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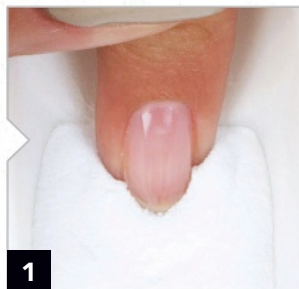




# GET THE LOOK! PINK. WHITE. PERFECT.

**PRO TIP** | Always start with properly prepped nails by following Powder Perfection Nail Prep Step by Step.

## BASE COAT & COLOR POWDER



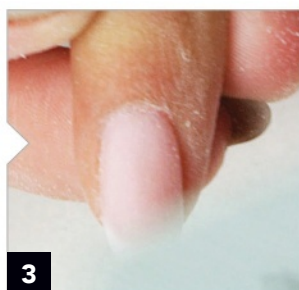
- Apply 1 coat of Base Coat to a single nail.
- Create a smile line by dipping the nail at a 45 degree angle into white color powder. Tap off excess powder.
- Immediately dip the nail at a 45 degree angle into pink color powder. Tap off excess powder.
- Repeat the Base Coat and pink & white powder application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

## BASE COAT & CLEAR COLOR SET POWDER



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

## ACTIVATOR & BUFF



- Apply 1 coat of Activator and allow 1 to 2 minutes to dry.
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For more tutorials and application information, please visit [opi.com](http://opi.com)



## OPI ICONIC SHADES



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



## OPI SOFT SHADES



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







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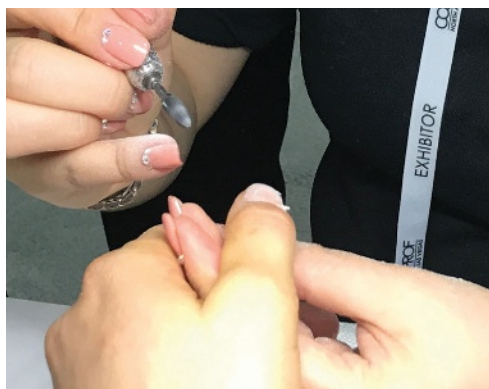




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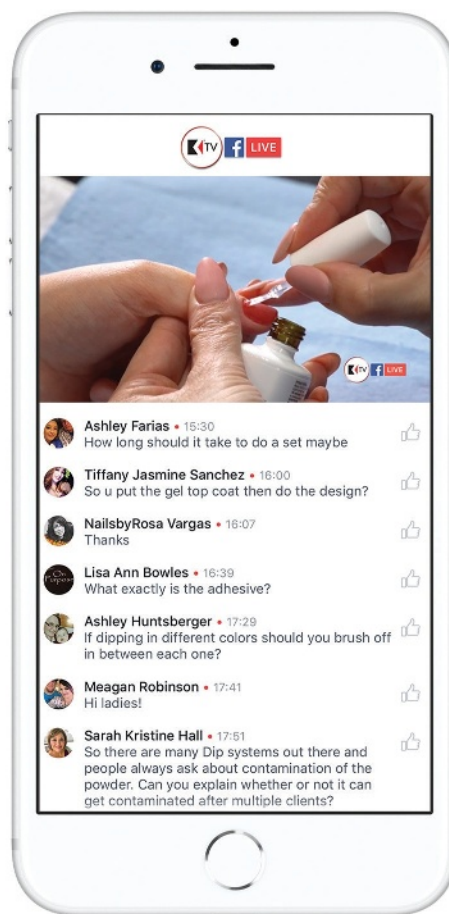
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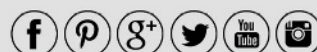
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**Cover Credits** Nails: Karin Strom and Jessica Strom; Photography: Dorit Thies, [doritthies.com](http://doritthies.com); Makeup: Michelle Tabor Ramos, AIM Artists; Hair: Sienree Du, Celestine Agency; Model: Elysse Lawson, Hollywood Model Management.

Check out the behind-the-scenes video of our cover shoot at [nailpro.com/videos/behind-the-cover](http://nailpro.com/videos/behind-the-cover).





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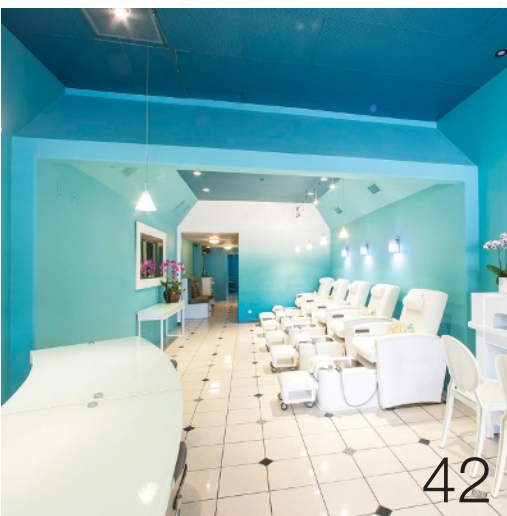
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# O.P.I.

#1 SALON BRAND WORLDWIDE





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## On the Web

### Anatomy Academy [nailpro.com/nail-anatomy](http://nailpro.com/nail-anatomy)

Test yourself on the names of the different parts of the nail.

### On Display

[nailpro.com/nail-polish-displays](http://nailpro.com/nail-polish-displays)

Find inspiration with this roundup of innovative, practical and pretty polish displays.

### Live Streaming Low Down

[nailpro.com/how-to-make-the-most-of-live-streaming-facebook-instagram](http://nailpro.com/how-to-make-the-most-of-live-streaming-facebook-instagram)

Use social media live video to attract and engage your followers.



### Reverse Tips

[nailpro.com/video/reverse-nail-form-extensions](http://nailpro.com/video/reverse-nail-form-extensions)

Learn how to use the reverse nail form technique to create extensions with tube gel.



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## Learn to **Log Out**

**W**hile doing a little spring-cleaning recently, I came across one of my old journals, circa 2005. Naturally, I *had* to read what was going on in my life back then. And while I relived my New York City dating trials and tribulations, one thing in particular stood out to me: the lack of digital exposure. Sure, I did my fair share of internet searching back then, but there was a noticeable lack of digital social interactions. For one thing, we talked on the phone a lot. There really wasn't as much texting going on—certainly not whole conversations. And it was only when a friend of mine introduced me to MySpace (!) that I discovered I could spy on my ex-boyfriend. ... which is how I found his new girlfriend's webpage. "I mean, who has their own webpage?" I wrote in disdain.

Fast-forward 13 years and it's a whole different social world. I can't remember the last time I had a long phone conversation. We've moved well beyond MySpace and Friendster to Facebook, Twitter, Instagram, YouTube, Snapchat—and who knows what's next? And, I mean, who doesn't have their own webpage? Sharing your personal life is no longer limited to your friends; you can now let the whole cyber world in. And if you're letting everyone in, then your life better look impressive, which has resulted in an incredible emphasis on appearance. Only share the best stories, meals and vacations. And the photos? They're enhanced with filters

and retouching. The worst part of it is that we, as a society, are *obsessed* with this. We have become voyeuristic, narcissistic and, in some cases, addicted to that behavior.

It will be interesting to see what the long-term effects of social media are. The inability to connect person-to-person? Detachment? Depression? I'm a fairly confident, well-adjusted person (if I do say so myself), and I find in spite of that, sometimes I need to take a step away from Instagram. I can get lost in the beautiful photos, beautiful people and beautiful lives and slip into a low place where I wonder why I'm not as well dressed or why my home isn't as perfectly decorated. The key, of course, is balance. We can't turn it all off (although sometimes I do miss my old flip phone), but we have to create time for it and then make it a point to step away. This month we talk about how to handle the always hungry, never satiated social media beast, particularly when it comes to your business, in "Taming the Beast" on page 78. There are some good tips in there for finding balance. I'd love to hear what *you* do to separate from social. Tag me on Instagram @steph\_lavery and on Facebook @stephanie.yaggy.lavery. Or, if you're feeling old-school, just call me on the phone.

*Stephanie*

Stephanie Yaggy Lavery  
NAILPRO Executive Editor  
slavery@creativeage.com



### My Manicure

As wedding season approaches, you're going to see a slew of brides looking for the perfect nuptial nails. For those who want something a



little different, we give you plenty of options in "Bride en Vogue" on page 70. Or, you could try something like this from artist Yvett Garcia (@yvynails). While this set wasn't created for a wedding, it would certainly work—the soft velvet matte mauve paired with embossed roses is so pretty!

## Behind the Nail Pros

**I've seen Karin and Jessica Strom at work in the competition arena**

**where they consistently take home major wins, so it was very exciting to have the mother-daughter duo in our studio creating the cover nails.**

**At first glance, you'd never know that these were a tip and overlay—they seem so perfect! Learn how you can achieve a similar look on page 22 or visit [nailpro.com/videos/behind-the-cover](http://nailpro.com/videos/behind-the-cover) to watch the pair in action.**





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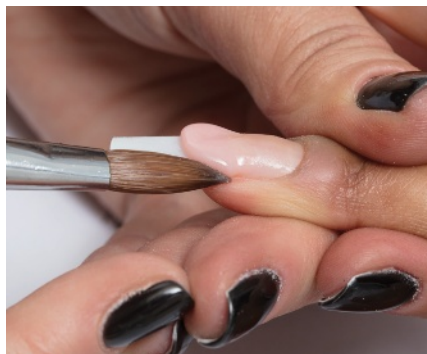




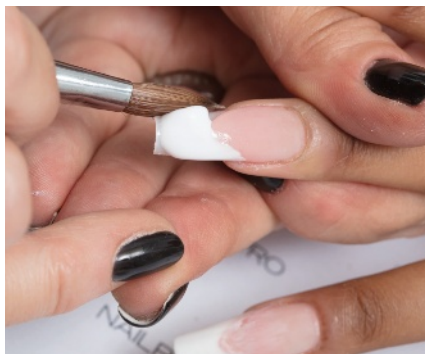
## THE MAKING OF OUR COVER

Intricate art and over-the-top rhinestones make for great eye candy, but there's something equally satisfying about a beautifully simple set of pink-and-whites. When I found out that international nail competitor and artist Karin Strom had planned to visit Los Angeles from her hometown of Gothenburg, Sweden, I jumped at the chance to have her in the studio—she is the queen of pink-and-whites. What's more, she brought her protégé with her, her daughter Jessica, and the two worked in tandem to build, shape and design our cover nails. While French nails are always popular for brides, Karin and Jessica added a few subtle touches—a hint of rose gold and unexpected stone shapes—that would appeal to the modern bride. To see how the Stroms expertly performed this acrylic overlay, make sure to visit [nailpro.com/videos/behind-the-cover](http://nailpro.com/videos/behind-the-cover).

## Creating the Cover Nails



**1** After prepping the model's nails and applying tips, Karin began building the nail and smile line with pink acrylic.



**2** She then used white acrylic for the free edge.



**3** Second to application, the best way to create natural-looking extensions with tips is with filing techniques: It's important to keep the file parallel to the nail.



**4** For an accent nail, Karin applied rose gold nail polish just to the pink part of the nail. When dry, she applied top coat to the entire nail.

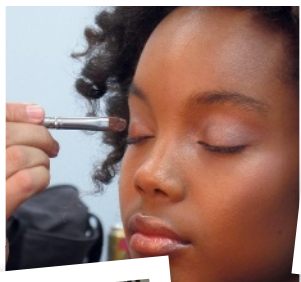
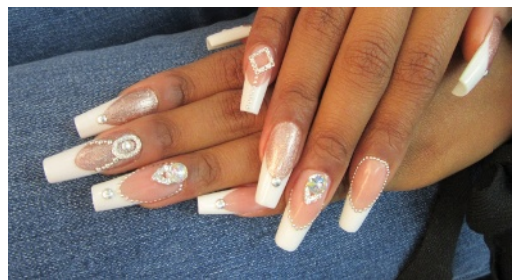
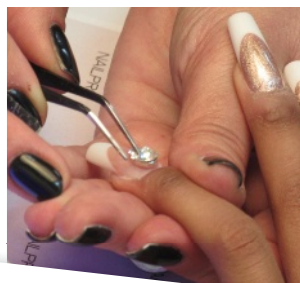


**5** Next, she applied an oval rhinestone embellishment at the center of the nail with resin.



**6** Then, she finished the design with silver bouillon coming out from the center charm and arching toward the small line.





**Nails**  
Karin Strom



**Nails**  
Jessica Strom



**Photography**  
Dorit Thies



**Makeup**  
Michelle Tabor  
Ramos



**Hair**  
Sienree Du

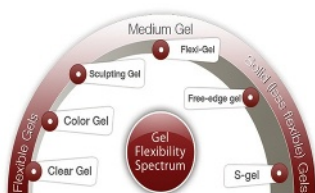




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# NAILING THE NEWS

WRITTEN BY **LOTUS ABRAMS**

## SUCCESS STORY

Fashion week backstage mainstay Jin Soon Choi recently traveled to her native South Korea for Nail Expo Korea held in Seoul, where the Korean Nail Association bestowed her with a Certificate of Merit award celebrating her many career achievements. "I was quite surprised and honored to receive this award," says Choi, who owns four namesake nail salons in New York as well as her eponymous product line. "It's especially meaningful to me because it was granted in my native Korea. It makes me want to work even harder to live up to this standard." While at the Nail Expo, Choi and her team also debuted the JINsoon Neo Pop collection: four polish shades inspired by the work of Korean pop artist Hyang Sook Yun. The artist utilizes dot matrixes as a transformative medium, superimposing pop art colors over silhouettes of everyday items, like bottles, books and buildings. "This is the second time I've done a collaboration with an artist, and this one is particularly significant because I got to work with my childhood friend of more than 35 years," Choi says. "When I went to visit Korea last year and saw her exhibit, I immediately thought her pop art color palette was perfect for a collaboration."



