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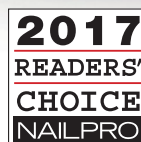


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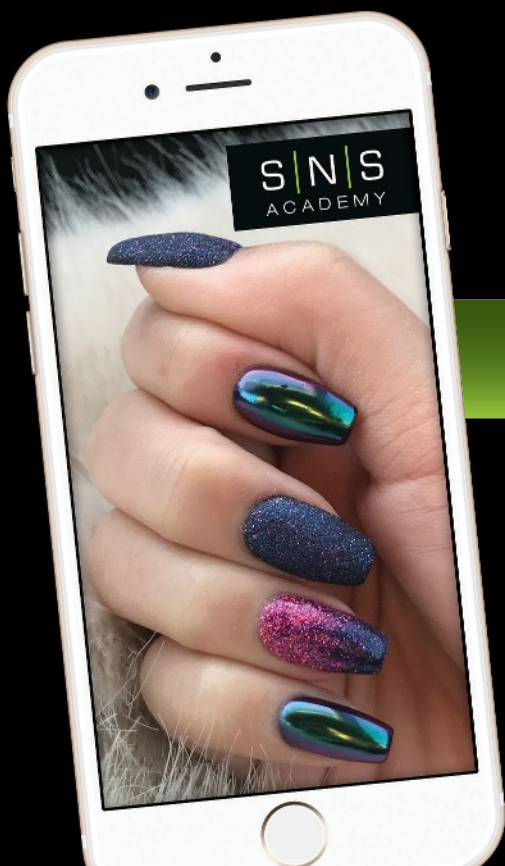
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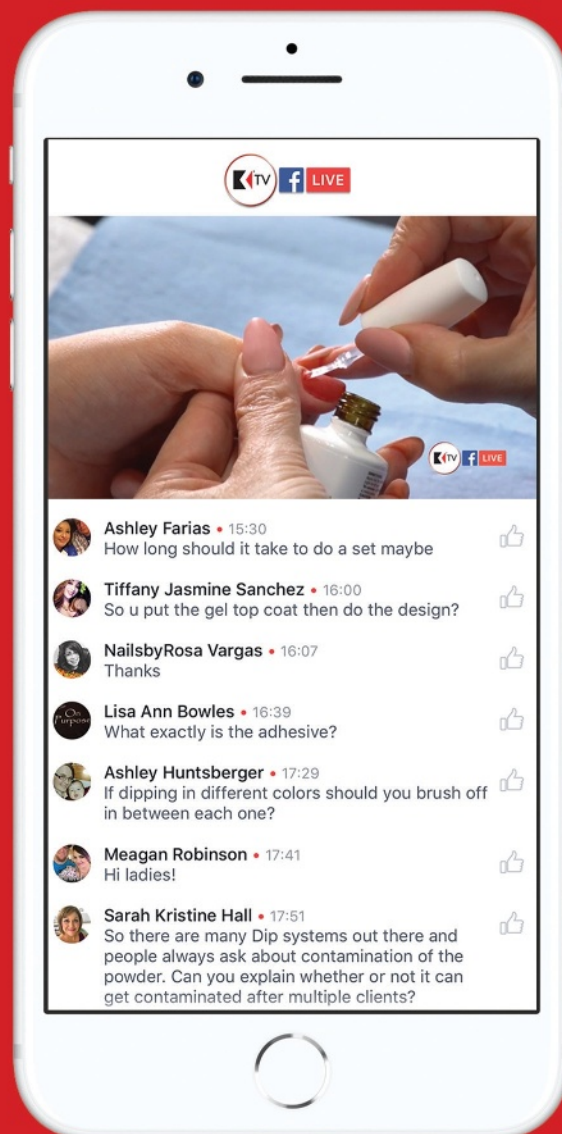


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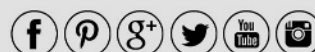
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Cover Credits Nails: Yvette Holt; Photography: Cory Sorensen, cory@corysorensen.com; Makeup: Camille Clark, AIM Artists; Hair: Hailey Adickes, Celestine Agency; Model: Kristina P., Hollywood Model Management; Digital Imaging: Art Vasquez, RP Digital.

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

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#1 SALON BRAND WORLDWIDE



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nailpro.com/pantone-ultra-violet-nail-products

Nail products inspired by Pantone's 2018 Color of the Year.

Healing the Cracks

nailpro.com/heel-fissures

Treat heel fissures with a waterless pedicure service.

Software Solutions

nailpro.com/5-ways-business-software-can-help-salon

The business software programs that can help you run your salon more smoothly.



Sculpted Love
nailpro.com/video-3-d-valentines-day-nails

Learn to sculpt Japanese-style 3-D Valentine's Day nails.



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ZOYA

Turn on Your Heart Light

I've always loved Valentine's Day. Even before I was married, I relished in the possibility of romance on February 14.

Perhaps it's the hopeless romantic in me, but I've always been convinced that there is some extra magic on that day, where secret admirers would suddenly bare their soul or new relationships would blossom into something more. Of course, that also brought some high highs (getting ready for a day ripe with possibility) and low lows (ending the day alone without someone arriving on my doorstep with a dozen roses). Despite the emotional rollercoaster that would often accompany Cupid, I always looked forward to it.

Even now, when I can count on my Valentine's Day admirer, I still believe in making that particular day special. Because the truth is, in the midst of our busy lives, it's sometimes hard to remember to tell the people around us that we love them, and this is the perfect reminder to do so.

This month we've dedicated our issue to Valentine's Day. Sure, there are those who hate the holiday—calling it a money grab for Hallmark and florists—but I prefer to look at it as a chance to make people feel good. After all, even the most pessimistic like to smile once and a while. It doesn't have to be solely about romantic love either. Rather, it can be an opportunity to thank your clients, give the couples among them a unique experience or simply remember to tell the people around you

how much they mean to you. Take the opportunity to prove the cynics wrong and give the optimists the bit of joy they were hoping for.

Valentine's Day is the perfect salon occasion; after all, what better way to boost sales than through special services, gifting options and nail art additions? In "Couple Up" (page 48) we provide five ways for you to encourage couples to celebrate with great salon services and potentially capture some new business as well. Then, in "Coming Up Roses" on page 54, we share some beautiful rose-inspired nail art provided by our friends at *Nailholic*, a monthly nail magazine published in Korea. And if nail art isn't your thing, we also have loads of rose-themed products that you can incorporate into your services as well as retail areas. And finally, it wouldn't be Valentine's Day if we didn't talk about falling in love ... with nails, that is! Flip to page 62 to read how and why these nail techs fell in love with this business in "For the Love of Nails."

I hope that Cupid pays you all a visit this year because, as the Beatles said, "All you need is love."

Stephanie

Stephanie Yaggy Lavery
NAILPRO Executive Editor
slavery@creativeage.com



My Manicure

For this Valentine's Day issue, I decided to pull out an oldie but a goodie. This heart French design (which was created over a hard gel overlay) was hand-painted by the super-talented Amie Morimoto. I love the combo of detailed line work with the simple hearts and, of course, all that bling! This set is still one of my all-time favorites.

Behind the Nail Pros

It's been seven years since Yvette Holt's work last graced the cover of NAILPRO—and it was such an incredible pleasure to have her back! Yvette is very much a proponent of featuring salon-friendly looks on the cover from time to time, so she brought us her take on Valentine's Day nails using a stamping technique. Quick, easy and super sweet!

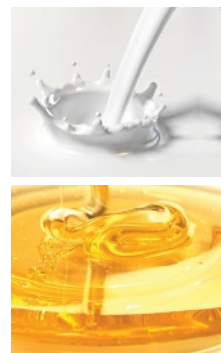


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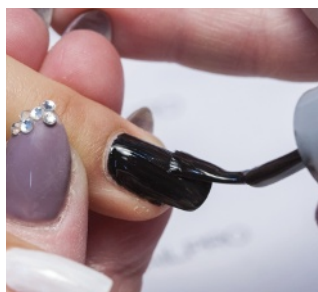
THE MAKING OF OUR COVER

AMIDST THE COMPLIMENTS WE RECEIVE on the NAILPRO covers, there's always one comment that pops up from time to time: "Love the covers, but would really like to see some salon nails, too." You ask, and we answer—with this fabulously flirty Valentine's Day set, perfect for the salon, courtesy of LeChat international educator Yvette Holt. For this February cover, Holt opted for traditional salon techniques: a swift extension and overlay followed by stamped art, a must for those on a time clock. While stamping does take a little practice to become proficient, it's not an extensive learning curve and, once mastered, it allows techs to create detailed nail art in a flash. Read on to see how Holt created these nails, and don't forget to check out the full video of the process at nailpro.com/videos/behind-the-cover.

CREATING THE COVER NAILS

"As a working manicurist, I love using the stamping technique because you're able to do beautiful nail art very quickly."

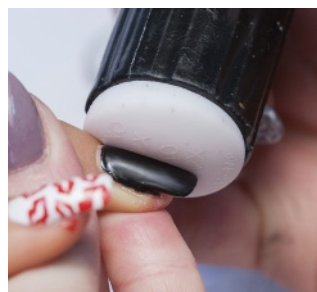
—Yvette Holt



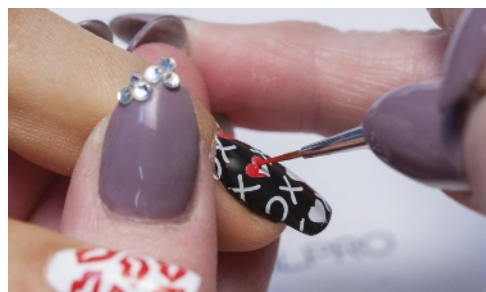
1 Holt began by prepping the model's nail, then applied two coats of black nail polish.



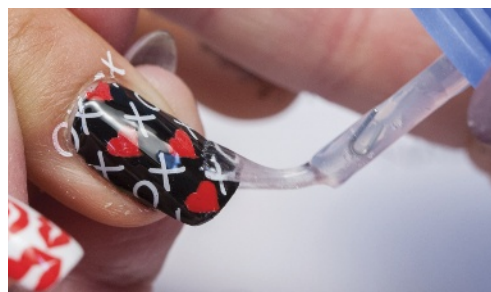
2 She decided to stamp the design in white so that it would stand out against the black lacquer.



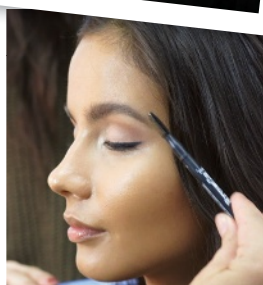
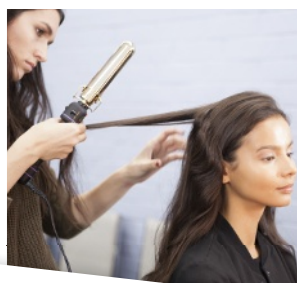
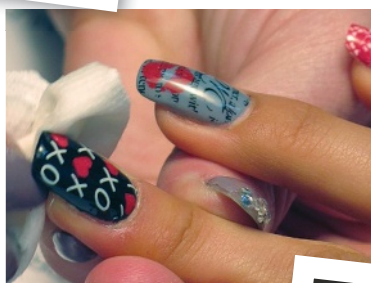
3 After picking up the wet polish from the stamping plate, she quickly rolled the stamped design across the nail.



4 Using a detail brush, Holt filled in the hearts with red nail polish.



5 Once the nails were completely dry, she floated a layer of top coat over the nails, using care not to smear the designs. Then she removed the excess polish on the skin, and the nails were complete.



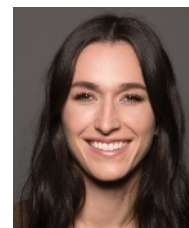
Nails
Yvette Holt



Photography
Cory Sorensen



Makeup
Camille Clark



Hair
Hailey Adickes

Calling All Angels

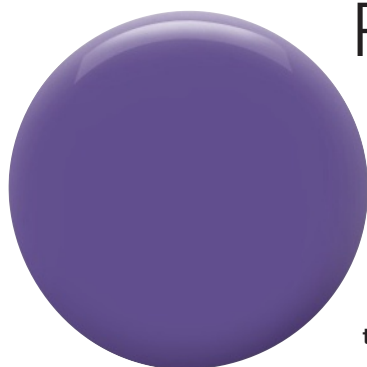
Ten LeChat nail artists from around the globe traveled to Shanghai for the 2017 Victoria's Secret Fashion Show last November. The talented team, with members hailing from the United States, Ukraine, Mexico, Taiwan and the United Arab Emirates, prepped models' natural nails for the show using two Dare to Wear shades: Pink Ribbon, a sheer salmon hue, and Pisco Sour, a pearlescent shimmer. "Working backstage helped me learn how to be both quick and efficient," says LeChat nail artist Yvett Garcia. "It was an honor to be in a room with so many talented people and see how much work goes into getting models ready for the runway."

Nail artist Yvett Garcia (second from left) with the LeChat team backstage at the 2017 Victoria's Secret Fashion Show.



Victoria's Secret model Leomie Anderson shows off her Dare to Wear Pink Ribbon mani on the runway.

PHOTO: INSTAGRAM/@VYNAILS; FRAZER HARRISON/GETTY IMAGES FOR VICTORIA'S SECRET



PURPLE REIGN

Techs, it's officially time to update your polish collection: Global color authority Pantone has named Ultra Violet as the Color of the Year for 2018. A dramatic shift from last year's Greenery shade, the deep blue-based purple promises to add an air of mystery and intrigue to your manicure and pedicure services. Leatrice Eiseman, executive director for the Pantone Color Institute, says the color represents inventiveness and imagination, adding, "From exploring new technologies and the greater galaxy to artistic expression and spiritual reflection, intuitive Ultra Violet lights the way for what is yet to come."

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Insta-Polish

Ever dream of creating your own nail lacquer? Your polish fantasies can now be a reality thanks to the new Alex | Tay app. Launched in November 2017, this innovative app allows users to create customized polish shades using their smartphones. "It's really easy: Snap a picture, tap a color and name your nail polish," says Paul Wolff, CEO and founder of Alex | Tay. "We take the color and generate the formula to support that color data, then we mix, fill and label each unique polish bottle." The custom nail color system gives both nail professionals and clients the chance to personalize their manicure services. Here, Wolff explains how this user-friendly app will help boost business in the salon.

NAILPRO: What makes Alex | Tay such a game-changer for the industry?

Paul Wolff: There is a large global market for nail polish users who are constantly online or on their smartphones. We felt that a market where color defined by others (i.e., fashion designers, cosmetic companies, etc.) was ripe for distribution through a customized technology, especially if it were simple, cost competitive and something that could be designed and received in under a week.

NP: How can this app benefit nail professionals?

PW: With the Alex | Tay platform, the salon owner and the individual technician have the ability to create their own colors and polish names. We can even create a cobranded label for salons—no minimum quantity or set-up fees required (think: your salon's own seasonal color collections!). Additionally, customers who use their salon's promo code to get their own polishes will generate additional revenue for that salon. It takes retail opportunities to the next level.

NP: Are there any colors that users cannot create on the app?

PW: Currently, the app supports approximately 15 million colors, the same digital colors supported on smartphones and computers. This year we hope to add pearlescent, holographic and glitter hues to increase available color choices to approximately 90 million polish options.

The Alex | Tay app is available for both iOS and Android. For more information, go to alexandtay.com.



ON DISPLAY

DJ Alice Longyu Gao enlisted nail artist Mei Kawajiri to create custom designs at her art exhibit in December 2017. Held at the Freehand Hotel in Miami during Art Basel Miami Beach, a weeklong showcase of modern and contemporary art, *Pericura*, Gao's interactive art installation, gave attendees the chance to experience Japanese beauty trends firsthand with makeovers, braided hairstyles and manicures. For the event, Kawajiri crafted colorful nail art looks for attendees using CND shades.




Nail artist Mei Kawajiri created customized Japanese nail art for the *Pericura* installation held during Miami Beach Art Basel.



DJ Alice Longyu Gao's signature Harajuku style served as the theme for her interactive beauty installation.

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Big Break

The Beauty Changes Lives Foundation (BCL) awarded five cosmetology students with the Fall 2017 BCL CND Tippi Hedren Scholarship last December. Through funding by San Diego-based manufacturer CND, the scholarship, established in 2014 to honor the efforts of actress, humanitarian and nail industry pioneer Tippi Hedren, provides \$2,570 paid tuition to students enrolled in a professional nail education program. To be considered, applicants were asked to submit an essay and an inspiration board addressing how the scholarship would impact their lives. The BCL team then hand-selected submissions that best demonstrated a passion for a career in the beauty industry. Congratulations to this year's recipients!



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Share the Love ♥♥♥

VALENTINE'S DAY is a holiday practically made for nail pros, between the adorable nail art and retail opportunities. Here, techs reveal how they make Valentine's Day special in the salon.

♥ "I love pink and red, so I tell my ladies to do their nail-art homework and test my abilities."

—**April Lynn Johnson, nail technician at Fabulous Nails at The Total Look in Emmitsburg, MD**

♥ "I get in the spirit by serving chocolate-covered strawberries and pretzels, along with sparkling cider."

—**Evangelina Jenkins, owner of Extraordinary Nails by Eva in Bellevue, NE**

♥ "As an extra touch, I offer clients complimentary hand-painted hearts or glitter on their nails."

—**Hope Jung, nail technician at Studio 890 Salon & Spa in Brookfield, WI**

♥ "For February, my mani-pedi services include a rose-petal foot soak plus vanilla- and rose-scented mask, scrub and lotion." —**Lisa Hoffer, nail technician at Somethin' 2 Talk About Salon in Pensacola, FL**

♥ "I add rose petals to the water and serve champagne. This year I'm also offering a couples' foot massage series." —**Stephanie Shelton, nail technician at Fire Salon & Spa in Burlington, NC**

♥ "A little bag of chocolates goes a long way to making people happy!" —**Katie Lee, Young Nails education coordinator and technician at Nail Kreations by Katie Lee, based in Orange, CA** ♡

Taylor Foley is a Los Angeles-based freelance writer.



