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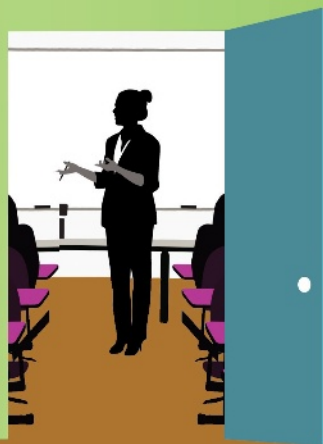
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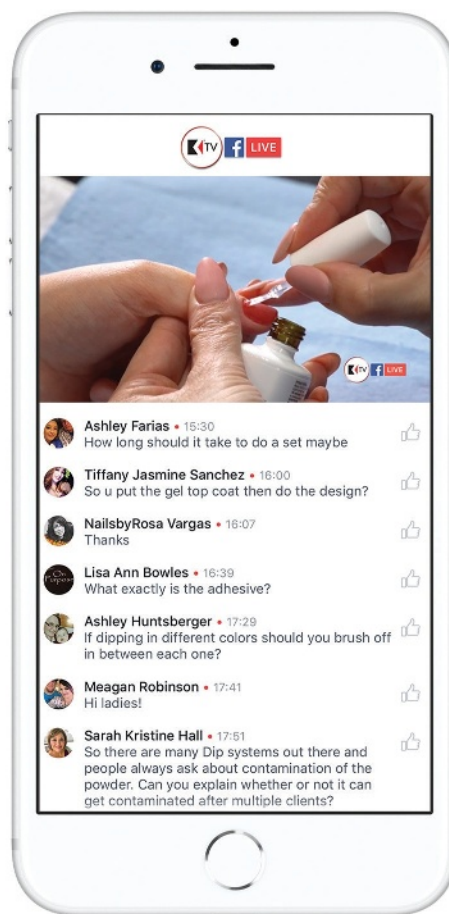
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POLICIES
AND
PROCEDURES

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Cover Credits • Nails: Brittney Boyce; Photography: Armando Sanchez, armando-sanchez.com; Makeup: Johny Saade; Hair: Christophe Saluzzo; Model: Raquel Santolaya, Hollywood Model Management; Digital Imaging: Art Vasquez, RP Digital.

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Incorporate these eight policies to help keep wayward clients in line for a smooth salon experience.

By Karie L. Frost

58 Eye on the Franchise

The best reasons to open a salon franchise and helpful information to get you started. By Leslie Henry

64 Spring Training

Jump into spring with the hottest hues of the season. By Stephanie Yaggy Lavery



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

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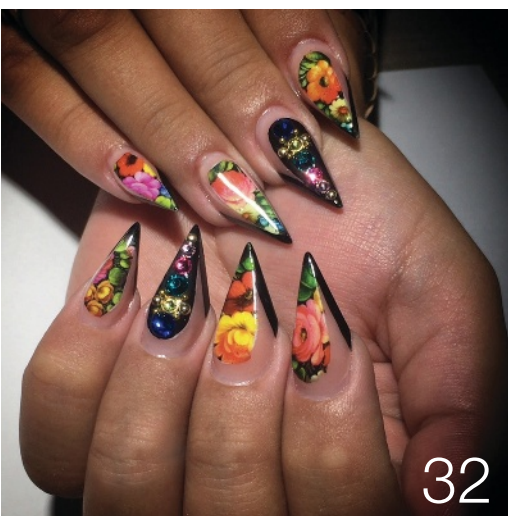
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On the Web

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nailpro.com/five-ways-to-do-gradient-nails

Five nail artists share their favorite tools and techniques for executing seamless gradient designs.

Rebooking Reboot

nailpro.com/how-to-rebook-salon-clients

Expert advice for getting your clients to commit to their next appointments now.

All Aflutter

nailpro.com/butterfly-nail-art-tutorials

Bold designs and tutorials that mimic butterfly wings.



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CORRECTION: The SNS Gelous Dipping Powder steps featured on page 79 in the February 2018 issue were not represented correctly and were missing some pertinent information. Please visit nailpro.com/sns-step-by-steps to see the complete directions and photos. NAILPRO sincerely regrets this error and any confusion it may have caused.



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Inside Out

It's what's on the inside that counts. We all know this proverb. In fact, I remember my mother telling me this (repeatedly) while going through those terrible teen years. I would come home bemoaning the fact that another girl looked prettier at a party or better in a certain outfit, and she would pull out that phrase—or some version of it—in an attempt to make me feel better. I still find myself using that phrase (because of the truth in it!) whether reminding myself to feel good on not-so-attractive days or looking at food labels when shopping for my kids. It's a particularly pertinent adage in the beauty industry as well. We all know that a gorgeous bottle does not necessarily mean that the contents reflect the exterior.

Another popular truism? Perception is everything. While beauty is only skin deep, and what's inside matters most, if the outside of the package does not at least somewhat echo the inside, then you could be missing out. Think about it: Someone who shows up dressed sloppily for an interview may not make it to the second round, no matter how qualified she is. Or a salon that looks dilapidated and unwelcoming from the outside may miss out on customers because they assume the inside is the same—even if there's an oasis just beyond the front door. So, while it's important to

maintain substance on the inside, it's also essential to pay attention to the outside.

This month, we talk a lot about enhancing your business from the inside out. To start, check out "House Rules" on page 50. Here we talk about creating—and enforcing—those small yet vital rules your clients must abide by to ensure a thriving business, such as no-show, pet and refund policies. Then, on page 38 in our Workshop column, we discuss easy ways in which you can boost your salon's curb appeal. That means cleaning up the dry leaves, giving your windows a good wash and letting your clients actually see through to what's inside. Finally, we pair the latest fashion craze, athleisure—the active wear trend that makes comfortable clothes acceptable for everyday style—with the ultrawearable colors found in the spring lacquer collections. The best part about this trend? It completely reflects this inside out approach. So, when you feel like wearing sweats on the inside, you actually *can* on the outside and still maintain your fabulous exterior impression!

Stephanie

Stephanie Yaggy Lavery
NAILPRO Executive Editor
slavery@creativeage.com



My Manicure

This watercolor-inspired French was created by the extremely talented artist Bel Fountain-Townsend (@sohotrightnail). The complex design was actually really easy to achieve thanks to Daily Charme Blooming Gel, which, when combined with gel polish, practically does the work for you.



Behind the Nail Pros

It was a pleasure to invite Orly artists to our studio to create the nails for the cover and "Spring Training" feature story. Brittney Boyce (second from right) and Denise Kelley (far right) used their color expertise to create wearable nail styles using polishes from the spring collections.

Here I am on set with the two artists and Orly director of education Catherine Baek.



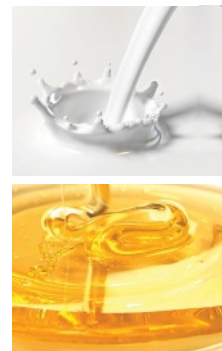
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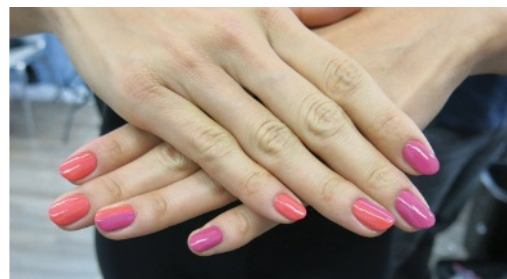
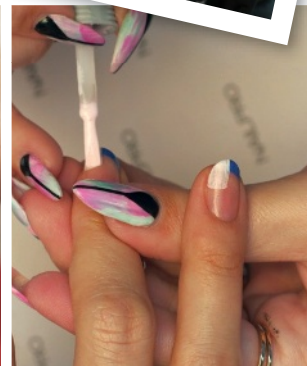
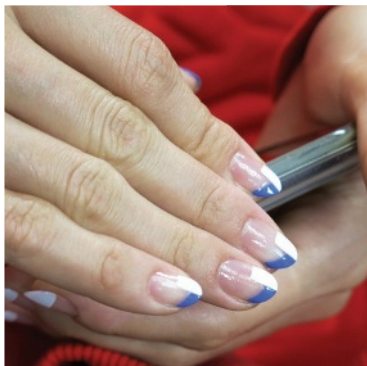
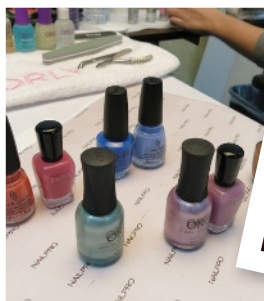
The best and brightest in spring lacquer shades are featured in this month's cover story, "Spring Training." From the enduring (and seemingly contradictory) movement of bold pastels to seasonally traditional full-bodied brights, we have them all. Trends of note: the multitude of lilac tones and varying shades of blue—as seen on our cover nails. Here, Orly nail artist Brittney Boyce used a combination of a milky blush pink and cream royal blue to create a geometric take on the classic French design. To see more of the spring collections and nail looks created by Orly artist Denise Kelley, turn to page 64. And don't forget to check out the behind-the-scenes video from our cover shoot at nailpro.com/videos/behind-the-cover.

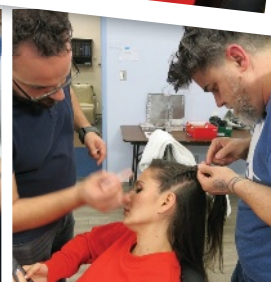
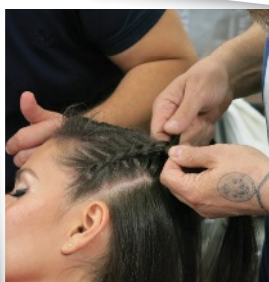
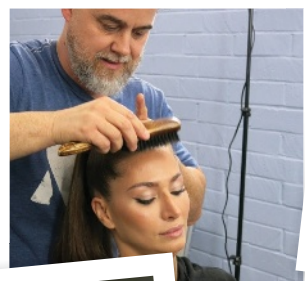
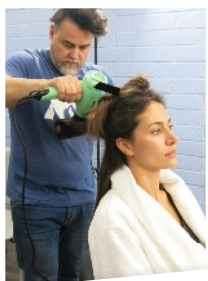
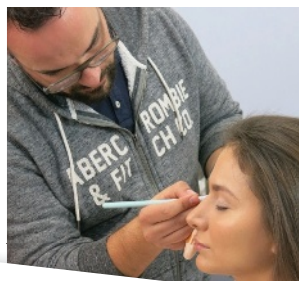
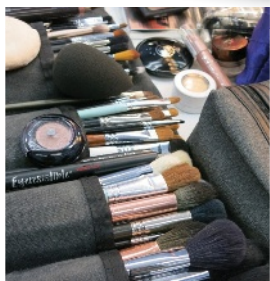
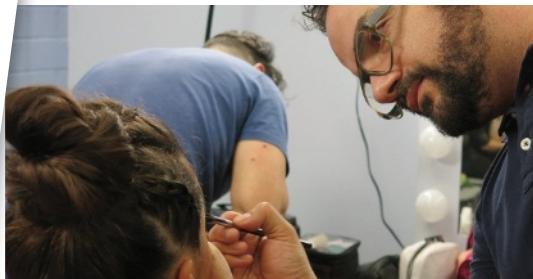
"This design is a twist on tradition, featuring an interpretation of the original French manicure, but incorporating color-blocking and negative space."

