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Nails: Allie Baker; Photography: Cory Sorensen, corysorensen.com; Makeup: Harriet Hadfield, Opus Beauty; Hair: Frankie Payne, Opus Beauty; Model: Tyrie Rudolph, Wilhelmina; Digital Imaging: Art Vasquez, RP Digital.

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

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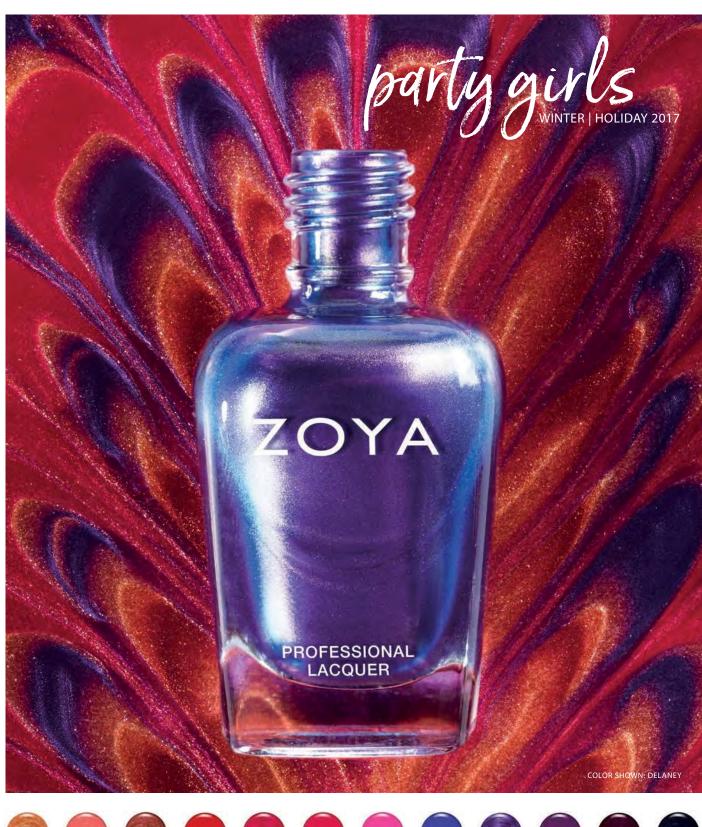
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nailpro.com/stamping-techniques-tutorial Four step-by-step stamping techniques executed by celebrity nail artist Bel Fountain-Townsend (@sohotrightnail).

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nailpro.com/mastering-social-media How to ensure your work-and the work of othersgets the credit it deserves.

Cover Girl

nailpro.com/allie-baker A roundup of our favorite stories featuring cover tech Allie Baker.



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EDITORIAL

Catch Me If You Can

hile October often brings to mind Halloween and pumpkin-flavored, well, everything, it's also Breast Cancer Awareness Month. And after reading the statistics about cancer in our Nail Clinic column this issue ("When Your Client Has Cancer" on page 102), my heart sank: "Cancer is responsible for one in four deaths in the United States." That's too many. And then you think of our little nail community, the number of friends we've lost, and you realize that the data is frighteningly real. I've had my own little scares over the years. When I was in my early 20s, my doctor found a small lump during a routine breast exam. I had to have an ultrasound-guided biopsy, which fortunately determined that it was a benign fibrous lump. But the weeks between the initial find and the test results were a blur of anxiety and fear. A few years later, abnormal cells appeared during a regular Pap smear. After some more invasive tests, it was determined that it was not a fluke and there were precancerous cells present that were not going away. As a result. I had to have a LEEP procedure, which involved a trip to the hospital, going under anesthesia and removing abnormal tissue from the cervix. Yet another experience fraught with worry and tears.

While frightening at the time, these were actually happy occasions, as I turned out to be OK. Unfortunately, that is not always the case. Recently, the nail community and I mourned the loss of a young and talented nail artist, Amanda Lenher. This hit close to home and makes you realize that we, as women in particular, must be vigilant in the care of our bodies. Regular gynecological checkups are essential to the prevention of disease. I know that because of the nature of the nail industry, many are without health insurance, but that is not an excuse. There are more than 13,000 Federally Qualified Health Centers (findahealthcenter.hrsa.gov) that provide health care to women (and their families) across the country. If you've been dragging your feet, stop. Find a doctor and get a checkup. It's so incredibly important.

While technically Breast Cancer Awareness Month, there is no time like the present to take care of ourselves—and your clients—for whatever may be ailing you. After all, as my mother-in-law says, "If you don't have your health, you don't have anything."

tephanie

Stephanie Yaggy Lavery NAILPRO Executive Editor slavery@creativeage.com



Saying Goodbye

With heavy hearts, we bid farewell to Amanda Lenher, who lost her battle with cancer in August. She was a shining light in the nail industry and on the competition circuit. Her fearless attitude, great talent and warm hugs will be sorely missed. Please turn to page 69 of this issue to see her in memoriam.

Behind the Nail Pros...

We love having Allie Baker on set at NAILPRO! She's super-creative, works

with such precision and has a cool and relaxed demeanor that make for a great day behind the scenes. For Allie's second NAILPRO Cup cover, she pulled out all the stops with new nail shapes. Check it out on page 30!



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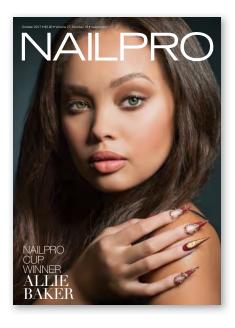
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BEHIND THE NAIL PROS | BY STEPHANIE YAGGY LAVERY



THE MAKING OF OUR COVER

IT WAS SUCH A PLEASURE TO WELCOME BACK NAILPRO CUP CHAMPION ALLIE BAKER TO OUR STUDIO. It's always fun to work with Baker, as she never fails to have plenty of ideas at her disposal. For this fall cover, she proposed two unique nail shapes: the triangle edge and stiletto edge. Baker first encountered these designs by following an Eastern European nail artist on social media. Never having met her inspo, Baker utilized her own knowledge of nail structure, and through some trial and error was able to recreate the looks. A little color and some studs were all that were needed to turn these nails into a masterpiece.

"I don't often use gold embellishments—I usually prefer silver but I really like the way these nails turned out!"

—Allie Baker

"I don't often use Creating the Cover Nails



Baker began by applying forms and sculpting the nail into a sharp stiletto edge. She used the cover pink acrylic to create the shape of the nail (rather than relying solely on filing later).



2 Once the acrylic was set, she used an e-file to refine the shape of the nail and a hand file to finish.



Next she applied a hand-mixed shade of wine color acrylic to the free edge. She applied this *after* sculpting the entire nail so that it would have a natural rough appearance.



Using a nail-piercing tool, Baker added a hole to the center of the free edge.



5 Then, she wove a thin piece of wire through the hole and wrapped it around the tip of the nail.



6 Lastly, Baker used resin to apply gold studs and spikes around the perimeter of the nail bed.







and how





















Nails Allie Baker



Photography Cory Sorensen



Makeup Harriet Hadfield



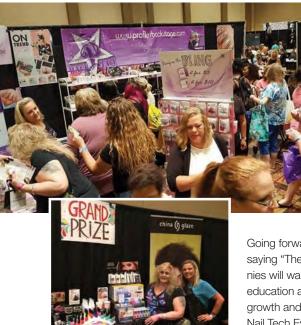
Hair Frankie Payne

NAILING THE NEWS | BY TAYLOR FOLEY

A Decade in the Making

THIS JULY MARKED THE 10TH ANNIVERSARY OF THE NAIL TECH EVENT OF THE SMOKIES. Held July 8-10 at the Gatlinburg Convention Center in Gatlinburg, Tennessee, the three-day event gave

nail professionals the opportunity to shop the latest products from top manufacturers, attend on-site educational workshops and network with some of the leading names in the industry. Event coordinator Jill Wright says this year's trade show drew approximately 500 attendees, nearly 10 times the amount of attendees at the first Nail Tech Event of the Smokies in 2008.



"Our premiere event was held in a hotel ballroom with only six educators demonstrating products and no sales," she says. This year's manufacturer lineup included Voesh, OPI, CND, Exclusive Nail Couture, Backscratchers, KBShimmer, Light Elegance and American International Industries, who also sponsored the \$1,500 grand prize won by Mountain City, Tennessee-based tech Connie

Hughes. Attendees helped raise \$420 to benefit Thistle Farms, a Nashville, Tennessee-based organization dedicated to helping women escape human trafficking and drug addiction.

Going forward, Wright hopes to continue to expand the event, saying "The more attendees we have, the more nail companies will want to get involved, which equates to more in-depth education and product choices for techs and more marketing growth and product sales for manufacturers." The 11th annual Nail Tech Event of the Smokies will be held July 7-9, 2018. **For more information, go to nailtechevent.com.**



(Clockwise from top) Jamie Schrabeck, owner of Carmel, California-based Precision Nails, leads a workshop on waterless pedicures; attendee Dana Shrew held the winning raffle ticket for the Thistle Farms gift basket that included \$150 worth of spa products; Connie Hughes took home the grand prize: \$1,500 worth of All products; attendees shop and learn at the 10th annual Nail Tech Event of the Smokies.

Charitable COLOR

What if you could polish your nails and donate to those in need? The new E.G.O. Lacquer collection features shades inspired by charitable causes, and 20 percent of each polish sale is donated to its respective cause. According to Miami-based nail artist and creator Sherwin Hora, her daughter, Jaedha, was the inspiration. "Jaedha was born with Group B Strep, a bacteria that can be life-threatening to newborns. Luckily, Jaedha recovered and she is now a healthy 5-year-old who loves getting her nails done," she says. "One night as I was reflecting on how I could've missed

love, I decided to create a polish line aimed at giving back." Since inception, E.G.O. Lacquer has donated to multiple causes close to Hora's heart. "For example, we donated proceeds from Jaedha Adores, a yellow hue created in honor of my daughter, to Group B Strep International," she says. Other hues include Grandma's Glasses, a purple shade to raise awareness for Alzheimer's disease, and Sticks-n-Stones, a gray hue to raise awareness for bullying. For more information and to purchase polishes, go to egolacquer.store.

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IBS Las Vegas 2017 NAILPRO CUP FINALS

The 2017 competition year came to an end at the NAILPRO Cup Finals at IBS Las Vegas. After a long day of events, talented techs received recognition for their work in 3-D Nail Art, It's All About the Bling, Soak-Off Gel, Perfect Match and more. Plus, after the results were tallied, the 2017 NAILPRO Cup winner was revealed: Allie Baker, two-time winner of the NAILPRO Cup! Additionally, the NAILPRO Team Cup winner was announced: Congratulations Team EzFlow! (For exclusive interviews with the 2017 NAILPRO Cup winners, turn to page 66.) Here, a look at the day's big wins.