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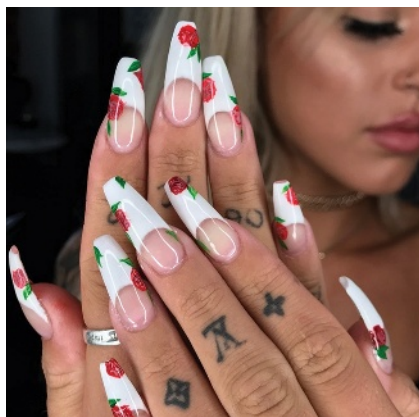
Julia Manstan • Pimp My Nails
@jewels1993 • Labrador City, NL, Canada



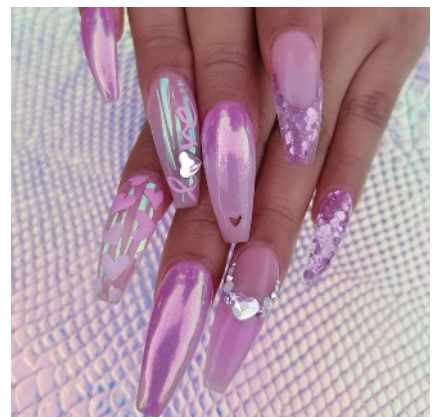
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Jasmine Torres
@jasminetorresnails • Riverview, FL



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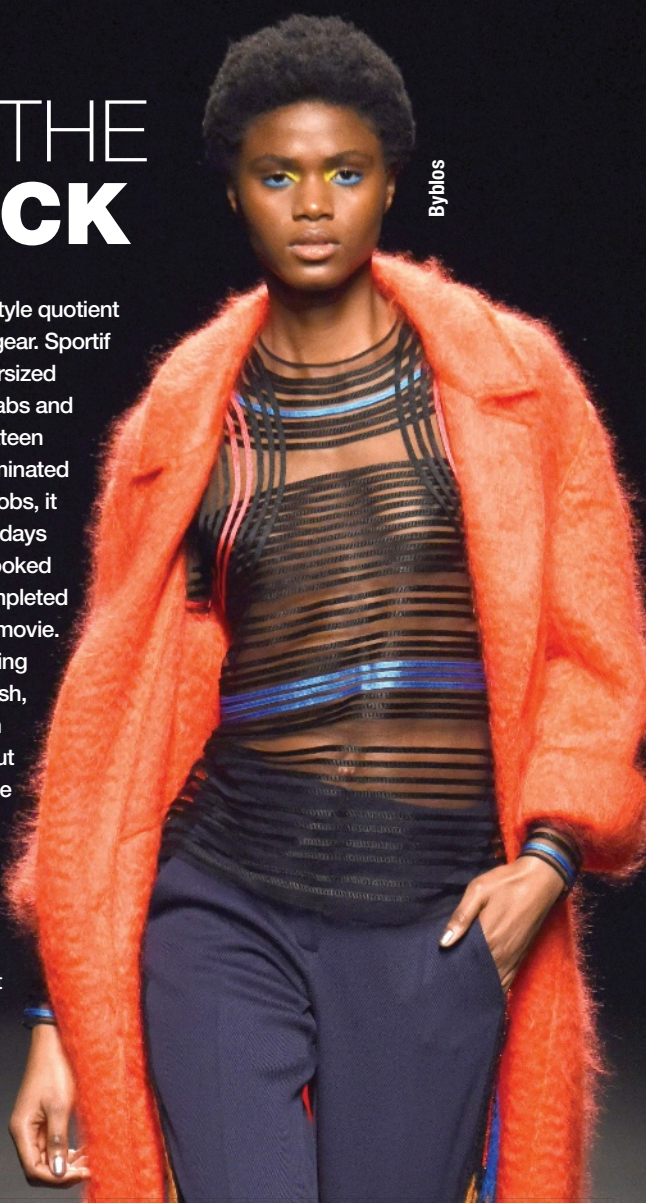
O·P·I
#1 SALON BRAND WORLDWIDE

The message was loud and clear from the catwalks: Athleisure is here to stay. But even though the clothes

pushed comfort to a certain degree, the style quotient went above and beyond typical workout gear. Sportif at Versus Versace read as structured, oversized quilted crop tops, a long expanse of taut abs and low-slung track pants with shimmering sateen running stripes. In fact, the track pant dominated the season's sporty-chic set: At Marc Jacobs, it harkened back to the Adidas-heavy early days of rap duo Run-DMC; at Les Copains, it looked ready for a military march; at Gucci, it completed a leisure suit perfect for a Wes Anderson movie. The most flamboyant and boundary pushing of the bunch, a sequined tracksuit at Ashish, signaled how athleisure is viewed through the lens of high fashion: to be worn without ever lifting a weight, holding a warrior pose or breaking a sweat. That's not the case for sportif nail art: These designs are as much at home in the locker room as they are on the streets. To translate this trend to fit bits on nails, take your inspiration from track pants' racing stripes, like guest artist Gina Edwards. She pumps up her designs with smart line art—even adding in a bit of texture via glitter and mylar for a look that's strong yet feminine.

OFF THE TRACK

Byblos



Guest Artist

Gina Edwards is a session nail artist based in New York City. Her work can be seen in top-tier fashion magazines and luxury brand ad campaigns.



Inspired by
Ashish



Inspired by
Gucci



Inspired by
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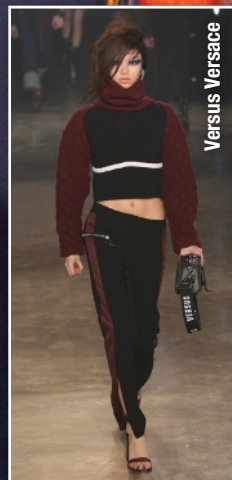
Ashish



Gucci



Les Copains



Versus Versace

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

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BEAUTY MARKS
THE SPOT

with
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TOP POP

MY OTHER
WIG IS
A TIARA

with
OVER-THE-
TOP POP

ALL THE
QUEEN'S BLING

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A Perfect Fit

How to apply forms to three of the more challenging types of nails.

To create a natural-looking and durable set of sculptured nails, using a form is essential—and getting the right fit is crucial. “Perfecting your form-fitting technique will mean the difference between a structurally strong nail that will last until the next fill and having a little groove in the side of the nail,” says Cheralyn Phaneuf, an educator for Indigo Nails in Campbell River, British Columbia, Canada. “If the form is not properly fit, the nail will grow out and that groove will become a weak point and break under pressure or get caught in the client’s hair or clothes—and if the client is a picker, she will likely pick away at that spot until it breaks.”

Getting that flawless fit can sometimes be exasperating, especially when dealing with “imperfect” nail shapes. “A lot of technicians have trouble fitting forms properly because clients’ nail shapes and fingers are all so different, and the round shape of the form opening doesn’t always match up to the client’s nail,” notes Los Angeles-based nail artist and Young Nails senior mentor Sabella Snyder. That’s why it’s often necessary to custom-fit the forms according to clients’ natural nail shapes. “Forms should fit nice and tight to avoid slipping, and there shouldn’t be any gaps,” says Phaneuf. “If the sides are properly placed, the middle line on the form should be at the middle of the nail.”

IN TOP FORM

Greg Salo, president of Young Nails and master form-fitter, offers his expert tips for working with forms.

- Always begin by looking at the center of the free edge to see if the form is connecting underneath. For me, this is the most important part.
- I like to connect my forms before putting them on the client’s finger; this way, it’s easier to work with the convex shape of the form.
- Keep a sharp set of small scissors on hand to easily adjust forms for any shape nail.



For more of Greg’s tips and tricks, visit youtube.com/youngnailsinc.



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If your form isn't fitting perfectly, take a look at the shape of the client's nail bed, as well as at the hyponychium (where the skin of the finger and underside of the nail's free edge meet). Then, grab some scissors or nippers (Phaneuf especially likes curved

eyebrow grooming scissors) and trim the form to fit. Here, Snyder prescribes simple strategies for tailoring your forms to fit square nail beds, wide nail beds and nails with an extended hyponychium.

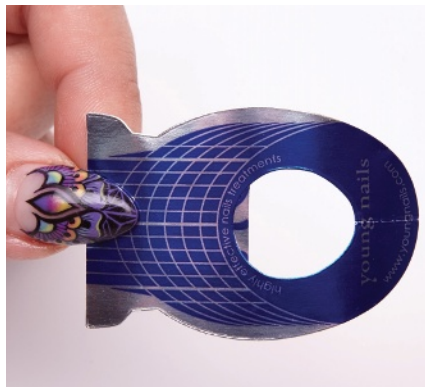
Square Nail Beds

When clients have square nail beds, the biggest challenge is ensuring that the center of the form is as secure as the corners.

"Especially if the client is a nail-biter—more than likely she has bitten off her hyponychium—the center of the nail will need the most support when creating an extension on a square nail bed," notes Snyder. "You want to create that same square edge to go up to the nail, so that there aren't any gaps."



1 Remove the center insert from the form. Then, cut across the insert to create a straight edge.



2 Once it's cut, reapply the center insert with the sticky side up, right above the opening.



3 Place the form on the finger, making sure it's straight and secure.



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Extended Hyponychium

Clients with long nail beds often dread form application because of their extended hyponychium. For these clients, forms may feel tight or even painful—but cutting a small “V” can help to eliminate any discomfort. “The higher the hyponychium, the deeper the cut will need to be,” says Snyder. “It all depends on the client—some will have an extended hyponychium, but not as much as others. Some even extend past the fingertip, and in that case, you would want to make the cut even deeper.”



1 Take out the center of the form and reapply it at the base of the form, sticky side up.



2 Use nippers or small scissors to cut a small “V” up to the very first line of the form, depending on how extended the hyponychium is.



3 Apply the form to the finger, making sure that the entire free edge of the nail is touching the form, paying close attention to the center of the nail. (If the “V” is too deep, there will be a visible space.)



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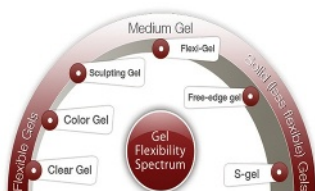
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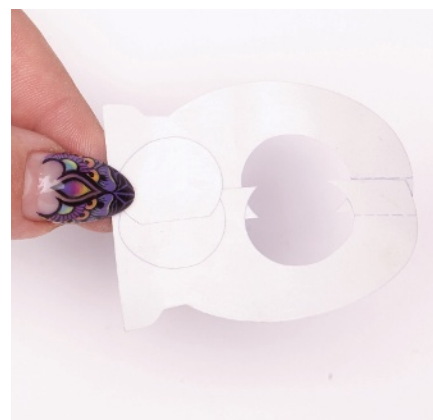
The secret to applying extensions to wide nail beds—particularly thumbs or even toenails—is using two forms instead of one. “If you get a really wide toe or thumb, a regular form won’t work, so it’s just easier to put two together for that one nail that happens to be extra wide,” Snyder says.



1 Take two forms, then cut three lines to the left of the center of one form, and three lines to the right of the center of the other form.



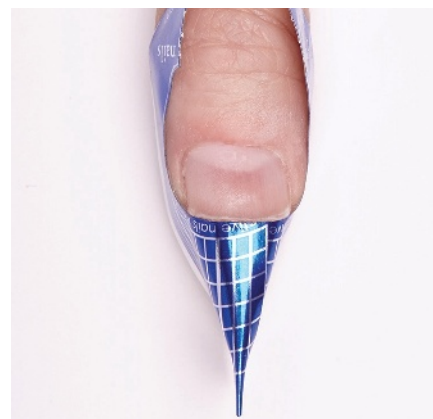
2 Line up the right form to the main center line of the left form.



3 Pop out the centers of both forms and place them on the back of the double form, sticky side up, to help ensure that the forms do not come apart.



4 Separate the top tabs and cut off the jagged pieces on the base of the opening to create a smooth, straight line.



5 Apply the new double form to the finger, making sure that the entire free edge of the nail is touching the form. ↓

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Ask **Maisie**

Maisie Dunbar, nail tech, mentor, motivational speaker and owner of The Maisie Dunbar Global Experience in Silver Spring, Maryland, joins NAILPRO for the next three months to provide you with advice and answers to *your* nail questions.

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

Q Do you have any advice about building your brand from the ground up? I've started a mobile business in hopes of having my own salon down the line.

—@queenraexo, via Instagram

A To build your brand, you have to be true to who you are. We live in a day and age where it's easy to look at someone else [on social media] and see how they're doing things and want to try what they're doing. But often, what you see is not the entire picture; you never know the sacrifices they've had to make. However, if you stay true to yourself and your own personal vision, and if you exercise a no-compromise way of leadership, your brand will be fine. When it comes to branching out your business, just a word of caution: While I'm not against a mobile business—it's a great business model for those who prefer to have treatments at home—I think that nail pros often don't charge enough for the luxury they extend to their guest. Be mindful of this as you expand your business.

Q I'm working my way from the corporate world to a full-time nail technician. Do you have any advice on making the transition? —@mobilenailounge, via Instagram

A The best advice I can share when transitioning from corporate to the nail industry is to set a timeline for yourself; decide now when you will go full-time as a nail professional. After all, if you do anything part-time, you'll only achieve part-time results. Then, use your time to prepare. Get

to know the market, and decide what kind of guest you want to serve. Use your corporate coworkers to help refer other like-minded people to your new business. Lastly, be intentional and committed for the long haul; accept that failure is not an option.

Q With so many nail pros on Instagram, it's hard not to compare my work to others. Do you have any advice for staying motivated? —Sarah Chaldress, via email

A You stay motivated by working on being the best you can be. Remember, your clients come to *you* and refer business to *you*, not your competition. Instagram can be very overwhelming; it's easy to compare yourself to others. Instead, look at yourself in the mirror and make affirmations about being the best. If you find that Instagram is affecting your motivation, just go on to post your work and leave; don't spend so much time looking at others. Be you!

Q What's your best advice for keeping your salon staff motivated and enthusiastic? —Michelle Nguyen, via email

A My best advice is to keep *yourself* enthusiastic and motivated; that spirit and drive is contagious. It's also important to have a leadership approach of honesty, and reward your rock stars handsomely. Do not expect your staff to do what you're not willing to do yourself. Be grateful for the smallest things that your team does, and always work together.

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The main characteristic of Waterless Medi-Pedi & Nail Spa is right in our name—we want our clients to know when they make an appointment that we are a waterless salon. This means that we do not include soaking in any of our treatments or services. We do this to prevent any kind of contamination, eliminate the risk

of waterborne pathogens, and maintain our standards of care for high-risk and regular clients alike. Since we are the first Nailcare Academy Certified Safe Salon in the Atlanta area, we only employ technicians who have obtained advanced certifications; their continuing education ensures the wellness and safety of our clients, especially those who require special attention.

THE LOOK

For the decor, we aimed to create a modern, cozy spa environment. Clients can recline in our pedicure chairs during a service, and polishes are served on trays instead of shelved on the wall to keep the space clean and chic. Our color scheme features shades of blue, gray and white to make clients feel welcome

and relaxed. Creating a “no rush” atmosphere is something that is very important to us.

CLIENTELE

Our clients range from recent college graduates to older individuals suffering from a chronic illness, such as diabetes or an autoimmune disease. We also cater to young adults, mothers and career-focused women.

Waterless Medi-Pedi & Nail Spa

Owner Letisha Royster

Year Opened 2016

Address 800 Old Roswell Lakes Pkwy.,
Building 800, Suite 100, Roswell, GA 30076

Phone Number 470.292.3038

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2:30 p.m. - 7:30 p.m.; Sat., 10:30 a.m. - 6:30 p.m.; Sun. -
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Website waterlessmedipedispa.com



Owner Letisha Royster

IN-DEMAND

SERVICE

We offer a range of services, including manicures, pedicures and toenail restoration, but our most popular service is a spa gel manicure and pedicure combo, which costs \$95 and lasts about an hour. Many clients are curious to see what “waterless” is all about. After receiving a service, they are surprised by how nourished their skin is. They also appreciate the long-lasting polishes, vegan products and our cleanliness.

PHOTOS: COURTESY OF WATERLESS MEDI-PEDI & NAIL SPA



THE GOODS

I chose to use vegan products because we are all about wellness, health and conscious living. We're an eco-friendly salon, and we do treat a lot of high-risk clients who require special treatments, such as diabetic toenail restoration. By using products that do not contain high levels of chemicals, we can treat a wider range of clients. Our vegan products include Zoya, BeBio, BioSeaweed Gel, Voesh and LCN.

SOCIAL

MEDIA

We use Facebook and Instagram equally to promote ourselves. Facebook usually garners more of a response, since people are able to have a conversation about what a waterless spa entails. We're still relatively new, and the waterless concept is unfamiliar to a lot of people, so being creative on Facebook has helped us build our clientele.

PRAISE

A client said, "You have given me hope in finding a trusted salon where I feel safe, cared for and relaxed, not to mention feeling beautiful. I never would have thought a waterless salon was for me." I was touched by this compliment because we work so hard to provide great services for our community, and to hear a client appreciate that work is very heartwarming.

ADVICE

Know what your salon values, and stick by those values. Know exactly who you want to sit in your chair, learn how to speak to her and show her why she matters so that she comes back. Be patient, open to change and always willing to learn new things, as well as refresh skills you've already acquired. It's not always easy, but enjoy the process and deliver results that will be remembered.





Couple Nails

Five ways to ramp up your revenue this Valentine's Day and make clients fall head over heels for all your salon has to offer.

Written By **Karie L. Frost**

February is a time for love—and it's also a time to pump much-needed revenue back into your nail business. "January tends to be pretty slow for nail salons because many consumers are still experiencing a 'holiday hangover,'" says Carla Hatler, owner of Lacquer, with two locations in Austin, Texas. However, come February, Valentine's Day presents a perfect excuse for clients to once again open up their wallets, plus expansive opportunities to target both men and women, oftentimes together. "It's a wonderful way to attract new clients who might not regularly visit a nail salon, but will for a special occasion," says Somer Adams, owner of Labella Salon in Glastonbury, Connecticut. So how can you get clients to swoon over your services this Valentine's Day? Let's count the ways.

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Share the Love

Don't limit yourself to just one kind of couple; instead, think broadly with your message, advises Katy Hancock, owner of Sugar N Spice Nail Salon in West Valley City, Utah, and author of *Start to Success: A Nail Technician's Guide to the Industry*. "There are as many different couples, lovers and types of love as there are people, so use universal, relatable key words and terms, like 'quality,' 'deserve,' 'loved one' and 'someone special,'" she explains. Further, you can promote Valentine's Day services in unexpected ways. For instance, rather than simply listing promotions on social media, "do a weekly post, such as fun facts about the benefits of eating chocolate during a pedicure treatment or why hard-working hands need TLC, too," suggests Hancock.

While your messaging may be broad, you still have a real opportunity to pinpoint the exact audience you want to reach with targeted Facebook and Instagram advertisements—a major boon for pulling in potential male clients, says Kayla Bramlet, manager of Frenchies Modern Nail Care in Littleton, Colorado. You can also offer Valentine's Day promotions on social media to local men's groups or men in relationships within a certain distance from your salon. "This tactic has worked well for our owner, Guy Coffey," notes Bramlet, who says that Coffey hand-delivers purchased gift cards as an added touch. "It's really grassroots, but it's been a big hit."

Court Clients Early

Be strategic in your Valentine's Day marketing rollout. "Thirty days in advance, we remind regular guests that they need to prebook their appointments the week of Valentine's Day so that our schedules are filled," says Ryan McEnaney, owner of Frenchies Modern Nail Care in Woodbury, Minnesota. "Then, as the day approaches, we switch our strategy to gift card sales for additional revenue." This game plan ensures that your salon locks in existing guests first, so you can move on to capturing last-minute gift-givers through promoted social media posts and targeted advertising, he says.

Keep It Classy

It's easy to slide into sappy territory when dreaming up your V-Day promotions and decorations, but remember: A personal, authentic

♥ THE BUDDY SYSTEM

Partnering with local businesses can sweeten the deal on securing Valentine's Day bookings—especially for men who prefer shopping in one place. "Partner with a local restaurant to promote a special night out," suggests Somer Adams, owner of Labella Salon in Glastonbury, Connecticut. Clients can indulge in your salon services and then enjoy a romantic dinner, all in one discounted package.

Or, set up clients with a glamour shot package. "Connect with a florist, massage therapist, hairstylist, photographer and makeup artist, and offer group discounts for services that your clients will be looking for when wanting to look flawless and feel fantastic on Valentine's Day," says Katy Hancock, owner of Sugar N Spice Nail Salon in West Valley City, Utah. "In the end, you will cross-promote your business, save your regular clients money and attract new clients!"



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tone and stylish dressings appeal to *all* sexes and relationship statuses. “Don’t post hearts and flowers everywhere,” Hatler cautions. “Some clients loathe Valentine’s Day, so you don’t want to travel too far down that path.” Instead, you might want to focus on more of an indulgent angle. “Make your promotions about self-care, whether clients are giving a treat to themselves or someone they care about,” Hatler notes.

Simple, chic decor will also help you score points with your entire clientele. “We keep our studio classic and clean so that those customers not celebrating Valentine’s Day don’t become overwhelmed,” explains McEnaney. Then, he sections off a separate, more intimate area for couples and outfits it with two sets of manicure stations and two additional sets of pedicure benches.

This doesn’t mean you have to completely conceal Cupid. Certain mood-enhancers, like candles, heighten the service experience without putting off other patrons. “We play fun, [love-themed] music videos, as well as show rom-com movies,” adds Valerie Griggs, owner of the 20 Lounge franchise, with locations in California and Arizona. “This gives couples something to discuss, whether they’re watching Marvin Gaye’s old-school video or the movie *He’s Just Not That Into You*.”

Make It Special

When plotting your Valentine’s Day menu, target both men and women in search of gifts, whether they’re shopping for themselves or a loved one. For instance, if women are seeking gifts for men, include hot stone pedicures on your menu, which Hatler reports are a big hit with men. Additionally, keep your nail art options on the more minimal and chic side—this way, even patrons who skip out on Valentine’s Day might be attracted to the designs. “We love promoting nail art and holiday-themed colors,” says Hatler.

