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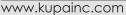




















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PRO TIP

PRO TIP

Always start with properly prepped nails by following Powder Perfection Nail Prep Step by Step.

BASE COAT & COLOR POWDER



- Apply 1 coat of Base Coat to a single nail.
- Create a smile line by dipping the nail at a 45 degree angle into white color powder. Tap off excess powder.
- Immediately dip the nail at a 45 degree angle into pink color powder. Tap off excess powder.
- Repeat the Base Coat and pink & white powder application on the same hand.

BASE COAT & CLEAR COLOR SET POWDER



- Apply 1 coat of Base Coat and immediately dip into Clear Color Set Powder.
- · Tap off excess powder.

ACTIVATOR & BUFF



- Apply 1 coat of Activator and allow 1 to 2 minutes to dry.
- · Contour and buff the surface.
- Apply 1 coat of Activator and allow 1 to 2 minutes to completely dry.

TOP COAT



 Apply 1 even coat of Top Coat to each nail. Allow 1 to 2 minutes to dry. Repeat.

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OPI ICONIC SHADES



FROM LEFT TO RIGHT: Tiramisu For Two,
Humidi-Tea, Princesses Rule!, Mod About You,
Purple Palazzo Pants, Strawberry Margarita,
Pink Flamenco, Spare Me a French Quarter?,
The Thrill of Brazil, I'm Not Really a Waitress,
Malaga Wine, Big Apple Red, Cajun Shrimp,
A Good Man-darin is Hard to Find, Got Myself
into a Jam-balaya, Do You Take Lei Away?,
Taupe-less Beach, Gelato On My Mind, Rich
Girls & Po-Boys, You're Such a BudaPest, Show
Us Your Tips!, Do You Have This Color in Stockholm?, Lincoln Park After Dark, Black Onyx



OPI SOFT SHADES











FROM LEFT TO RIGHT: Alpine Snow, Funny Bunny, Bubble Bath, Passion, Samoan Sand





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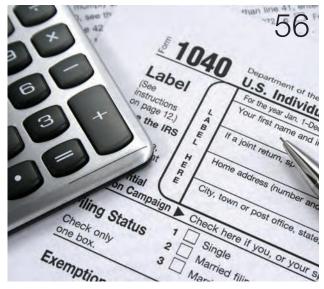
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COVER Credits • Nails: Christina Cronk and Natasha Harton; Photography: Angela Marklew, angelamarklew.com; Makeup: Harriet Hadfield, Opus Beauty; Hair: Victor Mendoza; Model: Tanya Glotova, Hollywood Model Management; Digital Imaging: Art Vasquez, RP Digital.

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









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On the Web

Hands of Time

nailpro.com/anti-aging-services

Interested in adding anti-aging services to your menu? Here are five ideas from salons across the country.

Got Organization?

nailpro.com/how-to-salon-organization

The 10 steps you need to straighten up your salon and better your business.

Fill Power

nailpro.com/how-to-acrylic-backfill

Polish up your acrylic backfill skills.



American Influencer Awards Nail Artist of the Year winner Yire Castillo demonstrates three techniques for creating holo nail art.



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Four **Resolutions**

recently came across a blog that suggested instead of spoiling your kids at Christmas with tons of things that will inevitably end up in the back of the toy chest come February, that you gift them more practically with something they want, something they need. something to wear and something to read. Alas, this advice came too late for my kids, but it still stuck with me through the new year.

As soon as the last firework sparkles on New Year's Eve, the emphasis immediately turns to your reinvented self: How are you going to be a better person in 2018? I'm still coming down from the holiday high that started back in October, so it's hard for me to switch gears so quickly. Plus, despite my best efforts at making New Year's resolutions, I often forget and fail.

> I think that part of the reason people don't follow through with their resolutions is because we're so hard on ourselves. Inevitably these self-improvement lists are bogged down with practically impossible directives and things that we swear we'll never do again. It's hard to be that strict and, frankly, it's unrealistic. But what if we made simpler goals that still encouraged self-improvement? And that's when I thought about that blog: What if I incorporated those four elements into my resolutions for the year? For example, something I want: I really want a new car, as my family has

rapidly outgrown my sporty sedan. So, my goal for 2018 is to get a bigger car, but I'm going to have to work for it—do the proper research and save for the down payment—and if I do the work, I'll get the reward.

I can tap into larger objectives when it comes to something I need, for instance, patience. I could really use some more of that when my life-work, kids, family-gets extra crazy. For something to wear. I'll take that to mean that I should use some discretion in my 2018 shopping excursions and perhaps try to purchase something that I will get multiple uses out of instead of impulse buys. Lastly, something to read: I think this is very important, because taking the time to read-whether it's to improve your behavior, your work or your mind—is a great way to better vourself.

In the event that you'd like to adopt these four resolutions into your life, I can help you! You're definitely going to want to try the must-have hydrating products in "Goodbye Dry" on page 60; you absolutely need to know the difference between filing taxes with a 1099 or W-2, so check out "Classified Information" on page 56: I know you're going to want to wear the beautiful winter florals that nail artist Joey Lin created for this month's Nailspiration on page 44; and, of course, you must read the rest of this issue of NAILPRO so you don't miss a thing!

I hope that you all find much success in the year to come. Happy New Year!

Etephanie Stephanie Yaggy Lavery

NAILPRO Executive Editor slavery@creativeage.com



My Manicure

I love that Yvett Garcia (@yvynails) gets what I mean when I say I want something simple. To me, this look was simple! After all, the acrylic overlay was coated with nude gel polish and some of the nails didn't have any embellishments on them at all! Of course, the ones that did definitely stood out (thank you, Swarovski!), and I got so many compliments on them.

Behind the Nail Pros...

The dynamic duo of Natasha Harton (left) and Chrstina Cronk (aka

Chrystacal) was a force to be reckoned with on our set. The pair flew from Canada to create the two looks you see on this month's cover. Christina showed off her signature French while Natasha took a more artistic approach. Check out the behind the scenes on page 28 and at nailpro.com/ videos/behind-the-cover.











THE MAKING

IT'S NOT OFTEN THAT WE HAVE TWO EXTREMELY AMBITIOUS, TALENTED AND EXCITED Canadian nail technicians in our office—so it was great fun to spend the day with Christina Cronk and Natasha Harton for the creation of the January cover. This dynamic duo has unique styles, but they were committed to making their specialties work together. I provided them with a color palette (royal blue and black) and each took one hand to call their own. Cronk extended the model's nail bed, then created an extreme black-to-blue faded French, and embellished the remaining nails with dazzling crystals and intricate acrylic-sculpted roses. Harton, on the other hand, unleashed her inner artist, hand-painting tips like a modern Vincent van Gogh and encrusting them with loads of tiny silver seed beads, crystals and a prefabbed blooming acrylic flower. See how Harton sculpted her avant garde French nail below, and for more details, including Cronk's nails, visit nailpro.com/videos/behind-the-cover.

"Christina is known for her French sets and I'm known for my art, so we wanted to do something that showcased our passion but also complemented each other."

Creating the Cover Nails



Harton began by extending the model's nail. She first used cover pink acrylic on the nail plate, then continued extending the nail with clear acrylic.



She then used white gel to coat the entire free edge. For this design, she opted for an imperfect smile line with more jagged edges.



Next, Harton applied a coat of clear gel and began adhering stones and silver seed beads along the smile line.



After curing, she applied another layer of gel along the length of the nail and created a "sugaring" effect by coating the nail with fine white glitter powder.



Harton sculpted the delicate acrylic flower before arriving on set (a huge time-saver!) and applied it with a large bead of clear gel.



Finally, she went back in with crystals and seed beads to embellish the rest of the nail.





Nails Christina Cronk



Nails Natasha Harton



Photography Angela Marklew



Makeup Harriet Hadfield



Hair Victor Mendoza

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POPPIN'BOTTLES

ESSIE IS HELPING SALON OWNERS BOOST BUSINESS AND **INCREASE REVENUE WITH THE**

ESSIE PREMIUM SALON INSIDER PROGRAM. The flagship program can transform salons into "premium Essie nail destinations" with a customized collection of Essie polish, retail displays, marketing materials and access to educational workshops. "The Essie Premium Salon Insider Program takes the manicure experience to the next level for Essie customers and drives sales through unparalleled service," says Gino Trunzo, assistant vice president for Essie Professional. "Bottle Service" is one of the program's most unique offerings. Techs at participating salons will start off every manicure with a fresh bottle of Essie polish that will be gifted to the client as part of the service. "Bottle Service not only elevates the client experience, but it also provides salons and spas with optimized inventory levels and built-in retail income," says Teresa M. López, general manager for Essie Professional. To learn more, visit essie.com/pros.

Polished Girlz and Orly teamed up with

Children's Hospital Los Angeles (CHLA) to give two teenage girls the birthday bash of their dreams. Every year, Los Compadres, a Latino philanthropic organization of CHLA, puts on a quiñceanera, the celebration of a girl's 15th birthday in Latin American culture, for one of the hospital's patients. This year, two patients were selected to participate in the festivities, held on October 27 at the White House Event Center in Anaheim, California. Hospital work-



Polished Girlz founder Alanna Wall poses with CHLA patients Kailey Farias (left) and Edna Segura (right).

ers nominated Edna Segura, who suffers from a rare form of brain cancer, and Kailey Farias, who is battling a rare bood condition. CHLA enlisted Polished Girlz, a Dayton, Ohio-based non-profit dedicated to providing nail services to girls with frequent hospitalizations or special needs, to provide manicures. Seventeen-year-old Polished Girlz founder Alanna Wall and her team used Orly nail polishes to create nail art for the girls to wear to the party. "People underestimate the power of nail polish," says Wall, who notes that she looks forward to continuing collaborations with hospitals, even though she is headed to college this year.



PLAN. BUILD. ADJUST. CRUSH. REPEAT.

Yup. That's pretty much been our mantra for the last 20+ years. Feel free to make it yours, too. We all agree that the business of nails is a very special obsession for a select talented few. It's not for everyone; but it could be! Take a front row seat every week as we share how to embrace the challenges of building your own successful nail business on the Young Nails Biz Vlog and Nail School.





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Leading

OPI ANNOUNCED THE APPOINTMENT OF **CELEBRITY NAIL ARTIST TOM BACHIK AS THE BRAND'S GLOBAL NAIL AMBASSADOR IN** OCTOBER 2017. In his new role, Bachik, who has polished the tips of Jennifer Lopez, Heidi Klum, Selena Gomez and more, will work closely with the OPI education, product development and marketing teams to create au courant nail designs for the North Hollywood, California-based manufacturer. "Tom has been in the nail business for more than 20 years and has experience in so many different roles. His amazing technical skills and extensive product knowledge, coupled with his creative and inventive designs, make him one of the most highly-demanded nail professionals by the fashion industry and Hollywood elite," says Suzi Weiss-Fischmann, cofounder and brand ambassador for OPI. "As the OPI global nail ambassador, Tom will bring more awareness to the professional nail care industry."

Bachik has already put his creativity and expertise to good use in his new position, helping OPI set the Guinness World Record for the longest manicure bar. On the morning of October 21, the OPI team set up a 155-foot manicure bar at the 3rd Street Promenade shopping center in Santa Monica, California, where more than 50 techs gave attendees free OPI GelColor manicures. In addition to the complimentary services, Bachik and actress (and avid OPI fan) Peyton List participated in a meet-and-greet with attendees. By 5 p.m., OPI had officially set the Guinness World Record with more than 500 manicures completed. The exciting event united OPI fans and professionals alike, and set the tone for

OPI enlisted the help of more than 50 techs to set the Guinness **World Record for the longest** nail bar in October.

Bachik's busy year ahead.













THE BIZ VLOG. 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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NONSTOP NETWORKING

Happy Campers

More than 140 techs from the U.S., Canada and Aruba traveled to Washington State to attend the 7th annual Northwest Nail Tech Retreat in October 2017. Held at the Camp Burton Convention Center in Vashon, the four-day event, nicknamed "Nail Camp" by attendees, featured a variety of classes and workshops led by some of the most recognizable names in the industry, including Nailympics champion Madelene Wolf and past NAILPRO Cup winners Allie Baker, Amy Becker and Shiori Durham. In addition to the educational opportunities, attendees also had the chance to show off their skills and creativity in the Simply Salon Nails and Mixed Media competitions. "The food was great, the sleep was little and the learning was intense," says event coordinator Jessica Hoel Briarmoon. "Educators

and nail techs left feeling inspired and excited about their careers, and pumped for next year!"

To register or get more information on the 2018 Northwest Nail Tech Retreat, go to nailcamp.org.



Attendees and educators participated in four days of hands-on classes and workshops during the 2017 Northwest Nail Tech Retreat.

Tricks of the Trade

East Coast nail techs, students and educators united at the second-annual Massachusetts Nail Networking Expo in October 2017. Held at the Doubletree by Hilton Hotel in Leominster, Massachusetts. the event gave attendees the chance to shop the newest products from top manufacturers, including CND, Gelish, Light Elegance, Orly and more, as well as learn the latest techniques from some of the leading names in the industry.



Event coordinator Danalynn Stockwood (second from left) with event production team members Nicole Melo (far left), Abigail Velazguez (center), Bonnie Schow (second from right) and Miriam Ruiz (far right) at the Massachusetts Nail Networking Expo.

Techs also impressed the judges with their creativity in the Halloween-themed nail art competition. By the end of the networking event, attendees left feeling motivated about their careers and excited to return in October 2018.

Don't want to wait that long? You're in luck! The Rhode Island Nail Networking Event will be held on March 25. For more information, go to rinailnetworkingexpo.com.



