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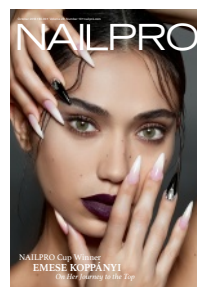
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COVER CREDITS

Nails: Emese Koppányi;
Photography:
Angela Marklew,
angelaamarklew.com;
Makeup: Dana Delaney,
Forward Artists; Hair:
Victor Mendoza; Model:
Danielle Ifrah, Elite
Models; 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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GOLD KEY TO THE KINGDOM

Paint dots on both ends of each line.
Flash cure as necessary. Repeat to create
3D button effect. Fully cure 30 seconds.



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NAILPRO Vol. 28, No. 10, October 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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nailpro.com/video/3-d-halloween-nail-art

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FALL 2018
ELEMENT



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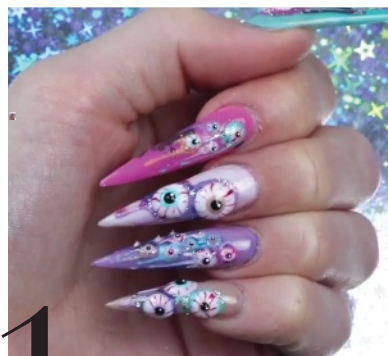
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1

FOLLOW

Not only does Sarah Payne, aka Sarah's Nail Secrets (@sarahsnailsecrets), provide plenty of eye candy on her Instagram page for Halloween (check out those fabulously creepy glow-in-the-dark eyes!) and beyond, but she also features super handy mini tutorials and videos of her favorite techniques.



2

POLISH

I love orange in fashion and beauty for the unexpected pop of color, and this soft apricot lacquer and matching gel polish from Kinetics' Freedom collection has my name written all over them. It's the perfect way to wear orange after summer ends. «Kinetics No Regrets, kineticsbeauty.com»



3

DRESS UP

Could it be that the entire NAILPRO staff loves costumes as much as I do? Or have I influenced them too much? Either way, despite the changes in editors over the years, we *always* have fun! From left: Editors Jennifer Moncayo, Courtney Roach, me and Allison Rost, circa 2008, dress up as our favorite OPI polish colors: Russian Navy, You Don't Know Jacques, I'm Not Really a Waitress and Moon Over Mumbai; ruling the roost as Big Bird in 2013; the Cowardly Lion (me), Scarecrow Megan James, Dorothy Stephanie Corbin Mills and Wicked Witch of the West art director Patty Quon-Sandberg skip down the yellow brick road in 2011. «Tip Off, "A Bit Wicked," page 26»

ON MY RADAR

NP'S EXECUTIVE EDITOR
STEPHANIE YAGGY LAVERY SHARES
HER HALLOWEEN FAVES.

At the first whiff of Starbucks' Pumpkin Spice Latte, I'm fully ready for autumn—and Halloween is one of my fall favorites. I've always loved to play dress-up, so any excuse and I'm all in. It also helps that my 4-year-old son is obsessed with pumpkins. We have several faux versions at our house—even in the off-season—and once it's actually pumpkin patch time, we're there practically every weekend. (That's him, below, last year being one with the pumpkins.) In terms of the nail business, it's also a great time of year: It's the beginning of the holiday bustle and the ideal time to start upselling with an extra flourish of glitter or a simply stamped pumpkin. You may also want to use this time to do a little staff bonding. The craziness is about to ensue, so do something that brings everyone together, like a costume contest or festive fall potluck. After all, before you know, it will be 2019!

✉ slavery@creativeage.com
f Stephanie Yaggy Lavery
i @steph_lavery



4

SPARKLE

China Glaze loves to get in on the holiday fun no matter what the occasion—one of my favorite things about the brand—and this year is no different. The 2018 Halloween collection features six takes on moody raven lacquer, from matte to shimmer to sparkle. My pick? Black holographic glitter Night & Slay. «China Glaze Paint It Black Collection, chinaglaze.com»



5

MY MANICURE

This is an oldie but a goodie from my nail files, courtesy of Images Luxury Nail Lounge, a salon with five locations in Newport Beach and Irvine, California, that offers nail services, as well as skincare and waxing, and even noninvasive treatments. Botox and a buff, anyone?



6

WIN

Another reason that I love October is because it's when we get to celebrate our NAILPRO Cup champion. This year, I have the immense pleasure of publicizing Emese Koppányi as the winner. She pushed herself outside of her comfort zone, never giving up, in order to take this year's prize. And, as a result, it's her beautiful work gracing this month's cover. «For the Win» on page 54»

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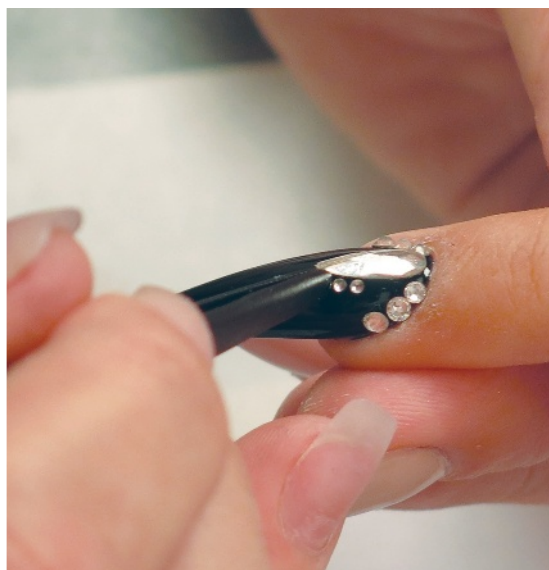


See how the cover nails were created at nailpro.com/videos/behind-the-cover!

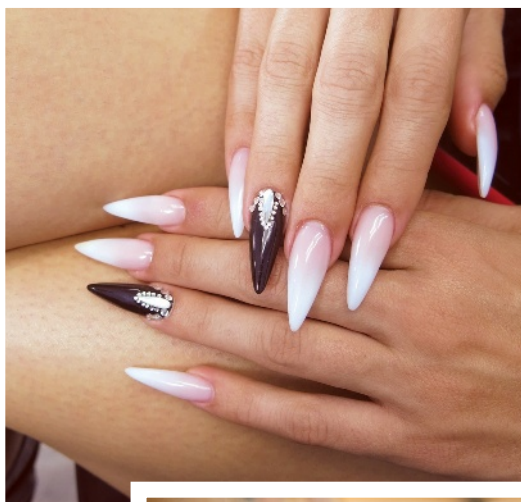


Haute Halloween

We couldn't help getting into the spooky spirit, what with Halloween just around the corner. But of course, we wanted to take a chic approach to the cover nails—and to help us achieve that was none other than our 2018 NAILPRO Cup champion, Emese Koppányi. She stretched her skills beyond imagination (and her comfort zone) in order to compete in every category in the race for the Cup. But for this cover, we wanted to tap into what she does best: acrylic pink-and-whites. Koppányi sculpted the model's extensions, and then used soft pink and white acrylic to create an ombré French—a style that seemingly every client is asking for these days. Then, for a touch of drama, she coated one nail on each hand with inky black gel polish and topped it with a sprinkling of crystals. While this look is certainly appropriate for a sophisticated All Hallows' Eve, it's also exceedingly wearable for every day—confirmed by the fact that the model went home wearing her newly sculpted nails!



— Learn more about Emese's rise to the top in "For the Win" on page 54.



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TIP OFF

BUSINESS | NEWS | PRODUCTS
BY LOTUS ABRAMS

FASHION

CLOWNING AROUND

The circus came to town—Los Angeles, that is—when designer Jeremy Scott recently showed Moschino's 2019 Spring/Summer and Resort collections in a fanciful runway show under a big top tent. Before the show, A-list attendees, including Gwen Stefani, Emma Roberts and January Jones, mingled among clowns on stilts and performers dressed in plush lion and tiger suits, while backstage, OPI global brand ambassador and celebrity nail artist Tom Bachik got models' nails runway-ready. The end result: a variety of colorful tips that complemented the playful circus-theme designer collection. "My idea, from a big-picture perspective, was to have nail looks contrast the models' outfits—to add a pop of color and stand out—but remain in line with the overall theme of the show," Bachik says. To that end, he created tips using nine different colors from the OPI Classic, Grease and Peru collections topped with OPI Chrome Effects and a sprinkling of multicolor confetti, monochromatic glitter and Mylar. "We had multiple sets in 16 variations to adorn the fingers of 36 models," Bachik says. "We filed and shaped nearly 500 tips for the event!" Take a peek at all of the behind-the-scenes action under the big top. >>>>



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TIP OFF

CLOWNING AROUND

Take a look behind the scenes at Moschino's 2019 Spring/Summer and Resort show.

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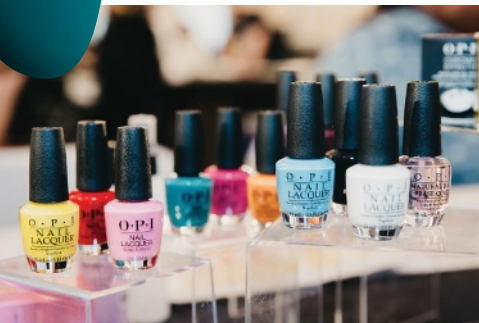
THE BIG TOP
Polished tips were topped with OPI Chrome Effects, as well as loose confetti, glitter and Mylar.



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RAINBOW BRIGHTS OPI brand ambassador and celebrity nail artist Tom Bachik and his team created nearly 500 tips for the show!

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A BIT WICKED

Get clients Halloween-ready with a spooktacular set of tips. Here, we've picked our favorite nail embellishments, limited-edition polish collections and glow-in-the-dark powders to get you started.



- 1 Glam and Glits Nail Design** Glow Acrylic Journey to Mars, glamandglits.com **2 Elegant Glass** Halloween Fetti, elegantglassnails.com
3 China Glaze Wicked Liquid, chinaglaze.com **4 Light Elegance** Orange You Happy, lightelegance.com **5 Morgan Taylor** Glow in the Dark Top Coat, morgantaylorlacquer.com **6 EzFlow** GloAcrylic, ezflow.com **7 Mia Secret** Glow in the Dark Citron Pop, miascretnails.com

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Sarah
Nguyen

NEWS

And the Winner Is...

Sarah Nguyen recently took home a 2018 North American Hairdressing Award (NAHA) for Nail Professional of the Year, presented by the Professional Beauty Association during Cosmoprof North America, held at the Mandalay Bay Hotel in Las Vegas in July. First time proved to be the charm for this NAHA newcomer, thanks to her top-tier talents and a solid team behind her efforts, including hairdresser and

NAHA winner Ammon Carver, owner of Ammon Carver Studio in New York. Here, Nguyen, a Swarovski certified celebrity nail artist, gives NAILPRO the scoop on her winning nail looks.

NAILPRO: Can you tell us about your professional background?

Sarah Nguyen: "I come from a fashion retail background, and when I reached a glass ceiling that I couldn't break through, I said ***k it and quit my job. I started practicing nails on some of my friends after receiving my license. Then one of my girlfriends told me to reach out to [celebrity nail artist] Gina Edwards, so I sent her a direct message via Instagram not knowing who I was reaching out to or what I was doing, saying: 'Hey, my girlfriend sent me your way! Wanted to reach out to see if you ever needed any assistance while on set or during shows.' Within a week she booked me to assist her on my first major photo shoot, Balmain's Yeezy campaign. That was just a small stepping stone, which eventually led me to signing with Kate Ryan for my freelance gigs. I also work out of Ammon Carver Studio a few days a week as their first nail artist."

NP: What does it mean to you to win the NAHA 2018 Nail Professional of the Year title?

SN: "I'm sincerely grateful and blessed to receive this type of recognition. I hope this will show others that you just need to stay true to you, no matter who says anything. Trust your gut."

NP: What was your inspiration for creating the winning nail looks?

SN: "My heritage. I come from a pretty diverse background—my mother is Italian and Irish and

my father is Vietnamese, French and Algerian—but I was raised Italian and Vietnamese, so the inspiration came from my father's side—lots of texture, gold, deep reds, burgundy tones, silk, decadence, royalty, etc."

NP: Can you explain how you created the looks?

