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A close-up portrait of a woman with dark hair pulled back. She has dramatic eye makeup with purple and blue shimmer. Her nails are painted with a metallic black base, accented with purple and teal. She is holding her hand near her face, with her fingers slightly spread.

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A photograph of Marilyn Monroe lying on her side, wearing a white, ruffled dress, with her head resting on her hand. The background is dark blue.

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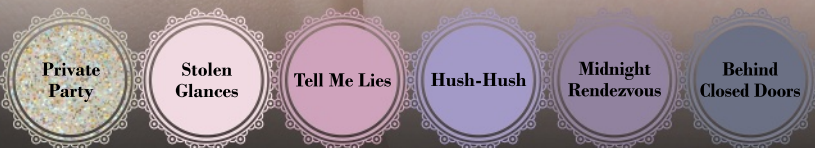




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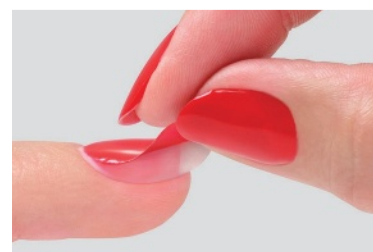
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NOVEMBER 2018

Contents

FEATURES

56 EDUCATION ON A BUDGET

Top tips for expanding technical skills and allocating funds wisely. By Leslie Henry

60 HOLIDAY GIFT GUIDE These festively packaged collections make finding the perfect gift a breeze. By Angelina Lewis

62 MAKE YOUR MOVE A complete guide to finding a new job. By Karie L. Frost

68 HEAVY METAL Elevate your nail art with metallic products, plus expert application tips and tricks. By Angelina Lewis

72 SEASONAL SERVICES FOR EVERY PERSONALITY Create custom services for four popular client personas. By Taylor Foley

IN EVERY ISSUE

22 EDITOR'S NOTE

24 CREATING THE COVER

26 TIP OFF

44 PORTFOLIO

85 HAPPENINGS

86 MARKETPLACE

87 TEST YOURSELF

88 AD INDEX

COVER CREDITS

Nails: Amanda Treadway for Light Elegance;
Photography: Cory Sorensen, corysorensen.com;
Makeup: Anthony Merante, Tomlinson Management Group;
Model: Taylor Vincent, The Industry Model Mgmt;
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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of the nail. Cure for 30 seconds.
Repeat for coverage.



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



COLUMNS

48 POLISHED LOOK | LINEAR GLITZ Guest nail artist Felicia Bullen creates runway-inspired tips to showcase this season's sparkle.
By Karie L. Frost

50 WORKSHOP | MAKE 'EM JELLY
Experiment with two new methods of clear extensions to show off the jelly nail art trend. By Angelina Lewis

52 NAILSPIRATION | ON POINT
Luxurious leather inspires daring tips.

54 SAVVY SALON | PRÉP BEAUTY PARLOUR
Owner Mika McInnes's French Renaissance-themed salon features luxe aesthetics in Downtown Vancouver.

78 NAIL CLINIC | IT'S THE JOINT
How to combat and cope with arthritis on the job. By Virginia Pelley

82 PRO TALK Protect clients' natural nails with new Cuccio Veneer Peel It! Pre-Base, and create an effortless ombré manicure with the NuRevolution four-step Ombré Gel system. By Angelina Lewis

96 HOLLYWOOD FILE | SHOW OF HANDS
Celebs coupled stunning outfits with next-level manicures at the 2018 Video Music Awards. By Lotus Abrams

CORRECTION: Poppy & Monroe Salon, featured in "Green Scene" in the April 2018 issue, is based in Nashville, Tennessee. NAILPRO apologizes for this error and any confusion it may have caused.

NAILING DIGITAL

CHECK OUT THIS MONTH ON NAILPRO.COM

MAKE THAT SALE!

nailpro.com/how-to-upsell-retail Boost retail sales in your salon with these must-use tips.

HOLIDAY HELPER

nailpro.com/tips-for-safeguarding-your-business-during-the-holiday-season Keep your salon running smoothly during the holidays.

MYTH BUSTERS

nailpro.com/8-nail-and-hand-myths-busted
We expose eight common nail and hand falsehoods.

▶ PLAID PERFECTION

nailpro.com/light-elegance-buttercream-how-to
Can't get enough of our Light Elegance cover art? Watch Katie Masters create the perfect plaid set using Light Elegance ButterCreams.





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ON MY RADAR

GET HOLIDAY READY WITH NP EXECUTIVE EDITOR STEPHANIE YAGGY LAVERY'S GIFT PICKS.



1

POLISH

The ideal gift for those who love iconic beauty: This limited-edition kit comes with a bottle of burgundy Gelish The Camera Loves Me, Gelish Nourish Cuticle Oil and loose crystals encased in a tin imprinted with classic Hollywood beauty Marilyn Monroe. «Gelish Forever Fabulous Lavish Me in Diamonds, gelish.com»



2

WEAR

I'm obsessed with this T-shirt sporting the names of different nail shapes! The tee, created by veteran nail artist and entrepreneur Ashley Gregory, is sold through her site, the Nailscape, which offers, in addition to a store, tutorials, nail inspo and more. «The Nailscape The Shape of Things Relaxed Fit T-Shirt, thenailscape.com»



3

FOLLOW

Sometime the best gift is five minutes to scroll through fabulous nail inspo courtesy of Amy Hwang (@aymehnnails). Her work is full of artfully placed glitter and shimmer that keeps me hooked!



Sure, it's only November, but if you wait until December to start thinking about the holidays, you're already behind schedule. That being said, I'm a perpetual procrastinator, so I get it if you're dragging your feet—but I hope creating this list will spur all of us on! This month, we feature plenty of products to get you holiday-ready, from shimmering metallics (see "Heavy Metal" on page 68) to adorable gift sets in our "Holiday Gift Guide" on page 60. Of course, amidst the bustle of catering to everyone—clients, kids, friends, partners—it's easy to forget about your own needs, so be sure to take care of yourself as well, whether that means buying something special for yourself (check out some of my favorites below) or just taking a much-deserved break!

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

4

STYLE

Thrilled to celebrate fashion icon, cofounder and style director of CND Jan Arnold as she was named a "Woman of Style" by *Modern Luxury* magazine. Between her always fabulous nails, haute couture wardrobe and creative spirit, this award was right on the mark!



5

BUFF

Whether a makeup novice or pro, everyone should have The Original BeautyBlender in their arsenal to bounce foundation, highlighter, even powder across their face. For holiday, check out this adorable gift set, featuring four BeautyBlenders including a limited-edition Sapphire hue. Plus, each comes with a peppermint-scented BlenderCleanser for a fresh bounce. «BeautyBlender Sweet Indulgence, sephora.com»

6

LENGTHEN

If you haven't tried lengthening your lashes naturally, you're seriously missing out (I know, because I just started myself—and wow!). This adorable ornament features a value size (two times the amount of serum!) of GrandeLASH-MD guaranteed to elongate lashes through holiday parties and into the New Year. «Grande Cosmetics GrandeLASH-MD Ornament, grandelash.com»



7

MY MANICURE

While sweater tips always have a place in my heart, sometimes a set of not-so-holiday nails wins me over, like this moody fall design by Yvett Garcia (@yvynails). The matte effect of the gray-mauve gel polish evokes a cashmere sweater, while the shine highlights the hand-painted leaves over a sheer black background. What's more, it matches Essie's new gorgeous Serene Slate collection perfectly! «Essie Serene Slate, essie.com»

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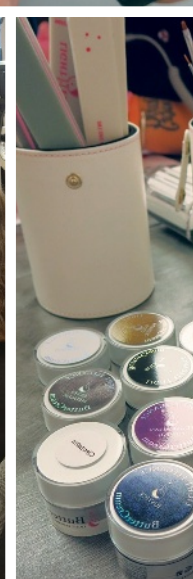
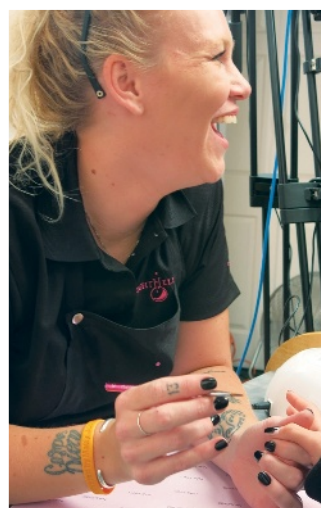
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See how the cover nails were created at nailpro.com/videos/behind-the-cover!



Through the Shadows

From within the inky blackness peeks eye-catching shades of glimmering jewel tones—the theme for the cover nails created by the talented Amanda Treadway (@luxurnaildesign) for Light Elegance. When tasked with the project, Treadway considered her color palette and the newest shades of Light Elegance ButterCreams, and she crafted these geodelike tips. First, Treadway lengthened the model's short natural nails with wearable-length extensions sculpted with Light Elegance Lexy Line UV/LED Hard Gel in Baby Pink Extreme. Then, she applied two coats of Black Tie ButterCream Color Gel, mattifying them after curing. Next comes the fun part: Treadway added random shocks of color using a variety of ultraopaque shimmering ButterCreams along with a touch of glitter and pigment. The nails are relatively simple to create, but offer some serious impact—the ideal salon set for clients daring to go dark.

PAINT POTS The ultimate in pigment, Light Elegance ButterCream Color Gels create super opaque color in only one coat and come in every gorgeous color imaginable!



