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- Repeat the Base Coat and pink & white powder application on the same hand.

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- Apply 1 coat of Base Coat and immediately dip into Clear Color Set Powder.
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- Apply 1 coat of Activator and allow 1 to 2 minutes to dry.
- Contour and buff the surface.
- Apply 1 coat of Activator and allow 1 to 2 minutes to completely dry.

TOP COAT



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



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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

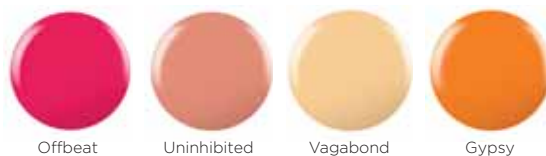


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COVER CREDITS

Nails: Danny Haile & Vu Nguyen, Gelish; Photography: Angela Marklew, angelamarklew.com; Makeup: Jady N Ngo, Artists and Company; Hair: Ashley Lynn Hall, Art Department; Model: Valerija, Elite Model Management; Digital Imaging: Art Vasquez/RP Digital.

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



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Dip systems provide durability and high shine in a variety of beautiful summer shades!

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BY KARIE L. FROST

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BY CHERYL ALKON

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BY LOTUS ABRAMS

NAILING DIGITAL

CHECK OUT THIS MONTH ON NAILPRO.COM



TAKE A DIP

nailpro.com/how-to-acrylic-dip
Top tips for turning clients on to acrylic dip in the salon.

EVERY BIT COUNTS

nailpro.com/8-e-file-bits-every-tech-needs
The eight bits every tech needs in her e-file arsenal.



5 WAYS TO FRENCH

nailpro.com/french-tip-techniques
Light Elegance brand ambassador Celina Ryden (@celinaryden) shares five techniques to create a French tip with gel.

PEDI READY

nailpro.com/make-the-most-of-pedicure-season
Salon owners share their most successful strategies for a runaway pedicure season.

NAILPRO Vol. 28, No. 6, June 2018 (ISSN 1049-4553) is published monthly by Creative Age Publications, Inc., 7628 Densmore Ave., Van Nuys, CA 91406-2042. Subscriptions: US \$24 per year; Canada \$60 USD; other international \$80 USD. Periodicals postage paid at Van Nuys, CA, and additional mailing offices. POSTMASTER: Send all UAA to CFS; non-postal and military facilities: send address corrections to NAILPRO, P.O. Box 460159, Escondido, CA 92046-0159.



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1

FOOT FORWARD

This decadent sampler kit of pedi products includes 1-ounce jars of Honey Heel Glaze, Honey Lavender Sea Salt Scrub and Honey Chai Steeped Milk Lotion for super-soft feet. «Farmhouse Fresh Pedi Delight, farmhousefreshgoods.com»



2

MY MANICURE

Ami McClure, cofounder of Profiles Backstage, makes art quick and easy using simple tools. She created this turquoise-inspired design with a few dots of Profiles Backstage Gel Melt topped with gold transfer foil.

3

TWO TONE

Some say they clash, but I say they're chic: Magenta and tangerine are two of my favorite shades, worn together or apart. «Morgan Taylor Flip Flops & Tube Tops (pink) and You've Got Tan-gerine Lines (orange), morgantayloriglacquer.com»



ON MY RADAR

NAILPRO EXECUTIVE EDITOR
STEPHANIE YAGGY LAVERY SHARES
NP'S NEW LOOK.

Inevitably there comes a time at least once a year when I walk into my house and think: I hate everything. I just want to throw it all away and start over again. Typically, this translates to "it's time for a good deep clean." I assess what I have and put things into three categories: keep, store and toss. Once organized, I feel much better, as if I completed a huge renovation, but the reality is that it was just a little tightening up. Well, the same thing happened with NAILPRO, so we've decided to tidy it up a bit.

Introducing: a redesign! New columns, a new look and a new approach to the same great content that you've come to expect from us. I hope you enjoy it!

slavery@creativeage.com
Stephanie Yaggy Lavery
@steph_lavery



4

BACK STAGE

Gelish founder Danny Haile and dean of education Vu Nguyen showcase their talents on the cover nails and share some working secrets. «Creating the Cover, p. 24»



5

SHOW STOPPING

NP managing editor Lotus Abrams, associate publisher Suzanne Craven, publisher/CEO Deborah Carver and I, ready to pass out goody bags to the first 500 attendees of NAILPRO Pasadena. «Happenings, p. 87»



6

EYE ON...

If beautiful shapes, intricate line work and over-the-top gems are your style, then you *must* follow @yvynails on Instagram. Yvett Garcia's drool-worthy designs are simply mesmerizing!



7

SAY OM

Meditation and full-service nails go hand-in-hand at Namaste Nail Sanctuary, the newest salon franchise to hit Los Angeles—and beyond. And look who I ran into while decompressing: The Painted Nail owner Katie Cazorla!

8

MODEL BEHAVIOR

When it comes to hand cream, trust a hand model. Renowned parts model Adele Uddo has handcrafted a magic potion, delivering rich ingredients for the ultimate moisture-packed glow. Use it on your hands, face—all over! «Essentiel by Adele Moisture, essentielbyadele.com»



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behind-the-cover!](http://nailpro.com/videos/behind-the-cover!)

Quick jabs and big laughs were part of the backstage banter among cover artists Danny Haile and Vu Nguyen, but when it came down to doing the nails, it was all business. This month, we invited the art-and-craft duo to tag team the cover set with a truly bright design. CEO and founder of Gelish Haile, "the crafter," created extensions using the newest product to the brand, revolutionary PolyGel, a high-viscosity gel that makes for super easy and quick enhancements. Once Haile filed and shaped the extensions to perfection, "the artist," Gelish dean of education Nguyen, stepped in to create a marbled look. Of course, when it came to choosing the hero hue for this design, there was no way we could choose just one. Fortunately, the Gelish Make a Splash Summer Collection has such a drool-worthy palette that we decided to use them all! Nguyen's trick? Mixing PolyGel with Gelish color to create his own easy-to-blend mixture. The final touch: white striping tape (Haile's idea). Not only did it create definition among the myriad hues, but it was also a nod to the detailing seen in many swimsuits—proving that this collection is definitely pool-party approved.

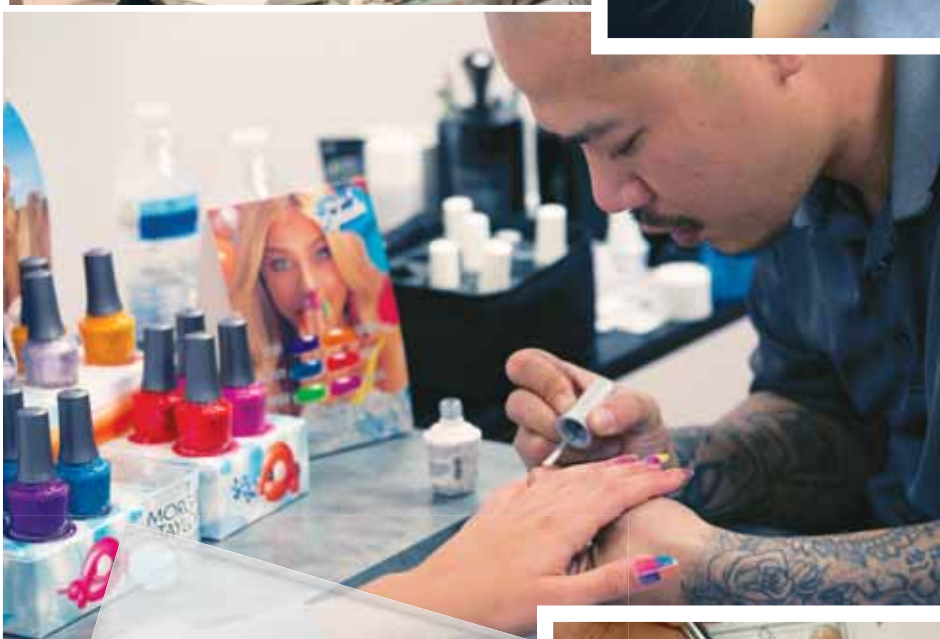
One Piece
or Two?

+Kit Essentials

- Hand & Nail Harmony Nail Tips
- Gelish PolyGel
- Gelish PolyTool
- Gelish Make a Splash Summer Collection
- White Striping Tape

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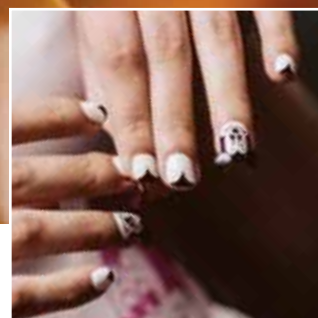


ART'S DESIRE The PolyTool not only allows for slicing and shaping with PolyGel, but it's also ideal for mixing your own artistic creations.



TIP OFF

BUSINESS | TRENDS | NEWS | PRODUCTS



NEWS

MAGIC MOMENT

When Opening Ceremony presented its spring 2018 collection in March at “The Happiest Place on Earth”—Disneyland—China Glaze was on hand backstage creating whimsical Mickey Mouse nails that perfectly captured the magic of the evening. After showcasing the spring collection, Opening Ceremony surprised guests of the event with a second runway show to debut its upcoming Disney collaboration celebrating Mickey Mouse’s 90th birthday. China Glaze lead nail artist Naomi Yasuda (@naominailsnyc)—joined backstage by NAILPRO’s very own digital content manager/nail tech Sigourney Nuñez—fittingly created a classic black-and-white Mickey-inspired nail design using black cream China Glaze Liquid Leather and White on White cream polish, as well as a fanciful multicolor version featuring new shades from the brand’s spring and summer 2018 collections. A few accent nails even featured 3-D mouse ears!

“For the nails at the Opening Ceremony show, there was only one way to take them and that was full-blown Mickey,” says Yasuda. “His iconic silhouette can be seen in the spring 2018 collection, so I weaved that into the nails for the first show, and then went all out with color on the nails specifically for the surprise Mickey collection show. The color combinations play off the way Opening Ceremony shows Mickey in their designs—that good style and fun go hand in hand.”

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PRODUCT

Rainbow Connection

While the days may be bright, haute lacquer hues go soft in a kaleidoscope of delicate shades found in the 2018 summer collections.