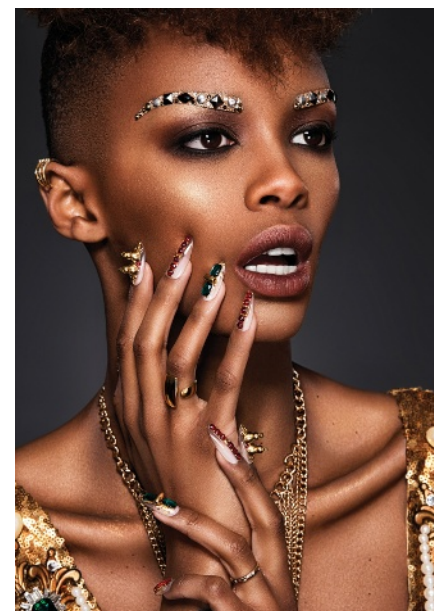
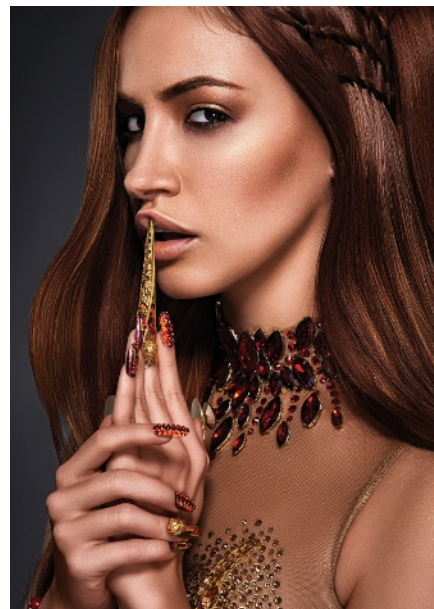
SN: I create based off what my mood is or whatever my heart is feeling, but when I saw the wardrobe and the combination of crystals, gold, adornments, beading and texture, I just went to my kit and started pulling out all of my Swarovski crystals and gold hardware.

NP: How long did it take to come up with the idea and execute the shoot?

SN: "Honestly, I'm not the type of person who likes to plan or predetermine what it is I'm going to do. The concept came about a week or two before we shot, and once I saw the clothes in person and we started doing hair and makeup on set, I just pulled out my kit and started creating. I work best when I don't sit down and plan ideas. I love when things happen organically."

NP: Any tips you'd like to pass along for NAHA newbies?

SN: "When they say don't compare yourself to others, that's the truth. If you constantly look at others' work, then I feel like you don't give yourself the creative flow you deserve."





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BCL Spa Energizing Pink Grapefruit Moisture Mask bclspa.com

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application as normal.

Not all LED lights are created
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for the best cure.



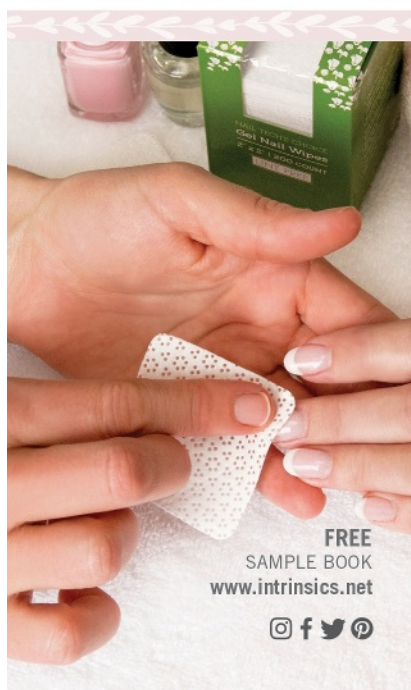
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TIP OFF

NEWS

CAMERA-READY

Bellus Academy recently debuted the Studio B photography and video studio at its Poway, California, campus. Fully equipped to support editorial shoots, beauty tutorials and social media productions, Studio B is designed to give students the opportunity to learn how to market skills learned in the classroom and prepare for industry competitions, while the education team can make use of the space to develop video tutorials and trend updates. As Bellus Academy expands its alumni program, it's also making the studio available to past students. "This new space provides a way for alumni and educators to stay connected, and we hope it will encourage graduates to pursue advanced education following their core program," says Lynelle Lynch, owner of Bellus Academy.



Behind the scenes at a photo shoot in the Bellus Academy Studio B.

TIP

Welcome Matte

Cuticle oil ruining your matte nail pics for Instagram? Vian Persad (@designsbyvian) from Salon NV in Carlsbad, New Mexico, offers this tip: "Use a baby wipe to refresh the cuticles and skin, take your photos, and then apply your cuticle oil or lotion."



LAUNCH

NEW HUES

Revel Nail (revelnail.com) recently refreshed its Dip Powder color selection, launching a whopping 90 new shades. Can't-miss new hues that are sure to be a hit over the holiday season include sparkling gold Glitz, black flecked with silver glitter Starry Night and rose gold Victoria.

SPOTLIGHT

BREATHE EASY



Love the odor-free ease of dip but miss the versatility and performance of traditional acrylic? Cuccio Pro (cuccio.com) Odorless Acrylic Nail Liquid lets techs take advantage of all of the benefits acrylic offers and none of the odor associated with traditional monomers.



Artistic.
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HOLIDAY 2018 COLLECTION

IN CELEBRATION OF

BOHEMIAN RHAPSODY

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AVAILABLE AT FINE SALONS

TIP OFF



Guests at Vanity Projects in New York and Miami can view video art installations while enjoying nail art services from visiting nail-artists-in-residence.

BUSINESS

CURRENTLY ON DISPLAY

Beauty services and art exhibits go hand-in-hand.

Beauty salons and art galleries might seem like two totally different types of venues, but a number of businesses have found a way to fuse the concepts, a win for clients, owners and artists alike. At Vanity Projects, a nail art destination with locations in New York and Miami, clients can book services with visiting nail-artists-in-residency (Britney Tokyo and Spifster have made regular appearances) while viewing contemporary video art broadcasted on the walls in a chic, gallerylike setting. "Video art has always been a medium I engaged with, and I wanted to create a dialogue with our clients and the work," says founder Rita de Alencar Pinto, who has a bachelor's degree in art history from the University of California, Santa Barbara, and a master's degree in art business from Sotheby's Institute of Art in London. Pinto partners with Daata Editions, a British foundation dedicated to commissioning video, sound and web-based art, to curate the video programming for her salons. The video installations run concurrently at both locations, changing every four to six weeks, and clients may purchase the programs through the Daata Editions website.

Works by local artists are on display at Gallery Salon in Rochester, New York, a full-service salon located in a former warehouse with 16-foot ceilings and an eclectic, vintage-inspired decor. The salon hosts six art shows annually, in addition to throwing an annual holiday shopping event in November featuring more than two dozen Rochester artisans and makers, along with food trucks and raffles. "It brings in a huge crowd every year and is a super high-energy, creative-filled night," says owner Erika Sorbello.

Considering hosting art shows at your salon? Make sure you adjust your business model as needed, Pinto advises. "Selling art and engaging in a gallery model is not just like having retail products for sale," she says. "It's a whole other business within a business [involving] artist relations and promotion, etc., so having objectives and systems in place to support that are necessary." Here are a few things to keep in mind:

Seek out new artists. "We're constantly scouting new and upcoming talent, heading to local craft shows, colleges and schools," Sorbello says.

Maintain a schedule. "We're booked about a year out for our shows, so it's important to keep a detailed schedule," Sorbello says.

Utilize a contract. "Gallery Salon has found it important to have a solid contract between the salon and the artist so nothing gets lost in translation," Sorbello says.

Update your insurance policy. "A salon is a workspace with people coming and going, so I would definitely make sure that the salon insurance can cover any damages," Pinto says.

Consider placement. "We purposely kept our walls white so the art is the center focus upon entering Gallery Salon," Sorbello says. Also important to consider: To avoid damage to artwork or client injury, "works should be hung away from where clients are seated," Pinto recommends.

Promote upcoming shows. "We create a flyer and a video trailer for every program that we post on our Instagram page and website," Pinto says. "We also have an artist biography and explanation of the work [available] at the front of the salon so clients can read about it if they're so inclined." Gallery Salon encourages artists to help promote shows. "We urge our artists to host an art opening if they wish," Sorbello says. "The artist is responsible for putting together their promo pieces, and Gallery Salon has a page dedicated on our website to promote the shows."

One of the most obvious benefits to selling art at your salon is added revenue. Gallery Salon, for example, takes a small percentage from art sales. But Sorbello says there are other benefits, as well. "First, we have ever-changing decor," she says. "Second, we're able to expose people to talented local artists that they may never have known otherwise, and vice versa. Lastly, when we hold art openings, we build clientele. People who've never been to our salon are urged to come in to support their artist community and end up becoming part of ours!"



Gallery Salon in Rochester, New York, displays artwork from local artists throughout the space.

Presented by CND

THE LUXE APPEAL

The launch of CND™ SHELLAC™ in 2010 changed the way we think about nail services forever. After all, who can imagine life without gel polish? Now, the innovative minds at CND have introduced the next revolutionary product—CND™ SHELLAC LUXE™—and it's taking gel polish to the next level. Think: A technology-driven professional service that brings major benefits to both pros and their clients!

WHY WE LOVE CND™ SHELLAC LUXE™

READY TO REMOVE IN 60 SECONDS

Yes, you read that right: The 14+ day wear, high-gloss shine, no nail damage* system is ready to remove in 60 seconds. No scraping; no filing; no antsy clients!

IT'S A HUGE TIME-SAVER

The self-adhering Color Coat eliminates the need for base coat, meaning this two-step system saves precious application time!

IT HAS ALL THE PROFIT POTENTIAL

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POLISHED TO PERFECTION

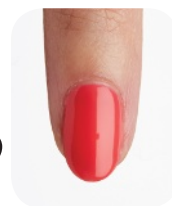
DISCOVER SIMPLE STEPS FOR APPLYING AND REMOVING CND™ SHELLAC LUXE™.



1

GET THE COLOR.

Seal the free edge, then apply an extremely thin, translucent layer of CND™ SHELLAC LUXE™ Color Coat to all five nails. Cure for 1 minute in the CND™ LED Lamp. Repeat for the second coat.



2

MAKE IT SHINE.

Seal the free edge, then apply a layer of CND™ SHELLAC LUXE™ Top Coat to all five nails. Cure for 1 minute in the CND™ LED Lamp. Gently wipe the top film with a plastic-backed, lint-free pad or a cosmetic sponge saturated with 99% Isopropyl Alcohol. Condition with CND™ SOLAROIL™.



3

EASY OFF.

Saturate the cotton pad of Foil Remover Wraps with CND™ Offly Fast™. Wrap all 10 fingers, then set the timer for 60 seconds. Firmly press on the top of each nail and twist the wrap to remove. Gently brush off any remaining product with an orangewood stick or dry sponge. Voilà!

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CND™

*When used as directed. **When compared to leading competitors.

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TIP OFF



DAILY INSPO

Elle

@enamelle

Known for the glamorous nail looks she's created for A-listers, like Jennifer Lopez, Charlize Theron, Blake Lively and Hilary Swank, celebrity manicurist Elle got an early start in the nail biz. At 14, she asked her father, a chemist who manufactures nail supplies, if she could experiment with his products. Soon after, she began working with her first clients, family and friends, at her mother's kitchen table, eventually going to nail school and opening her own business at age 17. Elle's work has since been featured in such notable publications as *Vogue*, *Harper's Bazaar*, *W*, *Allure* and *Vanity Fair*, and she's worked with renowned photographers, including Steven Meisel, Patrick Demarchelier, Raymond Meier and David LaChapelle. Here, learn where she finds her inspiration.

1. Saint Laurent

"Saint Laurent highlights the best things about fashion: simplicity, clean lines and timelessness, plus it's chic, playful and somewhat androgynous. Saint Laurent makes women feel beautiful and gets it right every time."

2. Red Rock State Park

"Being a city girl, getting back to nature is the best way to find inspiration and break up the monotony at work. I love Arizona's Red Rock State Park because its naturally blended colors, with a sense of history in every layer, remind me of the ombré look that's been getting so much play."

3. Pucci Scarves

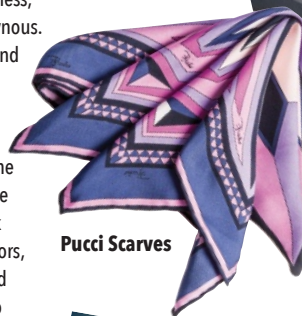
"My daughter and I both collect them, as well as have a couple framed museum-style in our homes as decor. I love how complicated they are and how they take colors you'd never expect and put them together to truly create a work of art. The lines and colors keep me inspired when I'm putting together new shapes and looks."

4. Orly Bodyguard

"This product is seriously insane and gives me inspiration for getting crazy practicality from nails. It creates a thin, strong, seamless nail that hardly needs filing."

5. Blake Lively

"In a world of insane over-the-top nails where you can't go a day without asking 'How do you ____ in those?' Blake has continuously changed the game in a way that celebrates her versatility and love of fashion without sacrificing the ability to play with the girls. She's a super hands-on mom, so her nails have to work with her."