Fantasy Nail Art: Witch Queens

NOVICE



Wendy Valenzuela
 Hien Trong
 Katerina Vakrilova

VETERAN



Erika Bakos
 Hazel Dixon
 Karolina Wolak-Tworzydlo

Hand-Painted Nail Art: Dragonflies

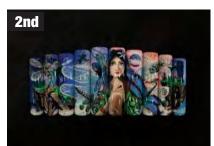


Paulina Walazczyk
 Natalia Trefon
 Joanna Bandurska



Anastasia Morozova (pictured)
 Galinda Yambitskaya
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One Model, Two Competitors 1. Paulina Walaszczyk and Joanna Bandurska 2. Viktoriia Kloptova and Karolina Wolak-Tworzydlo 3. Iryna Gross and Guin Deadman



One Model, Three Competitors 1. Joanna Bandurska, Monica Serezyk, Paulina Walaszczyk 2. Jarrett Baker, Brenda Skermont, Allie Baker 3. Karolina Wolak-Tworzydlo, Erika Bakos, Emese Koppányi



Novice 1. Semina Park 2. Andy Ho 3. Stacy Bonagura

Veteran 1. Guin Deadman 2. Hazel Dixon 3. Karolina Wolak-Tworzydlo



Novice 1. Semina Park 2. Masakon Yamakita 3. Stacy Bonagura

Veteran 1. Sehee Lee 2. Viktoriia Klopotova 3. Amela Mucic





Veteran 1. Viktoriia Klopotova 2. Emese Koppányi 3. Allie Baker



1. Karolina Wolak-Tworzvdlo 2. Amela Mucic 3. Sehee Lee



1. Iryna Zabiran 2. Sayaka Kitano 3. Karolina Wolak-Tworzydlo



1. Hazel Dixon 2. Katerina Vakrilova 3. Amy Becker



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3-D Nail Art: Asian Food



Semina Park
 Angelica Don Juan Garcia
 Akane Hiroyama (not pictured)





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Sehee Lee (pictured)
 Marta Tomaszewska
 Maria Ciesielczuk





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Making Moves

Kupa has expanded both its brand and executive team. In August, the Anaheim, California-based manufacturer announced that it acquired the Valencia, California, nail wrap company Nailebrity and named its founder and industry veteran Elaine Watson as executive vice president. Kupa president and CEO Richard Hurter enlisted Watson, who joins the Kupa team with more than a decade of experience as an educator, salon owner, celebrity tech, competition judge and entrepreneur, in hopes of having her elevate the nail brand and boost its international presence. Here, Hurter shares how he believes these changes will take Kupa to the next level.

NAILPRO: Now that you have Elaine Watson on your team, how do you plan on growing the Kupa brand?

Richard Hurter: Elaine and I are working together to create content for the U.S. and global nail market. Elaine is also working on partnerships with key industry companies to get Kupa e-files and education into the hands of more nail technicians.

NP: Kupa is a leader in the e-file category. In your opinion, what's next for the category and how will Kupa address that need?RH: I am working with a team of engineers to turn my ideas into a reality. Beyond creating state-of-the-art technology, we are also focused on making e-files attractive. This is the beauty industry,



and the e-file should be an extension of the technician's artistic expression. As technology comes down in size, we also continue to downsize our designs. Taking the e-file off the table and onto a tech's waistband or belt means it needs to be classy and beautiful while doing its job.

NP: Kupa has expanded its presence on YouTube. How will you and Watson continue to grow your digital brand presence?
RH: Elaine has a lot of experience talking in front of large crowds. Her time as a judge on the reality show "Nail'd It" gave her oncamera skills that we hope to utilize. Our plan is to continually flood YouTube, Facebook and Instagram with fun content that will keep viewers coming back.

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THE POWER OF POLISH

SOME OF THE BIGGEST NAMES IN MUSIC AND ENTERTAINMENT ARE PAINTING THEIR RING FINGERS WITH PURPLE LACQUER TO RAISE AWARENESS FOR DOMESTIC VIOLENCE. In August, Safe Horizon, a New Yorkbased nonprofit organization dedicated to helping victims of domestic violence, launched its third-annual #PutTheNailInIt social media campaign. Supporters are encouraged to paint their nails and donate to the cause through October, which is Domestic Violence Awareness Month. To kick off the

campaign, Safe Horizon debuted a 30-second PSA featuring country music star Jana Kramer, actress Kyra Sedgwick, musician Dave Navarro, "The View" cohost Sunny Hostin and journalist Tamron Hall. In addition to giving victims the chance to share their stories, Safe Horizon has a new focus for this year's campaign. "We want to start a conversation with children about domestic violence," says Brian Pacheco, director of public relations for Safe Horizon. "When we talk about victims going to shelters, we often forget that more than half of the people living in the shelters are children." Pacheco says that if more adults paint their nails to raise awareness, it will help get kids comfortable talking about the difficult topic. To donate or learn more, visit putthenailinit.com.

In Memoriam

John Meyerovich, 75, passed away Thursday, May 18, 2017, after a long battle with cancer. The vice president and cofounder of New Berlin, Wisconsin-based Continuum Pedicure Spas, Meyerovich was an engineer, innovator and beloved family man. He invented the first whirlpool pedicure station, which was patented in 1985, and followed that innovation with 34 additional patents. His career in



the nail world began in the '80s with the opening of two nail salons and the first nails-only school in Wisconsin. In 1985, Meyerovich founded European Touch Companies with his long-time business partner, Jo Galati. The pair eventually sold the business in 1998, but partnered again in 2006 to create Continuum Pedicure Spas where they debuted the first luxury pedicure spa, the Maestro. In a press release, the company said of Meyerovich, "All of us at Continuum will never forget his wit, sense of humor, warm heart and how John made all of us better."

Meeting OF THE MINDS

Salon owners, mark your calendars: The firstever Nail Tech Reality Check (NTRC) conference will be held on February 24-26, 2018, at the Renaissance Chicago O'Hare Suites Hotel in Chicago. Hosted by industry veterans Tina Alberino and



veterans Tina Alberino and Jamie Schrabeck, the event is for techs who want to launch a salon or take their business to the next level. The three-day conference will

tackle the challenges involved in salon ownership, including legal compliance, marketing, pricing, customer relations and staffing. "By the end of this event, attendees will have a customized business plan to implement immediately," says Schrabeck, owner of Carmel, California-based Precision Nails. The cost of admission is \$1,500, which includes three days of group sessions, one-on-one consultations, the NTRC conference workbook and downloadable tool kit, and catered lunches. Space is limited to 20 businesses, and applications are now being accepted. For more information, go to nailtechrealitycheck.com/conference.

PUMPED UP KICKS

Two leading names in the industry can now add "shoe designer" to their resume. Nike has enlisted New Yorkbased nail artist Madeline Poole (second from left) and

London-based WAH Nails salon founder Sharmadean Reid (third from left), along with model Paloma Elsesser, filmmaker Grace LaDoja, stylist

Camille Garmendia and writer Phoebe Lovatt, to curate new color palettes for the Nike Cortez Classic sneaker. The women, who make up the International Girl Crew, a global collective of friends started by Reid, collaborated on a design to reflect their love of travel, culture and community. The style is available in color palettes inspired by the group's favorite cities-Los Angeles, London and New Yorkand the shoes are available now. To purchase, go to nike.com/nikeid.







PORTFOLIO





Anh Vo • Regal Nails Boothwyn, PA



Dolly Ortiz • Doll'd Up Nails Margate, FL

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.



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



Eli Waters • Eligirl Beauty Virginia Beach, VA



Crystal Treto • Tickled Pink Nail Boutique Yuba City, CA



John C. Nguyen • Nails By Eden Peterborough, ON, Canada



Jennifer Gutierrez • House of Beauty Bakersfield, CA



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Ashley Thornton • Sculpted Nails By Ash Stoughton, WI



Meghann Rosales • Nails Y'all Austin, TX



Alisan Gamache • The House of Polish Beverly Hills, CA



Nattika Apinun Sherman Oaks, CA



Canishiea Robinson Bijou Beauty Lash, Skin and Body Roseville, CA



Jaime DeViva • Nail'd by Jaime Westover, MD



Kathy Trang • Blush Pink Nail Boutique Cotati, CA



Alicia Washington Magnolia, AR



Kimberly Borruso Sayreville, NJ



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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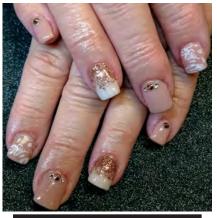
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Calveyon Carter New Orleans, LA



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



Angela Valencia • SG and Co. A Style House Grants, NM



Nora Bustos • The Avenue Salon Stockton, CA



Anna Ngock • Nail Gloss Salon Sterling Heights, MI



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



Estefani Romo • Adora Visalia, CA



Fiona Wright • Cut & Polish Brandon, MB, Canada



Chrissi Austin • Splash Nail Studio Fayetteville, NC



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Hailey Snow • Mickie'z Beauty Villa Pensacola, FL



Katie Dutra • Bel Amici Salon Portland, OR



Deann Barrow • Deann's Salon St. Michael, Barbados



Dawn Jempson • Esthetics by Dawn Grande Prairie, AB, Canada



Tanya McClain • The Nail Diva Gahanna, OH



Daniela Hernandez Henriquez Salon Tartaletita Manicure Santiago, Chile



Jade T. Nguyen • Black File Nail Social Fountain Valley, CA



Antonia Huerta <u>Ri</u>verside, 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

AS DESIGNERS PULLED TOGETHER THEIR FALL/WINTER 2017 COLLECTIONS. THE WORLD HAD ITS EYES TRAINED ON THE UNITED STATES PRESIDENTIAL CAMPAIGN. Perhaps that's why several designers drew from the well of America's beginningsspecifically, the Western frontier. On Alexander Wang's runway, tightly tailored leather jackets punctuated with grommets and dripping with chainmail looked built for a modern-



day urban cowgirl. Cowhide print shifts and cascading fringed suede skirts at Balmain evoked a homeon-the-range esthetic-if that range is today's wild, wild nightlife. But nowhere did this ode to the West feel as fun as at House of Holland, where steel-toe cowboy boots, red, white and blue starembossed cowboy hats and fringed

EBFAL THE

Western shirts lent plenty of kitschedout swagger to their wearers (think: Dolly Parton meets Paris Hilton).

That same swagger can be applied to your clients when you outfit them in Made in Americainspired nail art designs. Guest artist Kelly Ornstein turned out three designs certain to galvanize you: a studded translucent "steel-toe" cow print tip; a fringed and fanciful suedelike design: and her bedazzled red, white and blue nail art, topped with a hand-sculpted acrylic "yee-haw" for good measure.











Guest Artist Kelly Ornstein is the creative director and senior nail stylist at Juniper Natural Nail Bar in West Seattle, WA.

Inspired by

Balmain

Inspired by **House of Holland**



Alexander Wang

IION PHOTOS: ANDREEA ANGELESCU; GETTY IMAGES/CATWALING; NAIL ART PHOTOS: JASON BENNETI

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WORKSHOP | BY LESLIE HENRY

The Mystery Manicure

What to do when a new client arrives with unknown nails and big expectations. n a perfect world, a new client would come to the salon with bare nails and her service would start from scratch. Unfortunately, that's not always the case. Worse yet, some clients truly have no idea what they have on their nails, making it difficult for techs to know exactly how to proceed. "Some nail products won't soak off and not all nails can take the process of removing before reapplying," says ibd educator Vicki Ornellas. Also, not all products work well together, and applying a new product over an unknown one can have unintended results. While the trained eye can usually tell the difference between gel polish and enhancements by the thickness, identifying traditional clear acrylic or gel can be difficult by sight alone, says Allie Baker, global brand ambassador for EzFlow. Here, top educators take on the case to help you solve your next mani mystery.