Sail Away

Interested in embarking on a dreamy island getaway and learning the latest techniques from some of the industry's leading names? Then mark your calendar: The Northwest Nail Tech Retreat is taking its education to the high seas with the first-annual Nail Camp Cruise to Hawaii! Held from September 7-17, the cruise will feature a wide range of classes, as

well as nail competitions, raffles, giveaways, shopping and networking opportunities. Classes will be led by the top talent in the industry, including Allie Baker, Amy Becker, Guin Deadman and many more. To register or learn more, visit nwnailtechs.com.





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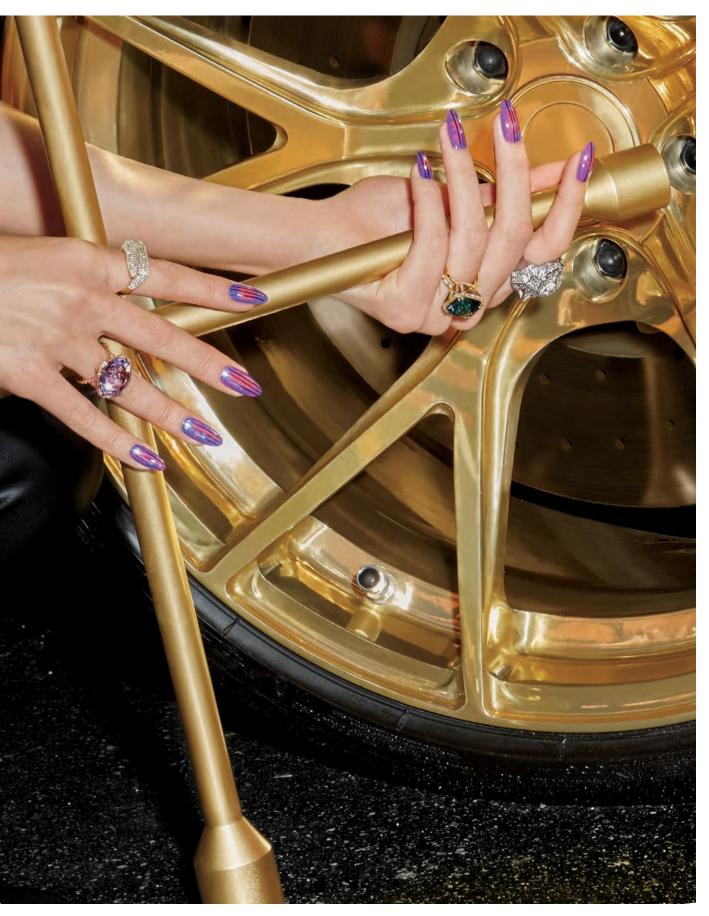












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Guest Artist Celine Cumming (@nailedbyceline) is a nail artist based in Middletown, DE, and has had a passion for nail art since childhood.



Inspired by **Temperley London**



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THE BEST-LAID

DIVANS

If memories of visits to Grandma's house are flooded with visions of floral-print davenport, you're not alone: Designers turned to Nana's couch as a source for prints that feel antiquated yet chic. At Temperley London blushing roses - some gilded in shimmering gold - mimicked the retro buds found on a glamorous settee. Erdem Moralioglu, a designer long known for his use of English countryside flower prints, dipped into his heritage - specifically, the imagined meeting of his two great-grandmothersresulting in exquisite velveteen dresses that would look at home on a gran's wingback chair. Waves of bugle beads lapping along the edge of a floral tapestry coat at Mary Katrantzou echoed the nuances of a Southern matriarch's parlor-room

tufted couch-sat upon only on rare occasions. Whether or not Grandma's divan stirs up wistful memories for you, the blossoming prints will certainly inspire your nail art. Witness guest nail artist Celine Cumming's hand-painted beauties: Sketched to perfection, they rely upon large-scale flowers, meticulous black outlines and copious shading. Plant a few large blossoms on a couple of nails or paint a tapestry on every one—the more, the granny-er!









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





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sing transfer foil in nail art is not new, yet it has recently seen a resurgence on Instagram. As artistic techs get more inventive, they continue to create unique ways to utilize this eye-catching embellishment. After all, foil can provide instantly remarkable results that will easily woo your more adventurous clientele - and provide you with a quick upsell opportunity. The trick to using foil in visually arresting ways, says Los Angeles-based nail artist Yasmeen Sandoval (@sloteazzy), is being comfortable with the medium and your tools. Here, Sandoval shares two techniques for using nail art foil that are anything but basic.

FOIL STRIPS

This design-inspired Merrick Fisher (@merricures) - uses transfer foil to create an effect similar to decoupage, but for nails!



Prep the nail and apply one coat of gel base coat. Cure for 30 seconds. Then apply two coats of color, curing after each.

Apply one coat of base gel on top of the color. Then, while the base is still wet, apply the cut foil strips down the length of the nail, keeping them as close together as possible. Cure for one minute.



Use a pair of tweezers to gently pull the foil off of the nail.



Encapsulate the design with hard gel, being sure to coat all edges of the foil. Cure. Then, finish with a layer of gel top coat, cure for one minute, and wipe off the inhibition layer.





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Prep the nail and apply gel base coat. Cure for 30 seconds. Then, apply two coats of color, curing after each. Remove the inhibition layer.



Press down firmly and then lift the foil off









Use a small brush to clean up the excess polish from around the nail. Then, seal the design with gel top coat, cure for one minute, and wipe off the inhibition layer.







NAILSPIRATION





Petal Pusher

Dark blooms provide fresh inspiration for cold weather nail art.











"I used deep hues to recreate the elegance found in winter florals." —Joey Lin



Joey Lin is a New York City-based nail artist.





Step 1 Apply gel base coat*. Then, apply one coat of black gel polish. Do not remove the tacky layer. Dab holographic transfer foil over the entire nail.



Step 2 Apply a thin layer of purple gel polish. Next, use a detail brush to paint a large rose with white gel polish.



Step 3 Apply a second thin layer of purple gel polish. Then, apply black gel polish around the perimeter of the nail. Finish with gel top coat.







Step 1 Apply gel base coat. Then, apply one coat of black gel polish. Do not remove the tacky layer. Next, apply holographic transfer foil over the entire nail.



Step 2 Use a detail brush to paint a flower in the center of the nail with white gel polish. Next, paint the pistil and the leaves with black gel polish.



Step 3 Apply a thin coat of purple gel polish to the flower. Next, apply green gel polish to the leaves. Then, apply black gel polish to the perimeter of the nail. To finish, apply gel top coat.



Step 1 Apply gel base coat, followed by two coats of black gel polish. Next, use a detail brush to paint a flower at the center of the nail with white gel polish.



Step 2 Paint a second white flower below the first. Paint white leaves around the flower. Next, apply purple gel polish to the center of the petals, leaving the ends white.



Step 3 Apply green gel polish to the leaves. Then, apply gold gel polish to the edges of the petals. Finish with gel top coat.



Bana Jarjour

What was your first job in the industry?

I was hired by a polish brand to do nails at a magazine party in Hollywood. I also got to do nails for a celebrity performing at the event!

If you could be anybody famous, who would you be?

Probably Victoria Beckham, because not only does she know what it's like to be a Spice Girl, but she also knows what it's like to be married to David Beckham!

I am inspired by...

Entrepreneurs. When I see others who have grown their own businesses, it pushes me to do the same.

My childhood ambition was...

To be a doctor, just like my mom (until I grew up and realized what exactly goes into becoming a doctor).

What is your favorite sport?

I played soccer for 13 years, so I love watching that. Football is also another favorite of mine.

Are you a morning or night person?

Definitely a morning person. I have some kind of gift (or curse, depending on who you ask) that allows me to wake up before 7:30 every morning without an alarm.

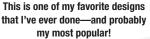
My most treasured possession is...

A rose I took from my cousin's funeral 12 years ago. It's been sitting on my windowsill ever since, and when I look at it, I'm reminded I have someone watching over me.

My favorite food is...

My mom's cooking. A close second is sushi, and right behind that are French fries.

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Describe the best set of nails you've ever seen.

the streets of

Lisbon for a

secret project!

I once worked with an artist from Japan who competed in acrylic sculpting competitions. She built an entire pirate scene out of acrylic on her own nails. It was absolutely breathtaking and inspiring!

I can't discuss nails without...

Explaining why it's so bad to peel off your gels!

At a Patriots game in Boston.

My mom is my biggest supporter.



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Ask Jackie

Jackie Truong, director of education for LeChat, joins NAILPRO this month to provide you with advice and answers to *your* nail questions.

Our next guest editor is Maisie Dunbar, beauty maven and owner of the Global Maisie Dunbar Experience. Have a question for Maisie? Email it to nailpro@creativeage.com.

I don't get to go to a lot of shows, so it's hard to get to classes. Does LeChat offer continuing education outside of the trade shows? —Amy Greene, via email We have distributors around the country and around the world that host free classes and demos of our latest products. We send a highly skilled nail artist from our education team to lead the classes and teach not only how to use the product, but also how to create nail art with the product as well. We host giveaways and offer deals, which are fantastic added bonuses. You can find the class calendar on our website at lechatnails.com.

I feel like my clients aren't as excited about chrome as they used to be, but I still have my Mirano Pigment kit that I want to use. Do you have any new nail art design ideas that I can try? -Sammi Judge, via email Nail art ideas for chrome are endless! Experiment with the base colors and the different Mirano pigments to create unique color combinations. For example, you can create rose gold chrome by painting the nails bright pink first before applying Chroma (silver Mirano pigment). Or, paint an ombré gel design on the nail and then apply Mirano pigment on top for a beautiful mirror-like effect. Another idea is to be strategic about where you apply

Mirano Top Gel Sealer for designs. After you've finished applying the pigment to the nail, use the Dual Sided Tool Lining and Dotter and Top Gel Sealer to paint a design over the pigment. Cure for 30 seconds in an LED/UV lamp. and then use cleanser and a lint-free wipe to reveal the chrome design. Visit the LeChat YouTube channel to see this technique in action. Finally, when it comes to achieving brilliant results, it's important to use the Mirano products with the Mirano system; it makes a dramatic difference in the quality of your nail art.

I'm getting ready to stock up on product. What are the colors that I need to have for this winter/spring? -Janice Maloney, via email

I recommend stocking up on the Perfect Match Mood Gel Polishes this winter; clients will be fascinated by The dramatic changes in color due to variations in temperature. For example, a client's nails will change color when she holds a cup of hot chocolate after she steps inside on a chilly day.

Muted colors are also making their way into trends for spring. People are opting for less bright and flashy colors, and are instead gravitating towards a softer palette. As always, nude colors are going to be in no matter what the season.



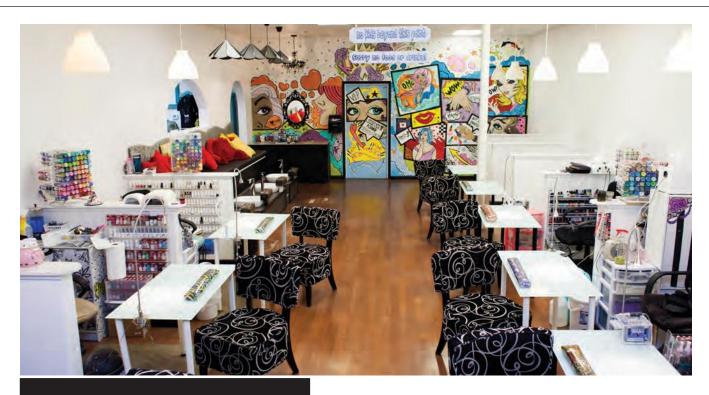
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Owner Teresa Choi Year Opened 2007 Address 1778 E. Barstow Ave., Fresno, CA 93710 Phone Number 559.261.1357 Hours of Operation Mon. - Sat., 10 a.m. - 7 p.m.; Sun., closed.





Website icandynails.com





Owner Teresa Choi with the iCandy staff.

DISTINCTION

iCandy is an appointment-only, full service salon that prides itself on being fun, trendy and modern-plus, the name is easy to remember because everyone knows what "eye candy" nails mean! We are located near California State University, Fresno. People know iCandy for the quality of our work and designs. Our nail artists have a proven track record for establishing repeat clients and excellent references. We set ourselves apart from other nail salons by making the atmosphere upbeat and fun for employees and clients alike.

THE LOOK

The decor has a fun pop art theme that is intricate, catchy and loud, which is intended to grab the attention of clients of all ages. I designed the salon's logo myself, and I wanted to incorporate something hip with the name and nails to give it a sense of pop and make it something that people would remember.

CLIENTELE

iCandy clients range from young professionals to retired individuals, as well as college students, mothers and business owners. Our clients spend an average of \$40 per service. We don't usually have many male clients, but they can get a basic manicure and pedicure upon request. Clients are typically at the salon for one to two hours, depending upon how intricate the nail art is.

IN-DEMAND

SERVICE

Our most popular nail service is a Full Set of acrylic, plus gel polish and nail art. Prices start at \$40 and go up from there depending on the nail shape and intricacy of the nail art. We also offer The Naked Nail, which is just gel polish, and The Extended Tip where clients can add on a variety of customized nail art to their manicure, including 3-D designs, rhinestones, charms and hand-painted characters. Every nail technician at iCandy is classified as an artist as well as a manicurist.









HF GOODS

We believe in using the highest level of products for the health of the nails as well as to provide a quality service for our clients. Therefore, we mostly use DnD, LeChat, OPI, Gelish and Madam Glam. We don't offer nail lacquer; we only use gel polish because it lasts longer. We are also working on our own product line to create various items for use in the salon and for retail.