Pucci Scarves



Blake Lively



Red Rock State Park



Orly
Bodyguard



Saint
Laurent

GETTY IMAGES; COURTESY OF ELLE; COURTESY OF INSTAGRAM

THE CHOICE OF WORLD CLASS SALONS AND SPAS

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PEDICURE SPAS

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of timeless elegance, luxury
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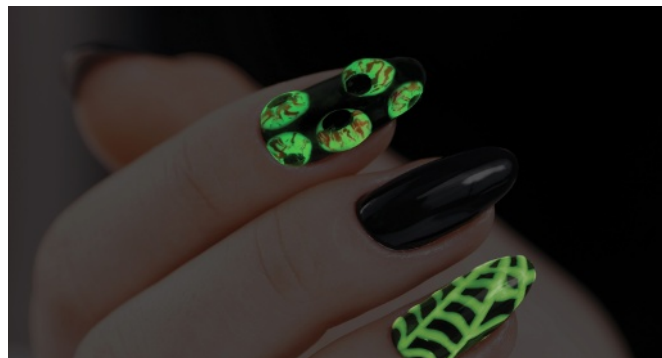
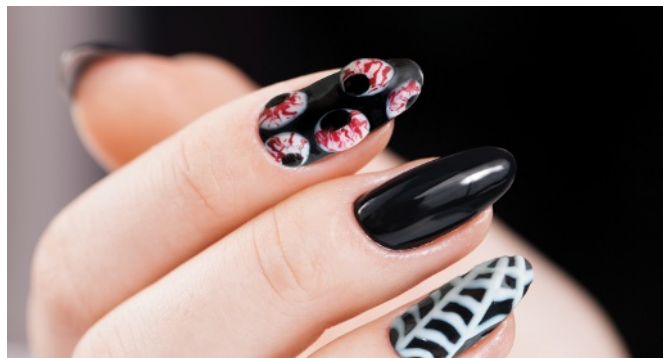
Favorite Company for Manufacturer Support



Favorite Nailcare Furniture Manufacturer

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760-597-3685

TIP OFF



TECHNIQUE

Night Vision

Halloween and nails practically go hand-in-hand, from cutesy pumpkins to blood-drenched stilettos. Here, we show you how to create an eye-catching (pun intended!) glow-in-the-dark design using Gel II products.



1. Prep the nail and apply two coats of Gel II Midnight Black, curing for one minute after each application.



2. Use a gel brush and 4D Gel in Extreme White to create five imperfect 3-D circles on the nail, and cure for one minute. Apply Glow in the Dark over the white circles only, and cure for 30 seconds.



3. Apply Midnight Black off-center, inside the white circles, to create eyes. Flash cure for 10 seconds.



4. Use a striper brush to paint red squiggly lines inside the white circles with Hard Rock Red to create a bloodshot effect. Flash cure for 10 seconds. Apply No-Cleanse top coat, and cure for one minute.

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Deborah Carver receives the Spirit of Life Award; Carver takes the stage with a Frank Sinatra impersonator; Carver with NAILPRO executive editor Stephanie Lavery, CND cofounder Jan Arnold, Kupa executive VP Elaine Watson and Kupa CEO Richard Hurter.

NEWS

Deborah Carver Receives City of Hope Spirit of Life Award

Creative Age Publications founder and CEO—and NAILPRO publisher—Deborah Carver recently received the City of Hope Spirit of Life Award at the annual gala held at Mandalay Bay in Las Vegas during the Professional Beauty Association Beauty Week and Cosmoprof North America. Carver has been involved with the life-saving institution—which focuses on cancer treatment and research—for more than two decades, from publishing ads in her magazines to promoting awareness to fundraising tens of thousands of dollars. This year she raised \$1 million for the organization. “What an incredible honor to receive this award from such an invaluable organization,” said Carver as she took the stage. “My biggest hope is that eventually we will find a cure for cancer. To all the researchers, doctors, nurses and patients who face cancer head-on in their day-to-day lives, you are our heroes. Thank you for your courage.”

Nearly 700 people attended the The Party of the Century bash, a black-and-white ball reminiscent of Truman Capote’s famous Black and White Ball. Attendees sipped wine; dined on chicken piccata, steak and creamy polenta; and danced the night away to world-class entertainment. “Of course we needed an exciting and fun party,” says Carver. “City of Hope works to save lives—and that is something to be celebrated, indeed.”

NEWS

COLORFUL PERSONALITY

OPI recently debuted a new brand message that will shape everything from content creation to campaigns and products: “Color Is the Answer.” With this initiative, OPI aspires to show how color has the power to change how a person feels, tell stories, provoke conversations and inspire. “Most women know that color can help them express themselves,” shares OPI cofounder and brand ambassador Suzi Weiss-Fischmann. “My longtime fascination with color is part of OPI’s heritage. We’ve always felt passionately about color, but now OPI will take that love to the next level. We want to help show that color is even bigger than expression; it has the potential to transform you and others around you—even the world around you.” **NP**



BROOKS AYOLA; COURTESY OF CITY OF HOPE; ARMANDO SANCHEZ

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- Works with **most** bottle shapes, brands or types
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By rotating in a side to side and up and down motion, ProShaker produces an even consistency of the gel without introducing bubbles

PROShaker Still Available

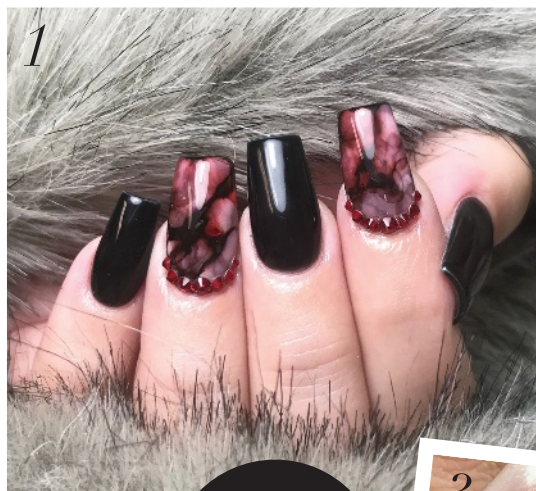


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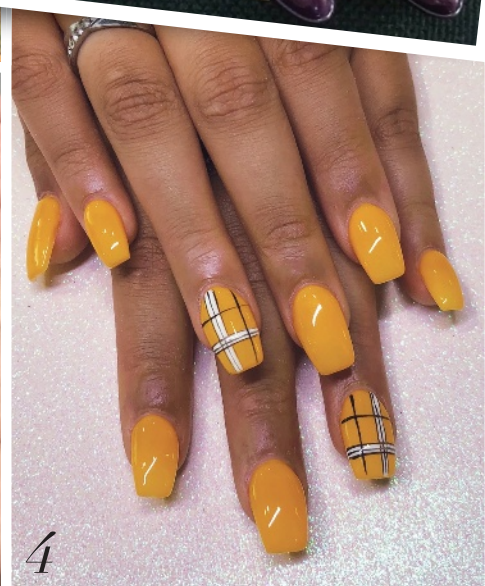
PORTFOLIO

Legends of the Fall

As we welcome crisper weather, warm tones, from burnt orange to brick red, dominate the palette. Our readers welcome the season with their nail art submissions that have us falling for autumn.



SUBMIT FOR
THE NEXT
THEME:
HOLIDAY
NAIL ART!



❶ Quang Ho @quangs_nails ❷ Kayla Turrigiano @the.varnished.nail ❸ Jaime Belbeck @alldolledupinvermere ❹ Mark Nguyen @zennailsllc ❺ Jamie Getskow ❻ Tanya Dangl @littlefoxnaildesign

GETTY IMAGES



7 Samantha Nichols 8 K. Wellness Salon & Spa 9 Liana Groves @lianag_nails 10 Jessica Gold @naildbygold 11 Hailey Snow @haileyhottips 12 Victoria Trujillo @nails_by_victoria 13 Hope Jung @glittersandpolishes 14 Scarlett Crittenden @scarlettsnails

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.



Guest Artist: Tamara Di Lullo is a CND education ambassador, editorial nail artist and owner of award-winning Candy Nail Bar in Montreal.

Silver Foxes

Retire your gold for the season; the runways championed silver as the precious metal to shine. Not surprisingly, silver received a high-contrast boost from black, but how designers merged the two hues ran the gamut. At Christopher Kane, the dynamic duo oozed romanticism as a 3-D floral jacquard gown with lace detailing. Light-years ahead, glossy bands at Balmain and reflective circular studs at David Koma brought a futuristic vibe to cocktail dresses in line with the Atomic Age aesthetic. Sterling and ebony even received a countrified rendering as a sheer plaid frock at Alberta Ferretti—a look that city folk will especially take a shine to. How do silver and black team up for nail art? Quite easily, if you follow guest artist and CND education ambassador Tamara Di Lullo's lead. Incorporate holographic striping tape to invoke the trend's futuristic side, tap into embossing and foil for whimsy or sculpt your way to antiqued 3-D silver detailing, as Di Lullo does with a liquid-and-powder belt.



Halpern



Christopher Kane



David Koma



Balmain



Alberta Ferretti



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Tap into your inner starlet with the **Forever Fabulous Marilyn Monroe™** 2018 collection. With classic shades and exciting, vibrant tones, this color range is sure to leave a lasting impression just like Marilyn herself.

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COLOR SHOWN:
A KISS FROM MARILYN



BATTLING
MY LASHES

THE CAMERA
LOVES ME

WISH UPON
A STARLET

BLUE-EYED
BEAUTY

I PREFER
MILLIONAIRES

SOME LIKE
IT RED

ICE OR
NO DICE

DIAMONDS
ARE MY BFF

A KISS FROM
MARILYN

HOLLYWOOD'S
SWEETHEART

SHE'S A
NATURAL

WRAPPED
IN SATIN

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LAVISH ME IN
DIAMONDS KIT



MINI 4 PACK



DUO PACK WITH SHOE PHONE STAND



TWO OF A KIND



FAVORITE EIGHT PACK



REACT TRIO WITH BAG

* Select items available at Cosmo Prof and Armstrong McCall

Be All, Blend All

LEARN HOW TO CREATE MULTIPLE LOOKS WITH ONE SIMPLE NAIL ART TECHNIQUE.

The marble mani is one of the hottest nail art trends, and there are a variety of products on the market that make it easier than ever to blend away. From blooming gels to tinted lacquers, they all have one thing in common: A drop of the product immediately turns your traditional color palette into a watercolor effect. Love the technique, but bored with the execution? Fear not; we provide you with three ways to use the marbleizing technique that will inspire you *and* your clients to create more.

NOTE:
All watercolor-effect products work slightly differently. Follow the manufacturer's guidelines for the product you have.



CLASSIC MARBLE

- 1 Prep the nail, and apply two coats of off-white gel polish, curing after each.
- 2 Remove the tacky layer, and then dot pink and purple watercolor polish or gel polish onto the nail in a “Y” shape. (If working with a watercolor gel, apply the product before adding the dots of gel color).
- 3 When working with a watercolor polish, lightly dip a flat gel brush into acetone or alcohol and spread the watercolor polish around the nail to create imperfect lines. If using watercolor gel, use the product to manipulate the design. Cure if necessary.
- 4 Paint a thin line at the cuticle with gold glitter gel polish. Finish the design with gel top coat and cure.

RECREATE THE LOOK WITH THESE MUST-HAVE PRODUCTS!

1. PROFILES BACKSTAGE

Gel Melt, profilesbackstage.com

2. MORGAN TAYLOR

StripEase Lacquer Remover, morgantaylorlacquer.com

3. CUCCIO PRO

Master Artist 7 Brush and Tool Kit, cuccio.com



ARMANDO SANCHEZ, BROOKS AYOLA



BLOOMING BLOSSOMS

- 1 Prep the nail, and apply two coats of nude gel polish, curing after each.
- 2 Remove the tacky layer, and then create flower petals at the free edge with dark red watercolor polish or gel polish. Use a lighter red on the inside of the petals to create dimension. (If working with a watercolor gel, apply the

product before adding the dots of gel color). Cure if necessary.

- 3 Outline the petals with black gel paint and place small dots at the center of the flower; cure.

- 4 Repeat the process to create green leaves. Then outline the leaves and add detail with black gel paint; cure. Seal with gel top coat and cure.



TRUE TURQUOISE

- 1 Prep the nail, and then apply one coat of sheer turquoise gel polish and cure.
- 2 Remove the tacky layer and drop green and blue watercolor polish or gel polish onto the nail. (If working with a watercolor gel, apply the product before adding the dots of gel color).

Cure if necessary.

- 3 Paint black veins across the nail with gel paint; do not cure.

While the paint is still wet, use a dry brush to blur the black lines.

- 4 Paint a thin line at the cuticle with gold glitter gel polish and cure. Seal the design with gel top coat and cure. **NP**



4. CHÉRI X NAILJOB

Marble Tints,
cherinailproducts.com

5. YOUNG NAILS

Mission Control
Precision Gel Paint Over
Drive, youngnails.com

6. APRÉS

Artiste Artink,
apresnail.com



A Touch of Magic

Bewitching visions inspire spellbinding tips.