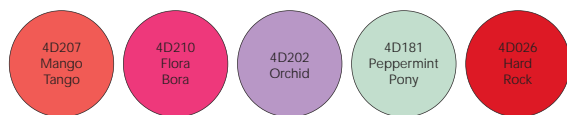


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INGREDIENT

CBD HITS THE BEAUTY COUNTER

New cannabis-infused products aim to treat pain, inflammation and more.

With several states legalizing recreational marijuana use this year, and many other states relaxing restrictions, the once-illicit cannabis plant is gaining new fans at an unlikely place: the beauty counter. Cannabidiol (CBD), a cannabinoid compound derived from the cannabis plant, is quickly becoming the new "it" ingredient in beauty products ranging from bath bombs to beauty balms that aim to relieve pain, reduce inflammation, treat skin conditions like acne and psoriasis and even fight signs of aging. "CBD has been proven to be a powerful anti-inflammatory and antioxidant," says Olivia Alexander, founder of Kush Queen, which makes a variety of cannabis-infused beauty products. "We know the power of antioxidants in protecting our skin from free radicals." The chic packaging and sophisticated branding of this new wave of CBD products is piquing the interest of beauty aficionados who may never have considered using cannabis-infused products in the past but are eager to try the latest trends. Earlier this year, CBD beauty products even made a debut at TMG International's 14th annual pre-Oscar Beauty & Lifestyle Suite at the Beverly Hilton in Beverly Hills, California.

One thing CBD products won't do, however, is get you high. Unlike its cannabinoid cousin, tetrahydrocannabinol, or THC, CBD is nonpsychoactive. CBD derived from low-THC, industrial-grade hemp plants (as opposed to THC-containing marijuana plants) is legal in most states. Some manufacturers, such as Kush Queen, also make THC-infused beauty products, however the sale of beauty products containing THC is restricted and varies by state, with some allowing purchases only at dispensaries, which require a medical marijuana card.

As demand—and curiosity—has grown surrounding cannabis-infused beauty products, the nail industry is taking notice. At bimonthly Mani Pedi Oh So Heady events held in nail salons in California, for example, ticket holders can enjoy manis and pedis utilizing CBD-spiked beauty products and check out cannabis-infused goods from a variety of vendors.

The Bellecures chain of nail salons is also catering to the CBD-curious with the recent launch of its Canna-Cure mani and pedi services, featuring Kush Queen CBD products, at all seven of its Southern California locations. "With the legalization of cannabis in California, we wanted to offer our clients a new way to feel relaxed and refreshed," says Gerard Quiroga, owner of the Bellecures nail salon brand. "We're marketing the Canna-Cure as a service for anybody who wants a relaxing, pampering, therapeutic experience that is aimed at relieving aches and pains." The service includes a Kush Queen Relieve Pure CBD Bath Bomb soak, exfoliation with the Renew CBD Hand and Foot Scrub, a massage with the Melt Away Pain Relief Lotion and a CBD chocolate.

Interested in introducing the benefits of cannabis-infused beauty products to your clients as part of a specialized service? Here are a few to try.

Dope Nailz DankOil (launching in July), dopenailz.com; M.A.D.E CBD Natural Topical Pain Relief Cream, madecbdproducts.com; Kush Queen Bath Bomb, kushqueencannabis.com; Hora Super Serum + CBD, horaskincare.com; Wink Sea Salt CBD Body Scrub, wink-wink.com



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DREAMERS

collection by



223
Aqua
Clouds



224
Wild
Orchid



225
Hazy
Forest



226
Subtle
Silhouettes



227
Snowflake
Frosting

TIP OFF

EVENT

PARTY FOR A CAUSE



DJ Paris Hilton

Don't miss the opportunity to dance the night away with DJ Paris Hilton in Las Vegas while supporting a good cause at the City of Hope Spirit of Life Award Gala on July 28, held during Cosmoprof North America at Mandalay Bay. This year, NAILPRO publisher Deborah Carver will be accepting the Spirit of Life Award for her philanthropic contributions to the City of Hope over the years. If you aren't

familiar with the City of Hope, it's an amazing organization that provides cutting-edge research, treatment and support for those suffering from cancer. "This is the charity of choice for the beauty industry," notes Carver, which means it can help *you*. So, take this opportunity to give back while partying with industry pros. For more information, visit nailpro.com/deborah-carver-city-of-hope. And if you're unable to attend, you can still donate to help City of Hope's cancer research. Simply text BeautyGives to 41444 to donate any amount. "We all know somebody who has been affected by cancer," Carver says. "If everyone just gave \$5, it helps to find a cure."

SPOTLIGHT

Surface Char Skin Relief Cream

Buzzy beauty ingredient activated charcoal is the key component of new Surface

Char Skin Relief Cream (surfacehair.com), formulated to deeply moisturize, detoxify and exfoliate skin while stimulating cellular rejuvenation. The

activated charcoal is made by heating coconut shells in a restricted amount of air, causing

the charcoal to expand, which creates a porous surface that traps and absorbs toxins in order to purify the skin. Additional skin-boosting ingredients

include babassu and moringa oils to provide maximum moisture, while sandal tree extract and D-biotin support the process of cellular regeneration.



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#1 SALON BRAND WORLDWIDE

TIP OFF

EVENT

Solo Owner Conference

Nail Tech Reality Check founders Tina Alberino, Jaime Schrabek and Ashley Gregory are presenting the first Solo Owner Conference August 19-20 at the Hampton Inn & Suites Salt Lake City Airport. Designed for all self-employed beauty professionals, including nail techs, hairstylists and estheticians, the event will focus on best business practices, social media and pricing strategies and legal concerns. "We prepare attendees to do the hard work required to ensure success [in their business] and to focus on what really matters to minimize their risk," says Alberino. Learn more at nailtechrealitycheck.com/solo-owner-conference.

Swarovski's new Wanderlust collection includes the Leisure assortment of stones.



PRODUCT

PUTTING ON THE GLITZ

Taking a cue from the "experience economy" phenomenon, reflecting a desire to reconnect, travel, engage with different cultures and live authentically, Swarovski has released its spring/summer 2019 trends forecast, Wanderlust, along with a slew of new crystals. The trends are divided into four categories: Culture is inspired by colorful urban art installations; Freedom evokes a relaxed 1970s surfer lifestyle; Adventure focuses on nature and the authentic journey; and Leisure represents luxurious holiday pastimes (think: yachting). The launch also includes new crystals in a variety of hues, including Majestic Blue, a new color featured throughout the collection, as well as vibrant new Lacquer Pro colors Buttercup, Lilac and Lime. Bringing the trends to life on nails, celebrity nail artist Eichi Matsunaga (@eichimatsunaga) partnered with Swarovski to create eight sparkling designs incorporating the new crystals. The Wanderlust collection is available at dreamtimecreations.com and crystalandmore.com.

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 3. Farmhouse Fresh Clementine Body Oil, farmhousefreshgoods.com 4. Mia Secret Citrus Mineral Salt, miascretnails.com 5. LCN Citrus Foot Mask, lcusa.com 6. China Glaze Orange Cuticle Oil, chinaglaze.com 7. CND Spa Bright Citron Scrub, cnd.com 8. La Palm Spa Sweet Orange Sugar Cane Scrub, lapalmspaproducts.com

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TIP OFF

DAILY INSPO

Rita Remark

Essie Global Lead Educator

Originally from Toronto, Rita Remark now educates nail pros around the world in her role as Essie global lead educator. It was during college, where Remark was studying new media and graphic design, when she began to realize her true calling as a nail artist. After her early editorial work caught the attention of Essie Canada, Remark was invited to work with the brand backstage at Toronto Fashion Week and, soon after, at New York Fashion Week, where her designs have graced the fingertips of models at shows such as Alexander Wang, DKNY and Wes Gordon.

Known for her impeccable traditional and gel manicures, as well as her detailed nail art, Remark shares five things that are inspiring her work right now.



K-POP



MEMPHIS PATTERN

PINK AND RED

Essie Cascade Cool

Essie Geranium



TYPEOGRAPHY



GUCCI
spring/summer
2018 runway

1 Memphis Patterns

"I love graphic nail art, and I always find myself referring to Memphis patterns to find new and unique graphic placements and color combinations."

2 Gucci "Under the guidance of creative director Alessandro Michele, the Gucci runway shows and ads for the past few seasons have left me in absolute awe."

3 K-Pop While I may not listen to the music, I'm obsessed with the stars' fearless and playful approach to beauty and fashion—both the boy and girl bands!"

4 Pink and Red "Whether in design, art or street style, there is something about these two colors, paired side by side, that's unapologetically bold and fearlessly feminine. I love using these two shades in nail art."

5 Typography "For my clients, I love researching new ways of lettering on nails, and I draw inspiration from fonts I see everywhere, from magazines to billboards."



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30 seconds.



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You're The Shade
That I Want
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on the left side.
Cure 30 seconds.



- 4 OPI GEL COLOR
Tell Me About It Stud
Paint another semi-
circle on the right side.
Cure 30 seconds.



- 5 OPI GEL COLOR
TOP COAT
Apply 1 coat.
Cure 30 seconds.



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TIP OFF



The nail room at Zazu Exchange

BUSINESS

Family Affair

After more than 38 years in business with four locations, plus a specialty barbershop in the Chicago area, family-owned Zazu Salons & Day Spas has remained successful by focusing on employee well-being and service as well as retail innovation. The company recently added employer-sponsored short-term and long-term disability insurance, including paid maternity leave, to its comprehensive benefits offerings, which include a 401K plan; health, vision, dental and life insurance; and advanced education. "We believe it's just the right thing to do," explains Anthony Segretto, manager of Zazu Exchange in Naperville, Illinois. "Our father, Salvatore Segretto, has a very unique management style. He puts the health of his staff, and their level of comfort and needs, before his own."

Staying on top of the latest service and retail trends has also contributed to Zazu's longevity. At the Zazu Exchange location, opened last year, the company employs a unique program where customers who purchase the shop's retail products from brands like NYX Professional Makeup, Kérastase, SkinCeuticals and



(From left) Zazu Salons & Day Spas' Sean, Anthony, Salvatore and Michael Segretto.

Farmhouse Fresh earn points they can redeem for a variety of services. When guests spend \$30 or more on products, for example, they can earn a free makeup application, while spending \$100 or more earns a complimentary classic manicure or pedicure. "It's important to evolve and change," Anthony says. "Looking for the next big thing in the salon and beauty industry brought the Zazu Exchange concept to life. We wanted to show customers that if they show us loyalty by buying products with us, then we will reward them with free services."

