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## Contents

# September 2018



### COVER CREDITS

Nails: Lauren Wireman; Photography: Cory Sorensen, [corysorensen.com](http://corysorensen.com); Makeup: Nicole Blanco, AIM Artists; Hair: Judd Minter, AIM Artists; Wardrobe: Jordan Grossman; Model: Daria K., 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](http://nailpro.com/videos/behind-the-cover).



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# 50

O·P·I

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Cure for 30 seconds.OPI GELCOLOR  
ALPINE SNOWPaint thin, geometric lines  
in various directions  
to create outlines.  
Flash cure for 15 seconds.OPI GELCOLOR  
DON'T TOOT MY FLUTE,  
SEVEN WONDERS OF OPISelect four geometric shapes.  
Fill in using a detailing brush.  
Be careful to not paint over white  
outlines. Cure for 30 seconds.OPI GELCOLOR  
GRANDMA KISSED A GAUCHO,  
ALPACA MY BAGSFill in the remaining shapes  
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Cure for 30 seconds.OPI GELCOLOR  
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Cure for 30 seconds.



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NAILPRO Vol. 28, No. 9, September 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.



# 46



# NAILING DIGITAL

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## SWEET CHARITY

[nailpro.com/step-by-step-guide-to-fundraising](http://nailpro.com/step-by-step-guide-to-fundraising)

A comprehensive guide to coordinating a flawless fundraiser, from start to finish.

## PAIN AVOIDANCE

[nailpro.com/back-pain](http://nailpro.com/back-pain)

Dr. Stefano Sinicropi shares preventative measures for avoiding back and neck pain before they arise.



## BACKGROUND CHECK

[nailpro.com/criminal-background-checks-can-save-salon-trouble](http://nailpro.com/criminal-background-checks-can-save-salon-trouble)

Hiring the wrong person can have far greater ramifications than a less-than-perfect profit-and-loss statement. Learn what to watch out for.



## LEAF NAIL ART

### 5 WAYS TO FRENCH

[nailpro.com/french-tip-techniques](http://nailpro.com/french-tip-techniques)

Watch Light Elegance brand ambassador Celina Rydén create perfect pink-and-whites with five different techniques.





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# 1

## MY MANICURE

Very few things make me happier than a great set of nails—even better, ones that are super sparkly and shiny like these, courtesy of Yvett Garcia (@yvynails)!



# 2

## DRINK

When all else fails, a great glass of wine does the trick. (And maybe a little cheese with it, too!)



# 3

## MOVE

When my head is reeling, I'm able to regain a sense of calm in my yoga practice. In fact, the more active, the better—the more I'm moving on the outside, the quieter my mind becomes.

# ON MY RADAR

DISCOVER HOW NP'S EXECUTIVE EDITOR STEPHANIE YAGGY LAVERY UNWINDS.

Going, going, going—like running on a hamster wheel. That's how I often feel, doing a million things at once. Then you blink, and months have passed; summer is over and September is here. How? When did that happen? To steal a line from Ferris Bueller: "Life moves pretty fast. If you don't stop and look around once in a while, you could miss it." In order to remind ourselves that we need to decompress from time to time, we asked a group of pros to share what they do to relax in "The Chill Factor" on page 60. Reading about their pastimes reminded me to regroup and tap into some of my own favorite downtime activities.

✉ slavery@creativeage.com  
 f Stephanie Yaggy Lavery  
 @steph\_lavery

Whether it's reading or taking a walk or just sitting in silence, I encourage all of you to take a moment for yourselves—because before you know it, it will be 2019!



# 4

## DO

Doing something that you love allows you to escape the stress that can bog you down. For me, conceptualizing our cover shoots and working with talented artists is what makes me happy. Here I am, goofing around on set with cover artist Lauren Wireman (center). «Creating the Cover, p. 24»



# 5

## EAT

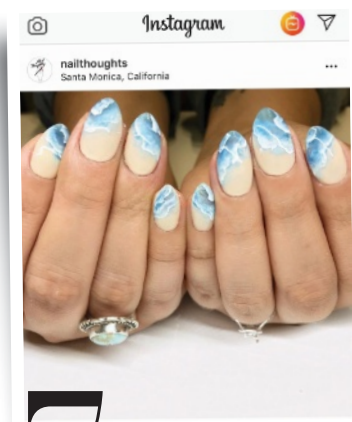
For me, feeling good is a result of how I look on the outside as well as feel on the inside—which is why I'm obsessed with Musely Hello Beautiful. A sprinkling of the jasmine green tea and piperine-infused powder in my morning smoothie increases collagen production for more youthful skin—and stronger nails, too! «Musely Hello Beautiful Collagen & Multivitamin Powder, musely.com»



# 6

## CARE

Another way I find solace? Doing spalike services at home. The new Dadi' Scrub from Famous Names is derived from the famous Dadi' Oil, with the addition of coconut and safflower oils, and the exfoliating duo of sugar and salt means I can slough skin from head to toe. «Famous Names Dadi' Scrub, famousnamesproducts.com»



# 7

## FOLLOW

Katie Masters (@nailthoughts) consistently creates soothing artwork on tips, from rose quartz crystals to oceanic waves. I could immerse myself in her Insta feed every day.



# 8

## READ

I used to be an avid reader, but with two kids and a full-time job, it's hard to find the time to escape in a good book. When I can sneak away, I'll read some of my favorite excerpts from my beloved series *Outlander* by Diana Gabaldon. (I've read them more times than I can count!)

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See how the cover nails were created at [nailpro.com/videos/behind-the-cover!](http://nailpro.com/videos/behind-the-cover!)



## Finding Inspo

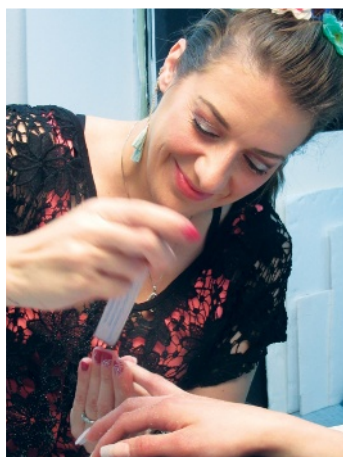
"I find inspiration in everything *but* nails. I find that I'm most inspired by just living life and seeing what pops out at me."



## A.M. and P.M.

"I'm definitely a morning person when it comes to math and business, but as my brain stops functioning in the evening, I become wildly creative."

*"My first job in the nail industry was as an instructor at a cosmetology school."*

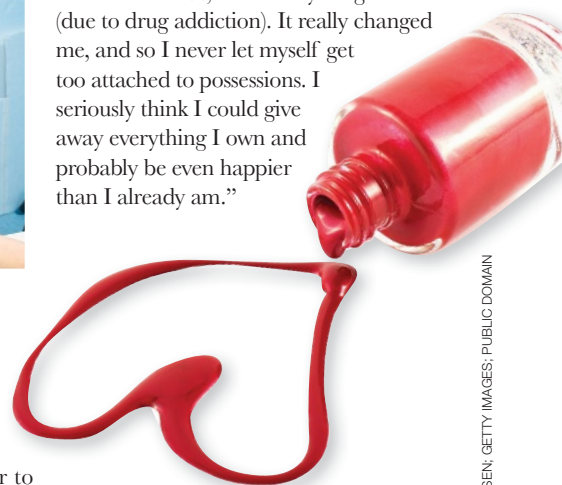


## People, Not Possessions

"When I was 22, I lost everything I owned (due to drug addiction). It really changed me, and so I never let myself get too attached to possessions. I seriously think I could give away everything I own and probably be even happier than I already am."

## Early Entrepreneur

"As children, my sister and I would pretend to run businesses together. We would build stores in the backwoods out of whatever junk we could find and steal my parents' camcorder to record commercials for our products!"



## On Set With ... LAUREN WIREMAN

When you have the broad artistic talent of someone like Lauren Wireman on tap, then you want to make use of *all* of her abilities! We tasked her with creating unique and on-trend nail art looks, featuring the best of the fall color collections, that would stand out against a denim background for our "Double Denim" feature (see page 66). And for the cover look, Wireman threw everything she could on the nails, from marble techniques to three-dimensional shading to '80s-style piercings. Read on to learn more about what makes our September cover artist tick.



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# TIP OFF

BUSINESS | TRENDS | NEWS | PRODUCTS | BY LOTUS ABRAMS



## FASHION

### CARNIVAL COOL

Coney Island's Luna Park amusement park in Brooklyn, New York, proved to be the perfect retro-cool setting for fashion brand Monse to debut its fall/winter collection, captured in a nostalgic film starring model Erin Wasson and narrated by Nicki Minaj. Behind the scenes, Essie global lead educator Rita Remark collaborated with the designers to create a nail look for Wasson that complemented the collegiate-inspired designs, featuring deconstructed classic pieces in a variety of patterns and textures. "With that in mind, we quickly decided on a solid color rather than nail art to add some unity to all of the looks," says Remark. "For the final nail, we decided on a deep burgundy to match the color found in many of the looks shot that day." To achieve the rich hue, Remark layered Essie Bordeaux over a coat of Mink Muffs and topped it off with Speed Setter for an ultraglossy finish. "Bordeaux has a jellylike texture that's great to layer with, and atop cocoa-taupe Mink Muffs, it adds a lot of depth," she says. Despite the rainy, cold weather on shoot day, Remark says the team had a blast at Luna Park, which was closed to the public, giving them freedom to work all over the grounds. "By midday we were all in the spirit of the park and even ordered hot dogs and fries for lunch from Nathan's Famous!"

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Cool sands and marvelous mauves are staple colors this season, but one shade dares to stand out from the rest: brick red—taking the classic red mani to a deeper level. Here, we've chosen some of the best maroons from the fall collections.

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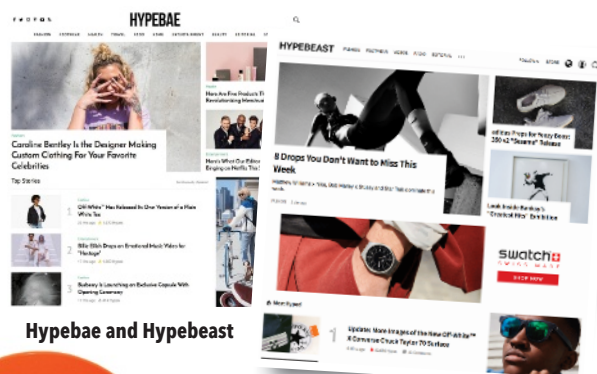
## TIP OFF

### DAILY INSPO

## Britney Tokyo

@britneytokyo

Born and raised in Japan, nail artist Britney Tokyo now resides in Los Angeles, where she tends to a celebrity clientele that includes the Kardashians, Rita Ora and Ariana Grande. Specializing in colorful 3-D nail art and hand-painted designs, Tokyo takes her cues from fashion, music, art and culture. Read on to see her top sources of inspiration!



Hypebae and Hypebeast



Pantone Color 2035 C



### 1. Vivienne Westwood

"I'm always inspired by her style, which is both elegant and new wave. I hope to be like her when I get older."