"I loved the idea of a dark background and incorporating the smoke effect to give the designs a magical feel. I found some amazing symbols of witchcraft that I knew would work perfectly and added dark crystals to represent the natural crystals that we find and see in this beautiful world." —Scarlett Senter



Scarlett Senter (@scarlett_senternailartist) is an award-winning nail artist based in Norfolk, United Kingdom.



GETTY IMAGES; (NAIL TIPS) BROOKS AYOLA



Step 1 Apply two coats of black gel polish.

Step 2 Remove the inhibition layer and apply white gel to the center of the nail. Lightly dip a dry gel brush in acetone and spread the white gel to create a smoke effect.

Step 3 Apply purple, blue and green pigment powders with a cosmetic sponge or eye shadow applicator. Then, apply matte gel top coat.

Step 4 Adhere black and silver crystals down the center of the nail.



Step 1 Apply two coats of black gel polish.

Step 2 Remove the inhibition layer and apply white gel to the center of the nail. Lightly dip a dry gel brush in acetone and spread the white gel to create a smoke effect.

Step 3 Apply purple, blue and green pigment powders, then apply matte gel top coat.

Step 4 Paint an eye shape in the middle of the nail line. Then, paint a thin white line down the center of the nail, curving it outward at the end.

Step 5 Continue to add details to the design with white gel paint, and finish with matte gel top coat.



Step 1 Apply two coats of black gel polish.

Step 2 Remove the inhibition layer and apply white gel to the center of the nail. Lightly dip a dry gel brush in acetone and spread the white gel to create a smoke effect.

Step 3 Apply purple and blue pigment powders, then apply matte gel top coat.

Step 4 Paint a white "V" shape at the free edge and fill it in.

Step 5 Apply holo-graphic pigment powder to the "V" shape.

Step 6 Outline the "V" shape with black gel paint, then add details to create the dimensions of two crystals. Seal the design with matte gel top coat.

What Is Shellac Luxe?

When the original CND Shellac exploded onto the scene, it changed the nail industry forever. Now, eight years later, the innovative minds at the company are at it again with the newest iteration: Shellac Luxe. Here, four experts from CND explain what it is and how it's shaking up the industry again.



**JAMIE WELTON
AND KALEB DIXON**
Research Chemists

"Shellac Luxe is a new and exciting two-component nail product. It's exciting for nail pros because it will save 15 minutes of service time. With no base coat necessary, there are fewer application steps, and with 60-second removal, nail pros will be able to decide what to do with that extra time. Time is precious and we're excited to give that gift back to our nail pros. It's exciting for clients, as well. With the fast, gentle removal of the Shellac Luxe system, any client who may have been hesitant to try out light-cured gel polish for fear of damage can now feel confident.



ROXANNE VALINOTI
Education Manager

"Believe it or not, the gel polish category was born only eight years ago with CND Shellac. And while many nail professionals can't imagine the industry without gel polish, more than 30 percent of potential clients do not wear it because they feel it's time consuming, difficult to remove or, worse yet, damaging to their nails. None of these could be further from the truth with proper education for application/removal techniques! Shellac Luxe opens the door for new clients. From a pro's perspective, the newly designed bottle is easy to hold—and the brush is the best part! With over 200 bristles, the flat, thin, curved brush mirrors the cuticle line making application fast and easy. The softer coating of the gel polish is perfect for clients with hard, brittle nails or those who are lift-prone."



REYME RAMIREZ
Domestic Brand Manager

"As a busy working professional, mom, wife and daughter, the luxury of time has become a precious commodity. A revitalizing manicure once deemed a necessity is now considered an indulgence that I infrequently schedule because I just can't find the time to squeeze in an appointment. With the introduction of Shellac Luxe, this has all changed! As a Shellac girl, I've always loved the rich shades, 14-plus day wear and the incredible high shine. Remarkably, CND Shellac Luxe gives me *exactly* the same benefits, but with a faster service time. Between its incredibly fast removal and two-step system, I can now easily squeeze in a service during my lunch break or kiddie carpools and indulge once again."



VANESSA MCCULLOUGH
Education Ambassador

"The new Shellac Luxe offers easy application without the tedious process of applying a base coat. What's more, the quick and easy removal only takes 60 seconds. These two factors alone are huge timesavers for the nail professional. In the beauty industry, time is money. Removing a product doesn't make a nail professional any money. To be able to save 15 minutes of time is amazing, whether a nail pro decides to take a break and eat lunch or see more clients during her day. Cutting removal time from 15 minutes to 60 seconds seems impossible, but watching Shellac Luxe release from a nail plate is pure heaven. No scraping the nail plate! No buffing off product residue! Just a quick and easy release when wrapped with Offly Fast. This makes the gel manicure and pedicure that much easier. Clients will love the time saved in the salon as well. It's a win-win for all!"

ARMANDO SANCHEZ, COURTESY OF CND; COURTESY OF EXPERTS

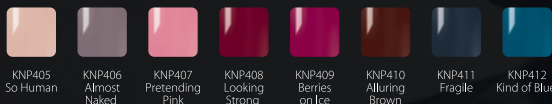
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House of Polish

OWNER ROBERT NGUYEN WELCOMES NAILPRO TO HIS SECOND NAIL SALON.

THE LOOK House of Polish is a uniquely designed nail salon. All of the furniture was made specifically for us, creating a posh aesthetic. I give credit for the design aspect of the salon to Whale Spa; they're brilliant when it comes to salon furniture. The decor is elegant and contemporary. We have the warmth of wood paired with the coolness of marble, and the furniture is very modern with hard edges and soft rose gold accents. Being located in the Westfield Century City mall, our customer base is very diverse. We have high-rise buildings across one street and family-oriented neighborhoods across the other. And of course, being located in the city of Los Angeles, you always have tourists who are visiting the area.

SIGNATURE SERVICES Clients spend anywhere from \$25 to well over \$100 per service. On average, our customers spend about \$80 per visit, which is typically for a gel manicure. Our most popular service is the basic pedicure. It costs \$35 and includes nail grooming, a sugar scrub, light massage and a standard polish color.

THE GOODS We always want stay on top of industry trends by learning to use new products as well as new techniques. We currently carry products from Entity, OPI, Color Club, Gelish, Whale Spa and Valentino. Aside from having great workability, I like the Entity brand because of its history with the legendary Tom Holcomb. Whale Spa products are also great because they simplify all the





+Details

OWNER Robert Nguyen

LOCATION Century City, CA

EST. 2017

STAFF A mix of 20 hourly and commission-based professionals.

Up Close

What was your first job in the nail industry?

"I'm a nail tech myself. I started as an OPI guest artist and then became an A-Team member."

What's your go-to conversation starter?

"You have boyfriend? Lol!"

What inspires you?

"I'm inspired by the successful people around me. To see someone do well makes me want to thrive and do better myself. I like to apply this to all aspects of life, not just the nail industry."

What's your best advice for new salon owners?

"My best advice is to educate yourself and your team on the products available in the industry. You need to know what you are putting on your clients' hands and how they work. Many things seem similar, however the end result could be totally different. As professionals, it's our job to make sure we're the experts."

I can't discuss House of Polish without _____.

"Mentioning how proud I am of my dedicated team."

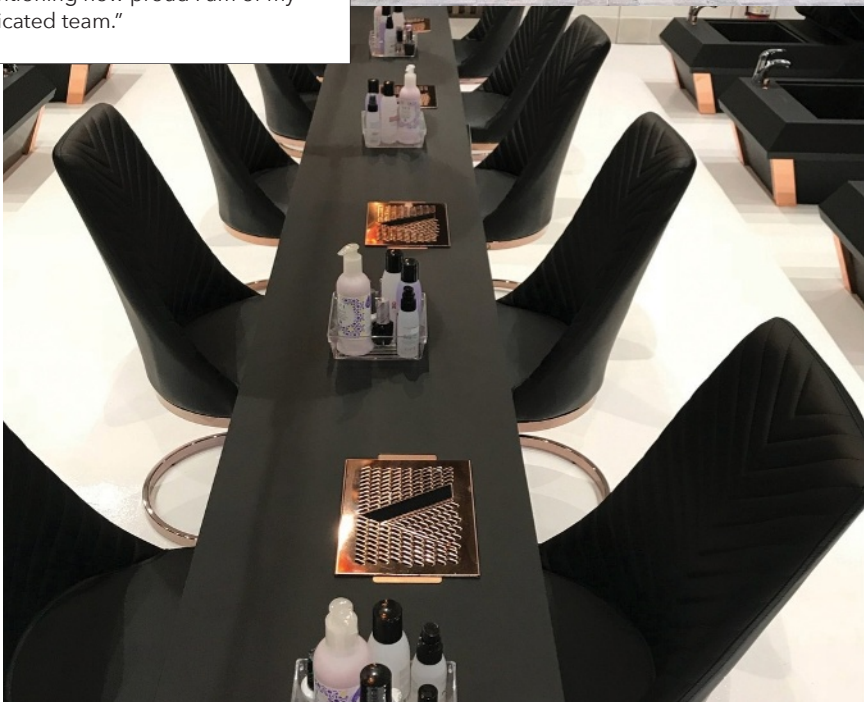


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FOR THE WIN

THE 2018 NAILPRO CUP VICTORS
OPEN UP ABOUT LIFE, CONTESTS AND
THEIR LOVE OF NAILS.

By Francesca Moisin



The winner of this year's coveted NAILPRO Cup, Emese Koppányi, is no stranger to tournaments. Originally from Budapest, Hungary, the talented tech has been competing for nearly 20 years. She got her start with basic pink-and-white acrylics in 1999 before going on to train with legends like Tom Bachik, Tran Nguyen and the late Tom Holcomb. Today, the Glendale, California-based artist runs Edko, a nail brand she founded with her husband, fellow mani master and French native Frédéric Edange, and she's won more contests than can be counted on 10 perfectly polished fingers. Koppányi sat down with NAILPRO to talk about the joys and challenges of being a champ.

As a child, were you always interested in nails?

I used to bite my nails until I turned 16 and noticed how some of my older friends had long, beautifully polished acrylics. It looked like art on fingers. I convinced my mom to send me to beauty school, and after I got my license in 1998, I knew I'd started something special. I was named European Champion at the 2004 European Masters' Awards, and eventually used those winnings to get to the NAILPRO Cup.

You're married to a fellow nail tech and competitor.

How did you meet him? Fred was in the French Marines before a friend introduced him to the art of nails. He began competing in 2011 and realized he needed someone to train him in pink-and-whites. He'd seen a video of me winning the World Championship in Monaco the previous year, so he drove his motorcycle 900 miles from the South of France to Budapest. We've been together ever since. The last time we faced off against each other was 2016, when he beat me by one point at the International Salon & Spa Expo in Long Beach, California. I hate losing, but losing to my husband isn't all that bad.

How did you react after learning you'd won the 2018 NAILPRO Cup? I burst into tears, then yelled for my model, Evi Vadne, to join me onstage. We've worked together for 13 years. I know her hands probably better than my own. After winning, I spent a lot of time trying to keep my crown on—it kept slipping off!

What has this experience taught you? I'm a fierce competitor, but I learned that in order to succeed and be a true professional, you must allow yourself to be vulnerable and kind. If other technicians need help, give it. We're all in this together, and after the contests end, we're all friends. Surround yourself with a team of knowledgeable experts, like I'm lucky to have at Edko.

What category did you find most challenging?

Nail art, especially Fantasy Nail Art, is outside of my comfort zone. I'd never done it before and probably won't again! It's a lot of work. I have tremendous respect for experts who excel in this field.

Has this win changed you?

Personally, not at all. Professionally, only in the sense that it lends real credibility to Edko as a quality line of products. We thought about all the annoying things that can go wrong when doing nails, and then created a brand to fix them. On the shelf, customers may only see an Edko brush. But after a demo, they'll think they're using a magic wand.

Any words of advice you might give a newbie

contestant? Ask for help when you need it. Train in areas you don't feel confident. And, most importantly, find a model who supports you, and stick with her.

What's the best part about being this year's victor?

Proving to myself that I'm a good technician was really special, but I'm most proud of how I supported my Edko brand and team. They put their trust in me, and I made good on it.

Any plans for next year? I'm a competitor at heart, but I think next year I'll limit myself only to those categories I love most. This year, I was 100-percent dedicated to the contest. It required tremendous focus and preparation. Because of my new Edko venture, I can't commit that same time in 2019. I'd never enter a tournament and not take it completely seriously.



I'm a fierce competitor, but I learned that in order to succeed and be a true professional, you must allow yourself to be vulnerable and kind. If other technicians need help, give it."



"I spent a lot of time trying to keep my crown on—it kept slipping off!"



Clockwise from top: NAILPRO Cup Champion Emese Koppányi with her model, Evi Vadne; hanging on to the winning Cup and crown; the Edko team; Koppányi with NAILPRO Competitions competition director Jewell Cunningham; Koppányi is crowned champion by NAILPRO Competitions head judge Carla Collier.