(Top to bottom) Jin Soon Choi receives a Certificate of Merit from the Korean Nail Association; pop art by Hyang Sook Yun; the new JINsoon Neo Pop polish collection was a collaboration with Korean pop artist Hyang Sook Yun; while attending Nail Expo Korea, Choi took time to see the sights.

PHOTOS: COURTESY OF JINSOON CHOI; HYANG SOOK YUN



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## Global Good

Whether it's providing assistance to victims of a natural disaster or bringing nail techs together for meaningful education, Cuccio Brands makes a positive global impact. When Hurricane Maria caused widespread devastation last September on the island of Puerto Rico, where Cuccio Brands director of global education Marilyn Garcia is from, the company's staff of more than 200 employees stepped up to collect food, clothing, blankets and other necessities for those in need. CEO Tony Cuccio even flew Garcia's mother from Puerto Rico to Los Angeles to take refuge from the storm in an apartment he owns in the area. In addition to the food and clothing drive, the company created the Cuccio Hurricane Nail Tech Survivor Box—available through Puerto Rican distributor La Espanola—to help Cuccio educators and professional nail techs get back to work as quickly as possible.

"For over 35 years my wife, Roby, and I have put our hearts and souls into building a global family and brand," Tony says. "We're proud to say we've changed the lives of so many people. When we saw what Marilyn's family and friends in Puerto Rico were going through, we knew it was time to do what we do best, and that was to help out in a big way."

When it comes to education, Cuccio is equally focused on making an impact. The company recently hosted more than 250 nail technicians and distributors from Latin America at the seventh annual Cuccio Latin America Summit in Costa Rica. The program, focusing on new Cuccio Pro Nudecrylics, Powder Polish and Odorless Acrylic lines, included hands-on training sessions and plenty of opportunities for networking with fellow pros.

"The Latin culture brings with it a unique level of passion and emotion that you just can't teach," says Garcia. "It's high energy from the second we begin until the salsa music stops at our closing party—usually late into the night!"

Next up: Cuccio Brands heads to the 2018 Asian Summit in Malaysia.



(Clockwise from left) Cuccio Brands director of global education Marilyn Garcia with a box of necessities for victims of Hurricane Maria in Puerto Rico; nail industry pros attending the recent Cuccio Latin America Summit in Costa Rica pose with CEO Tony Cuccio (center); nail art created during the summit.

PHOTOS: COURTESY OF CUCCIO BRANDS





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## One to Watch: Tiffany Williams

Two years ago Bronx, New York, native Tiffany Williams wasn't sure how she was going to achieve her career goal of becoming a professional nail tech. Winning the 2016 Beauty Changes Lives (BCL) CND Tippi Hedren Scholarship changed everything for Williams, however. After graduating at the top of her class at Brittany Beauty School, Williams has become an in-demand freelance nail artist living in New York. Here, she shares how the scholarship impacted her life and career.



**NAILPRO:** How did winning the BCL CND Professional Nail scholarship help your career?

**Tiffany Williams:** It changed my life completely—it's actually surreal! I just wrapped up New York Fashion Week (NYFW), where I worked with celebrity nail tech Pattie Yankee and did nails backstage at the Carolina Herrera show.

**NP:** What surprised you most about working at NYFW?

**TW:** The intensity, speed and general chaos backstage was amazing. As I was painting

nails, there were so many people working with different approaches to creativity—hair, nails, makeup, accessories, last-minute alterations—and the director running around making changes. The models were being pushed and pulled so many ways. I made it a point to look into the eyes of each model and let her know I hoped she had a wonderful show. But when the models hit the stage, the audience saw a perfectly put-together and cohesive look.

**NP:** What keeps you inspired?

**TW:** Downtown Manhattan is full of inspiration. I might take the red from a traffic light, some Swarovski crystals in a display or the ivory from an art exhibit and work them all into a new design. Inspiration is everywhere—there are no limits! And I like to keep challenging myself. I'm working on my submission now for the CND Master Nail Scholarship. I never want to stop learning. Since I joined the industry, I've seen new techniques, like encapsulation and pigment technologies—I want to learn about it all!

**NP:** What advice do you have for nail techs who are just starting out?

**TW:** Keep practicing and don't get discouraged. Take risks and apply for scholarships and competitions. Watch YouTube videos. And be patient; there's no rush. Just stay focused on the journey!



(Top to bottom) Tiffany Williams won the Beauty Changes Lives CND Tippi Hedren Scholarship in 2016; Williams working backstage at Carolina Herrera's fall/winter 2018 show; a recent set by Williams.



PHOTOS: COURTESY OF TIFFANY WILLIAMS



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gels to paints,  
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fellow techs.



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@jossannails • Uppsala, Sweden



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



Bethany Butler  
@nailsbybethany\_ • Cape Coral, FL



Sandy Le • Fiina Nail Lounge  
@fiina\_naillounge • Passaic, NJ



Jimmy K. Nguyen • Stash House AZ  
@buddhasnails • Phoenix, AZ



Ginger Brandstrom  
@ventura\_manicurist • Ventura, CA

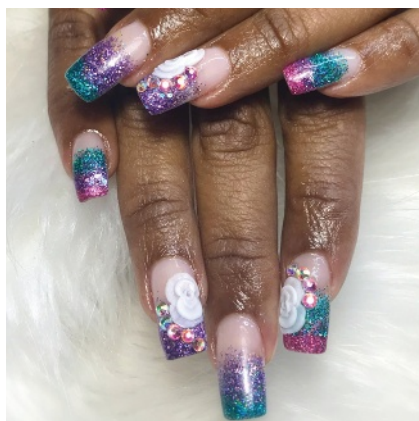


Gabriela Pecelj • Million by Merlin  
@merlin\_nails • Serbia





**Kimberly Borruso**  
**@kimborruso\_beauty • Sayreville, NJ**



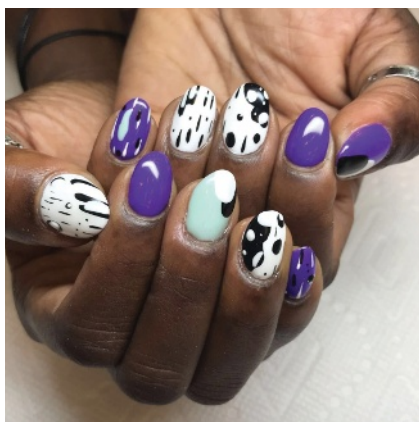
**Jaime DeViva • Nail'd by Jaime**  
**@naild\_by\_jaime • Westover, MD**



**Kristen Swain • Glam Institute**  
**@stilettos\_on\_point • Baltimore, MD**



**Marlene Kanno • Luxe & Lush**  
**@luxelandlush\_ • Modesto, CA**



**Melissa Robillard • The Nail Studio**  
**@nailsbymlh • Coconut Creek, FL**



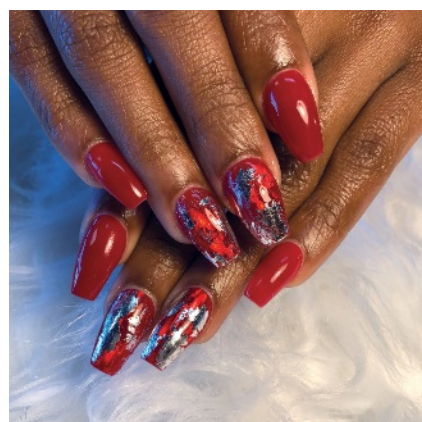
**Joanne Sorbello • Stone Ridge Salon**  
**@stoneridgesalon • Stone Ridge, NY**



**Jordan Renee • The Nailry**  
**@thenailry\_spokane • Spokane, WA**



**Erin Pardue • Nailz & Co.**  
**@nailarterin44 • Cotati, CA**



**Britany Williams**  
**@nails\_by\_Brit • Toledo, OH**





Denise Nández • Klassy Kactus Salon  
@dnanez • Clovis, NM



Reyna Sandoval  
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Kary Berger • Silver Lining Salon and Spa  
@karybnails • Logan, UT



Josi Baptista  
@nailsbyjosi • Twin Falls, ID



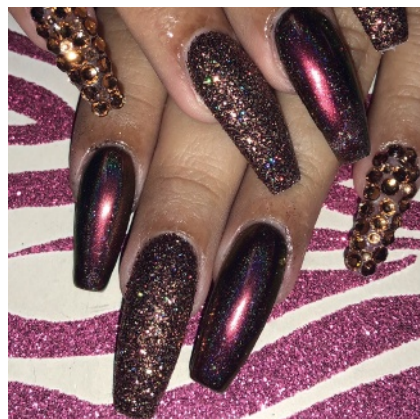
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@nailbydupree • San Gabriel, CA



Amy Hwang • Kumi Nail Beauty Bar  
@aymehnnails • Edmonton, AB, Canada



Dawn Jempson  
@estheticsbydawn • Grande Prairie, AB, Canada

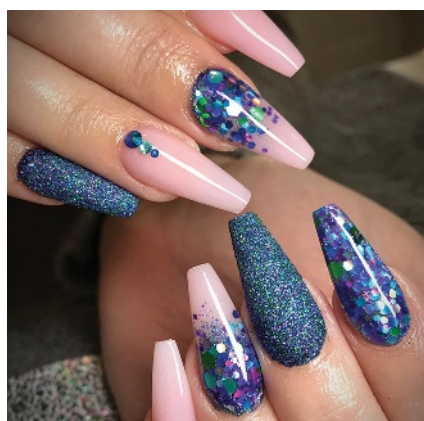


Shannon Hardwick  
@nailsbyshannon2584 • Fresno, CA



Quang Ho  
@quangs\_nails • Rochester, NY





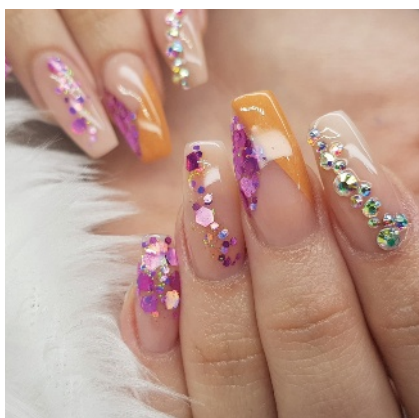
**Sonia Williams • High Voltage**  
 @soniawilliamsnailartist  
 Doncaster, England



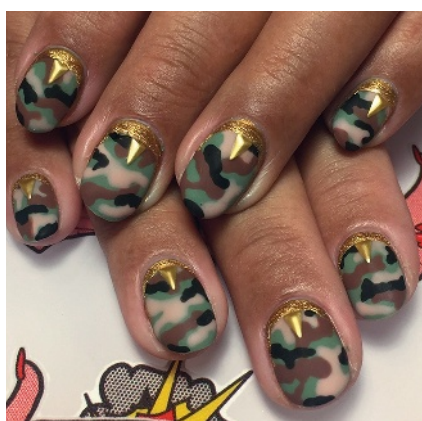
**Cayla Ledbetter • Lacquered Up**  
 @caylasnails • Eugene, OR



**Caitlin Gander • Nail Nerds • @prettydigits**  
 Wollongong, New South Wales, Australia



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**Katrina Wrede • Finger Bang Nail Salon**  
 @katrinamariee • Portland, OR



**Riya Thai**  
 @riyathai87 • Fairview Park, OH

If you'd like to submit your own nail art for NAILPRO's Portfolio, send an email to [snunez@creativeage.com](mailto:snunez@creativeage.com) that includes your name, salon, city and state along with your high-resolution photos. By emailing your photos, you grant Creative Age Publications the right to use any of your submitted images in NAILPRO magazine, corresponding electronic media and/or marketing materials without any compensation. In addition, you grant Creative Age Publications the right to these images for future use without any compensation due.

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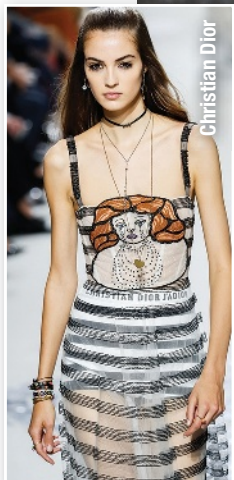
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## GALLERY GIRLS



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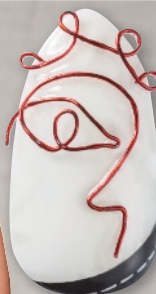
While many high-fashion pieces could be considered works of art in and of themselves, when designers plaster art-derived prints and appliqués on their wares, the body becomes a gallery wall. Tapping into the artistry of Niki de Saint Phalle, Christian Dior creative director Maria Grazia Chiuri embellished a dress with a crying beauty inspired by the 1970 piece *Rain, Clouds and Tears*, complete with rhinestone teardrops. Also putting females front and center: Alluring outlines of women smoking or chatting on the phone adorned Marni's silky camisoles and skirts—a direct dupe of artist David Salle's 1979 painting *Untitled*. Coach upped its cool factor by dotting everything from sweaters to handbags with artist Keith Haring's graffiti-style dancers. And at Akris, artist Alexander Girard's zany "Wooden Dolls" played a larger-than-life role, not only on the wares, but also as a feature of the runway set design.