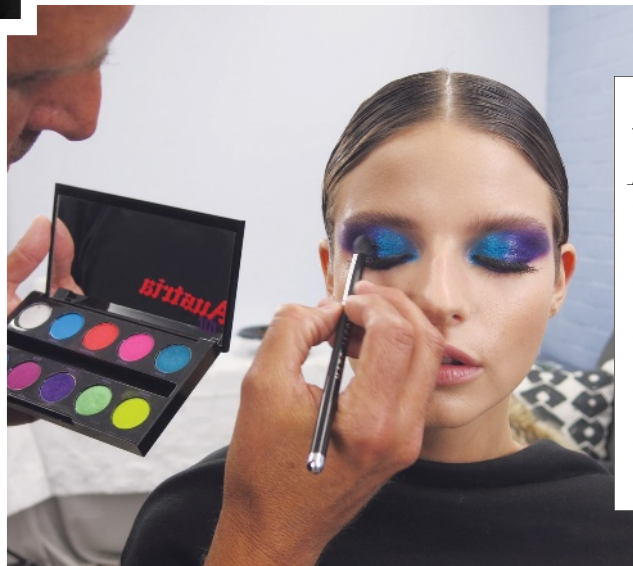
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BASE TIME Sculpted nails don't have to be extreme, as proven here. You can achieve wearable, natural-looking enhancements with the entire Light Elegance Lexy Line of UV/LED gels.



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- Light Elegance Lexy Line UV/LED Hard Gel in Baby Pink Extreme
- Light Elegance ButterCream in Black Tie
- Light Elegance Flat Matte Top Coat
- Light Elegance ButterCream UV/LED Color Gels
- Light Elegance Premium Pretties in Mediterranean

TIP OFF

BUSINESS | TRENDS | NEWS | PRODUCTS | BY LOTUS ABRAMS



DESIGN

BRIGHT IDEA

The clean, bright, calming atmosphere of Paloma's two Houston nail salon locations is no accident; founder Maryam Naderi says she had a clear vision of the aesthetic she wanted from the start. "Our aim was to bring clean nails to people in a warm, inviting, relaxing, aesthetically pleasing space, so that's exactly what you see when you come into Paloma," she says. The modern salons feature polished concrete floors, white Neolith surfaces, ombré Calico wallpaper and eye-catching blue Eero Saarinen Womb Chairs that serve as pedicure chairs

atop wood platforms. "The salons are intentionally not overwhelming with anything on the walls or abrasive design elements, such as chandeliers, or a lot of decor," Naderi says of the two spaces, the first of which opened in 2016 and the second opened earlier this year.

To bring her vision to life and ensure continuity between the locations, Naderi hired local architecture firm Content, as well as a lighting consultant, but made interior design and materials decisions herself. While she found hiring an architecture firm incredibly valuable

“The salons are intentionally not overwhelming with anything on the walls or abrasive design elements, such as chandeliers, or a lot of decor.”



for generating buzz and excitement surrounding her business—Paloma even won a 2017 AIA Houston Design Award—she acknowledges that this option is not financially viable for every business owner. Regardless of whether you hire a pro or design your nail salon space yourself though, Naderi cautions, it’s important to be prepared for bumps in the road. “What you can count on no matter what is that things will not go according to plan,” she says. “My best advice to current or aspiring entrepreneurs is to overcapitalize; you’re always going to need more money than you think, and the worst thing you can do is run out of money when you’re in the middle of a project.”

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TIP OFF



NEWS

Support the Tip Tax Credit Bill for Salons

Congressman Darin LaHood (R-IL) and Congresswoman Suzan DelBene (D-WA) recently introduced H.R. 6736, a bill that would extend the Federal Insurance Contribution Act (FICA) 45(b) tip tax credit—currently available to the restaurant industry—to salons and small beauty businesses. The legislation would provide a dollar-for-dollar tax credit on employers' share of FICA taxes paid on employees' tip income paid to them by their clients.

According to the Professional Beauty Association (PBA), the legislation would benefit salon owners by allowing an Employer Tip Reporting Safe Harbor from an IRS audit if the employer practices proper tip reporting education, procedures, rule compliance and employee tip record maintenance as well as simplifying and coordinating income reporting between rental space owners and renters who provide professional beauty services. "In our rapidly growing beauty industry, the 45(b) tip tax credit will help salon professionals and small businesses continue to flourish," says PBA executive director Steve Sleeper. "An expansion of this existing credit will improve tip reporting and promote tax fairness, which will allow our salon business owners to create new employment opportunities and reinvest in their businesses. The team at PBA, its volunteer leaders and loyal members have worked tirelessly to be an effective advocate on this issue, as well as others."

The PBA reports that the beauty industry has outpaced the overall U.S. economy in 16 of the last 18 years, also citing that the Bureau of Labor Statistics predicts personal appearance jobs will increase 13 percent between 2016 and 2026. The organization stresses that the beauty industry is largely an industry of small businesses: According to the U.S. Census Bureau, 58 percent of salon industry establishments with payroll employees have fewer than five employees, while 83 percent employ fewer than 10. "Salon owners [who] employ licensed beauty professionals have an opportunity now to share with Congress the importance of tax fairness and how expanding the tip tax credit will positively impact their business," says Myra Reddy, PBA director of government affairs. "Compliant salon owners are working daily to keep up with the growing number of state and federal laws that place heavy burdens on their businesses and prevent employment growth. This credit is needed for employer-based salons to thrive."

To learn more about H.R. 6736, visit probeauty.org/fica; contact the PBA Government Affairs team at 800.468.2274; or email Myra Reddy, PBA director of government affairs at myra@probeauty.org. You can also take action by completing the form at p2a.co/Hiefa3o to send a letter to Congress asking them to support the legislation.



INGREDIENT Coffee Fix

America's favorite morning beverage also delivers a powerful pick-me-up for skin.

Coffee lovers rejoice: The ubiquitous beverage that fuels everything from morning commutes and school drop-offs to late-night jam sessions is also good for your skin. The powerful ingredient has made its way into a number of beauty products for the face and body, including scrubs, lotions and masks, as well as for nails. "Coffee fruit extract has more antioxidant power than any other fruit source," says Dana Roberts, founder of Mālie Organics, whose new Botany Beauty Coffee Fruit Mask is infused with Hawaiian coffee fruit extract. "The coffee fruit extract contains five exceptional phenolic acids that work together to produce immediate results: chlorogenic and caffeic acid for powerful anti-inflammatory properties that firm and tighten skin; ferulic acid to protect against free radical cell damage to minimize the effects of UV and environmental exposure; and quinic acid and trigonelline for antibacterial properties to cleanse the skin and give appearance of a balanced skin tone."

Coffee-fortified skincare products make an enticing retail offering to be sure, but salons and spas can also tap this buzz-worthy ingredient's benefits—and it's intoxicating scent—by incorporating it into professional treatments and services. Beau & Bella day spa in San Ramon, California, for example, offers the Coffee Callus Pedicure for clients with dry, overworked feet and callused heels. The service includes a warm coffee bean milk foot soak, exfoliation, massage and paraffin wrap. "Coffee has many great benefits for the skin," says Beau & Bella owner Natalee Min. "We incorporate it to our pedicure service because it's great for depuffing, exfoliation, smoothing, calming and brightening."

Looking to perk up your retail and service offerings? Here are a few coffee-infused products to consider.



Designed to combat premature aging, the four-step **Voesh O² Caffé Macchiato Spa Pedi in a Box** contains coffee extract and oils to tighten, exfoliate and brighten skin. voesh.com

Containing 100-percent active Hawaiian coffee fruit extract, **Mālie Organics Botany Beauty Coffee Fruit Mask** targets fine lines and wrinkles, dullness and hyperpigmentation. malie.com



Pevonia Smooth & Tone Body-Svelt Cream

is formulated with green coffee bean extract derived from unroasted green coffee beans to diminish cellulite and detoxify the body for smoother, firmer skin texture. pevonia.com



Farmhouse Fresh Triple Shot Caramel Coffee Scrub harnesses caffeine and Arabica bean extract to increase microcirculation and produce a temporary tightening effect on skin—plus, it smells divine. farmhousefreshgoods.com



Côte Strengthening Base & Top contains calcium pantothenate (vitamin B5) and coffee extract to help strengthen weak, thin, splitting or peeling natural nails, and it also comes in a travel-size bottle for on-the-go application—perfect for retail. cotesshop.co



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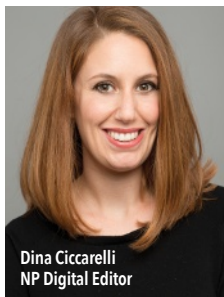
BUSINESS

Retail Reboot

The holiday season is typically the busiest time of year for nail salons, when techs are booked solid and retail sales are booming. But what about the rest of the year? Do your retail sales falter come January? Michael Kerzner, president and CEO of professional nail product distributor Premier Nail Source stresses that it's important for salon owners to focus on retail sales year round if they expect to maximize profits. "Salon retail is an essential piece of your business, as it has the potential to add significant profitability to the bottom line," he says. "Best of all, it doesn't require any additional service time from busy nail technicians."

To boost retail sales any time of the year, Kerzner offers some key pointers that are easy to put into practice when salon owners understand the fundamental nature of client purchases. "There are two basic categories of salon retail products: products your clients need and products your clients want," he explains. The former includes those related to the health of their nails, such as nail strengtheners and fungus treatments. "When you see clients with issues ranging from weak, peeling nails to fungal infection, you should be prescribing the products to best remedy these issues," he says, recommending that techs perform an initial application at the salon and then provide clients with instructions for applying the treatment themselves at home. "By doing so, you've just used your expertise to resolve your clients' nail issues while making a retail sale that will increase your income," Kerzner says.