Start with a few questions.

Begin by asking the client if her nails were cured in a light—but don't stop there. The client may not realize that multiple products were used in a single service, such as acrylic nails with gel top coat. Baker always follows up with a few extra questions to confirm each answer. "If they say that the tech used a light, I usually follow up with, 'Was there powder involved?' or 'Did every layer go into the light?'" Keep in mind, not all clients are well versed in nail terminology, so try to pose questions plainly, such as, "Was there a liquid and powder or did it look like thick hair gel?"

Additional questions that probe the client on the salon or product quality can also be helpful, such as 'Where

did you get your nails done?' or 'How much was the service?' or 'Do you know what brand was used or did you see the color of the container?' As you ask questions, back them up with the reason why you're asking, says Baker. By doing so, you're educating the client about the key differences between nail products and why it's important to keep types (and even systems) together to get the best outcome. "The client will have more confidence that you know what you're talking about," adds Baker. This, in turn, will help the client understand why you can't guarantee the service when the base is not your work or product.

2 Look and listen for clues. As you interview the client, start removing the bulk of the product with





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a file or e-file. The dust will give you an indication if they're wearing gel or acrylic, says Yvette Holt, educator for LeChat, who notes that gel dust is typically finer. Baker finds gel files quickly; conversely, acrylic takes a little more work. And Ornellas uses sound as a clue. "Gel is much softer. The sound is different." Also, hard gel won't lose its shine with acetone, while gel polish, acrylic and acrylic dip will dull or start dissolving in acetone.

Byour best educated guess at the product used, you have two options for the service: Apply new product on top

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of the existing product or remove the existing product completely and start over. Starting over is the safest bet, but it requires more time, which may not have been scheduled. If this is the case (and the existing product looks to be in decent shape), Ornellas thins the product as much as possible before adding the new.

If a client insists on a fill, make sure all lifted product is fully removed and encourage them to book an appointment for a brand-new set as soon as possible.

Depending on the severity, you may have to ask the client to consider removing the product completely—even if there's no time for a new set during the current appointment. (You don't want poor results reflecting on you once the client leaves the salon.) If a client insists on a fill, no matter your advice, make sure all lifted product is fully removed and encourage them to book an appointment for a brand-new set as soon as possible. Ornellas advises having the client return a little sooner than two weeks to make sure everything is holding up.

At the end of the service, be clear that until the next appointment, any fixes will be an additional charge. But be sure to also communicate your confidence that you can (and will!) get her nails back on track and are eager to help during the transition.

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



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NAILSPIRATION

Into the Woods

Forest flowers and trees lay the groundwork for boho chic nail art.



"I was inspired by the organic patterns found in nature, such as wood and colorful florals."—Paola Ponce



Paola Ponce is a Los Angeles-based manicurist.

NAILPRO OCTOBER 2017





Step 1 Apply gel base coat and cure. Apply one coat of nude gel polish and cure. Then, apply a second coat of nude gel polish, curing for half the amount of time as the first coat. Do not remove the tacky layer.

Step 2 Use a brush to apply red-brown glitter powder to the free edge. Then, blend it toward the cuticle to create a gradient effect.



Step 3 Apply gel base coat to the entire nail. Do not cure. Apply gold studs to the base of the nail and cure. To finish, apply gel top coat and cure.







Step 1 Apply gel base coat and cure. Apply two coats of nude gel polish, curing after each.



Step 2 Paint a dot at the center of the nail with yellow gel polish. Next, use a striping brush to paint a sun design with turquoise gel polish. Then, paint a larger sun with purple gel polish. Add yellow dots and paint wavy teal lines at the perimeter of the nail. Do not cure.



Step 3 Sprinkle loose glitter powder on top of the design and cure. Use a brush to dust off the excess glitter. To finish, apply gel top coat and cure.

GEOGRAPHIC

PHOTOS: GETTY IMAGES (TOP TO BOTTOM) KIM SCHANDORFF/MOMENT; BABAK TAFRESHI/ NATIONAL



Step 1 Apply gel base coat and cure. Use a striping brush to paint imperfect vertical lines with nude and dark brown gel polish. Do not cure.



Step 2 Use a gel brush to blend the lines together using vertical strokes. Cure.



Step 3 Apply a thin coat of light brown gel polish to the entire nail. Do not cure. Then, use a striping brush to paint a wood pattern with dark brown gel polish and cure.



Step 4 Apply another thin coat of light brown gel polish to the entire nail. Do not cure. Then, outline some of the wood pattern with dark brown gel polish. Cure. To finish, apply gel top coat and cure.



BEAUTY FILE

Naomi Yasuda

My first job was...

As a waitress at a cafe called Mitsuba in my hometown of Gifu, Japan. I served coffee and tea to the locals.

My childhood ambition was ...

To be a nurse. I also wanted to travel to another planet.

My first job in the industry was... At Rainbow Nail, a nail salon in Nagoya, Japan. I was 18 years old.

I would like to work with... Rihanna and Michelle Obama.

I am inspired by... Culture, fashion, art, music and my friends.

My proudest accomplishment is...

Having had the courage to move to a different country by myself, without knowing anyone or knowing English, to pursue my passion.

My favorite music is... Reggae and hip hop.

My favorite movies are... All of the films by Miyazaki Hayao, a Japanese director, producer, screenwriter and animator.

Are you a morning or night person?

I wake up early and go to bed early.

My favorite food is... Japanese cuisine—or anything with rice!

My guilty pleasure is... Eating bread and gummy bears.

My most recent impulse buy was...

A Louis Vuitton X Supreme bag. I love it!

Nail Artist, @naominailsnyc

> My best friends Romina and Anna. I feel so lucky to have powerful girlfriends like them!



A favorite recent design!



My nails in Jamaica. I ♥ reggae music and Jamaican culture.

> My best friend and fashion designer Raul Lopez. He's so inspiring!



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GUEST EDITOR



Ask Doug

Doug Schoon, president of Schoon Scientific, joins NAILPRO this month to provide you with advice and answers to *your* nail questions. Here, an excerpt from his latest book, *Face-to-Face With Doug Schoon: Volume II.*

Our next guest editor is Jackie Truong, director of education for LeChat. Have a question for Jackie? Email it to nailpro@creativeage.com.

I know the nail plate can absorb moisture and oil. Can it also absorb acetone or other chemicals found in gel polish, acrylic or lacquer?

An unbroken nail plate is very difficult to penetrate. Acetone is very volatile and evaporates too quickly from the nail plate to penetrate very far. Besides water and nail oils, any ingredient in nail products that does penetrate the surface will be restricted to the upper layers of the nail plate. So, in short, it is unlikely that any significant amount of the nail products mentioned above can absorb beyond the surface or upper layers of the nail plate.

> My teacher told me that soaking nails too long in water would dry them out. That doesn't make sense to me. Is this true?

It's a very common misunderstanding that soaking the nails dries them out. Water cannot cause anything to become dry. I think that what your teacher is trying to say is that excessive water exposure can damage some nail plates when they are repeatedly exposed to water and then dried out. Excessive water exposure can cause tiny cracks to rapidly grow into larger ones or the nail plate to peel more at the free-edge. This damage is sometimes confused with dryness, even though it is not the same.

So, how does water cause this damage to occur? When water is absorbed, the nail plate swells (which may cause cracks to grow) and the surface of the nail plate becomes softer and more prone to damage. Softened nail plates are easier to damage with physical actions, such as prying, picking, scraping, filing, etc. While water gets the blame, heavy-handed nail techs usually cause much of the surface damage. Be cautious! A good general rule to remember: When the nail plate is soaked in water or other solvents for more than 60 seconds, expect the surface to be more susceptible to damage for the next hour.

We have a difficult client who has ridges in her nail plates. She won't allow any techs to buff them because she says it causes them to crack and bleed. How can I explain to her that buffing is OK?

Actually, I agree with your client. It's normal to see shallow grooves on the nail plate of people older than 30 and it's considered a normal sign of healthy aging. The nail plate develops shallow grooves when an aging (or damaged) nail matrix makes fewer new nail cells in certain areas; the ridges are, in fact, the edges of these shallow grooves.

I don't recommend filing to remove these ridges. Why? Buffing away the ridges will thin the nail plate down to the bottom of the deepest groove on the plate. Yikes! A reduction in plate thickness often leads to poor adhesion of nail coatings, and excessive plate thinning can also cause the nail's surface to peel excessively and/ or crack at the free edge. Rather than filing or buffing, it is far better to use an opaque base coat to fill and cover the grooves. This will maintain the thickness and integrity of the nail plate. Overlaying the nail plate with a thin layer of any type of artificial nail coating can also camouflage the grooves and reinforce the nail plate. Dominate fall with deep velvet hues, daring accents and a defiant edge.

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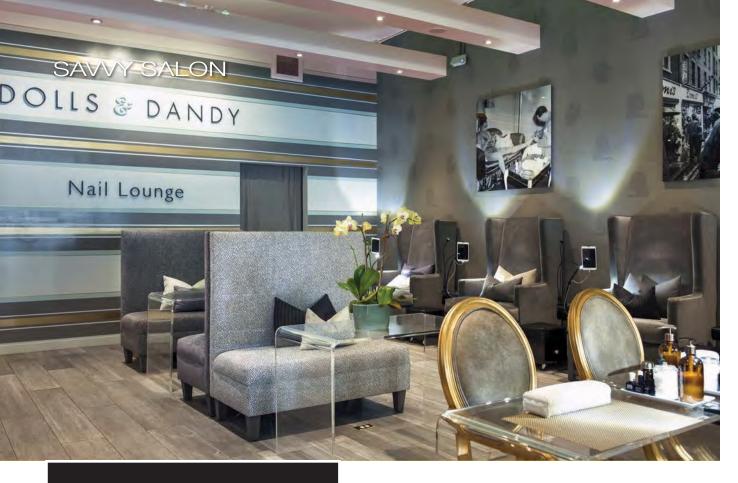
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DISTINCTION

At Dolls & Dandy, we strive to exceed our clients' expectation of what a traditional salon should be. To do this, we have three core beliefs. The first is impeccable customer service. Not only will clients receive the best manicure or pedicure possible, but a friendly receptionist will greet them when they arrive, they will receive complimentary refreshments during their service and each station features iPads for clients to use during their appointment. Our second core belief is to be innovative. This extends to the style and decor of our salon as well as our techs' ability to experiment with new techniques and nail looks. Third, we are committed to our clients' health. We have a large selection of 5- and 8-free polishes and our salon is free of harsh fumes.

The salon is in Mill Valley, part of the upscale Marin County, about 14 miles north of San Francisco. Dolls & Dandy is located downtown, along with other locally owned businesses that all contribute to this close-knit and vibrant community. We wanted to create a salon where clients can come and get their nails done and have fun hanging out with friends and enjoying themselves.

THE LOOF

Our decor is a cross between 1960s vintage London and 2017 modern Los Angeles. We wanted the salon to have character, but also feel fresh. All of our furniture, including our mani/pedi stations, was custommade for our salon and several pieces, such as our back wall, are inspired by men's suit patterns.