The best thing people say is that their experience at iCandy is something they won't ever forget.

Instagram and Facebook have been the most successful in promoting our business and services. We get the most traction with locals and new clients from the iCandy Facebook page; it's a great way to promote a business because a lot of people use Facebook, and word of mouth is important when attracting new clientele. The nails we create speak for themselves, so photos on social media allow hundreds of people to see our work before making an appointment.

Create a fun environment to not only motivate the team, but also to build your clientele. Bring in people who have a similar mindset and work well together, so you can continue to learn from one another and grow the business. Teamwork is essential, especially when owning a business, because you can lean on one another, share your passion for the work you do and hold each other accountable, ensuring the highest possible standards. Be yourself, be trendy, use high quality products and let your work speak for itself.

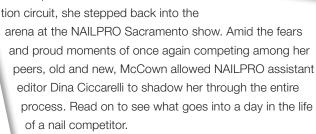


ADAYIN THE LIFE

NAILPRO competitor Shannon McCown gives us a sneak peek into her full day of competing at NAILPRO Sacramento.

hannon McCown is a seasoned nail technician with 31 years of experience working in a salon, as an educator and a frequent nail competitor.

> the NAILPRO Team Cup in 2014. After a two-year hiatus from the competi-







3:45 p.m.

I'm here! Arriving in Sacramento, California, from Bend, Oregon.

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Sunday, September 17, 2017



4:30 a.m.

It's the morning of the competitions. After hitting the snooze button five times, it's time to get ready to compete (and get coffee)!



One of the perks of an early arrival is getting to choose the best competition station. Arriving a full 45 minutes before competitors had to report, I got the pick of the room!

6:15 a.m.

It's almost competition time! I was able to snap a photo of me with my models before Soak-Off Gel Application begins.



9:00 a.m.

Deep in the zone of the second competition of the day: Sculptured Nails. One hour down, one and a half hours to go! Competition really improves your eye for detail, shape and structure, which is amazing to bring back to your salon and improve your everyday work.

1:00 p.m.

After powering through a full morning of competitions, I've finally finished my entry for Salon Success - The Dark Side: French on one hand, full color on the other, all done with black acrylic.

3:45 p.m.

Waiting for the awards ceremony to start! For me, it's not about placing first, second or third; it's about improving my score from the last time I did that competition and going to the judges and asking for critiques so I can find ways to improve. I find that I'm not competing against everyone else; I'm mostly competing against myself.



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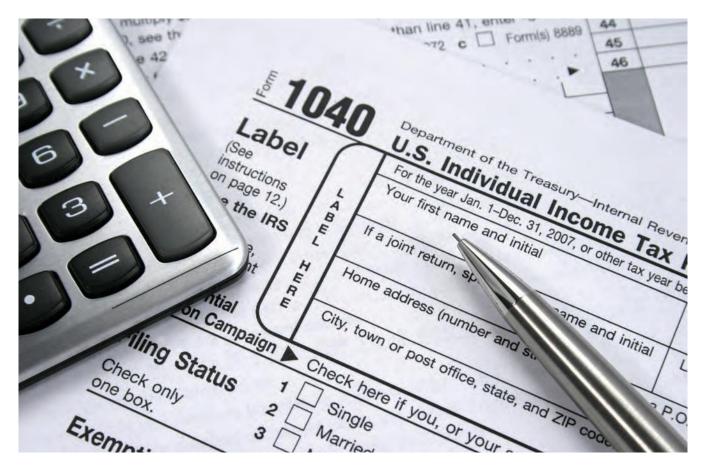








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lassified tormation

Too many nail techs are being classified as independent contractors when they are in fact employees. Here, experts explain how techs and owners alike can determine the correct classification, particularly when it comes to filing taxes.

By Tracy Morin

n the salon industry, confusion surrounding employment status runs rampant. Come tax time, techs often aren't sure whether they should be receiving or filing 1099 forms (for independent contractors, or . ICs) or W-2s (given to employees)—and salon owners, knowingly or not, are often misclassifying their workers. "In 25 years of experience, I've rarely encountered a salon that would survive audits of its labor and tax practices," laments Jaime Schrabeck, PhD, owner of Precision Nails in Carmel, California. "Most would fail."

It's not just a matter of pesky paperwork; incorrect filing can lead to financial disaster for employers, while employees may find they've been robbed of both money and benefits. Here, experts clear up the confusion surrounding this all too common conundrum, so techs and owners alike can ensure compliance.

Filing Forms

there are two classifications: independent contractor (IC) and employee. For tax purposes, ICs receive 1099 forms and are paid a full amount, without taxes withheld, so they're responsible for paying selfemployment taxes, notes Eric M. Sarver, a New York City-based employment lawyer for management and business owners in the service industry. Employees, on the other hand, have taxes subtracted from their paychecks and receive W-2s. Sarver says that employers' and employees' confusion over W-2 or 1099 status is one of his clients' biggest issues.

Indeed, according to Tina Alberino, a management consultant from the blog This Ugly Beauty Business, based in Tampa, Florida, most salon workers are employees-however, she estimates that about 98 percent of them are misclassified as ICs. "ICs are freelancers, working for themselves and often for many different businesses: there's no expectation of a continuing relationship with an employer," Alberino explains. "But we often see in salons that owners

use the IC classification while treating workers like employees." For instance, booth renters are technically ICs, but only if they maintain a substantially high degree of autonomy over their work-including their schedule and appointments, money, purchasing supplies and more. (See "Independent Analysis," right, for more specifics on what makes a contractor truly independent.)

One rarely seen exception is found at Alberino's two-location nail salon, where she occasionally hires a permanent makeup artist on a contractual basis to offer services to clients. Or, techs might be hired as ICs to work on fashion runways, at photo shoots or on movie sets. But, generally, salons are staffing employees often while erroneously doling out 1099s. "Evervone assumes that evervone else does it this way, so it must be OK," Alberino says. "But if you're the one who's caught, you're the one in trouble."

Potential Pitfalls

The bottom line: Salon owners looking to avoid taxes by designating employees as ICs are breaking the law. "'Saving money' by misclassifying employees would be



comparable to 'saving money' by cheating on your taxes, or paying your employees in cash off the books," Schrabeck says. Alberino stresses that this is a federal crime, amounting to tax evasion, wage theft and labor exploitation.

Of course, some salon owners simply aren't aware of the rules. But excusing an error because of ignorance, confusion or oversight won't appease the powers that be. Sarver notes

INDEPENDENT **ANALYSIS**

Confused as to whether or not a nail tech should be classified as an independent contractor (IC)? Here, New York City employment and business attorney Eric M. Sarver offers eight key ways to pinpoint a self-employed individual. "This is not an exhaustive list of all factors, so it's wise to consult with an employment law attorney to be sure," Sarver notes. However, if any of these do not ring true, chances are the nail tech is, in fact, an employee.

- 1. An IC uses her own equipment to do the job.
- 2. An IC pays all job expenses: products, tools, equipment maintenance.
- 3. An IC is paid on a project-by-project basis, not on a salaried or hourly basis.
- 4. An IC sets her own work schedule.
- **5.** An IC is free to accept requests for other jobs, work assignments or projects from multiple clients, or directly from her own customers. (If there is a professional conflict of interest with the salon and other projects, this should be addressed in advance.)
- 6. An IC is not required to wear a company uniform nor to comply with any other guidelines on appearance.
- 7. An IC does not have to sign non-compete agreements. (Nondisclosure or confidentiality agreements regarding a company's private or proprietary information are acceptable, however.)
- **8.** An IC determines how her work is completed and does not have to comply with company-specific training.

Don't employ staff unless you can commit to doing so legally meaning full compliance with state and city labor laws (these can be significantly more demanding than federal laws), which dictate an employer's responsibilities.

that there are stiff penalties for misclassifying employees as ICs, at both the state and federal levels, issued by the IRS, the Department of Labor (DOL) or both. Those penalties could include fees for each non-filed W-2; a percentage of wages and FICA taxes (Social Security and Medicare) that were not withheld; matching FICA taxes the employer should have paid (plus interest accrued daily from the date they should have been deposited); criminal penalties of up to \$1,000 per misclassified worker and one year in prison; unemployment and payroll taxes; fines for not having workers' compensation coverage (in New York, up to \$2,000 per 10-day period of noncompliance); and payment to the misclassified IC for the value of vacation time and benefits. Affected employees can

EMPLOYEE BENEFITS

While employees have less autonomy than independent contractors—for instance, they must take direction on where and when they work, and may not be permitted to do the same work elsewhere—they are also entitled to all sorts of perks and protections. The U.S. Department of Labor (DOL) offers these insights:

- You must be paid for all work performed, whether or not the employer approves the work in advance. (This includes time spent in training, traveling from site to site during the day and any work performed "off the clock.")
- You must be paid at least the federal minimum wage of \$7.25 per hour.
- Even if you are paid by the day or at a piece rate, your total wages must amount to at least the federal minimum wage for each hour worked.
- Your employer may make deductions for job-related expenses, such as uniforms, equipment rentals or tools, but such deductions cannot reduce your pay below the federal minimum hourly wage.
- Some state laws require higher minimum wages and greater employee protections; employers must comply with those laws as well as the federal rules described here.
- Generally, you must be paid 1.5 times your regular rate of pay after 40 hours of work in a seven-day workweek.
- It is illegal for your employer to fire you or retaliate against you in any way for contacting the DOL or exercising your rights.

To learn more, visit dol.gov/whd/nailsalon

even sue the owner, recovering all back wages owed to them (despite what they were paid as ICs), overtime pay if applicable and penalties of up to \$10,000.

Alberino has seen salon owners owe hundreds of thousands of dollars due to misclassification—and adds that some cities, such as Chicago, may even revoke an owner's business license, preventing future operation. Meanwhile, techs get the short end of the stick when they're mistakenly classified as ICs. "They think they're getting a great deal because they're not paying taxes from their checks, but instead the employer is passing the tax burden on to them," Alberino notes. "Instead of having 7.5 percent taken out of your check, you're paying 15.3 percent in self-employment tax, plus penalties for not filing on a quarterly basis. And you're missing out on so many benefits you'd get as an employee. You're basically letting the owner take money from your pocket." (See "Employee Benefits," left, for more information on salon employees' rights.)

Furthermore, many experts believe that penalties will become more common in our age of transparency. A few years ago, Alberino explains, the IRS made it a top priority to monitor cash-based businesses like salons. They've made it easier for workers to file complaints and automated the system for auditing businesses—comparing what's reported by a salon to the industry norms and flagging any accounts where numbers don't match up. "As more beauty professionals become aware of their rights, salon owners will face increasing scrutiny from multiple government agencies at multiple levels, including the IRS, DOL, Occupational Safety and Health Administration (OSHA), and state labor and tax boards," Schrabeck notes. "As a salon owner, your business must be able to withstand that level of scrutiny and be above reproach."

It may sound potentially scary, but Schrabeck offers this simple advice to owners: Don't employ staff unless you can commit to doing so legally-meaning full compliance with state and city labor laws (these can be significantly more demanding than federal laws), which dictate an employer's responsibilities. Furthermore, compliance with labor laws has a direct impact on compliance with other laws. For example, OSHA laws apply to salon employees, but not to booth renters, while properly classifying workers is affected by all tax laws, such as tip reporting. As long as you file appropriately from the start, you'll avoid an accounting nightmare, among many other issues.

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

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By Dina Ciccarelli Photography by Brooks Ayola

or many of us, winter is the busiest time of year—and whether that involves dashing through the snow or toiling away indoors with the heat cranked on high, it all adds up to one damaging result: dry, flaky, moisture-starved skin. Fortunately, there are plenty of products available to pamper and protect—warm paraffin treatments that smooth calluses and cracked heels, collagen gloves that rehydrate nails and cuticles, and thick body butters that leave skin baby-soft and silky. Packed with nourishing ingredients, such as essential oils and vitamins A, C and E, these product picks will not only rehydrate dry skin, but also help prevent further flaking. Try one or try them all, and give dry winter skin the cold shoulder.











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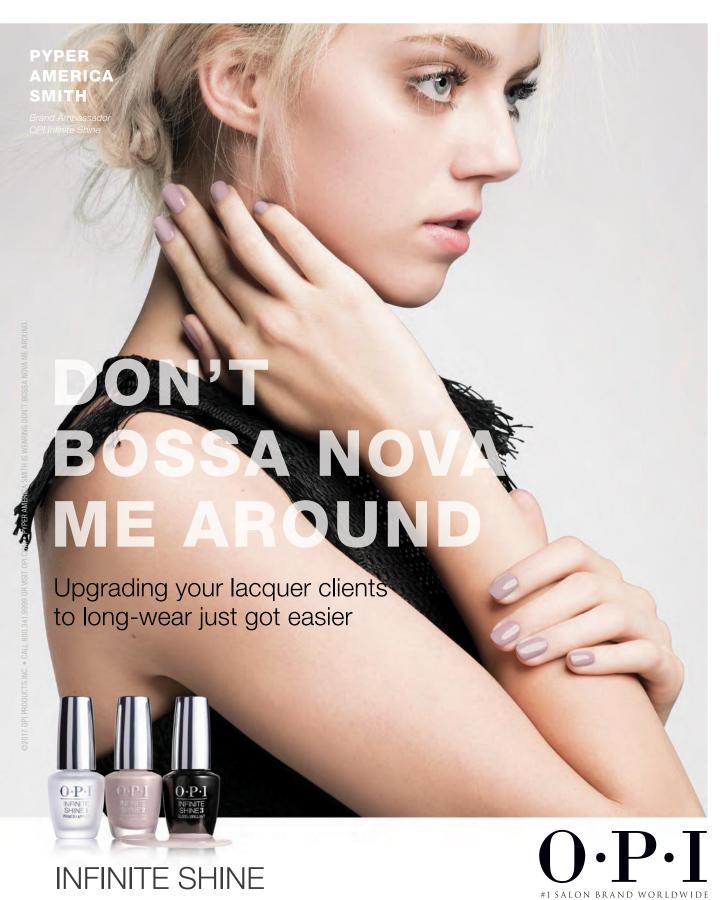






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CHOOSE THE CHARITY

There are many factors to consider when deciding who you want to help. Just make sure you know exactly who you'll be aiding and how they will benefit from your efforts. "Before committing, first do your research by vetting the institution online and through wordof-mouth recommendations," advises Hillary Fry, nail artist and owner of Scenario Hair Design in Shorewood, Wisconsin, who has worked closely with Operation Stardust to collect unused greeting cards and stationery, which are then given to terminally ill patients to leave messages for their loved ones. "Some give a lesser percentage of totals raised, and you don't want to learn too late about a conflict of values."