—Brittney Boyce

"As the world seems to get more chaotic, nail art trends are getting simpler, so I wanted to do practical nail art that clients could wear in their daily lives."

—Denise Kelley





Nails

Brittney Boyce



Nails

Denise Kelley



Photography

Armando Sanchez



Makeup

Johny Saade



Hair

Christophe Saluzzo

Play Time



CND recently named Winnie Huang as the official brand ambassador for the company's Creative Play collection, including Creative Play Nail Lacquer and Creative Play Gel Polish. The Vancouver-based nail pro has previously worked with CND as a guest artist for events, including fashion week in New York and London and at photo shoots. "We're thrilled to have the tremendously talented Winnie Huang join us as our new brand ambassador for Creative Play," says CND cofounder and style director Jan Arnold. "With her boundless imagination, endless enthusiasm and bold originality, Winnie truly embodies the colorful spirit of the Creative Play line of products." Here, Huang talks about her new role with CND.



NAILPRO: How did you first get involved with CND?

Winnie Huang: I won a web-based nail art competition sponsored by CND. Since then, they've welcomed me to the CND family with open arms, and the rest is history!

NP: What will you be doing in your new role as CND Creative Play ambassador?

WH: Aside from spreading my love for nails, as an ambassador, I'll be discovering and sharing different techniques using Creative Play Gel Polish with fans and followers and showing them just how fun it is.

NP: What do you like best about working with Creative Play?

WH: I love the consistency and coverage of the gel polishes, plus the wide range of colors. On top of the 65-plus

shades, CND Creative Play Gel Polish is great for creating custom-mixed colors. It allows for a lot of creative freedom—and I love that!

NP: What's your favorite Creative Play shade *du jour*?

WH: If I had to pick just one, I'd go with CND Barefoot Bash right now—a light purple pastel cream. It's so buttery and smooth, I squeal every time I see it!

NP: Where can readers find your expert tips and techniques?

WH: Be sure to keep an eye out each week for different tutorials and technique videos on my YouTube channel, WinnieIsAwesome, and CND's YouTube channel, cndvideo.

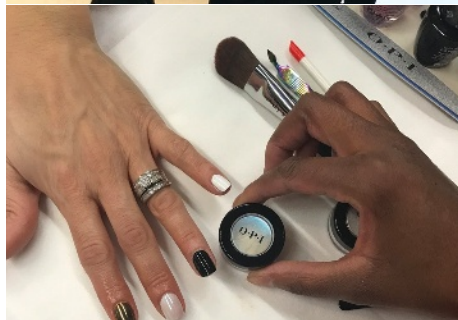


TRAINING DAY



OPI recently hosted 52 North American educators in Woodland Hills, California, for two days of education and hands-on training with

OPI Chrome Effects Mirror Shine Powders, Powder Perfection and more. Attendees were also treated to a guest appearance by OPI global ambassador Tom Bachik, who shared the story of how he got his start in nails and the journey that led him to where he is today. "Getting our North American team of educators together in one place is always a highlight, as it reinforces our purpose and mission, which is to serve the nail professional with quality products and best-in-class education," says Lindsay Perez, OPI senior global education design manager.



OPI's recent educator training event in Woodland Hills, CA, included a presentation by global ambassador Tom Bachik as well as hands-on work.



SAVE THE DATE

NAILPRO Pasadena, Southern California's largest nails-only trade show, returns to the Pasadena Convention Center on April 8. Take advantage of education and products from leading manufacturers; networking opportunities; and all-day raffles, including a grand prize of \$1,000 worth of products—all included in the ticket price. The first 500 people through the door will receive a goodie bag filled with product samples. Attendees can also register for hands-on workshops held on Monday, April 9. For more information, visit nailproevents.com/pasadena.

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Viva Brazil!

Sixty educators and more than 400 nail pros attended Cuccio's recent training event in Belo Horizonte, Brazil, the largest to date for the company in the South American country. "Brazil is a fast-growing market in nails," says Marilyn Olemma Garcia, Cuccio international director of education. "We had three days of training with all of the educators, sales force and distributors focusing on Powder Polish, LED gel with fiberglass, and many other techniques and nail trends." Event highlights included hands-on training and a bus tour to Cuccio's new Brazilian headquarters. Demand was so great for the seminar, the company had to stop selling tickets when the

maximum capacity was reached.

"Every time I go to Brazil the people amaze me with their joy and happiness," Garcia says.

"We never stopped singing on the bus ride."



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A Toast to TECHS

Every successful salon owner knows that exceptional employees are the backbone of a booming business.

And while each day presents an opportunity to show gratitude, this month it's especially timely. That's because the first Friday of March has been earmarked as Employee Appreciation Day in the United States and Canada. Though not yet widely celebrated, Employee Appreciation Day offers salon owners the chance to recognize the outstanding work and passion nail technicians bring to their profession. Here, learn how these bosses recognize employees who go above and beyond, and then check out nailpro.com to hear salon owners boast about the talented techs on their teams.

—Francesca Moisin

"When a tech gets a rave review online, I print it out for all other employees to see, then buy her a baked good or special coffee to show my appreciation." —**Marisa Alvarado, general manager of Valley Nail in New York, NY**

"We host creative open houses so artists can experiment with colors and designs for upcoming seasons and capsule collections." —**Jane Hong, CEO of Paintbox in New York, NY**

"The women who help me in my role as CND education ambassador love getting their nails done at my salon. It's the least we can do to show appreciation for their hard work."

—**Laura Merzetti, owner of Scratch My Back Nail Studio in Ajax, ON, Canada**

Strength Training

CND Vinylux—which boasts gel-like shine, seven-day wear and an easy removal process—now includes keratin, a protein shown to strengthen nails while enhancing their flexibility; vitamin E, an antioxidant with antiaging properties known to combat free radicals harmful to nail health; and jojoba oil to repair and revitalize nails. "Nail beauty begins with nail health," says CND cofounder and style director Jan Arnold. "The enhanced formula delivers the perfect balance of color, efficacy and care for a lasting gel-like shine, now with even more benefits." The long-wear polish features a two-step system consisting of a color coat and a top coat infused with cellulose acetate butyrate and ProLight technology. All 137 Vinylux shades are available in the new formula. ↓



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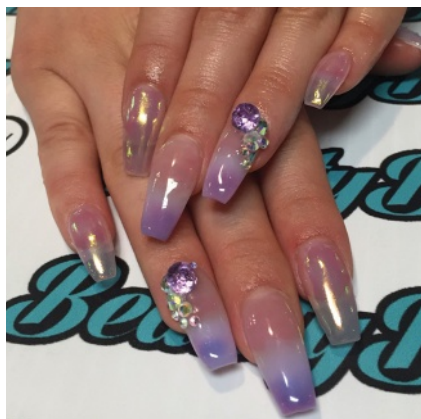
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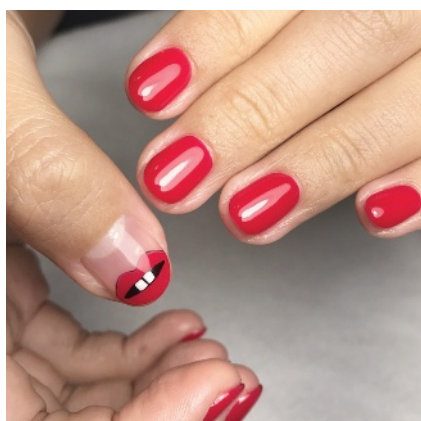
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@danis.manis • Ventura, CA



Danny Phan • Designer Nail Salon
@designernailsalon • Wichita, KS



Lynn Allen • Nail FX
@lynnns_nailstudio • Casper, WY



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



Dawn Jempson • The Headroom
@estheticsbydawn • Prairie, AB, Canada

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#1 SALON BRAND WORLDWIDE

SPRING'S LAVEN-DARE

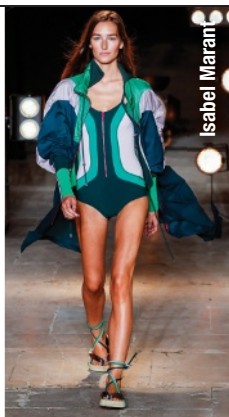
Spring is *finally* here, and with it comes a new palette of colors to dominate the season's fashions and, of course, nail polishes. But the hue that reigned supreme on the catwalks wasn't your typical warm-weather vivid pink or hot yellow; instead, the shade *du jour*, lavender, spoke quiet volumes—whether dusty and delicate (as seen at Max Mara) or brilliant and luminescent (as seen at Tom Ford). The sublime pastel, a toned-down variation of 2018 Pantone Color of the Year Ultra Violet, seems poised to knock millennial pink off of its pedestal, giving nail art lovers a shade they can partner with a slew of quirky hues to create manicure designs that serve up seriously on-trend beauty. Here, we pair spring's freshest lavender polish picks with catwalk-approved colors and, with the help of resident NAILPRO nail artist Sigourney Nuñez, craft simple nail art designs that dare you to experiment with lavender.



Guest Artist
Sigourney Nuñez is the digital content manager for NAILPRO and a nail tech in Los Angeles.

ULTRALIGHT LAVENDER

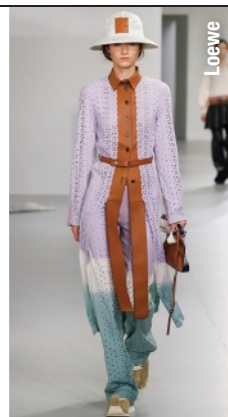
Whisper-soft and cool, this hue buddies beautifully with an offbeat palette of colors—think: cognac, aqua, kelly green, teal and maroon.