For couples, while manicures and pedicures should be highly

For special packages and promotions, offer just enough of a discount to attract couples without undercutting your services too much.

promoted offerings, you’ll want to pair them with add-ons like reflexology or a special hand or foot mask, as well as—the clincher—a gratis signature drink, says Adams. “Honestly, even the most macho man will be hooked,” she says—and hooking them, long-term, should be your goal. After all, any of your Valentine’s Day specials can be continued throughout the year with some minor tweaks (think: date-night and anniversary services). So, when the couples’ service commences or concludes, gently let them know your salon will take care of them for future dates.

“I always offer a special promotion for my clients’ anniversaries to encourage them to come celebrate at my business,” Hancock says.

Sweeten the Deal

For special packages and promotions, offer just enough of a discount to attract couples without undercutting your services too much. “We usually discount services by \$10,” says Griggs. “This is enough for clients to feel as though they are getting a deal, but we aren’t losing too much in revenue.” McEnaney agrees, and points out that a slight discount now (plus low-cost additions, like complimentary sweets and champagne) could equal an increase in future profits.

According to both McEnaney and Hancock, men can be especially loyal. “We’ve seen a steady growth in men as regular clients, as well as for men’s nights and date nights, due to this type of couples’ experience.” In other words, once you hook clients, you’ll establish a relationship they’ll ultimately look forward to celebrating any day of the year. “Sometimes it’s not about the instant dollar, but rather, it’s about getting the person in the door to try something new, and making the service so good that he or she can’t wait to come back,” says Hancock. ▼

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

FLYING SOLO ♥

Not everyone is in a relationship—and that includes your regular and potential clients. So, you can also target the singles in your salon on Valentine’s Day by promoting services through the lens of self-care. “It’s a message that resonates with everyone, whether you’re single or in a relationship,” notes Carla Hatler, owner of Lacquer in Austin, Texas. “Especially after the holidays, everyone is looking to get back in shape, and taking care of oneself and feeling good is part of that.”

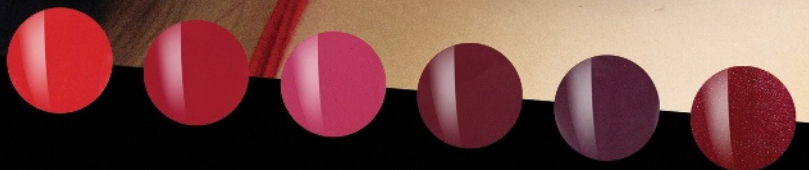
Of course, you can tailor Valentine’s Day promotions to singles—just be sure to employ humor, as well as play up empowerment. “The focus and marketing approach is going to be very different for this group, as some singles hate the mere idea of Valentine’s Day,” says Hancock. Pepper your promotions with key words like “young” and “independent,” and build around the idea of self-investment and confidence, she suggests.

Singles often lean on their friends, so including friendship-aimed specials will also resonate. “We have ‘Galentine’s’ services: Bring your best girlfriends, grab some bubbly and talk trash—all while getting your pedi on,” says Valerie Griggs, owner of the 20 Lounge franchise. “It’s a hit every time!” Or, spotlight your referral program with the singles set; friends share with friends, after all. “What better way to show their best gal pals that they care about them than with a referral to their amazing nail tech and favorite salon?” Hancock laughs. “It’s a win-win.”




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Coming Up *ROSES*

Woo clients this Valentine's Day with blooming tips for every service personality.

Written by **Stephanie Yaggy Lavery** Photography by **Brooks Ayola**

Ralph Waldo Emerson said, "There is simply the rose; it is perfect in every moment of its existence." And when it comes to nails, there are few designs that have stood the test of time like the rose for its simplicity and widespread appeal. From hand-painted and sculpted styles to scented and hued products, roses are a staple in any salon and certainly a must for Valentine's Day. And lest you feel as though roses are passé, remember that all trends make a comeback (dip nail systems and "baby boomer" French nails anyone?). Here, we provide you with three different techniques for updated and chic rose designs from our friends at *Nailholic* in Korea that will appeal to any artist. But if art isn't your forte, fear not: We also feature a budding array of products that you can incorporate into any service—for February and throughout the rest of the year.

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Hand-Painted *Petals*

ARTIST
KYONGHA KIM
Director, Sontopnara Nail
Art Design Institute



The key to capturing a realistic hand-painted design is shading. Here, nail artist Kyongha Kim uses subtly different hues of pink and green gel paint to give the illusion of a three-dimensional flower and leaf. Then, to create the precise line work, she uses a Sakura Pigma Micon pen (you can find them in any office supply store), which allows you to create highly pigmented detailed designs.



1 Apply one coat of off-white gel polish to a prepped nail, and cure.



2 Paint the shape of a flower over $\frac{3}{4}$ of the nail with rose gel polish, then cure.



3 Create a marble effect at the base of the nail with light and dark green gel polish to make a leaf, and cure. Apply clear gel over the entire nail, then cure.



4 Use a black Pigma pen to draw the outline of a rose on the pink background. Then apply gel top coat and cure.



5 Use pink gel polish to add dimension to some of the petals. Cure.



6 Continue shading around the edges of the petals with dark pink gel polish or gel paint.



7 Add highlights to the tips of the petals with white gel paint and cure. Apply another layer of gel top coat and cure.



8 Continue with the Pigma pen to darken and smooth lines, and to create more detail on the petals and leaf. Finish with gel top coat, and cure.

- ❶ Jessica Cosmetics | La Vie en Rose | jessicacosmetics.com
- ❷ LCN | Rose 3in1 Express Care | lcnusa.com
- ❸ BCL | Rose Makeup Removing Wipes | bclspa.com
- ❹ Cuccio Colour | Texas Rose | cuccio.com
- ❺ SuperNail Pro Gel | Gilded Rose | supernailprofessional.com
- ❻ La Palm Spa | Mid Summer Rose Marine Maske | lapalmspa.com



3-D Garden *Roses* with *Gel*

ARTIST
TIARA
Educator,
Gracia Japan



When creating three-dimensional designs—particularly roses—on nails, artists typically reach for acrylic to do the sculpting. But with the development of innovative gel products, similar results can now be achieved with 3-D gels. Nail artist Tiara uses this medium, combined with gel polish and paint, to create a delicate rose on top of a marbled background.



1 Apply one coat of nude gel polish to a prepped nail, and cure.

2 Apply a second coat of nude gel polish to the nail. Then mix red-orange gel polish with gel cleanser, and use a brush to create a marble texture, then cure.

3 Using the edge of a gel brush, add dark brown gel polish to the nail, feathering out the lines to enhance the marble texture. Cure.

4 Encase the design with a thin layer of sculpture gel, adding gold flakes to the nail before curing. Then apply top gel and cure.

5 Create a circle at the tip of the nail with dark red gel polish. Cure.

6 Then, use white 3-D gel to create rose petals. Begin at the outside of the circle and work toward the center.

7 Create leaves with olive green gel polish around the flower petals.

8 Use a detail brush to outline the petals and leaves with white gel paint. Cure. Finish with matte gel top coat over the flower and leaf only.

- 1 China Glaze Geláze | [Rose Among Thorns](#) | [chinaglaze.com](#)
- 2 LeChat Perfect Match | [Rosemantic Scented Mood Gel Polish](#) | [lechatnails.com](#)
- 3 Dip Into Pretty | [Rose Pedi Spacers](#) | [dipintopretty.com](#)
- 4 Young Nails | [Rose Oil](#) | [youngnails.com](#)
- 5 IndieGirl Two-Touch Gel Polish | [Rosebud](#) | [indiegirlbeauty.com](#)
- 6 NCLA | [Bed of Roses Nail Wraps](#) | [shopncla.com](#)



1



2



3



4



5



6

Embossed *Acrylic* Roses

ARTIST
SUJIN LEE
Director, NCJ Nail Club J



There is something wonderful about a traditional acrylic sculpted rose—but what makes it modern is using tone-on-tone. In this case, the white acrylic flowers provide a more subtle addition to the shimmering white nail base. Perfect for a wedding or just to showcase a winter white design, this set can remain minimal or over the top depending on how much hardware is added.



1 Apply white gel polish to a prepped nail. Gently pat the surface of the nail with a sponge to create texture, then cure.



2 Randomly dot silver glitter gel on the nail and cure. Apply gel top coat and cure.



3 Begin building the rose directly on the nail plate with white acrylic. Make sure to use a fairly dry bead of acrylic so the product doesn't run.



4 Continue adding overlapping beads of white acrylic and molding them into flower petals using the belly and tip of the brush.



5 Apply silver chains, beads and stones around the flowers, adhering them with clear gel. Flash cure in between each addition, then cure completely.



- 1 OPI | **A-Rose at Dawn...Broke by Noon** | opi.com
- 2 Orly | **Rose-Colored Glasses** | orlybeauty.com
- 3 Thesis Beauty | **Rose Garden Dead Sea Bath Salt** | thesisbeauty.com
- 4 Swarovski | **Xilion Rose Crystals** | swarovski.com
- 5 DL Professional | **Rose Nail Art Tool Set** | burmax.com
- 6 Essie | **Stones N Roses** | essie.com
- 7 EzFlow | **Ethereal Blossom** | ezflow.com





FOR THE LOVE OF NAILS

Just in time for Valentine's Day,
nail artists dish on all the details of how and why
they fell for their favorite job.

Written by **Francesca Moisin**

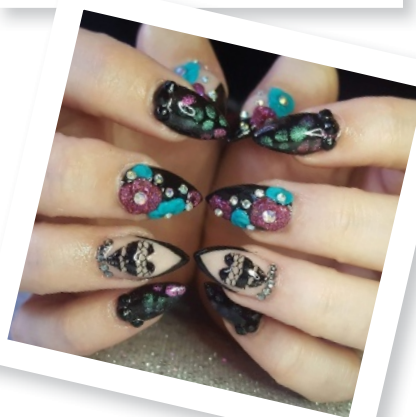
It's February, and amour is in the air. But couples aren't the sole targets of Cupid's arrow. When it comes to love for one's profession, nail artists are an impassioned bunch. In fact, according to our 2017 NAILPRO *Essentials* survey, 56 percent of independent nail technicians report being "very satisfied" with their career choice. So, how did those relationships first blossom? Was it a slow burn or love at first sight? Were there bumps along the way, or were these always matches made in heaven? We spoke with a dozen industry pros about their greatest love of all: nails.

PHOTOS: GETTY IMAGES/WRAGG/ISTOCK



"I was 19 and working at an insurance company when a girlfriend asked if I wanted to go to nail school, and I said 'Sure!' I'd always loved polishing my own nails, but I knew nothing about the industry. To me, enhancements meant Lee Press-On Nails, which I'd seen on TV. My own first set took eight hours to complete and fell off the next day. But I took courses and began competing, and it's been an

amazing ride. Nails have taken me to incredible places around the world over the last 33 years." —**Carla Collier, owner of Nail Perfect in Tehachapi, CA**



"From early childhood, I was a nail-biter. I stopped in my late 20s and thus, my obsession with nice hands began. I started watching YouTube nail art videos; Robin Moses and other bloggers were huge catalysts in driving me to pursue this career. Since day one of nail school, I'm happy to say it's been smooth sailing. Being artistic is in my blood, and I love getting to be part of my clients' lives." —**Amber Dunson, nail technician at Salon 927 in Bossier City, LA**

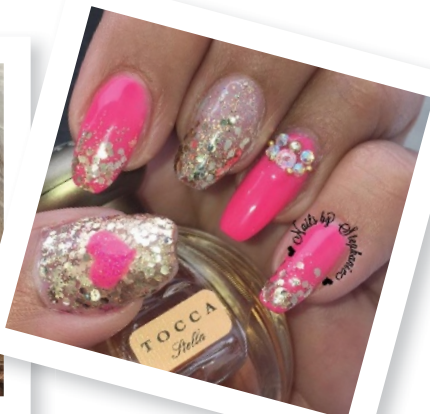
"My sister was a girlie-girl who loved getting her nails done. I was the opposite—into power tools. But, the summer before high school, I decided I wanted acrylic nails. My mom wouldn't allow it, so I mixed baking soda with crazy glue and made my own set! My relationship with nails is the same today as it was 30 years ago: As long as I'm learning, I don't get bored.

That's why after successfully competing with acrylics for 10 years, I switched to gels. Now I develop new techniques to share with fellow techs." —**Amy Becker, owner of Masterworks by Amy Becker in Cedarburg, WI**



"For as long as I can remember, I loved polishing my nails and pushing back the cuticles. My obsession grew in beauty school after I realized I was good at acrylics. Later, when courses became too expensive, I began the New England Networking Event for Nail Professionals to bring education to me." —**Darlene Donovan, owner of Nail Creations in Derry, NH**

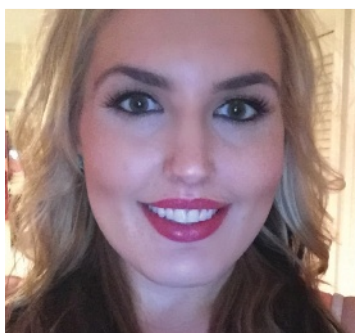




"I was 5 years old when I peeled the bubblegum-pink varnish from my Barbie nail set and stuck it on my dad's fingers. That was my first experience with polish. I started cosmetology school straight out of high school, but true love for this work sparked only after being a tech for five years, at which point I had more creative freedom. It's not always easy, but I know this is a relationship built to last." —**Stephanie Baptista, nail technician at The Patio Hair & Nail Design in Carmel, CA**

"My mother grew beautiful nails, and I always wanted long ones like hers. She and my three older sisters taught me that a lady keeps her toes neat and clean. I was 8 years old when I started self-polishing regularly. At first, nails were a hobby and a good way to pay for college—I didn't understand it as a career until 2000, when a failing marriage and small kids at home forced me to reshape my life. Now, I'm proudly able to mentor young women entering the industry and teach them valuable business skills."

—**Kristina Ann Carlson, owner of Tickled Pink Nail Boutique in Yuba City, CA**

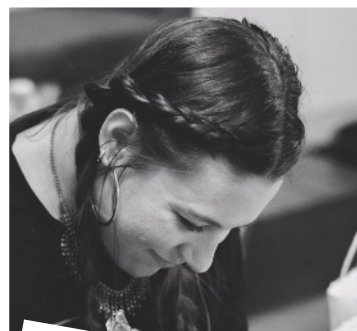


"I got my first professional manicure when I was 12 years old, and I'm still good friends with that tech. During beauty school, my passion for this industry deepened as I started doing manis for ladies at my local nursing home. I realized the impact I could have on making other people feel good."

—**Amalia Gallo, nail technician at Mirbeau Inn & Spa in Plymouth, MA**



"Thanks to a BFA in jewelry and metalsmithing from Rhode Island School of Design, I was able to use my creativity professionally—but my nails were always broken or raggedy, and I didn't like how my hands looked. One day, I sat down with polish and started painting skulls with crossbones and Mr. Popper's Penguins. Instantly, I was hooked. I launched a blog to document my progress. Now I do it all: layers and varying textures, heavily themed designs, cartoon characters and portraits of super-busy fashion prints." —**Kelly Ornstein Zavatsky, senior nail artist at Juniper Natural Nail Bar in Seattle, WA**



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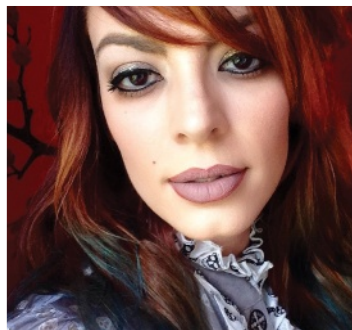
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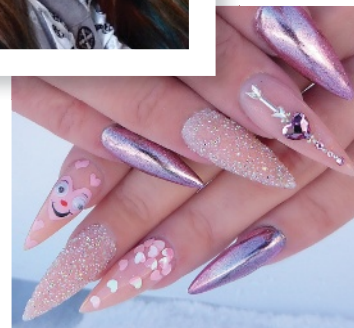


"Being on a competitive gymnastics team as a kid meant I wasn't allowed to wear polish, but I remember going to my aunt's house and painting her nails. That's when I first fell in love with this craft. Later, I worked in TV production doing hair and makeup, until one day they couldn't find a manicurist—which is how I added 'nail tech' to my title. Now, I collaborate with my daughter Phoebe on manicures for photo shoots, awards shows and New York fashion week."

—Rochelle Dingman, owner of Shear Fashion Salon in San Jose, CA



"As a child, my grandmother used to paint my nails. She had pale pink polishes and one bottle of sassy red, which I always wanted but was never allowed to have because she said red wasn't for little girls. In my teens, I started fashioning my own polka dots and stripes, then got adventurous with glitter tips. When crazy colors became the rage, I had to have them all. Nails have made my life complete." —Deanna Stelmaschuck, owner of The Soho Studio in Fairview, AB, Canada



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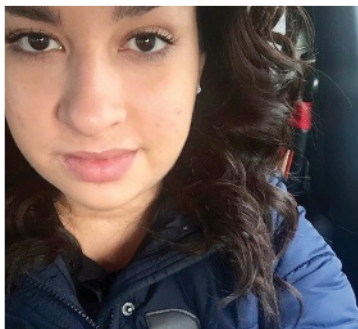
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"As a tomboy growing up, I once walked by a nail salon and thought 'Who'd want to do that for a living?' Then one day, I started painting my nails on a whim, and the more I liked it, the more tutorial videos I watched online. After receiving positive feedback to images posted on Instagram, I decided to get my license. Now, there's nothing else I'd rather do full-time. Every nail is a blank canvas waiting for an artist to turn it into a masterpiece." —**Jacqueline Cruz-Otero, nail technician at LifeSpa in Fort Washington, PA**

"Toothpicks were the first tools I used to create nail designs of Frankenstein's head surrounded by little ghosts. That sparked a creative side I didn't know existed. Originally, I wanted to be a journalist, but as a side gig to pay for college I entered cosmetology. Before graduating beauty school, I had my first nail technician job offer. I love the sparkle in clients' eyes when they consider glitter choices or look at their freshly manicured hands as if they're made of gold."

—**Hannah Lippke, nail artist and corporate brand ambassador for Light Elegance, based in Bend, OR**



Francesca Moisin is a journalist and memoirist based in Somerville, MA.



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SHOCK YOUR MONEY MAKER

Nine counterintuitive, but surprisingly effective,
ways to make more money as a nail tech.

Written by **Leslie Henry**

When it comes to boosting your bottom line in the nail business, certain strategies may seem like no-brainers, such as learning the latest technique, taking as many appointments as your schedule will permit and upselling services. But sometimes the conventional wisdom needs to be flipped on its head, or at least approached in a slightly different way. Here, with the help of real working techs, we present nine unexpected—but incredibly effective—ways to increase your profits and grow your business.

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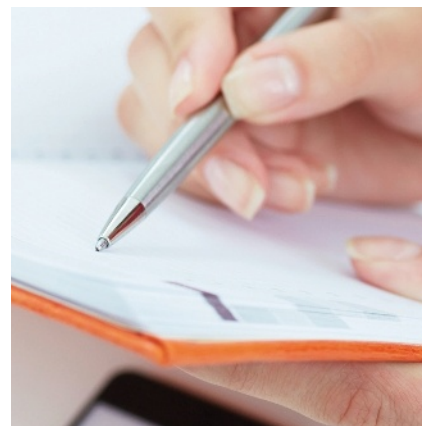
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1 LIMIT YOUR SERVICE LIST.

There's a common misconception that offering a variety of services increases your money-earning potential. However, not all services will lead to the purported profits. For example, how much do you actually earn by offering polish changes? "They were time-wasters that didn't earn me enough money to bother with them," says Jill Wright, a Bowling Green, Kentucky-based nail tech and coordinator of the Nail Tech Event of the Smokies, who decided to eliminate that particular item from her menu. Wright explains that booking 15-minute polish changes at random times creates difficult vacancies to fill if a client cancels, which tends to happen a lot, since clients don't seem to feel as guilty about skipping a quick, inexpensive appointment that they can do at home. Unfortunately, the short, empty time slot can't be filled with a pedicure, full set or fill. "So, I had to turn down more business and lose revenue," says Wright. "Those 15-minute slots cost us big money when they add up over the course of a year!" Instead, stick to services that you do well and are relatively interchangeable timewise, so cancellations and holes won't wreck your schedule.