Most products that clients want, on the other hand, are impulse buys, "so you don't need to worry about competing with retail stores and e-commerce websites," Kerzner says. The most common impulse buy in nail salons, according to Kerzner: nail polish. To make it easy for clients to pick up a bottle on a whim, stock your salon with a wide selection of the most popular shades and current collections, including those that match your professional dip and gel colors. "It isn't out of the ordinary for a woman to purchase a specific shade of nail polish to match a particular outfit or for a special event," he says. In addition, Kerzner recommends stocking retail sizes of the lotions and scrubs that you use in the salon, as many clients want to purchase the same brands and products used in their services. His final words of wisdom: "Use these tips to focus on driving retail sales, and give yourself a nice raise this year without having to do any additional services."



Dina Ciccarelli
NP Digital Editor

PRODUCTS

A FEW OF MY FAVORITE THINGS

Working for NAILPRO has taught me many things: what it takes to make a magazine and what it takes to achieve a healthy set of nails. Here, I've chosen some of the essential products I can now never live without.

2

I take my cuticle oil everywhere!



3

My go-to base coat for lasting color.



4

This daily treatment is a must for maintaining strong and healthy nails.



1

You can never go wrong with the right shade of red!



5

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7

Apply it weekly to give weak and brittle nails a boost.



6

Keep skin moisturized with this blend of passion fruit pulp and coconut milk.



8

An all-in-one solution for a relaxing pedicure.



1. Morgan Taylor Wonder Woman morgantaylorldacquer.com 2. OPI Pro Spa Nail & Cuticle Oil-to-Go opi.com 3. Orly Bonder Rubberized Basecoat orlybeauty.com 4. CND RescueRx cnd.com 5. BCL Spa Coconut Skin Care Oil bclspa.com 6. Farmhouse Fresh Maypop Steeped Milk Lotion farmhousefreshgoods.com 7. Cuccio Nail Strengtheners cuccio.com 8. Artistic Nail Design Sole-ful Rehab Ginger Tea artisticnaildesign.com



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TIP OFF

DAILY INSPO

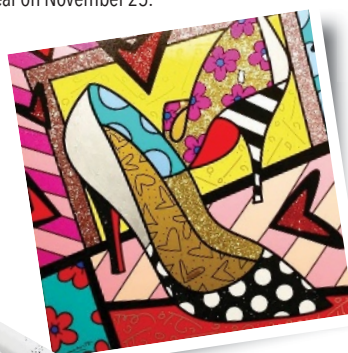
John Hawk

@johnhawknails

Industry veteran and president of Royalty Beauty John Hawk is an award-winning nail artist, educator and salon owner. Throughout his 25-year career, Hawk has worked with top nail manufacturers, including OPI, CND, Entity, Light Elegance and currently Joya Mia. He's also been a judge on the TLC and Discovery Life "Global Beauty Masters" television show, and is the host of the annual Cruise With the Nail Stars, which departs this year on November 25.



Romero Britto



Tennis



"Global Beauty Masters"

The Caribbean



Joya Mia Products

1. Romero Britto

"One of my biggest influences is artist Romero Britto. Some of his work can be found on Royal Caribbean ships. He's known for his great use of color and simplicity while using ecotones—that's where the line of opposites meet."

2. The Caribbean

"I draw inspiration from the Caribbean. I take several cruises there every year for work and pleasure. I use the seashells that I collect from the island beaches and incorporate them into my nail art. My clients love it!"

3. Joya Mia Products

"Some of my most favorite products are Sparx, Halo and Cat Eye by Joya Mia. There are so many ways to use them, and they're the fastest, easiest way to make nail art in the salon."

4. "Global Beauty Masters"

"Another great inspiration comes from the TV show 'Global Beauty Masters.' It combined nails, makeup, hair and fashion."

5. Tennis

"I've played tennis my whole life, and I'm a bit of a fanatic. After Serena Williams launched her line of OPI polishes—by the way, she's a licensed nail tech who can do some mean nails—the tennis world has become even more of a passion of mine."



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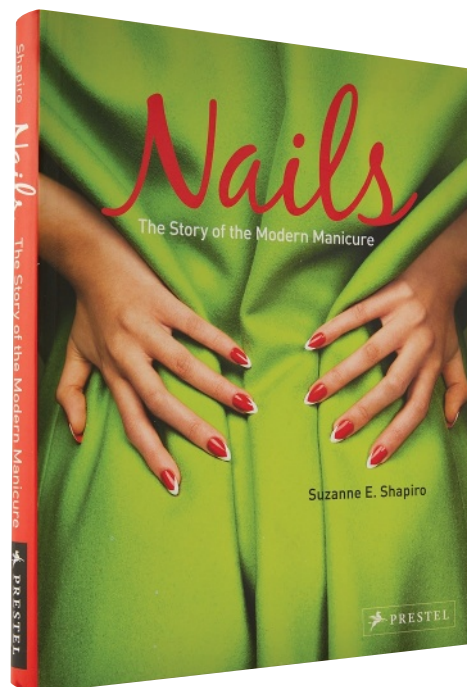
NEWS

California Salon Cited for Worker Misclassification

California is cracking down on businesses, including nail salons, that aren't properly compensating and classifying their workers. The state Labor Commissioner's Office recently issued more than \$1.2 million in wage theft citations to Young's Nail Spa in Temecula, California, for misclassifying and failing to properly pay 36 workers. Investigators audited the business records over a 40-month period and determined that the 36 workers employed at Young's Nail Spa were paid for each salon service performed instead of the total hours worked. Shifts averaged 9.5 to 10 hours per day, but workers were not properly paid for overtime, nor provided proper meal and rest breaks. The salon also failed to carry valid workers' compensation insurance coverage during the last three years.

Key to the ruling is worker misclassification—the practice of knowingly misclassifying an employee as an independent contractor. "Using misclassification as a business model not only denies workers of their rightful pay, but also gives the employer an unfair advantage over law-abiding businesses," says Labor Commissioner Julie A. Su. "California law is clear that if employers pay less than the minimum wage, when they're caught they'll be responsible for paying not just the wages owed, but an equivalent amount in liquidated damages plus interest."

Businesses are legally required to post notices on wages, hours and working conditions in an area frequented by employees where they may be easily read during the work day, and nail salons have a specific posting required for all Barbering and Cosmetology Licensees. For more information on labor laws and regulations, visit dir.ca.gov/dlse.



READ

History Lesson

Whether you love history or are just looking for a new source of inspiration, *Nails: The Story of the Modern Manicure* by Suzanne E. Shapiro is a must-read for every nail tech. Shapiro, a researcher at The Costume Institute at The Metropolitan Museum of Art in New York, takes a deep dive into the origins of the manicure, connecting the painted nail to the history of women's fashion and the evolution of beauty. A range of engaging images completes the volume, from early 20th century beauty manuals and classic Hollywood glamour shots to hip-hop music videos and fine art, plus nail-centric images from iconic fashion photographers including Nickolas Muray, Richard Avedon and Helmut Newton.



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before

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TIP OFF

WELLNESS

WRIST WORKOUT

As any nail technician knows, working with your hands all day can be taxing. That's why it's important to condition them every day to prevent wrist-related injuries resulting from the repetitive movements the job demands. Try adding these simple exercises to your daily routine before you start work.



1



2



3



4

- 1 Extend arms and stretch both wrists and fingers acutely, as if they're in a handstand position. Hold the position for a count of five.
- 2 Straighten both wrists and relax your fingers.
- 3 Make a tight fist with both hands.
- 4 Bend both of your wrists down while holding the fists. Hold for a count of five.

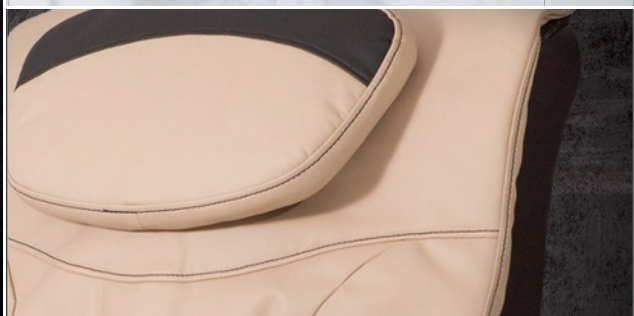
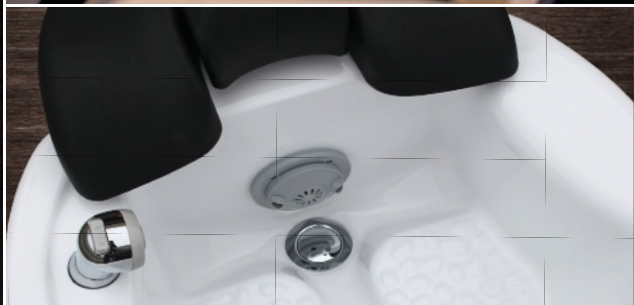
Perform 10 repetitions. When finished, let your arms hang loosely at your side and gently shake them out for a few seconds.

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TIP OFF

NEWS

TOKYO HITS NEW YORK

Los Angeles-based nail artist Britney Tokyo recently demonstrated her artistic abilities on a much larger series of canvases at her first art show at +81 Gallery in New York, held during fashion week in September. Known for her pop-culture influenced nail designs and devoted celebrity clientele, Tokyo created nine mixed media pieces for the show, including canvases, oversized nail tip sculptures and ceramics. "I wanted to show people that nail art is actually *art* and not just beauty," says Tokyo, who created each work using nail products including gel, acrylic, glitter and 3-D charms. Her favorites in the collection? "I like all of them, but especially the huge nail tips!" she says.



Britney Tokyo

"I WANTED
TO SHOW
PEOPLE THAT
NAIL ART IS
ACTUALLY
ART AND NOT
JUST BEAUTY."