### 2. Benny Blanco

"I do his nails while he's at the music studio producing. His music inspires me and helps relieve my stress."

### 3. Presto Tokyo Spice

"This gel collection is available in the same colors as my Tokyo Swag Art Gel line, but in the bottle format customers requested. I want to be colorful personally, so my nails are always colorful, too."

### 4. Pantone Color 2035 C

"Orange-red, like in the Japanese national flag, cheers me up anytime."

### 5. Hypebae and Hypebeast

"My go-to sources of information for what's happening in culture, art and music. I'm especially inspired by men's fashion culture because my art has a genderless style."



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## TIP OFF



### WELLNESS

## Get Om With It

THE PATH TO ENLIGHTENMENT STARTS ... AT THE NAIL SALON.

Meditation has been practiced for thousands of years and has been shown to provide a number of health benefits, from stress reduction to better sleep to migraine relief. Now, the practice is beginning to surface in a new form—through guided meditation—in a seemingly unexpected venue: the nail salon. Sundays, a nail salon with three locations in Manhattan, introduced a Meditation + Manicure service when it opened in early 2017 that utilizes the Inscape audio-guided meditation app to transport guests to a state of tranquility during a treatment-focused manicure. “It’s the perfect time to do meditation,” says Amy Ling Lin, founder and CEO of Sundays, which offers nail services with nontoxic, cruelty-free, vegan products and minimalist nail art in a serene, Nordic-inspired environment. “You can’t move your hands anyway and your feet are grounded on the floor. Why not use this time to fully relax and reconnect with yourself?”

Sundays Meditation + Manicure service begins with a short consultation, followed by nail and cuticle care. Guests are then asked to choose one of three mood-enhancing essential oils, as well as a meditation program (for focus or stress relief, for example), before donning headphones for the 10- to 15-minute hand and arm massage accompanied by a guided meditation session.

Meditation is also a key focus at Namaste Nail Sanctuary, a new franchise founded by Mecca and Michael Elliot. (Learn more about the serene spot in Savvy Salon on page 52.) Guests are invited to use the Deepak Chopra Dream Master guided meditation system during any service, and members can also



experience the exclusive relaxation and meditation space, the Cocoon Room, for continued Dream Master- or self-guided meditation. Mecca, a Deepak Chopra International Meditation teacher and former hairdresser, and Michael, the founder of Hammer & Nails Grooming Shop for Guys, with a dozen locations across the country, created the experience to help guests unplug, unwind, relax and rejuvenate. “The Dream Master allows people to relax and experience guided meditation, as well as deeper levels of relaxation, while they get a quality service experience,” says Lia Smith, Namaste vice president of training and franchise support. The Dream Master uses headphones to help users reach a number of beneficial states of consciousness, with >>>>



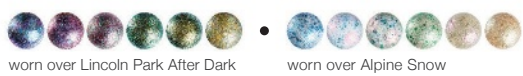
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# METAMORPHOSIS

by OPI



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more than 85 Chopra-narrated programs to choose from, ranging from relaxing to energizing. Guests have the option of wearing special glasses that transmit light pulses at specified frequencies for a deeper experience. "Behind your closed eyelids, you'll see a complex kaleidoscope of color, multidimensional layers of fractals and a variety of dreamlike imagery," Smith explains.

So, what exactly *is* guided meditation? "In guided meditation, somebody with a soothing voice—Deepak in the case of the Dream Master—speaks slowly, and you synchronize with their vibe and they take you through the guided meditation," explains David Mager, who created the Dream Master program with Chopra and Harvard University Neurology professor Rudolph Tanzi, MD, PhD. Meditation slows the brainwaves down from a state of activity to focused concentration, deep relaxation or even beyond to lucid dreaming—states that Mager and his colleagues are able to measure using electroencephalography, or EEG. "To get good at traditional meditation takes about 10 years, [but with guided meditation] this happens the first time you do it," says Mager.

Indeed, Lin says that many of Sundays' clients who try the Meditation + Manicure service are new to meditation. "We actually have a lot of first-time meditators who've said it was much easier than they thought it would be," she says. And as Lin sees it, meditation and nail care are a natural fit. "When you start thinking about nail care as self-care, then it has to be about both mind and body," she says. "It's a great way to check in with yourself. I think we'll definitely see more salons doing this as wellness-focused salons keep growing."

## HEALTH

### Stamp Out Skin Cancer

More people are diagnosed with skin cancer each year in the United States than all other types of cancer combined. While it can become fatal if left untreated, skin cancer is usually curable—if detected early. That puts nail technicians, hairdressers and estheticians who work in close contact with clients' skin in a potentially life-saving role, says Jeanne Braa Foster, a retired Paul Mitchell platform artist who founded nonprofit Eyes on Cancer in 2014 with husband Dr. Dean Foster to teach beauty pros how to detect skin cancer. "Identifying skin cancer in an early stage dramatically improves the prognosis," she says.

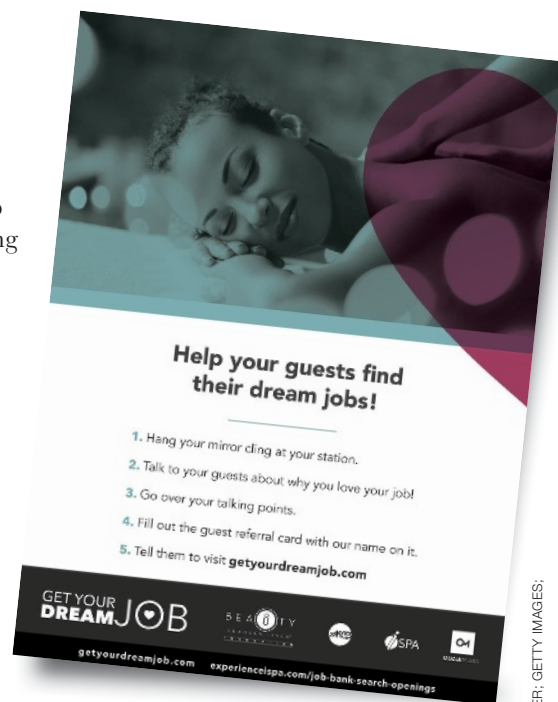


"Melanoma has increased 300 percent in recent years, with more than 3.5 million new skin cancer cases diagnosed each year." Eyes on Cancer offers an online course in skin cancer detection for a one-time fee of \$10, or unlimited access to all online educational content for a monthly fee of \$20. The Fosters hope to train 20,000 beauty professionals by 2020. For more information, visit [eyesoncancer.org](http://eyesoncancer.org).

## NEWS

### GOOD WORK

Beauty Changes Lives and the International SPA Association (ISPA) have joined forces to launch the Get Your Dream Job Campaign with the goal of filling the 30,000-plus jobs available in salons and spas across the nation. The new program promises to be a win-win for salons and spas, beauty schools and perspective beauty pros alike. When new students have been referred to an American Association of Cosmetology Schools (AACS) member school by a salon or spa they visited as a client, they will receive a \$500 grant from the school and can also apply for a scholarship from Beauty Changes Lives valued from \$2,000 to \$10,000. Upon graduation, students can look for employment on ISPA's and other associations' websites. The referring salon or spa can also set themselves up for employment referrals to help fill open positions with qualified candidates. For more information, visit [getyourdreamjob.com](http://getyourdreamjob.com) or text BCLDreamJob to 41444.



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## TIP OFF



### NEWS

## CA OWNERS: ARE YOU COMPLIANT?

If you own a nail salon in California or are a nail tech based in that state, a ruling earlier this year by the California Supreme Court establishing a distinction between independent contractors and employees could mean drastic changes for the way you do business. On April 30, the California Supreme Court addressed in *Dynamex Operations West v. Superior Court* the issue of “whether an individual worker should properly be classified as an employee, or instead, as an independent contractor. ...” As part of its decision, the court instituted the “ABC test” for California that will make it nearly impossible for beauty businesses, like nail salons, to classify workers as independent contractors. The court decided that in order for a business to classify a worker as an independent contractor, it must prove each of the following:

- that the worker is free from the control and direction of the hiring entity in connection with the performance of the work, both under the contract for the performance of the work and in fact,
- that the worker performs work that is outside the usual course of the hiring entity’s business, and
- that the worker is customarily engaged in an independently established trade, occupation, or business

The court concluded that the “hiring entity’s failure to prove any one of these three prerequisites will be sufficient *in itself* to establish that the worker is” an employee rather than an independent contractor. Given these stringent requirements, it will prove nearly impossible for most California nail salons and other beauty businesses to legally classify workers as independent contractors. Misclassifying employees as independent contractors could be costly for business owners, who will be on the hook for repaying such things as back taxes, unpaid overtime and missed meal and rest time if they’re caught. The ruling may not affect booth rental salons, as long as the businesses only collect rent from independent techs and are not involved in managing their business in any other way.

If you own or operate a nail salon in California that currently uses independent contractors, the Professional Beauty Association advises immediately seeking legal advice to determine whether you’re in compliance with the rules established in the *Dynamex* ruling. If you’re not in compliance, an attorney can help you convert independent contractors to employees so you can follow the rules and regulations going forward. And, if you’re not in California, consider yourself forewarned, as other states could soon follow suit with similar new requirements for working with independent contractors.

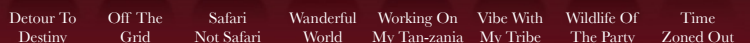
### NEWS

## COMING SOON!

NAILPRO is in the midst of creating a brand-new, never-before-seen event that incorporates the latest nail techniques, product demos, interaction with industry experts and exclusive deals on your favorite products. Keep an eye out for more information regarding our premiere event in October!

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## PRODUCTS

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## TIP OFF



### DEBUT

## Hit the Club

Music meets manicures at Get Nailed Bar Miami, a new venture with two locations in Miami from DJ Michelle Pooch, star of VH1's "Love & Hip Hop Miami," and her partner Jason Cuza. Outfitted with a DJ booth, complimentary Remy Martin cocktail bar, glistening "disco wall," luxurious Whale Spa pedicure chairs and an exterior mural by graffiti artist Alec Monopoly, the nail salon is designed to put guests in a party mood while getting pampered with a variety of music-inspired services. Menu options range from express to extravagant: The Missy – The Quickie mani/pedi is a \$35 express service that includes basic nail care and polish, while the \$1,000 The Queen Bey – The Gold Record Expedition oozes decadence with a 24-karat-gold-infused exfoliating scrub, extended massage and 24-karat-gold-flecked nail polish. "We know our guests are here to get their nails done, but the fun experience we've created is the icing on the cake," says Pooch. "Jason and I want them to let loose and enjoy themselves, all while getting the best, most efficient nail services you can find in Miami."