3 MAKE CLIENTS BOOK THEMSELVES.

Sure, clients love your Herculean efforts to squeeze them in, and you do want to create demand, but once you have that established, it's best to leave the appointment scheduling to your clients. After all, the time required to rearrange your book and the subsequent impact on your schedule isn't worth it. Allowing clients to self-book via an online scheduling service maximizes your calendar and frees up time to generate revenue. "You'll have more hands-on time with clients and less administrative tasks to handle throughout the day," says Andrea Beight, owner of Chickettes Natural Nail Design Studio in Cleveland. Online booking services also minimize missed appointments by sending clients email and text reminders. Some services even keep credit card information on file, which means you can finally enforce your no-show and late cancellation charge policies—without feeling awkward. When booking clients on the phone or in person at the end of an appointment, be sure to enter the appointment into the electronic system to keep your schedule straight and take advantage of all of the perks the service offers.

2 PLAY HARD TO GET.

How techs approach booking clients is just as important as the tools used to manage schedules. "Be mindful of the language you use when scheduling appointments," says Celine Cumming, nail tech at Angel Nails in Middletown, Delaware. Never reveal that you have an entire day open and the client can have any time slot she wants (even if it's true). "Being busy implies

that you are in demand, and people gravitate toward what's in demand and are willing to pay more for it," she says. Wright agrees. She calls this approach the "fake it till you make it" strategy. Before Wright had a consistently full book, she would offer clients two appointment choices. If neither of the

two appointments worked, she would tell the client that she would add her to her waiting list and would call or text as soon as she had an opening—even if her book was completely empty. "Then I'd give it about two hours and phone the client back with the good news that an opening just occurred for the time she wanted. Clients are always thrilled and thankful." Of course, make sure that you don't overdo it and make your clients feel as though you're too busy for them! "It's a balancing act," says Cumming.





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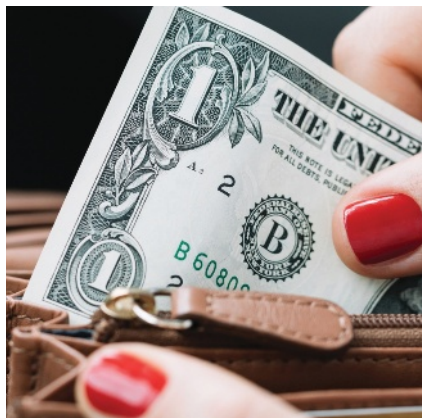
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4 DON'T EXPLAIN PRICE INCREASES.



Charging more may seem like an obvious way to make more money, but it's a difficult task for most techs. "If I could go back to the beginning, I would never make it appear that I was uncomfortable with this," says Darlene Donovan, nail tech at Nail Creations in Derry, New Hampshire. As product, supply and rent costs rise and market demands

change, it's absolutely necessary to raise prices if you want to remain profitable over time. Simply post a printed notice at the reception desk, your nail table and by the salon sink so clients will know what to expect. That's it. "Do not apologize to anyone for running your business like a business," says Wright. "Do grocery stores apologize to us when food prices go up?" Still, there are some ways to make the practice more palatable—for instance, don't raise prices in the first quarter of the year when clients are paying off credit card balances or preparing for their tax bill. Instead, Wright recommends raising prices in late October. This is just in time for the holidays when clients want their nails looking good, so you're less likely to lose someone who feels like she can't afford to spend a bit more.

6 GET A SIDE GIG.

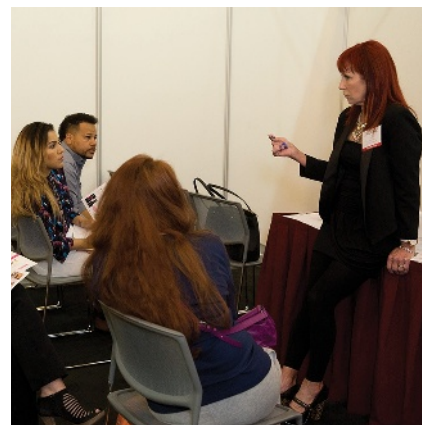
Techs are often told to keep a razor-sharp focus on growing their business and avoid getting distracted by other pursuits. But becoming a brand educator is a great way to earn extra money and promote yourself. Professional nail brands are always looking for enthusiastic, skilled techs to teach classes, attend trade shows and demo their product for distributors. What you can earn varies depending on the brand, and can range from a monthly retainer to an hourly rate or fixed fee for

classes and demos. Some educators also earn commission on products sold during engagements. Plus, all travel expenses are paid, which can include international trips to exotic locations. But the real benefit is the exposure you'll get to a wide audience as a bona fide expert. Educators are often quoted in print and online media, and the extra title can attract new clients and justify higher service prices. A tech can qualify with as little as three years of experience. Look for opportunities on your favorite brand's professional site, or send a resume to the company's director of education.

5 USE LESS PRODUCT.



Margin, or the difference between what you charge for a service and your costs to perform the service, is a critical component of profitability that techs frequently overlook. Take a hard look at your true costs per service (CPS); often there is money being wasted before a service even gets started. As an example, Cumming points to allowing clients unlimited access to polish prior to their appointment. Well-meaning clients generally waste globs of polish as they sample colors, and they may even damage brushes and leave caps loose, causing polish to dry out. Plus, additional acetone and cotton must be used to remove the test polish. Cumming avoids this by painting swatches of all of her polishes onto tips. Clients can then hold the swatches over their nails to decide what colors they like without digging into your inventory. During a service, use small dishes or trays to put product in rather than taking it directly from the original containers or bottles, adds Donovan. "You will find your lotions and scrubs will go a lot further," she explains.



PHOTOS (CLOCKWISE FROM TOP LEFT): GETTY IMAGES/ANFISA KAMENEVA/EYEEM; GETTY IMAGES/DANIELSBFOTO/ISTOCK; ARMANDO SANCHEZ

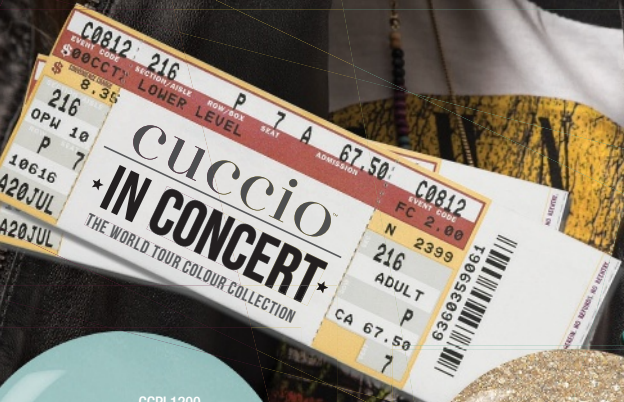


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7 STUDY SOMETHING ELSE.

Continuing education is vitally important in this industry, but often techs focus on learning the latest and greatest techniques and overlook the value of business education. "It doesn't matter how fabulous your sets of nails are; if you aren't good at running your business, then get ready for the school of hard knocks," says Wright. "You'll lose more money

than you make; you'll be constantly searching for clients; and you'll stay frustrated." Boston-based nail artist Nina Park says that marketing classes have had a profound impact on her ability to brand herself. Marketing methods are always evolving, so Park takes social media marketing classes as often as she can. Other general business classes, such as accounting, finance and management, can give techs the foundational knowledge required to make good business decisions, such as investing in equipment or buying the right advertising, which will lead to additional revenue.

8 HAVE CLIENTS COME IN LESS OFTEN.

Sure, a full book of regulars means steady income and peace of mind, but it can also feel like a broken record on repeat. Not only can this limit innovation and lead to burnout, but it also means that when



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one or two clients drop off for whatever reason, you'll be scrambling to fill their many now-empty time slots in your book, says Wright. "Openings allow you to take more new clients whom you can groom to become steady clients," she says. In addition, it keeps fresh blood flowing into the salon and will incentivize techs to keep up with new products and trends. Naturally, there are clients and services that require visits at regular intervals. But before you do the full court press on a monthly manicure customer to come in weekly, take into account your full client base and schedule.



9 GO EASY ON THE UPSELL.

Techs are constantly told to upsell products and add-on services as much as they possibly can—and generally, that's good advice. However, Wright suggests techs consider building some premium costs into their services instead of upselling. "You'll project a higher-end image and attract more upscale clients," she explains. For example, Wright stopped offering regular manicures and now only books spa manicures, which include a hand scrub and paraffin dip built into the higher price. In this way, she's guaranteed the revenue every time and avoids having to convince the client to spend more. Of course, it's not always possible to build additional services into the price, so be on the lookout for opportunities to sell add-on services when your schedule allows. For instance, learn a few simple nail art techniques that you can perform quickly and charge extra for, suggests Beight. Ultimately, maximizing your profits all comes down to working smarter, not harder—even when that means rethinking what the definition of *smarter* really is. ▼

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

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Uncramp Your **Style**

Learn how to prevent and address the unexpected spasms that can occur during nail services.

Of all of the everyday aches and pains that people experience, few are as excruciating as intense and sudden muscle spasms. Individuals prone to this problem, which usually afflicts the feet, toes, legs and/or hands, know that when a cramp strikes, everything must stop until the pain is relieved. During nail services, holding a client's hand or foot position for a long time or at a particular angle might trigger a cramp, but often they come on for seemingly no reason at all. Fortunately, with a little knowhow, you can prevent—or at least shorten the duration of—one of these uncomfortable episodes.



The Common Cramp

Cramps are caused by involuntary spasms, or contractions, of the muscles. When functioning normally, muscles work as a pair, with one muscle contracting as its counterpart relaxes. However, if the relaxation muscle falls down on the job, or if a contraction occurs very suddenly, the result is a spasm, felt as a sharp and intense pain centralized in the area of the contraction. The muscle may feel “knotted” and the affected area may become “frozen” or “locked,” as when the toes or fingers curl inward and can't easily be straightened.

The most common sites are the arch of the foot, toes and calf muscles, but the hands, arms, abdomen and rib cage are also susceptible. “Cramps can affect any muscle under your control and can involve part or all of a muscle, or several muscles in a group,” says Carolyn Quist, DO, a Fort Worth, Texas-based doctor of osteopathic medicine.

An episode of cramping can last anywhere from a few seconds to a few days, off and on. And, according to Dr. Quist, no one is immune, although the groups at greatest risk for having an ongoing problem with muscle cramps are athletes, overweight people, the very young and the very old. The bottom line:

Muscle Cramp Facts*

- **95% of people experience muscle cramps at some time in their lives.**
- **Up to 60% of adults report that they have had night (nocturnal) leg cramps.**
- **Cramping in the calves, feet or toes affects approximately one in four people over the age of 60, and one in three over the age of 80.**
- **Up to 30% of women can be affected by leg cramps during pregnancy.**
- **Symptoms of writer's cramp usually start between the ages of 30 and 50.**

Sources: American Osteopathic Association, osteopathic.org; American Academy of Orthopaedic Surgeons, aaos.org; Harvard Health, health.harvard.edu; Dystonia Medical Research Foundation, dystonia-foundation.org

“You could be of any age or activity level, and you could develop a muscle cramp doing just about anything,” Dr. Quist says.

Understanding Spasms

While experts don't know exactly what triggers uncomfortable cramping of the muscles, there are several possible contributors:

Dehydration Caused by excessive sweating, smoking, diuretic drugs, alcohol abuse or simply failing to drink enough water, dehydration is an often-overlooked cause of cramping. “Imbalances in the levels of



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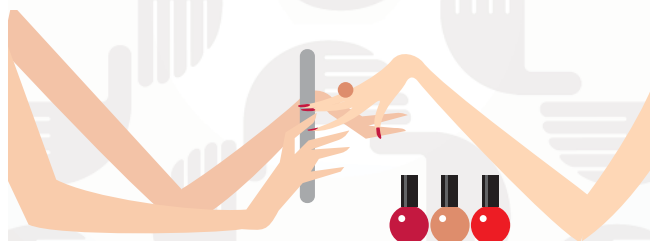
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electrolytes in the blood [which can be caused by dehydration], such as sodium, potassium, chloride, calcium and phosphate, can lead to muscle cramps," Dr. Quist adds.

Vitamin or Mineral Deficiency It's easy to forget that our bodies rely on a balance of vitamins and minerals to function properly. Of particular importance to muscles: calcium, magnesium, potassium and vitamins B6, D and E.

Reduced Circulation Lack of blood flow to a muscle can result in a spastic reaction. Circulation can be compromised for many reasons: lack of movement, compression, obesity, pregnancy and disease, among others.

Nerve Damage Damaged nerves cannot do their job, which is to send messages from the brain to other parts of the body, including muscles.

Sometimes recurring muscle cramps are a symptom of a bigger health problem, such as diabetes, Parkinson's disease, rheumatoid arthritis, lupus, multiple sclerosis, anemia and thyroid malfunction.

Injury Muscle contractions are a natural response to localized injury, designed to protect the injured area.

Muscle Fatigue Dancers, athletes, weekend warriors and anyone else who overtaxes their muscles may pay the price in foot, toe and calf cramps after the fact. As for hand cramps, according to William Kormos, MD, a primary physician at Massachusetts General Hospital in Boston, overuse is typically seen in people whose work requires intense or repetitive use of their hand muscles—including nail techs and massage therapists, as well as musicians, those who do a lot of handwriting (who may suffer from dystonia, also known as "writer's cramp"), factory workers and cooks.

General Health Issues Sometimes recurring muscle cramps are a symptom of a bigger health problem, such as diabetes, Parkinson's disease, rheumatoid arthritis, lupus, multiple sclerosis, anemia and thyroid malfunction.

Preventing the Pain

It's possible for nail techs to inadvertently raise the risk of muscle cramping in clients—but that also means there are things you can do proactively to avert a painful episode. "Consider positioning, temperature and physical contact," advises Janet McCormick, MS, co-owner of NailCare Academy in Fort Myers, Florida.

When it comes to hand cramps especially, McCormick has noticed a pattern: "They tend to happen when clients are 'helping me,'

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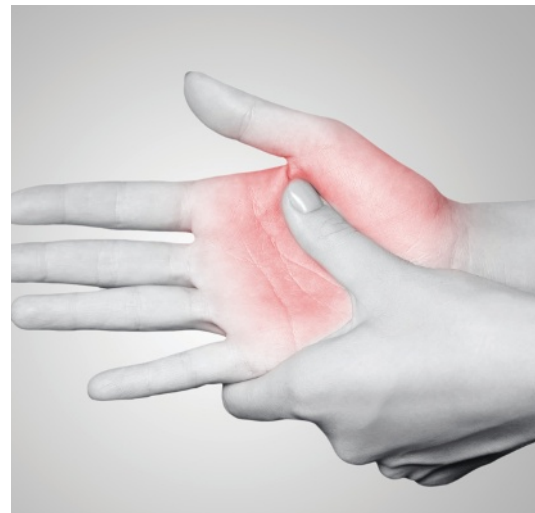
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meaning holding their hands in positions they felt would make my service easier,” she says. “It doesn’t, of course. ‘Helpful’ clients are the scourge of nail techs—and every nail tech knows what I mean!” It’s always a good idea to remind clients to relax their hands or feet when you can feel them trying to “help,” letting them know that it’s easier for you when they do. McCormick adds that it’s important for techs to note incidents of cramping on the client’s service record so they can be prepared next time.

Other common-sense cramp prevention practices come from understanding cramp “triggers,” so ask yourself:



It’s possible for nail techs to inadvertently raise the risk of muscle cramping in clients—but that also means there are things you can do to proactively avert a painful episode.

- Do I know enough about this client’s health history? (For instance, a diabetic client with circulation issues might need to have her feet elevated during a manicure.)
- Am I checking to see whether this client is seated comfortably and can move around or stretch if needed?
- Have I offered the client water or another beverage to ensure she remains hydrated?
- Have I been holding her hand or foot in the same, or possibly awkward, position for a long time?
- Am I holding her hand or foot too tightly, potentially compressing a nerve or blocking blood flow?
- How is my massage? Have I asked about preferred level of pressure?
- Does the client appear to be curling her toes or seem to be having a hard time relaxing?

Easing the Agony

If, in spite of your best efforts, a cramp strikes your client while you’re in the middle of a nail service, there are still things you can do to soothe the spasm. McCormick, who has encountered the issue often—particularly in

the arch of a client’s foot during pedicures—explains an especially effective technique: “I massage the foot while it’s still in the water and turn on the hot water a trickle to warm up the soak. That seems to help and allows the client to get through the service comfortably, though I massage a lot more than usual.”

That said, gentleness is a must when cramps occur, adds McCormick. “Don’t grab the client’s hand or foot and start rubbing right away; that might cause more pain,” she explains. “Ask permission first.”

Indeed, official advice from the American Academy of Orthopaedic Surgeons for relieving muscle cramps is to immediately stop activity and “gently stretch and massage the cramping muscle, holding it in a stretched position until the cramp stops.” Massage increases circulation to the muscle and encourages the release of lactic acid. Additionally, applying heat to tense or tight muscles is recommended, as this also increases circulation while relieving discomfort. Once the pain has passed, you can proceed with the service as planned. 📌

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



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5 Lightly buff and shape the nail with an Emerald Nail File until the desired shape is achieved.



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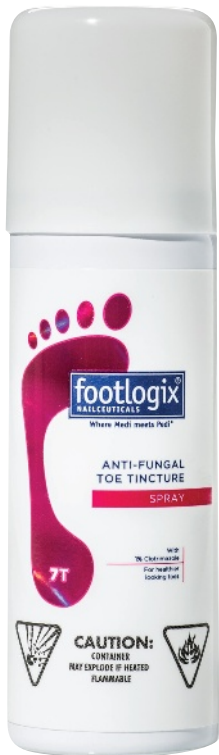
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1 Muscle cramps are caused by involuntary spasms, also called ____.

- A. Knots
- B. Contractions
- C. Dilations
- D. Attacks

2 Which of the following is *not* a common site for a muscle cramp?

- A. Neck
- B. Calf
- C. Rib cage
- D. Foot

3 Athletes are at the lowest risk for getting muscle cramps.

- A. True
- B. False

4 Sodium, potassium, chloride, calcium and phosphate are all examples of _____, which must be balanced in the blood to avoid muscle cramps.

- A. Vitamins
- B. Diuretics
- C. Melanocytes
- D. Electrolytes

5 "Dystonia" is another name for ____.

- A. Fatigue
- B. Depression
- C. Writer's cramp
- D. Thyroid imbalance

6 Muscle cramps can be caused by a vitamin or mineral deficiency.

- A. True
- B. False

7 Which of the following measures might help prevent a client from experiencing a muscle cramp during her nail service?

- A. Offering her a glass of water
- B. Keeping her still
- C. Engaging her in conversation
- D. Skipping the soak step

8 Which of the following can reduce circulation in the body?

- A. Obesity
- B. Disease
- C. Pregnancy
- D. All of the above

9 The application of heat is often recommended for a muscle cramp because it ____.

- A. Releases lactic acid
- B. Increases circulation and relieves discomfort
- C. Decreases circulation
- D. Distracts the client

10 Cramping in the calves, feet or toes affects about one in four people over the age of ____.

- A. 30
- B. 40
- C. 50
- D. 60

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Answers to December 2017 Test

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



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ibdbeauty.com	Zoya Art of Beauty 14-15, 21
iZen Pro Shaker30	800.659.6909 • zoya.com
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The Spirit of Life® Award honors an outstanding leader in the professional salon industry, recognizing the individual for their contribution to business and community and offering an opportunity for the industry as a whole to unite in a common effort for City of Hope. The National Professional Salon Industry group has supported the lifesaving work of the doctors and researchers of City of Hope since 1981.