The charity's tax status is another important consideration. "Contributions are only tax deductible when you donate to a legitimate 501(c)(3) organization, which is a corporation or establishment deemed exempt from federal income tax by the U.S. government," explains Carol Bates, enrolled agent at Accounting & Income Tax Solutions in Saraland, Alabama. "One of the biggest mistakes I see in my business is clients trying to deduct endowments from GoFundMe and other crowdfunding groups."

If you want to get a tax break for your efforts, ask if the charity is a bona fide nonprofit. Or, visit the IRS Charities & Other NonProfits Database (irs.gov/charities-non-profits). "There, you can search for charities via name or tax ID number to ascertain their status." notes Jenny Mosier, lawyer and executive director of the Michael Mosier Defeat DIPG Foundation in Bethesda, Maryland. Other online resources include Charity Navigator (charitynavigator.org) and the Better Business Bureau Wise Giving Alliance (give.org/for-donors/).

SAVE THE DATE

When scheduling your event, be sure that you won't have to compete for guests because of religious, federal or state holidays, or popular cultural affairs. Marc Barr, nail tech at Above All Grand Salon & Spa in Wexford, Pennsylvania, learned that lesson the hard way when the gala he'd spent months planning coincided with opening day for the Pittsburgh Steelers. "I didn't quite get the big turnout numbers I'd been hoping for," says the pro. This is another area where a little research can go a long way. "Before booking, review community calendars to avoid any major conflicts with other happenings in your area that could negatively impact participation," recommends Jaime Schrabeck, PhD, educator and owner of Precision Nails in Carmel. California.

PLAN YOUR PARTY

Now comes the fun part! What type of fundraising fête do you want to throw? The possibilities are endless, though generally divided into two categories:

Service-Specific: Think the mani version of a cut-a-thon, wherein techs volunteer their time and talents, with all proceeds going to charity. Laura Merzetti, owner of Scratch My Back Nail Studio in Ajax, Ontario, Canada, participates in an annual Pay It Forward Day. "Participants sign up to receive CND Shellac or Vinylux manicures, and profits assist the charity of their choice," she explains.

As facilitator, take care to first determine the portion of proceeds that you want to donate, and be transparent with that number. "If

HOWYO

From industry-specific organizations to recent disaster relief and ongoing international efforts, here's a sampling of reputable groups needing support.



American Red Cross Often first on-hand after a hurricane or earthquake hits (redcross.org)



ASPCA Animals need aid, especially those in hurricane- or earthquakestricken regions (aspca.org)

Direct Relief Improves the lives of those affected by poverty and topical emergencies (directrelief.org)





Doctors Without Borders Mobile medical teams help save lives (doctorswithoutborders.org)

Feeding America The source to find your local food bank (feedingamerica.org)





International Rescue Committee

Medical care and emergency relief for Rohingya still in Rakhine State, Myanmar (rescue.org/ country/Myanmar)

Mercy Corps Brings clean water, sanitation services, food and other life-saving essentials to those who need it most (mercycorps.org)





Professional Beauty Association (PBA) Disaster Relief Fund Helps salon

professionals rebuild after disaster strikes (probeauty.org/drf)

Save the Children Provides relief to the youngest and most vulnerable individuals affected by worldwide emergencies (savethechildren.org)





The White Helmets When bombs fall, this organization, made up entirely of dedicated **HELMETS** volunteers, rushes to help (whitehelmets.org)

UNICEF Mobilizes support for children in the wake of global tragedies (unicefusa.org)





World Food Program Works to stave off starvation around the world (wfp.org)



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you intend to pledge 10 percent of sales and you take in \$1,000 worth of services, make a show of announcing at evening's end that your foundation will receive a gift totaling \$100," urges Mosier. Clarity goes a long way toward generating future goodwill among generous customers.

It's also essential to be forthright regarding tax write-offs. "Because you, as the salon owner, are gathering all of the money and cutting the check, you are, in effect, making a personal bestowal on behalf of your business, which means that in this setup, you're the only one eligible to file for a tax deduction," Mosier specifies. Attendees can't claim their service as a write-off, despite the fact that they got lacquered for a worthy cause.

Event-Based: This includes festivities like auctions, polish swaps and beauty nights. Revelers buy tickets in advance or pay a cover charge for an evening of gift-garnering or pampering, which may include manicures, pedicures, mini massages and other salon services. Typically lively, such soirees feature food, a band or DJ spinning tunes, plus raffles for prizes—all of which may be donated. For instance, the Nail Tech Event of the Smokies is a day-long networking event coordinated by Jill Wright that brings techs, instructors and nail companies together for education and fun in the Kentucky sun. This year, Wright also sold raffle tickets for a large basket of donated Thistle Farms natural body products. Full proceeds benefitted the Thistle Farms two-vear residential program. which aids women survivors of trafficking, prostitution and addiction.

With these types of events, participants may be able to claim a tax deduction on items purchased at auction or in a raffle, but only over the amount of fair market value. "In other words, if you bid on a \$50 spa mani-pedi package and win it for \$75, you may only claim a deduction on your taxes of \$25, because you are still receiving—and will presumably be enjoying—an item worth \$50." Mosier explains.

SET GOALS

Determine a ballpark amount that you hope to raise from service costs or ticket sales. For this, systematization is crucial. Draw up a comprehensive list of costs that you foresee incurring, then highlight any items that might be provided by potential sponsors. But remember, it's not only about money. "When projecting profits, be realistic," Schrabeck advises. "Even if your event falls short of expectations, at minimum, expenses should be covered, and you'll have raised awareness for a charitable cause."

PITCH PATRONS

Businesses, both big and local, are often willing to aid enterprises they deem deserving-one need only ask, and such sponsors are invaluable in lessening the brunt of an organizer's financial investment. "I go door-to-door seeking donations, cold-call the big luxury brands from Coach to Prada asking if they'd like to send raffle items, hit up restaurants for complimentary refreshments and line up neighborhood bands willing to play in exchange for exposure," says Barr, who's planned philanthropic initiatives to help find a cure for cancer, multiple sclerosis and spina bifida, among others. "One hundred percent of my [fundraising] parties get put on for free."

Contact nail companies and ask them to donate lacquer, tools and gift certificates that can comprise desirable gift baskets. Schrabeck further suggests sweetening the pot by soliciting in-kind services: "For example, get the printing of promotional materials donated by publicizing the printer as a sponsor on the announcements."

MAKE SOME NOISE

When the time comes to drum up PR, channel your inner "Mad Men." "It's not a passive effort," says Fry. "There are multiple means by which to market an event, so use every resource at your disposal." For starters, you can hang posters and pledge sheets inside your salon at least two months ahead to grab customers' attention, and pepper the neighborhood with fliers. Ask your charity to mail written information regarding their work, which can double as promotional assets. "I'll get pamphlets from Susan G. Komen about the importance of mammogram screening to share with clients and spark conversation about an upcoming breast cancer benefit," says Barr.

Utilize social media and other online marketing avenues as well by creating unique Twitter and Instagram hashtags and using them often to generate engagement. Create a page on your spa's website dedicated to hyping the ceremony and providing relevant details, which can be removed post-party. "Online scheduling might also get temporarily tweaked," notes Fry. "Block out a service and specify the chunk being given as a donation, so clients have a clear sense of how handouts are being used." Send emails to your contact list; don't spam or overwhelm them, but do use it as a way to share and remind them. Produce videos to put on YouTube, Snapchat, Instagram and Facebook, too, and include links to those videos on all mobile communications. Post regular updates on both your salon website and social media sites in the pre-party weeks and days.

Don't forget to get people talking in the salon, too. "Never

CLOSE TO

For years, Duarte, California-based City of Hope has helped those suffering from cancer, diabetes and other lifethreatening diseases. But did you know that City of Hope is a close friend to the beauty industry? For those who are part of

this wonderful group, they can call on the City of Hope for help, no questions asked. And, every year the organization honors a special contributor from the beauty industry with the Spirit of Life Award; this year it is NAILPRO's very own Deborah Carver, president and



CEO of Creative Age Publications. Through the campaign, Carver hopes to raise \$1.5 can help! Consider

conducting your own fundraising event or donation to help City of Hope. To learn more, visit ourhope.cityofhope.org/salonindustrygroup. underestimate the power of speech," says Frv. "Despite our advanced technology and numerous forms of social intelligence, personal connection is often still the most effective." Have staff verbally discuss event info with clients during appointments. "When it's time to pay, take the opportunity to tell customers that in lieu of tipping, they can contribute to the group you're supporting," notes Deanna White Stelmaschuk, owner of The Soho Studio in Fairview, Alberta, Canada.

You could even get on the air—contact local TV and radio stations, and ask to speak with whoever handles public service announcements (PSAs). Most require up to 30 days of advance notice and may want to receive requests in writing. To increase the odds of media exposure, stir excitement with the promise of a famous face. National organizations typically have connections to celebrities, so see if they can suggest a pro athlete, politician, media personality or actor who'd be interested in making an appearance. Or look to local heroes rather than an actual movie star; for example, ask your town mayor to pop the champagne bottle or do the ribbon-cutting. "Successful ceremonies require thorough planning, adequate promotion and a unique experience for guests," sums up Schrabeck.

DOTHE MATH

People can get funny when it comes to money. Be meticulous, upfront and sensitive with entrusted funds. "Don't take this responsibility lightly," emphasizes Wright. "Make sure every step you take is legal, moral and ethical." Spreadsheets are key for tracking revenue. "Take notes and keep precise records regarding who gave what," encourages Bates. Mobile payment companies like Square now exist to facilitate ease of processing payments, as transactions get completed quickly and securely and the platform is easy to navigate. Avoid mixing donations with regular business revenue by opening a temporary savings account in the names of your salon and charity, which you can close with a money order made payable to that organization. Presenting it live to a rep from the group you're working with is a nice touch.

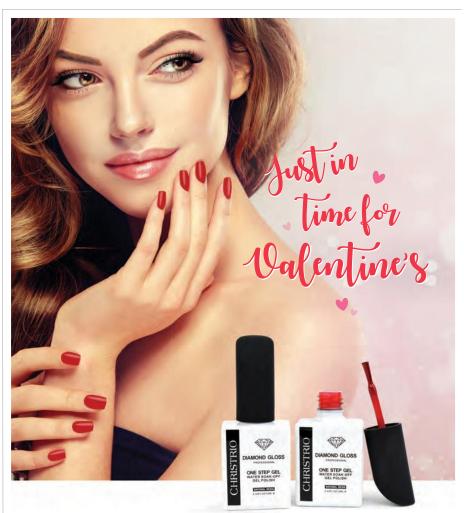
In terms of related legalities, it's better to be safe than sorry. "The IRS requires proof of all aid made," says Bates. "If donating

cash, get a signed statement from the charity showing the date, your amount and their tax ID number." Often the IRS will ask for cancelled checks to prove a gift, so save those with bank statements for at least seven years. If delivering goods, get a receipt along with signed documentation detailing the specifics of what was given, plus their value.

Feeling overwhelmed? White suggests starting small by helping with other charitable

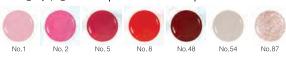
efforts to learn the ropes before spearheading vour own. "Bottom line: No one should undertake any kind of fundraising initiative without a commitment to excellence, integrity and transparency," Schrabeck says. "Your participants, sponsors, volunteers and donors must trust you implicitly."

Francesca Moisin is a New York-based journalist and the author of Phasmantis: A Love Story.



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CHRISTRIO[®]

Our expert tips and product picks will help reacquaint you with the science and selling points of traditional gel nail enhancements.

By Leslie Henry

s longer nails continue to trend, even the most conservative clients can't help but be curious about enhancements. Unfortunately, many newbie nail customers tend to lump them all into one daunting category, which may be accompanied by a fear of fumes, nail damage and other potentially misplaced apprehensions. However, like other professional products, when used properly, hard gel boasts plenty of compelling qualities that clients (and techs!) should be talking about. Here, experts reacquaint you with the basics and benefits of hard gel, and share important tips for application and removal. After a proper introduction, your clients will be saying "hello" to hard gel as well!

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Technically speaking, hard gel (also called traditional or standard gel) is similar to acrylic in its chemical makeup. It's made of monomers and/or oligomers (chains of monomers) plus other ingredients that help the gel remain workable, adhere to the nail, harden properly and resist yellowing. Hard gel is applied to the nail straight from the pot (no mix ratio required) and each layer is cured under a UV or LED light. The curing process, called polymerization, creates a strong, compact polymer that solvents can't penetrate—which means hard gel can only be removed by filing. After curing, a tacky film of uncured gel, called the inhibition layer, is left and must be removed with nail cleanser.