DJ Michelle Pooch





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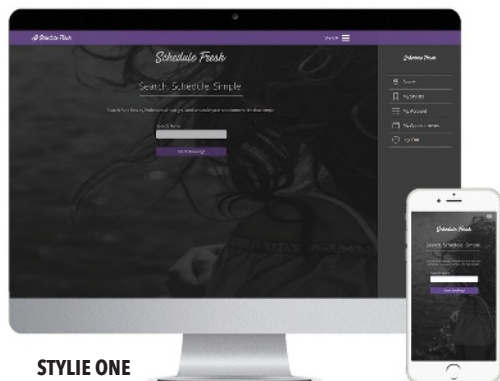
# TIP OFF

## TECH SOLO ACT

Independent beauty pros now have two enhanced tools to help them run their business. Mobile payments company Square (squareup.com) recently announced that its Square Appointments app—free for individuals—now offers full point-of-sale and payments processing, enabling a seamless checkout process. The multitasking app provides online scheduling, inventory management, invoicing and employee management functions, and it displays customers' appointment history and purchasing data at a glance.

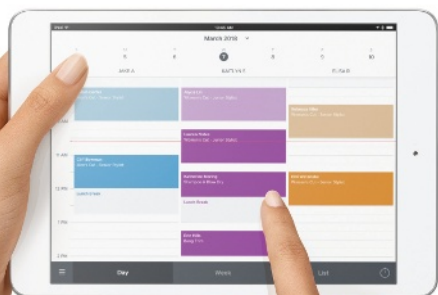
Style One (gostylie.com) has also launched the newly updated

Schedule Fresh, an online booking platform for independent beauty professionals designed to streamline the booking experience. With the platform, Style One users receive a customizable



STYLE ONE

web-based profile to highlight services, prices and more, as well as the ability to sync to the Style One mobile app, so users can maintain business information and receive notifications on new appointments while on the go. Once appointments are made, it automatically sends reminders to clients via email or text. "Nearly 40 percent of beauty professionals are now independent, which makes operational tasks difficult to manage without support staff," says Deb Hudson, head of business development for Style One. "With our new Schedule Fresh integration, independent beauty professionals now have access to a more flexible and powerful booking platform that keeps businesses organized and growing." **NP**



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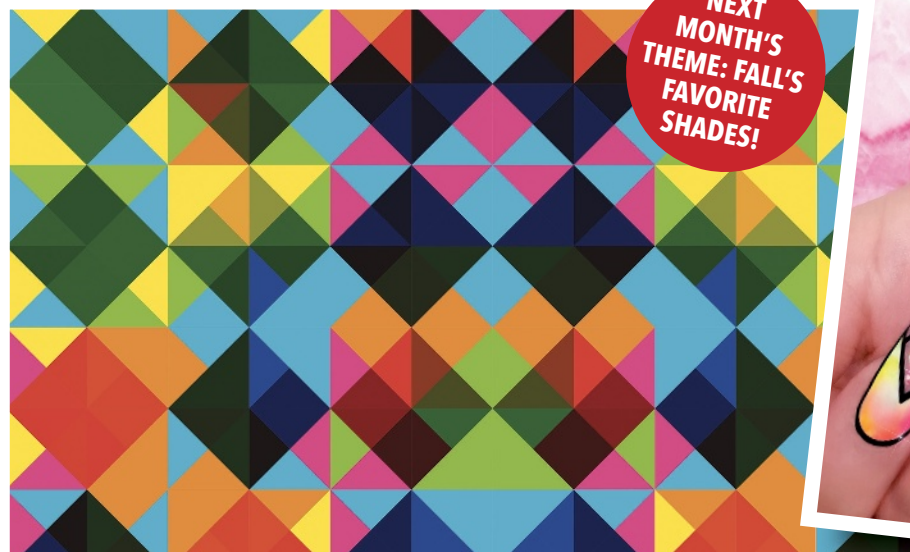
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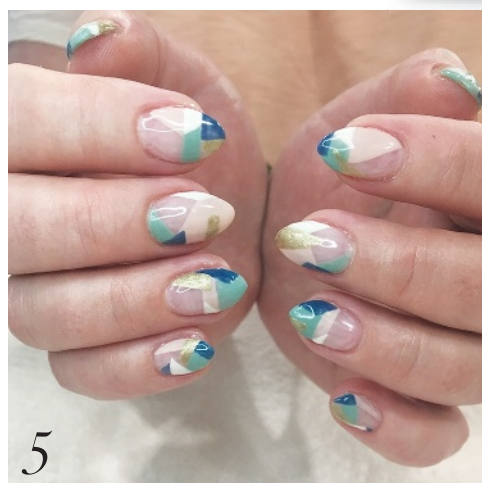
# PORTFOLIO

## Geometry Lesson

School is back in session, and we're cramming in as much linear art as we can with geometric designs. Featuring sharp angles, infinite spheres and colored cubes, these reader-created tips more than make the grade.



NEXT  
MONTH'S  
THEME: FALL'S  
FAVORITE  
SHADES!



- 1 Sarah Halver @nagelfuchs 2 Carolina Anaya @nailsanatomy 3 Tony Nguyen @nailsby\_tony 4 Patryc Japuro @puro.nails  
5 Lisa Wood @lisawood\_wpgnails 6 Alyssa Allen @naileditbyalyssa

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](mailto: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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# HUE Cues

Two hues dominated fall's runways—one expected, one not so much. Rust, an autumn favorite, came in many shades, from the coppery cape at Alberta Ferretti to the amber-infused coat at Etro. Hot pink, the most dominant of the in-your-face neons to surprise this season, came across as three big capital S's: Sweet (at Christian Siriano), Severe (at Alexander Wang) and Sporty (at Prada). Of course, your favorite polish companies certainly know a thing or two about bundling both common and refreshing color stories for their seasonal collections, and they got the memo this season for rust and hot pink. Now, it's up to you to introduce your clients to these two stunning hues—and, if your guests are feeling bold, combine them for a color match that is absolutely on-point for autumn.



## The Color: HOT PINK



## The Color: RUST



## The Combo: TRY IT!



Valentino



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

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# Into the Shadows

WILDFLOWERS NAIL ACADEMY'S LAUREN WIREMAN SHARES HER TIPS AND TRICKS FOR CREATING THE ILLUSION OF THREE-DIMENSIONAL NAIL ART.

Nail art has become one of the most requested add-on services, and there are a multitude of tools at the ready to help you create something with impact quickly. But if you're looking to take your hand-painting skills up a notch, then consider creating nail art with depth and dimension.

Adding shading and highlights is a way to make flat nail art look more like 2-D or 3-D art without adding any texture, height or thickness to the nail. "It creates an optical illusion," explains founder and CEO of Wildflowers Nail Academy Lauren Wireman. Before jumping in, it's important to note that this is an advanced technique that requires practice. Those who have a fine art background may find this easier, but it's certainly not a requirement.

The first step, notes Wireman, is learning where shadows and highlights belong. "If you put one in the wrong place, it's easy to lose the overall effect," she explains. After being introduced to the technique by Polish nail artist and master educator Anna Wesolowska, Wireman studied geometric shapes and patterns to learn more about optical illusions. Training your eye to see three-dimensional shapes as flat objects is half the battle. The second part is having the right tools. "Making the actual shadow and highlight is super easy if you have the proper tools," notes Wireman. She recommends a fine detail brush for creating the lines and a small flat gel brush for shading and shadowing.

Once you understand the technique, you can add shadows and highlights to almost any design to make it pop. "Start with something simple (like the step-by-step, at right)," offers Wireman. "Once you master putting a shadow on basic lines, you can move to more complex objects." The beauty of this technique is that it can be applied to any design, from simple to complex. In particular, "Edgy clients who are tired of flowers will love this technique," laughs Wireman. And, of course, you can upcharge a hefty sum for your advanced artistry. Ready to get started? Follow Wireman's demo here.

**TIP!**

To create simple dimension, choose two colors that vary in intensity or finish, such as combining a pearlescent gel polish with a cream finish.



- 1 Prep the nail and apply two coats of a bright red gel polish, curing after each application.
- 2 Choose a darker shade of red gel polish and create an offset oval; cure. If you need to clean up your line, use a dry gel brush and a little gel top coat.
- 3 Apply no-wipe matte gel top coat and cure.

**TIP!**

While you can use a shiny surface, a matte finish allows the brush to catch a little better when blending.



- 4 Use a detail brush to outline the edge of the oval with black gel paint. Do not cure.
- 5 Use a small flat gel brush to gently pat the black line, blending it into the darker shade. Be careful to only blend one side of the line and leave the other side crisp. Cure.
- 6 Seal with no-wipe gel matte top coat.

**TIP!**

Dimensional nails look best matte because it eliminates the light line (which confuses the eye).

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- 3 GELISH** Wanna Share a Tent?, [gelish.com](http://gelish.com)
- 4 KUPA** No Wipe Matte Gel Top Coat, [kupainc.com](http://kupainc.com)
- 5 TRIPLE VITAMIN** GelColor Cherry Bomb, [triplevitamin.com](http://triplevitamin.com)
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## *Under the Big Top*

A visit to the circus can bring about show-stopping inspiration.

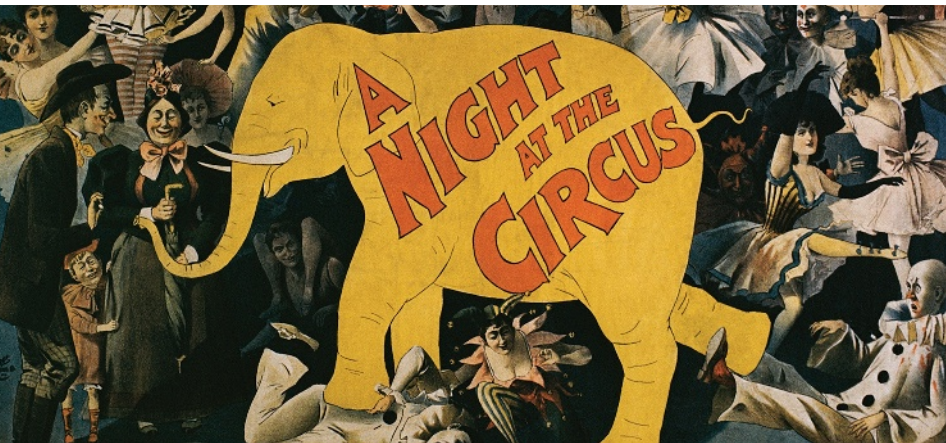


*"We were inspired by all of the senses that are invoked at the circus: the muted colors found on faded posters combined with the sparkles, shine and patterns of the makeup and costumes, as well as the food from the concession stands."*

—Donne and Ginny Geer



Donne and Ginny Geer are a nail art sister duo (@heynicenails) based in Long Beach, CA.





**Step 1** Apply two coats of cream gel polish. Then, use a detail brush to paint a red star at the base of the nail.

**Step 2** Use a detail brush to paint a thin line of light blue gel from the tip of the star down to the free edge, flaring it out. Continue to paint elongated triangles in blue along one side of the nail.