Isabel Marant



Roberto Cavalli



Loewe



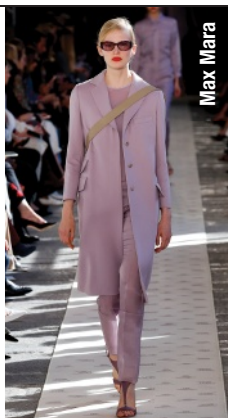
Inspired by
Isabel Marant

DUSTY LAVENDER

Warm in tone, this hue harmonizes with other neutral shades, like muted gray, blush, tan and sparkling cream, and makes a monochromatic impact with Pantone's Ultra Violet.



Valentino



Max Mara



Dries Van Noten



Inspired by
Dries Van Noten

BOLD LAVENDER

As vivid as it is calming, this bright pastel plays the perfect partner to a gamut of colors, like hot pink, like-minded orchid, punchy peach, inky black and sandy beige.



Naeem Khan



Tom Ford



Bottega Veneta



Inspired by
Naeem Khan

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

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Boosting Your **Curb Appeal**

When potential clients see your salon, do they want to run in or run away? Utilize these tips for creating a more inviting exterior.

Freshening up your salon's exterior offers a host of benefits: boosting business, enhancing employees' workspace and enticing both current and prospective clients. Meanwhile, a pothole-riddled parking lot, grime-caked windows and faded, dated signage might cause those clients to assume that your salon's services are similarly not up to standards.

"If someone sees outdated design, they may wrongfully assume the business is also outdated," explains Michele Pelafas, principal designer/artistic director for Michele Pelafas in Elmhurst, Illinois. "Curb appeal lets your guests know your worth before they see the price list—and it should be as up-to-date as the styles you create inside." Take these steps to ensure that your salon is projecting a pretty face.

1 Signing In "Salons' primary form of advertisement is their exterior areas," Pelafas says. "If a nail salon's brand story is fun, playful or luxurious, the outside of the building must say so." Start the dialogue with signage. Match any exterior design elements or fonts in your signage with your logo, and ensure the signs are easy to see and read, day and night, advises Felicia Brown, business and marketing coach at Spalutions in Greensboro, North Carolina.

Create dramatic signs so a guest never has to wonder who (or where) you are, and choose sign design that complements the building's best features. "[This way] a passerby might say, 'I had no idea they carried that brand,'" says Pelafas. "Now you have her attention."

Signage can also be used to inform clients about the work you perform. Lauren Caruso, owner of Color Camp in Los Angeles, keeps her front window clutter-free so passersby can view the experience from the street, but "Manicure Bar" is painted on the awning to nix client confusion. "We also create seasonal posters

for our sidewalk sign to keep our marketing message fresh and exciting," she adds. "We purchased a metal frame from Uline for \$100, and each season we print a new poster to go inside, which costs only \$30."

Finally, don't overlook your website and social media; Brown calls them your building's "online exterior" and will be what many people see before stepping foot in your salon.

2 Front and Enter You want your exterior and entryway alike to invite guests in, giving them a subtle preview, so if you've spruced up your exterior, clients are sure to take a peek. Think like a window shopper and begin your story before the client walks in. "Let them see that there's something inside that they need (but didn't know they did), without being too over-the-top," Pelafas suggests. "You want to sway them to walk in and experience what you have to offer."

You can also enhance the entryway with sensory experiences. Brown suggests adding a couple of salt lamps to infuse warmth while subtly showcasing a popular retail item, or using an aromatherapy diffuser

O·P·I
#1 SALON BRAND WORLDWIDE

Lisbon

COLLECTION
spring/summer 2018



STEP 1



Apply OPI Natural Nail Base Coat. Paint **Lisbon Wants Moor OPI** on 3/4 of the nail.

STEP 2



Using small brush strokes, apply **Sun, Sea and Sand in My Pants** across the nail.

STEP 3



Repeat using **Tagus in That Selfie!**

STEP 4



Repeat using **Closer Than You Might Belém.**

STEP 5



Repeat using **No Turning Back From Pink Street** and **Tile Art to Warm Your Heart.**

STEP 6



Lightly apply **Lisbon Wants Moor OPI** over darker shades to blend colors. Add gold striping tape right above negative space edge. Apply **OPI Top Coat.**

PRO TIP

For more tutorials and application information, please visit opi.com

GET THE LOOK! RED ROOF SUNSET



in an entry area to emit an irresistible smell when the door opens. You can even think seasonally, she adds; change the scent regularly and note the “blend of the day” on a small chalkboard by the diffuser.

3 Clean, Green and Preened It's important to primp your salon's exterior just as you would the interior. Keep walkways

and parking lots clean, and trim lawns and bushes, Pelafas recommends. Schedule a pressure wash for the siding and sidewalk. Add some fresh paint to worn exteriors; clean windows thoroughly. “It's important that the front door area always looks appealing,” Brown says. “Keep your eyes peeled for trash, landscaping debris, dead leaves and

dirt anywhere around your front door or in front of your business.”

And no matter what your setting—from secluded spot to strip mall—Brown notes that salons can lure in clients with eye-catching entryway accessories: a sandwich board to tout specials; wind chimes; a basket or box with takeaway menus; a bubble blower or balloons; planters with seasonal herbs or blooming plants; or a clean, inviting doormat. “You can even add outdoor seating, statues, colorful flags or banners or a small fountain,” Brown says. “They help extend the vibe from inside the salon to the outdoors.”

No matter what your setting—from secluded spot to strip mall—salons can lure in clients with eye-catching entryway accessories.



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4 Hue Cues Color famously affects mood and behavior, so it's important to ensure that your shades are evoking the right environment. “Choose your exterior color story wisely and ensure it matches your overall theme,” Pelafas advises. “Don't stray too far from the interior's scheme.” You can also add a pop of color with cheerful, bold lettering or by displaying color-coded product collections in the window.

If altering the exterior color is not an option, hit Home Depot or a local flower market for great deals on vivid natural touches—Caruso snags plants for \$20 to \$30, using pots from a wholesale pottery store for \$10 each. Or, brighten up your exterior with a smart stamp of branding. “Before we moved in, our space shared an awning with our next door neighbor,” Caruso recalls. “So we brought in a new awning, which cost about \$1,000. We felt it was important to have our space well-defined and distinguishable from our surroundings.”

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



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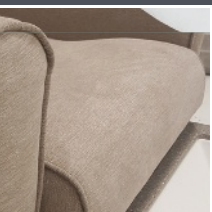
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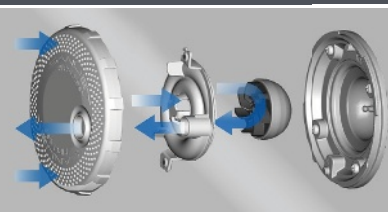
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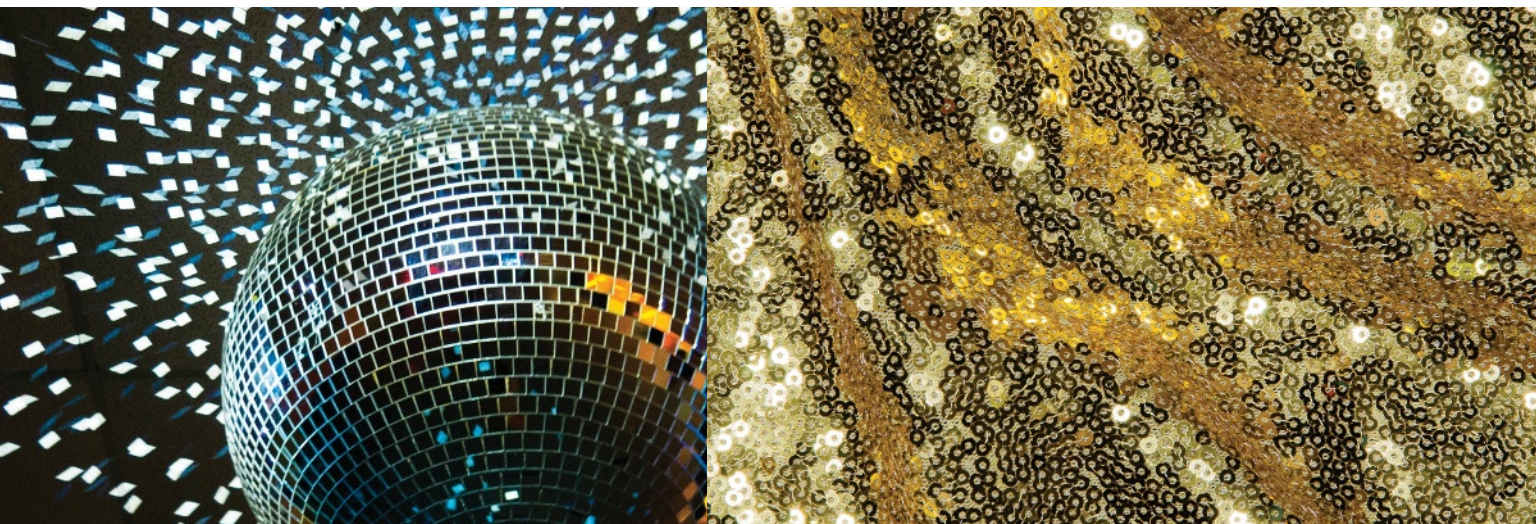
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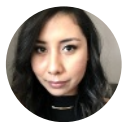


Retro **Revival**

The luxe looks of the disco era take center stage on nails this season.



"I was inspired by the shiny fabrics and textures that were popular during the '70s, including sequin dresses and disco balls." —Elsy Pac



Elsy Pac is a Los Angeles-based nail artist.