Many designers found inspiration from fine art references, and you can, too, by translating these designs onto your favorite canvas: the nail. Guest artist Christina Zalec dabbled in various mediums to turn her nails into works of art: She not only brought a deft amount of shading into her Versace-inspired pop art tribute, but also took dimension to a whole new level by creating the illusion of brush strokes with embroidery thread and wire.

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



Marni



Inspired by Marni



Inspired by Versace



Inspired by Christian Dior



## Guest Artist

Christina Zalec is a Canadian graphic designer who runs the popular @the\_nailguru Instagram feed.



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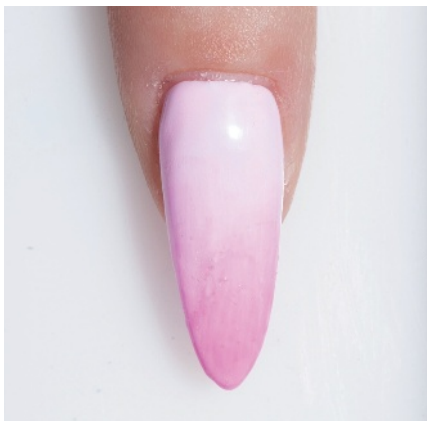
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#1 SALON BRAND WORLDWIDE

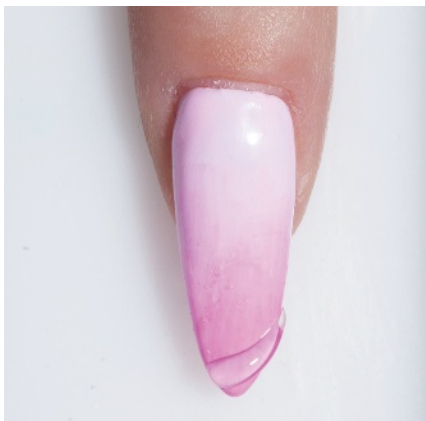


# How to Create a Unicorn Horn Nail

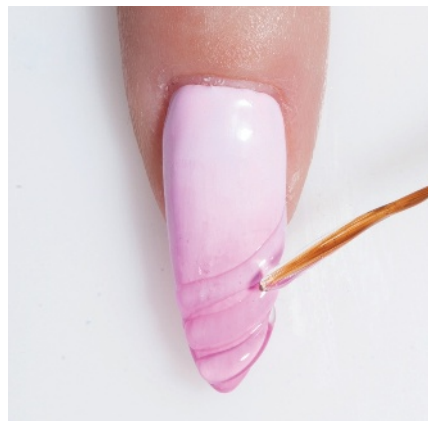
**F**estival season is upon us. Whether you have clients heading to Coachella, Burning Man or Lollapalooza, or even if they're just looking to get into the spirit of these events, you want to make sure that you're up on festival nail style. Here, Los Angeles-based nail artist Britney Tokyo (@britneytokyo)—who always has her fair share of festival nail appointments lined up—demonstrates how to create an easy three-dimensional unicorn horn nail design that will surely make for an eye-catching accent. What's more: Once festival season dies down, you can use the same technique to create a 3-D shell design, perfect for summer tips!



**1** Prep the nail and apply one coat of light pink gel polish to the entire nail. Then, use a darker pink gel polish to create an ombré effect at the free edge. Cure.



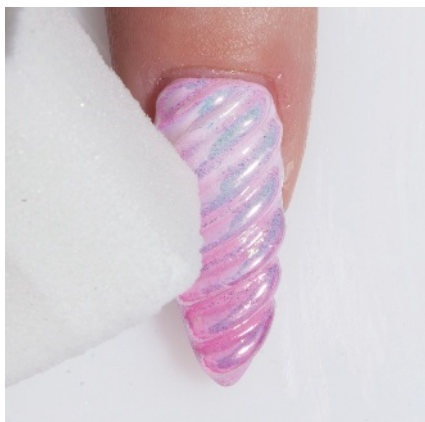
**2** Starting at the free edge, use a liner brush to apply a thick diagonal line of clear sculpting gel across the nail. Cure for 15 seconds.



**3** Continue applying lines diagonally up the nail toward the cuticle. Make sure that each stripe of gel is the same height and thickness, and leave an even space between each one. Flash cure for 15 seconds after every one to two applications.



**4** Cure. Then, apply a thin layer of no-wipe top coat to the nail. Be sure to apply the top coat between the lines of the horn. Cure for 30 seconds.



**5** Dip a foam sponge into iridescent chrome powder. Then, dab the nail with the sponge until the entire surface is covered with pigment.



**6** Apply no-wipe top coat and cure. Finish with cuticle oil. ↓



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OR TWO?

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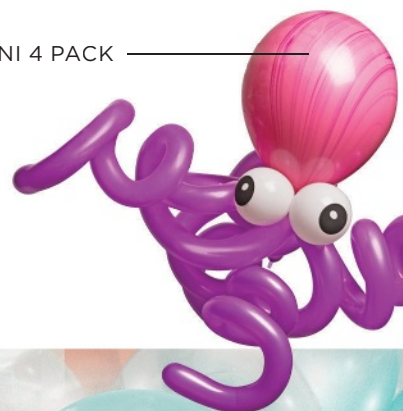
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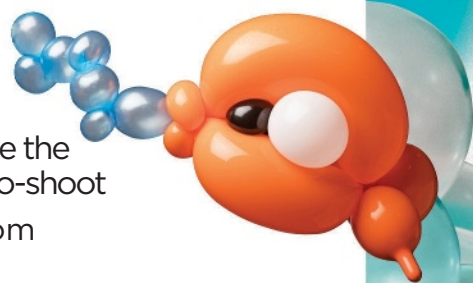
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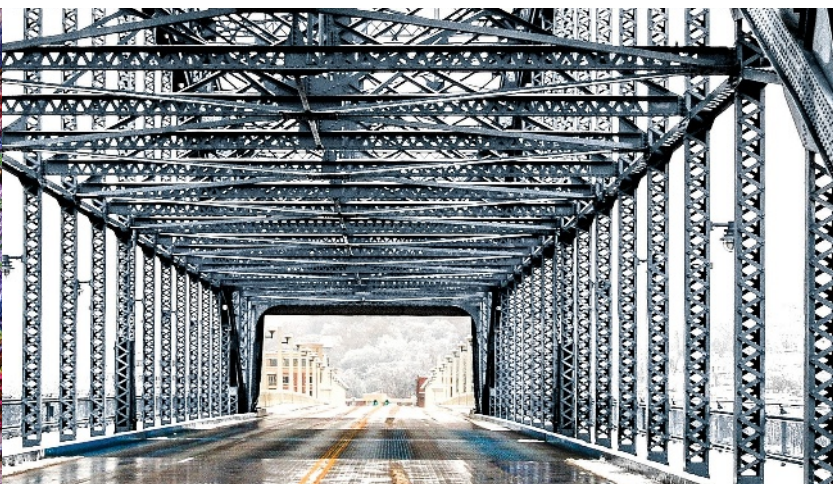
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# Concrete Jungle

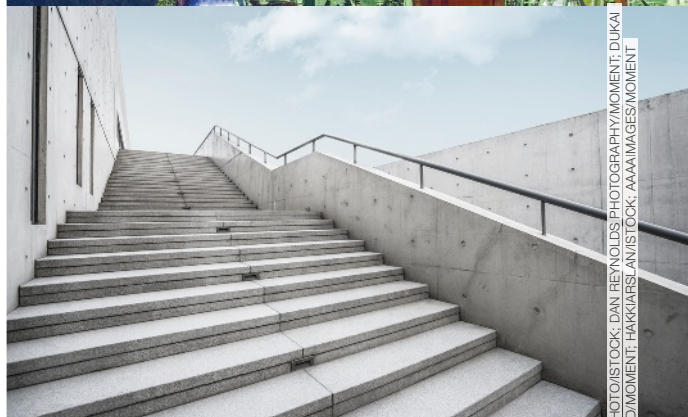
A bustling cityscape boasting steel, brick and paint inspires bold nail art designs.



*"I was inspired by the bold landscapes we see in the city day-to-day—concrete, spray paint, graffiti and bright accent colors in a sea of skyscrapers, and the haphazard beauty that encompasses street art."* — Asa Sieracki



Asa Sieracki (@asabree) is a Portland, OR-based nail artist.



PHOTOS (CLOCKWISE/ALL GETTY IMAGES): GUYCARPENTER/ISTOCK; DAN REYNOLDS/PHOTOGRAPHYMOMENT; DUKAI PHOTOGRAPHY/MOMENT; XINZHENG. ALL RIGHTS RESERVED/MOMENT





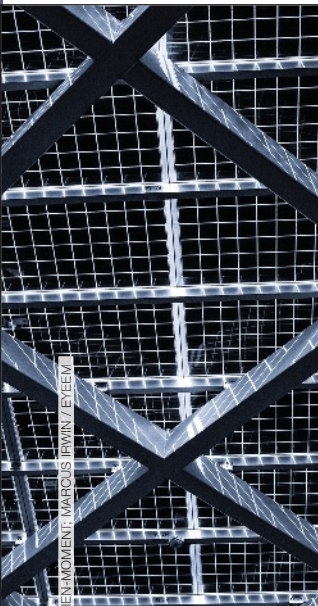
**Step 1** Apply two coats of gray gel polish. Seal with no-wipe top coat.



**Step 2** Use a clear jelly stamp-er to create Old English letters in bright pink polish. Place the letters slightly off-center to leave space for the second stamp layer. Allow the polish to dry completely.



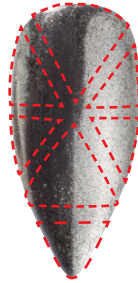
**Step 3** Then, stamp the same letter with black polish on top of the first design, positioning it slightly off-center to create a shadow effect. Finish with top coat.



**Step 1** Apply one coat of black gel polish and seal with no-wipe top coat.



**Step 2** Apply silver chrome powder to the entire nail. Do not apply top coat.



**Step 3** Use a detail brush to paint gel top coat in triangular shapes on the nail. Apply the gel top coat *only* where you want the chrome to show.



**Step 4** Use an alcohol solution on a lint-free wipe to remove the excess chrome and reveal the negative-space design.



**Step 1** Apply white gel polish to half of the nail and fuchsia gel polish to the other half.



**Step 2** Add a drop of navy blue, yellow, red and black gel polish onto the base of the nail. Do not cure. Then, use a dotting tool to gently swirl the uncured gel. Do not cure.



**Step 3** Use a soft, flexible oval brush to lightly drag the mixed gels toward the free edge. Add more gel to achieve the desired look. Seal with gel top coat.







## Aqua Skin and Nail Care

Owner Claudia Cordova Papa welcomes NAILPRO to her wellness-centered salon.

**Owner** Claudia Cordova Papa

**Year Opened** 2005

**Address** 3455 State St.,  
Santa Barbara, CA 93105

**Phone Number** 805.687.8483

**Hours of Operation**  
Tue.-Sat., 10 a.m.-6 p.m.

**Website**  
aquaskinandnailcare.com



@AquaNail



@aquaskinnail



## DISTINCTION

Aqua Skin and Nail Care is more of a self-care destination than merely a nail salon. Of course we provide our clients with amazing nail care, but we also aim to give them something more unique and valuable: time to focus on their own well-being and beauty. A visit to the salon is about the experience, not just the services.

## THE LOOK

Our decor was inspired by our name, Aqua, as well as our commitment to health. We want our clients to feel as though they're floating on water as soon as they enter the salon. The main color is turquoise and the furniture is all neutral tones. We added a pop of color to our waxing room with an ombré pink wall. To enhance the soothing ambiance, relaxing music plays throughout the salon, and we use an essential oil diffuser that releases a balancing blend of rosewood, clary sage and lavender to create a calming spa atmosphere.



Owner Claudia Cordova Papa

## CLIENTELE

Aqua Skin and Nail Care is located in an upscale residential neighborhood where many working professionals and retirees live. Our customers tend to be between the ages of 40 and 70 and have a focus on self-care. Clients spend an average of \$63 per service, and most salon visits last around 45 minutes. Although the majority of our clients are female, men make up roughly 10 percent of our clientele.





## THE GOODS

We've established a 3-free ingredient policy to ensure the health of both our techs and clients. Therefore, we offer our clients OPI and Essie Gel Couture polishes. Our retail area is also filled with a variety of health-conscious brands, including Jurlique, Jane Iredale and South Seas, all of which are free of parabens, mineral oils and sodium lauryl sulfate, and are committed to being cruelty-free. We're also very proud to have our own line of retail products, including our organic sugar scrub.