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INNOVATION

SIMPLE SWATCHING

Recently showcased at Cosmoprof North America in Las Vegas, LBK Nail Lacquer (lbknails.com) is a new line of 7-free, vegan nail polish that boasts an innovative cap that enables easy and commitment-free color testing. The caps feature patented hinged nail tips coated with the same polish in the bottle so clients can easily "try on" shades to find the best match for their skin tones. There are currently 48 shades to choose from with more in the works.



NEWS

CUCCIO HIRES PAULETTE GRACE

Cuccio International recently announced the appointment of industry veteran Paulette Grace to the role of vice president of sales. In her new position, Grace will focus on expanding Cuccio's North American business, in addition to refining the brand's global marketing effort. "I'm truly honored to have been given this opportunity to work with the Cuccio brand," Grace says. "I've watched their growth from afar and have been secretly enamored with their unique style and business savvy. Now, having actually experienced working with Mr. Cuccio and his team, I can honestly say this is one of the most innovative, dedicated and creative groups of professionals in the industry." **NP**

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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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LOVES ME

WISH UPON
A STARLET

BLUE-EYED
BEAUTY

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MILLIONAIRES

SOME LIKE
IT RED

ICE OR
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DUO PACK WITH SHOE PHONE STAND



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TWO OF A KIND

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PORTFOLIO

A Plaid Affair

Sweater weather is officially here, and what better way to usher in the holiday season than with some plaid nail art? These submissions from our readers feature excellent line work and great color combos. Bring on the holiday rush!

Submit for
the next
theme:
crystals!

Sally LaPointe



- 1 Kimberly Borruso @kimborruso 2 Ashton Harlan @misashton
3 Lori Anastos @lori_nails 4 Elisa Rodriguez @thenailsbyelisa



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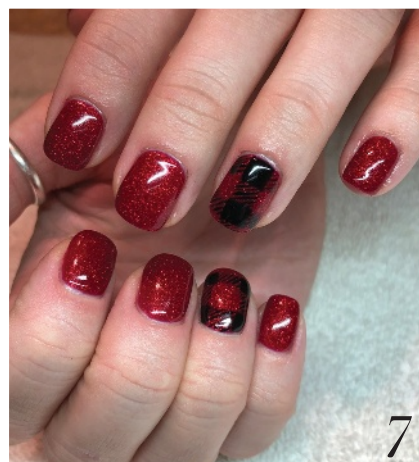
PORTFOLIO



5



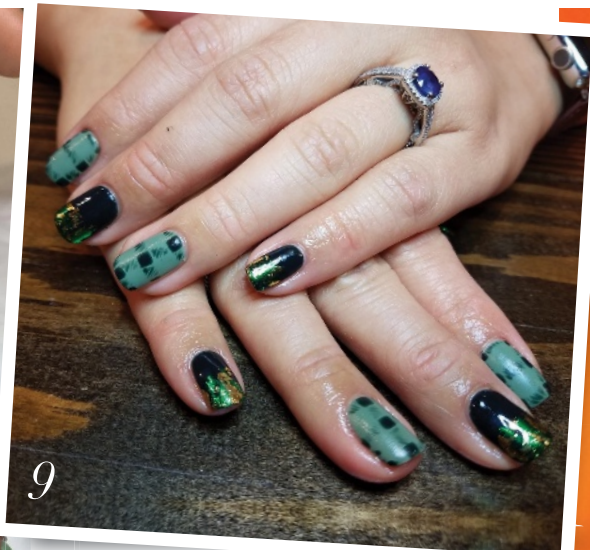
6



7



8



9



10



11



Eva Mendes for New York & Company

5 Hannah Paven @nailsbyhan 6 Janessa Rothwell @nailsby.ness 7 Liana Groves @liang_nails 8 Melissa Robillard @nailsbymlh 9 Toni Berry @nailbabe_ 10 Seri Park @lookinggoodnails 11 Yvonne Webster @thelittlebeautyroomaberlour NP






If you'd like to submit your own nail art for NAILPRO's Portfolio, look for the next theme by following @nailpromagazine on Instagram. Then, send an email to nailpro@creativeage.com that includes your name and Instagram handle along with your high-resolution photos. By emailing your photos, you grant Creative Age Publications the right to use any of your submitted images in NAILPRO magazine, corresponding electronic media and/or marketing materials without any compensation. In addition, you grant Creative Age Publications the right to these images for future use without any compensation due.

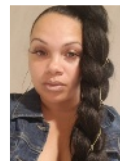


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Guest Artist: Nail tech Felicia Bullen (@fefethecreator) at Spa 313 in Inglewood, CA, specializes in crystals and embellishments and has been creating nails for more than 10 years.



Dolce & Gabbana

Linear Glitz

Is there a season where sparkle doesn't outshine every other trend? We think not. But how the glisten reflects certainly took a different tack this fall. Designers sent their sparkle out in strips of various mediums: At Balmain, holographic fringe rustled radiantly while at Christopher Kane, thin ropes of rhinestones glistened gorgeously across bare skin. Whether rainbows of twinkling tinsel (seen at Ashish) or hyper-reflective ball-and-chain tassels (seen at Paco Rabanne), lanky luster certainly puts the shimmy in shimmer. Like in fashion, sparkles never go out of style for nail art, so take guest artist Felicia Bullen's lead and capture the essence of tinsel with fanciful flocking or holographic fringe with prismatic Mylar laid out like shattered glass.



Balmain



Paco Rabanne



Christopher Kane



Ashish





Artistic.
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TO THE
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HOLIDAY 2018 COLLECTION

IN CELEBRATION OF

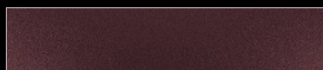
BOHEMIAN RHAPSODY

ONLY IN THEATERS

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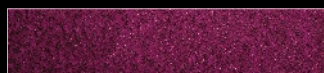
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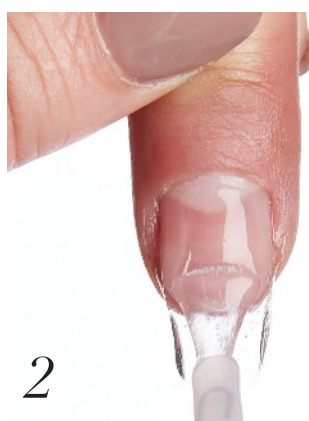
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Make 'em Jelly

LET YOUR JELLY NAILS SHINE WITH CRYSTAL-CLEAR EXTENSIONS.

Translucent, vibrantly hued “jelly nails” have been an Insta-sensation lately, with celebrities and influencers alike rocking the look at red carpet events, award shows and even holiday gatherings. The key to achieving this stained-glass effect lies underneath the polish: in a crystal clear tip. We’ve teamed up with nail experts to create a flawless base for jelly nails using two new and on-trend methods for clear extensions.



ONE BOTTLE BUILD

1 Apply a form by aligning the centerline with each finger’s bone. Start with a generous amount of clear builder gel on your brush. Float the product starting on the bottom third of the nail, moving from sidewall to sidewall to create the free edge. Flash cure.

2 Remove the form and apply a layer of clear builder gel to the body of the nail. Don’t cure. Build the nail structure, reinforce the sidewalls and then cure.

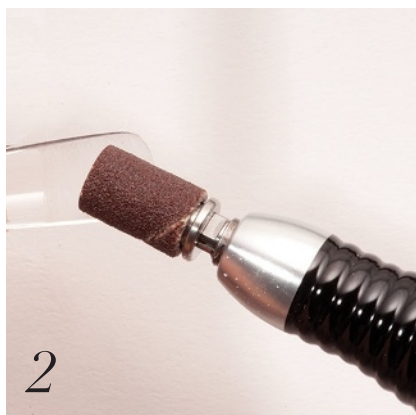
TIP: Allow this full layer of gel to settle for 2 to 4 seconds before reinforcing the body of the nail and curing.

3 Gently file the nail to refine the shape. Then, apply a layer of gel top coat over and underneath the nail and cure for a crystal clear finished look.

RECREATE THE LOOK WITH THESE MUST-HAVE PRODUCTS!



- 1. LUXA GEL COLOR** Glass Pink, luxapolish.com
- 2. ORLY GelFX Builder** in a Bottle, orlybeauty.com
- 3. OPI Flex 100/180 File**, opi.com



CRYSTAL CLEAR TIPS

1 File the nail short to avoid seeing any natural nail free edge through the clear extension. Lightly buff and cleanse the nail, and then apply primer and bonder to the nail, careful to avoid the skin. Apply a thin layer of clear gel to the natural nail. Cure.

2 Use a sanding band or cuticle bit with an e-file to file the underside of the tip one-third of the way up. With a flat brush, pick up clear gel and apply it to the filed underside of the tip.

Apply the nail at a 45-degree angle starting at the cuticle area. Push forward until the gel fills up to the natural nail. Press firmly on the nail and flash cure. Once all five tips are applied, cure.

3 Trim the nails to any length and file to the desired shape. Use a cuticle bit to file around the cuticle area for a seamless edge. Wipe off the nail with acetone. Apply jelly color directly to the nails—no base coat necessary. **NP**

TIPS & TRICKS

"We've seen jelly nails rise in popularity, and Orly GelFX Builder in a Bottle is the perfect tool to achieve the look, thanks to its crystal-clear formula. Sculpt nails to the desired length and shape using a single bottle." **—Morgan Murayama, communications manager, Orly**

"Make sure you have a very pigmented sheer color. Sounds counterintuitive, but you want to make sure the color is clearly there, yet at the same time translucent. If you don't have jelly or glass colors and your client requests this look, you can

mix a highly pigmented color like neon pink with clear gel—it works like a dream! You secretly have all the jelly colors already." **—Katie Masters, nail artist, Nail Thoughts, Los Angeles, CA**

"When building an extension using products from a pod, slowly scoop your applicator brush into the bottom of the pod to the top to ensure no air bubbles get into your product and onto the nail extension." **—Carla Collier, NAILPRO head judge and salon owner, Tehachapi, CA**



4. KUPA ManiPro Passport Red + Cradle, kupainc.com
5. APRÉS Gel-X Nail Extension System, apresnail.com



On Point

High-fashion leather inspires bold nail tips.