PHOTOS (CLOCKWISE, ALL GETTY IMAGES): JASON TODD/DIGITAL VISION; ELIZAVETA KOROBKOVA; ELIZAVETA KOROBKOVA; LEWASKO/THE IMAGE BANK; PERIPEROZNYI/ISTOCK; GABRIEL M. COVIAN/THE IMAGE BANK; ROVASILEV



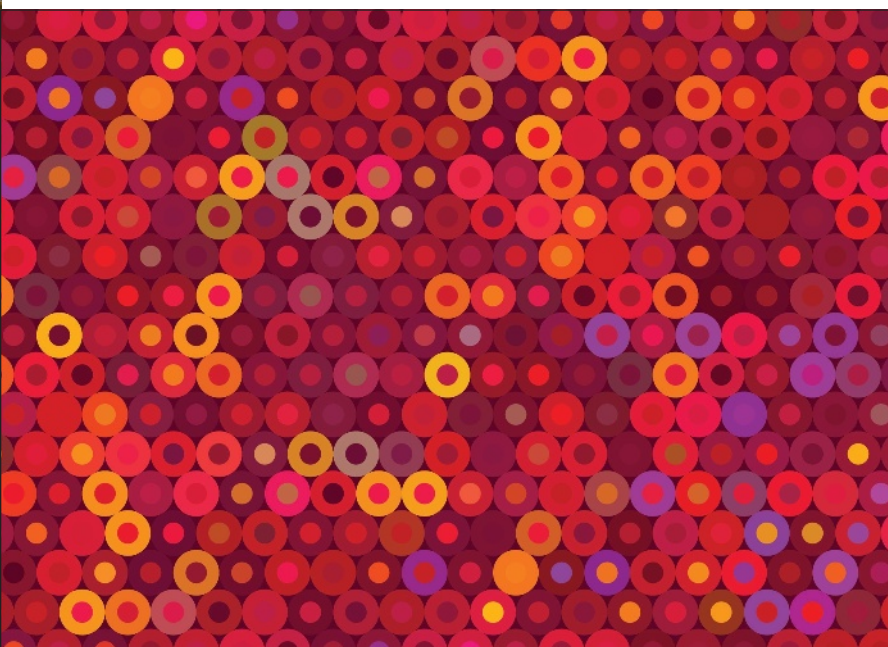
Step 1 Apply gel base coat, then two coats of silver holographic gel polish.



Step 2 Apply a line of clear gel down the center of the nail. Then, place large silver studs in the clear gel. Repeat until the entire nail is covered with studs.



Step 3 Apply a thin layer of clear gel over the edges of the studs. To finish, apply gel top coat.



Step 1 Prep the nail with gel base coat. Then, apply dots of shimmering pink, silver and gold gel polish to the nail. Do not cure.



Step 2 Apply a thin layer of clear gel, then use a gel brush to blend the gel polish shades together. To finish, apply gel top coat.



Step 1 Apply gel base coat. Next, use a striping brush to paint four diagonal lines with silver glitter gel polish.



Step 2 Apply clear gel to one of the diagonal sections. Do not cure. Use tweezers to place bronze sequins in the clear gel.



Step 3 Repeat Step 2 using gold, silver and bronze sequins until the entire nail is covered. Finish with gel top coat.





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GUEST EDITOR



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 two months to provide you with advice and answers to *your* nail questions.

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

Q There are several nail salons near mine charging less for services, and I feel as though I'm losing some customers to them. How can I stay profitable and competitive without lowering my prices? —**Courtney Luu, via email**

A The best way to stay profitable and ahead of the rest is to give your guests an awesome experience every time. To begin with, you want to be very consistent with your treatments, which means that you're providing the service the same way each and every time. This way, clients can depend on you and know what to expect at their visits. It's also important to create quality services using superior products. If you provide quality you have nothing to worry about. Finally, be on the cutting edge as a nail professional; incorporate new products and learn innovative techniques. When you give your guests what no one else does, then you can charge more for it, and they will continue to come back.

Q I know that you work with many celebrities, and I'm trying to break into that business myself. Do you have any recommendations for how to get started? —**Renee Rhodes, via email**

A The first step is to build a portfolio of your work—and not just nails you've done in the salon on clients; you want to show off your work on models. Look for fashion, beauty and lifestyle photographers in your area and volunteer your services. It's very common for artists to do trade in order to build their book. That means no one gets paid and everyone, from the photographer to model to makeup artist, volunteers his or her services for the photo shoot. At the end, everyone receives the images. It's a great way for those starting out to build a portfolio. Once you gain some traction on set and build your book, you can try signing with an agency to help you get work. Finally, in order to even consider working with celebrities, you have to live where they do. If you live away from the big cities, you likely won't see many A-list celebrities coming your way. But don't forget local celebrities (think: news anchors, politicians and athletes); working with them can be a great stepping stone to something bigger.

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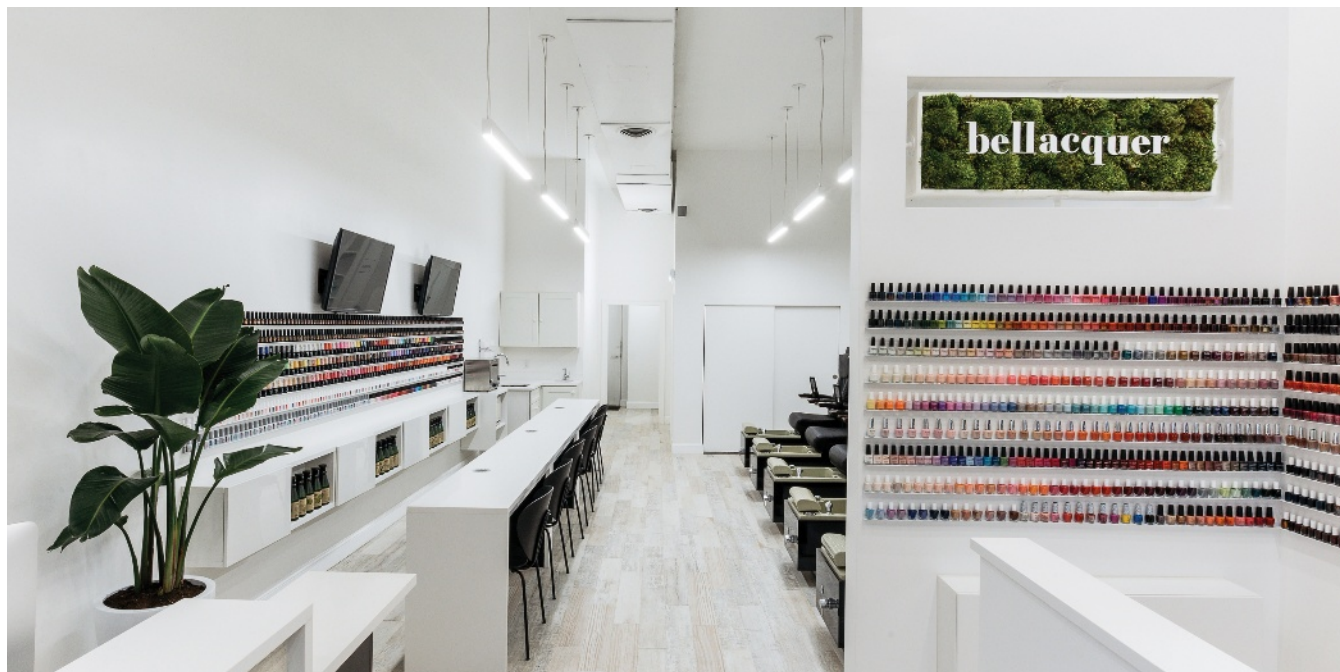


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Bellacquer Nail Studio

Owners Kiem Lam and Nickie Le open the doors to their Beacon Street Nail Salon.

Owners Kiem Lam and Nickie Le

Year Opened 2017

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Phone Number 617.505.6640

Hours of Operation

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Sat., 9:30 a.m.-6:00 p.m.; Sun.,
10:00 a.m.-5:00 p.m.

Website bellacquer.com



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DISTINCTION

We have both been in the nail industry for a long time, and thus have spent time honing and developing our craft. We relied on our experience, passion and focus to build a studio that truly exemplifies expert nail service, safety and creativity. Bellacquer Nail Studio encompasses our long-time vision for a space that captures the art of nail care. We put a lot of thought into designing our studio. From finding the right materials to having the best sanitation

practice and building the right team, no detail was spared in the planning process. We want to send a message that we demand excellence when it comes to our clients' needs.

CLIENTELE

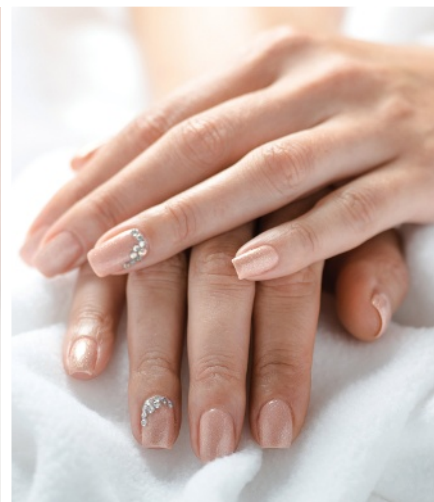
Our clients are a mix of mostly women and some men who take their nail care routine seriously. Most of our clientele know exactly what they want when they come into our studio, and more often than not, will challenge us with even more unique requests. We see our clients

as our partners who support and push us to continue providing superior service. We believe that giving excellent nail service takes time, so our appointments can last an average of one hour to an hour and 15 minutes, and our clients spend an average of \$47 per visit.

THE LOOK

Bellacquer is located in Coolidge Corner, which is a vibrant and diverse neighborhood in Brookline, Massachusetts. In terms of its physical location, Bellacquer Nail Studio is

centrally located bordering six Boston neighborhoods. The population is made up of a mix of college students, young professionals and families. Overall, we could not have asked for a better location. The studio is designed with clean lines and subtle contrasts of muted colors and textures. We wanted a minimalist look to highlight our wall of more than 1,000 artfully arranged polish colors. We used white quartz throughout the studio and chose an Italian ceramic tile with rustic wood texture for the floors.



IN-DEMAND SERVICE

Our most popular service is the gel manicure. This service is priced at \$39 or \$44 if removal of previous gel polish is required. This service includes everything in our classic manicure, including pushing back cuticles and trimming nails, along with nail shaping. We then apply gel polish, available in more than 800 unique shades, and guarantee our clients a no-chip manicure for at least two weeks. We complete the service with

a warm towel followed by a relaxing hand massage.

THE GOODS

We primarily use OPI and Essie, and keep all of their latest collections in stock. Many of our clients are familiar with these two brands and enjoy the ease of finding their favorite colors. OPI has the most extensive selection of colors and the most beautiful shades of red, while Essie has the best selection of natural shades that can complement any look. In addition, we also carry Dazzle Dry and Bio Seaweed Gel. For clients who are looking for

something different, LeChat Mood Gel is a super fun and creative line that changes colors depending on the temperature. We're always researching and looking to expand our collection.

SOCIAL MEDIA

Since our work is highly visual, we use Instagram to display our flawless work and to connect with our clients directly.

PRAISE

We consider a returning client and client referrals as the best compliments we can get.

These actions showcase the appreciation of our studio and team.

ADVICE

It's important to focus on your vision, ambition and growth strategy for your salon. We recognize that running a successful studio requires not only hard work, but more importantly, dedicated team members who believe in the vision and continue to set industry standards—and we believe in always keeping our eyes open for current trends, as well as *setting* new trends.