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Daily therapy for heels prone
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16 oz. \$13.95
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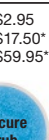
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Excludes New Nude Collection Shades

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Begin and end every manicure with treatments from CND.

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Nail & Cuticle Conditioner
SAVE 20%
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40-ct. Minis \$79.96



Stickey™ or Super Shiny™
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Conditioning Polish Dryer
4 oz. \$7.96
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Scentsations Lotions
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Essential products for ensuring successful adhesion and removal of enhancements.

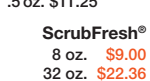
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Cuticle Away
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SAVE 20%



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

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Gallon \$235.25



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CND BRISA™



Brisa Bond
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Sculpting Gels
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1.5 oz. \$51.75

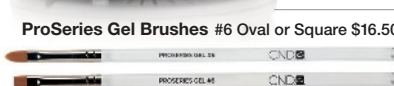


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Clear \$22.75 • Silver \$15.50



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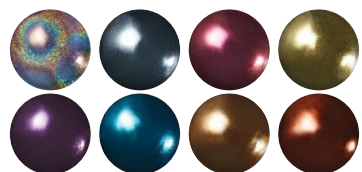
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The only professional chrome powder service for gel and nail lacquer.
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Over 200 iconic shades, offering two-coat coverage in a long-wearing formula.



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Strong enough to remove even the darkest shades without staining the nail or skin.
Also removes OPI GelColor.
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Gives nail lacquer a smooth, hard, smudge-proof finish in just minutes.
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RapiDry Top Coat
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Dries lacquer in five minutes while treating cuticles to soothing jojoba and Vitamin E.
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2) Long-Wear Lacquers
3) ProStay Gloss
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Natural Nail Base Coat
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FOIL WRAP • COTTON PAD • PURE ACETONE
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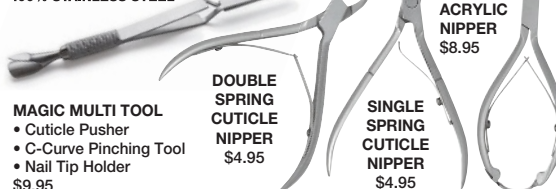
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BUY ONE SPA FIZZ BUBBLE BOWL
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Xtreme Nail™
TREATMENTS
Top Coats, Base Coats, Cuticle Oils and MORE!



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INTENSE BOND BASE COAT
INTENSE DEFENSE CHIP-FREE TOP COAT
INTENSE FRENCH BRIGHTENING TOP COAT
INTENSE SPEED QUICK DRY TOP COAT
INTENSE SPEED QUICK DRY TOP COAT
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CRISP CRANBERRY CUTICLE OIL
FRESH PEACH CUTICLE OIL
MOROCCAN ARGAN CUTICLE OIL

BUY ONE 16 OZ. REFILL GET 1 FREE!

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



FREE! Trapper Clipper Tip Slicer

ProFiles™
REAL DIAMOND™ DRILL BITS
\$3.95



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PREMIUM SANDING BANDS
BROWN
SALE!



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

PNI12 "The Bullet" E-File Kit **\$39.95**



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

PNI18 E-File



SAVE \$30 **\$99.95** **\$69.95**
• KwikGrip™ Bit Change
• Forward/Reverse Operation
Included **FREE:** Handpiece Cradle, 6 Sanding Bands and 6 Bits!

PNI25 Classic E-File System



SAVE \$50 **\$149.95** **\$99.95**
• 25,000 RPM
• FWD/REV Operation
• Twist-Lock Handpiece
3 Free Bits

PNI25-AT Advanced Tech E-File



SAVE \$50 **\$199.95** **\$149.95**
• Twist-Lock Bit Change
• Lightweight Handpiece & Built-In Cradle
6 FREE SANDING BANDS AND 6 FREE BITS!

RAPIDCURE™ 36W
UV Tunnel Lamp
\$69.95 **\$49.95**



SAVE \$20
BUILT-IN TIMER
Mirror panels surround hand for rapid, even curing.
9 Watt UV Bulb
BUY 1 GET 1 FREE!
\$4.95

RAPIDCURE™ 24W
LED Tunnel Lamp
\$149.95 **\$69.95**



SAVE \$80
• Mirror Panels for Rapid, Even Curing
• Rugged Durability
• Built-In Timer (30 or 60 seconds)
• Up to 50,000 Hr. Lifetime
LED+UV Bulb Strip
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WHITE LIGHTNING™ 48W
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SAVE \$100
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CURES BOTH UV AND LED GEL POLISHES

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• Auto On/Off
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• Easy Entry for Hands or Feet

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FACE EPILATING STRIPS 100-ct. 1"x4" **\$1.00**
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FREE SHIPPING ON ORDERS OF \$69*

* Free shipping within contiguous USA on orders of \$69 or more; excludes oversized items as noted online and in our catalog.
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JAN-FEB PROMOTIONS

City Lights™

Dip'n Sculpt™

NEW!

INTRO KIT
\$99.95

The first 2-in-1 system to offer the versatility of DIPPING or SCULPTING!

Triple refined powders are specially formulated for dipping with Brush-On Gel Resin and Brush-On Activator OR sculpting with Advanced Retention Nail Liquid. Whether you prefer the speed of dipping or the artistic freedom of sculpting, either method will result in beautiful radiant color that lasts for weeks without chipping or peeling!

INTRO KIT INCLUDES:

- 1 - BRUSH-ON GEL RESIN 10 GM.
 - 1 - BRUSH-ON ACTIVATOR .5 OZ.
 - 1 - BRUSH CLEANER .5 OZ.
 - 1 - ACID-FREE PRIMER .25 OZ.
 - 1 - ADVANCED RETENTION NAIL LIQUID 2 OZ.
 - 1 - GLASS SEAL .5 OZ.
 - 10 - DISPOSABLE DIP TRAY
 - 10 - DUAL SHAPE NAIL FORMS
 - 50 - ASSORTED PROFESSIONAL NAIL TIPS
 - 10 - FOIL REMOVER WRAPS
 - 1 - SANDY PREMIUM WASHABLE FILE
 - 1 - APPLICATION INSTRUCTIONS & COLOR POWDER CHART
 - 6 - CITY LIGHTS DIP 'N SCULPT POWDERS .75 OZ.
- (POWDERS INCLUDED ARE CLEAR AND WHITE, PLUS THE FOUR COLORS SHOWN BELOW)



OVER 50 OPEN STOCK
POWDER COLORS
AVAILABLE
.75 oz. \$9.95

DIP or SCULPT...
The Choice Is Yours!

Brush-On
Gel Resin
10 gm. \$4.95

Brush-On
Activator
.5 oz. \$4.95

Brush
Cleaner
.5 oz. \$4.95



GET STARTED

NOUVEAU NAIL STARTER KITS

\$19.95 EACH



- ONE-STEP DUAL CURE GEL SYSTEM
- ADVANCED RETENTION ACRYLIC SYSTEM
- QUICK DIP ACRYLIC SYSTEM
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Extra Strength Primer
Pure Acid or
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Defense
Anti-Spray™
REFRESHING
MINT OR
SOOTHING
VANILLA



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Air Seal™
Gel Effect Top Coat
Gel-like durability
without a lamp!
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Glass Seal™
Air dry sealer leaves a glass-
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Super Seal™ UV/LED
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ENHANCE

One-Step Dual Cure Gels
Easy application, glossy finish and
unmatched strength and durability.
Cures quickly under UV or LED light.
.5 oz. \$9.95
1.75 oz. \$34.95 \$19.95

SAVE
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Advanced Retention
Nail Liquid
• prevents yellowing
• primer-optional



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Sculpting Powders
Triple sifted acrylic powders
combine the adhesion properties
of a hard polymer with the flexibility
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.75 oz. \$6.95
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BUY 1 GET 1 FREE!

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PLUS FREE LINE ELIMINATOR 2.5 OZ. \$19.95



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ONE SIDE OVAL
HANDY DISPENSER BOX

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MASTER COLLECTION
KOLISKY BRUSHES
\$9.95 EACH



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Curvy, Sandy & Spongy Files



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\$0.99 EACH

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Pads w/ Thumb Tabs
240-ct. \$9.95



SAVE \$5

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240-ct.
\$2.95 40 FREE WIPES

Plastic-Backed
Table Towels



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TROPICAL TWIST PEDICURE COLLECTION
Everything you require to perform Nouveau Spa pedicures.
Includes a Bigfoot Pedicure File plus five 4 oz. products:
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REMOVE Scrub Gel
REFRESH Exfoliating Creme
REJUVENATE Creme Masque
RENEW Hydrating Massage Lotion

\$19.95
\$24.95 VALUE

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16 oz. \$9.95
64 oz. \$39.95



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Las Vegas Convention Center
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719391 Vanilla Bean & Sugar
719620 Lavender & Chamomile
720297 Coconut & White Ginger
720264 White Limetta & Aloe Vera

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Scentual Spa
Lotion 8 oz. at
a special price!

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SAVE \$1.00

CHOOSE FROM:
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Choose from:

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720561 180 Grit
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720301

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Choose from:

719066 Menda Bottle
719067 Menda Bottle
719522 Nail Art Brush Set
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Special Price
on Tips

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French White or Natural 719344 719346

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719851 Soak Off Caps W/ Pads
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Essentials

Choose from:

719177 White Blocks
719536 Toe Separators (Assorted)
719540 Pedi-Slipper (Assorted)
719543 Red Foot File
719545 Toezees Assorted
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Choose from:

718998 Pro Create & Clean Up
718999 Pro Micro Curette
719297 Straight Scissors
719298 Spoon Pusher/Pterygium Remover
719299 Steel Curette
719514 Steel Cuticle Pusher
719515 Steel Spoon Cuticle Pusher
719532 Birchwood Sticks
719583 Steel 1/2 Jaw Cuticle Nipper
719584 Steel Full Jaw Cuticle Nipper

Sale Price \$1.52-\$2.95
Regular Price \$1.75-\$3.10
Save Up to 10%

The Celeb HAILEE STEINFELD

The Hue GUNMETAL

To create the *Pitch Perfect 2* starlet's heavy-metal tips, OPI global nail ambassador Tom Bachik mixed OPI Light My Sapphire with OPI Chrome Effects powders. The result? A cool, futuristic mani that elevated her sleek all-black ensemble.

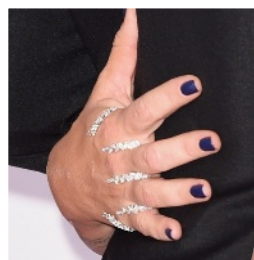
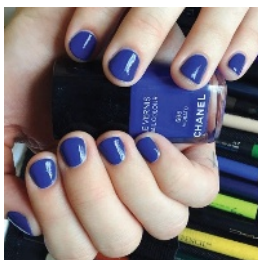


The Celeb

LILI REINHART

The Hue COBALT

Inspired by the colorful embroidery on the "Riverdale" actress's asymmetric gown, celebrity manicurist Stephanie Stone used vibrant blue Chanel Vibrato on Reinhart's tips and toes.



The Celeb PINK

The Hue INDIGO

Deep indigo added a modern edge to the singer's ultrafeminine Monique Lhuillier tulle gown.



HUE CUES

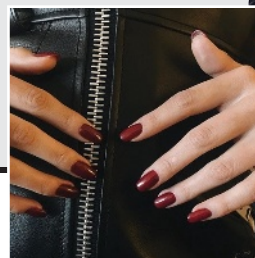
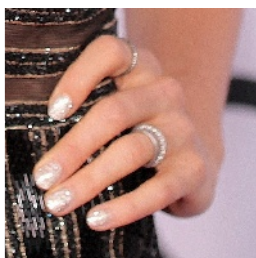
At the 2017 American Music Awards, A-listers stepped out of their comfort zones with single-color paint jobs that were anything but boring. From contrasting brights to edgy metallics, Hollywood starlets sported bold, eye-catching pigments that commanded attention. Here, the night's top polish shades that promise to be a hit with clients this season.



The Celeb RACHEL PLATTEN

The Hue PEARL

The "Fight Song" singer channeled her inner ice queen with a shimmering pearlescent manicure.



The Celeb

SELENA GOMEZ

The Hue BURGUNDY

To complement the "Wolves" singer's freshly dyed blonde locks, Bachik varnished Gomez's oval talons with OPI Malaga Wine, a rich bordeaux shade.



Taylor Foley is a Los Angeles-based freelance writer.

PHOTOS (CLOCKWISE FROM TOP LEFT): INSTAGRAM/TOMBACHIK; GETTY IMAGES/EMMA MCINTYRE; INSTAGRAM/STEPHSTONENAILS; GETTY IMAGES FOR DOP/CHRIS POLK; GETTY IMAGES/JON KOPALOFF/FILMMAGIC; GETTY IMAGES/JON KOPALOFF/FILMMAGIC; GETTY IMAGES/JON KOPALOFF/FILMMAGIC; GETTY IMAGES/JON KOPALOFF/FILMMAGIC

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ALL MY HEART DESIRES



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8 transformative chrome powder shades for OPI GelColor and Nail Lacquer

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O·P·I
#1 SALON BRAND WORLDWIDE

O.P.I.

#1 SALON BRAND WORLDWIDE

Lisbon

COLLECTION

spring/summer 2018

Model is wearing Closer Than You Might Belém



Model is wearing No Turning Back From Pink Street

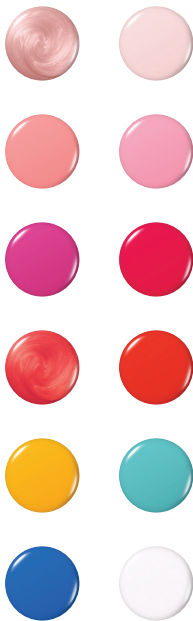
OPI SPRING / SUMMER 2018

For almost 30 years, women have traveled the world with OPI. This spring, take a journey with us to one of Europe's most colorful, charismatic cities with the Lisbon Collection by OPI. With a nod to the city's blend of traditional heritage and striking modernism, this collection offers a range of bright, vibrant hues that highlight the natural beauty of Portugal's capital. For this collection, OPI visits the lively streets of Lisbon for inspiration. From sprawling yellow houses with burnt orange rooftops (Sun, Sea and Sand in My Pants, We Seafood and Eat It, Now Museum, Now You Don't) and picturesque seascapes (Closer Than You Might Belém) to the infamous "Pink Street" (A Red-vival City, No Turning Back From Pink Street, Tagus in That Selfie!) and stately castles (Made It To the Seventh Hill!), Portugal's capital offers a rainbow of vivid hues. Traditional Portuguese porcelain lends itself to statement shades of blue and white (Tile Art to Warm Your Heart, Suzi Chases Portu-geese)

— “ —

**THESE VIVID COLORS ARE
BEAUTIFULLY ACCENTED BY
SOFTER HUES OF ROSE GOLD,
PEACH, LIGHT PINK, AND WHITE.
THE ENTIRE PALETTE REALLY
CAPTURES THE LIGHT, BRIGHT,
ENERGETIC YET CHARMING
FEELING OF LISBON.**

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



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

while golden sunsets (**Lisbon Wants Moor OPI, You've Got Nata On Me**) give rise to soft colors fitting for Portugal's City of Light. "Lisbon is quickly becoming Europe's go-to destination, thanks to its colorful streets, budding food scene and unique street fashion," explains OPI Co-Founder and Brand Ambassador Suzi Weiss-Fischmann. "In this great walking city, historic castles meet modern art museums and sleepy store-fronts give way to vibrant nightclubs. Trendy new restaurants and top chefs are paving the way for a food renaissance, but you can still find nata, or Portuguese custard tarts, on every street corner. Portuguese women are taking street style to a new level, showcasing colorful, modern looks. "With the Lisbon Collection by OPI, consumers can embrace the bright, modern trend with saturated hues of blue, aqua, dark yellow, bright red, magenta and orange coral," continues Weiss-Fischmann. "These vivid colors are beautifully accented by softer hues of rose gold, peach, light pink, and white. The entire palette really captures the light, bright, energetic yet charming feeling of Lisbon." All 12 Lisbon Collection shades will be available in GelColor, Infinite Shine Long-Wear and Nail Lacquer formulas, offering consumers and professionals choices for the best products to fit their needs. GelColor provides a salon-perfect finish with two-week wear, while Infinite Shine offers a high-shine finish with up to 11-days of wear and traditional lacquer application. Nail Lacquer features a highly-pigmented, rich formula for even application without streaking.

Lisbon Collection



MADE IT TO THE SEVENTH HILL! (MT)

Your nails will peak with this soft golden rose.

GC L15B / GC L15 / ISL L15 / NL L15



LISBON WANTS MOOR OPI (C)

Encore! Encore! Your nails will demand moor from this delicate pink.

GC L16B / GC L16 / ISL L16 / NL L16



YOU'VE GOT NATA ON ME (C)

Maybe not, but this provocative peach will tell all.

GC L17B / GC L17 / ISL L17 / NL L17



TAGUS IN THAT SELFIE! (C)

Impossible to hide behind this bright pink. You're tagged!

GC L18B / GC L18 / ISL L18 / NL L18



NO TURNING BACK FROM PINK STREET (C)

Dance 'til dawn in this fabulous magenta.

GC L19B / GC L19 / ISL L19 / NL L19



WE SEAFOOD AND EAT IT (C)

Lobster never looked so good.

GC L20B / GC L20 / ISL L20 / NL L20

Spring / Summer 2018



NOW MUSEUM, NOW YOU DON'T (MT)

We love this metallic red so much, we'd wear it for centuries!

GC L21B / GC L21 / ISL L21 / NL L21



A RED-VIVAL CITY (C)

A red that never needs a comeback.

GC L22B / GC L22 / ISL L22 / NL L22



SUN, SEA AND SAND IN MY PANTS (C)

Shake it off and enjoy this sunshiny yellow.

GC L23B / GC L23 / ISL L23 / NL L23



HERO SHADE

CLOSER THAN YOU MIGHT BELÉM (C)

We'll travel land and sea to get this coastal sea green.

GC L24B / GC L24 / ISL L24 / NL L24



TILE ART TO WARM YOUR HEART (C)

Tile your nails with this exciting mosaic blue.

GC L25B / GC L25 / ISL L25 / NL L25



SUZI CHASES PORTU-GEESSE (C)

White to excite. No more wild goose chase.

GC L26B / GC L26 / ISL L26 / NL L26

Gel Color

OPI GelColor is ideal for clients looking for a quick service with up to 2+ weeks of wear.

OPI's professional gel polish system is designed to be cured with the OPI Dual Cure Light and fully cures from foundation to finish in 4 minutes per set. Choose from over 140+ shades or find your favorite OPI Lacquer shade perfectly matched in GelColor.

3 STEP GELCOLOR PROHEALTH SYSTEM

Exclusive patent-pending ProHealth Technology



**PRO HEALTH
Base Coat**
22777773120
GC020



**PRO HEALTH
Top Coat**
22777773140
GC040

Easy removal in as fast as 7 minutes

(53% faster than original GelColor)

No damage removal
for healthier looking nails*

*when manufacturer's instructions are followed.

BASE / TOP COATS



**GELCOLOR
BASE COAT**
22001155000
GC 010

Original long wear for GelColor services.



**GELCOLOR
TOP COAT**
22001156000
GC 030

Original Top Coat provides a high shine finish.



**GELCOLOR
MATTE TOP COAT**
22002252000
GC 031

Transforms glossy colors to a satiny finish.