THE GOODS

We offer 5- and 8-free polish and gel polish, including Deborah Lippmann, Butter London, Chanel, Smith & Cult, NCLA, LVX and JINSoon.

CLIENTELE

Our clientele ranges widely, from children tagging along with their mom to professionals. Men make up 15 percent of our clientele. We also cater to large groups, such as wedding parties.



IN-DEMAND SERVICE

Our most popular service is the Dolls Classic Mani/Pedi Combo. It includes a pedi soak, an anti-aging mask for hands, cuticle care, nail shaping, lotion, massage, a hot towel and polish change. The service is \$65 and lasts roughly 65 minutes.

SOCIAL MEDIA

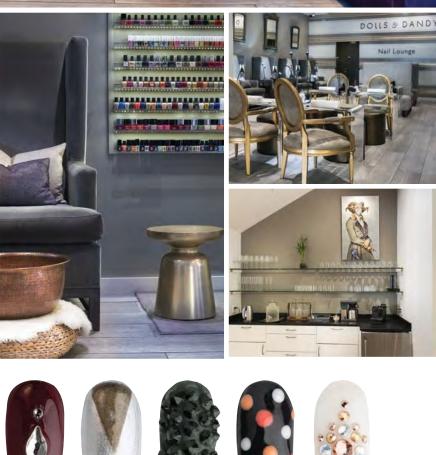
Instagram is our most active social media channel. Nails are very visual, so naturally people respond well to posts. It also allows clients an easy way to show off their nails when they get a service.

PRAISE

Our favorite words of praise include, "This is the most beautiful salon I've ever seen," and "You should have opened a night club."

ADVICE

Our biggest challenge has been finding skilled nail techs. We advise finding a location that is inviting and accessible to nail professionals, so you can build a [solid and sustainable] team.



PRO NA EVERANCESCA MOISIN

By Francesca Moisin

SECOND TIME'S THE CHARM FOR ALLIE

BAKER. The accomplished tech first took home top honors as overall individual winner in the 2015 NAILPRO Cup tournament (along with being part of the triumphant EzFlow team), and this year she came back for more! Twice undefeated, the champ reflects on the sweetness of her second victory. the aspects that made this contest different, and how she almost missed becoming a nail pro in the first place.

NAILPRO: Congrats on your second NAILPRO Cup win. What was different this time around?

Allie Baker: I think I was a bit more stressed than last time. Between seeing clients' at my salon, Nail It! Pro Nail Studio in Medford, Oregon, to traveling and teaching as Global Brand Ambassador for EzFlow Nail Systems, it's been a busy year. I just couldn't find the time to practice and be as prepared as I would have liked. That said, it was still an incredible experience.

NP: What is your favorite competition category?

AB: I loved Fantasy Art—maybe because these were the nails I most feared attempting when I first started entering contests. I didn't have formal drawing or 3-D training while getting my license at Phagans' Medford Beauty School, so I had to work hard to improve in this field. Now I like to get creative, putting a nonliteral spin on each theme. Last year, for example, "Bodybuilding" was the subject of one Fantasy competition. While most techs crafted jocks on steroids lifting weights, I created a mad scientist with heads in jars, building a body by sewing together limbs.

NP: What aspect of this year's tournament did you find most challenging?

AB: I'd have to say, some of the Fantasy Art! In a few cases, I simply couldn't come up with an original design—the "Talking Trees" theme comes specifically to mind. Because I couldn't get inspired, I was unable to enter that competition.

NP: Was it hard to balance competing individually with participating on team EzFlow?

AB: Time was the toughest part to manage. I had to practice my own entries while serving as unofficial group leader, which involved coaching, answering questions, completing registrations, booking flights and reserving hotel rooms. But I love working with EzFlow. We're like family—granted one member, Jarrett, is actually my son—and we all support each other and have a blast at the events.

NP: How did it feel to spar alongside your own son?

AB: Fantastic! Jarrett only competed in Las Vegas at the end of the 2015 season, so it was great having him with me this entire year. He enrolled in a few entries, like 3-D and Stiletto, for the first time. Watching his improvement was a proud mom moment. I didn't even know I wanted to be a nail tech before I had my son. For a while, I thought about joining the Coast Guard then eventually trying to work for the FBI or DEA, but I got pregnant with Jarrett when I was 17 and started beauty school when he was 6 months old so I would have a steady income through which I could support him. Little did I know I'd fall in love with my career. He's changed my life in countless wonderful ways.

NP: Apart from your son, what were you most proud this year?

AB: I'm pretty pleased about winning Three-in-One in Long Beach. I placed first in all three categories: Sculptured Nail, Tip and Overlay and Perfect Match. I'm the first person to win the trio, which feels awesome.

NP: Did anything surprise you about this year's tournament?

AB: The expertise of my fellow competitors was a notch above. Like everything, nails are cyclical. For example, acrylics were huge years ago, then fell from popularity when everyone got crazed for gels, and now they're hot again. It's the same with competitions, which are expensive to enter. travel to and practice for-supplies alone cost a pretty penny-so for some time it felt like fewer techs were making the tournament rounds. But now the gaming bug is back, due in part to social media, which has forced pros to step out of their comfort zone so they don't get left behind. It was great seeing talented new faces in the arena. Competition forces us to continuously learn, improve and deliver at peak levels.

NP: How did you feel when you found out you'd won again?

AB: Validated, like my hard work paid off. I spent lots of sleepless night prepping, so by

that point I was ready to celebrate and relax.

NP: Has this subsequent victory had any affect on your career?

AB: My clients love it! A lot of them use it as a bragging right.

NP: And what about personally: How has this specific win changed you?

AB: Being triumphant makes me want to work harder and do better because, in many cases. I know my submissions had room for improvement. It also leaves me feeling slightly conflicted about whether or not to compete again. At one point I was sure this would be it. as competitions are a lot of work. (I've spent hundreds of hours just practicing my art forms.) At times this year, I felt ready for a break. I've toyed with the possibility of jumping behind the scenes. or even learning about the judging process. Yet part of me knows I'd miss the challenge. I'm addicted to the satisfaction that comes with looking at a finished product and being happy with the end result.

NP: Did you learn anything new about competing?

AB: Yes, never take any aspect of the challenges for granted. The pressure is always on, and competitors are only becoming more fierce.

NP: What advice might you give a competition newbie hoping to win the NAILPRO Cup?

AB: I have three Ps for you: practice, plan and be prepared.



Baker is the first to win the top spot in Perfect Match, Tip & Overlay and Sculptured Nail in a single competition at the veteran level.

The Dream TEAM

For the past three years, members of Team EzFlow have enjoyed the spoils of NAILPRO Cup victory. Here, an inside look at what motivates these pros, plus a special set of tips created by each competitor to show off their unique skill set.



"I love creating elaborate

designs with both acrylic and gel mediums."



Brenda Skermont

"I've been in love with nails for over 30 years," declares Brenda Skermont, a nail professional in Gaston, California. She entered her first competition in 1988, initially encouraged by clients and colleagues, and over time the tourney circuit paid them back by improving her salon work. This year's Fantasy category proved most rewarding: The seasoned pro won first place for her inspired mermaid creations. Says Skermont, "When I found out, I was completely shocked!" Yet it's camaraderie, not medals, that keeps

her coming back for more. "The familial tightness of our team is remarkably unique," she reflects. "We work so well together and for each other."



Jarrett Baker

A self-described "wing it" guy, Jarrett Baker admits to not always having a plan before diving into the execution of a nail creation. "Most of the time I'm more of a try-and-see-how-it-goes-type of artist," laughs the Medford, Oregon-based tech. Arguably unconventional, his approach has nevertheless proved successful. The budding pro started competing while still a student at Phagans' Medford Beauty School,

urged to do so by his mom Allie Baker. This year, he took top marks in the Salon Success category, bumping him from novice to veteran. "I never think I'm going to do well in that category, but when I won it felt pretty awesome!" says Baker.





Lulú Desfassiaux

Lulú Desfassiaux knows what it takes to craft stunning nail creations. She's worked as a professional tech for 25 years, joining the competition circuit in 2009 at the NAILPRO cyber competition. Yet despite her experience, the thrill of tournaments never wanes. "I enjoy feeling the adrenaline," the Puebla Pue, Mexico-based tech says. This year, her biggest challenge was finding time to prep without neglecting obligations as a mother, businesswoman and

artist. "Representing the EzFlow brand is a big responsibility," says Desfassiaux. "But when I learned we'd won, it was total happiness."





Nikki Payton

"I first started competing approximately five years ago, when Allie (Baker) asked me join her in Perfect Match," says Nikki Payton. Since then, the Medford, Oregon-based pro hasn't looked back—though time's not always on her side. Intervals between competitions are her toughest challenge, yet that didn't stop the 11-year industry veteran from crafting Extreme Stiletto designs in Las Vegas or Witch Queen creations in Fantasy Nail Art, her favorite of this year's competitions.





In Memory of Amanda

For the past year, competitor Amanda Lenher fought bravely against cervical cancer. On August 10, the Vail, Arizona-based tech lost her battle at the age of 38. In a recent interview with NAILPRO, she said, "My EzFlow family—and the nail industry at large—have overwhelmed me with their outpouring of love and kindness." Here, teammates and friends remember Lenher's warm personality and competitive spirit.



"One of my favorite things about Amanda was how welcoming and friendly she was. I vacationed in Las Vegas last summer with my parents and boyfriend, and Amanda was so excited to meet up with us. She was a great guide [to the city] and it was so much fun to spend time with her without the stress of competition. I will miss her always." —**Nikki Payton**

"Amanda and I hit it off the minute we met, and she was one of my biggest cheerleaders in the competition arena. During the 2015/16 competition year, Amanda made a deal with me: If I made it to Veteran level before the end of the season, she would pay for a tattoo for me from her favorite artist in Las Vegas. I made it to Veteran at Premiere Orlando and I now have an amazing tattoo—and a fabulous memory that will live with me forever." **—Jarrett Baker**

"Whenever I was with Amanda, she had a way of bringing out the best in you because she always gave her best. She worked hard, played hard, loved hard and laughed hard. She also fought hard. It's going to be hard [for me] to never see her again." —**Brenda Skermont**

"Amanda always wanted to learn and challenge herself. She visited me twice in Oregon for training and we had such a great time together. We discovered we both loved 'junk'

shopping and we spent a day at antique stores. She helped me pick out some items to redecorate part of the salon and I love the results. The nail world won't be the same without her. I will miss her smiling face, her outgoing personality and her hugs." —Allie Baker

"When I first met Amanda three years ago, I thought, 'Oh my goodness, she is so happy and energetic!' As a competitor, she was an important part of the EzFlow team. She gave us all she had and she was never afraid to try new things. Plus, she loved her Bling—and it showed: Last year she won the Schwarzkopf Crystal Award. This team is a close-knit family and we have a void in our heart now. — Dennise Mason, American International Industries

"I witnessed Amanda work with a few teams before she joined Team EzFlow and she was always very welcoming and nurturing to fellow and new team mates. She would be the first to give you a hello hug. This gal never gave up, whether she was competing in a nail competition or fighting cancer. I was truly stunned to receive the news [of her passing]. The competition arena will be a little quieter this year and I know everyone will be feeling the loss of a special friend. —**Rhonda Kibuk, NAILPRO Competitions floor sage**

RING UP the Season

Savvy salon professionals share their secrets for successful holiday sales.