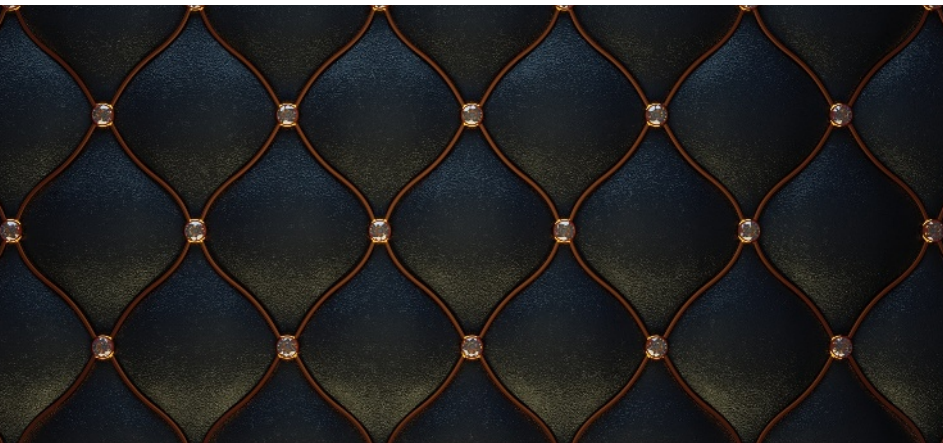
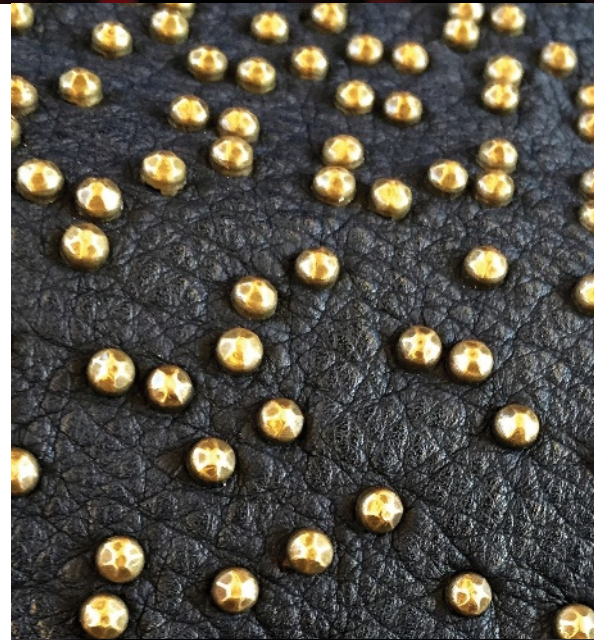


"I was inspired by the textures found in leather—grain, patent and suede—and how beautiful gold embellishments can accent any leather finish."

—Helen Nguyen



Helen Nguyen (@helenails_yeg) is a nail artist based in Alberta, Canada.



BROOKS AYOLA: GETTY IMAGES



Step 1 Apply black gel polish on the nail bed and at the free edge, creating a negative space at the center of the nail. Apply sheer black polish to the negative space. Seal the entire nail with matte gel top coat. Remove the inhibition layer.

Step 2 Use builder gel or thick no-wipe top coat to create small shapes on the nail to emulate leather grain. Use an e-file to drill four small holes into the sheer black section of the nail tip.

Step 3 Thread a gold accent chain through the holes and secure it with gem gel. Use gem gel to place the jewel at the center of the nail.

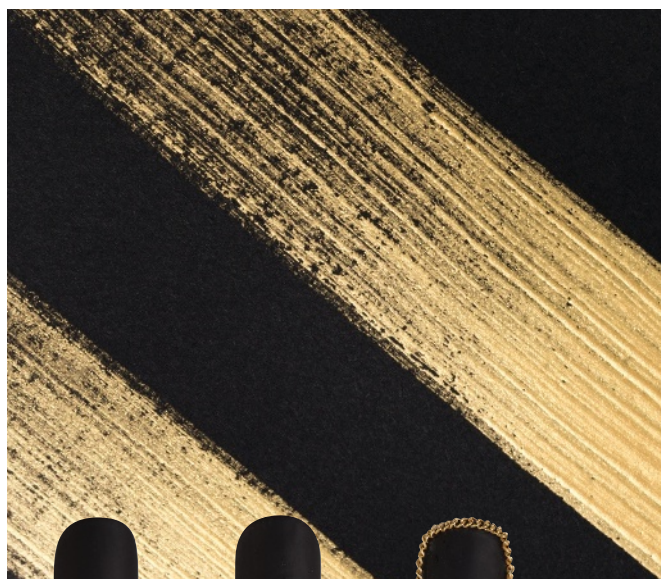
TIP!
For each "grain" detail applied, flash cure for two to five seconds to ensure that the gel doesn't blend together. Once the desired design is achieved, fully cure.



Step 1 Apply two coats of gold gel polish. Follow with no-wipe top coat. Apply gold chrome powder to the entire nail.

Step 2 Paint an accent line along the cuticle with black gel polish. Then, paint a curved "V" shape, starting from each sidewall and connecting at the free edge. Use a detail brush to outline the sidewalls and cap the free edge with black gel polish. Seal with matte gel top coat. Wipe the inhibition layer. Use builder gel or thick no-wipe top coat to apply small shapes to create a leather grain design on the nail. Drill two holes at the free edge with an e-file.

Step 3 Embellish with chains and jewels, adhering with gem gel or nail glue. Then, insert a dangling chain and secure with gem gel.



Step 1 Apply sheer black gel to the entire nail. Then, add black gel polish to the nail bed. Create a 3-D "stiletto heel" with pink acrylic at the center of the nail. Before curing, thread a small gold ring through the center of the acrylic. Add matte gel top coat to the entire nail. Remove the inhibition layer.

Step 2 Apply black gel polish over the fully cured acrylic and the free edge. Place small shapes of builder gel or thick no-wipe top coat on the nail to create leather grain.

Step 3 Using a dry-brushing technique, apply a small amount of white gel polish around the leather grain where it meets the plain black. Use gem gel or nail glue to adhere a chain around the matte black.



SAVVY SALON

Prép Beauty Parlour

OWNER MIKA MCINNES
WELCOMES NAILPRO TO
HER CHIC VANCOUVER SALON.



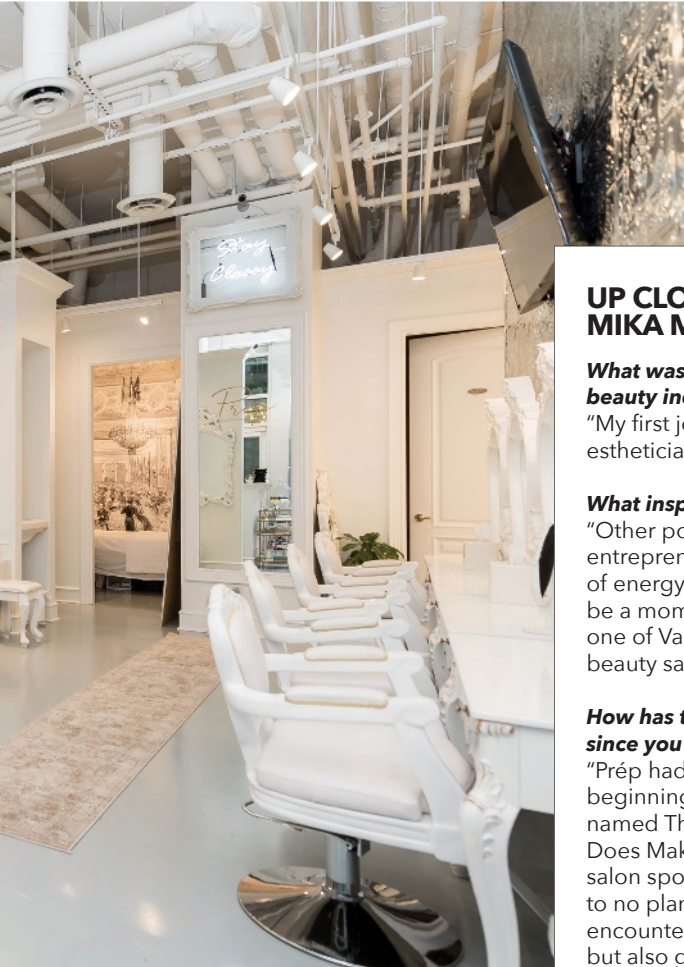
*Nails and lashes
go hand-in-hand at
this luxe Canadian
salon.*

THE LOOK Here at Prép Beauty Parlour, we offer beauty services in a luxurious setting with affordable pricing. When clients step inside Prép Beauty Parlour, they experience an entirely different era. Our French Renaissance theme features lots of luxe aesthetics that our clients love. Being located on the beautiful West End in Downtown Vancouver, where frequent street parties are hosted, a lot of

tourists see us through our windows and stop to snap a few selfies.

SIGNATURE SERVICES Many of our clients spend their entire day here, often two to five hours, to experience a mani and pedi or lash services. Our gel manicure is one of our most popular nail services. At \$45, the service includes cuticle care, nail prep,





UP CLOSE WITH MIKA MCINNES

What was your first job in the beauty industry?

"My first job was as an esthetician at a spa."

What inspires you?