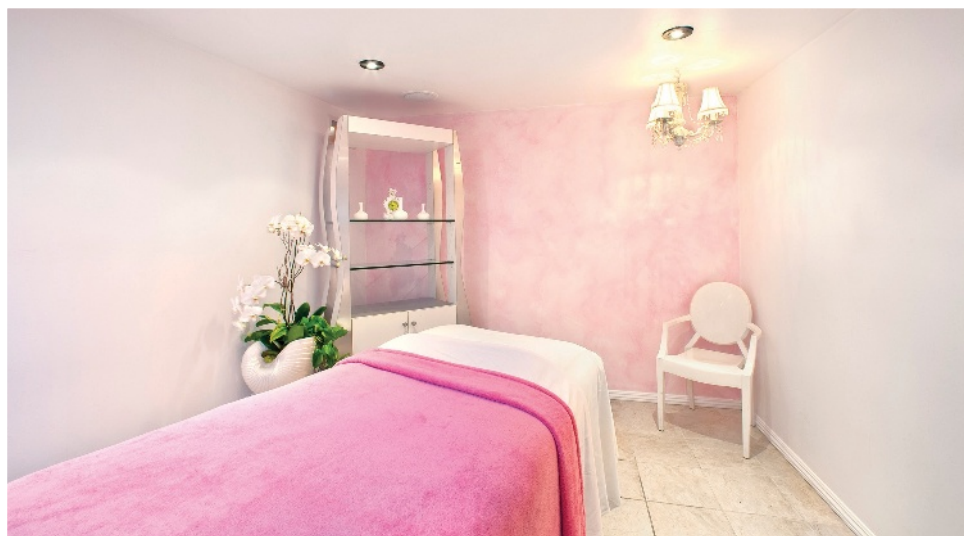
## PRAISE

The best compliment we've received was being recognized by our community of business owners with the Women's Economic Ventures (WEV) Business of the Year award. We won this award because of our salon's wellness-centered culture and the support we give to our techs to help them build their careers through continued professional development, including skill certification training, courses in financial literacy and in-house mentoring. We're also the

official manicurists for *Santa Barbara Life & Style Magazine*. Being able to see our work in the magazine gives our team so much pride.

## IN-DEMAND SERVICE

Our most popular service is the Aqua Signature Pedicure. All of our foot care services include nail and cuticle care, callus buffing, foot massage and a polish or gel application, but this pedicure also includes an herbal bath and our own fresh and fabulous organic sugar scrub.



Some of Aqua's handiwork featured in *Santa Barbara Life & Style Magazine*.

## SOCIAL MEDIA

We're new to social media, but have found that Instagram is the best for promoting our business and sharing our culture through beautiful photos. Facebook allows us to communicate how we can be of service to our community inside and outside of the salon. Customers are able to see our posts, and when they come into the salon, they comment on how much they appreciate everything we do for the community.

## ADVICE

Figure out what kind of culture you want your salon to focus on and build both a business and team that support that culture.

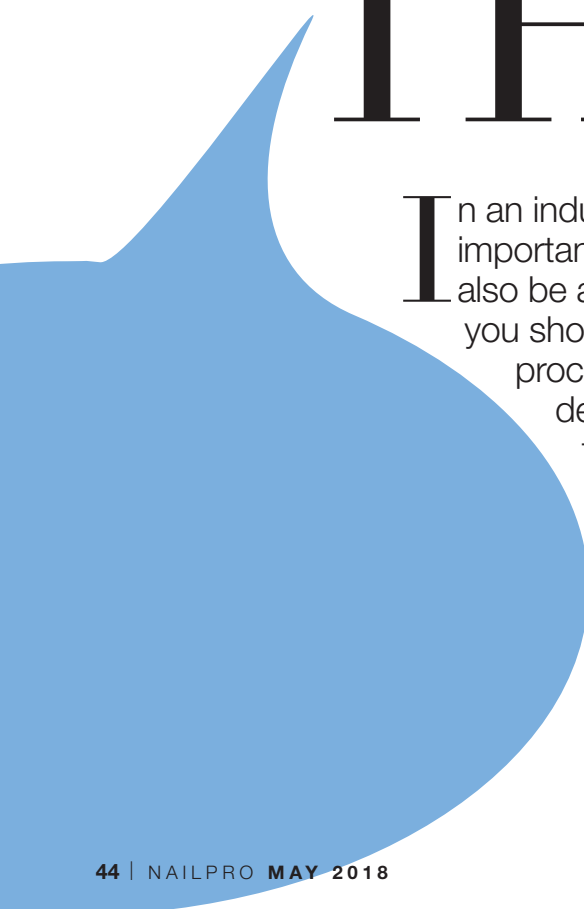




# Say THIS, *Not* THAT

The words we use matter. Communicate clearly and professionally with your clients by using the correct terminology.

Written by **Leslie Henry**



**I**n an industry littered with misinformation, it's exceedingly important to not only know what you're talking about, but also be able to convey it correctly. As a licensed nail tech, you should be identifying nail anatomy, describing chemical processes and communicating sanitation procedures with detail and accuracy. After all, clients are looking to *you* to teach *them*. Unfortunately, even some of the most experienced nail techs sometimes use the wrong terminology, spreading falsehoods and projecting a less-than-professional image. To help, we've listed a few of the most commonly misused terms and asked experts to provide insight on why it's important to say *this* and *not that*.



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# Nail Plate | \nāl plāt\

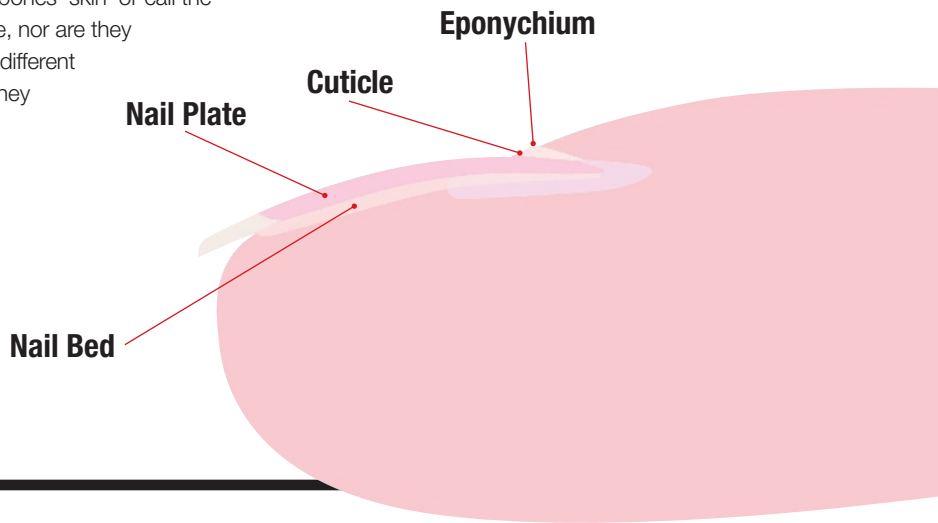
**NOT:** Nail Bed

The terms “nail plate” and “nail bed” aren’t interchangeable. “This is basic human anatomy and not up for debate,” says Jill Wright, a nail tech and event coordinator for the Nail Tech Event of the Smokies in Gatlinburg, Tennessee. She often hears techs (and even educators!) misusing the two terms. “You don’t call the bones ‘skin’ or call the

skin ‘bones’ because they are not the same, nor are they interchangeable,” she says. “They’re two different words with two different meanings, and they each serve a different purpose working in conjunction with each other—just like the nail plate and the nail bed do,” she says.

The nail bed is the skin located under the nail plate. It contains blood vessels that supply nutrients to the fingertip.

The nail plate is the hard keratin coating of the fingertip where techs do their work. In most cases, “nail plate” is the term techs should be using.



# Eponychium | ep•o•nych•i•um | \ep-ə-nik-ē-əm\

**NOT:** Cuticle

“A widely misused term is ‘cuticle,’” says Allie Baker, EzFlow global brand ambassador. In fact, the common adage “Never cut the cuticle!” is technically incorrect. By repeating it, you’re perpetuating a myth and potentially making clients squirm when they see their tech pull out a pair of nippers. Instead, communicate to clients that you should never cut the eponychium, which is the visible “lip” of the proximal nail fold. This living skin protects the matrix from bacteria and should only be pushed back gently. “The cuticle is actually a thin transparent layer of dead tissue that emerges from under the eponychium,” explains Baker. Any cuticle remaining on the nail’s surface can interfere with adhesion of polish and enhancements, so removing it by cutting or filing is actually a best practice for most services.

# Electric File | elec•tric | \i-lek-trik fī(-ə)\

**NOT:** Drill



In the hands of a skilled nail technician, an electric file (or e-file) is a valuable tool that can be used to quickly reduce product bulk as well as prep, shape and smooth the nail. Calling an e-file a drill may invoke visions of construction workers boring holes into concrete—a scary thought for a client, says Vicki Malo, president of the North American School of Podology. “The term nail drill reminds me of woodworking tools!” she exclaims. “E-file sounds more professional and clients aren’t as afraid of it versus a drill.”



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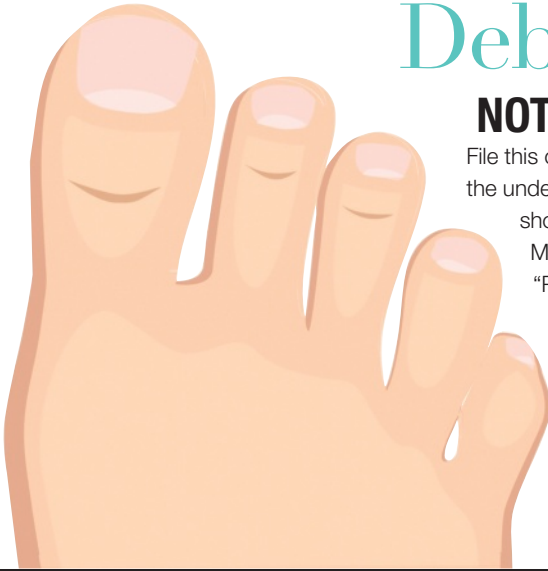
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# Debris | de•bris | \də-brē\

## NOT: Toe Gunk or Cheese

File this one in the “sounding professional” category. While the material removed from the underside of the toenail during a pedicure may indeed look funky or gunky, techs should never refer to it as such. “This material is actually skin buildup,” says Malo. While not all clients are easily offended, it’s not worth taking a chance. “Professional terminology always sounds better and helps the client understand what’s happening,” she says. This is also true for any potentially offensive condition, such as fungus or athlete’s foot. In these cases, Malo advises techs to use medical terminology, such as *tinea pedis*, instead.



# Disinfect | dis•in•fect | \dis-in-fekt\

## NOT: Sanitize, Clean or Sterilize



Don’t ease a client’s concern by assuring her that your implements are sanitized—because any knowledgeable client will run for the door! To sanitize simply means to kill a significant number of harmful bacteria on a surface to the point that a health professional would

deem it nonthreatening. Sanitizing does not, in fact, remove any dirt or debris, a common misperception, explains Doug Schoon, president of Schoon Scientific and Regulatory Consulting in Dana Point, California. Cleaning offers the next level of protection and describes sanitizing, plus removal of contaminants, like oil and hair. To disinfect, an EPA-registered disinfectant is used after cleaning (always per the manufacturer’s instructions) to eliminate 99.9 percent of all remaining bacteria. Disinfection is the required standard for nail implements and tools and is most often the correct term techs should be using. Sterilization offers the highest level of protection from pathogens and isn’t required of nail techs—although some do. Use the word “sterilize” only if you’re removing all bacteria, viruses, fungi and spores with properly maintained sterilization equipment, such as an autoclave.

## FIGURE OF SPEECH

### Did you know ...

Any tech-to-client communication that purports to diagnose or treat a nail condition, disease or infection is not only dangerous, it’s against the law. This is why it’s of the utmost importance to say, “I recommend you consult a doctor,” not, “You have a fungus, ingrown nail, etc.” Nail techs are in the beautification business *only*; medical doctors diagnose and prescribe medical treatments. As harmless as it may seem or as sure as you think you are, resist the temptation to give your client an opinion on her condition (even if that opinion is immediately followed up with a recommendation to see a doctor). Providing a wrong opinion could mean dangerous consequences if a client doesn’t seek treatment for something serious because you implied it was insignificant. Simply say, “This doesn’t look healthy to me; I recommend you see your doctor,” and leave it at that. Of course, a tech should always refuse to service a client with nails or skin that is infected, inflamed, broken or swollen.



# Cure

NOT: Dry



"When referring to gels and acrylics, the proper term to use is 'cure,'" says Baker. In general, curing refers to a product reaching the appropriate hardness. Gel polish and standard gel enhancements cure as photo-initiators in the gel are activated by UV light (a process called polymerization), while acrylic hardens through a chemical reaction activated when the liquid monomer and powder polymer are mixed. The term "dry" describes the evaporation of moisture. The top layer of fresh nail polish dries quickly to the touch because it's in direct contact with the air, which evaporates solvents contained in the polish.

# Smooth

NOT: Remove

"As nail technicians, it's out of scope of practice to remove calluses or corns," says Malo. "Instead, we reduce." The distinction is small, but important. Not only does the term smooth or reduce better describe a tech's effort, it also helps manage client expectations for their appointments. Techs can greatly improve the appearance of calluses and corns, which often has the added benefit of making the client more comfortable—but a client should never be led to believe he or she will leave the salon callus-free. ↓

Leslie Henry is a business development executive, licensed nail technician and the blogger behind [workplaypolish.com](http://workplaypolish.com).



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# OLE Purpose

Just in time for sandal season, treat clients' feet—  
and boost your bottom line—with specialty pedicure services.

Written by **Taylor Foley**

Most seasoned techs will agree: When it comes to foot care, there is no one-size-fits-all treatment for clients. From ingrown toenails to dry skin, each client comes with her own set of concerns that must be treated with proper care. While offering a standard pedicure may seem like the most cost-effective option, you could unwittingly be encouraging potential clients to look elsewhere to meet their needs. So what's the solution? Specialty pedicures allow you to add variety to your service menu. "It's important for salons to offer multiple pedicure options to cater to clients' needs," says Carla Hatler, owner of Austin, Texas-based Lacquer salon. Offering different types of pedicures allows you to widen your client base and give clients specialized treatment—though figuring out which type of services to offer can be tricky. The easiest way to start: Look at your clientele. Are they constantly in a rush to get out the door? Maybe it's time to offer a treatment that focuses strictly on nail maintenance and polish application. Or, do your clients often add on a longer massage to their regular service? A spa pedicure may be a profitable alternative. The key is to make the benefits of each service obvious for clients. "In addition to detailed marketing material, our techs go over everything that's included in the service with the client beforehand so she knows what to expect," says Rachel Cheng, owner of ZaZa Nail & Wine Lounge in San Francisco.