**Step 3** Continue painting light blue triangles on the other side of the nail.

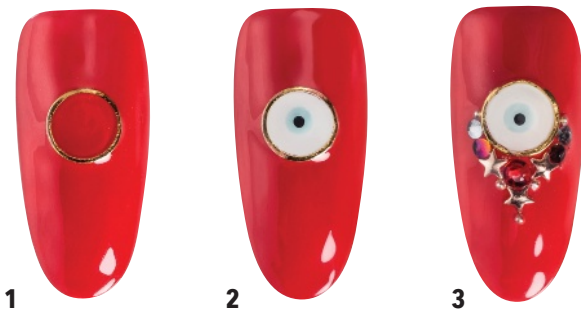
**Step 4** Outline the star with yellow gel polish, blending it out so the star appears to be glowing. Seal with gel top coat.



**Step 1** Apply two coats of cream gel polish. Apply a thin coat of clear gel and place matte glitter dots down the center of the nail.

**Step 2** Apply a second coat of clear gel. Place a row of matte glitter dots to the right and left of the center row. Apply another coat of clear gel to encapsulate the design.

**Step 3** Wipe off the inhibition layer and use a detail brush to paint small dark gray plus signs between the dots. Seal with gel top coat.



**Step 1** Apply two coats of red gel polish. Follow with a thin coat of clear gel and place a gold ring at the center of the nail. Encapsulate with gel top coat.

**Step 2** Remove the inhibition layer and apply white gel paint to the center of the gold ring. Use a medium dotting tool to place a light blue dot in the center of the white gel. Use a small dotting tool to place a black dot in the center of the light blue.

**Step 3** Adhere gems and metal embellishments to the bottom of the gold ring using a gel top coat or resin. Seal the design with a gel top coat.



# Namaste Nail Sanctuary

OWNERS MECCA AND MICHAEL ELLIOT INVITE NAILPRO INTO THEIR WELLNESS-CENTERED SALON.

**THE LOOK** At Namaste Nail Sanctuary, tranquility starts as soon as our guests enter. They're greeted by our sanctuary associate at the front desk, as well as our beautiful water installation that drowns out the noise from the street. Our salon has the delicate scent of white sage from candles, diffusers and incense, and we also have a three-zone air purification and ventilation system by Aerovex that helps maintain the pleasant scent of the sanctuary where clients receive services. The decor of our salon is understated and modern, and has a monochromatic color scheme with touches of natural wood, stone and our signature moss lotus flower. Namaste offers limited seating for services. Each custom-made chair is set apart with draping to give clients privacy and the chance to relax. And, each station is equipped with a personal TV and noise-cancelling headphones. We've also designed our salon so that our break room, bathroom and office are all accessible from a separate hallway so our clients' experience is not disturbed. The Cocoon Room, which is exclusive to our members, is dedicated to meditation and relaxation.

**SIGNATURE SERVICES** We want our guests to relax, meditate and rejuvenate while we take care of their hands and feet. Our most popular service is the Vibrant Manicure and Pedicure, which begins with a cleansing hydrosol mist, followed by a skin-nourishing warm water soak, classic nail and cuticle maintenance, premium exfoliation and a choice between a hydrating paraffin treatment with essential oil-infused towels



MICHAEL MCNAMARA, SHOOTING LA

## Up Close With Co-Owner Mecca Elliot

### **What was your first job in the nail/beauty industry?**

My first job was as a hairstylist and salon owner in Texas for 15 years. As for my husband, Michael, he's the founder of Hammer & Nails Grooming Shop for Guys, whose flagship location on Melrose Avenue is in its fifth year and is now a growing franchise.

### **What inspires you?**

I'm inspired by sharing the positive benefits I've personally experienced through meditation. I'm a trained Deepak Chopra International Meditation teacher, and I credit meditation with saving my life.

### **What was the most unexpected thing that happened when opening your salon?**

As part of their experience at Namaste Nail Sanctuary, clients are offered the option to meditate during a service. We didn't plan on guests being so relaxed that they would fall asleep! We had to instruct our nail techs to wake guests up before applying polish or gel, as it's very difficult to polish sleeping hands!

### **What's your go-to client conversation starter?**

Would you like to experience our relaxation and meditation aid, the Dream Master?

### **I can't discuss Namaste Nail Sanctuary without ...**

Highlighting our relaxation and meditation focus for our guests.

Members  
can relax and  
meditate in the  
Cocoon Room.



## +Details

**OWNER** Mecca and Michael Elliot

**EST.** 2018

**STAFF** 15 hourly-based employees

or our luxurious Fire & Ice moisturizing treatment. This service is \$145 for nonmembers and \$100 for Namaste Nail Sanctuary members.

**THE GOODS** Delivering our guests an elevated experience is important to us, and our products extend that intention. We offer many products that are vegan, organic, low in toxicity and cruelty-free. Our lacquer and gel polish lines include Smith & Cult, Orly, Bio Seaweed Gel and Young Nails. We utilize an array of Footlogix products that are beneficial for foot and skin health, and are safe for sensitive skin and diabetics. Ayurvedic, ghee-based, vitamin-rich products from Skin Soma are also part of our quality offerings. Our retail is chosen with our guests in mind: We currently offer the Deepak Chopra Dream Master, crystal water bottles, Smith & Cult polishes, white

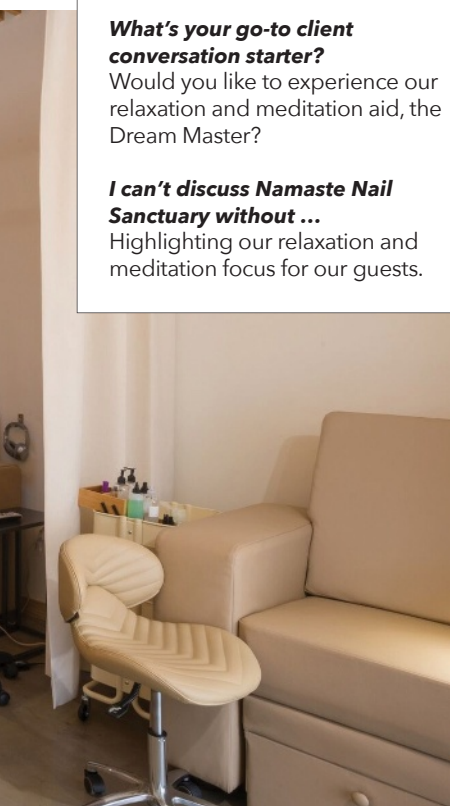


sage incense and curated jewelry pieces from local artisans.

**SOCIAL LIFE** Social media offers so many great opportunities. We utilize Instagram to communicate who we are, what our philosophy is and what we can offer potential clients.

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WHEN DISASTER  
STRIKES, A BACKUP  
PLAN CAN SOFTEN  
THE BLOW TO YOUR  
BUSINESS.

---

By *KARIE L. FROST*

# In Case of EMERGENCY

We often picture disasters as they're portrayed in the movies: roiling cyclones or blazing fires. But the truth is, catastrophes come in massive *and* minor forms, and if you don't have a backup plan in place, their negative impact could have a costly effect on your business. Even if you haven't experienced one or more of the following disaster scenarios, you'll want to prepare for each situation with a backup plan of action—just in case.



## DISASTER #1: NATURAL DISASTER

Earthquakes, hurricanes, floods and fires can and *do* happen—and along with them comes property damage, business disruption and possible injury. Unfortunately, more than 40 percent of businesses never reopen after a major disaster, according to the Federal Emergency Management Agency (FEMA). Even more shocking: Two years later, only 29 percent of those that reopened remain operational.

To avoid becoming a statistic, have an emergency response plan in place. According to the Department of Homeland Security's Ready Campaign, you'll first need to conduct a risk assessment to identify potential emergency scenarios, which allows you to develop plans and procedures to prepare staff (think: fire drills, taking shelter for tornadoes, shelter-in-place for chemical clouds and lockdown for violence). Be sure to have up-to-date emergency contact information (names, cell phone numbers and addresses) for all staff and clients uploaded to a cloud service that you can access no matter where you're displaced, and a first aid kit and fire extinguishers that employees can easily access and know how to operate. Outline an evacuation strategy for staff, appoint an "evacuation leader," hold periodic practice drills and make the plan easily visible to everyone on the premises. Should you need guidance in drafting an evacuation plan and procedures, the U.S. Occupational Safety & Health Administration (OSHA) offers handy online tools at [osha.gov](http://osha.gov). You can also reach out to your local fire and police departments for know-how and to find out what their projected response time is for specific types of disasters.

When Vincent Nguyen's salon, Kingwood Nails & Spa, in Kingwood, Texas, flooded in Hurricane Harvey, his



emergency communications plan helped him remotely assess damage from people on site since he was out of the state during the storm. "Once we returned, we immediately had to clean out the salon and see what was salvageable so that we could contact local distributors ... to begin the rebuilding process," he says. Delving into the aftermath of the disaster requires a plan, too. Set up protocols for assessing damage, salvaging items, protecting undamaged property and cleanup. If you need help for post-disaster site management, FEMA provides online resources to guide you through the planning process at [fema.gov](http://fema.gov). Though Nguyen didn't have flood insurance due to the salon location not being in a flood zone, he now believes talking through *all* possible scenarios with an insurance company is vital preparation—and a necessary backup plan component—for natural disasters. "That way, when the unexpected happens, you'll be in a better place," he says.

**Flood insurance can help keep your business afloat in case of a natural disaster.**

## **DISASTER #2: STAFFING CRISIS**

Believe it or not, a last-minute sick day request from a team member is preferred to employees spreading illness at work. Why? Sick employees are less productive, less attentive to safety and less likely to produce quality work, all of which can seriously impact your business, according to a 2007 Unscheduled Absence Survey performed by Commerce Clearing House (CCH), a provider of human resources and employment law services. In order to discourage “presenteeism”—employees showing up to work sick—develop a protocol that endorses staying at home when ill, educate staff members about why this benefits the business and then make sure that, if you’re the owner or manager, you lead by example.

Of course, when a team member is out sick, instituting client rescheduling procedures—and making these procedures known during the booking process (in person and online)—is imperative. “My staff knows to notify me right away if they’re sick so we have the time to call clients,” says Somer Adams, owner of La Bella Salon in Glastonbury, Connecticut. “We give clients the option either to book with someone else or reschedule, but nail clients are very loyal, so they’ll usually wait until their nail tech returns.” But when an illness is last minute (such as the burst appendix one of Adams’ employees suffered), clients might not get the message before showing up. In these instances, Adams says, “our plan is to always accommodate. We can do a quick polish change to tide them over until the schedule opens up for a full visit. We offer whatever we can do in the time allotted, and that keeps people happy.” But what happens if you’re an independent nail artist? “I have no one to rely on if I get sick, which means I have to reschedule all appointments to my day off,” says Paola Ponce, owner of Paola Ponce Nails in Glendale, California. In order to ensure

this doesn’t happen often, Ponce takes a few simple precautions. “I use gloves for every client and disinfect their hands prior to starting,” she says. “During flu season, I make an effort to disinfect the trays inside my curing unit for every client. I think these simple protocols have kept me healthy—and working.”