Acrylic, on the other hand, is composed of a liquid monomer and powder polymer. When combined, a catalyst in the monomer reacts with an initiator in the polymer causing the mixture to harden. An acrylic nail is more porous (less compact) than hard gel, allowing solvents to penetrate the surface and break down the product for removal. These are important differences for you to know so you can properly educate your clients.

The pre-mixed formula ups the ante further on hard gel's many advantages. "It's always the perfect consistency right out of the jar," says Adams. The one-step application is not only easy, but also a great option for clients who may have lifting problems with acrylic—which can often be the result of the wrong liquid/ powder ratio. Because the chemical reaction has already occurred with hard gel, it takes the mixing ratio out of the equation, explains Allison Ross, a SuperNail educator based in South Jordan, Utah, who reaches for hard gel when other

products aren't working. "When in doubt," she says, "gel will get the job done!"

Novice techs appreciate the self-leveling and easy to manipulate qualities of gel, and those who work in warmer climates (where acrylics cure quickly) find the unlimited timeframe for application appealing. "You can work with gel until you're satisfied with the application, then cure," says Ross.

Finally, hard gel's tough, non-porous surface is unfazed by acetone, dyes and other chemicals—one reason

that Orange County, California-based Vicki

Ornellas, ibd global educator, uses hard gel on hair stylists, who would otherwise have color stains on their nails. "Just seal any product with clear hard gel. and hair color can't penetrate and change the color," she says. Bottom line? Hard gel is durable but flexible, and great for clients looking for a lightweight, natural-looking enhancement, says Baker.

How do hard gel's distinct attributes translate into real benefits for clients and techs? First, no monomer means hard gel is essentially odorless, making the appointment more pleasant for those sensitive to smells, says Somer Adams, owner of Labella Salon in Glastonbary, Connecticut. "Clients who are sensitive to acrylic may be able to wear hard gel with no issues," notes Allie Baker, EzFlow global brand ambassador, based in Medford, Oregon.

Ready for a hard gel hookup? The key is good products and tools, quality education, flawless application and careful removal. When selecting products, keep in mind that individual brand gel systems are designed to work perfectly together, so for best results, avoid mixing products from multiple manufacturers. Most experts also prefer to apply hard gel with a high-quality synthetic or natural-hair brush with a smaller, firmer brush head for maximum gel control. Lamps are important, too. Follow the manufacturer's guidelines for curing times, and change bulbs regularly.



When it comes to applying product, don't make the mistake of overworking the gel and pressing too hard, says Ornellas. This introduces air into the product and can lead to cracking. "You really just need a feathersoft touch. Let the product level on its own," she adds. Baker cautions that overworking the product can also make the nail lumpier, creating more filing for the tech once cured. Additional application insights: For clients with longer nails, reinforce the stress area to reduce the chances of a break, advises Adams. Also, avoid too much product at the cuticle area, because any gel touching the skin will cause lifting. For runnier formulas, you may need to flash cure as you work to keep it from flooding the cuticle.

Finally, remember that natural nail damage from the use of hard gels is really the result of one thing: improper removal. Over-filing or prying off gels can cause severe damage to the nail plate and is a surefire way to lose a client forever. Begin with a coarse file and reduce the grit as you approach the natural nail. If using an e-file, switch to a hand file as you get closer to the nail plate. Pros recommend leaving a very thin layer of product behind on the nail, as it offers the



nail a little extra protection (which is great if the client is transitioning from enhancements) and helps prevent over-filing. Plus, the remaining gel will grow out undetected with the natural nail.

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



Down to the Bone

Don't wait until you're older to worry about osteoporosis. Use these simple strategies to help ensure that your bones stay healthy and strong for years to come.

s a nail tech, you may be no stranger to back or wrist pain, or even a stooped posture, but what you may not realize is that these could be warning signs of osteoporosis. Characterized by deterioration of bone tissue and loss of calcification and density, osteoporosis is often called a silent disease because most people don't realize something is wrong until they suffer a break, says Richard Obedian, MD, director of orthopedic surgery at Island Spine & Sports on Long Island in Hicksville, New York. Sadly, recovery time from fractures and broken bones can be long, painful and costly, and the decrease in activity won't just impede your ability to work; the downtime makes you vulnerable to more fractures.



Of course, the older you get, the greater your risks for osteoporosis. Bones are at their most dense and strong in your mid- to late-20s; by around age 30, your body's ability to make new bone begins to slow. Nearly half of all women 50 or older—the age when estrogen production slows and bone loss speeds up-will break a bone due to osteoporosis. As the disease develops, bones become porous and less dense, so they're weaker and easier to fracture and

Osteoporosis Facts*

- Roughly 9 million Americans—7.5 million women and 1.5 million menhave osteoporosis.
- Women lose up to 20% of their bone density in the five to seven years after menopause.
- · Diseases, such as lupus and sickle cell anemia, increase osteoporosis
- · Around half of all women over 50 in the U.S. will break a bone due to osteoporosis.
- Osteoporosis is related to \$19 billion in healthcare spending every year.

*Source: National Osteoporosis Foundation (nof.org)

break. You won't feel your bones becoming weaker, but a severe case of osteoporosis can make them so brittle that simply coughing, picking up a box of salon supplies, or leaning over to hug a client could cause them to fracture or break. That's why it's important to start thinking about your bone health before it's too late. The following steps can help to significantly lower your risk for osteoporosis.

Check Your Family Tree

Many women don't have any idea that they need to take preventive measures, including getting a bone scan by age 50, if they have some risk factors for osteoporosis—and family history is a major one. If a broken or fractured bone isn't the result of a car crash or other accident involving a lot of force, it's probably due to osteoporosis, notes Brian Grawe, MD, an orthopedic surgeon at the University of Cincinnati Health Center and assistant professor at the University of Cincinnati College of Medicine. In such cases, he recommends that the individual's children get bone density scans when they're at the appropriate age to evaluate their risk for the disease. "In general, we do a great job educating women about the importance of annual mammograms, but we don't do as well when it comes to educating



patterns, shells, butterflies, textures and more).



them about getting a bone scan when they should," Dr. Grawe notes.

Kick Butts

As if you don't already have enough reasons to quit, smoking appears to increase the risk of osteoporosis because it slows bone formation and healing. One theory: Smoking might speed up the breakdown of estrogen, which helps the body maintain bone. It's also suspected that smoking



damages blood vessels, which hinders the metabolic process of bone turnover, Dr. Grawe says.

Cut Back on Cocktails

Binge drinking (roughly consuming more than four drinks on an occasion) five or more days per month dramatically increases osteoporosis risk, according to the National Institute on Alcohol Abuse and Alcoholism. Researchers aren't sure why, but alcohol seems to speed the breakdown of bone and slow the creation of new bone, Dr. Grawe says. "Drinking too much alcohol has been found to interfere with the balance of calcium in the body, and it also affects the production of hormones, which have a protective effect on bone, and of vitamins, which we need to absorb calcium," adds Andrea Singer, MD, director of the National Osteoporosis Foundation.



Maintain a Healthy BMI

Obesity-related health complications are well established, but being underweight is a bigger problem on the osteoporosis front. Even at the age when bone density should be at its peak, thin people might have smaller and less dense bone, which puts them at an increased risk of developing the disease, says Dr. Singer. "Being underweight is also often linked with poor nutrition, which can have a negative effect on bone health, particularly when diets are insufficient in calcium," she notes. Maintaining a healthy body mass index (BMI) of at least 18.5 helps protect against osteoporosis, adds Dr. Obedian.

Being heavier was once thought to reduce osteoporosis risk because the bones of larger people experience more load so are therefore stronger, but some researchers now say that obesityrelated risks might offset the bone-health benefit—overweight people might be at a higher risk for falls because of decreased mobility, and they might experience more impact when they fall compared to a smaller person, wrote the authors of a 2014 study published in the journal Clinical Cases in Mineral and Bone Metabolism.

Get Your Vitamins

This may seem obvious, but taking the recommended daily amount of calcium is important—and yet many people don't do that. It can be particularly difficult for African Americans, Asians, Native Americans and Latinas to get enough from diet alone because they tend to be less tolerant of the lactose in dairy products (major calcium sources) than Caucasians. Women who have trouble with dairy or choose to avoid it can get calcium from nondairy sources such as collard greens, kale and fortified tofu and orange juice to help them reach the recommended 1,000 mg. of calcium for women under 50, and 1,200 mg. for women over 50. Meanwhile, the recommended amount of vitamin D, important because your body can't absorb calcium without it, is 600 IUs before you're 50. If you don't get enough calcium and vitamin D from diet alone (and many people don't; talk to your doctor about your calcium needs), you might need to supplement. You don't have to take vitamin D and calcium supplements at the exact same time, but doing so in one shot tends to make taking them easier to remember, Dr. Grawe says.



Mind Your Meds

Drugs that you're taking for other conditions can deplete calcium in your body and put you at risk for developing osteoporosis-and your doctor might not think to tell you that you need a calcium supplement while on such a drug unless you ask, Dr. Grawe says. Some anti-seizure medications, antacids, proton pump inhibitors (PPIs), selective serotonin reuptake inhibitors (SSRIs) and cancer drugs can all cause bone loss.

Bear Some Weight

The kind of exercise that keeps bones strong is weight-bearing exercise, where you move against gravity while keeping your body upright, Dr. Singer says. That's because bones react to stress, or load, which is what happens when you weight bear. Such exercises include walking, dancing, jogging, running, jumping rope and lifting weights. So, although swimming is a great low-impact exercise that benefits the body in many ways, it doesn't do anything for bones. Bones react to stress by rebuilding, but if they don't experience load, they'll only break down and won't build themselves back up. "You don't have to be Arnold Schwarzenegger and lift heavy weights," Dr. Obedian says. "Lifting light weights and walking produces enough stress on the bone to have a benefit."

Virginia Pelley is a freelance writer in Tampa, FL.





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File and lightly buff the nail. Then, after fitting a tip to the nail, apply a thin coat of pH Bonder followed by Primer.



Using an e-file and a sanding band, lightly file the inside of the Gel-X tip, focusing only on the area that will be placed on the nail plate.



Apply a thin layer of Extend Gel over the nail plate. Cure for 30 seconds under an LED light or for one minute under a UV light.



Apply a small bead of Extend Gel on the filed area of the Gel-X tip. Make sure to cover the entire filed area.



Place the tip on the nail, starting at the cuticle area. Push the tip down slightly towards the free edge to smooth out the Extend Gel. Use the flashlight to cure the tip for 10 seconds. (After applying all 10 tips, cure the whole hand for 30 seconds under an LED light or for one minute under a UV light.)



6 Once the gel has been cured, shape the nail with a hand file, and finish with gel color if desired.

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Use a Young Nails Striper Brush to paint a dot of lime Clash in the middle of the nail. Do not cure. Use yellow Solar to paint a thin circle around the dot. Flash cure for three seconds.



3 Use Mega Jam to paint a half circle on the top and bottom of the outer circle. Do not cure. Then, paint half circles on either side of the circle with Molten. Flash cure for three seconds.



Mix together Orbit and Fizz to create a light blue shade, and use that to paint petals between the half circles. Paint two more petals with Clash. Flash cure for three seconds.



Use black Over Drive to add a dot to the center. Then outline the design and add details around the center circle with the Young Nails Micro Detailer Brush. Flash cure for three seconds.



Continue with Over Drive to add details to the design. Flash cure for five seconds. Finish with Gloss Top Coat and cure for two minutes.



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own to the Bone

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4	Your body's ability to make			
	new bone starts to slow	down		
at a	approximately age			

- **A.** 18
- **B.** 40
- **C.** 30
- **D.** 70

Dairy products are the only way to get calcium.

- A. True
- B. False

Which type of exercise is least likely to improve bone health?

- A. Walking
- B. Jogging
- C. Swimming
- **D.** Skipping

Bones generally are at their most dense at age 15.

- A. True
- B. False

Which of the following does not decrease bone density?

- A. Weight-bearing exercise
- B. Some medications, such as SSRIs
- C. Age
- D. Too little vitamin D

The rates of osteoporosis are roughly the same for men and women.

- A. True
- B. False

Coughing can cause a bone fracture in someone with osteoporosis.

- A. True
- B. False

PHONE

helps the body absorb calcium.

- A. Vitamin A
- B. Vitamin D
- C. Vitamin E
- D. Vitamin C

Women under 50 who aren't pregnant need of calcium per day.

- A. 3,000 mg.
- **B.** 500 mg.
- C. 2.300 mg.
- **D.** 1,000 mg.

Heavy drinking increases osteoporosis risk _

- A. Dramatically
- B. Only slightly
- C. Only in conjunction with a poor diet
- D. Only when combined with prescription medications

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Write in your answers on this form and send it to: NAILPRO, Professional Participation Program, 7628 Densmore Ave., Van Nuys, CA 91406-2042. Or, take the test online at our website, nailpro. com/test-yourself. Submissions must be postmarked or received online by January 31, 2018. Answers will appear in the March issue.