Ready to expand your service menu? We tapped salons across the country to give us the rundown on four types of specialty pedicures: express, spa, waterless and medical. Here, salon owners shed light on their unique pedicure offerings—plus, check out some top-tier product picks to amp up your foot services.



**The Service**

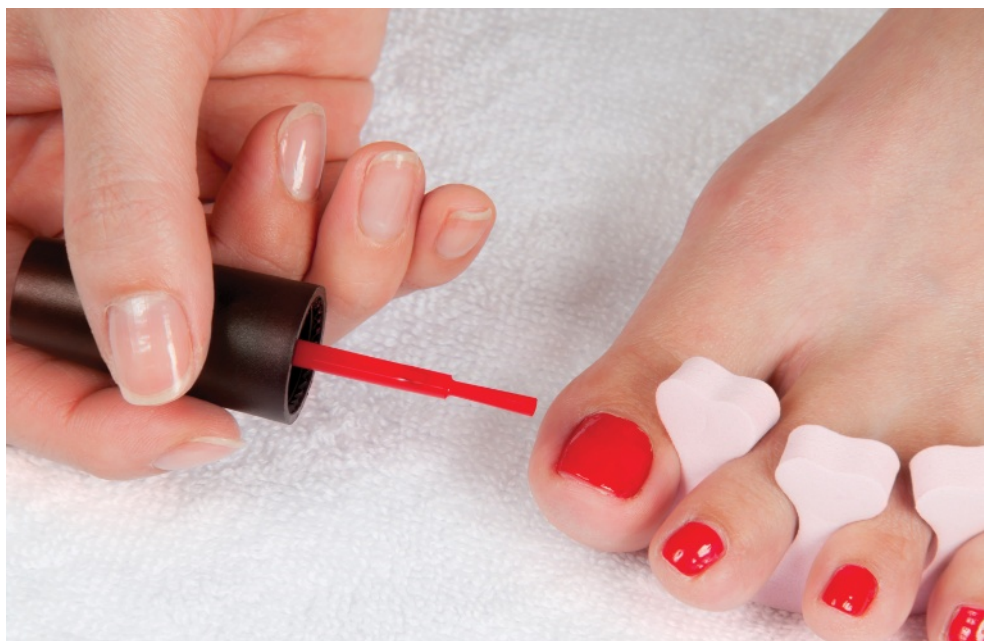
Express Polish Pedicure

**The Salon**

ZaZa Nail & Wine Lounge

San Francisco, CA

Inspired by San Francisco's fast-paced lifestyle, this express pedicure is ideal for women who are constantly on the go. "Most of the time, our clients need a quick polish change for a special event, an interview or a night out," says Cheng. During this no-frills, 15-minute service, the tech trims, files and buffs the nails, then applies color. While the service skips the standard scrub, massage and cuticle maintenance in order to save time, the salon offers clients a glass of sommelier-selected wine or champagne to help them feel pampered. To speed up dry time, the techs at ZaZa apply a quick-dry oil to clients' nails after polishing. Cheng says offering a paint-and-file service is beneficial for techs as well, adding, "An express pedicure can be squeezed in between longer appointments, making it perfect for clients who call at the last minute."

**The Service**

Champagne & Rose Deluxe  
Enzyme Peel Pedicure

**The Salon**

Lacquer

Austin, TX



Perfect for clients looking to get pampered before a special event, this spa pedicure has clients eager to break out the bubbly—literally! The service features champagne-infused products for a luxe touch. The pedicure begins with a champagne and mineral footbath, followed by a champagne and rose-infused scrub to remove dead skin. Next, the technician mixes grape peel with champagne oil, and then applies it to the client's feet to soften the skin. "Our clients love to see our techs mix the enzyme peel in front of them," says Hatler. The tech then performs a hand and

arm massage—one of the steps that clients enjoy most about this protocol. The pedicure concludes with a 10-minute leg and foot massage using a champagne and rose-infused lotion. "Because of this pedicure's higher price point, our customers expect a lot out of this service," says Hatler. "It's important that our techs receive proper training and never skip any steps in order to provide the full experience to clients."





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### **The Service**

Valley Signature Waterless Pedicure

### **The Salon**

Valley

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Contrary to popular belief, a foot soak isn't essential to a pedicure. Waterless services are becoming increasingly popular, and with good reason—not only do they conserve water, they also decrease the risk of infection. Perfect for eco-conscious clients, those looking to minimize cross-contamination or diabetics, the service begins with a foot cleanse using a hot towel and a natural antiseptic spray, and then the nails are trimmed, filed and buffed. After the tech applies a cuticle softener, the feet and legs are exfoliated with a vanilla sugar scrub. The service concludes with a leg and foot massage. Though the service already feels decadent, the most relaxing component of Valley's waterless pedi is the salon's ergonomic chair. "Our pedicure chairs are full recliners," says owner Nina

Werman. "Clients never have to switch legs or shift during the service, making it easier for them to fully relax." Another benefit of going waterless? Extended polish wear. "After soaking, nails absorb water and increase in size, then shrink back once they're dry, causing premature chipping," explains Werman. "Skipping the soak ensures that the polish will last longer."

### **The Service**

MediPedi

### **The Salon**

Medi Pedi NYC

**New York, NY**

Ideal for diabetic clients, runners or anyone with problematic feet, this medical-grade pedicure puts hygiene and specialized treatment above aesthetics. "This dry procedure combines podiatry with nail care," explains owner Marcela Correa. "Unlike at regular salons, our technicians are trained to examine and treat foot disorders using technologically advanced equipment." The tech begins by assessing the client's feet, skin and toenails before the feet are cleansed and disinfected. Next, the tech trims, files and buffs the nails; smoothes calluses; exfoliates the feet; and removes any corns, blisters or ingrown toenails. "We rely on medical instruments and a podiatry drill during our treatments," says Correa, who notes that all equipment is sterilized in an autoclave to prevent the spread of germs, fungus and disease. "The MediPedi prevents future foot disorders and can help with the healing of athlete's foot, calluses, cracked heels, fungus, ingrown toenails or toenail discoloration."



Taylor Foley is a Los Angeles-based freelance writer.



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## 4. Whale Spa by Valentino

*Candy Cube*

[whalespa.net](http://whalespa.net)

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## 5. Cuccio Naturale

*Luxury Spa*

[cuccio.com](http://cuccio.com)

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## 6. Bodipure

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# *Best-Laid* PLAN

Business plans can help aspiring and current salon owners navigate the path to success.

Written by **Tracy Morin**

**I**f you have your sights set on business ownership, chances are, you've already mulled over the sexy details—color scheme, specialty services, the perfect salon name—but have you prepared financial forecasts, selling strategies and market analysis? Creating a business plan may not be fodder for fantasy, but it will bring you back to reality when it comes to understanding the intricacies of ownership.

"When aspiring salon owners envision their future salon business, they often focus more on how it will look than how it will function," laments Jaime Schrabeck, Ph.D., licensed manicurist and owner of Precision Nails in Carmel, California. "A business plan should serve as a comprehensive examination of the financial feasibility of salon ownership in a competitive industry." Therefore, before you start shopping for fixtures, it's important to build the business basics to help ensure a successful endeavor.

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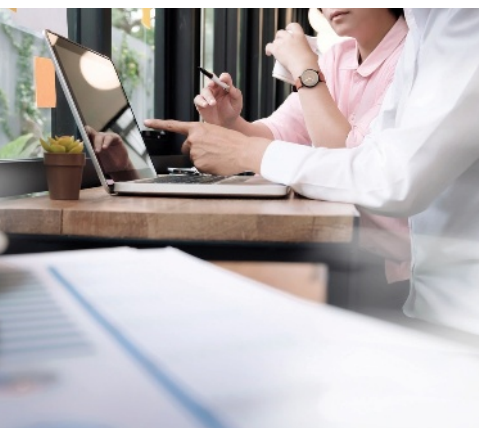
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“Business owners who hope to be successful in the long term don’t operate by the seat of their pants; they set goals and execute the steps necessary to achieve them, tracking their progress and making adjustments along the way.”

## PLANNING *for Success*

Why is a business plan so important? While you might think that your salon idea is a winner, there may not actually be a market for it; no customers, no business. A business plan can help you recognize challenges that can compromise your business in advance or predict expenses that you can’t offset, says Tina Alberino, management consultant for This Ugly Beauty Business in Tampa, Florida. Any of these scenarios can doom your salon to failure before you’ve even opened the doors. “And it’s always better to have your business plan fail on paper,” she says.

All businesses should have a plan of action, whether you’re opening a new salon or already own a business. Those without one often fail to create organized, cohesive brands, and a lack of organization at the outset can affect the entire salon’s operations. “Business owners who hope to be successful in the long term don’t operate by the seat of their pants,” says Alberino. “They set goals and execute the steps necessary to achieve them, tracking their progress and making adjustments along the way.”

Existing salon owners can benefit from a business plan as well. Dana Sidberry, licensed cosmetologist and CEO of Motivation Marketing Firm in Charlotte, North Carolina, stresses that it’s never too late to create a blueprint for your business. Use it as a document that you can refer to in order to keep yourself accountable and stay on target, she notes.

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# Making a PLAN

Before you actually begin creating a business plan, you must decipher what information you need. Fiona Adler, Boston-based business consultant, writer at DoTheThings.com and CEO of Actioned.com, describes three types of research that should be done in advance. Start with a feasibility study to determine whether it's a good idea to open your salon in the first place. It helps you find answers to important questions: Is the idea viable? What are the potential pitfalls? Then there is an investment pitch, or a pitch deck, which is, essentially, a quick overview of your business plan that you can present to potential investors. If you need to raise capital in order to fund your business, then you need to convince investors (or banks) that your business is sustainable; no one will want to invest money in a project that won't succeed. And finally, an actionable business plan provides you with practical focus and direction needed for day-to-day operations and decision-making in the salon.

Traditionally, Adler explains, business plans include an exhaustive list of sections, including an executive summary, a market analysis, competitive analysis, financial analysis, risk mitigation and so on. She believes, however, that a truly useful business plan can be less complex; it should simply determine what products and/or services you're providing and to whom, and how you'll achieve that. To create an effective actionable business plan, Adler suggests including the following sections, ideally keeping the finished document only one page in length:

**Vision Statement** Define what products and services you provide, and give a brief but clear description of your target market to help you stay tightly focused on your business objectives.

**One-Year Goal** This should typically be a financial goal (for example, revenue or profit goals). Make it challenging but realistic, and break it down into monthly goals for tracking purposes.

**Tactical Strategies** Outline specific strategies you'll implement in each quarter of the year to reach your goal. These are usually related to marketing or sales, but may also include organizational (changes to your team), supplier or developmental (adding a new service) strategies. First,

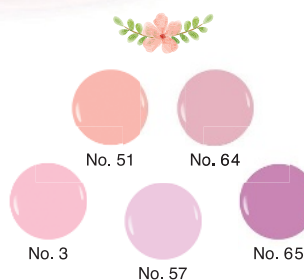
brainstorm possibilities, then determine what will work best for you and your clients—for example, cross-promotion with a local gym, text marketing or growing a loyal Instagram following.

**Action Items** Break down the strategies into accessible goals. List them by month and ensure that no task is too big (if it is, break it down further).



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## Avoiding PITFALLS

While an actionable business plan doesn't need to be formulaic or formal, it's good practice to follow some general guidelines to ensure a successful outcome. Here are a few guiding principles to keep in mind.

**Make sure your business plan includes several key sections.** Your plan should include a company overview, market analysis, SWOT (strengths, weaknesses, opportunities and threats) analysis and financial workups.

**Don't try to prove yourself right when performing your market analysis.**

Challenge your own assumptions about the market and listen to what the data tells you, advises Alberino. "If the data shows that there's no need for or consumer interest in your salon concept, find out what there is a need for and change your plans accordingly," she says.

**Make good use of the SWOT analysis.** Use it to counter challenges before they present problems and identify weaknesses in your own plan—and to maximize your strengths and opportunities in advance.

**Take a detailed approach to your financial analysis prior to opening.**

"Assess your salon's finances under a variety of scenarios," says Alberino. "Overhead tremendously affects your pricing and compensation. Don't open a salon without evaluating those numbers!"

**Don't forget to cover marketing.**

Don't make the mistake of thinking you can stay afloat through word-of-mouth only.

**Always include goals and forecasts in real numbers (such as profit and loss).** "And don't forget to include the costs of products, continuing education and operating (such as rent, advertising, business cards and utilities)," says Sidberry.

Once your plan is in place, don't assume it's set in stone; treat it as a living document. Follow the plan as closely as possible, but expect to update it periodically. "Review it every day, make sure your team knows it inside-out, and keep it somewhere you can easily see it to remind you to take the necessary actions," Adler says. "Then, review it once per quarter so that it's always planned out 12 months in advance." Using this approach, you should be able to produce a business plan that you can refer to throughout the year, month by month. Cross off items as you go to ensure that you implement your strategies and achieve your overall goal. ↓

## GETTING HELP

Looking for help creating a business plan? Seek out salon-specific education. Jaime Schrabek, Ph.D., owner of Precision Nails in Carmel, California, and Tina Alberino, management consultant for This Ugly Beauty Business in Tampa, Florida, recently covered this topic at the first-ever Nail Tech Reality Check Conference in Chicago, for example. Alberino also offers The Service Pricing Toolkit, which helps owners calculate operational expenses (including labor and fixed costs) and determine service pricing. "An owner can also use the business plan to seek advice from salon consultants like myself," Schrabek says. "The most important resources force owners to consider the significant legal and financial responsibilities of salon ownership."