## **DISASTER #3: CLIENT INJURY**

A fall, an allergic reaction, a cut: Most client injuries can be prevented, but in case they *do* happen, you’ll want to be proactive. First, make sure you have general liability insurance, says Adams. “It’s not that expensive—especially for independent contractors, who should really have it, but tend not to invest in this coverage,” she says, adding, “It will save you in the end should anything happen.”

For first-time clients, ask them to provide emergency contacts as well as fill out a health history card that alerts you to any allergies or medical issues that could be impacted by salon services. Again, make sure employees know where the first aid kit is located and how to use it, and that they can access emergency contact information in the event the salon owner or manager isn’t in the salon. The Ready Campaign recommends having a CPR-trained employee (typically the manager) take over in life-threatening incidences. And, though an opioid overdose might not be top of mind for you, Joanne Sorbello, owner of Stone Ridge Salon in Stone Ridge, New York, says she’s currently mulling over Narcan training. “Due to a recent incident, I’m thinking (unfortunately), we as business owners/professionals might need to take this type of training in case of an unexpected emergency,” she laments.



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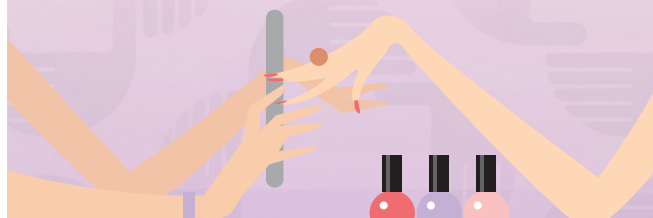
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## FIRST AID KIT CHECKLIST

Whether you buy a pre-made first aid kit or build your own, you should check it regularly to ensure that it's well stocked and items haven't expired. Somer Adams, owner of La Bella Salon in Glastonbury, Connecticut, regularly replenishes her salon's first aid kit with bandages and hydrogen peroxide, for example. Be sure to outfit your kit with the following minimally acceptable number of supplies that OSHA requires of small businesses:

- ☐ Directions for requesting emergency assistance
- ☐ Resuscitation equipment, such as resuscitation bag, airway or pocket mask
- ☐ Gauze pads (at least 4 inches x 4 inches)
- ☐ Two large gauze pads (at least 8 inches x 10 inches)
- ☐ Box of adhesive bandages
- ☐ Package of gauze roller bandage at least 2 inches wide
- ☐ Wound-cleaning agent, such as sealed, moistened towelettes
- ☐ Two triangular bandages
- ☐ At least one blanket
- ☐ Two elastic wraps
- ☐ Splint
- ☐ Scissors
- ☐ Tweezers
- ☐ Adhesive tape
- ☐ Latex gloves



## **DISASTER #4:** **EQUIPMENT FAILURE**

As nail techs, you're heavily dependent on your tools—think: electric files, pedicure tubs and UV lamps. And when the power goes out—wham!—you're at a standstill. Ponce, who's encountered two power outages in the past two years, admits she wasn't prepared the first time an outage stopped her mid-cure. "I realized then and there that I needed to invest in a set—yes, a whole new kit—of rechargeable, cordless equipment," she says. Ponce suggests having this type of kit handy at all times, as well as having access to your clients' contact information via your cell phone (she suggests taking a picture of a contact sheet, if need be) to reschedule any clients who might be affected.

Burst pipes happen, too, and Sorbello says that although you can't exactly plan for this type of problem, you certainly can mitigate the fallout by knowing ahead of time where to turn off the water, ensuring employees know how to carefully evacuate clients so they don't slip and tasking staff with safely unplugging all electrical items. "Plus, it's extremely important to maintain relationships with plumbers and electricians; you never know when you'll need them," Sorbello suggests.

As for a downed software scheduling system, institute a recovery plan for your data. Ask your software vendor whether it provides a "hot site" for IT disaster recovery, which notifies the vendor of an outage and automatically stores your data until you can restore your system. Two years ago, Adams switched over to web-based system SalonTarget, which allows all employees access to their own schedules from their smartphones. "Owners and receptionists can fully access the complete system from their phones, too, plus we have the main computer and three iPads. We also print a hard copy of the schedule every month—just in case," says Adams.

Adams also uses the Square payment system, which offers an offline mode. "Any swiped payments taken offline are automatically queued and processed when your

connection comes back," says Square product communications manager Edie Campbell-Union.

But one of the biggest precautions you can take is backing up your salon data daily, either to a cloud service or an external drive. "I have an automatic backup sent to an external hard drive every two hours," says Sorbello. "Plus, I also have an extra

laptop that has a version of the scheduling software preloaded to it just in case my main computer melts down—computers will crash with zero warning; this should be expected." **NP**

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

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# THE *Chill* Factor

NAIL ARTISTS REVEAL HOW  
THEY UNWIND AT THE END OF  
A LONG WORKDAY.

by **Francesca Moisin**

Extensive hours spent leaning over mani tables. Strain to joints and muscles caused by constant filing. Balancing artistic desires with financial constraints. Back-to-back appointments and cranky clients. These are just a few of the daily challenges nail techs face while on the job. But after a hard day's work, smart pros find ways to blow off steam. We asked 16 pros to share their favorite end-of-day relaxation techniques.



"It sounds counterintuitive, but after a day of doing nails, I pick up another brush: an art brush. My current medium is acrylics on canvas. I'm always trying to improve my art skills, so the more I understand about painting big pictures, the better I am at creating mini ones."

**KATELYN ARMSTRONG** owner of  
Designs by Kate in Columbus, OH



"Operating an at-home salon is the greatest setup a girl could ask for. After wrangling four kids all day, I get to walk downstairs to my ladies' lounge where I'm treated to company, conversation and creativity. Doing nails is actually how I relax!"

**EVANGELINE JENKINS**  
owner of Extraordinary Nails by Eva  
in Bellevue, NE



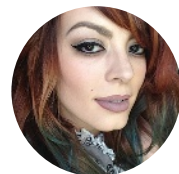
"Painting gives me total creative freedom. I can explore different styles and techniques—much like when doing nails. I like to grab my canvas, acrylics and a glass of wine and work on florals."

**STEPHANIE BAPTISTA** nail tech  
at Euphoria Lounge Salon & Spa in  
Monterey, CA



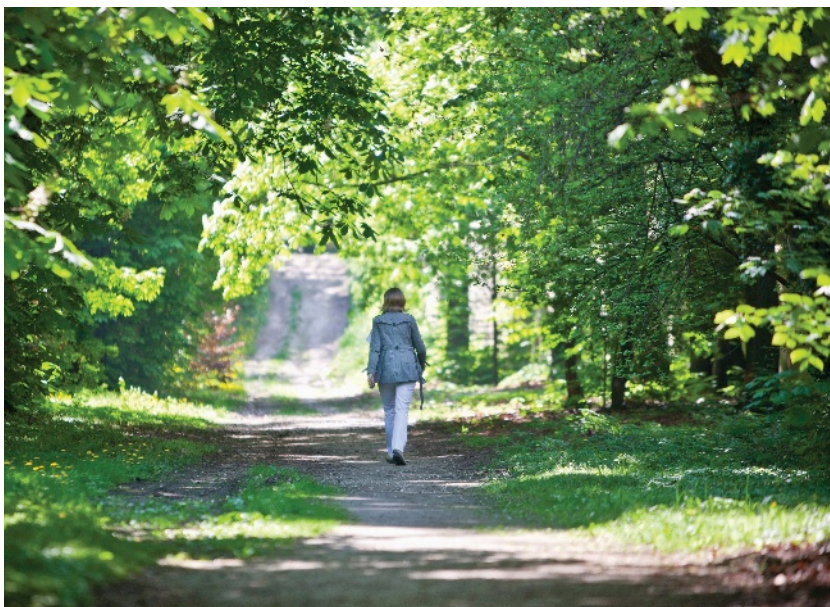
"A cup of hot tea and a good read—either a great novel or research on new products and techniques I can use to help train colleagues. These are the rituals that help my mind unwind after a busy workday."

**ELAINE LEE** lead tech and trainer  
at Valley Nails in New York, NY



"I go for a walk on the trails near my home every day. The motion helps me relax, and the colors and wildlife inspire new ideas for nails. I also do yoga several times a week, as that helps relieve some of the neck and back pain unfortunately associated with this job."

**DEANNA STELMASCHUK** owner of The Soho  
Studio in Fairview, AB, Canada





“Being poolside and going for a swim—those are my most effective relaxation methods. We spend so much time focused on other people, sometimes we forget how our own bodies are doing. The weightless effects of water help me get back in touch.”

**LORRAINE TISDALE** nail tech at The Nail Fetish of Palm Beach County in West Palm Beach, FL



“First I change into comfortable, loose clothes, and then put my legs up on pillows to decrease the swelling after sitting for hours in a chair. After taking a hot shower, I’ll also massage my legs with a little body cream; it makes the heaviness disappear.”

**SHIORI DURHAM**  
nail tech at eN Salon Musée in Bellevue, WA



“I love to catch up with my favorite nail techs on YouTube or watch my usual streamers on Twitch. After a particularly busy week, I’ll unwind at home with my crystals and diffuser. They purge negative thoughts, replacing them with laughter and meditation.”

**HOPE JUNG** nail technician at Studio 890 Salon and Spa in Brookfield, WI



“I love hot yoga classes, because being somewhere quiet forces my brain to turn off. I’ve also never met a glass of rosé I didn’t like!”

**CATHERINE FAIN**  
co-owner of Paintbase Nails + Beauty in Raleigh, NC



“I’m an avid and competitive tennis player. My team has won several local and state titles.”

**HEATHER BREWER**  
co-owner of Paintbase Nails + Beauty in Raleigh, NC



“This year I adopted a labradoodle named Bernie. We take daily walks and indulge in lots of cuddles. I’ll pick up my grandson, and the three of us will set off on an adventure.”

**KRISTINA ANN CARLSON** owner of Tickled Pink Nail Boutique in Yuba City, CA



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"Meeting up with a close friend or going home and kicking back in my recliner with my feet up and the TV on are my favorite ways to de-stress. I love watching all the corny shows no one else likes."

**JENNIA WASSERMANN**

owner of Nails by Jennia in  
Brevard, NC



"A bath with eucalyptus and lavender forces me to get away from my phone after hours of being connected."

It's important to step back from technology and, for a short time, stop worrying about social media in order to truly relax."