By staying true to their mission of putting employees' needs first and utilizing smart, forward-thinking business practices, Anthony says the company will continue to grow and thrive. "[My father's] work ethic and management style has been passed down to me and my brothers," Anthony says. "We plan on growing our salon family even more in the future." **NP**



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Kiki In Our Tiki



Can't Sandal This



All Sun & Games



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f t p i y

Model is wearing
Kiki In Our Tiki.

Off the Cuff

Synonymous with the reverse French, cuffed nail art—a staple at Ruffian's runway shows since 2009—features a framed cuticle area, offering tips an effortlessly elevated design. Here, NP readers share their own takes on the trend.



- 1 Amy Hwang @aymehnnails 2 Hayley Currie @nailsbyhayley_xo 3 Jessica Harris @perfect10customnails 4 Fie Pedersen @fiepedersendk
5 Galdina Jimenez @queenlaque 6 Lauren Holmes @nailedit_beauty



7



8



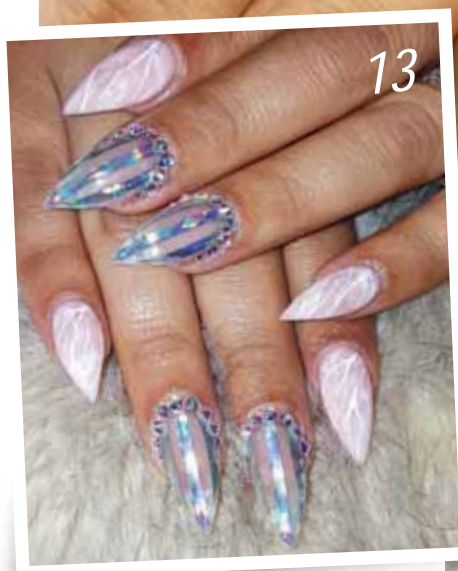
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14



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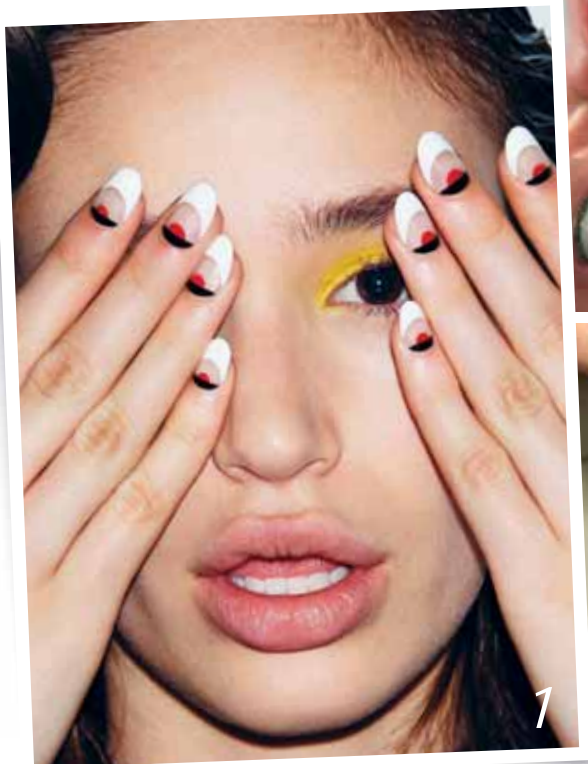
12



11

7 Kimberly Borruso @kimborruso_beauty 8 Katie Masters @nailthoughts 9 Stacy Thacker @19.01nails 10 Nina Klarskov Svitzer @ninaklarskov
11 Taylor Swartz @be.you.tifulesthetics 12 Tory McCaughey @torynailz 13 Reyna Sandoval @queenlaque 14 Eli Waters @eligirlbeauty

PORTFOLIO



If you'd like to submit your own nail art for NAILPRO's Portfolio, look for the next theme by following @nailpromagazine on Instagram. Then, send an email to nailpro@creativeage.com that includes your name and Instagram handle 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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Guest Artist Fleury Rose is the creative director of Wild Oleander salon in Brooklyn, New York.

Made in the Shade

What was once worn purely to protect against the sun's harmful rays has been reimagined with epic style and size proportions this season. Yes, the ubiquitous straw hat remains built of the stiff stuff, but now infused in every woven braid is a cheekiness that feels fresher than ever. Nowhere was the straw hat more playful on the spring/summer 2018 runways than at Delpozo. Molded into massive bows in an assortment of warm-weather hues (like fuchsia and teal), the headpieces likely attracted sunshine more than shielded it! Elsewhere, size mattered. Brandishing heft and fanciful flop, the massive straw hats at Jacquemus provided enough shade from

the elements to fit more than one body. Also supersized: Missoni's procession of sculpted straw hats that hugged models' shoulders, backs and foreheads in a variety of weaves and colors (rainbow stripes, anyone?).

Because the season's straw hats are bona fide attention-grabbers, why not source the trend for some nail art inspiration? Echoing the stiffly curved dimensions of the grandest straw hats, guest nail artist Fleury Rose molded her own rainbow "floppy" brim using liquid and powder. Or, duplicate the trend's hautest weaves with gel or polish, and overlay the textured background with chic details, like crystals or Panama hat flourishes.



Delpozo



Missoni



Missoni



Loewe



Jacquemus

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Mermaid Vibes

LEARN HOW TO ENCAPSULATE LARGE GLITTER TO ENSURE A SMOOTH FINISH.

There's nothing more magical than mermaids (except, of course, unicorns!). These mystical creatures evoke all of the sparkle and shimmer you could ever want for summer nail art. And the best part? They're still maintaining their on-trend status. So encourage clients to add a little (or a lot!) of sparkle to their life with this mermaid-inspired look, courtesy of Los Angeles-based nail artist Sabella Snyder (@sweetbcreations). She demonstrates how to encapsulate large glitter and Mylar pieces in gel for a catch-free finish.

1 Create a glitter mixture by scooping clear builder gel onto a mixing palette. (The amount of builder gel should equal the size of two quarters.) Sprinkle pink, teal and blue micro-glitter over the gel, mixing it together with a spatula. To make sure the glitter is thoroughly combined, use the spatula to spread the mixture over the surface of the palette. The mixture is ready when the entire surface is covered in glitter.

2 Prep the nail with base gel and cure. Then, apply the glitter mixture to the free edge. Turn the brush backward and push the

glitter toward the cuticle to create an ombré effect; do not cure.

3 Sprinkle reflective Mylar glitter onto your work surface so it's easier to pick up with the brush. Pick up one piece of glitter at a time, placing them randomly on the nail. Cure for 30 seconds.

4 Apply clear builder gel over the entire nail to add structure and shape, encasing the glitter and Mylar. Cure for 30 seconds.

5 File to shape the nail, then apply gel top coat; cure to finish.



TIP!
Mixing different size and color glitter will give your design more dimension.



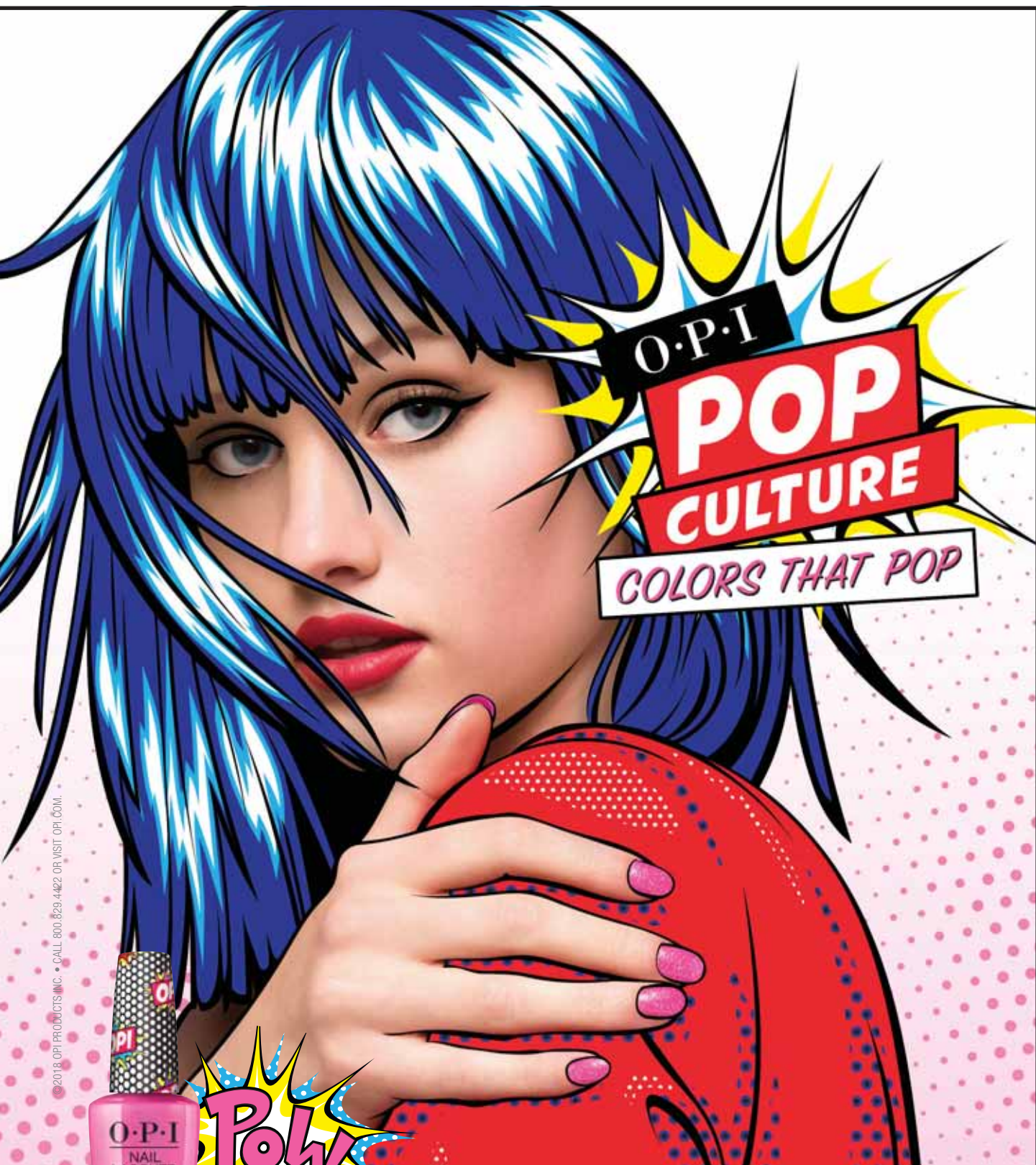
TIP!
To avoid heat spikes, flash cure for 30 seconds before fully curing.