DUAL CURE LED LIGHT
22777803000
GL902

Designed for optimum performance and client comfort.

with LG Innotek technology

GELCOLOR



ALPINE SNOW (C)
22007025100
GC L00



FUNNY
BUNNY (SH)
22007025122
GC H22



I CANNOLI
WEAR OPI (C)
22007025232
GC V32



IT'S IN THE
CLOUD (C)
22007025271
GC T71



BE THERE IN
A PROSECCO (C)
22007025131
GC V31



I COULDN'T
BARE LESS (SH)
22007025370
GC T70



KYOTO PEARL (F/SH)
22007025203
GC L03



MY VAMPIRE IS
BUFF (C)
22007025182
GC E82



LET ME BAYOU A
DRINK (P)
22007025151
GC N51



LOVE IS IN
THE BARE (C)
22007025369
GC T69



CHIFFON
MY MIND (C)
22007025263
GC T63



PUT IT IN
NEUTRAL (C)
22007025365
GC T65



PIROUETTE MY
WHISTLE (GL)
22007025255
GC T55



PETAL SOFT (GL)
22007025364
GC T64



PASSION (SH)
22007025119
GC H19



SAMOAN
SAND (SH)
22007025461
GC P61



STOP IT I'M
BLUSHING! (C)
22007025474
GC T74



BUBBLE BATH (SH)
22007025286
GC S86



TIRAMISU
FOR TWO (C)
22007025128
GC V28



PALE TO
THE CHIEF (C)
22007025257
GC W57



COCONUTS
OVER OPI (C)
22777816389
GC F89



TAKE A RIGHT ON
BOURBON (P)
22007025259
GC N59



DO YOU TAKE
LEI AWAY? (C)
22007025267
GC H67



REYKJAVIK HAS ALL
THE HOT SPOTS (S)
22650022563
GC I63



A GREAT
OPERA-TUNITY (C)
22007025225
GC V25



COSMO-NOT
TONIGHT HONEY! (P)
22007025258
GC R58



HUMIDI-TEA (S)
22007025252
GC N52



WORTH A
PRETTY PENNE (S)
22007025227
GC V27

GELCOLOR



**FREEDOM OF
PEACH (C)**
22007025359
GC W59



**I'LL HAVE A GIN &
TECTONIC (C)**
22650022561
GC I61



**IT'S A PIAZZA
CAKE (C)**
22007025126
GC V26



**YANK MY
DOODLE (C)**
22007025358
GC W58



**CRAWFISHIN' FOR
A COMPLIMENT (C)**
22007025158
GC N58



**LIVING ON THE
BULA-VARD! (C)**
22777816381
GC F81



**GO WITH THE
LAVA FLOW (S)**
22007025269
GC H69



**I EAT MAINLY
LOBSTER (S)**
22007025130
GC T30



ONE CHIC CHICK (C)
22007025373
GC T73



**I JUST CAN'T
COPE-ACABANA (C)**
22007025165
GC A65



**NEED SUNGLASSES?
(PASTEL) (C)**
22007025104
GC I04



**NEVER A DULLES
MOMENT (C)**
22007025356
GC W56



**EXOTIC BIRDS
DO NOT TWEET (C)**
22777816391
GC F91



**GOT MYSELF INTO
A JAM-BALAYA (C)**
22007025157
GC N57



**COZU-MELTED
IN THE SUN (P)**
22007025127
GC M27



NO TAN LINES (C)
22777816390
GC F90



**A GOOD MAN-DARIN
IS HARD TO FIND (C)**
22007025147
GC H47



**ALOHA FROM
OPI (C)**
22007025270
GC H70



**LIVE. LOVE.
CARNAVAL (C)**
22007025276
GC A69



**TOUCAN DO IT
IF YOU TRY (C)**
22007025167
GC A67



**COCA-COLA®
RED (C)**
22550260113
GCC13



**MY CHIHUAHUA
BITES (C)**
22007025121
GC M21



**OPI ON
COLLINS AVE. (C)**
22007025276
GC B76



BIG APPLE RED (C)
22007025125
GC N25



CAJUN SHRIMP (C)
22007025264
GC L64



DUTCH TULIPS (C)
22007025260
GC L60



**SHE'S A BAD
MUFFULETTA! (C)**
22007025256
GC N56



**GIMME A
LIDO KISS (S)**
22007025230
GC V30

GELCOLOR



GETTING NADI ON MY
HONEYMOON (C)
22777816382
GC F82



MOD ABOUT
YOU (C)
22007025156
GC B56



MOD ABOUT YOU
(PASTEL) (C)
22007025106
GC I06



SUZI SHOPS &
ISLAND HOPS (C)
22007025171
GC H71



PRINCESSES RULE!
(SH/S)
22007025444
GC R44



SHORTS STORY (C)
22007025186
GC B86



SUZI NAILS
NEW ORLEANS (C)
22007025153
GC N53



TWO-TIMING
THE ZONES (C)
22777816380
GC F80



AURORA
BERRY-ALIS (C)
22650022564
GC I61



HOTTER THAN
YOU PINK (C)
22007025136
GC N36



KISS ME I'M
BRAZILIAN (C)
22007025168
GC A68



STRAWBERRY
MARGARITA (C)
22007025223
GC M23



RED HOT RIO (C)
22007025170
GC A70



COLOR SO HOT
IT BURNS (C)
22007025213
GC Z13



THE THRILL
OF BRAZIL (C)
22007025216
GC A16



AMORE AT THE
GRAND CANAL (C)
22007025229
GC V29



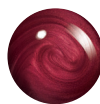
CHICK FLICK
CHERRY (C)
22007025302
GC H02



GOT THE BLUES
FOR RED (C)
22007025352
GC W52



WE THE FEMALE (C)
22550260164
GC W64



BOGOTÁ
BLACKBERRY (P)
22007025152
GC F52



I'M NOT REALLY A
WAITRESS (P)
22007025108
GC H08



MALAGA WINE (C)
22007025287
GC L87



OPI RED (P)
22007025472
GC L72



PINK FLAMENCO (C)
22007025244
GC E44



MIAMI BEET (C)
22007025178
GC B78



OPI BY POPULAR
VOTE (C)
22007025363
GC W63



SPARE ME A FRENCH
QUARTER? (C)
22007025155
GC N55



MADAM
PRESIDENT (C)
22007025262
GC W62

GELCOLOR



**DONT BOSSA NOVA
ME AROUND (C)**
22007025160
GC A60



**ICELANDED A
BOTTLE OF OPI (C)**
22650022553
GC I53



**JUST LANAI-ING
AROUND (C)**
22007025372
GC H72



POMPEII PURPLE (P)
22007025109
GC C09



**DO YOU
LILAC IT? (C)**
22007025129
GC B29



**POLLY WANT A
LACQUER? (C)**
22777816383
GC F83



**ONE HECKLA OF A
COLOR! (C)**
22650022562
GC I62



**PURPLE PALAZZO
PANTS (C)**
22007025234
GC V34



**SHOW US
YOUR TIPS! (S)**
22007025162
GC N62



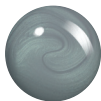
**YOU'RE SUCH A
BUDAPEST (C)**
22007025274
GC E74



**DO YOU LILAC IT?
(PASTEL) (C)**
22007025102
GC I02



**I MANICURE
FOR BEADS (C)**
22007025154
GC N54



**I CAN NEVER
HUT UP (S)**
22777816386
GC F86



**CHECK OUT THE
OLD GEYSIRS (S)**
22650022560
GC I60



**I AM WHAT I
AMETHYST (C)**
22007025376
GC T76



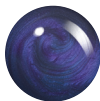
**HELLO HAWAII
YA? (C)**
22007025273
GCH73



**TAUPE-LESS
BEACH (C)**
22007025161
GC A61



**KRONA-LOGICAL
ORDER (C)**
22650022555
GC I55



**TURN ON THE
NORTHERN LIGHTS! (S)**
22650022557
GC I57



**DO YOU HAVE
THIS COLOR IN
STOCKHOLM? (C)**
22007025247
GC N47



OPI INK. (S)
22007025261
GC B61



RUSSIAN NAVY (S)
22007025254
GC R54



**SHH...IT'S
TOP SECRET! (C)**
22007025561
GC W61



O SUZI MIO (C)
22007025235
GC V35



LESS IS NORSE (C)
22650022559
GC I59



**AMAZON...
AMAZOFF (C)**
22007025164
GC A64



**IS THAT A SPEAR IN
YOUR POCKET? (C)**
22777816385
GC F85



**MY DOGSLED
IS A HYBRID (C)**
22007025145
GC N45

GELCOLOR



THAT'S HULA-RIOUS! (C)
22007025265
GC H65



THIS COST ME A MINT (C)
22007025572
GC T72



GARGANTUAN GREEN GRAPE (PASTEL) (C)
22007025103
GC 103



THIS ISN'T GREENLAND (C)
22650022558
GC I58



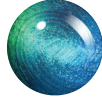
I'M SOOO SWAMPED! (C)
22007025360
GC N60



STAY OFF THE LAWN!! (C)
22007025354
GC W54



SUZI - THE FIRST LADY OF NAILS (C)
22007025355
GC W55



THIS COLOR'S MAKING WAVES (S)
22007025374
GC H74



GELATO ON MY MIND (C)
22007025233
GC V33



CAN'T FIND MY CZECHBOOK (C)
22007025275
GC E75



NO ROOM FOR THE BLUES (C)
22007025183
GC B83



OPI... EURSO EURO (C)
22007025272
GC E72



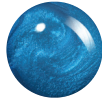
IT'S A BOY! (C)
22007025475
GC T75



SUZI WITHOUT A PADDLE (C)
22777816388
GC F88



CAN'T FIND MY CZECH-BOOK (PASTEL) (C)
22007025101
GC 101



DO YOU SEA WHAT I SEA? (S)
22777816384
GC F84



RICH GIRLS & PO-BOYS (C)
22007025361
GC N61



SUPER TROP-I-CAL-I-FIJI-ISTIC (C)
22777816387
GC F87



CIA=COLOR IS AWESOME (C)
22007025253
GC W53



SUZI & THE ARCTIC FOX (C)
22650022556
GC I56



THAT'S WHAT FRIENDS ARE THOR (C)
22650022554
GC I54



YOU DON'T KNOW JACQUES! (C)
22007025215
GC F15



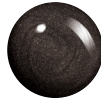
DS PEWTER (G)
22007025205
GC G05



LINCOLN PARK AFTER DARK (C)
22007025342
GC W42



SQUEAKER OF THE HOUSE (C)
22007025460
GC W60



MY PRIVATE JET (S)
22007025159
GC B59



BLACK CHERRY CHUTNEY (S)
22007025142
GC I43



MY GONDOLA OR YOURS? (C)
22007025236
GC V36



BLACK ONYX (C)*
22007025202
GC T02

*Lady in Black (EU markets)



O.P.I.
INFINITE
SHINE
PRIMER

O.P.I.
INFINITE
SHINE

O.P.I.
INFINITE
SHINE³

INFINITE SHINE

Infinite Shine

GET GEL-LIKE WEAR AND SHINE
IN A LACQUER-EASY FORMULA!

Infinite Shine Long-Wear Lacquer, professional 3-step system, offers the high-shine and long-wear of a gel manicure with the ease of application and removal of nail polish.

3-STEP SYSTEM



PRIMER
22006697211
IS T11

Bonds to nails
to provide optimum
sticking power.

GLOSS
22006697231
IS T31

Patented oligomers
cure in natural light for
durable shine.

Up to 11 days
of gel-like wear & shine.

No light curing needed.
Ideal for clients that want longer wear than
lacquer without the commitment of gel polish.

Professional,
3-step system

Up to 11 days
of wear and
gel-like shine

Easy application
and removal.
No light needed.

Available in 170+
shades including
OPI's truly
iconic colors

INFINITE SHINE



KYOTO PEARL (P)
22888070103
ISL L03



PEARL OF WISDOM (P)
22995285034
ISL L34



ALPINE SNOW (C)
22777754100
ISL L00



FUNNY BUNNY (SH)
22777754122
ISL H22



BEYOND THE PALE PINK (C)
22995285035
ISL L35



MIMOSAS FOR MR. & MRS. (SH)
22777754119
ISL H19



BUBBLE BATH (SH)
22777754186
ISL S86



PRETTY PINK PERSEVERES (C)
22000323001
ISL L01



THE BEIGE OF REASON (C)
22995285031
ISL L31



TIRAMISU FOR TWO (C)
22006697128
ISL V28



HALF PAST NUDE (C)
22994255167
ISL L67



YOU'RE BLUSHING AGAIN (C)
22995285046
ISL L46



SWEET HEART (C)
22006697196
ISL S96



PASSION (SH)
22777754119
ISL H19



HUMIDI-TEA (SH)
22888070152
ISL N52



SAMOAN SAND (SH)
22777754361
ISL P61



YOU CAN COUNT ON IT (C)
22000323030
ISL L30



DULCE DE LECHE (C)
22777754115
ISL A15



BAREFOOT IN BARCELONA (C)
22006697141
ISL E41



I'LL HAVE A GIN & TECTONIC (C)
22550172361
ISL I61



COCONUTS OVER OPI (C)
22006699289
ISL F89



TANACIOUS SPIRIT (C)
22000323022
ISL L22



COSMO-NOT TONIGHT HONEY (P)
22006697158
ISL R58



IT NEVER ENDS (C)
22000323029
ISL L29



WORTH A PRETTY PENNE (SH)
22888070227
ISL V27



CHOCOLATE MOOSE (C)
22888070189
ISL C89



YANK MY DOODLE (C)
22888070258
ISL W58



LINGER OVER COFFEE (C)
22995285053
ISL L53

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

INFINITE SHINE



IT'S A GIRL! (SH)
22777754139
ISL H39



GETTING NADI ON MY HONEYMOON (C)
22006699282
ISL F82



FOLLOW YOUR BLISS (C)
22995285045
ISL L45



MOD ABOUT YOU (C)
22006697256
ISL B56



PRINCESSES RULE! (S)
22777754144
ISL R44



ROSE AGAINST TIME (C)
22994255161
ISL L61



SUZI NAILS NEW ORLEANS (C)
22888070153
ISL N53



APHRODITE'S PINK NIGHTIE (P)
22888070101
ISL G01



SHORTS STORY (C)
22006697186
ISL B86



TWO-TIMING THE ZONES (C)
22006699280
ISL F80



FROM HERE TO ETERNITY (C)
22000323002
ISL L02



STRAWBERRY MARGARITA (C)
22777754123
ISL M23



GIRL WITHOUT LIMITS (C)
22000323004
ISL L04



LA PAZ-ITIVELY HOT (C)
22006697120
ISL A20



CHARGED UP CHERRY (C)
22550279135
ISL B35



RUNNING WITH THE IN-FINITE CROWD (C)
22000323005
ISL L05



DEFY EXPLANATION (C)
22777754109
ISL L59



AURORA BERRY-ALIS (C)
22550172364
ISL I64



CHA-CHING CHERRY (S)
22777754112
ISL V12



CALIFORNIA RASPBERRY (C)
22550279154
ISL L54



DUTCH TULIPS (C)
22777754160
ISL L60



MADAM PRESIDENT (C)
22888070362
ISL W62



A-ROSE AT DAWN... BROKE BY NOON (P)
22006697111
ISL V11



POMPEII PURPLE (P)
22777754109
ISL C09



STICK IT OUT (C)
22995285058
ISL L58



COZU-MELTED IN THE SUN (P)
22888070127
ISL M27



NOT SO BORA-BORA-ING PINK (P)
22888070145
ISL S45



CHICAGO CHAMPAGNE TOAST (P)
22006697263
ISL S63

INFINITE SHINE



ENTER THE
GOLDEN ERA (P)
22995285037
IS L37



EXOTIC BIRDS
DO NOT TWEET (C)
22006699291
ISL F91



NO TAN LINES (C)
22006699290
ISL F90



NO STOPPING
ME NOW (C)
22000323007
ISL 07



CRAWFISHIN' FOR
A COMPLIMENT (C)
22888070158
ISL N58



TOUCAN DO IT IF
YOU TRY (C)
22550279167
ISL A67



MY ADDRESS IS
"HOLLYWOOD" (S)
22777754131
ISL T31



LIVING ON THE
BULA-VARD! (C)
22006699281
ISL F81



GOT MYSELF INTO
A JAM-BALAYA (C)
22006697157
ISL N57



LIVE LOVE
CARNIVAL (C)
22006697169
ISL A69



IN FAMILIAR
TERRA-TORY (C)
22994255165
ISL L65



ALOHA FROM
OPI (C)
22550279170
ISL H70



CAJUN SHRIMP (C)
22777754164
ISL L64



SHE WENT ON AND
ON AND ON (C)
22000323003
ISL L03



SHE'S A BAD
MUFFULETTA! (C)
22777754156
ISL N56



UNREPRESENTANTLY
RED (C)
22000323008
ISL L08



COCA-COLA © RED (C)
22550419113
ISL C13



UNEQUIVOCALLY
CRIMSON (C)
22000323009
ISL L09



COLOR SO HOT IT
BERNS (C)
22888070113
ISL Z13



BIG APPLE RED (C)
22777754125
ISL N25



OPI BY POPULAR
VOTE (C)
22006697363
ISL W63



RELENTLESSLY
RUBY (C)
22000323010
ISL L10



OPI RED (C)
22006697172
ISL L72



THE THRILL OF
BRAZIL (C)
22006697216
ISL A16



CAN'T BE BEET! (C)
22000323013
ISL L13



AN AFFAIR IN
RED SQUARE (P)
22777754153
ISL R53



MALAGA WINE (C)
22777754287
ISL L87

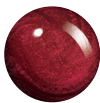


BOGOTÁ
BLACKBERRY (P)
22006697252
ISL F52

INFINITE SHINE



WE THE FEMALE (C)
22777754264
ISL W64



I'M NOT REALLY A WAITRESS (P)
22777754108
ISL H08



GOT THE BLUES FOR RED (C)
22006697352
ISL W52



RAISIN' THE BAR (C)
22000323014
IS L14



BERRY ON FOREVER (C)
22995285060
IS L60



IN THE CABLE CAR- POOL LANE (C)
22888070162
ISL F62



STICK TO YOUR BURGUNDIES (C)
22995285054
IS L54



VAMPTERDAM (P)
22777754163
ISL H63



REYKJAVIK HAS ALL THE HOT SPOTS (S)
22550172363
ISL I63



MIAMI BEET (C)
22777754187
ISL B78



FLASHBULB FUCHSIA (C)
22888070131
ISL B31



SPARE ME A FRENCH QUARTER? (C)
22888070155
ISL N55



DON'T BOSSA NOVA ME AROUND (C)
22888070160
ISL A60



TAUPE-LESS BEACH (C)
22777754161
ISL A61



TICKLE MY FRANCE-Y (C)
22777754116
ISL F16



YOU SUSTAIN ME (C)
22995285057
IS L57



ONE HECKLA OF A COLOR! (C)
22550172362
ISL I62



LUCKY LUCKY LAVENDER (C)
22006697148
ISL H48



GRAPELY ADMIRER (C)
22000323012
IS L12



O SUZI MIO (C)
22888070135
ISL V35



POLLY WANT A LACQUER? (C)
22006697174
ISL F83



DO YOU LILAC IT? (C)
22006697129
ISL B29



STYLE UNLIMITED (C)
22005901177
IS L77



WHISPERFECTION (C)
22005901176
IS L76



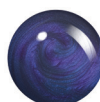
YOU'RE SUCH A BUDAPEST (C)
22006697174
ISL E74



SHOW US YOUR TIPS! (C)
22888070262
ISL N62



LESS IS NORSE (C)
22550172359
ISL I59



TURN ON THE NORTHERN LIGHTS! (S)
22550172357
ISL I57

INFINITE SHINE



**TO BE
CONTINUED... (C)**
22995285040
IS L40



**REACH FOR
THE SKY (C)**
22994255168
IS L68



**CHECK OUT THE
OLD GEYSIRS (S)**
22550172360
IS L60



**CAN'T FIND MY
CZECHBOOK (C)**
22006697175
IS L75



IT'S A BOY! (C)
22888070175
IS L75



**SUZI WITHOUT
A PADDLE (C)**
22006699288
IS L88



**TO INFINITY AND
BLUE-YOND (C)**
22000323018
IS L18



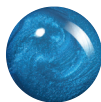
**GELATO ON MY
MIND (C)**
22550279133
IS L33



**TEAL THE COWS
COME HOME (SH)**
22550279254
IS L54



**SUPER
TROP-I-CAL-I-FIJI-ISTIC (C)**
22006699287
IS L87



**DO YOU SEA
WHAT I SEA? (S)**
22006699284
IS L84



**GET RYD-OF-THYM
BLUES (C)**
22000323016
IS L16



**THIS ISN'T
GREENLAND (C)**
22550172358
IS L58



**THAT'S
HULA-RIOUS! (C)**
22006697165
IS L65



**WITHSTANDS THE
TEST OF THYME (C)**
22000323019
IS L19



**IS THAT A SPEAR IN
YOUR POCKET? (C)**
22006699285
IS L85



OLIVE FOR GREEN (C)
22994255164
IS L64



**SUZI-THE FIRST
LADY OF NAILS (C)**
22006697155
IS L55



**I DO IT MY
RUN-WAY (C)**
22005901180
IS L80



**CIA=COLOR IS
AWESOME (C)**
22777754253
IS L53



**I CAN NEVER
HUT UP (S)**
22006699286
IS L86



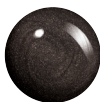
SILVER ON ICE (S)
22995285048
IS L48



**STEEL WATERS
RUN DEEP (C)**
22000323027
IS L27



**THE LATEST AND
SLATEST (C)**
22005901178
IS L78



MY PRIVATE JET (S)
22777754159
IS L59



**STRONG
COALITION (C)**
22000323026
IS L26



**BOYFRIEND
JEANS (C)**
22005901179
IS L79



**SUZI & THE
ARCTIC FOX (C)**
22550172356
IS L56



MADE YOUR
LOOK (C)
22005901175
IS L75



STAYING NEUTRAL (C)
22000323028
IS L28



ICELANDED A
BOTTLE OF OPI (C)
22550172353
ISL I53



BERLIN THERE
DONE THAT (C)
22006697113
ISL G13



YOU DON'T KNOW
JACQUES! (C)
22777754215
ISL F15



SET IN STONE (C)
22000323024
IS L24



THAT'S WHAT FRIENDS
ARE THOR (C)
22550172354
ISL I54



NEVER GIVE UP! (C)
22000323025
IS L25



KRONA-LOGICAL
ORDER (C)
22550172355
ISL I55



SHH... IT'S TOP
SECRET! (C)
22006697261
ISL W61



LINCOLN PARK
AFTER DARK (C)
22777754142
ISL W42



RUSSIAN NAVY (S)
22777754154
ISL R54



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

Nail Lacquer

OPI Nail Lacquer is the number one salon brand worldwide.