**KATIE MASTERS** owner of Nail Thoughts

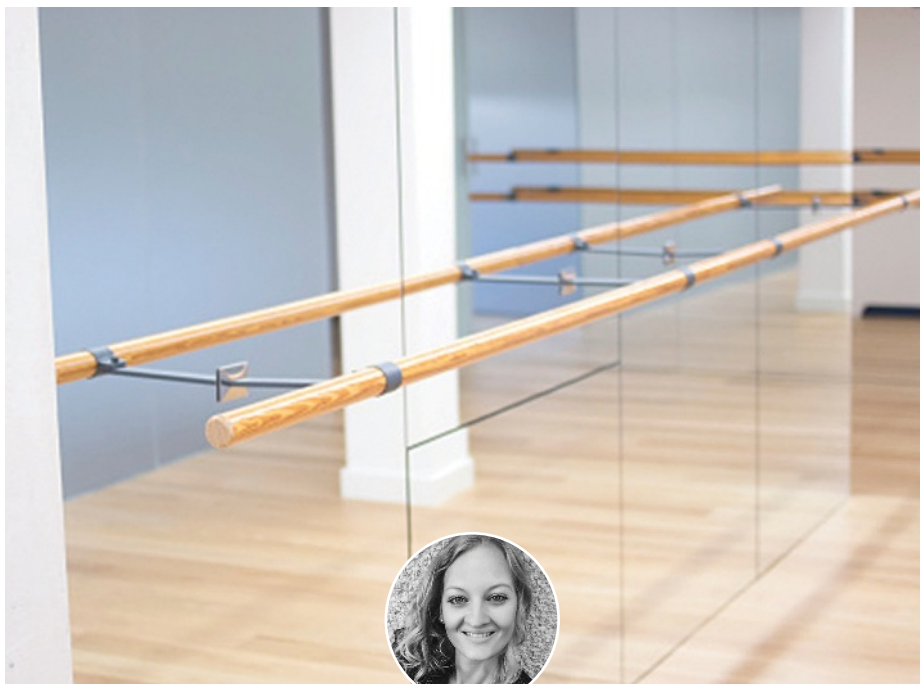
in Santa Monica, CA



"Mixing it up is key: a brisk walk, retail therapy and a tanning session—anything that involves at least 30 minutes of zero communication. It's important to exhale, otherwise stress can build up in an unhealthy way."

**SHELLY HILL** nail tech at

Base Coat Nail Salon in  
Los Angeles, CA



"Barre workouts are great for body and posture, as they strengthen my abs and leave me feeling sexy after sitting at the nail table. Every night I also give myself a quick peppermint foot scrub, because self-care is essential when pampering others."

**KATY HANCOCK** owner of Sugar N Spice Services in Washington, UT **NP**



"I relax by reading anything I can get my hands on. It's the best way to escape to another world."

**KRISTINE AMBEAU**

owner of Esthetics  
& Nails by Kristine in  
Abbotsford, BC, Canada



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



[ refresh ]

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# DOUBLE DENIM

By Stephanie Yaggy Lavery || Photography by Cory Sorensen

**B**elieve it or not, it is possible to pair jeans with other denim pieces and still look chic—but it's tricky. One small misstep and you could be deemed a fashion victim. Done right, it looks amazing. The same principle rings true for mix-and-match nail art. While you can, in theory, throw everything on a set of nails, if it's not done artfully or with cohesion in mind, it can look like a disastrous mess. Here, we provide styling "dos" (applicable for nail art *and* denim), while expert nail artist Lauren Wireman mixes and matches hues and techniques for a kaleidoscope of nail wonderment featuring the best shades from the fall color collections.

**Nails** Lauren Wireman **Makeup** Nicole Blanco, AIM Artists **Hair** Judd Minter, AIM Artists **Wardrobe** Jordan Grossman **Wardrobe Assistant** Brooke Rothfield **Model** Daria K., Elite Model Management **Digital Imaging** Art Vasquez, RP Digital.



## DO. ADD LUXE ACCENTS

Subtle gold striping tape and layered line art add even more visual interest to fall favorite heady lavender.

**Hero shade:** CND Shellac Dreamcatcher. *Jacket:* Alice + Olivia; *Rings:* Charles Albert.



## DO: PLAY WITH COLOR

Swirl and twirl your favorite fall shades, but use caution so they don't muddy. Here, fiery fuchsia is marbled with candy apple red, robin's egg blue and deep eggplant to mesmerizing effect.

**Hero shade:** CND Shellac Luxe Femme Fatale (fuchsia).  
*Jumpsuit: Lucky Brand; Boots: AGL; Necklace: Vanessa Mooney; Rings: Charles Albert.*





## DO: INJECT PRINTS

Whimsical stamped florals feel modern with random flecks of creamy royal blue hand-painted throughout. **Hero shade:** CND Vinylux Blue Moon. **Jeans:** Articles of Society; **Shirt:** YSL; **Rings:** Charles Albert and Anita Ko.



## DO: PLAY WITH ACCESSORIES

Sometimes a simple embellishment is all you need: Juicy peach tips host a single lilac feather, sugared and rimmed with gold.

**Hero shade:** CND Shellac Spear. *Boots:* Steve Madden; *Bracelet:* Nissa Jewelry; *Rings:* House of Bourgeois.

# POLISHES



**Bio Seaweed Gel BeBio**  
Are You Shore?



**Orly**  
Cashmere Crisis



**OPI**  
Somewhere Over the  
Rainbow Mountains



**Zoya**  
Rumor



**Color Club**  
Look Again



**Morgan Taylor**  
Neutral by Nature



**China Glaze**  
Mustard the Courage



**Essie**  
Say It Ain't Soho



**Mia Secret**  
French Manicure Tiramisu



**ibd**  
Working on My Tan-Zania



**CND Vinylux**  
Element



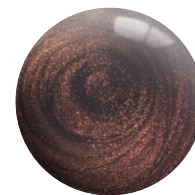
**OPI**  
I Love You Just Be-Cusco



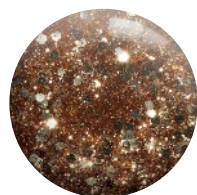
**Jessica**  
Mauve-Lous Nights



**Cuccio Colour**  
Laying Around



**LeChat Dare to Wear**  
Dragon's Breath



**LCN**  
Nail Post



**Dermelect**  
Blue Blood



**CND Vinylux**  
Arrowhead



**Artistic Colour Revolution**  
Just Roll With It



**Zoya**  
Leighton



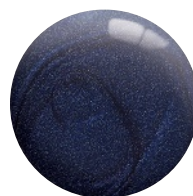
**Artistic Colour Revolution**  
Serving Up Sass



**Christrio Q.**  
Laq No. 89



**Cuccio Colour**  
Text-Me Tile



**Morgan Taylor**  
No Cell? Oh Well!



**Caption**  
So Far So Good



**Essie**  
Empire Shade of Mind



**Dazzle Dry**  
Vigor



**China Glaze**  
Central Parka



**Christrio Q.**  
Laq No. 75



**Orly**  
Olive You Kelly

# GEL POLISHES



**OPI GelColor**  
Machu Peach-u



**Orly GelFx**  
Snuggle Up



**Orly GelFx**  
Mauvelous



**Gelish**  
No Sudden Mauves



**Entity One Color Couture**  
Style Is Forever



**Gelish**  
Wanna Share a Tent?



**OPI GelColor**  
Yes My Condor Can-do!



**Orly GelFx**  
Fall Into Me



**CND Shellac**  
Brimstone



**Mia Secret Gelux**  
Tierra Bella



**ibd Just Gel**  
Wildlife of the Party



**Cuccio Veneer**  
You're Sew Special



**Young Nails Go Time**  
Manifest the Best



**Gelish**  
Are You Lyin' to Me?



**Light Elegance**  
Bearded Lady



**Bio Seaweed Gel**  
Dark Berry



**Artistic Colour Gloss**  
Spicy by Nature



**ibd Just Gel**  
Time Zoned Out



**Cuccio Veneer**  
Quality as Charged



**Light Elegance**  
Ring Master



**CND Shellac**  
Blue Moon



**Bio Sculpture Gel**  
Elegance Blob



**Artistic Colour Gloss**  
Wok & Roll Baby



**Christrio Diamond Gloss**  
C-59



**Christrio Diamond Gloss**  
C-57



**Bio Sculpture Gel**  
Flirty Blob



**Young Nails Go Time**  
Out of Body



**Mia Secret Gelux**  
Smokey Berry



**Entity One Color Couture**  
Glimmer en Vogue



**Bio Sculpture Gel**  
Love Blob **NP**

# ALLERGY ALERT



SNEEZING YOUR WAY THROUGH THE SEASON?  
IT'S TIME TO TAKE A PROACTIVE APPROACH.

Kendall Mastin blows her nose pretty much every day. The Texas-based nail technician, who works for The Knot Hair and Nail Studio in Fort Worth, suffers from all kinds of environmental allergies, particularly to dust, pollen and mold, and fall tends to be her worst season. "I'm pretty snifflly year-round, but on days where it's especially bad, I'm getting up every two minutes to blow my nose," says Mastin, who finds she sometimes has to reschedule a whole day of clients when her allergies are really acting up. "It's hard, especially when my week is full. I end up working 12-hour days because of my allergies."

Unfortunately, Mastin isn't alone. More than 50 million Americans suffer from allergies each year, according to the American College of Allergy, Asthma & Immunology (ACAAI), and at their worst, the symptoms—sneezing, a congested or runny nose, tearing and itchy eyes—can feel like an all out attack on your system. If you suffer from seasonal allergies, take a proactive approach by learning how to identify (and avoid!) triggers and treat symptoms should they arise. Here's what you need to know.

## WHAT CAUSES SEASONAL ALLERGIES?

According to ACAAI, allergy symptoms occur when the body's immune system reacts to what's typically a benign substance, like pollen, dust or mold, as if it's harmful by

sneezing, becoming congested and tearing to expel the allergens. Symptoms tend to be worse in seasons when pollen and mold are most prevalent. During the fall, one common culprit is ragweed, a plant that grows where soil has been disturbed, such as on the side of a road, says Richard Lavi, MD, FAAAAI, FAAP, an allergist and immunologist at the Allergy Asthma & Sinus Relief Center with three locations in Ohio. "It pollinates like mad," says Lavi. "There are a bunch of other weeds that pollinate at this time, but ragweed is ugly. The wind blows the pollen into our eyes." Other common plants on ACAAI's fall allergen list include burning bush, cocklebur, lamb's-quarters, pigweed, sagebrush, mugwort, tumbleweed and Russian thistle.

Geography can also play a role for seasonal allergy sufferers. "The Midwest is big on pastures, grasses and fields, and in the South, pollen has a longer season because there's more humidity," says Lavi. "Florida is awful for grasses, and the allergy season goes all year there. Oak trees that are transplanted there pollinate in February, and Texas pollen explodes in February." In areas with cooler winters, the spring allergy season starts when grasses grow and begin pollinating as the weather warms up. Other allergens include mold, which occurs year-round, but tends to be more prominent in wet, damp conditions, and dust, which is also everywhere, but proliferates in wet, humid conditions, common in the autumn, says Lavi.

## ALLERGY FACTS\*

Allergies are ranked as the sixth leading cause of chronic illness in the U.S.

Allergies affect all age groups in the U.S.

Allergy symptoms—sneezing, congested or runny nose, tearing and itchy eyes—are also referred to as hay fever or allergic rhinitis.

Immunotherapy—treating allergies with injections—helps lessen the symptoms related to allergic rhinitis/hay fever for about 85% of the people who try it.