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5. MIA SECRET Metallic Flakes, miascretnails.com
6. GELISH Round Gel Brush, gelish.com



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Summer Sunsets

Beachside views inspire neon nail art designs.



"I was inspired by the vibrant colors and ethereal sunset vibes of summer to create bright and dreamy nail looks." —Mary Wolf



MARY WOLF
@nailwolf is a Los Angeles-based nail artist.



ALL NAIL TIPS: BROOKS AYOLA; PHOTOS, TOP TO BOTTOM: GETTYIMAGES



Step 1 Apply one to two coats of white gel polish. Wipe away the inhibition layer after curing.

Step 2 Use a detail brush to paint a line with blue gel paint from the base of the nail to the middle of the right sidewall. Fill in the corner of the nail with blue gel paint. Next, paint a line from the middle of the blue to the free edge with pink gel paint, and fill it in. Paint a horizontal line across the nail with bright orange gel paint, filling in the shape.

Step 3 Paint a line from the corner of the blue section to the top of the orange with purple gel paint and fill it in. Finally, fill in the center of the nail with red gel paint. Seal with gel top coat.



Step 1 Apply one to two coats of white gel polish. Leave the inhibition layer intact after curing.

Step 2 Use a small pigment powder applicator to apply neon blue pigment powder to the base of the nail. Repeat the application using neon purple, pink and orange pigment powders, moving down the nail toward the free edge, blending as you go. Brush away the excess pigment. Then, apply clear gel.

Step 3 Wipe the nail, then use a detail brush to paint palm tree silhouettes with black gel polish. Seal with matte gel top coat.



Step 1 Apply one to two coats of white gel polish. Leave the inhibition layer intact after curing.

Step 2 Use a small pigment powder applicator to apply purple pigment powder to the base of the nail. Repeat the application using neon pink pigment powder, then continue alternating pink and purple until the entire nail is covered, blending as you go. Brush away the excess pigment, and apply clear gel.

Step 3 Apply a small, round reflective decal to the center of the nail. Then, use a stiff bristled brush lightly dipped in white gel to paint clouds randomly across the nail. Seal with matte gel top coat.



The Hills Salon & Spa

OWNER APRIL MARTINEZ WELCOMES NAILPRO TO HER LUXURY, FULL-SERVICE SALON.



Owner April Martinez (seated) and her team

THE LOOK The Hills Salon & Spa is a one-stop shop where our clients can experience a day of beauty indulgence or get ready for a big night out. Our menu offers head-to-toe services, including hair, nail, makeup and spa services, and there are some great products available in our boutique. Since our location is in a very affluent neighborhood in North Scottsdale, Arizona, we wanted to offer our patrons an upscale environment. We designed The Hills to be a glamorous beauty destination with beautiful chandeliers and an electric blue fireplace mounted on the wall.

SIGNATURE SERVICES

Our prices vary considerably due to the extensive service menu: Basic manicures start at \$28, but we also offer a microblading service that typically runs about \$500. Our clients' favorite nail service is the gel manicure, which costs \$40 and includes a warm water soak, nail and cuticle care, and a relaxing massage followed by gel polish application.



MICHAEL FRANCO; MARK SUSAN; BRAD OLSON



UP CLOSE

What was your first job in the nail industry?

I started at the front desk, and then I became the salon coordinator until finally receiving my esthetician license, and then I started to see clients.

What inspires you?

Helping women feel beautiful! And assisting my staff in achieving their professional goals gives me so much daily inspiration.

What was your childhood ambition?

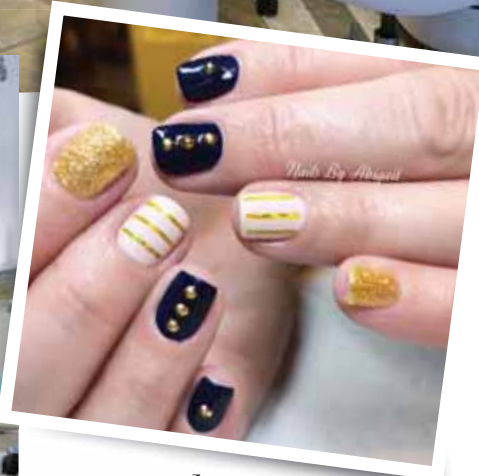
I wanted to be a psychologist and write. But as things worked out, I feel there is a level of that in what I do every day.

What was the biggest mistake you made when opening The Hills Salon & Spa?

I overspent on marketing.

What's your best advice for new salon owners?

Recruit, recruit and recruit. It's all about the talented team you build!



+Details

OWNER April Martinez

LOCATION Scottsdale, AZ

EST. 2016

STAFF 25 professionals that are a mix of renter and commission-based

THE GOODS For nails we use OPI polish and GelColor, CND Vinylux and Shellac, and Young Nails Caption and Mani-Q. Our boutique offers a variety of beauty products for hair, skin and nails. We like to offer our clients products that we believe deliver dramatic results when it comes to problematic skin, such as intense moisture treatments and anti-aging serums.

SOCIAL LIFE We use our social media channels to engage with returning and potential clients alike. Instagram has definitely given us the best results and reach for our audience. Our followers love when we post before-and-after photos. Whenever we hold or attend events, we like to share the experience with our followers, and they respond really well to those posts, too.

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When thinking about pedicures, what often comes to mind first is the lacquer hue. Then, perhaps, which callus treatment will be performed. And let's not forget about the massage—always a client favorite. What about a spa service? Well, then we can talk about all of the types of invigorating scrubs (sugar or salt) and the moisturizing masks that bring the skin back to life. But what we hardly ever talk about is that very first step of most pedicures: the soak.

Often overlooked, the warm water soak at the start of a pedicure service is an important step for both skin and nail prep and overall relaxation. Adding a soak to the water cleans and softens the feet, prepping the skin for exfoliation and moisture retention, and creates a full sensory experience for clients. (This is where talking about soaks starts to get fun!) Besides building themed pedicure packages, key

ingredients added to soaks boast a bevy of benefits. Peppermint and grapefruit essential oils produce an energizing effect, for example, while olive, jojoba and argan oils leave skin feeling velvety soft with a natural glow. Tea tree oil offers purifying qualities, and lavender essential oil can soothe aching muscles. Another common soak ingredient, Epsom salt, is a power-packed mineral with anti-inflammatory properties that stimulates circulation.

Of course, before you start a pedicure service, make sure to conduct a thorough consultation with your client to determine what soak best fits her needs and if she has any allergies. And then use these health-boosting additives to upsell your service for a truly customized experience. Here, we've chosen a few of our favorite soaks to help you take your pedicure services to the next level. **NP**



7 Farmhouse Fresh Rosemary Mint Tea Gourmet Mineral Bath Soak, farmhousefreshgoods.com 8 Footlogix Foot Soak Concentrate, footlogix.com 9 OPI Pro Spa Soothing Soak, opi.com 10 Voesh Pedi In A Box O² Spa Bubbly Soak, voesh.com 11 Nouveau Spa Relax Sea Salt Soak, americanails.com 12 Salt of the Earth Bubbling Bath Salt, saltearthspa.com 13 BareLuxury by Morgan Taylor Renew Purifying Soak, morgantaylorldacquer.com



FAILING TO PROTECT YOUR INTELLECTUAL PROPERTY, INCLUDING YOUR BUSINESS NAME AND LOGO, CAN LEAD TO DIRE CONSEQUENCES. HERE'S WHAT YOU NEED TO KNOW.

by Tracy Morin

Most salon owners wouldn't dream of leaving their doors unlocked overnight or handing over their cash register keys to a stranger. When you fail to protect your intellectual property, however, you leave yourself open to a different kind of theft—one that can just as easily destroy the business you've so carefully built. Patents, trademarks and copyrights are critical areas of concern—and guarding them offers benefits beyond the obvious for your business. "Most salon owners are unaware that a well-managed intellectual property portfolio increases a business's value," says P. Betty Tufariello, Esq., trademark attorney and CEO of Intellectulaw, The Law Offices of P.B. Tufariello, P.C., in Mount Sinai, New York. "It can secure a larger business loan or line of credit, or fetch a higher price when selling or merging the business."

setting priorities

So, what are the most important things a salon owner should protect? Katie Cazorla, owner of The Painted Nail in Los Angeles, asserts that the first step aspiring salon owners should take is to create a unique business name and search for existing trademarks to make sure it's not already taken. If not, file a trademark in your class of business. (For example, her trademark dictates that someone can't open a nail salon with The Painted Nail name, but it would be available for another type of business, say, a hardware store.) Without this important process, your name could get copied—and you'd have no recourse. "I've recently had to send a salon with a similar name a cease and desist because it causes brand confusion," Cazorla says. "If your brand takes off without filing a trademark, you could even be forced to change the name of your business."

There are other aspects you might want to protect as well, such as images or your logo. When creating your logo, Cazorla advises avoiding stock images. Instead, she recommends hiring a graphic designer to create something unique. Ensure that the designer signs off on it so you own the image and its usage. "You can also trademark a phrase," Cazorla adds. "We filed for 'Give your face a taste' with our newest brand Face Elixir. We're even in a legal battle right now with a company that has infringed upon one of our trademarked product names."

Lyle Gravatt, an intellectual property attorney with Forrest Firm, P.C., in Durham, North Carolina, notes that registering a copyright is fairly inexpensive and easy, but the fees quickly add up if you register every last photo or piece of literature—so consider what works are most likely to be copied or mimicked and simply register those.

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NAILING THE BASICS

What is intellectual property anyway?

Tufariello explains that a salon's intellectual property can comprise patents, trademarks, copyrights and trade secrets. Here's her brief rundown of each:

PATENTS protect inventions and can also protect specialized techniques, products and tools.

TRADEMARKS communicate to the consumer the source of the goods or services (think: the Nike Swoosh or the McDonald's Golden Arches). Salon names can also be registered as trademarks.

COPYRIGHTS attach to original works of authorship (such as artistic works, computer software or architecture), but not facts, ideas, systems or methods of operation. They can be used to protect a salon's images or designs.