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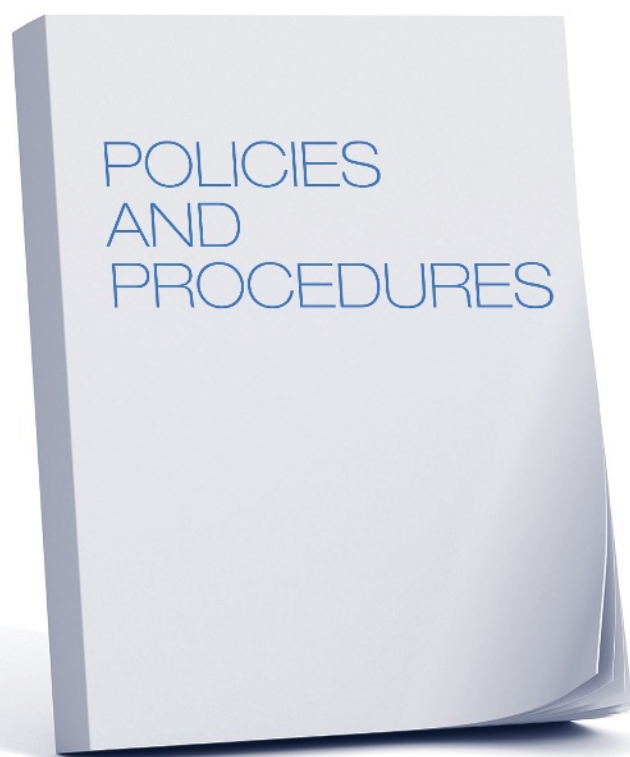
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LASTING WEAR+SHINE
EASY REMOVAL
100+ COLORS



House Rules



Keep clients on the same page with policies and procedures designed to streamline the salon experience.

Written by **Karie L. Frost**

Texting during a nail service. Kids racing around work stations. No-show clients demanding another chance after a fifth missed appointment. The list of “what if” scenarios that could derail your salon’s business runs long, but if you put sufficient standard policies and procedures into place, you help establish an organized, safe, fair and empowered work environment where everyone—staff *and* clients—can thrive. “Policies define boundaries and outline expectations for owners, staff and clients,” says Coriana Burke, owner of Black Cherry Nails in Coquitlam, British Columbia, Canada. Ruth Kallens, owner of Van Court Studio in New York, agrees: “Policies equate to structure, which everyone needs. By enforcing rules, we set and manage expectations for both clients and talent.” With everyone on the same page, you leave little room for insubordination, confusion and conflict. Plus, establishing policies has an unexpected—but attractive—benefit, according to Burke: “Much like your salon atmosphere and professionalism, [policies] tend to attract the clients you want and weed out the ones you don’t,” she says. So, when focusing on clients, what policies should you draft to keep your salon peaceful, professional and profitable? These successful nail pros weigh in on what works.

#1 Tardiness

Late clients can derail the rest of your bookings for the day, but should you turn them away? The consensus: Salons should offer a grace period (anywhere from 5 to 15 minutes), and anything later requires rescheduling and a late-cancellation fee. Candice Idehen, owner of Bed of Nails Nail Bar in New York, clarifies that tardy clients who show up within the grace period will have to accept an abbreviated service to keep the rest of the day on schedule. Agrees Burke, “This policy keeps the day running smoothly and ensures everyone is respectful of other clients’ and your staff’s time.”

Idehen does remain somewhat flexible with clients who don’t simply show up late, but call ahead to notify the salon of their unintentional tardiness. “If the client gives us notice that she’s

going to be late, we will accommodate her another day free of charge if we can’t fit her in the same day at a different time,” she says. “This allows us the opportunity to retain a client, show her our business ethic and stay on schedule.”

#2 Late Cancellations and No-Shows

Every time a seat isn’t filled, you lose money, which makes no-shows and late cancellations particularly painful, as you’re left with little recourse to make up that lost compensation. Whether you want to enforce a two-strikes rule, charge the client in full for every missed appointment or crack down on service desertion using



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CLEAR CHANNELS

IF YOU'VE DRAFTED POLICES, BUT YOU DON'T MAKE CLIENTS AWARE OF YOUR HOUSE RULES, YOU MIGHT AS WELL SCRAP THEM. The easiest way to communicate salon policies is to list them on your website and, if clients book online, add a section where clients must acknowledge and accept any policies, including cancellation and no-show, before booking an appointment. From there, you can take a 360-degree approach, like Candice Idehen, owner of Bed of Nails Nail Bar in New York: "We relay policies and procedures via the phone when clients book appointments, face-to-face when clients walk in, via email with appointment confirmation *and* via our website."

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*, requires that first-time clients sign a salon waiver that outlines policies and legal terms so that they're aware of and accept any rules and risks associated with the service. After you draft your policies and procedures, "make sure the agreement is legally binding by having a legal representative look over and adjust the documents as needed," says Hancock. Though some policies may have legal implications, be sure to relay to your attorney that you simply want her to review legal ramifications and appropriate wording—*not* rewrite your policies in legalese.

Finally, clearly communicating your policies, explaining their benefits and being open to questions will help with any blowback you might anticipate from clients. "Educate your guests if they have questions on your policies and procedures to help them understand how they, the clients, benefit from each policy being in place—and then stay true to those policies," Hancock says.

both, you need to have this policy clearly communicated to clients from the get-go. "I think this policy is probably the most important one that anyone in the beauty industry can have because it very clearly outlines that this is the salon owner's or tech's business and income, and it shows her time is valuable," Burke says. Establishing a required time period for notice of cancellation (our pros cite anywhere from 3 to 24 hours) gives you time to fill that slot; anything less incurs a cancellation fee (Burke charges \$20 while Idehen charges 50 percent of the service fee) to be paid prior to rebooking the next appointment. Of course, some pliancy in your policy should be expected since it's impossible to cover every contingency. "There are situations and circumstances where we waive this particular policy, but they're rare and have to be valid reasons," says Idehen.

No-shows are given less favorable treatment; missed appointments typically incur a 100-percent service fee and must be paid in full prior to rescheduling the next appointment. 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*, also adopts a two-strikes-and-you're-out policy. "You don't want to attract clients who constantly cancel, reschedule or don't show," she reasons. Her policy message: Cut your losses with repeat offenders before they have the chance to dupe you again.

#3 Payments, Gratuity and Refunds

In order to collect no-show and late cancellation fees, you may want to keep clients' credit card information on file. The best way to do this: Require credit card information to book an appointment and let clients know this information can be used for quicker check-outs in the future, as well as to cover any future fees, says Idehen.

For gratuity, Kallens favors allowing clients to tip using their credit cards. "It makes for a seamless client experience," she reasons. Idehen's policy states that gratuity will only be accepted as cash, unless the client rented out the salon for a party or event, in which case a credit card payment is permissible because the gratuity is included in the service charge. Why cash tips? "They help reduce the back-end burden for the business," Idehen explains. "This makes each technician responsible for managing the business side of declaring their tips for tax purposes."

Refunds are a harder nut to crack. While Burke doesn't offer refunds, Idehen feels a policy that spells out specific circumstances where a refund would be awarded helps keep you in the clear. "Refunds should be offered in the event that there is service breakdown on the part of [the salon]. If there are issues with service within a few days of her appointment, we'll offer the client the opportunity to come in for a repair or offer a refund if the client is unable to return. We do offer discounts on the next service if a client isn't satisfied with service as a quality-assurance measure as well," says Idehen.

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#4 Age Requirements

Unattended toddlers in the salon can disrupt the serene setting you cultivate for your clientele. Some owners, like Burke, enforce a strict “no kids” policy in which no child is permitted in the salon *unless* she has an appointment and is accompanied by an adult not being concurrently serviced. Because preteens and teens are at that age where a manicure or pedicure is considered “cool,” you’ll likely be servicing minors at some point. Implementing a policy requiring written consent from an adult for services on any child under 18 helps protect your salon against any parental recourse—and you may even want to go one step further. “In principle, I won’t do any artificial nail enhancements on anyone under 16, and the parent or guardian is required to come in to sign a waiver on her behalf [if she’s aged 16 to 17 for this type of service],” Burke says.

#5 Cell Phones

We live in the age of the smartphone; there’s no getting around that. But cell phone calls can thwart the rhythm of a service while texting can ruin a manicure in real time. Enforcing a “no phones” policy probably won’t fly; “each person is at the salon for a different reason, and some are multitasking, hard-working business folk who need to get things done and have sharp deadlines,” says Hancock. Rather than scrap phone use altogether, Hancock recommends a policy that requests clients keep their phones on silent/vibrate—especially if the salon space doesn’t include private rooms—to maintain a quiet environment. As for texting, the hope is that clients’ hands will be too busy getting pampered to be distracted.

#6 Pets

Pets are cute, but many owners like to draw a line at gratuitous Fido appearances in the salon. A few reasons: Other clients could have allergies or—even worse—a fear of dogs. However, salon experts agree that a case-by-case approach to a general “no pets” policy is prudent. Hancock allows for service dogs (“I’d have to really look at the need basis,” she notes), while Idehen



Make sure that you clearly spell out your policy on pets in the salon.

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says that only very small dogs kept in carriers would be considered. "We have to be respectful of all guests and maintain the salon environment," she reasons.

#7 Health History and Illness

Asking a client for her health history (think: diabetes, a current pregnancy or medications) allows you to safeguard both the client and you against any possible health complications due to services rendered, as well as arm staff with any necessary information in case of emergency (such as seizures). "For salon safety in general, you must ask about fungus, skin conditions and allergies, too," adds Kallens. It's best to keep track of these answers in a client file; Hancock and Burke include health history sections in their client consultation form and salon waiver, which clients fill out during their first appointment.

"I always tell my clients when they're filling out the waiver and personal info form not to leave anything out, even if they think it's not a big deal," Hancock stresses. Her rationale: Even minor issues, like medication, can impact the service quality and how products interact with the client's nails. "In most cases it may not matter; however, some medical issues are extremely important. It's better for clients to disclose information than not," she says.

As for clients who cough and sniffle their way into the salon: Burke believes imposing a policy that requires clients to cancel

their appointment and reschedule in the event that they're sick is a no-brainer. For stubborn clients, make clear in your "sick day" policy that they may be asked to wear a mask or even turned away. Burke spells out the impact carelessness can have on staff and clients in her policy: "Illness in the shop results in canceled appointments and spreads it to our families, as well as exposing those who may have compromised immunity."