Answers to November Test

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



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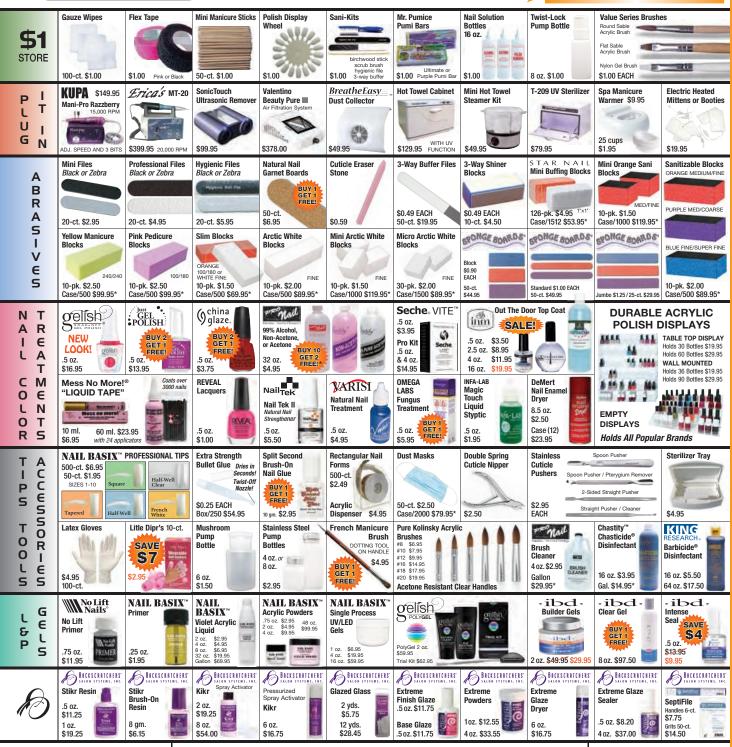
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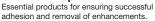
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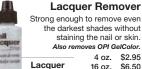
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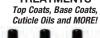
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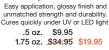
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SHOW GIRL

Celebrity tech Jenny Bui dishes on hip-hop star Cardi B.'s bold tip style.

> Breaking into the music business is no easy feat, but an unfiltered, in-your-face attitude helped rapper Cardi B. rise to the top of the charts with her hit single "Bodak Yellow." The Bronx native has that same risk-taking, no-holds-barred attitude when it comes to her nail art. Just ask long-time manicurist and friend Jenny Bui, who has varnished Cardi B.'s tips for the past five years. "She's always been into nail art and loves a lot of bling," Bui says, noting that the first manicure she ever created for the rapper was decked out in Swarovski crystals.

Since then, Bui, a 21-year nail tech and owner of Harlem. New York-based Nails on 7th Ave... has created a myriad of wild looks for the hip-hop performer, ranging from oversized, piled-on gems to lengthy stiletto tips featuring tiny photos of Cardi B.'s rapper boyfriend Offset. When it comes to brainstorming Cardi B.'s nail designs, Bui says it's a collaborative effort, noting, "Sometimes she tells me what she wants, but oftentimes she lets me be creative." If the rapper's Instagram feed is any indication, the two make an exceptional team, as Cardi B. posts "nailfies" on a regular basis and always shouts out her favorite tech.

Even though Cardi B.'s career has skyrocketed over the past year, Bui says that she remains downto-earth and still comes into the salon for her regular appointments, which last anywhere from an hour and a half to two hours, every three weeks. As for the most memorable mani she's created for the rising star. Bui says her favorite look was a set of nude nails for the 2017 MTV Video Music Awards. "I remember when she came in for those. I hugged her tight and told her I was so proud of her," says Bui. "When I first met her five years ago, I told her she'd hit it big-and look at her now!"

Taylor Foley is a freelance writer and editor in Los Angeles.





Cardi B.'s 2017 MTV Video **Music Awards mani!**

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NAILPRO GOLD BOOK 2017

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Gold Book 2017 is a supplement to Nailpro.



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Editorial



The Results Are In!

Check out our Readers Choice Awards winners for 2017 to see what products are at the top of techs' must-have lists!

IT'S A NEW AGE

For those in the publishing industry, it's a strange time. The way that people consume content has changed dramatically in the last few years. With the proliferation of the internet and social media, we can no longer present information the way we used to—directly through the magazine. Now, we must reach our audience wherever they are looking: online and through social media as well as in the magazine. This isn't just true for NAILPRO, but for every media outlet, from magazine to newspaper to TV.

What's more, I believe that the variations in content consumption have affected the nail industry as well. Think about it: Once you had to find education in person through a distributor or trade show, but now you can simply go to your computer to watch a video tutorial or tune in for a Facebook Live event. It's similar for purchasing product; today you simply log in to your account online to place an order and it arrives at your salon doorstep in a few days. And consider how trends are fueled through social media; even consumer magazines, like *Vogue* and *Allure*, have published stories about stained glass, chrome and 3-D nail art.

While it's certainly a somewhat peculiar time—as we older folks try to reprogram the way we do things—it's also an exciting one. It's interesting to see the way habits change because of it. ... And, likewise, the way some things don't change at all. Thankfully, we can tap into our pro resources—aka you!—to see how your business is faring today. Our annual survey allows us to take a broad look at the nail industry—and I'm happy to say that things are looking pretty great. Basic service prices appear to be on the rise and requests for nail art have increased, plus the new trend in dip systems is causing quite a stir. Still, techs are continuing to struggle to look for great education that is easily accessible (something to note for 2018).

Overall, I would say that the industry appears to be holding its own—and why wouldn't it? It's full of great people, creative minds, inventive products and so many beautiful colors; what's not to love? I look forward to seeing the industry's growth in the year to come.

Stephanie

Stephanie Yaggy Lavery Executive Editor slavery@creativeage.com

METHODOLOGY

The NAILPRO Gold Book 2017 survey project consisted of a series of surveys sent to 30,790 nail professionals selected from the NAILPRO subscriber file. Surveys were developed to address different areas of interests, ranging from professional and technical skills to service pricing and purchasing behavior. In addition, surveys were emailed to 7,711 owners of salons offering nail services in order to differentiate between salonwide and individual responses. Uniform qualifying questions—job title, employment status, type of salon, number of technicians in the facility and average weekly income—were asked to ensure uniformity of response.







NAIL PROS by the Numbers

Of the respondents to our surveys, 67% describe themselves as nail technicians—and of that, 26% say they are "salon owners who do nails." The remaining 33% include cosmetologists, estheticians, educators and students. Of the nail professionals, 95% are female, and a majority are between the ages of 31 and 50.

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SALON SUITE RENTER

I am a: Salary Savvy

Of all the annual salary ranges, most techs earn less than \$18,200 (\$350/week). The majority of employees earn \$18,252 to \$28,600 (\$351-\$550/week), while more booth renters can reach \$28,652 to \$39,000 (\$551-\$750/week) than any other group. However, salon suite techs tend to earn more than \$44,200 (\$850/week), which is greater than booth renters and employees.

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\$551 - **\$**750

\$751 - \$850

More than \$850

39%	28%
13%	35%
29%	18%
9%	8%

10%



Almost half of respondents work as independent technicians. Of these, 82% of salon suite techs and 66% of booth renters report carrying their own liability insurance.

When asked, "Why did you choose to be independent?" techs said:

"I value being able to make my own schedule and my own price list, control my clientele and be my own boss."

"I wanted the opportunity to take care of my son when he got sick."

"I wanted to discipline myself to be a responsible business owner in a profession I love."

Over the course of their career, most nail techs (94%) can expect to work at up to three different salon settings.

When asked, "Why did you choose to be an employee?"

"I wanted the stability of an established salon with a built-in clientele."

"I enjoy not having to worry about the overhead cost of things as much."

"I am newly licensed and wanted to get experience working in a salon before working on my own."

Employed Techs

Of employees surveyed, 48% receive a percentage of service fees in lieu of a salary, 37% receive a salary or wages, and 15% earn a salary or wages plus a percentage of service fees. More than half of employees-58%-earn commission on retail, and 41% report receiving no paid benefits from their employer.



Are You Experienced?

Overall, salon suite techs are the most experienced group, with about 30% of these respondents reporting 16 or more years doing nails.

YEARS AS NAIL TECH	(salon suite and booth renters)	EMPLOYEE
Less than 1 year	5 %	8%
1 - 2 years	4%	16%
3 - 5 years	25 %	12%
6 -10 years	14%	12 %
11 - 15 years	7 %	16%
16 - 20 years	16%	12%
More than 20 years	29%	24%

INDEDENDENT





Services + Pricing

As expected, manis and pedis are the most commonly provided services at most salons surveyed. However, demand for gel polish, nail art and dipped nails is expected to continue to increase. More than half of nail techs (58%) do nail services only, but 26% of them also perform waxing services.

How do your service times compare to other techs? Take a look:

Basic Manicure - 34 minutes

Spa Manicure - 45 minutes

Basic Pedicure - 48 minutes

Spa Pedicure - 63 minutes

Full Set (tips) - 72 minutes

Full Set (sculpted) - 85 minutes

Fill - 55 minutes

Gel Polish (first application) - 45 minutes

Soak-Off Gel (removal + reapplication) - 55 minutes

ServicesProvided by Salons:

Basic Mani/Pedi81%
Gel Polish 74%
Nail Art 72%
Acrylics
Traditional Gels 50%
Color Gels44%
Dip 31%
Sculpted Enhancements30%
Wraps 24%

The average number of minutes it takes for survey respondents to complete a full set of sculptured acrylics. A full set of acrylic tips takes roughly 72 minutes to finish.

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- Packed with Vitamin C, Grapefruit refines, tones, exfoliates, and smoothes for glowing skin
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Money Matters

Salon Nail Services

While spa manicure pricing dropped slightly, basic manis and pedis and spa pedicures rose by approximately 10%.

Service	Average Price 2017	Average Price 2016
Basic Manicure	\$22	\$20
Spa Manicure	\$28	\$29
Basic Pedicure	\$36	\$33
Spa Pedicure	\$49	\$44
Basic Mani/Pedi	\$54	\$42
Spa Mani/Pedi	\$77	\$56

The increase in price of mani/pedi packages.



Nail Enhancements

Dipping systems have exploded on to the scene, with an average application-only price of \$39.

Service	Average Price 2017	Average Price 2016
Acrylic Tips	\$42	\$40
Sculpted Acrylics	\$50	\$50
Gel Polish (first application)	\$30	\$29
Gel Polish (removal + reapplication)	\$37	\$32
Wraps	\$58	\$41
Pink-and-Whites	\$63	\$48
Toes (acrylic or hard gel)	\$38	\$38
Fill (acrylic or hard gel)	\$29	\$29
Dip (removal + reapplication)	\$43	n/a

If a nail tech were

100%

booked, she would be making

\$27_{to}\$55 an hour.



ACRYLIC TRENDS

While 52% of respondents report that the number of clients requesting acrylic has stayed the same, 21% report an increase in demand and 27% report a decrease. That being said, the percentage of clients requesting fills or a rebalance has more than doubled since 2016.

The leading factor affecting acrylic business in the past appeared to be competition from gel polish: In 2016, 31% of respondents blamed gel polish for lost acrylic business, but that percentage fell to 20% in 2017. Other reasons acrylics are back in action, compared to 2016:



Techs are actively promoting the benefits of acrylic.



Clients who've tried gel polish are going back to acrylic.



Nail business has increased overall.

More Than Nails

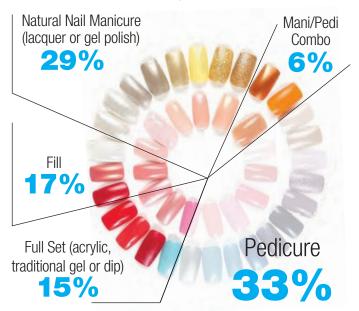
The most common non-nail service offered in salons is waxing (81%), followed by makeup application (65%), facials (54%), men's grooming, such as shaves and beard trims (53%), and massage (49%).

Name Recognition

According to survey respondents, the top three brands of soak-off gel polish used in the salon are CND Shellac (56%), OPI Gel Color (54%) and Gelish Soak-Off Gel Polish (50%).

Most Requested Services

Pedicures and natural nail manicures maintain the title of most requested nail services.



SOAK-OFF GEL POLISH TRENDS

Two-thirds of respondents report an increase in requests for soak-off gel polish, and most clients (88%) return to the salon for removal and reapplication. Techs' removal techniques include:

Apply acetone-soaked cotton and foil to nails.....

Hand file top coat first, then apply acetone-soaked cotton...33%

Use electric file to remove most of the polish, then apply

THE NEWEST TECHNOLOGY IN PINK & WHITE NAILS

EASY SOAK OFF

REMOVES WITH GEL II STEAMER IN 10 MINUTES!

ALSO AVAILABLE IN 8 NUDE TONES









No more odor, dust, or liquid and powder!

4D is the healthier alternative to acrylic.

Our solvent-free formula can result in healthier nails.

4D is stronger, lighter and more flexible than acrylic.







































Trend Alert!



36% of respondents are using dip systems in their services, compared to 67% who do traditional acrylic overlays.

PRICE WARS: More respondents choose to price dip nails the same as traditional acrylic (48%), despite the perception that dip nails don't require the same skill or time as traditional acrylic. (It was an even split-26%-for those who say they price it higher or lower than traditional acrylic.)

PROS

"Dip is super easy to do!"

"Dip is another alternative for clients who have are prone to lifting, climate change or on medication with traditional acrylic or hard gel. It gives them choices."

CONS

"I find it hard to learn how to use. There were many failures before successes."

"The removal is too time consuming. You need to allow about 1 1/2 hours to soak off and complete a new set."

DIP **SYSTEMS**

Dip services are still on the rise, as many manufacturers only introduced the product to their lineup in the last year. Some techs are eager to adopt the new system, while others have stayed loyal to their tried-andtrue traditional acrylic.

DIPPING SYSTEMS

Only about one in four nail professionals has taken a basic class on dipping techniques, but interest in learning is high.

Which classes in dipping systems would you be interested in taking if they were available?