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

Fourth Time's the Charm

For the fourth year in a row, the tireless EzFlow techs were crowned NAILPRO Cup Team winners. Here, the quartet of champs and their mentor and manager Allie Baker reflect on the competition's highs and lows and what keeps them ticking, contest after contest.

"This year we had only four team members, down from five, so I initially worried we'd have difficulty keeping the Team Cup. But hard work, dedication and excellent products paid off." **—Brenda Skermont, nail tech at Ciao Bella Spa in Columbia, SC**

"Sculptured Stiletto was a tough category, as the nails had to be 2 inches long in pink-and-white, and I'm not used to working on extreme nails. The Dark Side theme for Salon Success was also challenging, since it combined working on heavily pigmented blue and purple nails in an extremely cold arena. I didn't finish my set completely, which was disappointing, but I'm proud of myself for doing my best given the circumstances." **—Jarrett Baker, nail tech at Nail It! in Medford, OR**

"Competitions have built my confidence, showing me I can achieve the goals I set out to accomplish. They've helped me understand how to take the critiques I receive and use them to improve my salon work. I'm most proud of my Salon Success set, as that was my first trophy win. My model is also one of the people who's helped me most—not just in competition, but every day at the salon." **—Katie Lindsay, nail tech at Nail It! in Medford, OR**

"I liked how color was added to both Soak-Off Gel and Salon Success this year for an extra level of difficulty. Chrome/Stamping was a new category, and seeing how creative the competitors got with stamping plates was inspiring. I'm not typically a competitive person, but I love nail contests. They're super stressful—and super fun and rewarding! They push me out of my comfort zone, and being part of this amazing team is so fulfilling." **—Nikki Payton, nail tech at Nail It! in Medford, OR**

"When I decided to take a break from actively competing in this year's NAILPRO Cup, I was asked to be part of the event by mentoring both the EzFlow and ibd teams. I also served as manager for both teams, making sure all flights were booked, hotels reserved, models lined up and necessary products purchased. It was a challenge! But I loved staying part of the action and helping my friends. I realized how huge a part of my life competitions have become, and I missed that—I also came to the conclusion that I like being on the other side of the table a lot more!" **—Allie Baker, owner of Nail It! Pro Nail Studio in Medford, Oregon NP**

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



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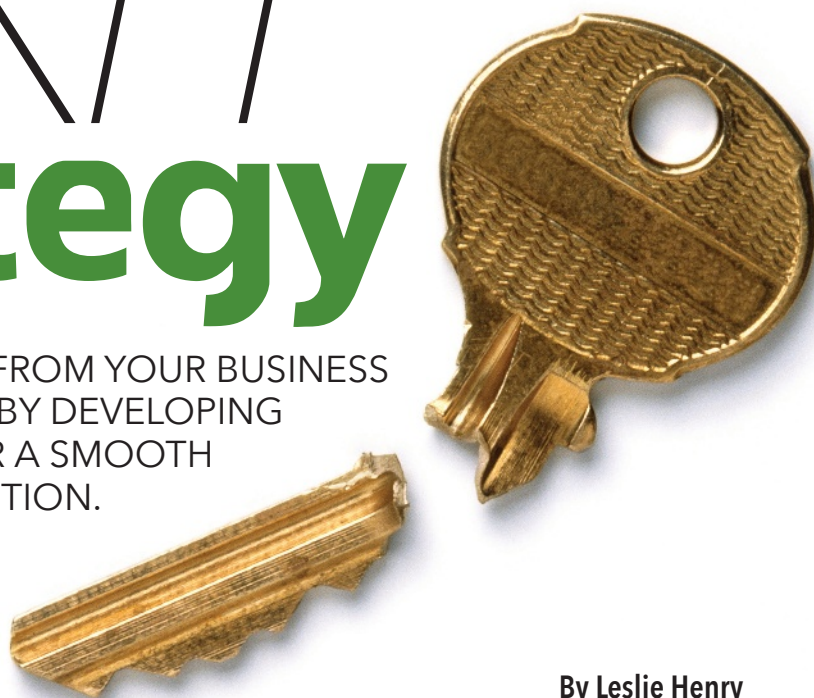
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EXIT strategy

BE READY TO MOVE ON FROM YOUR BUSINESS WHEN THE TIME COMES BY DEVELOPING A PLAN IN ADVANCE FOR A SMOOTH AND PROFITABLE TRANSITION.



By Leslie Henry

Although nail tech and salon owner Maria Salandra's celebrity client book was booming—Sandra Bullock and Rihanna are regulars—business at her Finger Fitness salon in Cliffside Park, New Jersey, was stormy. First, her mother—also the Finger Fitness salon manager, bookkeeper and receptionist—was diagnosed with lung cancer, so Salandra turned her focus to her mother's care and was unable to give the business the attention it required. Soon after, her father was also diagnosed with cancer, followed by a sudden, large exodus of clients. Eventually, it became clear that it was time to move on. "My exit strategy?" she asks. "I didn't have one. I would have done it forever and never even given it a thought."

Giving up ownership of a salon can be emotional under any circumstance, but stress and urgency, especially when a salon is suffering a financial loss, can make the process extremely difficult. Salandra eventually sold her salon fixtures and equipment for less than she'd invested in a recent remodel. She used the proceeds to pay off utilities, a lease on pedicure units and a renovation loan and walked away with her name, client book and remaining supplies. After opening a

new location that was subsequently destroyed in a fire, she said goodbye to salon ownership for good and redirected her energy to her A-list clientele.

Salandra was lucky to have a solid plan B, however, few salon owners do. Eager to make the salon a success, an owner may pour years of sweat equity and cash investment into building a business without a clear plan for retiring, pursuing other opportunities or simply accommodating life's curveballs. Too often, by the time a salon owner decides to exit the business, the salon's value has decreased considerably, sometimes to the point where closing the doors or bankruptcy are the only options.

Fortunately, this fate can be avoided with early, careful planning. "Devising a clear exit strategy, and revisiting the strategy often, is important because it motivates salon owners to maintain current operations, cash flow and responsibilities; prevents owners from becoming overwhelmed; and maximizes the salon's selling potential," says Jack M. Bennett, a commercial business broker at LA Property Broker. If a salon owner chooses not to sell, exit planning helps ensure he or she doesn't overinvest in the business (in money or time) and/or transfers a flourishing business to a successor.

what's an exit strategy

An exit strategy is a strategic plan to transition ownership of a salon or a salon's assets once an owner has decided to retire or change roles. Exiting a business can take many forms, from liquidating inventory and equipment to paying off debt and shuttering operations to selling for a large, retirement-supporting profit. Less common exit strategies include merging with another salon or going public. Most exit strategies, however, fall into one of three categories: transfer, close or sell.

Transfer

In a salon transfer, an owner leaves a (ideally) profitable salon to a successor or heir. Here, the focus is still on increasing salon value, however, because an owner won't profit from an eventual sale, he or she may choose to take more money out of the salon over time. Transition planning, to include mentoring and training of the eventual owner in all aspects of the business, is very important. Many owners often find it difficult to delegate responsibilities because the salon is his or her "baby," but delegating tasks sooner rather than later will increase the chances of a successful transfer.

Close

In some cases, closing, or dissolving, the salon is the best exit strategy. This decision may make the most sense to owners when assets or property has a greater value if sold or used for a different purpose. This was precisely the scenario for Katie Cazorla, who opened The Painted Nail at the W Hotel in Hollywood, California, in 2008, and later, opened the HiSocieTEA café next door. Over time, Cazorla realized that HiSocieTEA was more lucrative and easier to manage, so she submitted a business plan to the landlord for repurposing the salon's leased space into a HiSocieTEA event space for the remainder of her seven-year lease term. The landlord accepted the proposal, and Cazorla sold her custom salon furniture and helped her techs get new positions at another salon. Because Cazorla owns The Painted Nail brand, she's still able to earn income by selling The Painted Nail products online.

Sell

In almost all cases, selling the salon is the preferred approach to transitioning from salon ownership because it offers the greatest opportunity for owners to reap the benefits of their hard work. Some salon owners will plan to sell for a modest profit, choosing to fund their retirement over the course of their career (in the form of increased salary or dividends), while



determining a salon's selling price

The selling price of a salon is typically determined in one of three ways, explains Jack M. Bennett, a commercial property broker at LA Property Broker. Using the "income approach," annual operating expenses are subtracted from gross annual income. That figure is then multiplied by two or three. The "replacement approach" totals the value of equipment, furniture and furnishings, and adds the value of the lease and goodwill. In this context, goodwill refers to the value of continual patronage of the salon's clientele. The third method, the "market approach," looks at the closed sale price for similar salons in the area, comparing specifically what was purchased as part of the completed sale. These methods will result in a range of values, and where a salon falls within the range can be impacted by a number of factors. For instance, missing or incomplete financial records will decrease value, while well-documented management processes or long-term employees who will likely stay with the business will move the value to the higher end of the range.

Maintaining current and accurate records and ensuring the salon is compliant with licensing and insurance requirements is always important, but these activities are especially critical when putting a business on the market.

other owners open a salon with the intention of growing its value as much as possible over 5 to 10 years, and then selling for a maximum price. In both cases, timing is everything. If an owner intends to sell, it's important to do so when the salon's value is high—not declining (see the sidebar, "Determining a Salon's Selling Price," on page 59 to learn how a salon's selling price is calculated).

what does it mean to sell a salon?

Most salon sales are referred to as asset sales, which means a buyer is acquiring a specific item or collection of items. "However, anything can be an asset," says Bennett. "This is why a buyer and seller must agree in writing, in exact forensic detail, what's being sold and

purchased." Salon assets include obvious items, such as manicure tables and supplies, and less obvious items, such as trademarks and client databases.

Leased facilities and equipment are especially tricky. "Most options in leases aren't transferrable," says Bennett. "I've been involved in transactions where the seller, at the end of the selling process, admits that they own practically nothing." This ambiguity can be as harmful to the seller as the buyer. For example, Salandra's sale didn't address her leased pedicure units, which the buyer assumed were transferred with the sale. While Salandra's sales price covered the remaining lease payments, it didn't cover the expensive lease termination fee. After the purchase, the buyer immediately sold the salon to another party and included the units in the sale. Without a clear paper trail, Salandra got stuck with the final bill.

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preparing to sell

It's tempting to wind down efforts as exit day approaches, but for owners who plan to sell, it's more important than ever to maximize revenue; hire a strong, committed team; build the salon's name recognition and reputation; and keep operating expenses to a minimum. Maintaining current and accurate records and ensuring the salon is compliant with licensing and insurance requirements is always important, but these activities are especially critical when putting a business on the market.

"Accounting records are the 'language' that banks, potential partners and buyers use. If you've maintained your records in a standard way, buyers will be able to find the information they need to make an informed decision," says Anthony Griffin, a certified management accountant (CMA) and small business consultant based in Dayton, Ohio. In addition to well-maintained books, other required documentation includes a balance sheet, an income statement, a copy of the lease, one to three years of tax returns, previous bank statements and a detailed list of all furniture, fixtures and equipment that will be included in the sale. Owners should also collect any other documentation that certifies value, such as a client list, appointment records, trademarks, press coverage and social media numbers.

hiring experts

Planning and executing an exit strategy alone can be risky—and overwhelming. Salon owners should rely on various experts to ensure that they're legally and financially covered throughout the process. Griffin recommends hiring a bookkeeper to come in weekly or biweekly to manage the books and a certified public accountant (CPA) to review the books annually, prepare financial statements and assess the tax implications of any business decisions. Also, owners should always have an attorney review the terms of any sale or transfer.

A business broker is another valuable resource. As a licensed expert in buying and selling businesses, a broker can help sellers determine the value of a salon, gather required documentation, market the business to prospective buyers and negotiate and finalize a sale. These services are done for a commission, usually 10 to 12 percent of the selling price—a nominal fee considering their help usually results in a higher selling price and can ease a seller's anxiety during a potentially emotional time. **NP**

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



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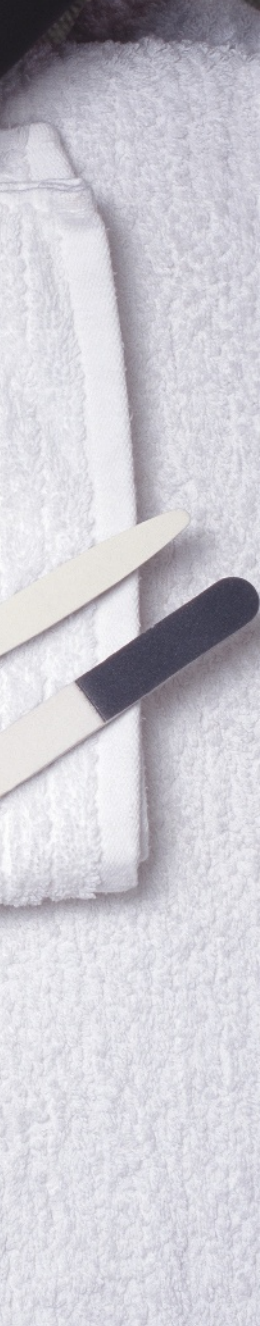
MALE CALL

ATTRACT MEN TO YOUR NAIL SALON WITH THESE TOP TIPS.