#8 Privacy

When you ask for a client's health history and credit card information, it's imperative to assure the client that you'll keep her information secure. That means making sure you have a transparent policy in place that explains whom has access to the information and how it's used. "Only upper-level management, which includes myself, the receptionist and salon manager, has access to client information," says Idehen. She notes that her computer and booking system both require traceable log-ins, allowing her to see what was accessed and who accessed the information. Hancock adds that any proprietary information, such as the client's personal preferences for her services, as well as her demographics and health history, are on a professional need-to-know basis only. "The information is never sold or shared; it's always kept private for their protection," she says. "That's my golden rule." 📌

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

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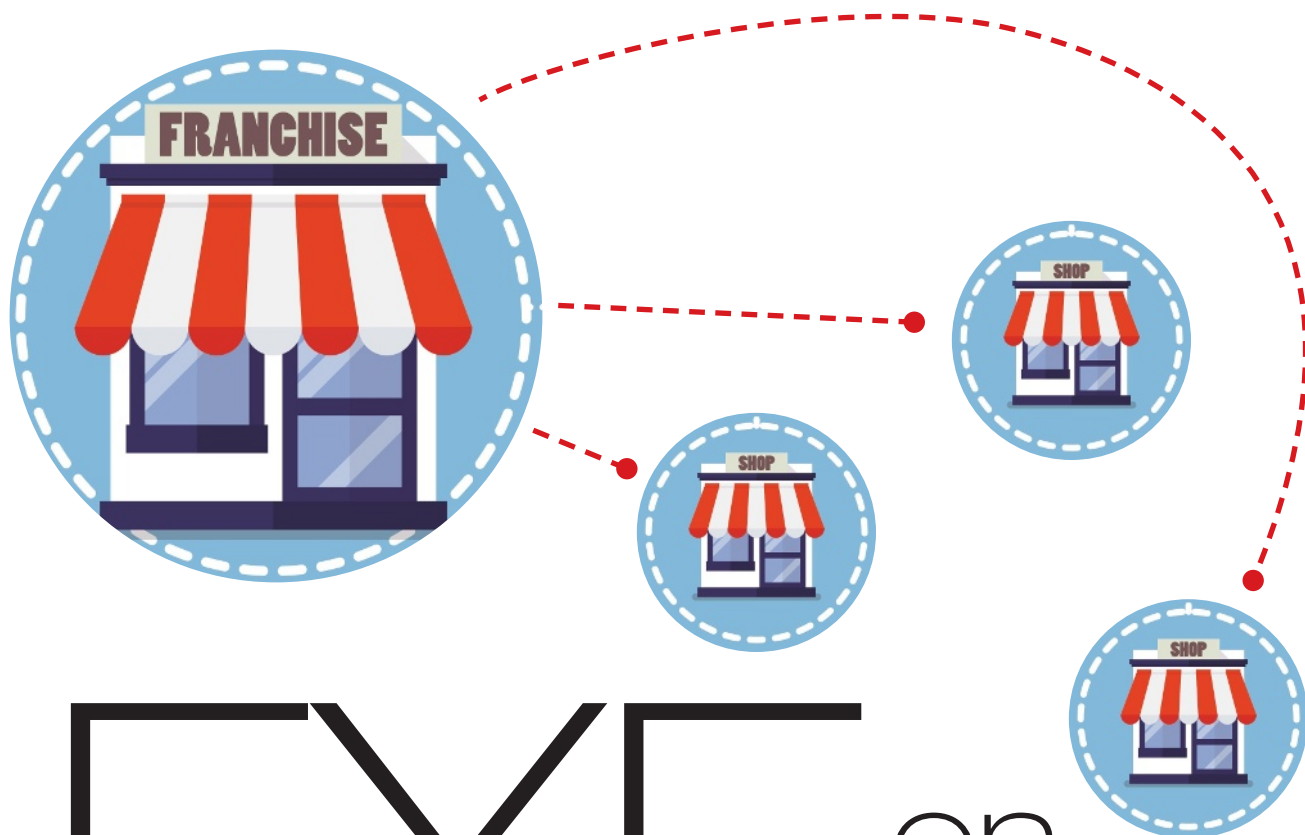
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Silhouettes

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Snowflake
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EYE on the Franchise

Written by **Leslie Henry**

Going solo can be scary; consider opening a nail salon franchise instead.

There's no doubt about it; the nail business is booming. According to the *NAILPRO Gold Book*, in 2017, nearly 70 percent of nail enthusiasts visited the salon one to two times per month and increasingly requested staple services, like soak-off gel polish, as well as re-emerging services, such as acrylic dip. For entrepreneurial techs, opening a salon might seem like the natural next step to take toward capturing a bigger piece of this seemingly recession-proof pie—but going it alone can be daunting. Franchising, on the other hand, can provide a less risky path to ownership, says Reham Bastawros, founder of Nail Garden, which currently operates 15 locations in California and Texas. “A franchise store offers strength in numbers by following the same business model and sharing the same marketing,” Bastawros says. “It also provides extra business and marketing resources and industry training that most techs might not have access to.”

Nail salons are a great fit for the franchise model. Why? Although nail services are easily repeatable and can be implemented across a number of markets, they can vary greatly between regions, salons and even individual techs. This inconsistency presents missed opportunities to improve upon the guest experience *and* increase the salon's profitability. Guy Coffey, cofounder of Frenchies Modern Nail Care, a rapidly expanding franchise with current locations in Minnesota and Colorado, says franchising takes the pressure off of owners to develop a business plan, allowing them to focus instead on customer satisfaction and, ultimately, reaping profits. “Franchises exist so that new business owners don't need to recreate the wheel,” says Coffey. “We've gone through the learning curve to determine what does and doesn't work, allowing franchisees to have a more narrowed scope with proven practices and guidelines.”

Thinking of starting your own salon? Before you jump into the deep end, get the deets on franchising in the nail industry.



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The Setup

Opening a franchise is quite different from launching an independent salon or renting booth space. "When opening your own salon, you're obviously free to make a lot of your own choices, from decor to services offered to pricing," says Catherine Fain, co-owner of Paintbase, with three locations in North Carolina. "That can be great for some entrepreneurs, but it also leaves a lot up to chance and can sometimes lead to costly mistakes."

In the franchise model, a party (the franchisee) pays fees to a firm (the franchisor) for the right to conduct business under the firm's name and sell the firm's products and services. Franchisees must operate strictly by the franchisor's "play book," which covers everything from salon design to service procedures, ensuring consistency across all locations. It also ensures that the franchisee will fully realize the benefits of the franchisor's research, lessons learned, experience and networks, as well as protects the brand's reputation, according to David Crisalli, founder and CEO of Prose, which has two locations in Arizona. "A high-quality, well-operated franchise program presents a number of great benefits: a consistent service formula leading to a trusted experience for customers; an organized and rewarding work environment for the franchisee's employees; enormous supply chain paybacks, as opposed to

buying one polish at a time; and more locations conveniently located where customers live, work and play so as to meet demand more efficiently," says Crisalli.

What franchisees

give up in freedom and flexibility, they gain in tools, systems and support. This is especially valuable in the startup phase. Franchisors will often ensure that franchisees have the necessary licenses and permits, assist with site selection, provide detailed construction drawings and lists of necessary equipment and supplies, set up technology systems, draft budgets and even develop a grand opening marketing plan. Franchisors also provide intensive business training that teaches the franchisee everything she needs to know about running the business. Once the salon is open, franchisors continue to add value through ongoing training and support, new product and service development, national marketing programs and more.



Dollars and Sense

As a service business, nail salon franchises tend to be more affordable to launch than franchises in other industries. "Our equipment, build-out and supply costs are significantly lower, for example, than the fitness or food service industries," says Coffey. An initial franchise fee will secure a location, set a radius of exclusivity and provide all of the setup and planning benefits discussed above. However, a bulk of the initial investment is related to the site build-out. These costs include the lease and improvements; insurance; initial inventory; and furniture, fixtures and equipment (known as FF&E).

When it comes to recurring costs, franchisees typically pay the franchisor a royalty (usually a percentage of sales). Additional ongoing costs vary by franchisor, but may include technology fees, special supply fees and/or a mandatory contribution to a national advertising fund.

How much can a franchisee expect to make? Per Federal Trade Commission rules, franchisors can't make direct earnings claims—for good reason. "Every situation is different," says Fain.



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Model for Success

See your future in a franchise? Check out what these nail salon franchises have to offer.

FRANCHISE	BASICS	INITIAL FRANCHISE FEE (SINGLE UNIT)	BUILD-OUT COSTS	LEARN MORE
	<p>Samira Far opened the first Bellacures location in 2006 in Beverly Hills, California. This high-end salon offers specialized natural nail care, nail enhancements and waxing services in a cozy and rustic yet modern space. There are currently eight Bellacures locations operating in California and Texas.</p>	\$35,000	\$170,000- \$500,000	bellacuresfranchise.squarespace.com
	<p>With a mantra of "We Love Clean," Frenchies was launched in 2013 and maintains near medical-grade cleanliness and sanitation standards in a crisp, modern salon environment. Currently providing manis and pedis at four locations in Minnesota and Colorado, Frenchies is expanding nationally, with 30 units sold across the United States.</p>	\$49,500	\$145,450- \$338,400	frenchiesnails.com/franchising
	<p>Founded in 2005, Nail Garden was one of the first nail spa franchises. Currently operating 15 locations in California and Texas, Nail Garden offers natural nail and nail enhancement services, as well as waxing, facials and eyelash extensions.</p>	\$30,000	\$180,000- \$400,000	nailgarden.com/franchise-opportunities
	<p>Operating three locations in North Carolina, Paintbase co-owners Heather Brewer and Catherine Fain designed this concept to be upscale yet affordable, offering traditional manis and pedis as well as soak-off gel. Paintbase is focused on expansion in the Southeast.</p>	\$30,000	\$250,000- \$325,000	paintbasenails.com/franchise
	<p>Prose was created in 2017 by former Massage Envy president and CEO David Crisalli. Focused on healthy hand and foot care, Prose delivers natural manis and pedis in a sophisticated boutique space. No-risk memberships provide clients with monthly services and retail discounts. Prose currently operates two locations in Arizona and plans measured growth in 2018.</p>	\$45,000	\$530,000- \$560,000	myprose.com



"It depends on so many things, like financing, whether the owner is drawing a salary, initial foot traffic or if the salon is fully staffed." The time it takes to earn a profit is also situational. "We like to see franchisees break even by 6 to 12 months in operation," says Coffey.