TRADE SECRETS consist of important information that gives the salon a business advantage over the competition (for instance, customer lists and marketing plans).

potential pitfalls

There's a lot of legal mumbo jumbo out there, so the best way to navigate through it all, says Tufariello, is by employing a pro who does trademark searches and can judge the availability of a domain name or corporate name. "The trademark search must not be limited to the U.S. Trademark Office's registered trademarks database; it must also include all known trademark databases, both nationally and internationally, as well as a common law search," Tufariello explains. "Don't choose a corporate name or domain name that's descriptive or generic (or one that's confusingly similar to

another company's trademark)."

Tufariello warns that it's not unusual for salons to adopt a domain name or a corporate name that seems available, start using that name in connection with their business, and suddenly receive a cease and desist demand. This forces the salon owner to shut down her website, because the domain name is considered a trademark infringement, or even adopt a new corporate name—incurring the cost of replacing signage, marketing materials and more—or else contend with a trademark

infringement lawsuit.

Indeed, Cazorla lost a hefty sum by not protecting her business's images and website early on. She hired a graphic artist to create and run her website, but the designer later shut down the site and withdrew the images, claiming ownership. That forced a legal battle, which Cazorla eventually won, but the mistake cost her \$60,000 in legal fees. "It's so important to protect yourself before you pour money into signage, a logo, banners, brochures or product packaging," Cazorla says. "Get everything in writing. I'm a perfect example of making these very





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costly mistakes, and many businesses go bankrupt and close because they can't afford to go through the legal process. I don't think nail techs realize how serious it is; it happens, and it's terrifying."

There are resources for salons, such as LegalZoom, that allow you to register a trademark or copyright or

file for a patent, but Cazorla advises against them, as they can be rejected, wasting time and money. Instead, she recommends hiring a qualified patent and trademark attorney. "LegalZoom provides the paperwork but no strategy, and their recommendations are often problematic," agrees Judith Szepesi, founding partner at HIPLegal

LLP in Cupertino, California. "Every attorney I know has spent time fixing problems created by these semiautomatic systems."

Finally, once you register, Cazorla adds that you have to prove that you're using the trademark in commerce; you can't simply file and forget about it. She also monitors it regularly to ensure that other businesses aren't infringing on her property by setting up Google Alerts for her business name. Finally, don't forget to keep your trademark up to date (once expired, it's available for others to file it). "Don't jump into a business without doing your due diligence," Cazorla concludes. "You work hard to build a brand, so it's the No. 1 thing you should do to protect yourself from the very beginning." **NP**

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PROTECT YOURSELF

In addition to protecting your own property, you must also avoid infringing on the intellectual property of others—for example, posting nail art with trademarked images, like Disney characters, or using images on your website without permission. But what if you do receive a cease and desist demand or receive a trademark or copyright infringement complaint? Don't panic, advises trademark attorney P. Betty Tufariello, Esq., from Intellectual Law, The Law Offices of P.B. Tufariello, P.C., in Mount Sinai, New York. "Whoever accuses a salon owner of trademark or copyright or even patent infringement has the burden of proving such infringement," she explains. "A good defense can help tailor a solution." However, affording the legal fees is another story—so when in doubt, consult with a legal expert to ensure you're not playing with fire!

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



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FEET FIRST

LUXURIOUS PEDICURE
THRONES AND TUBS CAN
MAKE ALL THE DIFFERENCE
TO YOU AND YOUR CLIENTS
DURING A SERVICE.

By Dina Ciccarelli

The salon furnishings you choose have the power to upgrade a traditional service into a spa experience. Pedicure thrones and tubs, in particular, offer special features that can boost functionality and efficiency for nail techs while providing clients with a relaxing experience. From a reclining throne that relieves clients' lower back pain to an indulgent foot steamer, these chairs and tubs boast a bevy of benefits that are anything but basic.



COURTESY OF MICHELE PELAFAS



When choosing the right pedicure throne or basin, it's important to take your salon's space and capabilities into account before buying. Space is obviously the No. 1 thing to consider; if you have a small salon, then oversize thrones are going to be too overwhelming. Plumbing is another issue. Unless you're doing a full build-out or the salon is already plumbed for individual drains, then portable basins are your best bet. Finally, whether thrones or basins, all must be properly cleaned and disinfected after every client and at the end of every day.

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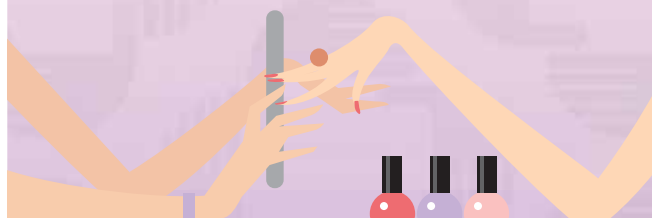
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BY LESLIE HENRY

ON THE MENU

Consider these important factors before launching a new service at your salon.

Introducing a new service to your nail salon menu is a great way to refresh your offerings and attract new clients, but doing so involves more than simply printing new menus. Nail salon owners should consider a number of important factors before diving in, from demand to investment costs to training. Even trending services that appear to be in high demand can make poor additions to your service lineup if the products are expensive or the time required will edge out other, higher-margin services. "Ultimately, launching a new service should make your job easier or provide something new and exciting for your clients—and make you money in the process," says Chelsea King, a celebrity nail artist in Long Beach, California. Before you pull the trigger on adding a new service, consider these seven important factors that can make or break a successful launch.

GETTY IMAGES; ARMANDO SANCHEZ

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1 DEMAND

Assess the desire for the new service from your salon's perspective first. Don't simply assume that a service trending on social media is a good fit for your business or clientele. Find out what other salons are doing in your area, and then ask your clients if a particular service appeals to them. Make sure to see if they'd be interested in adding it to their current routine or if they would swap it out for their current service—an important distinction! If a new service will be a wholesale replacement for an existing one, there should be compelling reasons to make the switch (such as more organic ingredients, shorter service times or easier application)—otherwise, it's a lot of trouble and expense for no bottom-line benefit.

2 COST

Cost per service, or CPS, represents the total cost of all products used to do a single appointment. "Cost per service is very important," says Suzie Moskal, founder of Suzie's Nail Career Education and co-owner of Nail District in Langford, British Columbia, Canada. "Prices of products are always changing, and if you don't change with them, you'll be working for less as time goes on." Brand representatives are a great source for this information because the brand itself determines the CPS before deciding to bring a product or service to market. "Aside from just the product used, consider your overhead and training costs, too," says King. If a service will cost more to perform than what you'll earn, you should pass.



3 TIME

Knowing the average appointment time is crucial to determining pricing, says Katie Lee, education coordinator for Young Nails. Resist the temptation to estimate. "I like to time myself on services to get a general idea of how long things take me, and then I add about 15 minutes in between for some wiggle room and clean up time before the next client," says King. Also, consider how the appointment timing will fit within your regular schedule. If your regular clients are used to arriving every hour, on the hour, then a new service that takes 15-20 minutes could disrupt your usual flow or leave vacancies in your book that you can't fill.

4 PRODUCTS

Sometimes a tech's familiarity with a brand or system drives the decision to add a service, but often, it's the other way around. Regardless of the service, there will be a lot of options to choose from. "I try all types of brands before deciding on a system," says King. "I also consider how easy it is to buy, if there's information online, the range of products and colors, etc." Trial kits allow techs to experiment at a lower cost. Moskal recommends choosing a system you can master. "At the end of the day, most clients don't care what system or products you use; they just want the best nails."

5 PRICE

Many techs skip ahead to thinking about the price of a new service before doing all of the required research. However, service pricing should only be done once you know product and supply costs and have a good idea of how long the service will take. King looks at another service she currently offers for comparison, and then adjusts the price slightly if the products are more or less expensive. Research what comparable local salons are charging, but avoid basing your prices solely on what everyone around you is charging, cautions Moskal. "If other salons aren't charging higher prices, it could be because they aren't that great," she says. In the end, you deserve what you're worth. If it's impossible for a particular service to cover your standard fees, before long you'll dread seeing the service appear on your appointment book.

"ASIDE FROM JUST THE PRODUCT USED, CONSIDER YOUR OVERHEAD AND TRAINING COSTS, TOO."

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"A PREDICTABLE LAG IN BUSINESS IS THE PERFECT TIME TO UNVEIL A NEW SERVICE."

6 TRAINING

Clients, in general, don't come to be your guinea pig. Therefore, you must be proficient before you launch your new service. "A predictable lag in business is the perfect time to unveil a new service," says Middletown, Delaware-based nail artist Celine Cumming. She suggests using the winter months, from January to March, when there are fewer holidays and client engagement is slow. "This gives techs time to get comfortable with the new service when it's less hectic in the salon," she says. Take advantage of brand resources, such as online tutorials and video demos, and, if possible, attend the brand's formal service training—even if there's a fee and/or travel is required. Displaying a certificate at your station that shows you're service-certified will give clients confidence that you can do the new service well. Continue to practice on friends, family and long-term clients. "It's a great way to get more practice, and they'll be honest if they like it or not," says King.

7 PROMOTION

A new service doesn't have a fighting chance to be successful if no one knows about it. Before you run to the printer to update your menu, consider a soft launch. "When I introduce a new service, I start on social media," says King. "It's not permanent and it doesn't cost money to advertise there. Once I'm 100-percent happy, and my clients are too, *then* I get materials printed. There's no point spending money on new menus if you aren't positive you'll keep the service." Take clear, bright photographs and be sure to tout the benefits of the service in your posts—like how well a product wears. For example, "Check out my new service; it's lasted four weeks on this client with no lifting!"

Keep in mind, it's always easier to launch a new service to clients you already have than to build a new clientele, says Moskal. Talk about the service during regular appointments and, if applicable, wear the service yourself. Think carefully before offering introductory prices or special offers. Discounted pricing can lower the client's perception of the service's value, and she may expect lower pricing

in the future. If you wait until you truly master the service before the launch, there's no reason to offer a discount, says King. However, offering a future discount for referrals can be a good strategy because the client will be paying full price initially and referring friends based on their satisfaction with the service at that price.

After a brief amount of time has passed, the new service's earning potential and staying power should become clear. Use this information to make decisions on costlier promotional investments, like permanent signage or print advertising that will reach an untapped audience. When you've put in the time upfront to assess the demand and profitability of your new service, and invested in effectively promoting it, you're sure to reap the rewards: new clients *and* revenue. **NP**

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

NEW SERVICE CHECKLIST

DO RESEARCH online and in the local area and poll clients and friends to assess if sufficient demand exists for the service.