Additionally, Dana Sidberry, licensed cosmetologist and CEO of Motivation Marketing Firm in Charlotte, North Carolina, notes that the local library offers a slew of resources for owners, including books on how to develop and utilize a business plan, while [bplans.com](http://bplans.com) offers assistance in creating business plans and provides financial resources. If you're looking for a template, Fiona Adler, a business consultant and the CEO of Actioned.com in Boston, offers one at [dothethings.com/actionable-business-plan-template](http://dothethings.com/actionable-business-plan-template).

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



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# Bride en Vogue

*The modern Mrs. will say "I do" to these creative nail art looks inspired by timeless tradition.*

Although bridal trends change from year-to-year, even season-to-season, the old adage "something old, something new, something borrowed, something blue" is a small piece of forever. This wedding season, why not put a new twist on tradition? We recruited top artists to create imaginative nail looks that reinterpret this age-old custom for contemporary brides.



Written by **Dina Ciccarelli**  
Photography by **Brooks Ayola**



## Something Old ...

The “something old” keepsake a bride carries with her on her wedding day is typically a family heirloom that has been passed down from generation to generation. Translate that to nails by opting for a classic look (think: pink-and-whites) with a vintage vibe—adding rhinestone and pearl embellishments or hand-painted lace. For brides who subscribe to the “more is more” approach, you can do it all, as U.K.-based nail artist Scarlett Senter (@scarlett\_senternailartist) did here. “Adding lace gave my design extra detail while still maintaining the vintage feel I was after,” she says.

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[gelish.com](http://gelish.com)

**4. Essie**  
Treat, Love, Color  
[essie.com](http://essie.com)

**5. Mia Secret**  
4D Nail Plastiline  
[miascretnails.com](http://miascretnails.com)

**6. Swarovski**  
Romantic  
Nail Art  
[itrends-inc.com](http://itrends-inc.com)

*“I used a very fine detail brush and gel paints to create the tiny lace detail. One of the benefits of using gel paint is that if you need to tidy up or remove anything before curing, you can wipe it away and redo it until it’s just right.” —Scarlett Senter*





*Something New ...* Chic brides are replacing traditional gold accents with mixed metals, copper finishes and even clear acrylic, particularly in wedding decor. Conventional table centerpieces are being transformed into tiny geometric terrariums, and lacquered chairs are being swapped out for Lucite. When adding art to nails, consider ditching traditional rhinestones and pearls for cool metal embellishments and geometric decals. And don't let conventional polish hues dictate your bride's lacquer of choice: This "new" set, created by Los Angeles-based celebrity nail artist Bel Fountain-Townsend (@sohotrightrightnail), incorporates the *au courant* Pantone Color of the Year Ultra Violet into marbled tips trimmed with art deco-inspired gold striping tape.



2



*"The 3-D nail features real amethyst chips encased in high-viscosity gel. I started at the center of the nail and flash cured each individual chip to ensure they stayed in place until the entire nail was covered."*

—Bel Fountain-Townsend



**1. Light Elegance**  
UV/LED Glitter Gel  
Twinkle Toes  
lightelegance.com

**2. Morgan Taylor**  
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**3. Zoya**  
Leisel & Trudith  
zoya.com

**4. Daily Charme**  
Embellishments  
dailycharme.com

**5. Cina Nail Creations**  
Selfies  
cinapro.com

**6. LeChat**  
Violet Rose  
lechatnails.com

3

4

6

5





*"I wanted to define the shape of the nails, so I used stones to create a contour effect. Blending colors together with an ombré brush helps to define the shape of the nail as well."*

*—Danalynn Stockwood*



5

## Something Borrowed ...

Your sister's veil. A friend's handbag. Your grandmother's ring. Countless tokens are borrowed on wedding days in order to symbolize borrowed happiness, as the phrase decrees. But consider this modern approach: Borrow techniques from another beauty discipline—makeup—to fashion unique tips. Play with light and dark to contour the nail. Pack on loose pigment powder to stunning effect. Even makeup brushes themselves can be used to achieve customized designs. Danalynn Stockwood (@funfancynails), nail artist and owner of FunFancyNails Studio in Orange, Massachusetts, tapped into makeup artist inspo by contouring nails with embellishments and blending pigments to create dimension.

### 1. Christrio

Chameleon Cat Eye  
Gel Polish  
christrio.com

### 2. Wildflowers

Eyeshadow Applicators  
wildflowersnails.com

### 3. Young Nails

Holo Flash Kit  
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### 4. Americanails

Mixing Palette  
americanails.com

### 5. Profiles

Nail Art Palette  
profilesbackstage.com

### 6. CuccioPro

Silicone Tip Non-Bristled  
Brush Set  
cuccio.com

6





## *Something Blue.*

The oft-worn—and sometimes dreaded (“Where will I put it?”)—“something blue” represents purity, love and fidelity. Today, brides are updating the custom: Instead of sewing a piece of blue ribbon into the hem of their wedding dresses, they’re adding a bit of blue to tips and toes. And while robin’s-egg blue remains a staple, don’t feel confined to pastels. Navy blue is an on-trend hue that gets a feminine touch when paired with blush and gold accents, seen everywhere from wedding invitations to bouquets to fingertips. Scottsdale, Arizona-based nail artist Sukura McLawson (@nailsbysuki) created an ultramodern take on blue utilizing nautical navy and negative space spiked with metallic gold.



1

2

3



*"When painting straight lines, make sure to flip the hand to the client's perspective so you're able to view your lines from all angles. Use a reliable brush and pull on the nail when painting to create smoother lines."*

—Sukura McLawson

**1. Color Club**

Piece Out  
colorclub.com

**2. Kupa Artfinity TripTych**

Halfing  
kupainc.com

**3. SNS Gelous Color**

DC23  
snsnails.com

**4. EzFlow TruDip**

Perfect Storm  
ezflow.com

**5. China Glaze Stripe Rite**

Midnight Blue  
chinaglaze.com

**6. OPI**

Tile Art to Warm Your Heart  
opi.com

4

5

6





# Taming the Beast

Feeling like a slave to the almighty post?  
Learn how to take control of your relationship with social media.

**S**ocial media is a non-negotiable component of promoting a business, especially a beauty business. Our highly competitive and image-oriented industry demands a strong online presence and level of engagement. Unfortunately, social media can become an insatiable animal, demanding increasing amounts of your time, energy and emotional capital. The 24/7 nature of social media platforms tends to make us constantly vigilant, posting—or checking responses to posts—around the clock. The potential consequence of this social media hyperawareness, however, is that it can totally negate our good intentions: lost time and focus, leading to poorer work quality, neglected clients and loved ones, and a nagging feeling that our life is not our own.

“Social media extends my day; I was working until 10:30 p.m. the other night on the production for this morning’s post,” admits Elaine Watson who, as executive vice president at Kupa and a working celebrity nail artist, does double-duty, promotion-wise. “Whether you’re a tech, a salon owner or run a company, that’s kind of the deal—you have to squeeze every last drop out of the day, and that includes making sure the world knows you’re in business.”

As social media becomes more ingrained in our daily lives, we may find ourselves paying the price—and not just in lost hours and minutes. Mental health experts often emphasize the psychological toll that this preoccupation can take on children and teens, but adults can also become mired

in that continual impulse to communicate regularly and respond promptly. Studies point to the addictive nature of internet use; trying to curb the habit often leads to feelings of anxiety that manifest not only emotionally, but also in physiological changes, such as increased heart rate and blood pressure.

Even if you’re not “addicted” to social media, frequent exposure can place you on an emotional rollercoaster as you compare your work to that of others, oftentimes leading to depression. “If [social media] is used as a way to size up one’s own accomplishments against others, it can have a negative effect,” confirmed Margaret Duffy, professor and chair of communication at the University of Missouri School of Journalism, in her co-authored 2015 study on social media

## Social Stats\*

- **88% of businesses use social media.**
- **The average social media user spends 899 minutes per month on Facebook, 242 minutes per month on Snapchat and 206 minutes per month on Instagram.**
- **Customers spend 20% to 40% more money on companies that engage with them on social media.**
- **Visual content is more than 40 times more likely to get shared on social media than other types of content.**
- **More than 3 billion people around the world now use social media each month.**

SOURCES: Coschedule.com; Adweek; Verto Analytics, Sept. 2017, <https://www.statista.com/chart/11265/the-most-time-consuming-social-networks/>; Social Media Today; HubSpot; <https://wearesocial.com/blog/2018/01/global-digital-report-2018>

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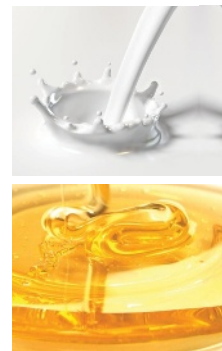
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published in *Computers in Human Behavior*.

If you're feeling weighed down by the pressures of social media, you're not alone. The good news is that there are some simple things that you can do to ease your anxiety about social media, be more productive and take back your time.

**Work smarter.** "I fall into the time suck trap regularly," confesses Katie Masters, nail artist and owner of Nail Thoughts in Santa Monica, California. "So, I try to plan my posts days in

advance, down to the captions, tags, etc., and keep everything in my Instagram drafts folder. When morning comes, all I have to do is hit 'share' and I'm set. I highly recommend spending an hour a week on planning posts because it relieves so much time." Watson suggests another efficiency tip: "If you're seeing nail clients all day long, take advantage of that and snap a photo with your phone of every set you do. Later, you can use an app, like Facetune, to adjust the hands, skin and nails."

**Narrow your focus.** Base your social media strategy on quality over quantity, advise pros. Pick only one or two platforms based on your brand and target audience, and choose the content of your posts accordingly. "Zero in on what you do," advises Watson. If your specialty is nail art and that's what you post, then stick with visually driven sites, like Instagram. If you're a business pro, then Twitter may be your best bet.

**Limit your screen time.** Reducing the amount of time you spend on social media can make you more productive, allowing you to focus your energy on interacting with clients and loved ones and find time to address your own needs. "It's hard not to check Instagram every 10 minutes, because it has become so key to my business, but I believe unplugging is a very smart concept," Masters says. "I've stopped taking my phone out to dinner with me and, honestly, it makes me feel 100-percent more present!"

If you're finding it hard to limit the time you spend on social media, try disabling notifications on your mobile device, or use an app like Moment or Quality Time to track and manage your screen time. Similarly, apps like Freedom and Flipd can allow you to block your access to specific apps and websites.

**Stay positive.** Although it's natural to feel hurt by rude comments on your social media page, it's important to keep things in perspective. "Those types of comments are usually opinion-based and come from people you don't want to engage with anyway," points out Masters. "The best thing to do is to ignore the comment."

Watson agrees. "Within our industry, we sometimes do very unusual nails that the rest of the world doesn't get," she says. "When I do interviews for Naillympia's Fantasy Nails competition, we always get a comment in the chat, 'How do you wipe your a\*\* with those nails?' I've learned to tell myself that whenever I see something negative, I'm not going to fuel it. Besides, I've found that if somebody posts something negative on your wall, your people will come to your defense. And remember, you can always delete the comment because it's your wall, your home, and you don't have to let it in."

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

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# PEACH PALETTE

Two bottles of ibd nail polish are shown against a dark, textured background. The bottle on the left is red with a black cap and is labeled 'ibd. ADVANCED WEAR PRO • LACQUER'. The bottle on the right is white with a white cap and is labeled 'ibd. Just GEL POLISH 2848G Glow Up'. Both bottles are 14 mL / 0.5 fl oz.



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**2** Stir Scrub before applying it to towel-dried skin. Apply .5 ounces to the feet and lower legs, and gently massage it into the skin; rinse when finished exfoliating.



**3** Apply a thin layer of Mask to dry feet, ankles and lower legs. Wrap them with a towel and allow the mask to absorb into the skin for 5 to 10 minutes. Rinse the feet in a footbath, and gently rub the remaining mask off of the feet and legs.



**4** Generously apply Crème to dry feet, ankles and lower legs and massage it into the skin. After the massage is complete, remove any excess product with a warm, damp towel, and continue with the pedicure service as usual.