Finding the Right Fit

Keep in mind, franchisors only want to sell franchises to individuals they believe can be successful operating their business model, so choosing a franchise is more like dating than buying a house. If you're interested in a specific franchise, first request the Franchise Disclosure Document (FDD), which includes detailed organizational and financial information. Then, consider these other, equally important factors:

Required Skills Most franchisors look for franchisees with business and leadership experience first; being a licensed tech isn't required. However, don't be discouraged if you're short on corporate know-how. The preferred franchisee skill set and training programs vary among franchisors. Opening a franchise with a business-savvy partner is also an option.

Services Offered Ensure that the franchise's services align with what you love to do—and do best—says Coffey. If you're

passionate about organic ingredients, the franchisor should be, too. Likewise, if acrylics are your wheelhouse, you're likely to be dissatisfied with a franchise that only offers natural nail services.

Name Recognition An established, recognized brand that delivers consistent service—no matter the location—doesn't have to do a lot of proving in the marketplace. That could mean an instant clientele on day one. Coffey suggests looking online. How are guests talking about their experience? Is there buzz surrounding the brand?

Market Adaptability Because business is always evolving, it's critical that the franchise has a plan to continually evolve every system, product and process to create better experiences, asserts Crisalli. "Great franchise systems are only as great as their ability to fail fast, learn, update systems efficiently and roll out those best practices quickly to all operators," he says.

Core Values "At the end of the day, ask yourself if you feel comfortable with and enjoy the people who are part of the organization," says Coffey. Do you value the same things? If you're all about investing in a premium client experience, then you might not fit well with a company culture that strongly encourages cutting costs to impact the bottom line. ↓

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



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Fitness, fashion and function meld seamlessly with the lacquer tones of the season.

The hottest trend in fashion right now? Style meets comfort in athleisure wear. The beauty of this look is that everything we love about athletic wear—the stretch, the colors, the cool coziness—has been incorporated into clothing that is acceptable for wear *outside* of the gym or yoga class. And just like the duds, the spring lacquer collections provide plenty of versatility, making the shades extremely easy to wear from day to night, from pastime to party. Here, we pair the two for easy-to-incorporate looks and color combos that are sure to add a spring to your step this season.

Written by **Stephanie Yaggy Lavery** Photography by **Armando Sanchez**

Nails Denise Kelley (@almostdenise), Brittney Boyce (@gel_nails760) **Model** Raquel Santolaya, Hollywood Model Management **Makeup** Johny Saade **Hair** Christophe Saluzzo **Polish Photography** Brooks Ayola **Digital Imaging** Art Vasquez, RP Digital.





Warm Up Athleisure styles often include creative cutouts and sheer paneling, adding a hint of interest to conventional cotton and spandex. The same holds true for nails, where natural nude tips peek out amidst the shimmering and glittery cast found in many of the spring hues. *Top and Leggings: Forever 21; Shoes: Puma.*



Cut It Out Take a cue from the clipped styles found on oversize sweatshirts and standard black leggings. An uneven, two-tone edge works wonders at kicking the traditional French nail up a notch.
Top: Ivy Park; Leggings: Alo Yoga.




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Caption • In the Moment



In Play When you can't choose between two—whether mesh tops or color pops—wear them together. Revel in the freedom of butting up purple-pink to bright coral. *Top: Forever 21; Sports Bra: Ivy Park.*



Orly • Metallic Haze



OPI • You've Got Nata on Me



CND Vinylux • Candied



LCN • Pink Cherie



Dazzle Dry • Prima Ballerina



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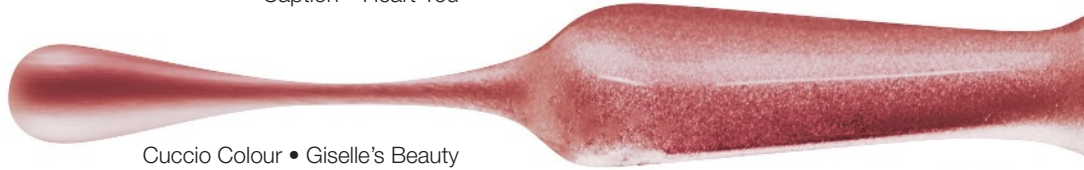
High Impact Thanks to Pantone's Ultra Violet pick, purples reign supreme this spring. From cream to shimmer, from lavender to mauve, sport a single shade or wear them all. It's up to you to exercise your best judgment. *Top and Jacket: Forever 21; Leggings: Alo Yoga.* ↓



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Mia Secret • Lilac



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Feeling **Fuzzy**

Unhealthy work practices can make you woozy on the job. Here's what you need to know.

You haven't taken a break in hours, but don't want to get behind on your appointments. Plus, a little voice in your head keeps pushing, "Just one more client—get that money, girl!" If that scenario sounds familiar, you might want to tell that little voice to shut it, because your work ethic could be sabotaging your health. Not taking breaks for food and fresh air can cause you to feel lightheaded, making you more prone to accidents. Here are some of the top culprits of wooziness on the job and what you can do to protect yourself.

Causes and Culprits

When you sit or crouch for long periods of time while doing manicures or pedicures, your blood pools in your legs, arms and feet, which means that less blood (and less oxygen) is getting to your heart and brain, says Holly S. Andersen, M.D., attending cardiologist and director of education and outreach at The New York Presbyterian Hospital's Ronald O. Perelman Heart Institute. That means when you stand up quickly after sitting or crouching for a long time, you might feel lightheaded, which is called orthostatic hypotension.

You're more likely to get lightheaded this way if you're dehydrated, Andersen adds, because having less fluid in your blood makes it more sluggish, increasing the chances that less blood is being pumped up to your heart and brain. Skipping meals, as many nail techs

tend to do during their shifts, can cause orthostatic hypertension as well, Andersen says. "When you haven't eaten in a long time your, blood sugar drops," she explains. "That might cause upset in the stomach, which can cause blood pressure to drop and make you feel lightheaded."

Another thing to consider if you're getting lightheaded is that certain drugs, such as blood pressure medication, some painkillers and anti-anxiety medications, can also increase your risk of feeling lightheaded at work, so talk to your doctor if you're taking them and experiencing woozy episodes.

If you do consult a doctor about lightheadedness, it's important to use the correct terminology. Doctors often have trouble discerning whether their patients are experiencing "lightheadedness" or "dizziness." Dizziness refers to vertigo,

which is a middle ear issue that makes you feel like you're spinning and has to do with the nervous system, not blood pressure. Patients tend to use the terms interchangeably, which can confuse doctors, Andersen says.

Keeping a Clear Head

The best way to reduce lightheadedness is by moving to get circulation going and making sure to eat at regular intervals to keep your blood sugar from dropping. Taking short breaks and getting out of the salon for fresh air also helps. If you feel woozy, lie down if possible, Andersen advises, which, with the help of gravity, will get blood back to your head. Failing that, sit down and elevate your feet. You might also try coughing to get blood circulating again, Andersen says.

Drinking water can help rehydrate the

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Taking short breaks and getting out for fresh air helps reduce feelings of lightheadedness.

body, but if you haven't had much to eat or drink in a long time, orange juice will help you hydrate faster. If a drop in blood sugar made you lightheaded, orange juice will also help raise it again. If after getting up, going outside and eating something you're not feeling better after around 15 minutes, consider seeing a doctor or seeking emergency care.

It's important to take care of yourself

It's important to take care of yourself within the requirements of your job. That is, don't overdo it at the expense of your health.

within the requirements of your job. That is, don't overdo it at the expense of your health, but likewise, it's not good practice to take breaks every five minutes. "Owners should respect and encourage your break time," says Kelly Ornstein, creative director and senior nail artist at Juniper Natural Nail Bar in Seattle. If you're unable to get out of the salon for lunch because your boss won't let you, you need to put your foot down, she adds. At an old job in New York City, Ornstein says, "I would be lucky if I got a half-hour lunch break over a 9- to 10-hour day. I would often go a full day

without eating or stopping for anything." While there is no federal requirement for breaks and meal periods, some states do implement requisite breaks. (Check out dol.gov/whd/state/meal.htm for information on your state.) Ultimately, pay attention to your body and keep an open line of communication with your superior. If you find yourself in an unhealthy situation, it may be time to reconsider your place of employment. ↓

Virginia Pelley is a freelance journalist and editor based in Tampa, FL.

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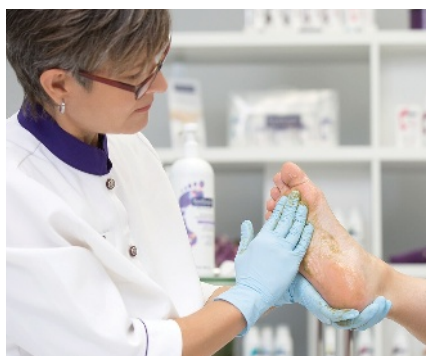


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1 Add one pump of the Foot Soak into a footbath and soak the feet for 5 to 10 minutes. While the feet soak, spray the client's shoes with Shoe Fresh to help eliminate any bacteria.



2 Remove the feet from the bath and pat them dry. Use one pump of Exfoliating Seaweed Scrub on the feet and lower legs. Massage it into the skin in an upward, circular motion. If the scrub gets lumpy or becomes too dry, add water to emulsify.



3 Apply a small amount of Cuticle Softener directly onto the cuticle of each toe and allow it to absorb for 60 seconds. While the cuticle softener is absorbing, spray Callus Softener onto the soles of each foot, applying it generously to any calluses or extra dry skin. Let it absorb for two to three minutes or until the skin is slightly tacky. While the softener absorbs, trim the client's cuticles and cut and shape the toenails.



4 File the back of the heels and soles using the Stainless Steel File to reduce the calluses and soften the skin. It's not necessary to rinse the foot after filing, as the Callus Softener will continue to be absorbed into the skin for lasting softness.



5 Apply Very Dry Skin Formula mousse to any extra dry or callused areas. If the cuticles are extremely dry, massage Cuticle Conditioner into them.