There was a time when nail salons were strictly a woman's domain, but those days are long over due to increasing demand from male clients and a growing number of businesses eager to serve them. Key to successfully serving men is creating a welcoming atmosphere and offering a menu of services geared especially for guys (think: male-specific grooming and gender-neutral decor). Ready to tap into this lucrative revenue stream? Follow this advice from industry experts. **BY ALICIA LIOTTA**

TIP 01 CREATE A COMFORT ZONE

If you want to attract male clients, create an environment where they'll feel comfortable, experts agree. "Even though more male customers are visiting salons and spas, some still feel intimidated, or that going to a salon or spa is only for women," says Vicki Malo, MBA, BSc Pod and president of the North American School of Podology. "It's important to have an area where men will feel comfortable ... with men's magazines, maybe a TV playing sports—anything to make them feel at home during services." Adds Katharin von Gavel, founder of Footlogix, "Provide a more private environment void of pretty 'buff and polish' posters and women's fashion magazines." Alpha Male Nail Care in Charlotte, North Carolina, which caters specifically to men, offers such extras as a complimentary whiskey or vodka cocktail with each service and provides an option for extra privacy, while Tenoverturn salons, with locations in New York; Los Angeles; and Austin, Texas, appeals to both male and female clients with an androgynous aesthetic and iPads that allow customers to peruse the content that interests them during services.



TIP 02 INFORMATION IS IMPORTANT

When it comes to working with male clients, education is key to putting them at ease, according to Tenoverten cofounders Adair Ilyinski and Nadine Abramcyk. “We find that men like when each step is briefly explained to them, especially if it’s their first nail salon visit,” says Ilyinski. “That way, even if they aren’t as familiar with the routine, they’re made to feel comfortable about the process and the reason behind each step.” This in particular is why it’s imperative to use correct terminology when tending to men.

TIP 03 ADDRESS MEN'S NEEDS

When designing nail services for men, consider their specific concerns, taking into consideration that for many men, time is money. “Tailor your menu to address the needs of your male clientele and timing associated with each service,” says Nikki Fraser, Footlogix educator and business development specialist. Bayarmaa Ekhtavian, a nail tech at the mens-only Grooming Lounge, which has locations in Washington, D.C., and McLean, Virginia, stresses that men’s hands and feet can have various issues that need attention during services, such as rough calluses. “Men typically wait too long between services,” she says. Offering a callus remover as an add-on or as part of the service will benefit both tech and client. “Men, for the most part, have great feet, since they don’t wear sandals and heels like women,” says Letrice Lopez, nail technician and owner of L.A. Spa on the Go, a mobile nail salon serving the Los Angeles

“

WE FIND THAT MEN LIKE WHEN EACH STEP IS BRIEFLY EXPLAINED TO THEM, ESPECIALLY IF IT’S THEIR FIRST NAIL SALON VISIT.”

area. “But they do have issues. One of them is sweaty feet that can lead to athlete’s foot. I recommend regular pedicures and give them creams and sprays to help between services.” Ekhtavian often sees ingrown nails and tension, as well. “We gently remove [the ingrown part of the nail] and structure the nail as part of our ingrown nail treatment,” she says. “To address tension, we include reflexology and massages to relieve pressure and increase blood flow.”

In addition to service considerations, make sure you have the right products on hand when working with male clients—and don’t use any scents that are too feminine. Ilyinski and Abramcyk make sure to stock nail files with a lower grit, for example. “Men typically have thicker nails than women,” says Abramcyk.

TIP 04 NAIL THE SERVICE

While men’s services often offer basic nail care and grooming, it’s important not to skimp on the massage. “I usually give men a longer massage since they don’t get polish,” says Lopez. “As a finisher, instead of polish I’ll add a special foot cream or balm that caters to their needs or a matte top coat for the guys who are daring.” While many men opt for simple, speedy nail services, others may be looking for a little more TLC, so providing a few different menu options can be beneficial. Alpha Male’s The Alpha Male: Athlete treats workout-weary guys to reflexology, a golf ball massage, hot towels and in-depth callus care, while Grooming Lounge’s Signature Nail and Foot Treatment provides a spa-like experience with exfoliation, an extended massage, a hand mask and a hot paraffin wax treatment—a hit with guys who crave a little more time to relax and unwind. Savvy services like these, along with a male-friendly atmosphere, will have your men’s business booming, too.

Alicia Liotta is a freelance beauty and lifestyle writer and cofounder of the Beauty Bus based in Los Angeles.

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Begin any service with the **Basic Ultra Cleanse** fragrance-free foaming hand soap from **Kupa**. It can be used to cleanse both hands and nails using a nail brush. kupainc.com

The **Americanails Stainless Steel Pedicure File Kit** includes a foot file with abrasive strips that can be removed and replaced for each client. Plus, the durable file can be immersed in water and sanitized at the end of each pedicure service. americanails.com

Included in the Jessica Cosmetics Gentlemen's Club Kit, **Buff Cuticle Gel** hydrates with almond oil, while **Matte 4 Men** base and top coat revitalizes and preserves nail health. jessicacosmetics.com

Made with therapeutic neem oil, the **Nubian Heritage Indian Hemp & Haitian Vetiver Hand & Body Scrub** exfoliates and softens with hydrating sugar scrub for healthier-looking skin. nubianheritage.com

Ultrahydrating **BCL Critical Repair Cream** is formulated with mineral-rich ingredients like organic amica flower and sea kelp to hydrate and soften dry, cracked skin. bdspa.com

Begin a pedicure service by preparing rough skin for buffing and callus softening with **Dazzle Dry Be Silky Callus Spray**, which includes moisturizing and deodorizing lemongrass essential oil and urea. dazzledry.com

Relieve tired and callused feet with intensive moisturizing **CND Spa Cucumber Heel Therapy**, which contains soothing cucumber, chamomile and aloe. cnd.com

Use **18.21 Man Made Shaving Glide**'s nonlathering, transparent lotion on dry skin with any razor to edge around beards or clean up neck and nape areas. The aloe vera- and jojoba oil-infused formula moisturizes and calms irritated skin. 1821manmade.com **NP**

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RETAIL Therapy

DISCOVER FRESH WAYS TO
REVAMP YOUR SALES
STRATEGY AND BOOST YOUR
BOTTOM LINE.

By Taylor Foley

According to the 2017 NAILPRO *Essentials* survey, approximately 90 percent of salons sell retail products. That means, 10 percent of salons are missing out on potential profits—by choice! “The biggest mistake salon owners make is not selling anything at all,” explains Carla Hatler, owner and founder of Lacquer salon in Austin, Texas. According to Amy Ling, owner of Sundays salon in New York, nail professionals actually have an upper hand when it comes to retail sales. “If clients trust you, then they will trust in the products that you sell,” she explains. The best news of all: With a little time, effort and creativity, you, too, can profit from retail sales, whether you’re new to selling or are looking to sharpen your skills. To help you kick your sales into overdrive, we’ve asked top salon owners to reveal their most effective selling strategies. Here, they share their most coveted tips and tricks for achieving retail success.

VIRTUAL Shopper

Thanks to modern technology, clients can now purchase their favorite products without ever leaving their house. Luckily, there are certain products that clients still prefer to buy in person, namely, nail polish. "Clients usually want to try on the color before they buy it," emphasizes Ling. If a client insists on buying online, encourage techs to provide guidance. "There are so many counterfeit products out there, techs should educate their clients on how to look for quality ingredients and authentic products," advises Hatler. Another option? If you can't beat them, join them! Sell your products directly on your salon's website. The Stories feature on the Instagram app, for example, can take followers to your website with a single upward swipe. What's more, online retailers such as loxabeauty.com give nail professionals a commission when they refer clients to the site. Clients can search for a profile, and a percentage of each sale goes to the salon or the pro.



Perfection by Selection

Determining which products to sell is half the battle. Your safest bet? Stick with what you know. From polish to top coats to nail files, products that can help clients maintain their manicures between appointments essentially sell themselves. Another option: Curate a retail selection that reflects your

salon. "For example, if your salon is eco-conscious, retail all-natural lifestyle products," suggests Ling. "Or, if your salon is fashion-focused, try selling unique clothing and accessories." When in doubt, cater to your clients' needs. "Our clients are always looking for last-minute gifts," says Rita de Alencar Pinto, founder of Vanity Projects salon in New York and Miami. As a result, the salon sells everything from rings to candles to greeting cards.

GETTY IMAGES



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On Display

Creating an inviting retail section can be tricky, especially if you're limited on space. Showcase your products in areas that get the most traffic, such as in the lobby or at the front desk. "Putting time into the presentation of your retail items does wonders," says Pinto. "A retail cabinet with different levels, drawers and doors allows you to display your products in a unique way. Or, use props, such as gemstones or seashells, to display delicate jewelry." Claudia Diamante, cofounder of Nailsaloon salon in Washington, DC, emphasizes that aesthetic is especially important in today's Instagram age. "Think of your retail space as a Pinterest board; use different colors and textures and add special touches that play on the salon's theme," she suggests. No matter how you choose to

*"It's important to expose our
clients to our favorite products
so that they'll want to take
them home."*

display your products, make them easily accessible to clients for sampling. "Allowing clients to test a product before buying it makes them more likely to fall in love with it," emphasizes Pinto. Nadine Abramcyk, cofounder of Tenoverturn salon with locations in New York, Los Angeles and Dallas, often incorporates her retail products into her services, noting, "It's important to expose our clients to our favorite products so that they'll want to take them home."

Selling Points

When it comes to your sales tactic, there's a fine line between persuasive and pushy. "You don't want clients to feel like they're being pitched to every time they come into the salon," warns Diamante. "Instead, techs should focus on how a product's ingredients can meet clients' needs," suggests Hatler. Determine who will be primarily responsible for selling: nail professionals or front desk staff. If you set a sales goal for techs, Ling suggests keeping it low or offering incentives such as gift cards or free products to prevent sales from interfering with the quality of services.

In addition to talking to clients about your latest offerings, use in-store signage and social media to promote new products. "Social media platforms, such as Instagram, allow you to showcase your products in an organic way," explains Ling. "You can take a photo of a beautiful manicure and show off your jewelry at the same time." Discounts, in-store events and even partnerships with local businesses can also help get clients excited about your products. "Retailing in the salon is all about the experience," says Ling. "Don't be afraid to try different things; make small changes at a time and see how they go!" **NP**

Taylor Foley is a Los Angeles-based freelance writer.



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VEGAS.

Cosmoprof North America, held every July at the Mandalay Bay Convention Center in Las Vegas, is the largest business-to-business beauty show in America. NAILPRO's editors make the pilgrimage to this beauty mecca every year, combing through more than 500 booths to discover the best nail product launches seen on the show floor. This year, there was something for every nail tech, to be sure, from nail art fanatics to acrylic extensions experts. Check out some of our personal new product picks for each of our nail personalities.

WANTED

Stephanie Yaggy Lavery

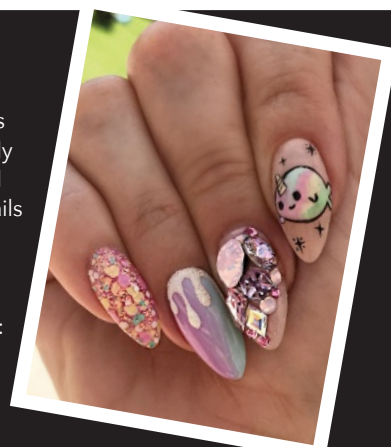
EXECUTIVE EDITOR

With almost 12 years at the helm of NAILPRO, Stephanie has utterly and completely embraced everything the nail industry has to offer. From extensions (gel, acrylic and even silk wraps) and nail innovations to color coats in every hue and extensive art, she has sampled it all—and wears it on a daily basis!



MY NAIL STYLE

Yvett Garcia (@yvynails) is my nail goddess. Not only does she sculpt beautiful acrylics, she also never fails to create magic on my extended almond-shape tips. This recent set is a combo of art techniques: hand-painting, sugaring, ombré and—of course—lots of crystals!