Advanced technique, including nail art

63%

Prep, application and removal

52%

Ways to upsell dipped nails to clients

Dipping system basics

Not interested

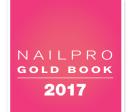
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Percentage

Nail Art

Clients are still clamoring for nail art! A majority of techs—**62%**—report that they service between two and nine nail art clients per week, up from **56%** in 2016. Most of the nail art done in the salon **(95%)** includes embellishments.



22 NAILPRO

OOK 2017

Nail Art Technique	of Techs Who Offer It
Embellishments (glitter, jewels, studs, charms)	95%
Hand-Painted Designs	86%
Stamping	76 %
Decals & Appliques	73 %
3-D Nail Art	38%

Honing Skills

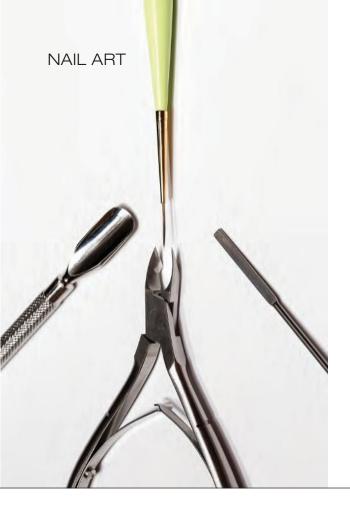
Most nail techs are self-taught and learn their art from YouTube videos, magazines like NAILPRO and social media. They describe their nail art expertise level as:

ADVANCED	INTERMEDIATE	BEGINNER
24%	58%	18%

The Best Way to Get Clients to Try Nail Art?

"Offer to do one nail free so they'll try it ... and hopefully fall in love with it!"





Supply Stats

A majority of survey participants search for nail art supplies online (81%), followed by beauty stores (64%) and craft stores (54%). Other sources include distributors (52%), trade shows (48%), catalogs (32%) and jewelry stores (5%).

Two-thirds of techs spend less than \$50 a month on supplies, signifying little change from 2016.

"Sometimes I just do nail art on my client before she realizes I'm doing it—LOL!"

When it comes
to art, participants
reach first for soak-off
gel polish (70%), followed
by traditional lacquer (65%),
acrylic paint (63%), longwear polish (29%) and
3-D acrylic or gel
(28%).

"I give free nail art to my clients who, in turn, hand out my business cards."

TOP 5 WAYS

Techs Promote Nail Art Services

65%
Their own hands

61%
Instagram or other social media

52% Digital photos on smart phone/tablet

30% Nail displays

26%Salon website

THE DEFINITION OF BEST

Since SNS launched the concept 24 years ago, many dipping powders have come on the market. So how do you know which is right for you?

Here's a simple tool to make your decision easy.

YOUR DIPPING POWDERS CHECKLIST

	SNS	OTHER BRANDS
1. 400+ color choices	V	?
2. Healthy for nail bed	V	?
3. Protects real nails	V	?
4. Stronger than acrylics	V	?
5. More flexible than gels	V	?
6. Durable—14 days wear	V	?
7. Lightweight, natural feel	V	?
8. No UV light	V	?
9. Odorless	V	?
10. Non-allergenic	V	?
11. Stainless (for clients handling dyes)	V	?
12. Easy and fast to apply	V	?
13. Profitable for the salon	V	?
14. Great training provided	~	?
15. The original dipping powder	V	?



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SNS

Customer Service

Maintaining loyal and happy clients is a matter of service. Understanding what customers need—even before they ask for it—is the key to getting and keeping them. And it all starts from the moment they walk in the door. Most respondents (93%) greet each client when they come in and ask what service they would like. After that, however, about half go further:

Ask what problems, if any, she has with her nails 51%

Ask about relevant health issues or conditions 54%

Create/update client card or record 53%

Determine preferred nail length and shape 50%

Show her your service menu 40%

What information do you give first-time clients about yourself or the salon?

79%

My professional training and experience

77%

Salon amenities, such as magazines and refreshments, and restrooms **57**%

Salon sanitation procedures

The most common upsell is to gel polish (67%), followed by a spa manicure or pedicure (56%).

"I ask about their activities and what they do for a living so I can recommend the right length and if they should wear acrylic, lacquer or gel polish."

How do you handle a client complaint?

"Act professionally and listen to her concerns."

"Offer a two-week guarantee and free repairs." "I apologize, whether I'm right or wrong, try to make her understand what happened, then offer a resolution. I want her to see the care and effort I've taken to help." "Own it.
Fix the
situation
so the
client is
satisfied."

THE COMPLAINT DEPARTMENT

It isn't easy providing stellar customer service to a customer whose behavior is inconsiderate. One tech's suggestion for preventing common client no-nos: "Let all clients know up front what your salon rules are. Post them if they are important to you."

The 5 Most Common Tech Complaints

- Failure to keep appointments
- Bringing in young children
- Failure to tip appropriately
- Bringing food or drink into salon
- Loud or inconsiderate behavior



68%

of techs pre-book a client's next appointment.

"I try to prebook all of my clients, especially in the summer, to ensure my dedicated clients get in first."

Promotions Used to Encourage Repeat Visits

Free add-on service

45%

Free trial-size product

42%

Referral credits

38%

Service discount coupon

32%

Frequency rewards card

24%

17% of techs cited other ideas, such as pop-up promos on Facebook and free upgrades on birthdays.



Purchasing Power

Most **(79%)** of the responsibility for buying nail care products for themselves and/or their salon coworkers rests with individual techs, and only 9% of respondents are not involved with purchasing at all. Virtually all respondents **(95%)** buy professional-only salon brands when they stock their salon.

Most Popular Product Buys

MANICURE	Base & Top Coats LacquerPolish Remover	96% 94% 91%
PEDICURE	Foot FilesLotions, Scrubs & MasksToe Separators	88% 84% 83%
ENHANCEMENTS	UV/LED LightsBrushesPrimer/Bonder	83% 79% 77%

Product Bought for Salon Use

Professional-only salon brands	95%
Discount professional-only salon brands	33%
Generic or white label products	
Mass-market brands	

Top 5 Non-Store Suppliers





Purchasing Guidance

When looking for information on what products to purchase, 89% of respondents turn to professional magazines or their websites (go, NAILPRO!), followed by trade shows (54%), YouTube videos (51%), peer recommendations (45%) and social media (44%). Pros also like support from product suppliers in the form of promotional materials to use in the salon, product education and frequent buyer rewards programs.

"Manufacturers and suppliers should expand the locations of education to make it more accessible to all techs. Also, it's important to have reps available in all areas to keep techs current on new products and information."

"I'd love to see some more business." training."

"I like getting sample packs so we can try new products, instead of only having large-sized products available that we may not like or use."

How often do techs purchase supplies?

Most buyers, whether buying for their salon or their own use, purchase supplies once a month.

	Purchase for Salon	Purchase for Self
Every two months	17%	24%
Once a month	33%	38%
Twice a month	22%	22%
Weekly	28%	16%

What manicure products are techs buying?

Despite the fact that gel polish sales seem to have dipped, respondents reported buying more product in 2017 (85%) up from 78% in 2016.

seasonal polish collections and displays.

purchased long-wear polishes.

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TRIPLE the Color
DIP, GEL, & POLISH
all match!

Triple Vitamin™ products encourage healthy nails.

Infused with Vitamin B5, D, & K; they never contain harsh solvents.









OVER 65 COLORS! | WWW.TRIPLEVITAMIN.COM

Salon Owner Report

Most salon owners are maintaining modest gains, with **35%** reporting they will not be changing their business plan in the next 12 months.

However, about one-third of owners plan to add ancillary services, such as makeup applications **(13%)**, eyelash extensions **(11%)** and eyebrow threading **(5%)**, and **41%** are looking to increase their prices over that period.

How would you describe your salon?

Full-service salon	51%
Nail salon	28 %
Day spa or resort/hotel spa	11%
Mobile or home-based salon	
Salon suite	_

"I thought I could make a difference in my community by creating jobs."

"I wanted to show myself I could do and become anything if I set my mind to it."

"I was unemployed, saw a great location with lots of potential and just gave it a shot."

"I like to be in charge of my own destiny!"

Why did you become a salon owner?

Of salon owners started their businesses from scratch the rest purchased an existing salon business.

The Challenges Ahead

Salon owners report that finding and keeping skilled staff (67%) and finding more customers (54%) will be their top challenges in in the next 12 months. Other key issues: making the service menu more profitable (41%), reducing inventory waste (33%), remodeling or upgrading fixtures (30%), cutting costs (26%), and increases in lease or rental costs (15%).

How long have you owned your salon?

10 years or more

50%

6 - 9 years

16%

3 - 5vears

18%

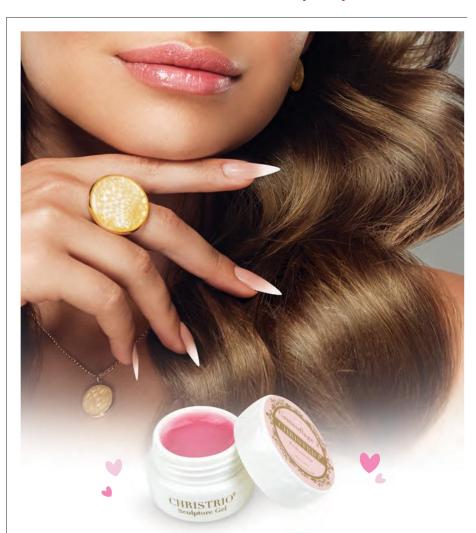
1 - 2 years

8%

Less than one year

8%

The percentage of respondents who describe themselves as "sole owners" of their salons.



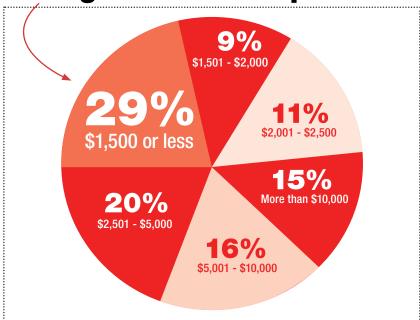
Sculpture Gel

Long-lasting soak-off gel that's stronger than acrylic, period! Create stunnnig GEL enhancements with ease!

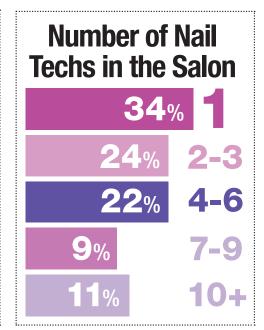
No Primer or Bonder • Strong Adhesion • No Heatspikes LED|UV Cure • Available in 9 amazing colors!

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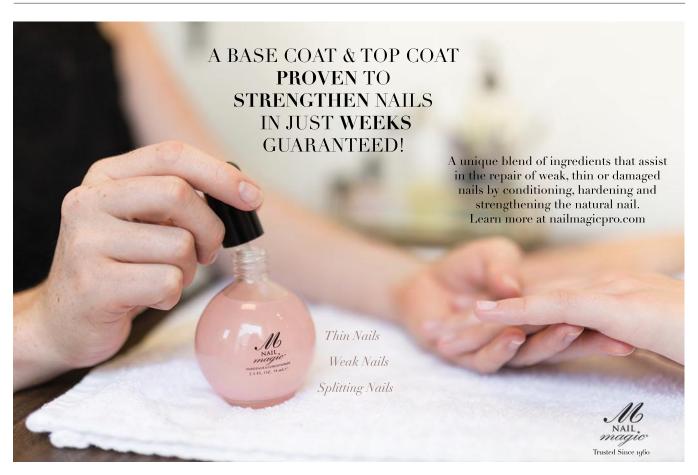
Average Gross Sales per Week



Not surprisingly, nail salons earn most of their revenue from nail services, whereas full-service salons and day spas typically earn less than 25% of their gross sales from nails.



Raised prices in the past 12 months.



NEW

Bio Sculpture introduces
the NEW compact NAIL ART KIT,
consisting of 8 High Pigment primary
color gels and stencils. The metal plate and
puffers that form part of the art kit are ideal for the
ombré technique.

Kit includes: 8 x 3g High Pigment Gels, 8 x Stencils, 1 Metal Plate, 2 Round Puffers, 6 Pointed Puffers and a step-by-step booklet.















Education

Participants take advantage of a wide variety of continuing education methods and formats to help keep them on top of their game.

Get Schooled!

Most techs embrace the connection between ongoing nail education and a successful career. Their top reasons for engaging in continuing education:

Continue learning and improving	85%
Get new ideas and try new products	83%
Be more competitive with other techs	
Make more money	55%
Salon requires techs to take classes	

"I love meeting other nail techs from all over the country because we connect on social media and share our knowledge and experiences with each other."

"I find the classes that also include trouble-shooting tips are the most helpful, especially when educators provide a few options for resolving problems."

Online Learning

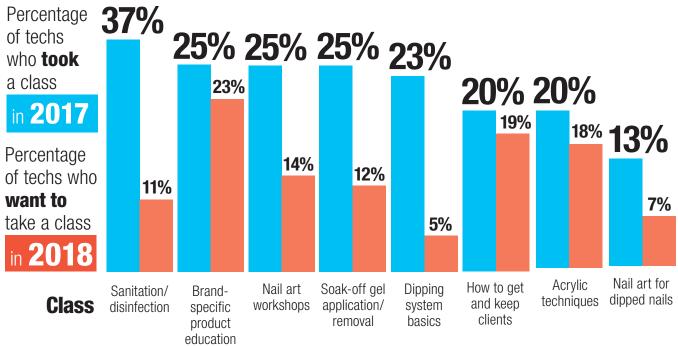
Among the techs who prefer online learning to live demonstrations, instructional videos remain their top choice, with YouTube winning the largest share. Notably, webinars are attracting greater numbers of techs and Facebook Live is drawing a significant online education audience.