6 Finish the pedicure by massaging the feet and legs with Massage Formula. Apply nail polish to the toenails if desired.



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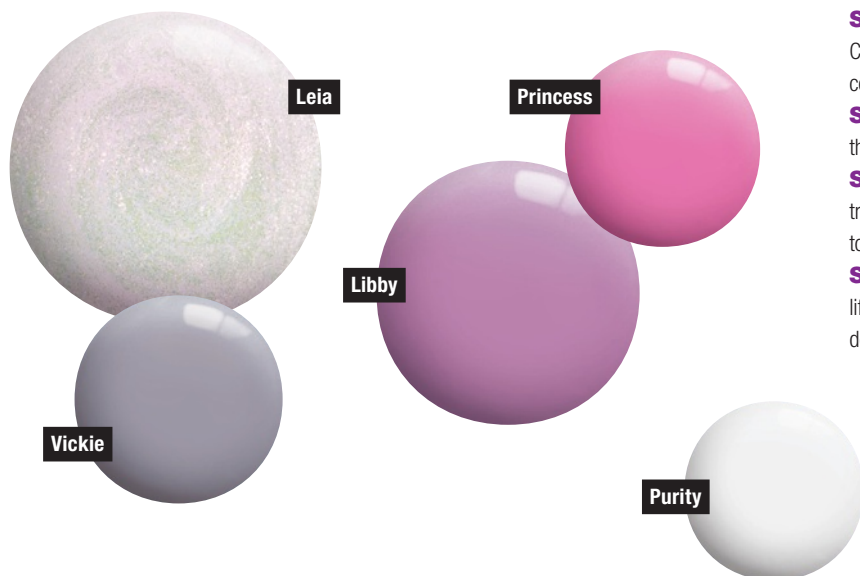
Step-by-Step

STEP 1 Prep the nail and apply Anchor Base Coat.* Apply two coats of opalescent Leia. Let it dry completely.

STEP 2 Apply various pieces of striping tape across the nail to create triangle patterns.

STEP 3 First apply white Purity* to the inside of triangles. Then, layer Princess, Vickie and Libby on top to continue creating the design.

STEP 4 Once the polishes are completely dry, gently lift the tape off of the nail. Then, add dots around the design with Purity. Finish with Armor Top Coat.*



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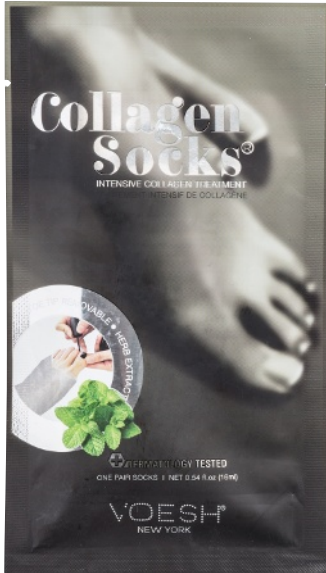
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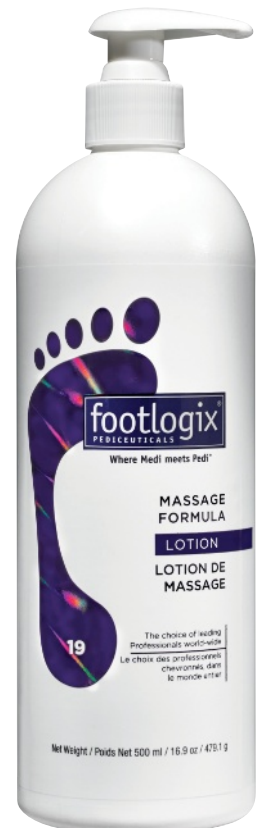


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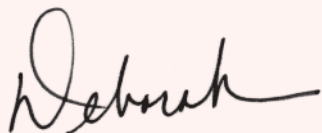
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Javits Convention Center, New York, NY.
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April

NAILPRO Pasadena

April 8-9
Pasadena Convention Center, Pasadena, CA.
Contact NAILPRO, 7628 Densmore Ave., Van Nuys, CA 91406; 800.442.5667; nailproevents.com/pasadena.

America's Beauty Show

April 28-30
McCormick Place North, Chicago, IL.
Contact Cosmetologists Chicago, 440 S. LaSalle St., Ste. 2325, Chicago, IL 60605; 800.648.2505; americasbeautyshow.com.

May

One Oregon Nail Expo

May 6
Red Lion Jantzen Beach, Portland, OR. Contact One Nail Expo, onenailexpo@gmail.com.

The Makeup Show NYC

May 6-7
Metropolitan Pavilion, New York, NY.
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June

Premiere Orlando

June 3-4
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IBS Las Vegas

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Feeling Fuzzy

Earn Certificates of Achievement as you test your skills with NAILPRO's Professional Participation Program. In each issue, you'll find a multiple-choice test that will allow you to demonstrate what you've learned from one or more articles in the issue. For answers to this month's test, see "Feeling Fuzzy" on page 72. Simply circle the correct answers and mail the page to the address below. You can also access the article and submit the test via our website at nailpro.com/test-yourself. If you earn a score of 80% or higher, you'll be awarded a framable Certificate of Achievement. A perfect score earns a Certificate of Achievement With Honors.

1 When you feel lightheaded, _____.

- A. Too much blood is getting to your brain
- B. Too little blood is getting to your brain
- C. Neither, blood flow has nothing to do with lightheadedness

2 If you're dehydrated and get lightheaded at work, lying down can help.

- A. True
- B. False

3 If you haven't eaten in a long time and feel lightheaded, it's ideal to drink _____.

- A. Soda
- B. Water
- C. Orange juice
- D. Coffee

4 Orthostatic hypotension happens when _____.

- A. You feel dizzy after lying down
- B. You stand up quickly after sitting for a long time
- C. You sit for a long period and then lean over so your head is dangling
- D. None of the above

8 The most common reason for lightheadedness is _____.

- A. Low blood sugar
- B. Drug side effects
- C. Dehydration
- D. All of the above

5 The terms dizziness and lightheadedness can be used interchangeably.

- A. True
- B. False

6 Less fluid in your blood results in _____.

- A. Energy fluctuations
- B. Vertigo
- C. Less blood being pumped to your heart and brain
- D. A spike in blood sugar

7 When it comes to taking breaks, federal law _____.

- A. Recommends taking 15 minutes every two hours
- B. Requires that employees take them whenever necessary
- C. Advises a 30 minute break after six hours of work
- D. Does not require them

9 Blood pressure medication might make you lightheaded at times.

- A. True
- B. False

10 To get your blood circulating again, you can try _____.

- A. Drinking
- B. Coughing
- C. Eating
- D. None of the above

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

Answers to January Test

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



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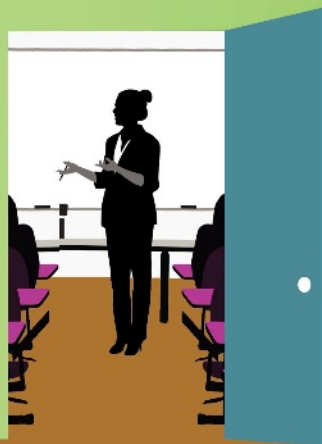
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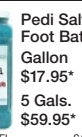
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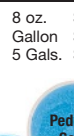
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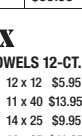
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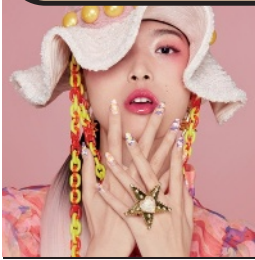
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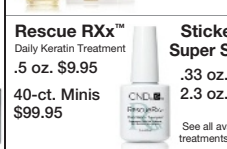
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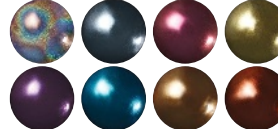


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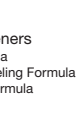
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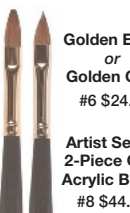
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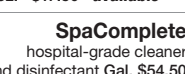
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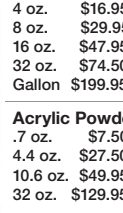
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LED TABLE LAMP
WITH USB PHONE CHARGER
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- Brushed Aluminum Finish
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- UltraBrite™ LED Technology
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LED TABLE LAMP
BEST SELLER!



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LED TABLE LAMP

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- FlexiArm™ Easily Bends 180 Degrees
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BACK IN BLACK

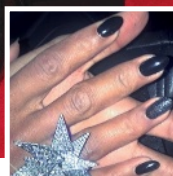
The sea of colorful gowns that typically floods awards shows' red carpets was markedly absent from the 75th annual Golden Globe Awards. This year, Hollywood's leading ladies sported solid black attire to show their support for Time's Up, an organization dedicated to fighting harassment and inequality in the workplace.

All that black may have left a few fans disappointed, but the monochrome attire offered nails the perfect opportunity to play a starring role. Here, a roundup of the night's most memorable manicures.



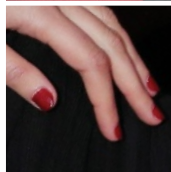
Chris Sullivan

While many guys wore black suits to show their support for the Time's Up movement, the "This Is Us" actor took it one step further with a glossy black manicure.



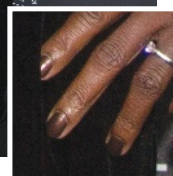
Kerry Washington

To match the "Scandal" star's black sequin Prabal Gurung gown, A-list manicurist Tom Bachik varnished Washington's ring fingers with a glitter-packed gunmetal hue.



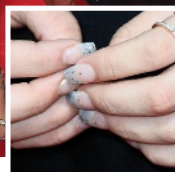
Gal Gadot

Deep crimson served as the perfect contrast against the *Wonder Woman* star's cropped blazer and ruched gown. To create the look, celebrity tech Tracey Clemens used Essie A-list, a rich red cream hue.



Viola Davis

Celebrity manicurist Julie Kandalec used Essie Seeing Stars, a shimmering bronze shade, on the "How to Get Away with Murder" actress's tips. Says Kandalec, "Davis and I wanted a color that would stand out, not get lost against her black velvet Brandon Maxwell gown."



Millie Bobby Brown

Though the "Stranger Things" actress looked all grown up in her black ruffled minidress, her nail art was more youthful: nude polish tipped with silver glitter.

Taylor Foley is a Los Angeles-based freelance writer.

PHOTOS: (CLOCKWISE FROM TOP) TERRY WASHINGTON; NEILSON BARNARD/NBCUNIVERSAL; (NAIL IMAGE: INSTAGRAM/TOMBACHIK; VIOLA DAVIS: RICH FURY/STRINGER; (NAIL IMAGE: GABRIEL OLSEN/FILMAGIC; MILLIE BOBBY BROWN: STEFANIE KEENAN/GETTY; (NAIL IMAGE: FRAZIER HARRISON/GETTY; GAL GADOT: NEILSON BARNARD/NBCUNIVERSAL; (2); CHRIS SULLIVAN: STEVE GRANITZ/WIREIMAGE; (NAIL IMAGE: KEVORK DJANSEZIAN/NBCUNIVERSAL

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