❶ I love summer beauty. Of course, you can't always get away with that in the winter months, but with the new **Bronze by Cuccio Naturalé** I can sport glowing skin all year long. The shimmering addition to the Butter Blends line is packed with vitamin-infused moringa oil and deeply hydrating mango seed butter to keep skin moisturized and nourished even in the driest months. cuccio.com

❷ Despite having worn everything on my nails at one time or another, I have an affinity for good ol' liquid-and-powder. That being said, when I saw the new **Orly GelFX Builder in a Bottle** I was ready to chuck my acrylic right then and there. This crystal-clear sculpting gel applies like a soft gel, wears like a hard gel and removes by soaking—and you can fill it! Done and done. orlybeauty.com

❸ I'm totally obsessed with the limited-edition **Beyond Pro** cordless rechargeable LED lamp from **Kiara Sky**. Besides being the loveliest shade of soft pink, it's also acetone resistant (keeping it pink), motion sensor activated (no one has to remember to push any buttons) and it's easy to clean (always important). kiarasky.com

❹ I pulled out all of my detailed nail art inspo pics when I discovered the new **Gelish Art Form Gel**. This highly pigmented 2-D Technology art gel means that you can paint everything from fine lines to background shading without any wrinkling or wiping, or having to apply multiple coats. Plus, it's available in 24 shades, from glitters to pastels, making it a must for awesome art. gelish.com

❺ My nails aren't anything without a little (read: a lot) of sparkle. A simple set for me consists of neutral color loaded with well-placed stones. Naturally, I couldn't wait to play with the new **Swarovski Crystalpixie Tiny Treasures**. As opposed to the caviarlike effect of the original Crystalpixie, these chic packets boast flat-back crystals in a variety of colors and shapes, as well as pendants with jump rings—hello, nail piercings!—so I can mix and match to my sparkling delight. dreamtimecreations.com



❶ I'm a habitual tea drinker, so **La Palm Volcano Spa Pedicure** in the new Green Tea & Aloe Vera scent is right up my alley. The five-step kit contains everything techs need for an ultrapampering pedi: Detox Volcano Crystals and Detox Volcano Activator, which are combined for a bubbling, fizzy soak; Exfoliating Sugar Scrub; Collagen Cream Maske; and Collagen Massage Lotion. lapalmspaproducts.com

❷ I'm loving new **EzFlow TruLAQ** extended-wear lacquer for long-lasting pedis. Available for purchase in December, TruLAQ includes 24 of the brand's most popular shades from the TruDIP acrylic dip system and TruGEL gel polish line—including one of my faves: Smeared Kiss. The quick-drying lacquer is formulated to last two times longer than regular nail polish. ezflow.com

❸ Despite my busy schedule, I crave a luxurious spa pedicure now and then, and the new **Qtica Smart Spa SmartPods** make it easy for nail techs to deliver just that using a cost-effective, efficient four-step system. The products in the each kit—Fresh Soak, Sugar Scrub, Moisture Mask and Luxury Lotion—come prepackaged in individual cups perfectly portioned for a single pedicure service, eliminating the guesswork of portioning out product from bulk containers and making inventory tracking easier. qtica.com

❹ An ombré manicure is my go-to when I'm looking for a simple way to make my nails stand out. **NuRevolution's** new **Ombré Gel** makes it easy to achieve the blended effect without actually mixing colors or using additional brushes. Try NuRevolution's recommended color combos or choose any two of the 37 shades to work with—from pale peach Perfection to bright blue Berry. nurevolutioninc.com

❺ As a working mother, I have a real need for speed when it comes to nail services. That's why I'm excited about **Kinetics Professional Nail Systems** **Shield Nude Base Gel Polish**. The multitasking, time-saving product provides base coat and color in one application (saving up to 20 minutes during a French manicure service); fills ridges and other nail imperfections to create a smooth surface; and conceals nail discoloration for a flawless natural look. And, it comes in a variety of nude shades to match any skin tone. kineticsnails.com



Lotus Abrams MANAGING EDITOR

When it comes to her nails, this busy mom of 5- and 7-year-old girls (who are already raiding her beauty closet!) favors express services, reparative nail treatments, gel polish and traditional lacquer in bright and daring shades, luxurious lotions, and simple nail art with just a little bling.



MY NAIL STYLE

LeChat brand ambassador Henry Pham upgraded my single-shade gel mani with a couple of rose-adorned accent nails, which he created in a matter of minutes by painting rose "petals" in white gel polish over one coat of black gel polish topped off with a coat of red gel polish.



ARMANDO SANCHEZ, COURTESY OF MANUFACTURERS

Dina Ciccarelli

ASSISTANT EDITOR

Whether she's attending a salon opening party, flowing through a yoga class, or spending the day at the beach with her dog, Lola, Dina needs durable, long-lasting nail products that can stand up to her busy lifestyle: gel polish, dipping powders and gel paints—all perfect for creating standout nails.



MY NAIL STYLE

Nail artist Katie Masters created this simple yet beautiful rose quartz nail art design for me, featured in our September 2017 issue, using gel polish and paints. I love that it looks complex, but didn't take a lot of time.



❶ My fear of heat spikes is now a thing of the past, thanks to the **Light Elegance LEDdot**, a powerful, compact new curing lamp. With 54 LED lights and an automatic hand sensor, this lamp boasts even curing, a low power mode to prevent heat spikes and light indicators that signal when it's in use. lightelegance.com



❷ Stamping has become my new favorite way to achieve nail art; it makes creating intricate art quick and easy (once you get the technique down, that is). The new **Christrio Stamping & Painting Gel Set** includes everything needed to create art for every occasion: a design plate, gel paints in eight shades, a stamping tool and a scraper. christrio.com



❸ The mild Los Angeles climate means my feet are on display long after sandal season has ended in other parts of the country, making year-round pedicures a must. And despite being busy, I can always find time for a fabulous **Voesh Glimmer Pedi in a Box**. Available in two shimmering, attention-grabbing choices—Golden Glimmer and Unicorn Glimmer—the five-step kit comes with everything you need for a posh pedi individually packaged for a single service. voesh.com



❹ This product has my name written all over it. With the new **Cuccio Veneer Peel It! Pre Base** I can keep my go-to gel polish manis *and* make sure my natural nails stay damage-free. Peel It! is applied before Veneer Base Coat to protect the natural nail from damage during the removal process. When it's time to remove the gel manicure, there's no need to soak; you just peel it off for damage-free nails in minutes. cuccio.com



❺ My favorite **LeChat** gel polish and lacquer shades are now available in **Perfect Match Dip Powder**—there are 188 colors to choose from! Bonus for my busy lifestyle: Perfect Match Dip Powder doesn't require curing, offers gentle and easy removal and lasts twice as long as a traditional manicure. lechatnails.com **NP**



COLD SPELL

KEEP CLIENTS SUFFERING FROM RAYNAUD'S—A LITTLE-KNOWN CONDITION THAT AFFECTS FINGERS AND TOES—COMFORTABLE DURING NAIL SERVICES.

The human body is a highly responsive instrument. When it's overheated, it perspires; when it's cold, it shivers; when it's threatened, it releases adrenaline, which shifts the circulatory and nervous systems into overdrive. Although these responses are predictable, the fact is that not every body works the same. For some people, the physiological reaction to internal or external stimuli is exaggerated. Such is the case for individuals with Raynaud's (ray-NODES) syndrome, a condition with which all nail technicians should become familiar.

Primarily affecting fingers and toes, Raynaud's causes these extremities to turn white or blue and become swollen, numb or tingly when exposed to certain "triggers"—typically cold temperatures or stress. While not disabling, Raynaud's can cause pain that can be severe enough to affect quality of life, requiring sufferers to make lifestyle adjustments to limit exposure to their triggers. This is why it's important for nail techs to know whether or not a client has Raynaud's, and what to do—and what *not* to do—to keep that client comfortable throughout her nail service.

THE REYNAUD'S MYSTERY

First identified by French physician Maurice Raynaud in the mid-1800s, Raynaud's is categorized into two types: primary, i.e., not associated with another underlying medical problem, and secondary, where symptoms of the condition are the first sign of an underlying autoimmune disease. The vast majority of

Raynaud's cases are the primary type, and thus what nail techs are most likely to see in the salon.

According to Lynn Wunderman, chairman of the Raynaud's Association, a national nonprofit organization that she founded in 1992, what occurs physiologically during a Raynaud's attack can best be described in terms of the body's "fight or flight" response. "When the body feels it's in danger of extreme cold or stress, the blood vessels in the extremities shut down to send the blood supply to the body's vital organs for protection," she explains. "For a nonsufferer, this might occur at temperatures below 20 or 30 degrees Fahrenheit, or when someone puts a gun to their head. For a Raynaud's sufferer, it can happen at 60 or 70 degrees, or after a really bad day at work." At that point, the color changes and accompanying discomfort occurs.

Although the primary signs and symptoms of Raynaud's are easily identifiable, the syndrome's origin remains a mystery. "Raynaud's is considered a 'phenomenon' because the cause of the ailment remains unexplained," says Wunderman, who herself has been diagnosed with the disorder. "We know that Raynaud's occurs in all population groups, although it affects women much more often than men." Wunderman reports that although researchers haven't determined a specific genetic link for Raynaud's, in many families more than one member has the condition. "It's uncertain as to whether or not family connections are based on increased awareness of the condition among relatives or true heredity," she adds.

RAYNAUD'S FACTS*

Raynaud's syndrome is estimated to affect 5% to 10% of the U.S. population.

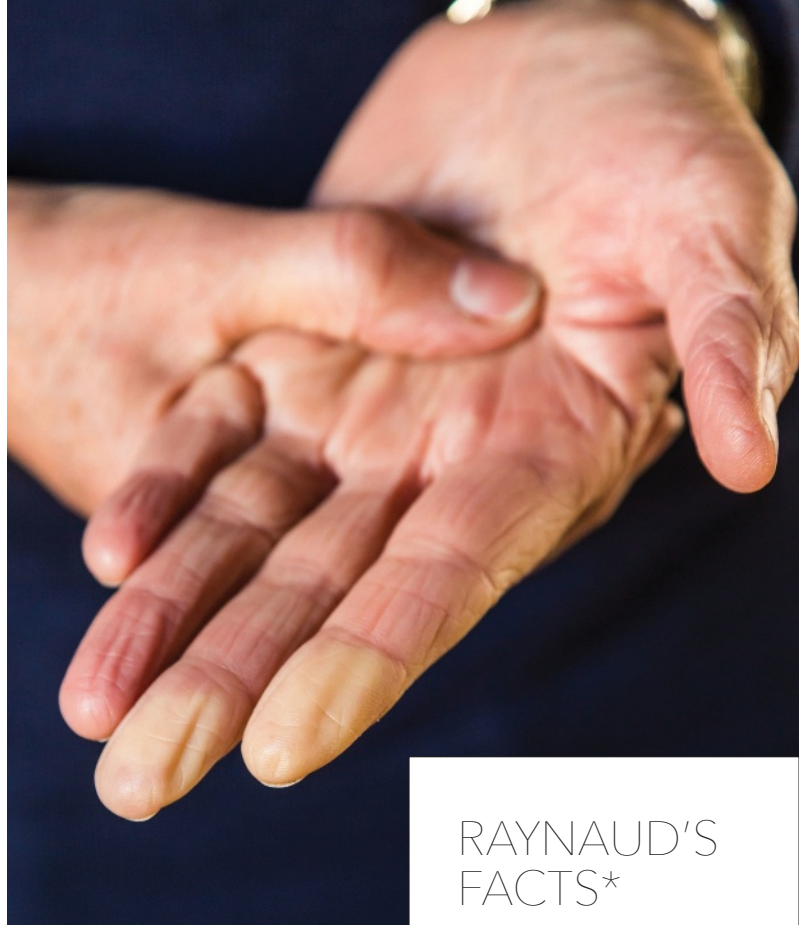
Women are nine times more likely to be affected by Raynaud's than men.

Raynaud's affects one in five women of childbearing age.

Only approximately 20% of people with Raynaud's are aware that there is a medical explanation for their pain and discomfort.

Ninety percent of Raynaud's sufferers have the primary form of the disease that is not associated with another underlying medical problem.

Sources: National Institute of Arthritis and Musculoskeletal and Skin Diseases; The Raynaud's Association.





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GOING ON THE ATTACK

Raynaud's is not a well-known condition. Because of this, and the fact that it isn't life-threatening and is rarely disabling, it goes largely undiagnosed. "Most people affected by the condition don't even realize that their pain and discomfort have a medical explanation, so they don't seek treatment," says Wunderman. "Doctors often make the diagnosis based on the patient's description of the color changes

that occur suddenly after being exposed to cold temperatures."

It behooves anyone with symptoms of Raynaud's to get a medical diagnosis. Although not common, complications stemming from Raynaud's include digital ulcers and the potential for long-term damage to blood vessels. In extreme cases, "a sufferer may experience gangrene and lose a digit," Wunderman warns. She notes that although there's no medication to

prevent or halt Raynaud's attacks, certain calcium channel-blocking drugs have been clinically proven to decrease their severity and/or frequency, and topical antibiotics or nitroglycerin paste, gels or patches may help protect against infected skin ulcers.

If Raynaud's is suspected, a doctor will order a blood test to rule out a causative underlying disorder. If there is none, treatment consists mostly of lifestyle adjustments that involve avoiding exposure to cold temperatures, dressing warmly and managing stress. The Raynaud's Association offers an additional piece of advice: Don't smoke, as smoking narrows blood vessels and can worsen Raynaud's. Fortunately, the majority of Raynaud's sufferers have a mild primary type, and commonsense measures are enough to keep them reasonably comfortable.