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

3-STEP SYSTEM



**NATURAL NAIL
BASE COAT**
22001008000
NT T10

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

OPI TOP COAT
22001009000
NT T30

Helps prevent smudges while drying to a smooth, high-gloss, protective shine.

BASE / TOP COATS



**ACRYLIC NAIL
BASE COAT**
22001739000
NT T20

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

**OPI MATTE
TOP COAT**
22002218000
NT T35

Transforms glossy colors to a satiny finish.

NAIL LACQUER



**HAPPY
ANNIVERSARY! (S)**
22001014006
NL A36



ALPINE SNOW (C)
22001014060
NL L00



FUNNY BUNNY (SH)
22001014106
NL H22



KYOTO PEARL (P)
22001014061
NL L03



**I CANNOLI
WEAR OPI (C)**
22995154032
NL V32



**IT'S IN THE
CLOUD (C)**
22994257071
NL T71



**MIMOSAS FOR
MR. & MRS. (SH)**
22001014073
NL R41



BUBBLE BATH (SH)
22001014085
NL S86



**BE THERE IN A
PROSECCO (C)**
22995154031
NL V31



**MY VAMPIRE
IS BUFF (C)**
22002184003
NL E82



**DON'T BOSSA NOVA
ME AROUND (C)**
22002576011
NL A60



**TIRAMISU
FOR TWO (C)**
22995154028
NL V28



**LET ME BUY YOU A
DRINK (P)**
22994150051
NL N51



**MY VERY FIRST
KNOCKWURST (C)**
22001246008
NL G20



**PALE TO THE
CHIEF (C)**
22997103157
NL W57



SAMOAN SAND (SH)
22001014071
NL P61



SWEET HEART (SH)
22001014087
NL S96



**STOP IT I'M
BLUSHING! (C)**
22994257074
NL T74



**DO YOU TAKE
LEI AWAY? (C)**
22000354867
NL H67



PUT IT IN NEUTRAL (C)
22995100265
NL T65



**CONEY ISLAND
COTTON CANDY (SH)**
22001014161
NL L12



PASSION (SH)
22001014054
NL H19



**ITALIAN LOVE
AFFAIR (P)**
22001014159
NL I27



IT'S A GIRL! (SH)
22001014001
NL H39



**SUZI SHOPS &
ISLAND HOPS (SH)**
22000354871
NL H71



**MOD ABOUT
YOU (C)**
22001014014
NL B56



**PINK-ING OF
YOU (SH)**
22001014087
NL S95



**SUZI NAILS
NEW ORLEANS (C)**
22994150053
NL N53

NAIL LACQUER



ROSY FUTURE (SH)
22001014083
NL S79



PRINCESSES
RULE! (S)
22001014107
NL R44



GETTING NADI ON MY
HONEYMOON (C)
22006698182
NL F82



HAWAIIAN
ORCHID (P)
22001014105
NL A06



KISS ME I'M
BRAZILIAN (C)
22002576005
NL A68



TWO-TIMING
THE ZONES (C)
22006698180
NL F80



SHORTS STORY (C)
22001014024
NL B86



KISS ME ON
MY TULIPS (C)
22001014134
NL H59



APHRODITE'S PINK
NIGHTIE (P)
22001014049
NL G01



AURORA
BERRY-ALIS (C)
22550168164
NL I64



STRAWBERRY
MARGARITA (C)
22001014067
NL M23



PINK FLAMENCO (C)
22001014124
NL E44



ELEPHANTASTIC
PINK (C)
22001014116
NL I42



PRECISELY
PINKISH (C)
22005904101
NL BC1



LA PAZ-ITIVELY
HOT (P)
22001014004
NL A20



HOTTER THAN
YOU PINK (C)
22001014349
NL N36



CHARGED UP
CHERRY (C)
22001014109
NL B35



NOT SO BORA-
BORA-ING PINK (P)
22001014164
NL S45



THAT'S BERRY
DARING (C)
22001014228
NL B36



KOALA BEAR-Y (C)
22001014007
NL A46



SHE'S A BAD
MUFFULETTA! (C)
22994150056
NL N56



POMPEII PURPLE (P)
22001014125
NL C09



MADAM
PRESIDENT (C)
22997103162
NL W62



DUTCH TULIPS (C)
22001014062
NL L60



GOT MYSELF INTO
A JAM-BALAYA (C)
22994150057
NL N57



NO DOUBT
ABOUT IT! (C)
22005904102
NL BC2



LIVE.LOVE.
CARNAVAL (C)
22002576004
NL A69



I EAT MAINLY
LOBSTER (S)
22001014147
NL T30

NAIL LACQUER



MY ADDRESS IS
"HOLLYWOOD" (C)
22001014272
NL T31



ALOHA FROM
OPI (C)
22000354870
NL H70



OPI ON
COLLINS AVE. (C)
22001014119
NL B76



GO WITH THE
LAVA FLOW (S)
22000354869
NL H69



HOT & SPICY (C)
22001014056
NL H43



LIVING ON THE
BULA-VARD! (C)
22006698181
NL F81



A GOOD MAN-DARIN
IS HARD TO FIND (C)
22001014121
NL H47



MY CHIHUAHUA
BITES! (C)
22001014066
NL M21



CALIFORNIA
RASPBERRY (P)
22001014163
NL L54



OPI RED (P)
22001014064
NL L72



COLOR SO HOT
IT BURNS (C)
22001014166
NL Z13



CAJUN SHRIMP (C)
22001014063
NL L64



CHA-CHING
CHERRY (C)
22001014277
NL V12



COCA-COLA RED®(C)
22000126113
NL C13



GIMME A
LIDO KISS (S)
22995154030
NL V30



BIG APPLE RED (C)
22001014069
NL N25



THE THRILL OF
BRAZIL (C)
22001014003
NL A16



RED HOT RIO (C)
22002576001
NL A70



CHICK FLICK
CHERRY (C)
22001014051
NL H02



AMORE AT THE
GRAND CANAL (C)
22995154029
NL V29



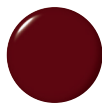
MALAGA WINE (C)
22001014065
NL L87



I'M NOT REALLY A
WAITRESS (P)
22001014052
NL H08



AN AFFAIR IN
RED SQUARE (P)
22001014075
NL R53



GOT THE BLUES
FOR RED (C)
22001014117
NL W52



JUST LANAI-ING
AROUND (C)
22000354872
NL H72



A-ROSE AT DAWN...
BROKE BY NOON (P)
22001014098
NL V11



OPI BY POPULAR
VOTE (C)
22997103163
NL W63



WE THE FEMALE (C)
22997103164
NL W64

NAIL LACQUER



FLASHBULB
FUCHSIA (S)
22001014110
NL B31



SPARE ME A FRENCH
QUARTER? (C)
22994150055
NL N55



MIAMI BEET (C)
22001014021
NL B78



IN THE CABLE
CAR-POOL LANE (C)
22002387011
NL F62



PURPLE PALAZZO
PANTS (C)
22995154034
NL V34



LUCKY LUCKY
LAVENDER (C)
22001014157
NL H48



ONE HECKLA OF A
COLOR! (C)
22550168162
NL I62



I MANICURE FOR
BEADS (C)
22994150054
NL N54



POLLY WANT A
LACQUER? (C)
22006698183
NL F83



DO YOU
LILAC IT? (C)
22001014009
NL B29



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PURPOSE (P)
22001014111
NL B30



DO YOU HAVE THIS COLOR
IN STOCK-HOLM? (C)
22000144047
NL N47



RICH GIRLS &
PO-BOYS (C)
22994150061
NL N61



SHOW US
YOUR TIPS! (S)
22994150062
NL N62



LESS IS NORSE (C)
22550168159
NL I59



O SUZI MIO (C)
22995154035
NL V35



I CAN NEVER
HUT UP (S)
22006698186
NL F86



CHECK OUT THE
OLD GEYSIRS (S)
22550168160
NL I60



I AM WHAT I
AMETHYST (C)
22994257076
NL T76



YOU'RE SUCH
A BUDAPEST (C)
22002184009
NL E74



IT'S A BOY! (C)
22994257075
NL T75



GELATO ON
MY MIND (C)
22995154033
NL V33



CAN'T FIND MY
CZECHBOOK (C)
22002184010
NL E75



SUPER
TROP-I-CAL-I-FIJI-ISTIC (C)
22006698187
NL F87



SUZI WITHOUT A
PADDLE (C)
22006698188
NL F88



NO ROOM FOR
THE BLUES (C)
22001014022
NL B83

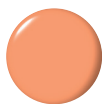


DO YOU SEA
WHAT I SEA? (S)
22006698184
NL F84



CORRECTAMUNDO (C)
22005904103
NL BC3

NAIL LACQUER



CRAWFISHIN' FOR
A COMPLIMENT (C)
22994150058
NL N58



NO TAN LINES (C)
22006698190
NL F90



PANTS ON FIRE! (C)
22005904109
NL BB9



FREEDOM OF
PEACH (C)
22997103159
NL W59



TUTTI FRUTTI
TONGA (P)
22001014165
NL S48



TOUCAN DO IT
IF YOU TRY (C)
22002576008
NL A67



IT'S A PIAZZA
CAKE (C)
22995154026
NL V26



COZU-MELTED
IN THE SUN (P)
22001014253
NL M27



I'LL HAVE A GIN &
TECTONIC (C)
22550168161
NL I61



DULCE DE
LECHE (C)
22001014002
NL A15



A GREAT
OPERA-TUNITY (C)
22995154025
NL V25



COSMO-NOT
TONIGHT HONEY! (P)
22001014078
NL R58



HUMIDI-TEA (S)
22994150052
NL N52



NOMAD'S
DREAM (P)
22001014070
NL P02



CHOCOLATE
MOOSE (C)
22001014112
NL C89



YANK MY
DOODLE (C)
22997103158
NL W58



TICKLE MY
FRANCE-Y (C)
22001014042
NL F16



BAREFOOT IN
BARCELONA (C)
22001014027
NL E41



CHICAGO
CHAMPAGNE TOAST (P)
22001014081
NL S63



REYKJAVIK HAS ALL
THE HOT SPOTS (S)
22550168163
NL I63



COCONUTS
OVER OPI (C)
22006698189
NL F89



ICELANDED A
BOTTLE OF OPI (C)
22550168153
NL I53



TAUPE-LESS
BEACH (C)
22002576002
NL A61



BERLIN THERE
DONE THAT (C)
22001246001
NL G13



LUCERNE-TAINLY LOOK
MARVELOUS (S)
22001014102
NL Z18



TAKE A RIGHT ON
BOURBON (P)
22994150059
NL N59



GLITZERLAND (S)
22001014103
NL Z19



WORTH A PRETTY
PENNE (S)
22995154027
NL V27

NAIL LACQUER



NO FAUX
YELLOW (C)
22005904108
NL BB8



I JUST CAN'T
COPE-ACABANA (C)
22002576010
NL A65



EXOTIC BIRDS
DO NOT TWEET (C)
22006698191
NL F91



NEVER A DULLES
MOMENT (C)
22997103156
NL W56



ONE CHIC CHICK (C)
22994257073
NL T73



THIS ISN'T
GREENLAND (C)
22550168158
NL I58



THAT'S
HULA-RIOUS! (C)
22000354865
NL H65



THIS COST ME
A MINT (C)
22994257072
NL T72



GREEN
COME TRUE (C)
22005904104
NL BC4



I'M SOOO
SWAMPED! (C)
22994150060
NL N60



MY DOGSLED IS
A HYBRID (C)
22000144045
NL N45



SUZI - THE FIRST
LADY OF NAILS (C)
22997103155
NL W55



STAY OFF
THE LAWN!! (C)
22997103154
NL W54



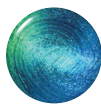
AMAZON...
AMAZOFF (C)
22002576012
NL A64



IS THAT A SPEAR IN
YOUR POCKET? (C)
22006698185
NL F85



CIA = COLOR IS
AWESOME (C)
22997103153
NL W53



THIS COLOR'S
MAKING WAVES (S)
22000354874
NL H74



TEAL THE COWS
COME HOME (S)
22001014013
NL B54



BLUE MY MIND (P)
22001014008
NL B24



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



TURN ON THE
NORTHERN LIGHTS! (S)
22550168157
NL I57



RUSSIAN NAVY (S)
22001014076
NL R54



LIGHT MY
SAPPHIRE (P)
22001014016
NL B60



YOGA-TA GET
THIS BLUE! (S)
22001014059
NL I47



KRONA-LOGICAL
ORDER (C)
22550168155
NL I55



YOU DON'T KNOW
JACQUES! (C)
22001014041
NL F15



THAT'S WHAT FRIENDS
ARE THOR (C)
22550168154
NL I54



SQUEAKER OF
THE HOUSE (C)
22997103160
NL W60

NAIL LACQUER



MEET ME ON THE
STAR FERRY (S)
22001014246
NL H49



BOGOTÁ
BLACKBERRY (P)
22001014048
NL F52



MIDNIGHT IN
MOSCOW (S)
22001014118
NL R59



BLACK CHERRY
CHUTNEY (P)
22001014160
NL I43



SUZI & THE
ARCTIC FOX (C)
22550168156
NL I56



MY PRIVATE JET (S)
22001014015
NL B59



MY GONDOLA
OR YOURS? (C)
22995154036
NL V36



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



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



OPI INK. (S)
22001014195
NL B61



VAMPSTERDAM (C)
22001014138
NL H63



LINCOLN PARK
AFTER DARK (C)
22001014099
NL W42



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

- Suzi Weiss-Fischmann

OPI Co-Founder & Brand Ambassador

Nail Treatments

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



START-TO-FINISH
Original Formula
22001011000
NT T70

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



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

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



CHIP SKIP
22001006000
NT 100

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



NATURAL NAIL STRENGTHENER
22001010000
NT T60

Builds in layers of protection on natural nails.



PLUMPING VOLUMIZING TOP COAT
22005393000
NT T36



BRILLIANT HIGH SHINE TOP COAT
22005394000
NT T37



RAPIDRY TOP COAT
22001012000
NT T74

Dries to a tough, long-lasting, non-yellowing, high-gloss shine in minutes.



DRIP DRY LACQUER DRYING DROPS
22002357000
AL 711

Dries nails to the touch in one minute, completely in five, with just a few drops, while treating cuticles to a soothing dose of jojoba and antioxidant vitamin E!



GEL BREAK TREATMENT SYSTEM
Restores nail strength and defends against breaking, tearing and peeling - in just one week.



SERUM-INFUSED BASE COAT
22006696101
NT R01



SHEER COLOR Properly Pink
22006696103
NT R03



SHEER COLOR Too Tan-Talizing
22006696104
NT R04



SHEER COLOR Barely Beige
22006696105
NT R05



PROTECTIVE TOP COAT
22006696102
NT R02

NAIL ENVY



**ORIGINAL
NAIL ENVY**
22001013000
NT T80

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



**MATTE
NAIL ENVY**
22001744000
NT T82

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



**SOFT & THIN
NAIL ENVY**
22001227000
NT 111

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



**DRY & BRITTLE
NAIL ENVY**
22001735000
NT 131

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



**SENSITIVE & PEELING
NAIL ENVY**
22001007000
NT 121

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



**MAINTENANCE
NAIL ENVY**
22001736000
NT 141

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



**NAIL ENVY
STRENGTH IN COLOR**
Hawaiian Orchid
22995265220
NT 220

Breezy, tropical pink / maximum strength formula.



**NAIL ENVY
STRENGTH IN COLOR**
Samoan Sand
22995265221
NT 221

A warm beige-pink / maximum strength formula.



**NAIL ENVY
STRENGTH IN COLOR**
Bubble Bath
22995265222
NT 222

Soothing, warm, pale pink / maximum strength formula.



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

Whisper of cool pink / maximum strength formula.

Powder Perfection

Acrylic nails reinvented.
Faster, easier & odor-free. Gel-like shine & weeks of wear.
Dries almost instantly, no need to light cure.

Soak-off wrap removal | Available in 29 OPI shades

— DIP. TAP. PERFECT. —



**POWDER PERFECTION
BASE COAT**
22550223110
DPT 10
Foundation base coat
for application of
color powder.



**POWDER PERFECTION
ACTIVATOR**
22550225120
DPT 20
Accelerates curing
of base coat and color
powder application.



**POWDER PERFECTION
TOP COAT**
22550226130
DPT 30
Provides a glossy,
high-shine finish.



**POWDER PERFECTION
COLOR POWDER**

BUBBLE BATH
22550224186
DPS86

**POWDER PERFECTION
CLEAR COLOR SET POWDER**
22550224001
DP001

Sets color powders during application
for enhanced durability.