COMPUTE the average cost per service (CPS), average salon pricing and estimated time to complete a single appointment.

DECIDE on the price for the service, and determine if there's acceptable profit potential to make the investment. Consider that this new service may replace current services for some customers.

READ reviews and test products to select the product or system you'll use. Rely on brand reps and fellow techs for information.

ATTEND brand training and hone your techniques by practicing on friends and family until you can consistently perform the service in the same amount of time using the same amount of product per appointment.

PURCHASE adequate products and supplies, accounting for increased demand immediately after the new service launches, but resist the temptation to overbuy.

DO a soft launch, offering the service to existing clients and promoting it on social media. Offer referral incentives, but avoid introductory discounts.

ONCE you've decided to keep the new service, reprint salon menus and signage, add the new service to your salon's website, and invest in paid advertising that will target customers beyond your existing clientele.



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By Stephanie Yaggy Lavery | Photography by Christina Belle





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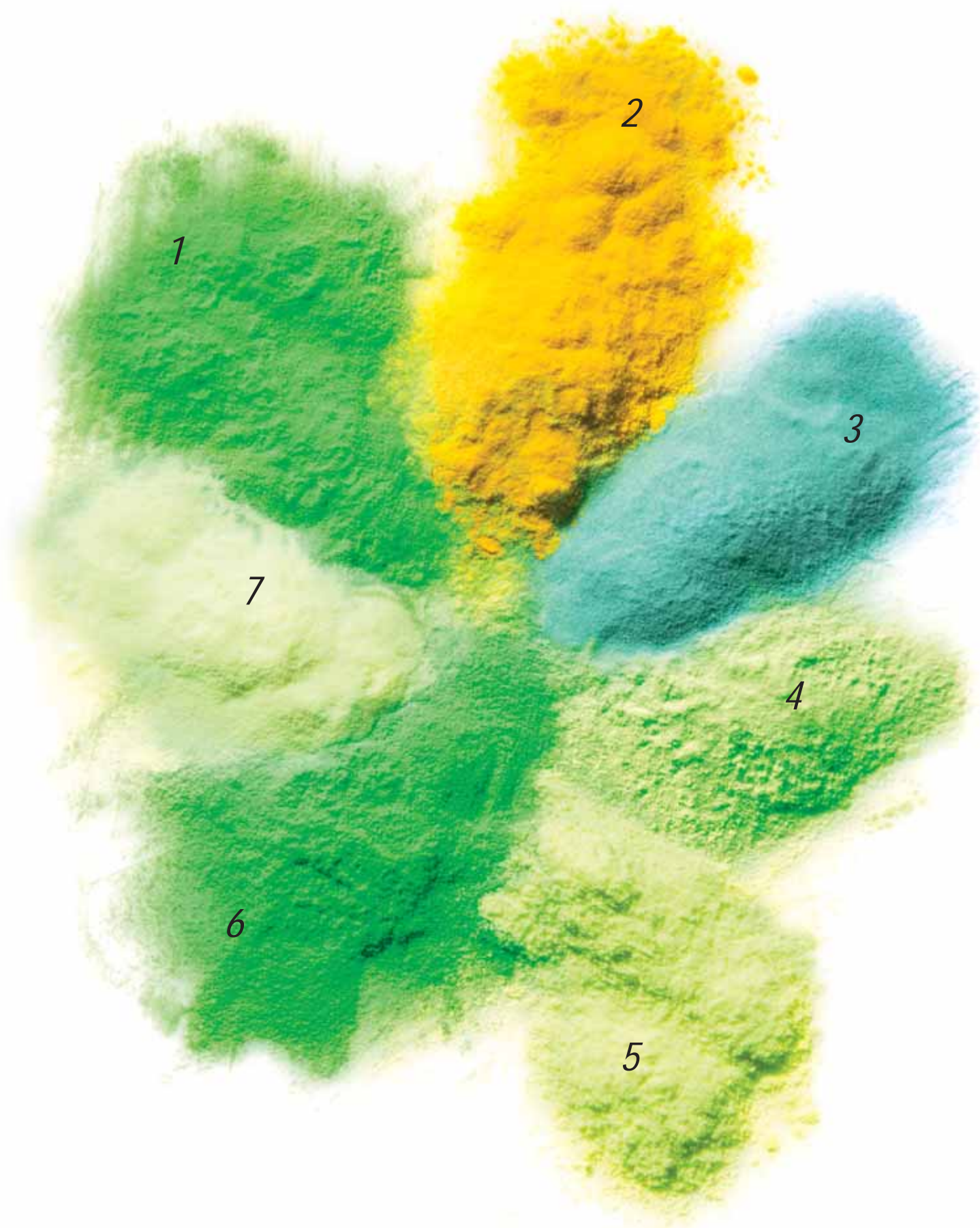
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Bumpy Ride

LEARN HOW TO IDENTIFY A COMMON CLIENT CONDITION: WARTS.



Warts are an extremely common and contagious skin condition that can show up on hands, feet and other parts of the body and are easily spread through skin-to-skin contact—which means that you can pretty much guarantee you'll see a client who has warts at some point in your career. "We see about 20 clients a year with warts," says Anna Pamula, the owner of the Renu Day Spa in Deerfield, Illinois, which has been in business for 30 years. "And in past years, I've seen as many as 50 or 60 with warts." Unsure about the best way to work with clients who come to your salon with warts on their skin? Here's what you need to know.

WHAT ARE THOSE BUMPS?

Warts are growths that resemble rough bumps and grow outward or inward. They develop from contact with the human papillomavirus (HPV), a group of common viruses that can enter the skin through a small cut. Once the virus enters the body, it responds by producing more skin cells that become a wart. Most people are exposed to the wart virus in childhood and build up immunity to them as young adults, so they don't develop as many warts during adulthood, says Chris G. Adigun, MD, FAAC, a board-certified dermatologist at Dermatology & Laser Center of Chapel Hill, based in North Carolina. "But over time, in late adulthood, you can get them again," she says.

There are several types of warts that nail technicians are most likely to see: common warts, typically found on the hands, arms or legs; plantar warts, often found on the soles of the

feet; and periungual warts, which can affect the nail or nail bed.

"Usually, warts are not dangerous," says Andrea Cambio, MD, FAAD, a board-certified dermatologist of Cambio Dermatology in Cape Coral, Florida. "But they can spread, grow, bleed and get co-infections with bacteria." Warts are quite contagious, however. If a person has a wart on her finger and bites her nails, for example, it's even possible to get warts near the lips, says Adigun. Nail techs must be very careful when working with clients who have warts so as not to spread the virus to other staffers, other clients or themselves.

SEE SOMETHING, SAY SOMETHING

Although it might be tempting, nail technicians should never diagnose warts on a client, or any other medical condition, even if they feel certain they know what it is, says Pamula. "You should never tell the client what the issue is, because you're not a doctor," she says. Rather, techs should examine clients' hands and feet before starting any service and do a medical intake for all new clients. Pamula's techs are instructed to consult her or other senior staff if they don't recognize a growth on the skin, especially with new clients. If you suspect a client may have a wart, it's crucial to speak to her in a "cool, calm, elegant and caring way," says Pamula. "Don't make any 'Oh my God, what is *that*?' [exclamations]. Tell the client, 'It appears that there's some kind of growth. I would suggest you take it seriously and go see a doctor.'"

WARTS FACTS*

The medical term for a common wart is from Latin, *verruca* or *verruca vulgaris*.

There are more than 100 different kinds of human papillomavirus (HPV), the virus that causes warts.

Children, young adults and people with weakened immune systems are more at risk to develop warts.

The HPV strains that cause plantar warts thrive in warm, moist environments.

If left untreated, periungual warts can spread under the nail to the nail bed, causing permanent damage and leading to a fungal infection.

Sources: MedicineNet.com; Mayo Clinic; mayo clinic.org; healthline.com



DOCTOR KNOWS BEST

Some warts may actually go away on their own after a few months or years, but primary care physicians, dermatologists and podiatrists can also treat warts with destructive methods, such as liquid nitrogen and other topical chemicals, surgical removal and burning. Over-the-counter wart treatments don't always work, says Adigun. "Generally speaking, over-the-counter stuff isn't effective because it doesn't get cold enough," she says. Warts can return frequently, so multiple treatments may be required.

Nail techs should never attempt to treat warts in any way or recommend a particular type of treatment, says Emese Koppanyi, the owner of Edko Nails in West Hollywood, California, who has worked as a nail technician for two decades. "I

Be forewarned: Because warts are so contagious, it's a good idea to wear gloves when working on clients.

never recommend to try to remove it by themselves," she says. "In my opinion, only a doctor can remove warts correctly."


CLIENT CARE

Nail techs should always be mindful when they see a wart; never touch, pick at, cut or scrape it. If you suspect a client has a wart, you have a couple of options: If it makes you uncomfortable, then you can discontinue the service and recommend that the client get it checked out by her physician. Tell the client that you'll happily revisit services once the condition is correctly identified by a doctor and clears up. That being said, nail techs can still work on a client who has warts if the proper precautions are taken. In fact, when careful, "the exposure risk is near zero," says Cambio. Techs at Pamula's salon make modifications to

services, such as covering the wart with a small bandage and skipping immersive treatments, such as foot or hand soaks. But be forewarned: Because warts—and many other skin conditions, for that matter—are so contagious, it's a good idea to wear gloves when working on clients. It's also important to know that the HPV virus is spread not only through skin-to-skin contact, but also through objects that have come in contact with

warts, therefore you must scrupulously disinfect all tools, towels, chairs and any other items a wart have might touched. If there is any question about cross contamination or spreading infection, then do not continue the service. **NP**

Cheryl Alkon is a Massachusetts-based health and medical writer and the author of Balancing Pregnancy With Pre-Existing Diabetes: Healthy Mom, Healthy Baby.



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1 Fill a footbath with warm water and sprinkle Jelly Bath-Step 1 over the surface of the water.

2 The water will thicken and turn into a jelly-like consistency; stir the contents well.

3 Soak the client's feet in the footbath and massage the feet and lower legs with the jelly.

4 Add Dilution Mineral-Step 2 to the footbath to dilute the jelly. Stir the contents well and add more warm water if needed. Soak the client's feet in the diluted solution for 3 to 5 minutes in order to allow the minerals to absorb into the skin. Continue with the pedicure service as usual.