"Other powerful women entrepreneurs. It takes a lot of energy and willpower to be a mom while operating one of Vancouver's finest beauty salons."

How has the salon changed since you first opened?

"Prép had very, very humble beginnings back when it was named The Studio by Mika Does Makeup. We opened the salon spontaneously with little to no plans or expectations. We encountered a lot of struggles, but also good memories along the way."

What was your most recent impulse buy for your salon?

"Humidifiers and chandeliers. We have 16 chandeliers!"

color and a much-needed therapy session with the nail tech. Many of our clients love nail art, ranging from simple sparkles to large gems or hand-painted cartoons.

THE GOODS We use Akzéntz and Vetro for the majority of our nail services, as well as some Japanese brands for art. We like to use these products because

they're high quality, and that's what we want for our clients. Our retail products include CND RescuerXX, CND SolarOil, Beauty Blender and MakeUp Eraser, as well as EyEnvy and lash extension aftercare products from Bella Lash.

SOCIAL LIFE We use almost everything: Pinterest, Facebook, Twitter, Snapchat and, our favorite, Instagram. We love to show the world our talented techs and their nail art. Clients love browsing through our feed during their appointments to figure out what nail art they want to try next. We also use Instagram's IGTV to showcase and share simple nail art.

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+Details

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LOCATION: Vancouver

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For salon owners, it's imperative to keep techs on top of the latest nail trends and techniques to ensure continued success. Without up-to-date product knowledge and new services and skills to offer, overall salon growth can stall and current clients may leave in search of a fresh approach. "If you choose not to build upon what you already know, you'll stagnate, and your salon won't thrive by attracting new clients or talent," says Jill Wright, licensed tech and coordinator of the Nail Tech Event of the Smokies, held annually in Gatlinburg, Tennessee. "This leads to a reputation as an 'old lady beauty parlor' in the community and online," she says—a distinction most owners certainly don't aspire to.

However, quality education comes at a price. Course fees and travel expenses add up, making the cost to send a group of techs to an offsite class quite hefty—especially for salons that aren't located near large metropolitan areas. "While airline tickets and hotel rooms are usually the biggest cost drivers, another big expense is lost time," says Suzie Moskal, founder of Suzie's Nail Career Education. "When you have a solid clientele, it's hard to justify getting

EDUCATION

BY LESLIE HENRY

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away, even though it's really in your clients' best interests and can increase future salon profits."

A truly cost-effective education plan minimizes costs and time away from the salon. Wondering if this is really possible? It is! Here, we show you how to save money on (and for!) quality education.

BRING THE TRAINING TO YOU

If you employ multiple techs at your salon, consider reaching out to nail companies or educators to arrange in-house classes, which usually entails paying a fee for the training plus expenses. "This is more affordable than everyone travelling to a show, but

many techs don't know this is an option," says Wright. Put the word out to other techs and salons in your area—the more techs who participate, the better. While the total price tag may appear steep, student class fees are usually the same no matter where a course is held, and splitting one instructor's airfare and hotel among several people or salons will save a lot of money per tech. Without travel, techs will minimize the time away from their money-earning manicure chairs.

SPLIT THE BILL

Asking techs to contribute to training costs can be a tough sell if they're W-2 employees, but don't be too hasty to abandon the approach. Techs who are passionate about growing their careers will understand the value of learning new skills and may seek out training opportunities on their own—especially if they get to choose the class. As long as a tech is choosing quality training that's relevant to their role in the salon, it benefits the salon to share the cost. "I think it's a great idea for a salon to split the cost of training," says Nikki Fraser, educator for Footlogix. "This demonstrates a salon's commitment to innovation and continuing education, and also requires the employee to demonstrate a commitment to bettering themselves. It's a win-win scenario."

TRAIN THE TRAINER

Another cost-saving approach to education is to send one tech to attend a course and have her teach the material to the rest of the salon, which limits travel and course fees to a single person. This approach can be really effective, says Moskal, however, you must be confident that the tech you send has the right experience level to accurately and effectively demonstrate her new skills upon return. Avoid any future drama by ensuring the criteria for selecting which tech will attend various training opportunities are clearly communicated when each tech is hired.

GO VIRTUAL

With high-quality streaming video, today's online training is almost as good as being there. There are courses that enable students to watch and communicate with educators in real time and self-paced curriculum that allows techs to jump in and out of a class during scheduled breaks and complete training without ever leaving the salon. Consider purchasing a computer for the salon and designating a quiet spot for techs to train, or allow techs to "check out" the salon laptop if they don't have one at home. Do your research. Many companies have developed full nail education programs—some even offer a certification at completion.



CREATIVE FUNDING

Saving money on training is one challenge, but saving funds to pay for training is another. A few ideas: Consider throwing a special evening event where proceeds go toward a class the staff has been wanting to take or stock a specialty retail item and encourage staff to sell it, with proceeds going toward the education budget. Or, follow nail tech Jill Wright's lead and use the simple but effective "envelope method" to save money for future education programs. "Every time a client pays me in cash, \$5, \$10, \$20 or more gets put into an envelope each day," says Wright, who is also the coordinator of the Nail Tech Event of the Smokies. "The end result is thousands of dollars saved by the time a training or show date arrives. My trip is paid for in cash that I never really missed from my daily living!" One caveat, of course: Techs are responsible for claiming all income on their taxes!

TAKE ADVANTAGE OF COURSES OFFERED AT SHOWS AND CONFERENCES YOU'LL BE ATTENDING ANYWAY.

MAXIMIZE TRAVEL EXPENSES

There are, of course, circumstances where traveling for education is unavoidable. If travel is necessary, make airfare and hotel dollars work double-duty. For example, take advantage of courses offered at shows and conferences you'll be attending anyway. Brands are typically releasing their latest products and offer training delivered by top educators, sometimes free of charge. "I research class options in advance, make an itinerary, then arrange my shopping on the show floor around those complementary class times," says Wright. Also, many companies will offer multiple courses back to back, often discounting the second class. For a small increase in price, techs can maximize their days away from the business and implement two new complementary skill sets to their services instead of just one, says Fraser.

MAKE TRAINING COSTS VARIABLE

A salon's fixed costs, which typically include overhead items like rent and equipment, remain the same no matter how many

(or few) services are performed. If the salon provides training as a benefit of employment, training costs are also fixed—meaning the owner is on the hook to pay it regardless of whether a tech is productive or not. Savvy salon owners know that reducing fixed costs increases cash flow (and reduces anxiety!). "Consider creating a performance-based management strategy whereby nail techs have specific performance goals and can earn attendance to a training opportunity at no cost," suggests Fraser. By making training costs variable, owners are assured that the salon has generated the increased revenue necessary to offset some of the expense.

With these cost-saving strategies in place, salon owners should be able to keep techs' skills in top shape without breaking the bank—a worthwhile investment to be sure. **NP**

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

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For the Pedicures on the go

Holiday Gift Guide

'Tis the season to give. Spruce up your salon's retail space, spoil your fellow nail artists or treat yourself to these festively packaged gift sets and collections that make end-of-year celebrations that much more special.

By Angelina Lewis



1 Famous Names Dadi' Oil Giftable Minis! Give the gift of nourishing olive and vitamin E oils to clients this season to keep dry cuticles at bay. famousnamesproducts.com

2. Farmhouse Fresh Milk & Honey Gift Set This Honey Heel Glaze and Sweet Cream Body Milk duo is an indulgent treat for skin. farmhousefreshgoods.com

3. OPI The Nutcracker and the Four Realms Collection This mini polish set whisks you off to Clara's dream world with 12 must-have winter shades. opi.com

4. LCN Prestige Christmas LCN's six-piece set provides everything you need for happy holiday hands, complete with a baked apple cinnamon scent. lcnusa.com



5

5. China Glaze You're a Mean One Holiday Set This collection of eight Grinch-worthy shimmering polish hues is inspired by the world of Whoville. chinaglaze.com

6. Gelish Rhinestone Brush Set Celebrate the season with this trio of precision nail art brushes featuring new holiday designs. gelish.com

7. Morgan Taylor Marilyn Monroe Forever Fabulous Some Like It Red Deck the nails with a perfect shade of red this season with this glitter gel-lacquer duo. morgantaylortalacquer.com

8 CND Vinylux Wild Earth Collection Complete with a top coat and three wanderlust shades, this collection of long-wear polish hues celebrates the beauty of nature. cnd.com

9. Spongellé Mani Pedi Treatment Set The cleansing and exfoliating buffer duo is infused with peppermint and sea kelp to leave hands and feet soft and smooth. spongelle.com

10. Body Drench Relaxation Therapy Bath Bombs Relax in the tub with this set of four deliciously scented bath fizzes: Sugar & Spice, Raspberry Dream, Vanilla Mint and White Chocolate. bodydrench.com

11. Londontown Holiday Luxe Set The Londontown holiday polish collection boasts four sophisticated shades plus base and top coat. londontownusa.com NP



6



9



7



8



10



11

Make Your *MOVE*

By Karie L. Frost

IF YOU'RE COASTING, STRUGGLING OR LOSING PASSION AT YOUR CURRENT NAIL SALON, A NEW JOB COULD BE THE ANSWER.

You may have spent several productive years at the same salon, but a nagging feeling keeps creeping up on you that it might be time for a change. Then the fear sets in over the actual prospect of changing jobs: What if you don't nail the interview? What if you lose clients? What if your situation is worse at the next salon? No matter your fears, you'll be rewarded if you take the plunge, says editorial manicurist Elle. "Every time you switch salons, you learn a different way of running a business, and that's invaluable," she shares, noting that she got her "never say no" work ethic from one of the 10-plus salons she's worked at, and attributes that lesson learned to her current success.