Source: American College of Allergy, Asthma & Immunology, [acaai.org](http://acaai.org)

## HOW TO TREAT SEASONAL ALLERGIES

For many allergy sufferers, over-the-counter medicines can provide relief. Brand-name over-the-counter nasal sprays, such as Flonase, Flonase Sensimist, Nasacort and Rhinocort, can be effective for treating nasal congestion, sneezing and runny nose, but they need to be used regularly, advises Lavi. "Nasal sprays are steroid-based, and if you use them, they are pretty helpful," says Lavi. "If you flirt with them, they do nothing." Over-the-counter antihistamine pills, such as Allegra, Zyrtec and Claritin, can help relieve sneezing and itchy eyes, Lavi says, but their effectiveness varies from person to person and they don't treat congestion and prevent symptoms like nasal sprays do; instead, they provide relief once the symptoms have already arrived. "They usually kick in [after] an hour and get you some relief," he says. For itchy eyes, over-the-counter eye drops are effective, too. When symptoms are mild, sometimes only simple remedies are needed. "I've found that trying to keep my head up helps with a runny nose, and menthol creams keep me from sneezing so much," says Mastin.

If drugstore allergy remedies don't provide relief, Lavi recommends prescription medications, such as Singular (a pill), a combination spray called Dymista that includes an antihistamine and a steroid, steroid eye drops, or pills for swelling and

"out-of-control" inflammation. Those with severe allergies may benefit from immunotherapy—treating allergies with injections—though it does take some time. "If you have the right person and the right process, there can be a big payoff," says Lavi.

## PREVENTION AND TREATMENT

One of the best things allergy sufferers can do to prevent symptoms is to avoid contact with allergens as much as possible. Pollen levels peak in the morning, so staying inside during the early part of the day can help limit exposure. Also, taking a shower each evening will help remove pollen from your hair before bedtime. Wash any clothes worn outside to remove pollen, but don't hang them up outside to line dry; they'll just collect pollen before you wear them again. Try to stay inside in an air-conditioned climate, and refrain from opening windows. If you're planning a trip, check a pollen count website like pollen.com before you go for a local pollen forecast so you know whether or not to pack your allergy meds.

Salon owners who want the cleanest air can set up a "negative airflow situation with forced air venting from the outside," says Karen Hodges, cofounder of online education platform Nailcare Academy and spokesperson for the International Nail Technicians Association. HEPA (high-efficiency particulate air) filters will finely filter out pollen, dust and other allergens from the air. "Using HEPA filters with your HVAC [heating, ventilation and air cooling] system will filter the air circulating in the salon, including the fresh air that comes in the doors when people enter and exit," says Hodges.

While air filters and meds can help nail techs who suffer from allergies find relief, sometimes an attack makes it just too hard to work. Mastin is upfront when she needs to reschedule clients because her allergy symptoms are simply overwhelming. "They've always been very understanding when that happens," she says. "Don't be afraid to put your health first! Your clients will appreciate not being sneezed on." **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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**TIP!**  
While holding the client's finger, gently push the finger pad away from the free edge to help prevent product from getting on the skin.

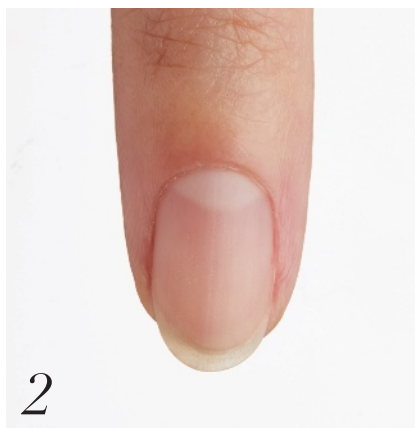
## Application

- 1 Prep the client's nail and shake the Shellac Luxe bottle vigorously to blend the color.
- 2 Open the gel bottle and flatten both sides of the brush on the side of the bottle. With the flattened brush, cap the free edge with a thin line of color to prevent chipping.
- 3 Apply an extremely thin, translucent layer of color onto the surface of the nail. Cure for one minute in the CND LED Lamp.
- 4 Repeat steps two and three for complete color coverage. Seal the color with Shellac Luxe Top Coat along the free edge and nail surface. Cure for one minute, then gently remove the top film with a lint-free pad or cosmetic sponge.



## Removal

- 1 Wrap the nail in Foil Remover Wraps fully saturated with Offly Fast, squeezing the wrap to ensure a snug fit. Once all 10 nails are wrapped, allow them to soak for 60 seconds. Firmly press the top of each nail and then gently massage and twist the foil wrap off of the nail.
- 2 Remove any remaining gel polish with an orangewood stick or dry sponge.



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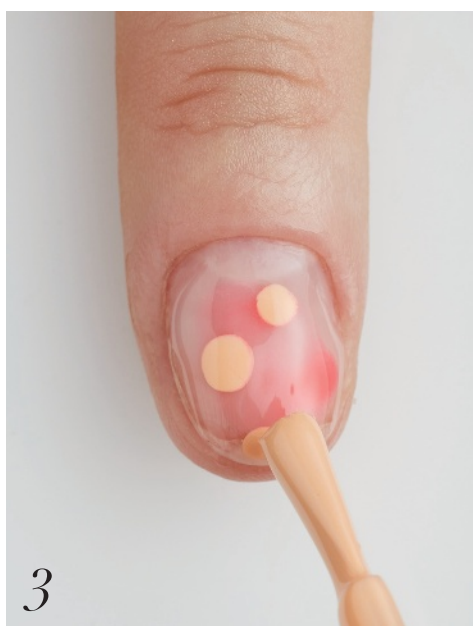
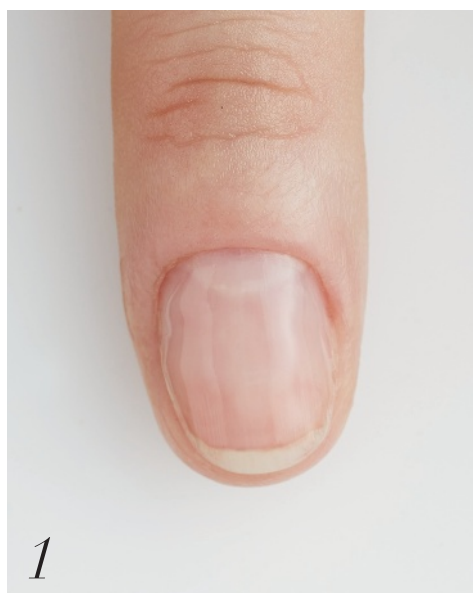
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1 Prep the nail, then apply one coat of GelFx Easy-Off Basecoat and cure.

2 Apply one coat of GelFx Bodyguard; do not cure. Apply three drops of pink GelFx After Glow to the nail. Allow the color to spread into the uncured Bodyguard; do not cure.

3 Apply three drops of nude GelFx Sands of Time onto the uncured nail. Allow the colors to bleed together to create a marble design. If needed, use a dry detail brush to blend the colors together. Cure.

4 Seal with GelFx Topcoat, and cure. **NP**


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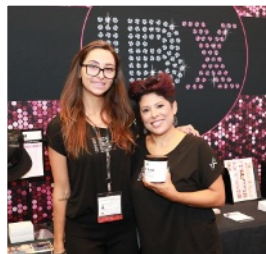
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For the L♥VE of nails!

## IBS Las Vegas June 23-25, 2018

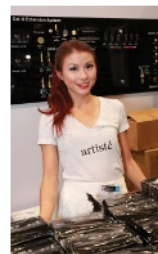
Held at the Las Vegas Convention Center in Las Vegas, the International Beauty Show (IBS) was jam-packed with all things beauty. Professionals came from far and wide to partake in the informative classes and hands-on workshops, as well as stock up on wares from both classic and up-and-coming beauty brands, with access to more than 350 exhibitors.



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**Janet Ruiz, Clarissa Leon &  
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**Michel Mackenzie, Samantha Jenkins &  
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**ProFiles Backstage**



**Celina Rydén, Joseph McLellan &  
Lezie McConnell/Light Elegance**



**Morgan Taylor/Gelish**



**Trinh Nguyen, Wee Huy Phan  
& Michelle Che/Polaris Nail System**



**Designed by Tony Ly/  
Missu America**



**Mia Secret**



**Jessica Gold, Myra Isakson &  
Tiffani Cordoza/Elegant Glass Nails**



**Cindy Wilson & Kyla Jenkins/  
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**Jennifer Paul, Keith Grader, Tanya  
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**LeChat**



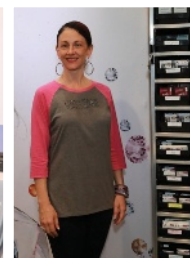
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& Laura Wilson/Christrio**



**Joya Mia**



**Lenzi Brock, Jonathon Ozeretney  
& Tara Cote/Entity Beauty**



**Andrea Mirenda/  
Crystals for Nails**

# NAILPRO

## Competition Winners

### IBS Las Vegas

#### Extreme Stiletto Design – Novice



1. Seulgi Im 2. Iga Sadowska  
3. Erika Bakos

#### Extreme Stiletto Design – Veteran



1. Katarzyna Wolny 2. Karolina Wolak Tworzydło  
3. Hazel Dixon

#### 5 Style Sculptured Nails – Novice



1. Erika Bakos 2. Seulgi Im  
3. Tiffany McBride

#### 5 Style Sculptured Nails – Veteran



1. Guin Deadman 2. Shiori Durham  
3. Emese Koppányi

#### Salon Success – Novice



1. Eba Shimizu 2. Seulgi Im  
3. Andy Ho

#### 5 Style Sculptured Nails – Veteran



1. Shiori Durham 2. Mayumi Hase  
3. Emese Koppányi

#### Perfect Match – 1 Model 2 Competitors Non-Divisional



1. Shiori Durham & Emese Koppányi  
2. Mayumi Hase & Kyoko Amemiya  
3. Katarzyna Wolny & Karolina Wolak Tworzydło

#### Soak-Off Gel – Non-Divisional



1. Chikako Ogura (not pictured) 2. Genesis Ward  
3. Katarzyna Wolny

#### It's All About the Bling!



1. Katarzyna Wolny 2. Weronika Domanska  
3. Stacey Itsuwa

#### Chrome Stamping – Non-Divisional



1. Jessica Briarmoon 2. Iga Sadowska  
3. Marta Bimek

## 2018 NAILPRO CUP CHAMPIONS

Look for more  
about the  
NAILPRO  
Cup winners in the  
October issue!

### NAILPRO Cup Winner Emese Koppányi



Koppányi with NAILPRO CEO Deborah Carver and competition director Jewell Cunningham.

### NAILPRO Cup Winning Team EzFlow



Allie Baker, Katie Lindsay, Nikki Payton, Jarrett Baker and Brenda Skermont.