By Tracy Morin

t's (almost) that time of year again! The holiday season will soon be here — a time for mad-dash gift buying, giving back and, of course, revvedup beauty rituals. The best part? These end-of-year events mean big business for techs and salons alike. With proper planning, a seasonal promotion can boost your bottom line, foster client loyalty and bring in new clients. Here, five salon pros share their most successful holiday marketing strategies.



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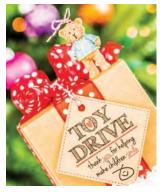


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HOST A BASH THAT GIVES BACK Salon 700 & Day Spa Hyannis, MA

Every year, Salon 700 hosts a three-hour Holiday Charity Party that benefits Toys for Tots and other local organizations. "We strategically pick the first Thursday of December for our event while clients are still looking for gifts and so we don't interfere with Christmas parties," explains owner Nicole Salas, who notes that the salon starts promoting the event the day after Thanksgiving. "Thursdays are perfect, as most clients have plans on the weekend and, with the weekend coming, everyone's ready to party!"

The first phase of marketing the event is an e-blast to the salon's 5,000-plus clients, followed by a Facebook Event page, which Salas encourages employees, friends and family to share; follow-up emails and Facebook posts act as reminders. To help promote the event in the salon, the staff posts fliers and hands them out to clients, and everyone helps to decorate. The day of the event, wine and snacks are set up at multiple locations in the salon. "Most of the snacks are homemade; clients appreciate that personal touch," Salas says. "Afterward, all of the employees help clean up while finishing the wine and food, which promotes team building."

To attend the event, clients purchase a ticket for \$25 (in advance or at the door), which includes complimentary services (express



manicures, chair massages, blowouts, mini facials, brow waxing and/or makeup applications), drinks and food, plus entry into a raffle of prizes from the salon and other local businesses. "Service providers usually donate their time," says Salas. "The event can help strengthen the relationship with a current client or offer an opportunity to gain a new client. Plus, it's a chance for [techs] to get commission on retail sales, too." Salon 700 has hosted the event for the past five years, with bigger and better results each time; last year, they collected a truck full of toys and the gift card sales (purchase a \$100 gift card and receive a \$20 gift card) reached nearly \$1,000. Says Salas, "Remember the true spirit of the holidays. Don't focus on the short term, but the long-term return."



PAIR UP WITH A BEAUTY PRO

Cosmic Nails Charlotte, NC

Techs can cash in on clients' busy schedules by partnering with a beauty professional who can offer a complimentary (and holiday-partyfriendly) service. Julie Nhi, who

operates Cosmic Nails from a salon suite, pairs up with an adjacent hair studio to run a holiday special—a blowout and gel manicure combo—with a set price tag. She suggests brainstorming your idea about a month before the promotion. "This gives you and your partner plenty of time to figure out what your verbiage and social media images should be." She then advises advertising the promotion on multiple social media platforms continually through the end date for optimal exposure. According to Nhi, the benefit extends well beyond the holiday season. "I've done this multiple times and it has helped to build my client list," Nhi says. "In my first year, I gained roughly 30 percent more loyal clients!"



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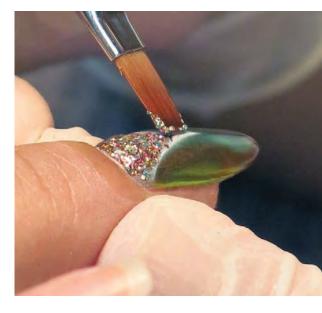
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Vanity Projects New York, NY, and Miami, FL

The busy holiday season is the perfect time to promote a time-saving service — both to attract new clients who need a party-ready mani and to encourage loyal clients to keep their standing appointments. To that end, Vanity Projects offers a \$40 gel special during the holidays. "We select up to three different on-trend designs that are versatile and can be completed within a certain time

frame," says founder Rita de Alencar Pinto. To get the word out, Vanity Projects usually partners with a sponsor and takes advantage of social media; the promotion runs on Instagram so it doesn't require a long lead time. "We post on Saturday for the coming week," says de Alencar Pinto, noting that it's important that the service doesn't take too long."If you're going to offer an inexpensive service, you don't want [techs] to spend too much time on a single client."





CURATE YOUR RETAIL AREA FOR CLIENT GIFT AND WISH LISTS

The Painted Ten Colorado Springs, CO

Kim Piasecki, owner of The Painted Ten, starts planning well in advance of the holidays to reap the most from seasonal services and retail sales. To prepare, Piasecki lists what needs to be purchased for gift bags and holiday retail, and plans out incentives and add-on services. Then, to entice

clients, in October, she displays packages, incentives and special services (such as a peppermint-themed mani/pedi) that will be offered later in the year—complete with the dates of each promotion. "Clients know promotions are coming via email, social media and signs in the salon, so they have time to plan," says Piasecki.

According to Piasecki, custom gift bags have been particularly popular: Clients choose from three different bag styles and select items displayed on dedicated shelves. "Gift bags are offered with \$25, \$50 and a la carte options. When clients buy a gift bag [for someone else], they usually end up purchasing something for themselves, particularly if an item is limited-edition or offered only at that time of the year," says Piasecki. Additionally, as a thank-you, clients who purchase gift bags are given a \$5 gift card to use on their next visit. "This will be the third year of this promotion. Each year it has grown and I've gotten a better idea of what our guests are shopping for," she says.

Overall, Piasecki says that her holiday promotions increase sales exponentially, noting that retail sales typically triple, gift card sales double and add-on specialty services increase the tag on a mani or pedi by \$15. Her advice for success? Get clients excited! "Introduce a retail product during a service and they're more likely to add the product to a gift bag for a recipient or themselves." She also stresses the importance of stocking up, saying, "More options encourage [more] purchases."

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



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By Francesca Moisin You've heard the old adage, hindsight is 20/20. Looking back, we can all identify a piece of advice that might have proved beneficial—if only someone had told us so (or if we only had listened!). We at NAILPRO wondered: If techs could go back in time, what would they say to their juststarting-out selves? Thirteen nail pros pondered this deep thought—and here's what they had to say.



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"My first pro gig was painting nails at pop-up salon MoMA PS1 with Vanity Projects, a famed nail and video-art studio in Manhattan. I knew I'd be executing manis inside the museum's Confettisystems installation next to serious nail art heavy-hitters over whom I'd long obsessed on social media, and in anticipation I made myself sick with nerves. I stayed up until 3:00 a.m. the night before, perfecting my nail menu and worrying about what to wear, what to say and how my hands might shake so hard I'd fail before I even began. But as the day progressed, my anxiety eased. So, I'd go back and quiet my nerves by telling myself to focus on the work. We don't trust ourselves when nervous, and self-confidence is key to creating great designs." -Jessica Washick, nail technician and blogger, New York, NY

25-year-old Jessica Washick at MoMA PS1.



Nail tech newbie April Johnson when she was 29 years old.

"You can't please everyone. As long as you're kind, proficient and working to the best of your abilities, you're going to feel like a personal success.

"Learning to believe in myself as a nail pro required time. At first I took all criticism to heart. So, I would tell that young tech, 'It's fine if cranky clients don't return. You can't please everyone. As long as you're kind, proficient and working to the best of your abilities, you're going to feel like a personal success."

-April Johnson, nail technician at Fabulous Nails at The Total Look. Emmitsburg, MD



John Hauk, 23, when he first started polishing.

"I'd tell young John to relax and not sweat the small stuff. Work hard, but be sure to enjoy life. Over time, career milestones will fall in place.

"The best bit of guidance that comes to mind? Slow down. Take your time. I set a lot of goals, both short- and long-term, and then tried to get them all accomplished in one week. That left me feeling stressed out and high strung. I'd tell young John to relax and not sweat the small stuff. Work hard, but be sure to enjoy life. Over time, career milestones will fall in place." -John Hauk, president of Royalty Beauty, Cincinnati, OH

"Fear holds us back. I would have nudged myself to stop worrying about what colleagues thought and guit comparing my skills to those of other artists. These types of anxieties deter pros from their proper paths. My weaknesses and strengths are my own. Being with Essie taught me to embrace my mistakes and let life naturally unfold. That's how we become the best possible versions of the people we are meant to be." -Gino Trunzo, assistant vice president of education at Essie, New York, NY



(left) with his old business partner, Jon Wolfe Nelson.

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"I'd encourage my young self to appreciate every learning opportunity and turn each experience into a lesson."

"Some of my adventures in this industry made me feel invincible, while others left me questioning my abilities. Given the chance, I'd encourage my young self to appreciate every learning opportunity and turn each experience into a lesson. Also, figure out how to light [photography] and edit social-media posts! Take classes at a community center or local college to master those essential skills."— Nina Park, editorial nail artist, Boston, MA

> Nina Park, 29, as a finalist in her first Sally Hansen "I Heart Nail Art" contest.





Karen Hodges, 42, kicking off her nail career.

"I was too available in the initial years of my career: coming early, staying late, working days off. The only answer people heard from me was 'yes.' Then, I went through a taxing period and uttered my first 'no,' to which a client replied 'OK.' I was shocked! I wish I'd stood my ground earlier, so I would let myself know that it's important to set boundaries. Customers want and appreciate that which they perceive to be a little precious. Once I figured out my time was valuable, clients started feeling the same way."—Karen Hodges, concierge nail technician and online educator at Nailcare Academy, Fort Myers, FL "To vound Jill. I'd sav. 'Think like a business woman to create a career path. Use your existing client base to recruit more likeminded customers, and let go of the bad ones before they suck the joy from doing nails!' It's essential not to wander through your youth polishing nails without a long-term goal, because that's wasted time you can't get back. There's less risk for burnout and thus greater chances to succeed when you're a fresh newbie." -Jill Wright, owner of Jill's-A Place for Nails. **Bowling Green, KY**



"The '80s were a rad time for makeup, hair and nails, and I lived it up!" says Jill Wright of her 23-year-old self.



"We're very fortunate to have jobs we love, but this is how we pay for health insurance and put food on the table, which means we must get compensated for our services and not give work away."

"Remember: This is a business. That's what I would have told myself when first starting as a nail tech. We're very fortunate to have jobs we love, but this is how we pay for health insurance and put food on the table, which means we must get compensated for our services and not give work away. I've watched too many talented techs quit because they didn't understand how to make a living doing nails. I'd also advise my newbie self to never chew gum while

(Far left) Thirty-one-year-old Tracey Reierson when she first started working at Young Nails.

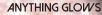
painting a pedicure. I learned that one the hard way!" —Tracey Reierson, director of education at Young Nails, Buena Park, CA

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early days of her nail career.

"When I was 19 years old, I got my first job working at a luxury salon and nail school. I was very skilled, but didn't have much self-assurance. and that made my customers uneasy. My students, likewise, didn't always listen because I couldn't project confidence while teaching. It got to the point where I didn't enjoy going to work because I felt so stressed. Entering-and winning!-competitions helped me gain my poise, but I'd still like to tell that girl to believe in herself and be less timid."-Shiori Durham, nail technician at eN Salon Musée, **Bellevue**, WA



Twenty-year-old Shiori Durham dressed in a blue kimono with her childhood friend, Chika, in Japan.