PHOTOS: ARMANDO SANCHEZ





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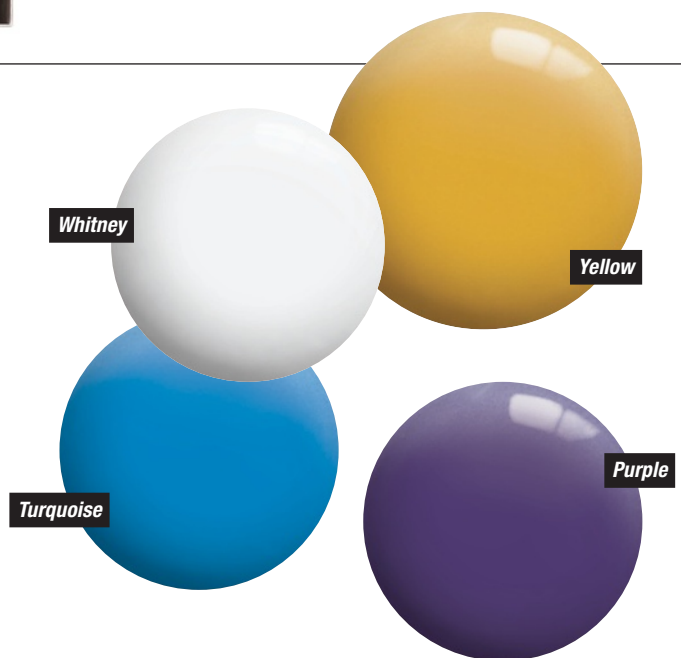
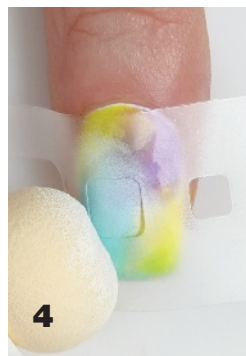
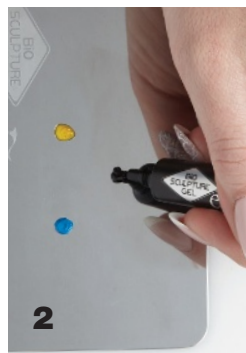


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**STEP 1** Apply two thin coats of white Whitney\* to the nail, curing for 30 seconds after each application.

**STEP 2** Apply small amounts of Yellow, Turquoise, Purple and white gels on the mixing plate.

**STEP 3** Use a clean puffer to pick up a small amount of Yellow, and dab off the excess on a clean corner of the mixing plate. Gently pat the colored puffer on opposite corners of the nail. Using clean puffers for each color, repeat with Purple and Turquoise until the entire nail is covered. Clean off any gel from the skin and cure the nail for 30 seconds.

**STEP 4** Place the medium square stencil on the nail and, using a clean puffer, dab white gel onto the stencil. Gently lift the stencil off of the nail and reposition it to continue adding squares to the nail. Cure for 30 seconds.

**STEP 5** Use a detail brush to create a circle with Purple on the nail. **Tip!** You can use the insert for the circle stencil as a guide. Repeat with Turquoise, Yellow and white to create the desired design; remove the stencil.

**STEP 6** Use a detail brush to paint small lines around the nail to complete the design; cure. Apply top coat and cure to finish. ↓





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## HAPPENINGS

### SHOWS & EVENTS

#### 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.

Contact The Makeup Show, 123 W.

18th St., 8th Fl., New York, NY 10011;

212.242.1213; themakeupshow.com.

##### IMAGE Expo

May 20-21

George R. Brown Convention Center, Houston, TX.

Contact IMAGE Expo, 13740 Research

Bldg. 1, Austin, TX 78750;

877.219.3976; theimageexpo.com.

#### June

##### Premiere Orlando

June 3-4

Orlando/Orange County Convention Center, Orlando, FL.

Contact Premiere Show Group, 1049

Willa Springs Dr., Ste. 1001, Winter

Springs, FL 32708; 800.335.7469;

premiereorlandoshow.biz.

##### IBS Las Vegas

June 23-25

Las Vegas Convention Center, Las Vegas, NV.

Contact IBS Las Vegas Show

Management Team, 757 Third Ave.,

5th Floor, New York, NY 10017;

212.895.8200; ibslasvegas.com.

### CLASSES

#### May

##### LeChat

510.741.9998, lechatnails.com

**6** Demo Class: San Diego, CA.

**13** Demo Class: San Jose, CA.

**13-14** Demo Class: Hyattsville, MD.

**20** Demo Class: West Hartford, CT.

**20** Demo Class: Garden Grove, CA.

**20** Demo Class: Anaheim, CA.

**21** Demo Class: Garden Grove, CA.

##### The North American School of Podology

855.622.6277,

northamericanschoolofpodology.com

**13-16** Certified Master Pedicure CMP Program: Toronto, ON, Canada.

##### OPI

800.422.2336, wellaed.com/classes

**6** Creative Level OPI Design Scape: Calabasas, CA.

**7** Foundation Level ProSpa Experience: Calabasas, CA.

**14** Advanced Level OPI Powder Perfection: Calabasas, CA.

**14** Advanced Level OPI Look and Learn Evening: Calabasas, CA.

**20** Advanced Level GelColor Certification: Calabasas, CA.

**21** Advanced Level Absolutely Amazing Acrylics: Calabasas, CA.

**29** Foundation Level OPI Color Discovery: Calabasas, CA.

##### Young Nails

714.992.1400, youngnails.com

**14-18** Mastering Gel: Anaheim, CA.

#### June

##### LeChat

510.741.9998, lechatnails.com

**3** Demo Class: Oakland, CA.

##### OPI

800.422.2336, wellaed.com/classes

**3** Creative Level OPI Design Scape: Calabasas, CA.

**4** Foundation Level ProSpa Experience: Calabasas, CA. 

For an expanded list of Happenings, go to [nailpro.com/events](http://nailpro.com/events).

To share your upcoming events with our readers, email [nailpro@creativeage.com](mailto:nailpro@creativeage.com).



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## Taming the Beast

**E**arn 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 Nail Clinic. For answers to this month's test, see "Taming the Beast" on page 78. 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](http://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** Planning your social media posts in advance is a good way to save time.

- A. True
- B. False

**2** Pros suggest that you base your social media strategy on quality over \_\_\_\_\_.

- A. Precision
- B. Appearance
- C. Quantity
- D. Length

**3** Excessive social media use can cause \_\_\_\_\_.

- A. Anxiety
- B. Increased heart rate
- C. Increased blood pressure
- D. All of the above

**4** The best way to handle a rude social media comment on your page is to respond by trying to change the person's mind.

- A. True
- B. False

**5** Approximately \_\_\_\_\_ people around the world use social media each month.

- A. 1 billion
- B. 3 million
- C. 3 billion
- D. 40 million

**6** A University of Missouri study says using social media to measure your own accomplishments \_\_\_\_\_.

- A. Is a good idea
- B. Is uncommon
- C. Is appropriate only for teenagers
- D. Can have a negative effect on self-esteem

**7** Visual content is the least likely type of social media post to get shared.

- A. True
- B. False

**8** The average social media user spends \_\_\_\_\_ minutes per month on Snapchat.

- A. 899
- B. 88
- C. 206
- D. 242

**9** Facetune is \_\_\_\_\_.

- A. An app that adds music to Facebook posts
- B. An app that lets you adjust the appearance of a photo
- C. One of the newest social media platforms
- D. One of the earliest social media platforms

**10** Currently, \_\_\_\_\_ of businesses use social media.

- A. 88%
- B. 100%
- C. 50%
- D. None of the above

NAME \_\_\_\_\_

SALON NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

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](http://nailpro.com/test-yourself). Submissions must be postmarked or received online by May 31, 2018. Answers will appear in the July issue.

### Answers to March Test

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



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# 9.23.18

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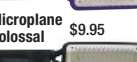
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Case (200)  
**\$59.95**  
Purple Buffer  
and Zebra File  
(Both 100/180)  
39¢ EACH  
Manicure Stick



USE ONE PER CLIENT



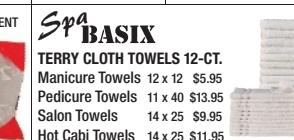
**Spa BASIX**

TERRY CLOTH TOWELS 12-CT.  
Manicure Towels 12 x 12 \$5.95  
Pedicure Towels 11 x 40 \$13.95  
Salon Towels 14 x 25 \$9.95  
Hot Cabi Towels 14 x 25 \$11.95



**Sani-Garb**

Kills 99.99%  
of bacteria  
and viruses



**ORDER ONLINE 24/7**  
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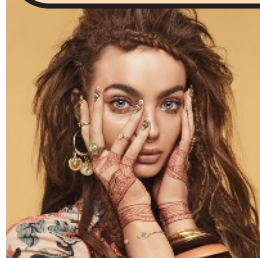
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"The Nail Tech's Best Friend"

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**CND**  
Nails. Fashion. Beauty.  
**MAY PROMOTIONS**



Shellac™ .25 oz. \$15.95  
Vinylux™ .5 oz. \$5.25



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THE COLLECTION

Buy Any CND  
Scentsations  
Lotion 31 oz.,  
Get Matching  
Lotion 8.3 oz.  
**FREE!**

**\$17.50**

**FREE!**



**SHELLAC™ BONUS SIZE**

Double the Size .5 oz.  
Plus An Additional  
25% OFF!

REGULAR \$15.95  
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**SAVE**  
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24 SHADES AVAILABLE



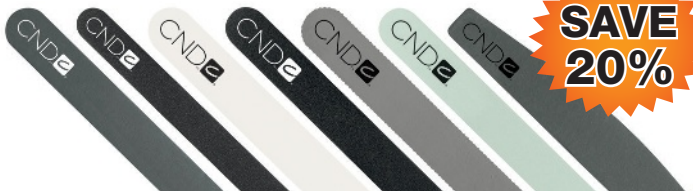
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See Website for  
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Selection



**SAVE 20% ON ALL BRUSHES, FILES & BUFFERS**  
See Brushes Below • See Website for Complete Selection



**SAVE**  
**20%**

**CND Shellac™**  
.25 oz. \$15.95



**Shellac™ Base Coat**  
.25 oz. \$15.95 • .42 oz. \$24.95



**Shellac™ Top Coats**  
.25 oz. \$15.95 • .5 oz. \$24.95



**CND Vinylux™**  
**Weekly Polish**

is a two-step polish  
system, consisting of  
a weekly polish and  
a weekly top coat,  
that offers durability,  
high-gloss shine and  
week-long wear.



**CND Nail Treatments**  
Begin and end every manicure  
with treatments from CND.



**Solar Speed Spray™**  
Conditioning Polish Dryer  
4 oz. \$9.95  
32 oz. \$48.95



**CND Scentsations™**  
**Scentsations™ Lotions**  
8.3 oz. \$4.95  
31 oz. \$17.50



**CND Nail Prep**

Essential products for ensuring successful  
adhesion and removal of enhancements.



**CND Liquid & Powder System**

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



**Retention+™ Powders**

feature superior adhesion, color stability  
and provide super strength and durability.

**Retention+™ & Perfect Color™ Sculpting Powders**



**CND BRISA™** Sculpting Gel  
.5 oz. \$19.75  
1.5 oz. \$51.75



**CND 3C LED LAMP** \$299.95



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designed  
for use with  
CND Shellac  
and Brisa!

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**ProSeries Gel Brush #6 Oval or Square** \$16.50 **\$13.20**



**CND Velocity**  
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Clear \$22.75 • Silver \$15.50



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**35% OFF**  
**LEGACY**  
**GELCOLOR**  
**BASE COAT**  
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**\$11.67** .5 OZ.



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**NEW!**



**OPI BEST**  
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**BEST DUOS**

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Get Matching  
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.5 oz. FREE!

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**NEW!**



**COMING SOON!**

**OPI POP CULTURE**  
BUBBLE-LIKE NAIL  
EFFECT THAT WILL  
MAKE YOUR NAILS POP!  
Effervescent shades  
with bubbly translucent  
particles for the most  
fun fizzy finish

**EASY 3D NAIL ART! NO TOP COAT REQUIRED!**

**POWDER  
PERFECTION**

1.5 oz.  
**\$18.40**

**SAVE  
20%**



**20 NEW  
SHADES!**



**OPI Lacquers** .5 oz. \$5.25

Over 200 iconic shades, offering two-coat  
coverage in a long-wearing formula.



**Expert Touch  
Lacquer Remover**

Strong enough to remove even  
the darkest shades without  
staining the nail or skin.  
Also removes OPI GelColor.

4 oz. \$2.95  
16 oz. \$6.50  
32 oz. \$14.95  
GALLON \$52.50



**RapiDry Spray**

Gives nail lacquer a smooth,  
hard, smudge-proof finish  
in just minutes.

2 oz. \$5.95  
4 oz. \$9.95  
32 oz. \$49.95



**RapiDry  
Top Coat**

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

.5 oz. \$6.95



**DripDry**

Dries lacquer in five  
minutes while treating  
cuticles to soothing  
jojoba and Vitamin E.

.3 oz. \$6.75  
1 oz. \$13.25  
4 oz. \$30.95



**Infinite Shine**

- 1) ProStay Primer
  - 2) Long-Wear Lacquers
  - 3) ProStay Gloss
- YOUR CHOICE**  
.5 oz. \$6.25



**Nail Treatments**

Natural Nail Strengtheners  
Natural Nail Base Coat  
Ridgefiller  
Gloss Top Coat  
Matte Top Coat  
.5 oz. \$5.25



**Nail Envy**

- Nail Strengtheners
- Original Formula
- Sensitive & Peeling Formula
- Dry & Brittle Formula
- Soft & Thin

.5 oz. \$8.95



**Fungus Fix**

A clinically-tested  
professional salon  
formula designed to  
help with unsightly  
nail problems.