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## HAND-PAINTED NAIL ART – HAUNTED HOUSE THEME

### Novice



1st Place • Marta Bimek



2nd Place • Ricardo Rosas



3rd Place • Cristina Tejeda

### Veteran



1st Place • Aleksandra Sowa-Fairz



2nd Place • Maria Cieszelczuk



3rd Place • Marta Tomaszewska

## 3-D NAIL ART – WHALES & COCKTAILS THEME

### Novice



1st Place • Monica Lopez



2nd Place • Julio Ortiz



3rd Place • Laura Ledes

### Veteran



1st Place  
Dafne Fernandez



2nd Place  
Maximiliano Cortez



3rd Place  
Carlos Perez Aguilar

## TIP & OVERLAY RELAY – 3 COMPETITORS 1 MODEL



1. Erika Bakos, Emese Koppányi & Frederic Edange



2. Mayumi Hase, Kyoko Amemiya & Shiori Durham



3. Nikki Payton, Jarrett Baker & Brenda Skermont

## FANTASY NAIL ART - BURLESQUE THEME

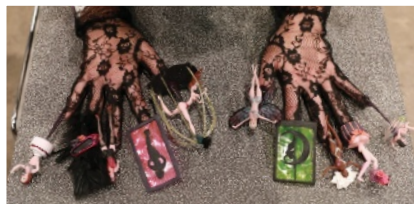
### Novice



1st Place • Katerina Vakilova



2nd Place • Ashley Biasella



3rd Place • Genesis Ward

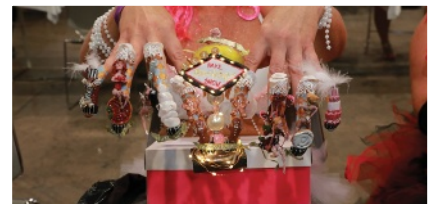
### Veteran



1st Place • Maximiliano Cortez



2nd Place • Mio Suzimoto



3rd Place • Shannon McCowan



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## HAPPENINGS

### SHOWS & EVENTS

#### September

##### Nail Camp Cruise to Hawaii

September 7-17

Contact NW Nailtechs, 720 238th St. SE, Ste. G, Bothell, WA 98021; 425.330.8844; [nwnailtechs.com](http://nwnailtechs.com)

##### NAILPRO Sacramento

September 23

Sacramento Convention Center, Sacramento, CA.  
Contact NAILPRO, 7628 Densmore Ave., Van Nuys, CA 91406; 818.782.7328; [nailproevents.com](http://nailproevents.com).

##### NAILPRO Sacramento Hands-On Workshops

September 24

Sacramento Convention Center, Sacramento, CA.  
Contact NAILPRO, 7628 Densmore Ave., Van Nuys, CA 91406; 818.782.7328; [nailproevents.com](http://nailproevents.com).

#### October

##### The Makeup Show Chicago

October 13-14

Revel Fulton Market, Chicago, IL.  
Contact The Makeup Show, 123 W. 18th St., 8th Fl., New York, NY 10011; 212.242.1213; [themakeupshow.com](http://themakeupshow.com).

##### Premiere Birmingham

October 21-22

Birmingham-Jefferson Convention Complex, Birmingham, AL.  
Contact Premiere Show Group, 1049 Willa Springs Dr., Ste. 1001, Winter Springs, FL 32708; 800.335.7469; [premierebirminghamshow.biz](http://premierebirminghamshow.biz).

#### November

##### The Makeup Show Los Angeles

November 10-11

California Market Center  
Contact The Makeup Show, 123 W. 18th St., 8th Fl., New York, NY 10011; 212.242.1213; [themakeupshow.com](http://themakeupshow.com).

##### Cruise With the Nail Stars

November 25-December 2

Contact Vanesia George, 888.969.4768; [etouches.com/cruisewiththenailstars2018](http://etouches.com/cruisewiththenailstars2018).

### CLASSES

#### September

##### LeChat

800.553.2428, [lechatnails.com](http://lechatnails.com)

9 Demo/Class: Anaheim, CA.

9 Demo/Class: Garden Grove, CA.

16 Demo/Class: San Diego, CA.

##### OPI

800.422.2336, [wellaed.com/classes](http://wellaed.com/classes)

10 Discover OPI Gel Color: Centerville, OH.

10 Demo Day: Farmington Hills, MI.

24 Discover OPI Gel Color: Newington, NH.

24 DesignScape: Miami, FL.

##### Young Nails

714.992.1400, [youngnails.com](http://youngnails.com)

23 Synergy Gel for Success: Anaheim, CA.

#### October

##### LeChat

800.553.2428, [lechatnails.com](http://lechatnails.com)

14 Demo/Class: Anaheim, CA.

14 Demo/Class: Garden Grove, CA.

21 Demo/Class: San Gabriel, CA.

21 Demo/Class: Los Angeles, CA.

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1 Demo Day: Miami FL.

1 Designscape: Lincoln, NE.

1 Discover OPI Gel Color: Shelby Township, MI.

8 Designscape: Omaha, NE.

8 Designscape: Toledo, OH.

15 Designscape: Manchester, NH.

22 Discover OPI Gel Color: Richmond, VA.

22 Designscape: Omaha, NE.

22 Demo Day: Grand Rapids, MI.

29 Designscape: Portage, MI.

29 Designscape: St. Petersburg, FL.

##### Young Nails

714.992.1400, [youngnails.com](http://youngnails.com)

28 All About Acrylic: Anaheim, CA.

#### November

##### LeChat

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11 Demo/Class: Garden Grove, CA.

##### OPI

800.422.2336, [wellaed.com/classes](http://wellaed.com/classes)

12 Designscape: Fort Myers, FL.

19 Discover OPI Gel Color: Orem, UT.

19 Demo Day: Farmington Hills, MI. **NP**

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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# TEST YOURSELF

## Allergy Alert

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 "Allergy Alert" on page 74. 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. Seasonal allergy symptoms include \_\_\_\_\_.**

- A. Itchy or tearing eyes
- B. Sneezing or a runny nose
- C. Congestion
- D. All of the above

**2. Seasonal allergies can also be called \_\_\_\_\_.**

- A. Sinusitis
- B. Emphysema
- C. Hay fever
- D. Bronchiolitis

**3. Pollen levels are highest in the morning.**

- A. True
- B. False

**4. \_\_\_\_\_ can trigger an allergy attack.**

- A. Mud
- B. Ragweed
- C. Cooler weather
- D. Snow

**5. Allergies are ranked as the \_\_\_\_\_-leading cause of chronic illness in the United States.**

- A. Second
- B. Ninth
- C. Sixth
- D. None of the above

**6. Seasonal allergies are contagious.**

- A. True
- B. False

**7. Seasonal allergy symptoms can be treated with \_\_\_\_\_.**

- A. Antihistamine pills
- B. Steroid-based nasal sprays
- C. Injections
- D. All of the above

**8. You can reduce your exposure to pollen by \_\_\_\_\_.**

- A. Staying inside during the morning hours
- B. Showering before bed
- C. Avoiding line-drying clothes outside
- D. All of the above

**9. A HEPA filter is \_\_\_\_\_.**

- A. An air conditioner
- B. A filter that removes pollen, dust and other allergens from the air.
- C. A powerful fan
- D. An antihistamine

**10. An estimated \_\_\_\_\_ people in the United States suffer from allergies.**

- A. 1 million
- B. 5 million
- C. 25 million
- D. 50 million

NAME \_\_\_\_\_

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

ADDRESS \_\_\_\_\_

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](http://nailpro.com/test-yourself). Submissions must be postmarked or received online by September 30, 2018. Answers will appear in the November issue.

**Answers to July test : 1) C 2) A 3) C 4) B 5) B 6) B 7) A 8) A 9) A 10) A**

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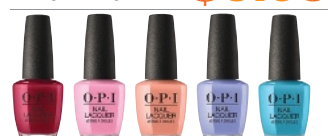
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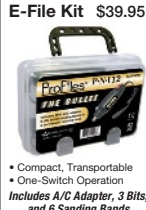
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Maria Salandra worked with Anne Hathaway, Sandra Bullock and Rihanna on *Ocean's 8*.

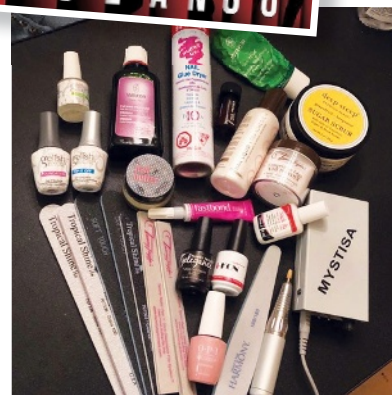
## MAKING WAVES

A BEHIND-THE-SCENES LOOK AT CELEBRITY MANICURIST MARIA SALANDRA'S WORK ON *OCEAN'S 8*.

In the film *Ocean's 8*, it was no accident that Anne Hathaway's French manicure caught viewers' attention nearly every time her character, Daphne Kluger, appeared onscreen; her nails were the perfect accessory, thanks to celebrity manicurist Maria Salandra (@redhotnails). "When I saw my nails onscreen with Anne, they were props," says Salandra. "She used them to dazzle your eyes and bring the audience into her character." When Hathaway stressed during initial conversations how important she thought her nails should be for portraying her character's personality, Salandra immediately thought of the work she'd done on *"The Sopranos"* and showed her a picture. "She said, 'Yes, that's exactly what I want!'" recalls Salandra. "So we wound up doing pink-and-white acrylics for her, and it transformed her into Daphne, just like it transformed Edie Falco into Carmela." They settled on a long square-shape French manicure, covered with color gel "to soften the brightness of it," Salandra says.

Along with Hathaway, Salandra also worked with longtime clients Sandra Bullock and Rihanna on *Ocean's 8*. For Bullock, she opted for a shorter squoval shape, using neutral pink CND Shellac Beau throughout the film and dark red Essie Gel in *Wicked* for the Met Gala scene. "Her character is kind of girly but also has a tougher side," says Salandra. Meanwhile, Rihanna ditched her signature long nails (but only on shoot days!) in favor of a look better suited to her computer-whizz character. "She went from having these long talons all the time down to these short nails, just a little bit over the nail bed," says Salandra. "For her, I used OPI Put It in Neutral, which I think is the absolute best neutral color for every skin tone."

To accommodate each actresses' schedule during filming, Salandra made private visits as necessary, but also worked on set. "If all three of them were on set I would be there all day, from 6 in the morning until 10 or 11 at night, maybe later," she says. Despite the occasional long hours—a common occurrence in the film industry—shoot days passed without a hitch. "I started out in television and film, so I can't say that there's anything that really becomes a challenge for me—other than maybe just doing a pedicure when there's 25 people inside a trailer!"



### MARIA SALANDRA'S KIT ESSENTIALS

To ensure she's prepared for every client and situation, Maria Salandra stocks her kit with essential products and tools, customizing it for each client. "I know what my clients like so I have different kits for each person," she says. Check out her basic nail kit, above, which includes Tammy Taylor Nail Powder, OPI GelColor, Formula 10 Hurry Up! nail glue dryer, Gelish Top It Off, SuperNail Stick It and Weleda Skin Food, among other industry staples.

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