"If I could do it all again, I wouldn't jump from product line to product line, hoping the next item might magically solve my application or lifting problems. Instead, I'd invest that money in education to continuously improve my existing services. Such action will cut months—if not years—off a beginner's learning curve, preparing the tech for a lasting career in this ever-shifting industry." —Laura Merzetti, owner of Scratch My Back Nail Studio, Ajax, ON, Canada

"I wouldn't jump from product line to product line. Instead, I'd invest that money in education to continuously improve my existing services."

"Learn how to navigate social media and jump on that bandwagon early. That's the tip I'd share with my just-starting-out self. Then remember to take photos of your creations and learn new tricks-or pitfalls to steer clear of-by following the work of other techs."-Nikki Pavton, nail technician at Nail It! Pro Nail Studio, Medford, OR



Nikki Payton, 23, with her son Zach, 3, on her first day as a professional nail tech.



"Looking back, I'd give myself three pieces of advice. First, don't respond to negative Instagram comments. What's the point? My current rule of thumb: block and delete the haters. Second, don't work too much for free. Promotions are great, but they won't pay the bills. Finally, be collaborative with fellow techs. If someone mimics you, try not to get offended. Imitation means they love your work. Just enjoy the fact that you get to be an artist at your job every day."-Natalie Minerva, celebrity nail artist and owner of Nail Swag, Los Angeles, CA

"It takes effort to build relationships and trust, and being reliable and prompt are traits that will get you rehired."



Rita de Alencar Pinto (left) being interviewed at Art Basel's NADA Art Fair in 2012.

"Be on time and hire a good accountant. Those are the best lessons I could impart. It takes effort to build relationships and trust, and being reliable and prompt are traits that will get you rehired. Keeping people waiting reflects poorly on you as a professional. Equally important is knowing where you stand financially. Setting up monetary goals, devices for compensation and employee bonus incentives are crucial

to any future business success." —Rita de Alencar Pinto,

founder and CEO of Vanity

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Solutions Solutions

From appointment scheduling and point of sale apps to payroll and marketing features, there are the many ways that business software can help your salon run more smoothly.

By Alexa Joy Sherman

hen you went into the nail business, chances are you wanted to focus your talents and energies on what you do best: wowing clients with your spectacular services. But as you probably soon discovered, there's a lot more to running a successful salon than creating beautiful tips and toes. Whether you're juggling appointments or managing money, the list of responsibilities can be downright dizzying. Thanks to business management software, however, plenty of nail salons—from small studios to major chains—are leaving those headaches behind. Depending on which system and features you select, these programs can take care of virtually all of the mundane tasks that tend to encroach upon your valuable time. Here, salon owners and software companies reveal the top five benefits of salon software.



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1 Offer clients an around-the-clock receptionist.

If your clients have to call or text during business hours to make an appointment, or you're still relying on paper and pencil to keep everything organized, you're sacrificing your sanity as well as good customer service. "When building a business in the services industry, it's crucial to have a reliable scheduling tool to book appointments and manage client relationships," says Devon Meyer, a product manager for Square Appointments software in San Francisco. That's why Reena Wiggins, owner of The Nail Nerd in South Jordan, Utah, got Square's booking software. "It's so convenient to have the scheduler right on my phone so I don't have to carry a big appointment book with me," Wiggins notes, "Plus, clients can book at their convenience-in the middle of the night or when I'm on vacation-when I couldn't possibly schedule them manually."

The scheduling option is a major draw with other software programs, too. "Offering clients the ability to book appointments online is a convenience that sets us apart from our competition," says Catherine Fain, co-owner of Paintbase in Raleigh, North Carolina, where Booker—the software company headquartered in New York City that includes SpaBooker and Salon-Booker—is the system of choice. Amneh Saleh, who uses MindBody software at Lacquer London, an eco nail lounge in Houston, agrees: "It provides clients with busy schedules an easy tool to schedule appointments online 24/7—even at the last minute, if available."

These programs minimize missed appointments, too, thanks to reminder emails and texts. "That's my favorite feature," says Wiggins. "I've had a couple of no-shows, but since I know my clients received a reminder email with plenty of notice, I don't feel so bad about charging a no-show fee." Prior to using the software, Wiggins wasn't comfort-

able charging that fee because she didn't have time to send reminders herself. "If they forgot about their appointment, I always felt that it was my own fault for not reminding them," she says. "I never have to worry about that again."

2 Become a marketing maven.

Many business software systems keep in touch with clients, above and beyond the appointment reminders. "The automated marketing messages save us time," says Saleh of MindBody's customer retention features, which include "We Miss You" and "Just Checking In" emails sent to clients on your behalf after a predetermined amount of time. You can even review reports that tell you how much your revenue has increased thanks to these reminders.

Fredrick, a program offered through Booker, knows when it makes the most sense to extend special promotions, too. "It tracks our slow times and sends out discounts for days that we aren't fully

booked," explains Fain. Additional options, such as the Booker Marketing Network, allow you to display unfilled time slots on partner sites, including Google, Yelp, Yellow Pages, Map-Quest and SpaFinder. Plus, most software programs make it easy to publish specials and offers on social media sites. "The marketing tab helps keep track of what and where people are clicking through," adds Valerie Griggs, CEO for 20 Lounge in San Diego, who uses SpaBooker. "Our clients like a good deal, but they love an amazing service, so that's also key to know. SpaBooker sends a survey with each checkout, ensuring that we hear both the good and the bad for each service we perform."

Meanwhile, when a salon uses Mind-Body, they're automatically listed on the company's consumer-facing MindBody app. "The free mobile app [allows] all of your available appointments to be easily searchable and bookable by existing or prospective clients," says Stephanie Moran, MindBody's senior vice president of sales in San Luis Obispo, California. "Nail salon owners can also create their own custom branded mobile app [that provides] flawless integration with their online booking. This is a powerful marketing tool, considering that when a client is willing to download the app on their phone, you know they will be a dedicated customer."

3 Simplify transactions.

Various software systems allow salons to accept all major credit cards and process them at competitive rates, whether they opt to purchase the software company's point of sale (POS) hardware (scanners, card readers, receipt printers, cash drawers) or use the free business apps that are often available for iPhone, iPad and Android devices. POS systems usually accept cash, checks and gift cards, and they may offer automatic tipping options, as well as the ability to send digital receipts to customers.



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Get with the Programs

Plenty of software systems are available for beauty businesses, big and small. Here, some of the most popular in the nail world:

booker.

Booker, the all-in-one business management platform, started in 2007 as SpaBooker, a division of SpaFinder. It has since expanded to offer online booking, staff scheduling, and the management of finances, customer relationships and inventory, with basic features starting at \$85 a month. **booker.com**

GetPayroll

GetPayroll was founded in 1991 by a CPA and U.S. Tax Court Practitioner. It features Simon Payroll, which was designed exclusively for micro-businesses with 1 to 10 employees. The company offers all-inclusive payroll, payroll tax services and employment tax compliance for large and small businesses at a flat monthly rate of \$20 per payroll. **getpayroll.com**

Available to members of the wellness service industry since 2001, MindBody software offers basic features starting at \$75 a month and allows salons to book clients online, manage schedules, take payments, track business operations, handle revenue and more. **mindbodyonline.com**



A free point of sale app launched in 2010, Square gives businesses the ability to accept credit cards anywhere from a smartphone or tablet with a flat 2.75% processing fee. Square Appointments booking software, however, starts at \$30 per month and offers additional services including e-commerce and payroll software. **squareup.com** Typically, funds are deposited into your bank account as soon as the next business day, and instant deposit features may also be available. "It even takes care of reconciliations and daily cash drawer closeout," Saleh notes. Ultimately, the POS features help to simplify the salon's operations so it can run more smoothly, Saleh adds. "Most nail salons do not use a POS system and it lessens the client experience," she says. Fain agrees: "It really allows us to service our customers more efficiently."

In certain cases, e-commerce software is also available, so you can sell gift cards or certificates, memberships and packages, and even merchandise online. "I recently expanded my business, selling different nail tech supply products, and there's a Square feature that allows me to customize invoices for the products we are selling and even send them overseas," says Wiggins. "I have sent some invoices to the U.K., and Square does all the currency converting."

4 Make payroll a breeze (really!).

Managing money and paying employees are additional burdens that business software systems aim to ease. In many cases, you can pay any combination of hourly or salaried employees as well as contractors. The people you're paying submit all of their information online: they can even sign up for direct deposit. The software does the rest. It even generates and files tax forms. "We take the fear and guesswork out of doing your own payroll," says Charles Read, president/CEO of GetPayroll and Simon in Lewisville, Texas, "With the lifetime employee portal, the owner doesn't have to worry about printing pay stubs or getting year-end reports done; we do it automatically. It's a great stress reliever for the business owner."

The programs tend to be user-friendly and are designed to minimize money management mistakes, too. "Payroll is a breeze and so easy to navigate," says Griggs. Even so, a lot of software companies will cover you if an error does occur. For instance, Square's payroll specialists help make sure that your taxes are calculated correctly and that payments and filings are submitted on time. GetPayroll also takes a limited power of attorney, notes Read. "If something happens and the owner gets a letter from the IRS, we get the same letter," he says. "We contact the IRS on behalf of the business owner and usually resolve the issue before the owner even knows about it." Best of all, many payroll features are priced according to how much you use them. So, if you pay fewer employees from one month to the next, you're billed less.

5 Track what's working on the salon—and what's not.

Reports generated by software programs also allow salons to more effectively build their businesses. "Booker helps identify trends and retain customer preferences and appointment history," notes Fain. Griggs agrees: "SpaBooker is excellent because it allows us to see what our most booked services are, which promos work for us, which ones are mentioned most often and if we have to use a discount for a less than stellar service—which, of course, we hope never happens!"

Griggs is also a fan of the sales, tips, payroll and time clock reports. "Back in the day, we used the old-fashioned punch clock and it was just a mess," she says. "With SpaBooker, the staff can easily clock in and out, and if they forget here or there, we can easily find their time through the [software system]."

For Saleh, these reports are worth every penny spent on the software. "Without MindBody, I would have to spend a significant amount of time each week manually creating revenue, payroll, inventory and other various reports," she explains. "There are so many report options, and they include integration with other systems, like BeautyNow, QuickBooks and Referrizer." The bottom line: From one feature to the next, these software systems are all about saving you time and money.

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



Good Scents

Celebrate autumn with products that evoke the sights and smells of the season.

By Dina Ciccarelli Photography by Jason Bennett

all is filled with change. The leaves shift from green to orange and red; the lazy days of summer become busy school days; and the feeling in the air turns from sunny and bright to crisp and cool. Similarly, the scents of the season follow suit with warm and cozy pairings: think, vanilla and almond or cinnamon and apple. Here, our favorite autumn product picks for techs and clients alike.