1 oz. \$9.50

**OPI GelColor** .5 oz. \$17.95

- Cures in just 30 seconds under LED
- Custom brush for fast, polish-on application



**Buy 27 Select OPI GelColors .5 oz.**

**GET ONE OPI DUAL CURE LAMP FREE!**



\*Actual shades shipped may differ

**\$485.73**

- Developed in  
partnership with LG
- Advanced engineering  
exclusive to OPI
- Works with all OPI  
light cured systems



**SAVE  
\$350**

**Avojuice Skin Quenchers**

with smooth, rich moisturizers  
plus avocado and aloe extract  
**24 HOUR HYDRATION**

8.5 oz. \$4.95 9 varieties  
32 oz. \$17.50 available



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hospital-grade cleaner  
and disinfectant Gal. \$54.50



**OPI ProSpa Manicure/Pedicure Trial Kit**

- Soothing Soak 7.2 oz.
- Exfoliating Sugar Scrub 8.8 oz.
- Micro-Exfoliating Hand Polish 8 oz.
- Moisture Whip Massage Cream 8 oz.
- Advanced Callus Softening Gel 4 oz.
- Exfoliating Cuticle Cream 9 oz.
- Moisture Bonding Ceramide Spray 3.8 oz.
- Nail & Cuticle Oil .5 oz.

All 8 Products for \$65.95

**NEW!**



**NEW! ProHealth™** .5 oz.

**Base & Top Coat** \$17.95

- Built-in protective barrier
- No damage removal
- Removes 50% faster



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- Developed in  
partnership with LG
- Advanced engineering  
exclusive to OPI
- Works with all OPI  
light cured systems



**SAVE  
\$350**

**Expert Touch  
Removal Wraps**

250-ct.  
\$24.95



**ProSpa Dual Sided Foot File**

80/120 Grit \$14.95



20-ct.  
Refills  
\$14.95

**Powder Perfection**

- Faster, easier & odor-free
- Gel-like shine
- Weeks of wear
- Dries almost instantly
- No need to light cure
- Soak-off wrap removal

**SALE!**



**Powders**

1.5 oz. \$22.95  
**20% OFF \$18.40**  
4.25 oz. \$56.95

Available in 49 Iconic OPI Shades

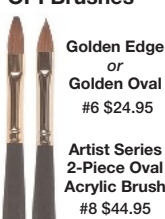
**Base Coat,  
Activator OR  
Top Coat**  
.5 oz. \$9.95



**OPI Brushes**

Golden Edge  
or  
Golden Oval  
#6 \$24.95

Artist Series  
2-Piece Oval  
Acrylic Brush  
#8 \$44.95



**OPI Absolute Acrylic Intro Kit**

- smooth application
- exceptional adhesion
- bubble-free results

\$49.95



**Acrylic Liquid**

4 oz. \$16.95  
8 oz. \$29.95  
16 oz. \$47.95  
**50% OFF! \$23.98**  
32 oz. \$74.50  
Gallon \$199.95

**Acrylic Powder**

.7 oz. \$7.50  
4.4 oz. \$27.50  
10.6 oz. \$49.95  
32 oz. \$129.95  
**25% OFF! \$97.46**

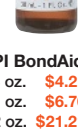
**OPI BondEx**

.25 oz. \$7.95  
.37 oz. \$12.50  
1 oz. \$22.50  
3.5 oz. \$67.50



**OPI BondAid**

.44 oz. \$4.21  
1 oz. \$6.76  
4.2 oz. \$21.21



**SAVE  
15%**

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LED TABLE LAMP  
WITH USB PHONE CHARGER

**\$99.95**  
EVERYDAY LOW PRICE!

- Attractive Modern Design
- Brushed Aluminum Finish
- Sturdy Chrome Base
- Adjustable at Two Joints
- UltraBrite™ LED Technology
- Built-In USB Phone Charger
- 84 LED Beads - 10 Watts



**FlexiLamp™**  
LED TABLE LAMP  
BEST SELLER!

**\$49.95**



**FlexiLamp™ TOUCH**  
LED TABLE LAMP  
NEW!

**\$39.95**

- Attractive Modern Design
- Brushed Aluminum Finish
- 3-Level Dimmer with Touch Sensor
- FlexiArm™ Easily Bends 180 Degrees
- Removable Table Clamp
- 300 Lumens of Bright White LED Light
- Plugs into USB Port or Standard Electrical Outlet

Easily attaches to most desks and nail tables.



AMERICANAILS™  
SHORTIES! MINI FILES  
CUSHIONED FILES

20-CT. **\$3.95** BLACK OR ZEBRA 100/180



AMERICANAILS™  
SHORTIES! MINI FILES  
MANICURE FILES

50-CT. **\$3.95** WHITE 180/180



AMERICANAILS™  
HYGIENIC CUSHIONED FILES  
BLACK OR ZEBRA

20-CT. **\$6.95**



AMERICANAILS™  
MINI MANI PACKS

- Mini White Block
- Mini White Board
- Mini Mani Stick

As Low As **\$0.25**



**PowerCure™**  
CORDLESS DUAL CURE LAMP  
with USB 2A Output

- Attractive Modern Design
- Acetone Resistant Finish
- Removable Magnetic Base for Toenail Curing
- Three Timer Settings
- Sensor Activated

**\$149.95**



**ProGlo™**  
DUAL CURE LAMP

**\$49.95**



**ProGlo Plus™**  
DUAL CURE LAMP

**\$69.95**



**GEL POLISH BASE COAT & TOP COAT**  
Universal UV/LED Formula Works With Any Gel Polish System



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FOIL WRAP • COTTON PAD • PURE ACETONE



**STAINLESS STEEL PEDICURE FILE**  
**\$9.95**



**JUMBO PEDICURE RASP**  
**\$4.95**



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



**ERGONOMIC ARMREST**



**ProFiles™**



**PREMIUM SANDING BANDS**



**PNI12 "The Bullet" E-File Kit**



**PNI25 Classic E-File System**



**PNI25-AT Advanced Tech E-File**



**RAPIDCURE™ 36W UV Tunnel Lamp**



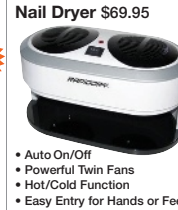
**RAPIDCURE™ 24W LED Tunnel Lamp**



**WHITE LIGHT™ 48W DUAL CURE LAMP**



**RAPIDDRY™ Nail Dryer**



**SMOOTH 'N SEXY™**



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# Premier Nail Source

"The Nail Tech's Best Friend"

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NOUVEAU NAIL PROFESSIONAL USA  
MAY-JUNE PROMOTIONS

City Lights™  
Dip'n Sculpt™

OPEN STOCK POWDERS  
.75 oz. \$9.95

.75 OZ.  
BUY 2  
GET 1  
FREE!



.125 oz. \$2.50



GET STARTED	<b>NOUVEAU NAIL STARTER KITS</b> <b>\$19.95 EACH</b>  <ul style="list-style-type: none"> <li>• ONE-STEP DUAL CURE GEL SYSTEM</li> <li>• ADVANCED RETENTION ACRYLIC SYSTEM</li> <li>• QUICK DIP ACRYLIC SYSTEM</li> <li>• ADVANCED FORMULA WRAP SYSTEM</li> </ul>	<b>PREP</b> <b>Extra Strength Primer</b> Pure Acid or Acid-Free Formula .25 oz. \$4.95 	<b>Defense Anti-Spray™</b> REFRESHING MINT OR SOOTHING VANILLA  Prep spray with natural tea tree oil. 8 oz. \$4.95	<b>FINISH</b> <b>Air Seal™</b> Gel Effect Top Coat Gel-like durability without a lamp! .5 oz. \$4.95 	<b>Glass Seal™</b> Air dry sealer leaves a glass-like finish over enhancements. .5 oz. \$4.95 2.5 oz. \$14.95 <b>BUY 1 GET 1 FREE!</b>	<b>Super Seal™ UV/LED Gel Sealer</b> High gloss, durable gel sealer. .5 oz. \$9.95 <b>BUY 1 GET 1 FREE!</b> <b>Pro Pack (4 oz. + .5 oz.) \$49.95 \$39.95</b> 
	<b>SAVE \$10</b>					

ENHANCE	<b>One-Step Dual Cure Gels</b> 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 <b>\$19.95</b> 	<b>Advanced Retention Nail Liquid</b> • prevents yellowing • primer-optional 8 oz. \$19.95 32 oz. \$49.95 <b>\$39.95</b> 	<b>Advanced Formula Sculpting Powders</b> 14 VARIETIES AVAILABLE Triple sifted acrylic powders combine the adhesion properties of a hard polymer with the flexibility of a soft polymer. .75 oz. \$6.95 2 oz. \$11.95 4 oz. \$19.95 48 oz. \$199.95 <b>SALE! \$139.95</b> <b>SAVE \$70.00</b> 	<b>Advanced Formula Resin</b> Ultra-Pure Formula 1 oz. \$9.95 <b>BUY 1 GET 1 FREE!</b> 	<b>Super Fast Set Activator Spray</b> Low Odor Formula 2 oz. \$4.95 8 oz. \$9.95 	<b>TREAT</b> <b>PUR Tea Tree Oil</b> .33 oz. \$6.95 <b>\$4.95</b> 12-ct. Display \$49.95 
	<b>SAVE \$15</b>					

TIPS & FORMS	<b>PROFESSIONAL TIPS</b> 500-CT. PLUS FREE LINE ELIMINATOR 2.5 OZ. \$19.95 	<b>BRUSHES</b> <b>MASTER COLLECTION KOLINSKY BRUSHES</b> \$9.95 EACH Acrylic Sculpting Brushes (Size 6, 7 or 8) Gel Brushes Square or Oval 	<b>ABRASIVES</b> <b>ULTRA-PREMIUM WASHABLE FILES</b> Curry, Sandy & Spongy Files 	<b>IMPLEMENTS</b> <b>TITANUM TOOLS WITH LIFETIME GUARANTEE</b> Ingrown Nail File or Pusher/Cuticle Knife \$9.95 Precision Double Spring Nipper \$19.95 Stork Scissors or Slant Tweezer \$6.95 

DISPOSABLES	<b>Foil Remover Wraps</b> 100-ct. \$9.95 	<b>Nail &amp; Cosmetic Pads w/ Thumb Tabs</b> 240-ct. \$9.95 <b>SAVE \$5</b> <b>Lint-Free Nail Wipes</b> 200-ct. 240-ct. \$2.95 <b>40 FREE WIPES</b> 	<b>Plastic-Backed Table Towels</b> 50-ct. \$6.95 12" x 16" 	<b>SPA PEDICURE</b> <b>TROPICAL TWIST PEDICURE COLLECTION</b> Everything you require to perform Nouveau Spa pedicures. Includes a Bigfoot Pedicure File plus five 4 oz. products: RELAX Sea Salt Soak REMOVE Scrub Gel REFRESH Exfoliating Creme REJUVENATE Creme Masque RENEW Hydrating Massage Lotion <b>\$19.95 \$24.95 VALUE</b> 	<b>OPEN STOCK NOUVEAU SPA™</b> 4 oz. \$4.95 16 oz. \$9.95 64 oz. \$39.95 <b>64 OZ. BUY 1 GET 1 FREE!</b> 

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Britney Tokyo created glittery tips for musician Rachel Platten at the MusiCares Person of the Year event honoring Fleetwood Mac earlier this year.



## BRITNEY TOKYO

@britneytokyo

**Number of Followers** 159,000

**Client List** Kim Kardashian, Katy Perry, Rita Ora and Ariana Grande

**Signature Style** 3-D nail art and hand-painting with gel

**Inspo** The Japanese-born, Los Angeles-based nail artist's detailed designs are heavily influenced by fashion, music, art and American pop culture.



Chaun Peth at Angkor Wat in Cambodia.

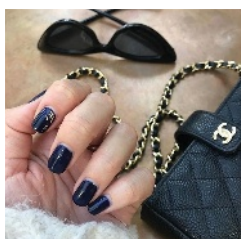


# INSTA-SUCCESS

Hollywood A-listers like Jennifer Lopez, Kim Kardashian and Nicki Minaj turn heads for their red-carpet styles, right down to their fingertips, thanks to their go-to manicurists. Many of these talented beauty pros have cultlike followings of their own on Instagram, where they've mastered the art of creating a personal brand. Need the proof? Here are three celebrity nail techs—each possessing their own distinctive style—you should follow right now.



Tom Bachik with longtime client Heidi Klum at the Marie Claire Image Makers Awards 2018.



## TOM BACHIK

@tombachik

**Number of Followers** 206,000

**Client List** Heidi Klum,

Jennifer Lopez, Selena Gomez, Kerry Washington

**Signature Style** Sophisticated natural nails

**Inspo** For years, the celebrity "man-icurist" and dad of three has been known to test his A-list nail looks on his daughter, Zoie.



## CHAUN PETH

@chaunlegend

**Number of Followers**

238,000

**Client List** Jada Pinkett Smith, Khloe Kardashian, Nicki Minaj, Jessica Simpson

**Signature Style** Long, monochromatic, matte coffin nails

**Inspo** This Hollywood heavy-hitter counts '90s R&B, world travel and a treasured Buddha necklace his mother gave him among the things that keep him motivated every day.

**Nicki Minaj wore Barbie pink from top to tips—courtesy of Peth—at the 2017 MTV Video Music Awards.**



# Move over Acrylic and Hard Gel THE FUTURE IS HERE



## DANNY HAILE,

the creator of the one and only Gelish, has now developed the next technological breakthrough. Danny Haile created PolyGEL® based on years of nail tech experience. Patent Pending PolyGEL® technology can be found in the Gelish brand. There is only one PolyGEL®. Don't be fooled by imitations.

## BEST NEW PRODUCT FOR 2017

NAILS  
NailPro  
Launchpad  
PROesthetic



PATENT PENDING TECHNOLOGY

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licensed to create.





# GREASE



TELL ME ABOUT IT STUD –

one of 12 new shades available in GelColor, Infinite Shine, and Nail Lacquer  
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#1 SALON BRAND WORLDWIDE