Whether you're so comfortable that you no longer feel challenged, your skills have exceeded your income or you simply need a change of pace, the following tips will help you take that next big step in your nail career.



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Leave Your Comfort Zone

When the familiar becomes comfortable and your day-to-day routine turns stale, the time has come to move on. "Complacency can ruin your progress from performing your very best," says Irma Lieras, spa nails educator at Bellus Academy in Poway, California. Candice Idehen, owner of Bed of Nails in New York, agrees: "You can carve out a niche, fill your book and limit your ability to grow by maintaining a client base that you can do with your eyes closed. Seeking new opportunities keeps you on your toes and brings new levels of creativity to you as well as your clients." Finding a new job will not only revive your passion for nails, but will also open you up to new business practices that can take you to the next level, says Ryan McEnaney, owner of Frenchies Modern Nail Care in Woodbury, Minnesota. "Even with years of experience, seeking out new opportunities can provide inspiration and introduce you to advancements in the nail industry," he says.

Fear of the unknown, however—like a new salon environment and culture or a potential loss of clients—often keeps experienced nail techs from pursuing new opportunities. Don't worry about losing clients; many will follow you, says Elle. In fact, Desiree Abhiram, regional manager for Frenchies Modern Nail Care, shares that changing jobs actually helps you *grow* your clientele. "If you stay in the same place forever, you'll only see the same people. If you change your surroundings, it allows you to grow your base and invite new opportunities," she says.

Identify Your Move Motivators

Poor pay, stunted growth, the lack of continuing education or inflexible management are only a few things that can spur your career move. "Think about how you want to structure your business (booth renter, salaried, etc.), and if the salon owner isn't willing to raise prices or give you a bigger commission cut commensurate with your skill, talent and/or following, that's a sign it's time to go," Elle says. If the salon owner forgoes providing continuing education to keep staff motivated, on trend and up to speed with industry norms, you'll want to seek salons that prize education. "It's about knowing your value and what you bring to the job, but also how you can grow yourself," she says.

Find Your Best Lead Generators

As soon as you're ready to start looking, turn to the internet to conduct your job search. Job boards, like the International Spa Association's (ISPA) Job Bank, feature thousands of job listings, both locally and globally, and can be helpful when looking for hourly or commission jobs, according to Lieras. Once you see what's available in your area, she suggests personally scoping out the salons that match your needs. "Make an appointment to talk to a manager or owner to get a feel and some knowledge about the work environment," Lieras recommends. You can also check local salon websites for job openings or peruse broader job sites, like Indeed (a favorite among salon owners interviewed for this story) or LinkedIn. If you're social media savvy, follow salons that appeal to you on Twitter, Instagram and Facebook; they'll often post job openings as they become available. Or, as McEnaney suggests, join industry-specific Facebook groups, which often post career networking events and job opportunities.

WHAT SALONS WANT

You secured the interview; now, what does the interviewer really want to know about you? Our pros weigh in on what you should do to nail the interview—and what you should leave at the door.

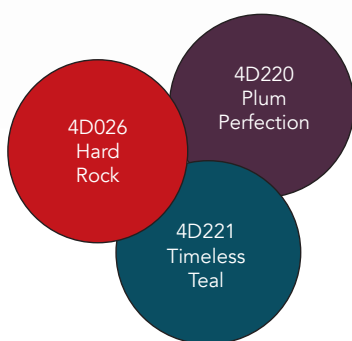
DO Be Open-Minded "Be open to sharing your expertise, but willing to be humble enough to learn new things from others around you. Veteran techs sometimes aren't willing to learn new ways of improving their skills—especially from someone younger." —Candice Idehen, owner of Bed of Nails in New York

DON'T Speak Ill of Past Employers "We obviously know you're seeking [a new job], but negative talk about a previous salon or owner is a red flag to us." —Hilary Dawn Herrera, owner of Lacquered Loft in Orem, UT

DO Demo a Solid Set of Nails "A good salon owner will look at your work *and* ask you to do her nails. While Instagram may work as your portfolio, you still need to prove yourself, and a demo will do that." —Elle, editorial manicurist based in New York

DON'T Be Unprofessional "Arriving late, smelling like smoke and being dressed unprofessionally sets a negative tone from the start and makes the interviewer question: If you act this way for the interview, how will you act once hired?" —Ryan McEnaney, owner of Frenchies Modern Nail Care in Woodbury, MN

DO Strike the Right Balance "Work to avoid a lack of confidence, false confidence or an over-inflated sense of self." —Desiree Abhiram, regional manager of Frenchies Modern Nail Care



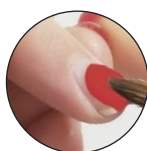
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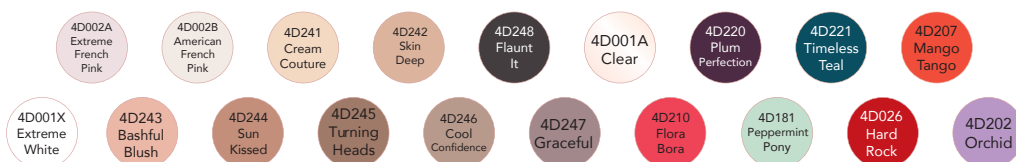
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Come Prepared

When you secure an interview, be prepared to put your best foot forward. Though Lieras says you're not required to show proof of your license when interviewing, Elle stresses that doing so will only help your image in the eyes of the interviewer. "For an owner, that's the first thing to ask," she says. "I want to know that you're up to date [on it], too." Bring an updated resume outlining your work history, and be sure it includes any continuing education classes or credentials that you've acquired. "A resume showcases your professionalism and drive for success," says McEnaney. But beyond that,

he values resumes because they allow you to talk about your background. "The specific roles listed are less important than how the applicant discusses her experience," he says. "Does she coherently list her responsibilities? Does she creatively showcase her unique talents and abilities?"

Don't forget to include business references—not family or friend references. "Work references give the interviewer a bit of insight on your work ethic, interpersonal skills and work history," says Idehen. "I like to see on your application or resume that I'm able to contact your previous employers, and if not, there should be a very valid reason."

Be prepared to demonstrate your skills on the spot. "I ask to see a perfect practical manicure," says Idehen. "You should bring clean tools even if tools are provided because you never know what you'll be given or not given." If tools

Get Yourself Out There

Don't forget, securing a new spot is a two-way street. Ready your resume and post it on sites like Indeed, LinkedIn and Craigslist. If you maintain an Instagram feed, this is the time to be strategic; be sure that you're showing your best work and keeping a professional tone. Salon owners, like Hilary Dawn Herrera, owner of Lacquered Loft in Orem, Utah, skim the platform for new talent, citing the built-in portfolio aspect as a major draw. "It also allows us to see where artists have improved, where their strengths are and how they interact with people, as well as helps us gauge their drive to expand and level-up their career by the consistency of their posts," Herrera says.

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are provided, don't place the blame on them if the manicure comes out less than perfect, she warns. "An experienced nail tech should be able to provide an excellent manicure with whatever tools and polish are given—period!"

Finally, do your due diligence. "Be observant of the salon you're interviewing, and point out products that you know, use and like," says Idehen. "Do research on the owner and salon if possible and share that."

Ask Questions

While you may be trying to get hired, don't forget that you're interviewing the salon, too, to see if it's a good fit. Be sure to ask your interviewer questions, for example, if the compensation is salary-, hourly- or commission-based; whether there are periodic reviews; if there are benefits, such as healthcare and paid vacation; if there's room for advancement; and how hours are structured. Because continuing education is paramount to a successful career, Lieras recommends being upfront and asking if and how often the employer offers it, and whether you're expected to pay a percentage of the cost. How your interviewer answers could be the deciding factor on whether you want the job or should continue your search until you find the perfect fit. **NP**

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

WHEN TO SAY GOODBYE

If you're wavering on whether or not to search for a new job, ask yourself the following questions:

- ☐ Does your current job offer you educational opportunities to help you further your skills?
- ☐ Have you grown your client base and seen your commission, salary or prices increase?
- ☐ Can you grow in this position?
- ☐ Are the working conditions, such as salon cleanliness, licensing or work breaks, acceptable to you?
- ☐ If you work at a multiservice or full-service salon, are your nail services valued?

If you answered "no" to any of these questions, break out your resume; it's time to start looking for your next job opportunity!

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Metallic staples—from polish and dip to foil and chrome—help elevate the season *and* your manicure services. Fire up your imagination with our product picks, plus application and removal tips and tricks from top techs that are sure to make your metallic nail art shine.

"Chromes and flakes provide spectacularly shiny results, but when sealed improperly, they tend to chip and lift. My twofold method to prevent chipping is to always apply primer to the free edge prior to applying top coat and file the free edge after applying chrome."

—Merrick Fisher, nail artist,
Beverly Hills, CA

"I love creating a negative space nail with a foiled tip by applying a thick base coat to the free edge. I use the end of a wooden stick to break the foil into small pieces and place individual pieces next to each other on the free edge. I always finish with a gel top coat and cure to seal the foil."

—Gina Eppolito, celebrity
manicurist, New York, NY

"Metallic polishes look best when applied using long, straight brush strokes. Jerky strokes tend to show up in the color."

—Robert Nguyen, creative director,
Entity Beauty, owner, House of
Polish, Century City, CA

"I like to incorporate foils when layering. Start with gold leafing, then apply top coat and layer transfer foil on top to create a 3-D metallic look. Use different textures of the same color foil for added dimension."

—Tacarra "Spifster" Sutton,
managing partner, Salon Lokei,
Chicago, IL

Artistic Nail Design

Stage Dive
artisticnaildesign.com

Christrio

Cat Eye Gel Polish Chameleon
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Cuccio Pro

Powder Polish Dip Bling Topaz
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"The Light Elegance metallic ButterCreams are stunning with shine, but don't forget to try them out matte as well. It adds a cool contrast to your set when mixing matte metallic with shiny nails."