CREAMY SCRUB Creamy Shea Butter Scrub Warn Gpple Cider GREAT SALT LAKE TRACE MINERALS **Cuccio Naturalé** Apple Cuticle Remover

Famous Names **Cinnatize Nail Surface Sanitizer** famousnamesproducts.com

Farmhouse Fresh Honey-Chai Steeped Milk Lotion farmhousefreshgoods.com

Gigi **Cinnamon Apple Paraffin** gigispa.com

Morgan Taylor All Tango-d Up morgantaylorlacquer.com

Salt of the Earth Warm Apple **Cider Creamy Scrub** saltearthspa.com

10

Apple Cuticle Remover with Apple Alpha Hydroxy Fruit Acid

> Émollient à cuticules AHA de Porta Edi Removedor de Cuticulas de Manzana Con Acido Alpha Bydroxy de Manada Brianad, Hydrois e Syla

12mL (0.75 FL 04

Cha Honey

·FHF· FARMHOUSE FRESH

STEEPED MILK

NOURISHING THERAT FOR DRY SKIN

241 02 US (71 m

Layer the scent of cinnamon and color of apples into your fall services.

Cinnatize Nail Surface Sanitizer Désinfectant pour les ongles

236 mL @ 8 11 02

Cinnamon Apple Paraffin cinnamon and apple truit extracts Cannelia et Pomm

extraits de fruits de cannelle e le por ma

and con canela

GiGi.

Vanilla- and almond-scented products cozy up to rich fall hues.

MTAMINE

ORGANIC HEALING THERAPY MASSAGE

19:20-02:40

Vanilla Cap

La Palm Vanilla Cappuccino Massage Lotion Iapalmspaproducts.com

ALM

Caption Wakey Wakey youngnails.com

Barielle Cuticle Conditioning Oil with Almond Oil barielle.com

LeChat Dare to Wear Harmony lechatnails.com

NCLA So Rich Dark Almond Cuticle Oil shopncla.com

OPI Icelanded a Bottle of OPI opi.com NAIL LACQUER Ima a Ongles - Esmalte de Usar Nagellack ISan L-O.S.F.I.O.C.

A

TREATMENTS

So Rich

nG

caption

NAL POLISH Sold / Excepte Policy OML - 34 FL 02 (C

Rich shades of crimson complement unexpected fall scents.

Orly Just Bitten orlybeauty.com

Xtreme Nail Intense Cranberry Cuticle Oil americanails.com

Essie Apricot Cuticle Oil essie.com

BCL Pitaya Dragon Fruit Sugar Scrub bclspa.com

CND Vinylux Berry Boudoir cnd.com

Jessica Body Treats Blackcherry-Nutmeg Hand & Body Lotion jessicacosmetics.com

> Weekly Polish Esmalle de 7 días Vernis à ongles 7 jours IS mL (.5 fi oz)

VINYLUX

sugar scrub

body treats

blackcherry-nutmeg

COSMOPROF 2017

The big news and product debuts from Cosmoprof North America, held at the Mandalay Bay Convention Center in July in Las Vegas.

LUCKY HAND

The Professional Beauty Association (PBA) named San Jose, Californiabased tech Rochelle Dingman as the Nail Professional of the Year at the 2017 North American Hairstyling Awards (NAHAs). "Being named the NAHA Nail Professional of the Year is such a huge honor," says Dingman. "I'm so grateful to have been chosen for this prestigious award and to be recognized along with the best nail artists in the industry." Held on July 9 at the Mandalay Bay Resort & Casino in Las Vegas during PBA Beauty Week, the award show recognized the top talent in the hair, nail and makeup categories. Techs interested in competing for the Nail Professional of



the Year award were required to submit photos that demonstrate their skills in three categories: embellishments, nail art and salon-inspired nails.



Dingman, who opened Shear Fashion Salon with her daughter Phoebe in 2010, says her designs were inspired by the HBO series "Game of Thrones." "Phoebe, who did the hair and makeup, and our photographer Ed Carlo Garcia and I worked on this project for months to get it perfect," says Dingman. "I created a pattern, which I drew on the nail form so they would all be the exact same shape. Then, using acrylic, I sculpted the nails on the model." Dingman also credits her mentors in the industry for her big win, saying, "I couldn't have won this award without the support of Greg Salo from Young Nails, Ela Loszczyk from Nail Experts Academy, Classic Mully, Lysa Comfort and Pattie Yankee."

Interested in becoming the next Nail Professional of the Year? The PBA will start accepting submissions for the 2018 NAHAs on December 7. For more information about the competition, visit probeauty.org/enternaha.





PRODUCT DEBUTS



Akzéntz X-Bond UV/LED Soak Off Bond Gel

Help eliminate lift and provide durability with Akzéntz X-Bond UV/ LED Soak Off Bond Gel. Compatible with all Akzéntz gel products, the product is applied directly from the bottle onto the natural nail. akzentz.com

> Ardell **Beauty** Lash **Boostier** Infused with a lash-enhancing serum, Ardell Beauty Lash Boostier is a liquid

eyeliner that strengthens lashes while also helping them appear more full. Alcohol-and perfume-free, the product is available in a single classic shade: Onyx Black.

ardelllashes.com

Aprés Gel-X Complete Set

Create quick and strong extensions with the Aprés Gel-X Complete Set. The system includes pH Bonder, Primer, Extend Gel and Top Gelcoat, as well as a brush and 500 tips. The enhancements last for up to three weeks and can be removed with a 15-minute soak. apresnail.com

apré

Bio Seaweed Gel Bio-Swift System

Create guick extensions with Bio Seaweed Gel Bio-Swift System. The kit includes builder gel, a gel brush and 140 tips. (For a step-by-step tutorial, see "Pro Talk" on page 106.) bioseaweedgel.com





BCL Essential Oil Solutions

The BCL Essential Oil Solutions collection features four Aromatherapy Roll-On scents and six Essential Oils, including lavender, peppermint and tea tree. The Essential Oils can be mixed with the brand's Fragrance-Free Body Lotion, which contains moisturizing argan oil, shea butter and jojoba carrier oil. bclspa.com



China Glaze Chic Physique

Offer clients ready-made nail art with China Glaze Chic Physique. Each set contains 28 pre-glued nail tips in 14 sizes for a perfect fit every time. **chinaglaze.com**



Gena Pedi Spa Tea Tree

The four-step Gena Pedi Spa Tea Tree collection includes a soak, scrub, mask and lotion. The pedicure products are formulated with 100-percent natural tea tree oil, which boasts antifungal, antiseptic and purifying properties. **genaspaproducts.com**



EzFlow Design Colored Acrylic

The new EzFlow Design Colored Acrylic Ethereal Blossom collection features six acrylic powders designed to shimmer in the light—like a makeup highlighter for nails. **ezflow.com**

Duri Durilaq Gel Effect Duo

Duri Durilaq Gel Effect Duo is a two-step lacquer system that includes Gel Effect Lacquer and Gel Effect Top Coat. It offers 14 days of wear, plus it's 5-free, requires no base coat or lamp,

and removes with traditional polish remover.







ibd Spa Aussie Pink Clay Detox System

A first for ibd, the Aussie Pink Clay Detox System is the brand's debut pedicure collection. The four-step system features a soak, scrub, mask and moisturizing cream and contains detoxifying pink clay, native to Australia. **ibdbeauty.com**



IndieGirl Nail Lacquer

IndieGirl has expanded their 140-strong nail lacquer line with six new shades: Blue Lagoon, Cliffhanger, New Girl in Town, Pixie Pink, Twilight and Wicked Game. Each new hue has a matching Gel Polish and Maximum Strengthening Color Gel. **indiegirlbeauty.com**

LeChat Gelée 3in1 Color Powder Ombré Kit

The LeChat Gelée 3in1 Color Powder Ombré Kit is available in eight different sets. Each includes three Color Powders to create an ombré effect. Plus, each kit can be used with the Gelée Powder Gel Nail System with monomer as a traditional acrylic or with Gelée Base Coat for a dip system. **Iechatnails.com**





Light Elegance ButterCream Color Gels The new Light Elegance ButterCream Color Gels offer

superior flow control and full one-coat coverage. Apply the gel straight from the pot for a thick consistency perfect for detailed or raised nail art, or thin the consistency by agitating the gel for fast overlays. **Iightelegance.com**



Mia Secret UV/ LED Gel Paint

Available in 25 shades, Mia Secret Gel Paint is highly pigmented and ideal to use on acrylic and gel, as well as safe for use on natural nails. **miasecretnails.com**



Nail Tek Nail Nutritionist Hyaluronic Acid Masque

Designed to hydrate, restore and protect natural nails, The Nail Tek Nail Nutritionist Hyaluronic Acid Masque is applied to bare natural nails and then peeled off. nailtek.com



Orly GelFX Bodyguard

Enriched with vitamins A, E and B5, Orly GeIFX Bodyguard nourishes and protects natural nails. The soak-off gel overlay can be used under polish, gel polish or alone, and includes the new Guardian brush, featuring a new length and shape designed to apply the perfect amount of product. orlybeauty.com



Luraco Pro-30K

Cordless and compact, the Luraco Pro-30k e-file also features a rechargeable 10-hour lithium-ion battery. The accompanying hand piece is crafted from stainless steel and can reach speeds of up to 30,000 rpm. luraco.com

Voesh 0² Pedi in a **Box Bubbly Spa**

Available in three scents, Voesh 0² Pedi in a Box Bubbly Spa is vegan as well as paraben-, glutenand cruelty-free. Each kit includes a bubbly soak, sugar scrub, bubbly mask and massage butter. voesh.com





SuperNail ProAdvanced LED/UV Lamp

The new SuperNail ProAdvanced LED/UV Lamp features Smart Cure technology; it increases the wattage gradually to allow for a more comfortable client experience. supernailprofessional.com



SNS MasterMatch System

With the launch of the SNS MasterMatch System, techs can now get 150 hues across three different lines: SNS Nail Lacquer Plus, SNS Gelous Color Plus dipping powders and SNS Gelstar 1-step gel polish. **snsnails.com**

Whale Spa Crane Chair

The new Whale Spa Crane Chair features a sleek design and a clear glass basin. Plus, the modern white and gray color scheme is accented with sleek stainless steel hardware. whalespainc.com





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Model is wearing Advanced Wear Pro Lacquer in Painted Pavement

ibd-Vanced Wear

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NAIL CLINIC | BY AMANDA BALTAZAR

When Your Client Has Cancer

Clients battling this all too common disease require extra care and attention in the salon.

hen it comes to cancer, it's unlikely that the disease hasn't affected you or someone you know. Consider this: According to the National Cancer Institute, approximately 40 percent of Americans will be diagnosed with cancer at some point in their lives. What's more, cancer is the second biggest killer in the U.S after heart disease, according to the Centers for Disease Control and Prevention. As a tech, you've probably encountered a client who has had cancer or is currently undergoing treatment for the disease. It's important that nail professionals know how to work with these clients, says Janet McCormick, nail professional and co-owner of Nailcare Academy in Fort Myers, Florida. "Physicians don't think to tell patients that safe manicures and pedicures are important, or what to tell the manicurist," she says. During cancer treatment, patients' fingernails may become weak, develop ridges or even start to lift from the nail bed and discolor. Here, medical experts and nail professionals offer advice for handling clients with cancer in the salon.