+ **NOTE** Drain the water once the jelly is fully dissolved.

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1 Scoop out a small amount of NanoFlex gel and place it on a palette. Use a disposable applicator (included in the kit) during application to avoid any cross contamination, and throw away any remaining gel after the service is complete.

2 Buff the surface of the nail and trim any nail that may be lifted off the nail bed.

3 Thoroughly cleanse the nail with Cleanzer and apply one coat of Gripzion to the entire nail. Cure for 30 seconds using an LED lamp or 120 seconds with a UV lamp.

4 Apply an even coat of NanoFlex gel to the natural nail, avoiding any contact with the cuticle. Cure for 30 seconds under an LED lamp or 120 seconds under a UV lamp. Apply a second coat of NanoFlex gel to build the rest of the nail and to create the free edge. Apply a third coat, if needed, to ensure that the application is even; cure.

5 Wipe the nail with Cleanzer, and shape and buff the nail.

6 Apply polish and top coat. Finish the appointment by discussing the importance of home care using Footlogix Tincture (included in the kit).

✦ **NOTE** Ensure that the client returns in three to four weeks for an evaluation of the toenail and a retouch if needed. If the toenail is infected or inflamed, refer your client to a medical professional.

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Habib & Greg Salo/Young Nails



Shiori Durham, Kanisha Muslar
& Lauren Tovar/Orly



Hoang Nguyen &
Lulu Desfassiaux/EzFlow



Ricky Coppolella, Melanie Visser &
Elsie Visser/Bio Sculpture Gel



Wildflowers Nail Academy



LeChat



Nataliia Derekyo, Garret Kellenberger & Lisa Bennett/INM



Johnny Ayala & Gina Vinokur/ Fotsie Bath



Diana Nguyen/Bio Seaweed Gel



Ara Bedrossian, Narineh Bedrossian, Nareh Avanesian & Arbi Avanesian/ella+ mila



Yumiko Kamio, Iori Izawa, Isuzu Wilkinson & Ricardo Martinez/ Kokoist USA



Alex Nguyen/NuRevolution



Keith Grader & Vicki Malo/ Footlogix



David & Johnny Ngo/ Skyline Beauty



Ieva Kepite, Ashley Cantner & Shelley Luedeke/ CrystalsForNails.com



Jade Tang, Yuriko Hoshina, Yoko Badi & Olivia Clements/Akzéntz



Albee Chen, Carol Ma & Suki Lee/Après Nail



Aadam Balkhi, Lucia Garcia & Moiz Balkhi/Pacific Instruments



Arlene Cisneros & Danny Homaidan/Princess Nail



LuxaPolish



Ami McClure, Ally Agonis, Traci Dungan & Jessica Scarff/ Profiles Backstage



Natalie & Vladimir Zolotnik/ Belava



Linda Nordstrom, Nikki Nordstrom & Lisa Wong/Famous Names



Gary Weltman, Kathy Kovacic & Kathy Weltman/Soft Landings



Joya Mia

— BUT WAIT, THERE'S MORE! For more photos of exhibitors, visitors and raffle winners, plus nail art demos and tutorials from NAILPRO Pasadena, visit nailpro.com/pasadena-18-show-photos.

NAILPRO COMPETITION WINNERS

Competitors of all experience levels tested their technical skills at the 2018 NAILPRO Competitions in Pasadena. Congratulations to all of the winners!



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2018 NAILPRO Cup Standings

INDIVIDUALS

Emese Koppanyi	1,488.50
Genesis Ward	1,477.50
Sayaka Kitano	1,214.00
Iryna Gross	1,137.75
Nikki Payton	1,009.00
Andy Ho	981.75
Yamileth Doiron	914.50
Brenda Skermont	901.25
Jessica Briarmoon	875.50
Tiffany McBride	837.50

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ibd	4,317.50
Crystal Nails USA	2,229.00
EDKO	1,488.50
Akzéntz	1,313.75

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Theme: Kites | 3-D Nail Art • Novice

1. Carlos Perez Aguilar (not pictured)
2. Rosa Isela Morales
3. Raquel Caseco



3-D Nail Art • Veteran

1. Jose Barrera
2. Dafne Fernandez
3. Manuel Cortez



Salon Success • Novice

1. Dafne Fernandez
2. Yamileth Doiron
3. Ashley Biasella



Salon Success • Veteran

1. Mayumi Hase
2. Emese Koppanyi
3. Kyoko Amemiya



Soak-Off Gel • Non Divisional

1. Shiori Durham
2. Sayaka Kitano
3. Emese Koppanyi



It's All About the Bling!

1. Crisolola Sanes
2. Emese Koppanyi
3. Andy Ho

SHOWS & EVENTS

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.

July

Nail Tech Event of the Smokies

July 7-9

Gatlinburg Convention Center, Gatlinburg, TN.

Contact Nail Tech Event of the Smokies, info@nailtechevent.com.

City of Hope Spirit of Life Award Gala

July 28

Mandalay Bay Ballroom, La Vegas, NV.

Contact City of Hope, 1500 E. Duarte Rd., Durate, CA 91010; 626.218.6560, cityofhope.org.

Cosmoprof North America

July 29-31

Mandalay Bay Convention Center, Las Vegas, NV.

Contact Professional Beauty Association, 15825 North 71st St., #100, Scottsdale, AZ 85254; 800.468.2274; cosmoprofnorthamerica.com; info@cosmoprofnorthamerica.com.

CLASSES

June

LeChat

800.553.2428, lechatnails.com

3 Demo/Class: Oakland, CA.

10 Demo/Class: Philadelphia, PA.

10 Demo/Class: Anaheim, CA.

10 Demo/Class: Garden

Grove, CA.

10 Demo/Class: San Gabriel, CA.

10-11 Demo/Class: Miami, FL.

11 Demo/Class: Garden

Grove, CA.

11 Demo/Class: Los Angeles, CA.

OPI

800.422.2336, wellaed.com/classes

3 Creative Level OPI Design Scape: Calabasas, CA.

4 Foundation Level ProSpa Experience: Calabasas, CA.

10 Advanced Level OPI Powder Perfection: Calabasas, CA.

11 Advanced Level GelColor Certification: Calabasas, CA.

18 Advanced Level Axxium Advanced Artist: Calabasas, CA.

25 Foundation Level OPI Color Discovery: Calabasas, CA.

Young Nails

714.992.1400, youngnails.com

11-15 Mastering Acrylic: Anaheim, CA.

24 Use Your Imagination Gel: Anaheim, CA.

July

LeChat

800.553.2428, lechatnails.com

1 Demo/Class: Anaheim, CA.

1 Demo/Class: Garden Grove, CA.

22 Demo/Class: San Gabriel, CA.

22 Demo/Class: Los Angeles, CA.

OPI

800.422.2336, wellaed.com/classes

16 Design Scape: Springfield, IL.

16 Demo Day: Omaha, NE.

16 Design Scape: Grand Island, NE.

23 Discover OPI Gel Color: Springfield, IL.

30 Discover OPI Gel Color: Colorado Springs, CO.

Young Nails

714.992.1400, youngnails.com

9-13 Mastering Gel: Anaheim, CA. **NP**

For an expanded list of Happenings, go to nailpro.com/events. To share your upcoming events with our readers, email nailpro@creativeage.com.

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Bumpy Ride

Earn Certificates of Achievement as you test your skills with NAILPRO's Professional Participation Program. In each issue, you'll find a multiple-choice test that will allow you to demonstrate what you've learned from Nail Clinic. For answers to this month's test, see "Bumpy Ride" on page 82. Simply circle the correct answers and mail the page to the address below. You can also access the article and submit the test via our website at nailpro.com/test-yourself. If you earn a score of 80% or higher, you'll be awarded a framable Certificate of Achievement. A perfect score earns a Certificate of Achievement With Honors.

1. _____ causes warts to develop.

- A. Touching a mold or fungus
- B. An untreated rash
- C. Exposure to the human papillomavirus (HPV)
- D. The flu

2. Warts can appear on the _____.

- A. Hands, arms and legs
- B. Soles of the feet
- C. Nail and nail bed
- D. All of the above

3. The Latin or scientific name for a wart is *verruca vulgaris*.

- A. True
- B. False

4. To avoid spreading warts, nail techs should _____.

- A. Wear gloves
- B. Disinfect or sterilize all tools that are used on clients' skin
- C. Disinfect salon chairs, towels and any other items that may have come into contact with a wart.
- D. All of the above.

5. If left untreated, periungual warts under the nail and/or on the nail bed can cause permanent damage and fungal infection.

- A. True
- B. False

6. Nail techs may diagnose warts on clients only if they're confident they're correct.

- A. True
- B. False

7. If you suspect your client has a wart, the best thing to say is _____.

- A. "It appears you have a growth here; have you talked to a physician about it?"
- B. "There is a bump on your skin that looks gross."
- C. "This growth indicates that you aren't maintaining proper hygiene."
- D. "You have to leave; this wart is very contagious."

8. The people who are most at risk to develop warts are _____.

- A. Children
- B. Women over 50
- C. Nail biters
- D. All of the above

9. Using an over-the-counter treatment is the best way to get rid of warts.

- A. True
- B. False

10. Liquid nitrogen is a common medical treatment for warts.

- A. True
- B. False

NAME _____

SALON NAME _____

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CITY, STATE, ZIP _____

EMAIL _____

Write in your answers on this form and send it to: NAILPRO, Professional Participation Program, 7628 Densmore Ave., Van Nuys, CA 91406-2042. Or, take the test online at our website, nailpro.com/test-yourself. Submissions must be postmarked or received online by June 30, 2018. Answers will appear in the August issue.

Answers to April test : 1) A 2) D 3) A 4) D 5) A 6) B 7) B 8) B 9) A 10) D



9.23.18

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- Massage Lotion



Pedi in a Box 4-in-1

• Sea Salt Soak • Moisture Scrub • Mud Masque • Massage Lotion

AS LOW AS **\$2.50**



Ultimate

Pedi in a Box
6-in-1

- Sea Salt Soak
- Sugar Scrub
- Mud Masque
- Callus Remover
- Massage Creme
- Moisturizer



AS LOW AS **\$4.50**

Collagen Gloves or Socks

AS LOW AS
\$2.25

GLOVES & SOCKS AVAILABLE IN TWO VARIETIES
ARGAN OIL OR COOL MINT



O² Pedi in a Box Bubbly Spa

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\$3.25

- Bubbly Soak
- Sugar Scrub
- Bubbly Mask
- Massage Butter



Gena.