OPI Pink & White Shades POWDER PERFECTION



FUNNY BUNNY
22550224122
DPH22



ALPINE SNOW
22550224100
DPL00



BUBBLE BATH
22550224186
DPS86



PASSION
22550224119
DPH19



SAMOAN SAND
22550224161
DPP61



OPI Iconic Shades POWDER PERFECTION



TIRAMISU FOR TWO
22550220128
DPV28



**DO YOU TAKE
LEI AWAY?**
22550220167
DPH67



PRINCESSES RULE!
22550220344
DPR44



MOD ABOUT YOU
22550220156
DPB56



**PURPLE
PALAZZO PANTS**
22550220134
DPV34



**STRAWBERRY
MARGARITA**
22550220223
DPM23



PINK FLAMENCO
22550220244
DPE44



**SPARE ME A
FRENCH QUARTER?**
22550220155
DPN55



CAJUN SHRIMP
22550220164
DPL64



BIG APPLE RED
22550220125
DPN25



**THE THRILL
OF BRAZIL**
22550220116
DPA16



**I'M NOT REALLY
A WAITRESS**
22550220108
DPH08



MALAGA WINE
22550220187
DPL87



**A GOOD MAN-DARIN
IS HARD TO FIND**
22550220135
DPH47



**GOT MYSELF INTO
A JAM-BALAYA**
22550220157
DPN57



**GELATO ON MY
MIND**
22550220133
DPV33



**RICH GIRLS
& PO-BOYS**
22550220261
DPN61



**YOU'RE SUCH A
BUDAPEST**
22550220174
DPE74



**SHOW US YOUR
TIPS!**
22550220162
DPN62



**DO YOU HAVE THIS COLOR
IN STOCK-HOLM? (C)**
22550220147
DPN47



HUMIDI-TEA
22550220252
DPN52



**TAUPE-LESS
BEACH**
22550220161
DPA61








































**LINCOLN PARK
AFTER DARK**
22550220142
DPW42



BLACK ONYX
22550220102
DPT02
*Lady in Black
(EU markets)

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SHADE NAME	FINISH	GC	IS	NL
● A GOOD MAN-DARIN IS HARD TO FIND	C	GC H47	—	NL H47
● A GREAT OPERA-TUNITY	C	GC V25	—	NL V25
● A RED-VIVAL CITY	C	GC L22	ISL L22	NL L22
● A-ROSE AT DAWN...BROKE BY NOON	P	—	ISL V11	NL V11
● ALOHA FROM OPI (C+K)	C	GC H70	ISL H70	NL H70
● ALPINE SNOW (C+K)	C	GC L00	ISL L00	NL L00
● AMAZON...AMAZOFF	C	GC A64	—	NL A64
● AMORE AT THE GRAND CANAL	C	GC V29	—	NL V29
● AN AFFAIR IN RED SQUARE	P	—	ISL R53	NL R53
● APHRODITE'S PINK NIGHTIE	P	—	ISL G01	NL G01
● AURORA BERRY-ALIS	C	GC I64	ISL I64	NL I64
● BAREFOOT IN BARCELONA (C+K)	C	—	ISL E41	NL E41
● BE THERE IN A PROSECCO	C	GC V31	—	NL V31
● BERLIN THERE DONE THAT (C+K)	C	—	ISL G13	NL G13
● BERRY ON FOREVER	C	—	IS L60	—
● BEYOND THE PALE PINK	C	—	IS L35	—
● BIG APPLE RED	C	GC N25	ISL N25	NL N25
● BLACK CHERRY CHUTNEY	P	GC I43	—	NL I43
● BLACK ONYX (C+K)	C	GC T02	ISL T02	NL T02
● BLUE MY MIND	C	—	—	NL B24
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● BOYFRIEND JEANS	C	—	IS L79	—
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● CHARGED UP CHERRY	C	—	ISL B35	NL B35
● CHECK OUT THE OLD GEYSIRS	S	GC I60	ISL I60	NL I60
● CHICAGO CHAMPAGNE TOAST	P	—	ISL S63	NL S63
● CHICK FLICK CHERRY (C+K)	C	GC H02	—	NL H02
● CHIFFON MY MIND	C	GC T63	—	—
● CHOCOLATE MOOSE (C+K)	C	—	ISL C89	NL C89
● CIA = COLOR IS AWESOME	C	GC W53	ISL W53	NL W53
● CLOSER THAN YOU MIGHT BELÉM	C	GC L24	ISL L24	NL L24

SHADE NAME	FINISH	GC	IS	NL
 COCA-COLA® RED	C	GC C13	ISL C13	NL C13
 COCONUTS OVER OPI	C	GC F89	ISL F89	NL F89
 COLOR SO HOT IT BURNS	C	GC Z13	ISL Z13	NL Z13
 CONEY ISLAND COTTON CANDY	C	—	—	NL L12
 CORRECTAMUNDO	C	—	—	NL BC3
 COSMO-NOT TONIGHT HONEY	P	GC R58	ISL R58	NL R58
 COZU-MELTED IN THE SUN	P	GC M27	ISL M27	NL M27
 CRAWFISHIN' FOR A COMPLIMENT	C	GC N58	ISL N58	NL N58
 DEFY EXPLANATION	C	—	IS L59	—
 DO YOU HAVE THIS COLOR IN STOCK-HOLM?	C	GC N47	—	NL N47
 DO YOU LILAC IT? (C+K)	C	GC B29	ISL B29	NL B29
 DO YOU LILAC IT? (PASTEL)	C	GC 102	—	—
 DO YOU SEA WHAT I SEA?	S	GC F84	ISL F84	NL F84
 DO YOU TAKE LEI AWAY? (C+K)	C	GC H67	—	NL H67
 DON'T BOSSA NOVA ME AROUND	C	GC A60	ISL A60	NL A60
 DS PEWTER	G	GC G05	—	—
 DULCE DE LECHE (C+K)	C	—	ISL A15	NL A15
 DUTCH TULIPS	C	GC L60	ISL L60	NL L60
 ELEPHANTASTIC PINK	C	—	—	NL I42
 ENTER THE GOLDEN ERA	P	—	IS L37	—
 EXOTIC BIRDS DO NOT TWEET	C	GC F91	ISL F91	NL F91
 FLASHBULB FUCHSIA	S	—	—	NL B31
 FOLLOW YOUR BLISS	C	—	IS L45	—
 FREEDOM OF PEACH	C	GC W59	—	NL W59
 FROM HERE TO ETERNITY	C	—	IS L02	—
 FUNNY BUNNY	SH	GC H22	ISL H22	NL H22
 GARGANTUAN GREEN GRAPE (PASTEL)	C	GC 103	—	—
 GELATO ON MY MIND	C	GC V33	ISL V33	NL V33
 GET RYD-OF-THYM BLUES	C	—	ISL 16	—
 GETTING NADI ON MY HONEYMOON	C	GC F82	ISL F82	NL F82
 GIMME A LIDO KISS	S	GC V30	—	NL V30
 GIRL WITHOUT LIMITS	C	—	IS L04	—
 GLITZERLAND	S	—	—	NL Z19
 GO WITH THE LAVA FLOW	S	GC H69	—	NL H69
 GOT MYSELF INTO A JAM-BALAYA	C	GC N57	ISL N57	NL N57
 GOT THE BLUES FOR RED	C	GC W52	ISL W52	NL W52
 GRAPELY ADMIRER	C	—	IS L12	—

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SHADE NAME	FINISH	GC	IS	NL
 GREEN COME TRUE	C	—	—	NL BC4
 HALF PAST NUDE	C	—	IS L67	—
 HAPPY ANNIVERSARY!	S	—	—	NL A36
 HAWAIIAN ORCHID	P	—	—	NL A06
 HELLO HAWAII YA?	C	GC H73	—	—
 HOT & SPICY	C	—	—	NL H43
 HOTTER THAN YOU PINK	C	GC N36	—	NL N36
 HOW GREAT IS YOUR DANE?	C	GC N44	—	—
 HUMIDI-TEA	S	GC N52	ISL N52	NL N52
 I AM WHAT I AMETHYST	C	GC T76	—	NL T76
 I CAN NEVER HUT UP	S	GC F86	ISL F86	NL F86
 I CANNOLI WEAR OPI	C	GC V32	—	NL V32
 I COULDN'T BARE LESS	SH	GC T70	—	—
 I DO IT MY RUN-WAY	C	—	IS L80	—
 I EAT MAINELY LOBSTER (C+K)	S	GC T30	—	NL T30
 I JUST CAN'T COPE-ACABANA	C	GC A65	—	NL A65
 I MANICURE FOR BEADS	C	GC N54	—	NL N54
 I'LL HAVE A GIN & TECTONIC	C	GC I61	ISL I61	NL I61
 I'M NOT REALLY A WAITRESS	S	GC H08	ISL H08	NL H08
 I'M SOOO SWAMPED!	C	GC N60	—	NL N60
 ICELANDED A BOTTLE OF OPI	C	GC I53	ISL I53	NL I53
 IN FAMILIAR TERRA-TORY	C	—	IS L65	—
 IN THE CABLE CAR-POOL LANE	C	—	—	NL F62
 IS THAT A SPEAR IN YOUR POCKET?	C	GC F85	ISL F85	NL F85
 IT NEVER ENDS	C	—	IS L29	—
 ITALIAN LOVE AFFAIR	P	—	—	NL I27
 IT'S A BOY!	C	GC T75	ISL T75	NL T75
 IT'S A GIRL!	SH	—	ISL H39	NL H39
 IT'S A PIAZZA CAKE	C	GC V26	—	NL V26
 IT'S IN THE CLOUD	C	GC T71	—	NL T71
 JUST LANAI-ING AROUND (C+K)	C	GC H72	—	NL H72
 KISS ME I'M BRAZILIAN	C	GC A68	—	NL A68
 KISS ME ON MY TULIPS	C	—	—	NL H59
 KOALA BEAR-Y	C	—	—	NL A46
 KRONA-LOGICAL ORDER	C	GC I55	ISL I55	NL I55
 KYOTO PEARL	F/SH	GC L03	—	NL L03
 LA PAZ-ITIVELY HOT	C	—	ISL A20	NL A20

C = Crème | S = Shimmer | SH = Sheer | F = Frosted | P = Pearl | G = Glitter | M = Matte | MT = Metallic

SHADE NAME	FINISH	GC	IS	NL
● LESS IS NORSE	C	GC I59	ISL I59	NL I59
● LADY IN BLACK (EU)	C	GC T02-EU	ISL T02-EU	NL T02-EU
● LET ME BAYOU A DRINK	P	GC N51	—	NL N51
● LIGHT MY SAPPHIRE	P	—	—	NL B60
● LINCOLN PARK AFTER DARK (C+K)	C	GC W42	ISL W42	NL W42
● LINGER OVER COFFEE	C	—	IS L53	—
● LISBON WANTS MOOR OPI	C	GC L16	ISL L16	NL L16
● LIVE.LOVE.CARNAVAL	C	GC A69	ISL A69	NL A69
● LIVING ON THE BULA-VARD!	C	GC F81	ISL F81	NL F81
● LOVE IS IN THE BARE	C	GC T69	—	—
● LUCERNE-TAINLY LOOK MARVELOUS	S	—	—	NL Z18
● LUCKY LUCKY LAVENDAR (C+K)	C	—	ISL H48	NL H48
● MADAM PRESIDENT	C	GC W62	ISL W62	NLW62
● MADE IT TO SEVENTH HILL!	MT	GC L15	ISL L15	NL L15
● MADE YOUR LOOK	C	—	IS L75	—
● MALAGA WINE	C	GC L87	ISL L87	NL L87
● MEET ME ON THE STAR FERRY	S	—	—	NL H49
● MIAMI BEET (C+K)	C	GC B78	ISL B78	NL B78
● MIDNIGHT IN MOSCOW	S	—	—	NL R59
● MIMOSAS FOR MR. & MRS. (C+K)	C	—	ISL H19	NL R41
● MOD ABOUT YOU (C+K)	C	GC B56	ISL B56	NL B56
● MOD ABOUT YOU (PASTEL)	C	GC 106	—	—
● MY ADDRESS IS "HOLLYWOOD"	S	—	ISL T31	NL T31
● MY CHIHUAHUA BITES	C	GC M21	—	NL M21
● MY DOGSLED IS A HYBRID	C	GC N45	—	NL N45
● MY GONDOLA OR YOURS?	C	GC V36	—	NL V36
● MY PRIVATE JET	S	GC B59	ISL B59	NL B59
● MY VAMPIRE IS BUFF (C+K)	C	GC E82	—	NL E82
● MY VERY FIRST KNOCKWURST (C+K)	C	—	—	NL G20
● NEED SUNGLASSES? (PASTEL)	C	GC 104	—	—
● NEVER A DULLES MOMENT	C	GC W56	—	NL W56
● NEVER GIVE UP!	C	—	IS L25	—
● NO FAUX YELLOW	C	—	—	NL BB8
● NO DOUBT ABOUT IT!	C	—	—	NL BC2
● NO ROOM FOR THE BLUES	C	GC B83	—	NL B83
● NO STOPPING ME NOW	C	—	IS L07	—
● NO TAN LINES	C	GCF90	ISL F90	NL F90

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SHADE NAME	FINISH	GC	IS	NL
● NO TURNING BACK FROM PINK STREET	C	GC L19	ISL L19	NL L19
● NOMAD'S DREAM	P	—	—	NL P02
● NOT SO BORA-BORA-ING PINK	P	—	ISL S45	NL S45
● NOW MUSEUM, NOW YOU DON'T	MT	GC L21	ISL L21	NL L21
● O SUZI MIO	C	GC V35	ISL V35	NL V35
● OLIVE FOR GREEN	C	—	IS L64	—
● ONE CHIC CHICK	C	GC T73	—	NL T73
● ONE HECKLA OF A COLOR!	C	GC I62	ISL I62	NL I62
● OPI BY POPULAR VOTE	C	GC W63	ISL W63	NL W63
● OPI INK.	S	GC B61	—	NL B61
● OPI ON COLLINS AVE.	C	GC B76	—	NL B76
● OPI RED (C+K)	P	GC L72	ISL L72	NL L72
● OPI... EURSO EURO	C	GC E72	—	NL E72
● PALE TO THE CHIEF	C	GC W57	—	NL W57
● PANTS ON FIRE!	C	—	—	NL BB9
● PASSION (C+K)	SH	GC H19	ISL H19	NL H19
● PEARL OF WISDOM	P	—	IS L34	—
● PETAL SOFT	C	GC T64	—	—
● PINK FLAMENCO (C+K)	C	GC E44	—	NL E44
● PINK-ING OF YOU (C+K)	SH	—	—	NL S95
● PIROUETTE MY WHISTLE	C	GC T55	—	—
● POLLY WANT A LACQUER?	C	GC F83	ISL F83	NL F83
● POMPEII PURPLE	P	GC C09	ISL C09	NL C09
● PRECISELY PINKISH	C	—	—	NL BC1
● PRETTY PINK PERSEVERES	C	—	IS L01	—
● PRINCESSES RULE!	SH/S	GC R44	ISL R44	NL R44
● PURPLE PALAZZO PANTS	C	GC V34	—	NL V34
● PURPLE WITH A PURPOSE	P	—	—	NL B30
● PUT IT IN NEUTRAL	C	GC T65	—	NL T65
● RAISIN' THE BAR	C	—	IS L14	—
● REACH FOR THE SKY	C	—	IS L68	—
● RED HOT RIO	C	GC A70	—	NL A70
● REYKJAVIK HAS ALL THE HOT SPOTS	C	GC I63	ISL I63	NL I63
● RELENTLESSLY RUBY	C	—	IS L10	—
● RICH GIRLS & PO-BOYS	C	GC N61	—	NL N61
● ROSE AGAINST TIME	C	—	IS L61	—
● ROSY FUTURE	SH	—	—	NL S79

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SHADE NAME	FINISH	GC	IS	NL
 RUNNING WITH THE IN-FINITE CROWD	C	—	IS L05	—
 RUSSIAN NAVY	S	GC R54	ISL R54	NL R54
 SAMOAN SAND (C+K)	SH	GC P61	ISL P61	NL P61
 SET IN STONE	C	—	IS L24	—
 SHE WENT ON AND ON AND ON	C	—	IS L03	—
 SHE'S A BAD MUFFULETTA!	C	GC N56	ISL N56	NL N56
 SHH... IT'S TOP SECRET!	C	GC W61	ISLW61	NLW61
 SHORTS STORY	C	GC B86	ISL B86	NL B86
 SHOW US YOUR TIPS!	S	GC N62	ISL N62	NL N62
 SILVER ON ICE	S	—	IS L48	—
 SPARE ME A FRENCH QUARTER?	C	GC N55	—	NL N55
 SQUEAKER OF THE HOUSE	C	GC W60	—	NL W60
 STAY OFF THE LAWN!!	C	GC W54	—	NL W54
 STAYING NEUTRAL	C	—	IS L28	—
 STEEL WATERS RUN DEEP	C	—	IS L27	—
 STICK IT OUT	C	—	IS L58	—
 STICK TO YOUR BURGUNDIES	C	—	IS L54	—
 STOP IT I'M BLUSHING!	C	GC T74	—	NL T74
 STRAWBERRY MARGARITA	C	GC M23	ISL M23	NL M23
 STRONG COALITION	C	—	IS L26	—
 STYLE UNLIMITED	C	—	IS L77	—
 SUN, SEA AND SAND IN MY PANTS	C	GC L23	IS L23	NL L23
 SUPER TROP-I-CAL-I-FIJI-ISTIC	C	GC F87	ISL F87	NL F87
 SUZI CHASES PORTU-GEES	C	GC L26	ISL L26	NL L26
 SUZI NAILS NEW ORLEANS	C	GC N53	ISL N53	NL N53
 SUZI SHOPS & ISLAND HOPS (C+K)	C	GC H71	—	NL H71
 SUZI WITHOUT A PADDLE	C	GC F88	ISL F88	NL F88
 SUZI - THE FIRST LADY OF NAILS	C	GC W55	ISL W55	NL W55
 SUZI & THE ARCTIC FOX	C	GC I56	ISL I56	NL I56
 SWEET HEART (C+K)	SH	—	ISL S96	NL S96
 TAGUS IN THAT SELFIE!	C	GC L18	ISL L18	NL L18
 TAKE A RIGHT ON BOURBON	P	GC N59	—	NL N59
 TANACIOUS SPIRIT	C	—	IS L22	—
 TAUPE-LESS BEACH	C	GC A61	ISL A61	NL A61
 TEAL THE COWS COME HOME	S	—	ISL B54	NL B54
 THAT'S BERRY DARING	C	—	—	NL B36
 THAT'S HULA-RIOUS! (C+K)	C	GC H65	ISL H65	NL H65

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SHADE NAME	FINISH	GC	IS	NL
● THAT'S WHAT FRIENDS ARE THOR	C	GC I54	ISL I54	NL I54
● THE BEIGE OF REASON	C	—	IS L31	—
● THE LATEST AND SLATEST	C	—	IS L78	—
● THE THRILL OF BRAZIL	C	GC A16	ISL A16	NL A16
● THIS COLOR'S MAKING WAVES	S	GC H74	—	NL H74
● THIS COST ME A MINT	C	GC T72	—	NL T72
● THIS ISN'T GREENLAND	C	GC I58	ISL I58	NL I58
● TICKLE MY FRANCE-Y	C	—	ISL F16	NL F16
● TILE ART TO WARM YOUR HEART	C	GC L25	ISL L25	NL L25
● TIRAMISU FOR TWO	C	GC V28	ISL V28	NL V28
● TO BE CONTINUED...	C	—	IS L40	—
● TO INFINITY AND BLUE-YOND	C	—	IS L18	—
● TOUCAN DO IT IF YOU TRY	C	GC A67	ISL A67	NL A67
● TURN ON THE NORTHERN LIGHTS!	S	GC I57	ISL I57	NL I57
● TUTTI FRUTTI TONGA	P	—	—	NL S48
● TWO-TIMING THE ZONES	C	GC F80	ISL F80	NL F80
● UNEQUIVOCALLY CRIMSON	C	—	IS L09	—
● UNREPRESENTANTLY RED	C	—	IS L08	—
● VAMPSTERDAM	P	—	ISL H63	NL H63
● WE SEAFOOD AND EAT IT	C	GC L20	ISL L20	NL L20
● WE THE FEMALE	C	GC W64	ISL W64	NL W64
● WHISPERFECTION	C	—	IS L76	—
● WITHSTANDS THE TEST OF THYME	C	—	IS L19	—
● WORTH A PRETTY PENNE	S	GC V27	ISL V27	NL V27
● YANK MY DOODLE	C	GC W58	ISL W58	NL W58
● YOGA-TA GET THIS BLUE!	S	—	—	NL I47
● YOU CAN COUNT ON IT	C	—	IS L30	—
● YOU DON'T KNOW JACQUES! (C+K)	C	GC F15	ISL F15	NL F15
● YOU SUSTAIN ME	C	—	IS L57	—
● YOU'RE BLUSHING AGAIN	C	—	IS L46	—
● YOU'RE SUCH A BUDAPEST (C+K)	C	GC E74	ISL E74	NL E74
● YOU'VE GOT NATA ON ME	C	GC L17	ISL L17	NL L17

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IS AT THE HEART OF
WHAT WE DO.*

- Suzi Weiss-Fischmann

OPI Co-Founder & Brand Ambassador





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