YouTube	75 %
Video classes and demos	64%
Webinars	48%
Facebook Live	43%
Podcasts	8%

When asked about their favorite features of online education, 56% of techs cite the opportunity to ask instructors questions and get answers, and the ability to download reference materials. Half of respondents say on-demand video demos are their favorite aspect of online learning. Certificate or CEU (43%) and the chance to take quizzes or tests (35%) round out other incentives.

Subject Savvy

Techs have safety on their minds: The most frequently attended tech classes in 2017 were on sanitation and disinfection.



Class Time

The percentage of survey respondents who report taking an in-person continuing education class is **56%**, a 4% decrease from 2016.

44% Didn't take a the past 12 months 21%

Regional networking event

Trade show or seminar

Distributer class

Manufacturer class

23% of respondents are willing to drive to educational events and **41%** are willing to stay overnight. The two most popular sources for education: trade shows and manufacturer education.

"I learn best from hands-on."

"I need education on speed techniques."

"More classes are needed in nails!"

The **Suggestion Box**

When asked what they don't like about current nail education offerings, 63% of techs cite the lack of available classes in their area, and 25% say expense is the biggest obstacle. Other complaints include classes that failed to cover the advertised subjects (17%), overly promotional subject matter (17%), ineffective instructors (13%) and general disinterest in the subjects (5%).



An overwhelming majority of techs (78%) believe that both brand-specific and generic educational experiences are beneficial to their learning.



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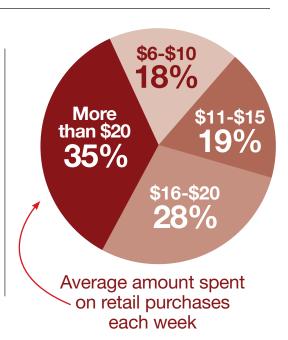
Retailing

Retail sales take place in most salon businesses, so it isn't surprising that 90% of survey respondents state that they sell retail products to customers. In both nail and full-service salons, lotions, nail polishes, nail strengtheners and cuticle treatments are the top nail-related retail choices.

Hand and/or body lotions	84%
Nail polishes	73 %
Nail strengtheners	71%
Cuticle treatments	68%
Top/base coats	55%
Files, buffers & implements	
Nail glue	
Nail decals and embellishments	

Average number of clients purchasing retail items each week





Most nail salons reported that customers spent, on average, more than \$20 on retail items.

How can salons improve retail sales?

"Start selling on the Internet."

"Get proper training on how to make a sale."

"More direct promotions with more displays."

"A bigger space for retail!"

"Focus on skin, foot and nail products, as well as hair products."

The number of salons that offer techs commission on sales. Other incentives include praise and encouragement (37%), rewards for meeting (and exceeding!) sales quotas (37%) and sale competition prizes (32%).

How do you promote retail items in the salon?

Manufacturer displays	56 %
Free trial sizes	54 %
Display posters or brochures	46 %
Sale items	44%
Package retail product with related service	33%
Feature retail products on salon website	28%

Sales Savvy

While perhaps not a priority, most salons do find ways to provide sales training for their staff.

Retailing is encouraged in staff meetings **Techs are encouraged** to share retail tips..... Role-playing to practice selling..... Salon brings in outside sales education Salon sends staff

Where do you display retail items?

Client waiting area Manicure table/ pedicure throne

Reception area only

Separate retail area

NAILPRO GOLD BOOK 2017

Who Are the Nail Enthusiasts?

We polled the readers of nailitmag.com, our consumer website, to get the scoop on those individuals who love all things nails. All survey participants were **female**, with a majority between the ages of **31 and 50** (55%). What's more, 51% of respondents are **married** versus 27% who are single, and a solid majority of them **don't have children** (64%). Survey participants also report being **employed full-time** (42%), with slightly more than half of respondents reporting income between **\$25,000 and \$75,000** (53%).

Favorite ...

SHAPE

Rounded-square (squoval) 42%
Square 20%
Round 13%
Almond 12%
Coffin 9%
Stiletto 4%

LENGTH

 Medium
 57%

 Long
 24%

 Short
 14%

 Very long
 3%

 Very short
 2%

Top 5 Most Popular Nail Finishes

 Cream.
 24%

 Holographic.
 23%

 Glitter.
 14%

 Shimmer.
 10%

 Matte.
 8%

*The bottom three: Metallic (4%)
Pearlescent (4%)
Frost (3%)

69% visit the salon one to two times per month.

LACQUER LOVE

Nail enthusiasts have favorite brands and will spend money on specialty polishes: **56%** say **salon brands** are far and away the most popular, followed by mass brands (14%), indie polish (12%), organic brands (9%), value brands (7%) and luxury brands (2%). Additional nail supplies purchased include **nail art tools** (88%); **embellishments**, like rhinestones (72%) and decals (71%); **nail strengtheners** (64%); **stripers** (58%); and **LED lights** (37%).

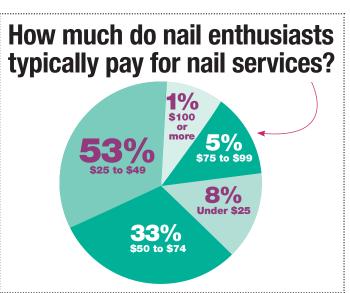
Salon Stats

When deciding where to go, "cleanliness" and "skilled nail techs" share the top spot (both at 88%), followed by a friendly atmosphere (50%) and affordable services (38%). Pedicures are the most requested service (59%), followed by an acrylic or hard gel fill (48%), gel polish (43%), nail art (41%), full set of acrylics (38%) and natural nail manicure (27%).



Favorite Nail Art Techniques

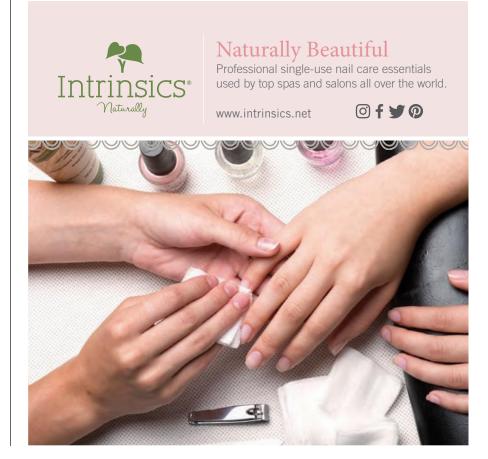
Embellishments 74%
Decals 73%
Flat Painted Art 72%
Stamped Art 67%
Geometrics 54%
Negative Space 46%
3-D Nail Art 44%



Where do nail enthusiasts shop?

Beauty Supply Retailer (Sephora, Ulta) 44% Superstore 44% (Wal-Mart, Target) Direct from 40% **Brand Website** Drugstore 34% (CVS, Duane Reade) 23% **Beauty Supply Store** Online beauty retailer 19% (Sephora.com) 11% **Department Store** Other online retailers 6% (Amazon, eBay)

6%



Nail Polish

Nail Salon

Subscription Service

As nail professionals, you are exposed to a multitude of products at any given time, from trade shows and educational classes to social media and magazines. We're talking about products you can't wait to try, products that have become classics and products you never want to try again. In order to help nail down (pun intended!) some of the best options out there, we asked you to share your absolute favorites with us—and you answered by the thousands! This list isn't guided by experts; rather, we gave you an empty space and you filled it in with your favorite product. So, as you prepare to stock up for 2018, take the NAILPRO 2017 list of winners along with youit just might change your life!



BEST New Product

100 V

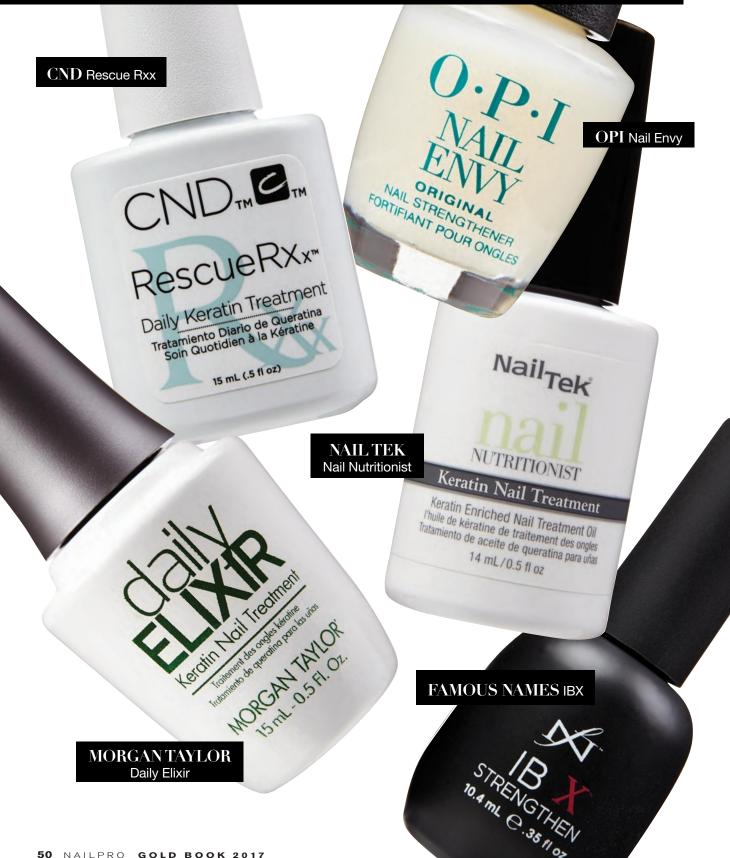




BEST Base Coat MORGAN TAYLOR SECHE Clear React Max Nail Strengthener + Base CRYSTAL CLEAR BASE CRISTALINE **Optical Brightener** Ongles es Fortifiant + Manteau de la Base Fortalecedor de Uñas + Capa de Base ZOYA Naked Base MORGAN TAYLOR 15 mL - 0.5 Fl. Oz. Rail Surface Enhancer Nail Surface Enhancer Realzador De La Superficie Realzador De La Una Surfay Embellisseur De Surfay 15 m. (15 floz) .6FI OZ / 18 MI C CND RidgeFx **ORLY** Bonder 48 NAILPRO GOLD BOOK 2017



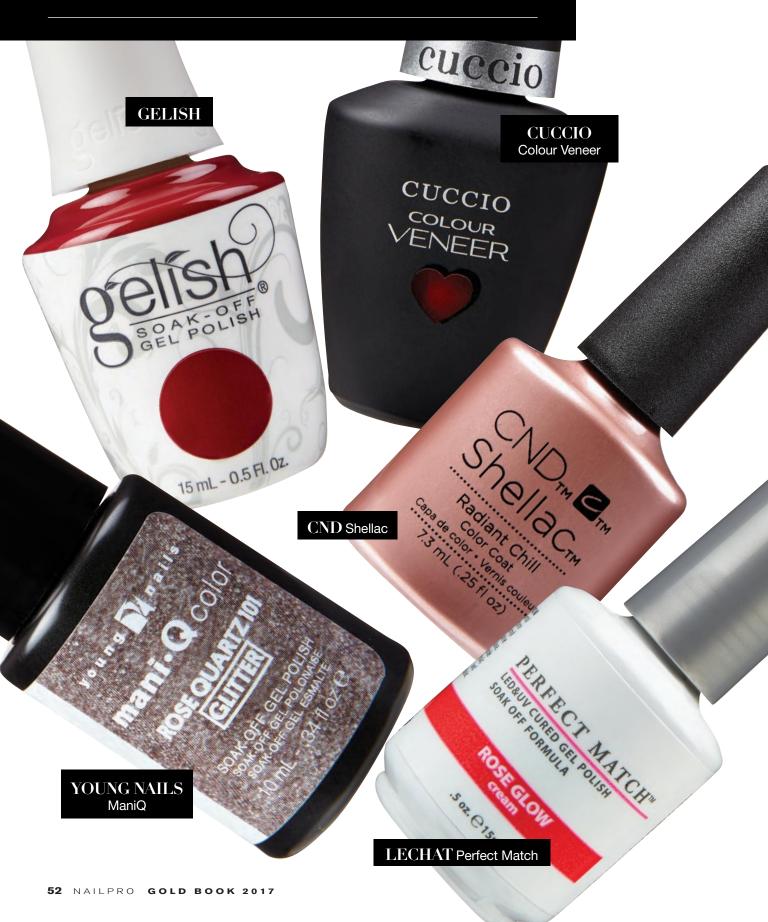
BEST Nail Treatment



BEST Cuticle Treatment



BEST Gel Polish





BEST Standard Gel



BEST Dip System



15 mL - .5 fl oz e

17265

GOLD BOOK 2017 NAILPRO.COM



BEST Chrome



WILDFLOWERS
Chrome Powder



DAILY CHARME Aurora Chrome Powder

MIA SECRET
Chrome Mirror Nail Liquid



YOUNG NAILS Imagination Art Pigments

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HANDS-ON WORKSHOPS Monday, April 9, 2018

Workshops with: Akzéntz Light Elegance Swarovski Crystal Beauty Academy

SUNDAY, **SEPTEMBER 23, 2018**

Sacramento Convention Center Sacramento, CA

HANDS-ON WORKSHOPS Monday, September 24, 2018

NEXT EVENT:

January 27-29, 2018, International Salon & Spa Expo, Long Beach, CA

April 8, 2018 - NAILPRO Pasadena, Pasadena, CA

June 3-4, 2018 - Premiere Beauty Show, Orlando, FL

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