**Pedicure
Gallons**

PEDI SCRUB
PEDI CARE
PEDI ICE
PEDI SOAK
PEDI SOFT

\$24.95*



**Pedicure
Gallon**

\$19.95*
5 Gals.
\$69.95*



**Pedi Salt
Foot Bath**

Gallon
\$17.95*
5 Gals.
\$59.95*



ProLinc™

Cuticle Eliminator
Removes cuticles
in SECONDS from
fingers and toes.

1 oz. \$3.75
4 oz. \$8.95
18 oz. \$24.95

**2 OZ.
BOGO
\$4.95**



Callus Eliminator
Original or Orange Scented
Breaks down calluses in 3-5 minutes!

Gallon
\$59.95
SAVE \$90

1 oz. \$3.75
4 oz. \$10.95
34 oz. \$47.95

**18 OZ.
BOGO
\$28.50**



Dry Heel Eliminator
Daily therapy for heels prone
to drying and cracking.

4 OZ.
**BOGO
\$7.95**



16 oz.
\$13.95

Pedicure Socks

BUY 1
GET 1
FREE!

\$3.95/pair



Gena.
**Mimosa
Mousse
or Bellini
Bubbles
Lotions**

5.2 oz.
\$9.95



Gena.
**Pedi Spa
Charcoal
Detox Kit**

4 x 4 oz.
\$19.95
SAVE \$5



Gena.
**Pedi Spa
Detox
Charcoal
Products**

Pro Sizes
\$9.95 EA.



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100-ct. \$1.95



**Manicure Scrub
Brush**

\$0.15 EACH
Box / 72-ct. \$9.95



Oneseez Toe Seps

144-ct. \$2.95
2880-ct. \$59.95*



Softseez Toe Seps

\$0.10 a pair
1440 pair \$99.95*



**Original Thong
Pedicure Slippers**

\$0.20 a pair
360 pair \$59.95*



Pumice Sponges

\$0.55 ea.
Box / 24-ct. \$11.95



**Flowerly
Swedish
Clover
Original
Foot File**

\$8.95



**Mr. Pumice Metal
Foot File**

\$4.95



**Microplane
Colossal**

\$9.95



Belava

**Trio Foot
Spa \$149**

- Elegant Bowl
- Tub Insert
- 20 Liners
- Heat & Vibration



**Pedicure Tub with
20 Disposable Liners**

\$32.00



**Disposable Pedicure
Tub Liners**

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**Flowerly
D-Files
Disposable
Pedicure
File Kit**

with five each
60 and 100 grit
abrasive pads
\$9.95



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File**

\$0.49 each
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Kills 99.99%
of bacteria
and viruses

Sani-Tablets

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**Clean 'N
Flush**

MAKES 128
GALLONS
\$39.95*



KiKi Disposable Pedicure Kit

Purple Pumice Bar
(Coarse)

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



USE ONE PER CLIENT

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TERRY CLOTH TOWELS 12-CT.

Manicure Towels 12 x 12 \$5.95
Pedicure Towels 11 x 40 \$13.95
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DUKAL

**Spa Beauty
Wipes**

2"x2"
200-ct. \$1.75



GRAHAM

**Nail
Wipes**

200-ct. \$3.50



GRAHAM

**Nail and
Cosmetic
Pads**

60-ct. \$4.50
240-ct. \$14.95



GRAHAM

CelluCotton

3 lbs. \$14.95*



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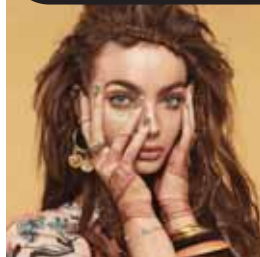
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Buy Any CND
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Lotion 31 oz.,
Get Matching
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FREE!

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FREE!



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Plus An Additional
25% OFF!

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**SAVE
\$19.94**

24 SHADES AVAILABLE



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**25% OFF ALL CND
LIQUIDS & POWDERS**

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SAVE 20% ON ALL BRUSHES, FILES & BUFFERS

See Brushes Below • See Website for Complete Selection



**SAVE
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CND Shellac™

.25 oz. \$15.95



Shellac™ Base Coat

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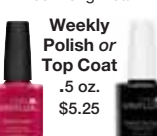
Shellac™ Top Coats

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**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.



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Begin and end every manicure
with treatments from CND.

SolarOil™ Nail & Cuticle Conditioner

.25 oz. \$4.25
.5 oz. \$6.25
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4 oz. \$24.95

Rescue Rx™
Daily Keratin Treatment
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40-ct. Minis \$99.95

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See all available CND
treatments on website.

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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.

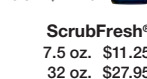
NailFresh™
1 oz. \$8.25



Cuticle Away
6 oz. \$5.95



NailPrime
.5 oz. \$11.25



ScrubFresh®
7.5 oz. \$11.25
32 oz. \$27.95



CND Liquid & Powder System

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

**Retention™ & Radical SolarNail™
Sculpting Liquids - ALL SIZES**

4 oz. \$22.75 \$17.06
8 oz. \$38.25 \$28.69
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Gallon \$235.25 \$176.44

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Complete
Selection

**SAVE
25%**



Retention™ Powders

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

**Retention™ & Perfect Color™
Sculpting Powders
ALL SIZES**

8 oz. \$10.95 \$8.21
3.7 oz. \$32.75 \$24.56
32 oz. \$146.75 \$110.06

**SAVE
25%**



CND BRISA™

Sculpting Gel

.5 oz. \$19.75
1.5 oz. \$51.75



Brisa Bond
.25 oz. \$11.25

Gloss Gel Top Coat
.5 oz. \$19.75

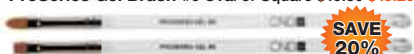
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for use with
CND Shellac
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ProSeries Gel Brush #6 Oval or Square \$16.50 \$13.20



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**CND Velocity
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Effervescent shades
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\$18.40

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OPI Lacquers .5 oz. \$5.25

Over 200 iconic shades, offering two-coat
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Expert Touch
Lacquer Remover

Strong enough to remove even
the darkest shades without
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Also removes OPI GelColor.

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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.

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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
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YOUR CHOICE
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Ridgefiller
Gloss Top Coat
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Nail Strengtheners
• Original Formula
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Fungus Fix

A clinically-tested
professional salon
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• Cures in just 30 seconds under LED
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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



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\$350

NEW! ProHealth™ .5 oz.
Base & Top Coat \$17.95

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



Powder Perfection

• Faster, easier & odor-free
• Gel-like shine
• Weeks of wear
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• Soak-off wrap removal

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1.5 oz. \$22.95
20% OFF \$18.40
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Available in 49 Iconic OPI Shades



Base Coat,
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OPI Brushes

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• smooth application
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\$49.95



Acrylic Liquid

4 oz. \$16.95
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SAVE
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- 84 LED Beads - 10 Watts



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LED TABLE LAMP
BEST SELLER!

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FlexiLamp™ TOUCH
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- Attractive Modern Design
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- Removable Table Clamp
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- Plugs into USB Port or Standard Electrical Outlet

Easily attaches to most desks and nail tables.



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SHORTIES! MINI FILES
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20-CT. **\$3.95** BLACK OR ZEBRA 100/180



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



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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
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ProGlo™
DUAL CURE LAMP

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ProGlo Plus™
DUAL CURE LAMP

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



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8 oz. Refill ONLY \$49.95

FastFoil™ **\$19.95**
FOIL WRAP • COTTON PAD • PURE ACETONE



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\$9.95



JUMBO PEDICURE RASP
EXTRA LARGE SURFACE REMOVES THICK CALLUSES
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BUY ONE 16 OZ. REFILL GET 1 FREE!



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Ergonomic design for enhanced client comfort. Removable silicone pad for quick and easy sanitation.



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.75 OZ.
BUY 2
GET 1
FREE!

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	ENHANCE One-Step Dual Cure Gels Easy application, glossy finish and unmatched strength and durability. Cures quickly under UV or LED light. .5 oz. \$9.95 1.75 oz. \$34.95 \$19.95 SAVE \$15							Advanced Retention Nail Liquid • prevents yellowing • primer-optional 8 oz. BUY 1 GET 1 FREE! 32 oz. \$19.95 32 oz. \$49.95 SALE! \$39.95 		Advanced Formula Sculpting Powders 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 SALE! \$139.95 SAVE \$70.00
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SPA/SALON SPECIAL
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8 oz. Limited Edition Sweet Angelica & Tuberose Butter

Sweet Angelica & Tuberose
8 oz. Butter

\$8.25 EACH BUTTER
720608

LIMITED EDITION!



DISPLAY INCLUDES:
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100 Wood Applicators

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Enchanted Self Adhesive Nail Art

Choose from:

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cuccio PRO™



FREE Cuccio Pro™ Stainless Steel Nail File Kit with purchase of 50-ct Stainless Steel Nail File Refills

Choose from:

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HAILEY BALDWIN

Celebrity nail tech Britney Tokyo (@britneytokyo) got model and TV personality Hailey Baldwin festival-ready with a set of neon yellow glow-in-the dark tips.



RIHANNA

The superstar songstress attended Coachella in head-to-toe Gucci—rendered totally incognito under her balaclava headgear. Her bling-encrusted tips, however, were bared for all to admire.



DESERT DIVAS

Running for nearly two decades, Coachella Valley Music and Arts Festival has become about so much more than music. The desert destination draws style mavens from around the globe to show off their festival flair from tips to toes, whether checking out performances by the music industry's hottest acts or hitting the VIP party circuit. Here, the 2018 celebrity Coachella nail looks your clients will be asking for all summer long.



VANESSA HUDGENS

The "Queen of Coachella" struck gold with her ombré chrome mani, seen at the aptly timed launch party for her festival-themed nail polish collection, a collaboration with Sinful Colors.



KYLIE JENNER

Never one to shy away from attention-grabbing looks, Kylie Jenner hit the Coachella party scene with holographic glitter tips and neon pink locks.

FOR THE RECORD

Fans thought Coachella headliner Beyoncé changed her nail color from black to silver midway through her set during a costume change (squad goals for sure!), sparking a social media frenzy. But those nail aficionados were duped by dress rehearsal pics of the singer that were circulating online.



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