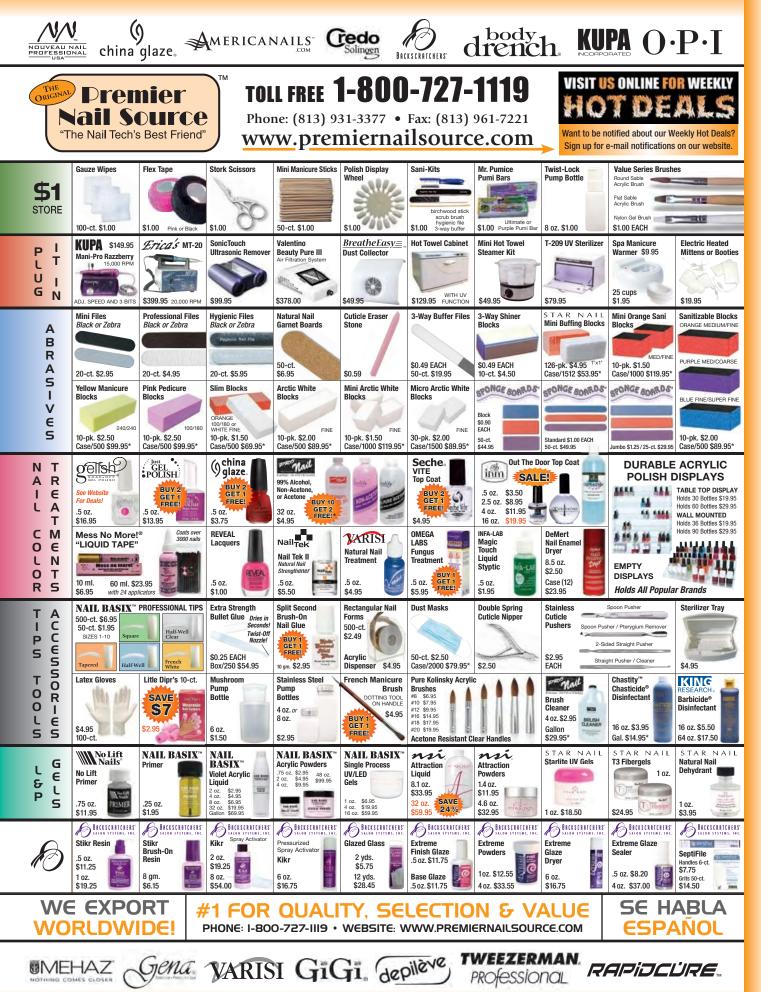
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## HOLLYWOOD FILE BY TAYLOR FOLEY

# **MODEL** Behavior

Celebrity manicurist Mar y Sol Inzerillo dishes on supermodel Ashley Graham's go-to nail looks.

Ashley Graham isn't afraid to take chances, whether she's speaking out against stereotypes in the fashion industry or donning of-the-moment tip couture, thanks to long-time manicurist Mar y Sol Inzerillo. The pair met during a *Harper's Bazaar* photo shoot in 2013 where Inzerillo, who has also



has also worked with Gigi Hadid, Cara Delevingne and Oprah Winfrey, introduced Graham to the world of hand-painted nail art. "The first look I created for Ashlev was a red nail with a beige half moon," says the New York-based nail tech. known professionally as Mar y Soul. Today, Inzerillo works

Gal pals, Inzerillo (left) and Graham.

with Graham on a weekly basis, creating looks for red carpet events

and magazine photo shoots, as well as the cover of Graham's memoir *A New Model*, which debuted in May. "I've done Ashley's nails at her house, in a car and even in a motor home on the set of the reality series 'America's Next Top Model,'" says Inzerillo.

Since the duo work together often, Inzerillo makes sure to keep the model's favorite products on hand at all times. "We've been using a lot of Red Carpet Manicure gel polish and OPI Infinite Shine lately," she says, adding that Graham also likes Essie, Kiss Products, Sephora Formula X and Bio Sculpture Gel. While Inzerillo says Graham is typically easy-going when it comes to her nails, planning a red carpet look requires more preparation. "After I speak to her stylist, Ashley lets me come up with the nail looks. I draw them for her or show her the colors," Inzerillo says, noting that sometimes she only has an hour or two to complete a design.



For the 2017 Met Gala, Inzerillo crafted an edgy two-tone mani to mirror the model's avant-garde nude and red gown

To achieve Graham's ultra-glam nails for the 2017 Miss USA Competition, Inzerillo used Red Carpet Manicure FakeBake and Swarovski crystals.



Inzerillo created a playful negative space look for Graham to wear to the 2017 Coachella Valley Music and Arts festival using OPI California Dreaming.

No matter how long or short the collaborative process may be, Inzerillo finds that the best part about working with Graham is that the two have developed a bond that goes beyond the typical techclient relationship. Says Inzerillo, "I'm so lucky to have a friend with such a kind spirit who also loves getting her nails done!"

Taylor Foley is a Los Angeles-based freelance writer.



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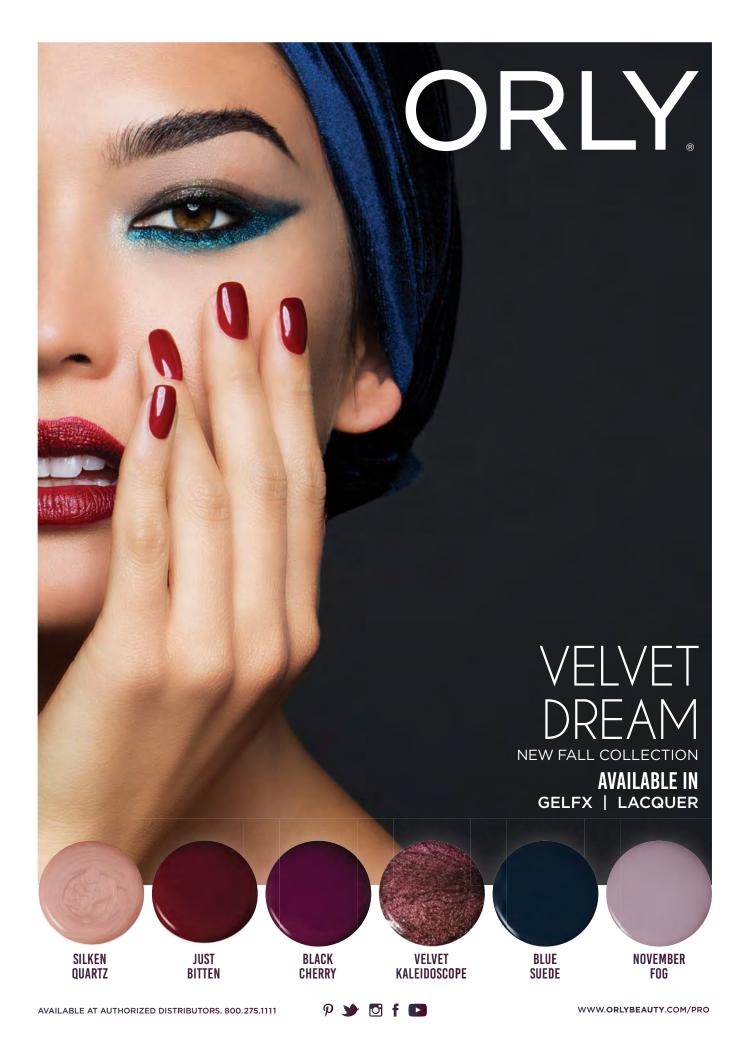
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