"Keeping the skin moisturized can help avoid cracked skin, which can be tender and painful during and after a Raynaud's attack."

NAILCARE THAT COMFORTS

Once you know that a client has Raynaud's, there are several things you can do to help ward off an attack, so make sure to ask all new clients to fill out a health history questionnaire before their first service. But what if the client herself doesn't know she has Raynaud's? It isn't the tech's job to diagnose, but if you notice that your client has unusually cold hands, you should address it.

"A technician needs to ask every client whose hands are freezing cold if she has asked her physician about them," says Janet McCormick, MS, educator, author and co-owner of Nailcare Academy. She recalls a client with very cold hands who was frequently in pain, especially in the winter. "She thought it was arthritis," says McCormick. "I continually gave her gentle suggestions about going to the doctor, and she finally went." Sure enough, the client had Raynaud's, and was grateful to McCormick for encouraging her to see her doctor.

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There aren't any circumstances in particular in which you should turn away a client with Raynaud's, but some concessions may be necessary.

According to Wunderman, there are a few things to consider when tailoring your nail service to someone with Raynaud's. First and most obvious are the temperatures you introduce: Cold or cool soaks can trigger an attack, whereas paraffin treatments offer penetrating warmth. Also, think about safe ways to stimulate circulation. Wunderman suggests using products with ingredients containing L-arginine, a known vasodilator and circulatory stimulant, for example.

Massage provides warmth, increases blood flow and promotes relaxation, but "gentle" is the operative word. "Do not massage the actual toes or fingers; rather, gently rub them—not *between* them—with lotion," McCormick advises. Perhaps less obvious, but just as important, is supplying moisture to affected areas. "Keeping the skin moisturized can help avoid cracked skin, which can be tender and painful during and after a Raynaud's attack," Wunderman says. "Oil acts as a humectant that can help trap more heat in the skin, so oils could be beneficial." McCormick always uses moist heat for these clients, even in the summer.

McCormick has developed protocols for clients with Raynaud's that she says have stood the test of time. "I always urge the client to run warm water over her hands for a few minutes while washing. Afterward, I wrap her hands in a wet washcloth and then lay a regular towel over them while they're resting on a heating pad covered with a moist towel," she says. "For both manicures and pedicures, I always perform a soak-less service, because water temperature is too hard to gauge. For pedicures, I clean the client's feet with antibacterial gel using gentle massage and then place them on a heating pad covered with a moist towel, and then lay another towel over the feet. The service proceeds, with the hands and feet returned to the heating pad and covered between steps."

There aren't any circumstances in particular in which you should turn away a client with Raynaud's, but some concessions may be necessary. "If a sufferer has sensitive skin or ulcers, the process of cutting the nails or cuticles could be painful," says Wunderman, though she adds that massage and paraffin does benefit sufferers.

At the end of the day, it comes down to nail techs using their instincts and

experience to work with these clients. "If nail technicians are attuned to the symptoms, they can help by suggesting the best parts of the process and skipping some that might be troublesome," says Wunderman. "That said, in general, most should be fine with the standard manicure." **NP**

Linda Kossoff is a freelance health writer based in Los Angeles.

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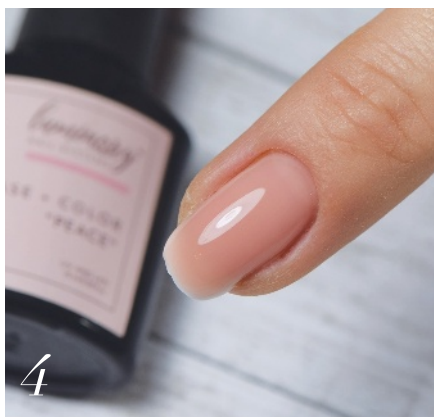
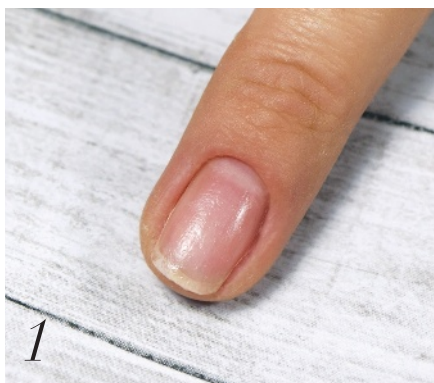
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Luminary Nail Systems Multi-Flex Gel is a new soakable builder gel that can be used for a basic overlay or to create an extension. Available in nine shades, this two-step gel boasts a hardwearing adhesion to give clients a durable, long-lasting manicure that can be easily removed with acetone.



1 Prep the nail and apply one coat of Commit Primer. (Note: Skip the primer if you intend to soak off the nails.)

2 Apply a thin layer of Base + Color and cure for 30 seconds. Fit a form to the nail.

3 Pick up another small bead of Base + Color and, starting at the free edge, extend the nail to the desired length. Cure for 60 seconds. After curing, remove the form from the nail.

4 Place a larger bead of Base + Color at the cuticle area and

gently float the product up to the free edge, moving the brush from sidewall to sidewall, until the nail is covered. Turn the client's hand upside down to allow the gel to level. Turn the hand back over and add another bead to the arch if necessary. Cure at half power for 30 seconds. Follow with a full-power cure for 60 seconds.

5 Remove the inhibition layer and gently file and shape the nail.

6 To finish, wipe away any dust, apply no-wipe Empower Top Coat and cure for 60 seconds.

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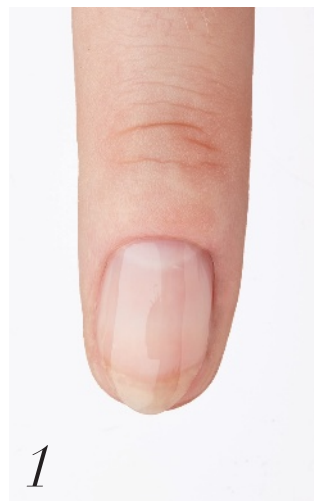


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JOYAMIA.COM

Give clients an eye-catching chrome set with the new **Joya Mia Aluminix Chrome Gel** polish. Available in 24 colors, the gel polish is designed to be used with Aluminix Base, a silver base coat that ensures a smooth application and a long-lasting, high-shine metallic finish.

- 1 Prep the nail and apply gel base coat. Cure for 30 seconds.
- 2 Apply Aluminix Base, wait 10 seconds and then cure for 30 seconds.
- 3 Apply a second coat of gel base coat and cure for 30 seconds.
- 4 Apply one coat of Aluminix Chrome Gel and cure for 30 seconds. Seal with gel top coat and cure for 60 seconds. **NP**



HAPPENINGS

SHOWS & EVENTS

October

Premiere Beauty Classic

October 7-8

Greater Columbus Center,
Columbus, OH.

Contact Premiere Show Group,
1049 Willa Springs Dr.,
St. 1001, Winter Springs, FL 32708;
800.335.7469;
beautyclassicshow.biz.

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.

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.

November

The Makeup Show L.A.

November 10-11

California Market Center, Los
Angeles, CA.
Contact The Makeup Show, 123
W. 18th St., 8th Fl., New York,
NY 10011; 212.242.1213;
themakeupshow.com.

PBA Executive Summit

November 28-29

Omni Scottsdale Resort & Spa at
Montelucia, Scottsdale, AZ.
Contact Professional Beauty
Association, 15825 N. 71st St.,
#100, Scottsdale, AZ 85254;
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14 Demo/Class: Garden Grove, CA.

21 Demo/Class: San Gabriel, CA.

21 Demo/Class: Los Angeles, CA.

N.A.I.L.S. Association

803.403.2896, nailsassoc.com

21 Sculpting Nails: Barnwell, SC.

28 Nail CEU Class: Myrtle
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1 Designscape: Lincoln, NE.

1 Discover OPI Gel Color: Shelby
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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.

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28 All About Acrylic: Anaheim, CA.

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Jeff Black • jblack@creativeage.com
Mindy Rosiejka • mrosiejka@creativeage.com
Suzanne Craven • scraven@creativeage.com

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Cold Spell

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 our Nail Clinic column. For answers to this month's test, see "Cold Spell" on page 76. 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. Raynaud's syndrome primarily affects _____.

- A. Joints
- B. Muscles
- C. Fingers and toes
- D. Men

2. Which of the following is not a symptom of Raynaud's?

- A. Hands become blotchy and red
- B. Hands turn blue or white
- C. Hands tingle
- D. Hands swell

3. Most people with Raynaud's have the primary type of the condition.

- A. True
- B. False

4. Raynaud's is considered a phenomenon because _____.

- A. There is nothing else like it
- B. It was only recently discovered
- C. It affects women much more than men
- D. It's an unexplained ailment

5. People with Raynaud's experience an exaggerated response to stress and _____.

- A. Cold temperatures
- B. Hot temperatures
- C. Water
- D. All of the above

6. Complications stemming from Raynaud's include _____.

- A. Digital ulcers
- B. Long-term damage to blood vessels
- C. Loss of a digit
- D. All of the above

7. There's no medication to prevent or halt Raynaud's attacks.

- A. True
- B. False

8. Treatments for Raynaud's are intended to _____.

- A. Increase blood flow to the affected area
- B. Raise body temperature
- C. Relieve pain
- D. All of the above

9. When working on a nail client with Raynaud's, you may want to avoid a _____.

- A. Gentle massage
- B. Cool soak
- C. Warm wrap
- D. Moisturize treatment

10. In the United States, _____ of the population is affected by Raynaud's.

- A. 20% to 25%
- B. 13% to 15%
- C. 5% to 10%
- D. Less than 5%

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

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

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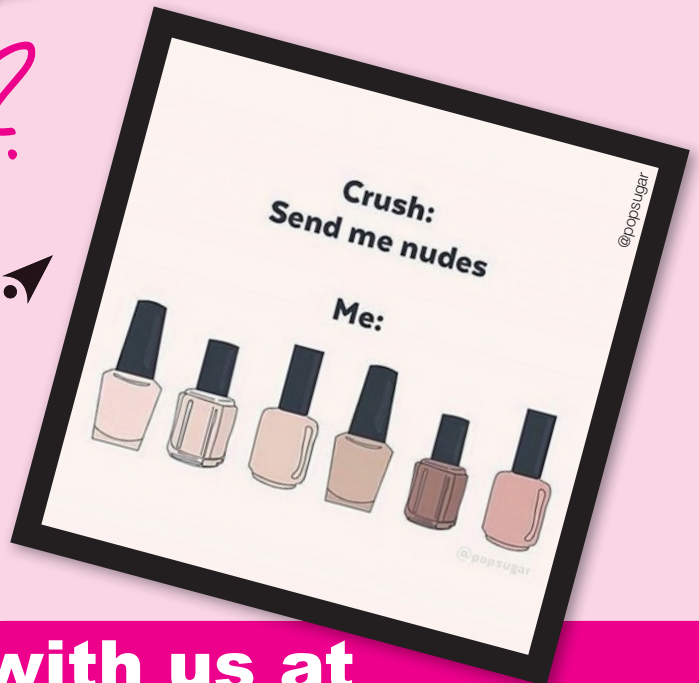
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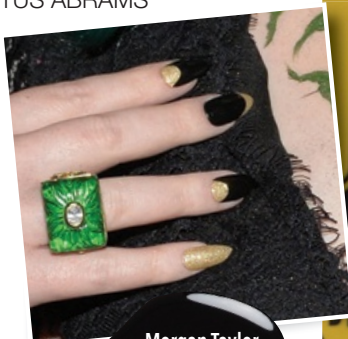
CRYSTAL BEAUTY ACADEMY



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Your Heart

BETTE MIDLER

The actress topped off her costume as Winifred Sanderson from *Hocus Pocus* with squared-off cobalt blue tips.



Morgan Taylor
Little Black Dress



Zoya
Nahla



MICHELLE TRACHTENBERG

A play on the classic and reverse French in inky black and glittery gold was the perfect accessory for actress Michelle Trachtenberg's spooky secret garden costume.

TIP OR TREAT

In our admittedly biased opinion, nothing puts the finishing touch on a Halloween costume quite like a great set of nails. Case in point: these celebrities who went all out to get into character, from their heads to their well-designed nail tips! Recreate these looks with our swatch suggestions or come up with your own for clients this spooky season.



JESSICA WILLIAMS AND DANIELLE BROOKS

Actresses Jessica Williams and Danielle Brooks channeled Halle Berry and Natalie Desselle in the '90s film *B*A*P*S* with towering wigs, over-the-top attire and mega-long tangerine tips.

CND Vinylux
Gypsy



China Glaze
OMG

PATRICK STARRR

Social media star and makeup artist Patrick Starr added a dose of drama to his Snow White costume with a set of crystal-embellished, holographic almond nails.



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