Cancer Stats

- On January 1, 2016, there were 15.5 million Americans alive who had a history of cancer.
- Nearly 1,688,780 new cancer cases are expected to be diagnosed in 2017.
- Cancer is responsible for 1 in 4 deaths in the U.S.
- 87% of all cancers in this country are diagnosed in individuals ages 50 and older.
- The most common cancer diagnosed in women is breast cancer, which makes up 30% of diagnoses in females.

Source: American Cancer Society, cancer.org

Not Just Skin Deep

Nail services may offer more than a physical benefit for cancer patients. "We know things that make someone feel better actually improve the body's defenses," says David Scheck, M.D., medical director of infectious diseases and infection control at Cancer Treatment Centers of America in Tulsa, Oklahoma. "When you feel better, your whole body functions better." Indeed, empathy, reassurance, and showing the client that you are knowledgeable go a long way, says Glynis Vashi, M.D., chief of medicine at Cancer Treatment Centers of America at Midwestern Regional Medical Center in Zion, Illinois.

When catering to clients with cancer, it's important to keep their needs in mind, says Jaime Schrabeck, licensed nail technician and owner of Precision Nails in Carmel, California. "Try to be flexible when scheduling clients so they can visit the salon on their 'good' days," she says. Scheck recommends scheduling services based on the client's chemotherapy treatments. The reason? White blood cells usually drop in number after treatment making it harder for the body to fight germs and infection. To help keep clients healthy, Dr. Scheck advises that cancer patients wait 10 days from their last chemotherapy appointment to schedule a nail service.

Service Solutions

Once a client is in the salon, be sure to check in on how she is feeling overall. "Ask clients if they are tender, so those areas can be avoided, or if they need cushions to be more comfortable," says McCormick. It's also important to ask clients directly about their fingertips, which may be in pain, tingling or numb following chemotherapy. They may also be sensitive to heat or cold, says Dr. Vashi. "Be sure to hold the finger to access the nails by the sides of the digit rather than by the fingertip," she says. "Also, massage should be as gentle as possible."

When choosing implements, be mindful of how and what you use during the service. "Do not use metal implements to push back or trim a clients' eponychium, since the tissue is easily damaged," says McCormick, noting that any damage can allow the invasion of microbes. "It's best to use a wooden stick with cotton cushioning on the tip and press gently, or not at all." If a sharp implement must be used, take extra care. "With sharp tools you have to be extra cautious because any opportunity for an infection [could be] critical if a client does not have the immune system to fight it off," says Schrabeck. Also, as with any safe service, remember to wear gloves. A few more key points to keep in mind:

• Don't use harsh nail polish removers. Instead, opt for a non-acetone based



remover and/or one that contains oil to prevent drying out patients' nails.

- Steer clear of artificial enhancements as they have the potential to harbor bacteria, according to Cancer Treatment Centers of America.
- Do not immerse patients' fingers in water if their nails are lifting from the beds, says Dr. Vashi. Instead, perform a dry manicure and sanitize the hands with foam. "Soaking can dry

patients' skin, making it susceptible to flaking, cracking and infection," says McCormick.

While it may require extra precautions, doing so can ensure that a salon service provides much needed help to cancer patients during a difficult time in their lives.

Amanda Baltazar is a freelance writer based in Anacortes, WA. She writes about health, retail and food and beverage.



PRO TALK | BY DINA CICCARELLI



Bio Sculpture Gel

Supreme French Kit biosculpturegel.com

Build beautiful French nails with the **Bio Sculpture Gel Supreme** French Kit. The system is designed help cover imperfections and can be used on long natural nails or to extend short nails.



Prep the nail. Apply gel base coat* and cure.



Place a small amount of Pink Paste on the included plate. Pick up the Pink Paste using the Round Puff.



Dab off any excess on a clean **3** Dab off any excess on a crean area of the plate and, with a light hand, apply the Pink Paste from the middle of the nail to the free edge.



Next, use the Pointed Puff to Δ feather the Pink Paste up the nail. Cure for 30 seconds.



5 Apply one coat of French Pink Gel*. Then, cure for 30 seconds. Remove any Pink Paste left on the skin surrounding the nail.



Apply a form. Then, using a thin 6 art brush, extend the free edge with White Screed. Cure for 30 seconds. Remove the form, flip the hand over and cure again for 30 seconds.



7 Apply a layer of clear gel* to the nail to create an arch. Cure for 30 seconds.



Shape the free edge with a file. • To finish, apply gel top coat* and cure.

For a step-by-step video, go to nailpro.com/video/bio-sculpture-gel-french-kit.

PHOTOS: JASON BENNETT; NAIL TECH: MELANIE VISSER



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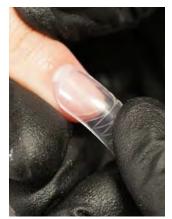
PRO TALK



Bio Seaweed Gel

Bio-Swift Nail Tips bioseaweedgel.com

Designed to work with Bio-Swift Gel, the new **Bio Seaweed Gel Bio-Swift Nail Tips** make easy work of creating nail extensions. The kit includes builder gel, a brush and 140 tips in 14 different sizes for a perfect fit for every client.



Prep the nail. Next, select a tip; be sure to choose a Bio-Swift Tip that is slightly larger than the natural nail.



2 Using a spatula, apply two beads of Bio-Swift Builder to the Bio-Swift Tip.



3 Use a brush to pull the product to the desired length, using the marks on the Bio-Swift Tip as a guide.



Attach the Bio-Swift Tip to the nail, starting at the cuticle. To avoid product flooding, place the tip slightly below the cuticle.



5 To ensure a smooth and even application, gently brush away any excess gel from underneath the Bio-Swift Tip.



6 Cure for 60 seconds. Then, flip the hand over and cure again for 60 seconds.



7 Gently remove the Bio-Swift Tip using a side-to-side motion. Clean the extension with alcohol, then shape and buff the nail. (Note: The surface does not need to be filed.)



8 To finish, apply gel top coat and cure. Then, continue with the service.



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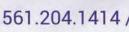




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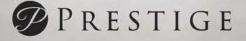
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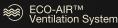


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SHOWS & EVENTS

October

National Aesthetic Spa Network Event

October 2 Noah's Event Center, Plano, TX. Contact National Aesthetic Spa Network, 772.882.2300; nasnpro.com.

Face & Body Southeast

October 7-9 The Cobb Galleria Centre, Atlanta, GA. Contact Allured Business Media, 336 Gundersen Dr., Ste. A, Carol Stream, IL 60188; 630.653.2155; faceandbody.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 Beauty Classic

October 15-16 Greater Columbus Convention Center, Columbus, OH. Contact Premiere Show Group, 1049 Willa Springs Dr., Ste. 1001, Winter Springs, FL 32708; 800.335.7469; beautyclassicshow.biz.

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

October

The North American School of Podology 855.622.6277,

northamericanschoolofpodology.com
1-4 Certified Master Pedicurist CMP
Program: Toronto, ON
15-17 Advanced Skin & Nail
Pathology, Diabetic Foot Syndrome:
Chicago, IL
22-25 Comprehensive Foot & Leg
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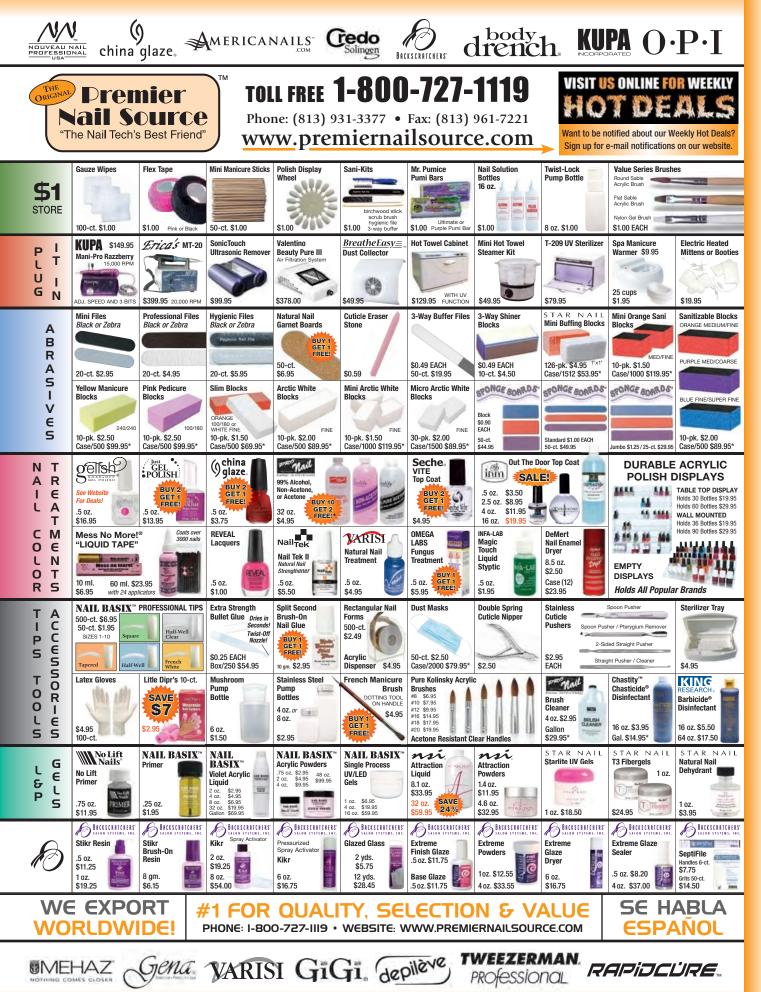
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HOLLYWOOD FILE BY TAYLOR FOLEY

ON THE **CLOCK**

Creating cutting-edge nail art doesn't have to take hours. Case in point: The tip couture spotted at the 2017 Teen Choice Awards. Hollywood's leading starlets sported on-trend manicures that only *looked* time-consuming, opting for chic minimalist accents, shimmering top coats and playful decals that commanded attention. Here, the blue carpet's most talked-about tips to inspire you the next time you find yourself in a time crunch with clients.









Rita Ora

Nail artist Britney Tokyo crafted a throwback look for the "Your Song" singer. Starting with a nude base, Tokyo applied nail decals featuring '90s icons, including "Sex and the City" star Sarah Jessica Parker and rappers Snoop Dogg, Tupac and Biggie Smalls.



Vanessa Hudgens

To break up her head-to-toe lavender Reem Acra ensemble, the actress sported a glittery rust polish and a lengthy square nail shape. Bella Thorne While her rainbow mermaidinspired hair and makeup commanded attention, the "Famous in Love" star opted for a more understated approach on her nails, donning a stark white polish topped with gold geometric accents.



Peyton List

Inspired by the diagonal wrapping found on the Disney Channel actress's Bec & Bridge jumpsuit, celebrity manicurist Julie Kandalec used Essie Blanc and Topless & Barefoot to paint a slanted design across the nail. "Applying top coat diagonally prevents the design from smearing," she says. PHOTOS (ALL GETTY MAGES); (OPA) STEVE GRANITZWIREIMAGE; (HUDGENS) STEVE GRANITZWIREIMAGE; JON KOPALOFF/FILMMAGIC; (THORNE) FRAZER HARRISON; (LIST) FRAZER HARRISON; JON KOPALOFF/FILMMAGIC





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