—**Celina Rydén**, international ambassador, Light Elegance

"Apply metallic flakes and foils directly to the tacky layer of cured gel color. This process makes it easier to create a faded metallic look and enables you to play with the positioning or break up the foil."

—**Leibnitz J Barragan**, nail artist, Stash House Az, Phoenix, AZ

"Always ensure your polish is dry before applying foil glue. It typically turns blue then clear, which let's you know it's dry. Work quickly with foil, and don't press too hard when applying. Gently place it on the nail and peel it off."

—**Mimi Wilson**, celebrity nail artist, Los Angeles, CA

"Chrome doesn't adhere as easily as regular gel polish, so I always apply a thin coat of builder gel before applying gel top coat."

—**Chelsea King**, celebrity nail artist, Los Angeles, CA

"The most important step before applying any metallic product is to thoroughly prep and buff the nail for a smooth and solid foundation in order to achieve the longest lasting manicure and most effective results."

—**Britney Tokyo**, celebrity nail artist, Los Angeles, CA **NP**

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snsnails.com

Mia Secret
Metallic Flakes
miasecretnails.com

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kupaInc.com

Light Elegance
ButterCream Silver Metallic
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Seasonal Services for Every Personality

BOOST REVENUE THIS HOLIDAY SEASON WITH PERSONALIZED NAIL SERVICES AND TOAST-WORTHY TIPS.

By Taylor Foley

With clients wanting to look party-ready for every occasion, from work functions to family gatherings, the holidays are the busiest time of year at most nail salons—the perfect opportunity to boost revenue while pampering your guests with personalized services. “The key is to appeal to the masses, but also to appeal to clients on an individual level,” recommends John Dawson, manager of Pink Toes Nail Bar in Dallas.

Determining how to elevate the salon experience for each client, however, is easier said than done. Your best bet is to pay attention to your client’s attitude when she’s in the salon (is she always in a rush or constantly showing you Instagram posts on the latest nail trends?), and then suggest services and upgrades that are tailored to her whims and needs. Whether you have a busy mom or an all-out fashionista in your chair, she’s sure to get into the holiday spirit with these service suggestions and festive tips from top techs.

lovisa



THE CLIENT

The Natural Woman



"I USED A SMALL DETAIL BRUSH TO GET THE LEAVES RIGHT AND A DOTTING TOOL FOR THE BERRIES. IT'S A QUICK DESIGN!"

For many clients, "going green" is a lifestyle and their nails are no exception. "Some women are always on the lookout for products free of chemicals," explains Tran Wills, founder of Base Coat salon in Los Angeles; Denver; and Aurora, Colorado. Her service recommendation for this type of client: a luxurious but clean manicure and pedicure. From a Himalayan salt bath to a nourishing body oil made from a variety of natural oils, create an indulgent treatment that revitalizes and rehydrates dry, cracked skin—with clean ingredients. When it comes to holiday nail art, Wills recommends something "simple and chic," as the eco-conscious client usually prefers a more minimalist look. "A glitter ombré on top of a nude nail is a great go-to design," she suggests.

Los Angeles-based nail artist Meagan Knight kept the environmentally conscious client in mind when she created these eye-catching rose gold tips embellished with hand-painted holly berries by using Deco Miami lacquer, which boasts a 9-free, vegan and cruelty-free formula. "I used a small detail brush to get the leaves right and a dotting tool for the berries," she says. "It's a quick design!"



MANI MUST Lure clients with 9-free polishes and clean ingredients.

“A FASHION-FORWARD CLIENT IS ON THE HUNT FOR AN INSTAGRAM-WORTHY MANICURE THAT WILL COMPLEMENT HER CHIC STYLE AND OUTLAST HOLIDAY TRAVELING.”

THE CLIENT

The Fashionista



In a time when red and green reign supreme, the true trendsetter seeks to stand out from the crowd—especially when it comes to her nails. “A fashion-forward client is on the hunt for an Instagram-worthy manicure that will complement her chic style and outlast holiday traveling,” says Mabelyn Martin, associate creative director for Paintbox salon in New York. A step up from a traditional lacquer manicure, gel polish offers longer wear and gives techs more precision and control. But don’t even think about giving this client a single-color paint job; a fashionista craves a cutting-edge design. Think: custom-mixed glitter, piled-on gems or a negative space half-moon. When selecting colors, stick to avant-garde holiday hues, such as a matte silver with metallic accents or glossy navy blue with rose gold.

Case in point: this wintry crystal-accented stiletto set designed by nail artist Halley Fortenberry that’s fit for *Frozen*’s Elsa. “Instead of leaving the negative space completely clear, I applied white chrome over the nails to give them an icy finish,” Fortenberry says. “The purple to blue to white gradient brings out the clarity of the AB Swarovski crystals.”

MANI MUST Keep plenty of crystals and pigment on hand for all-out tips.

THE CLIENT

The Traditionalist



MANI MUST Display every shade of red in your arsenal for classic crimson nails.

The holiday season is the perfect time to sway polish-only clients out of their comfort zones. “A dip powder manicure provides the durability of acrylics and lasts up to three weeks,” explains Dawson. To give the service an indulgent touch, Dawson suggests offering the client an add-on paraffin treatment to restore softness to the skin. Selecting a festive color for this client is

easy; reds, ranging from candy apple to deep wine, are usually a top pick. When it comes to nail art, Dawson recommends something subtle, such as a glitter accent nail or a delicate snowflake design.

For this client, you can’t go wrong when sticking with classic and elegant holiday themes, like Linda Tran, a nail artist at The Cosmo Studio in Torrance, California, did with this set. “I didn’t want to overwhelm the traditional client with too many colors or nail art, so I decided on a festive red and white set,” she says. “I used snowflakes and a simple candy cane design to mesh the

winter and Christmas themes. I added a touch of shimmer over the candy cane to liven up the nail set.”

“YOU CAN’T
GO WRONG
WHEN
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“THE KEY IS TO PAMPER
THESE CLIENTS IN A SHORT
PERIOD OF TIME.”

THE CLIENT

The Busy Mom



MANI MUST Time
is of the essence:
concise services with
long-lasting results.

Mothers are constantly on the go, especially during the holiday season. “The key is to pamper these clients in a short period of time,” advises Nora Neff, owner of Boudoir Nail Bar in Chula Vista, California. Neff’s service suggestion? A manicure and pedicure service that includes a relaxing neck wrap, paraffin wax, luxurious sugar scrub and mask—completed in an hour. Because busy moms are usually strapped for time, Neff suggests upgrading the service to gel polish for the longest wear and shortest dry time. If your client wants to indulge in nail art, Neff recommends time-friendly options such as stamping, chrome pigments or a magnetic cat eye design—or, opt for a soft French ombré with a hint of shimmer. “The clear gradient effect disguises any signs of growth, allowing clients to go longer between appointments,” says Neff.

Alyssa Allen, a nail artist at Nail’d It in Cambridge, Ontario, Canada created these graphic tips using techniques she can execute quickly and easily. “Lines are my jam, so I used holo powder, line work with a stripping brush, simple dots with a dotting tool, dry brushing and abstract blobs,” she says. “An on-the-go mom who doesn’t have too much time to be in my chair but still wants something cute could wear these as an everyday mani or rock them at a holiday party!” **NP**

IT'S THE JOINT

LEARN HOW TO SPOT THE SYMPTOMS OF ARTHRITIS, A CONDITION THAT CAN DERAIL A NAIL TECH'S CAREER.



Lisa Silveous, a nail tech in Centerburg, Ohio, hadn't even graduated from nail school yet when her hand started bothering her. "My left hand began hurting in the thumb joint region when I made a pinching motion to hold a client's finger in order to file, polish and apply enhancements," says Silveous, who is now 52 and graduated nail school in 2015. "The more pressure I apply to hold a client's sidewalls down, the more it hurts."

The pain came on suddenly, and Silveous at first assumed it was tendonitis. But when she saw her doctor, she got a different diagnosis: osteoarthritis. Tendonitis was a good guess; it can occur with repetitive use, as it affects tendons, which are ropelike structures that join muscles to bone and permit joints to move. Arthritis, on the other hand, involves joints. The pinching and grasping required to do nails can spur arthritis pain, but generally only if you're genetically predisposed to it, says Barbara Bergin, MD, a board-certified orthopedic surgeon in Austin, Texas. Arthritis tends to affect men less often than women, who might start noticing symptoms in their 40s. "If you get it and you do heavy or repetitive work with your hands, you're more likely to suffer," Dr. Bergin says.

Arthritis symptoms can range from mild stiffness to extreme pain that disrupts work for nail techs. Read on to find out how to tell if you might be developing arthritis, and how you can prevent or treat it.

WHAT IS ARTHRITIS?

There are more than 100 different types of arthritis, which is a catchall term to describe pain

caused by inflammation in the joints, says Kavita Sharma, MD, a board-certified pain management physician in New York. The two most common types, which can affect the fingers, wrists, knees and hips, are osteoarthritis, which is caused by wear and tear of the joints, and rheumatoid arthritis, an autoimmune condition in which the body starts to attack its joints, resulting in pain and inflammation, Dr. Sharma explains. "All types of arthritis result in pain due to bone-on-bone contact and/or swelling and inflammation," she says. "In healthy young joints, a sleeve of cartilage surrounds and protects the bones, which provides a cushion for the bones to slide against one another smoothly. As we age, the cartilage can start to thin or fray, which results in bone-on-bone friction and causes pain." The area that causes Silveous the most pain and discomfort is a common one: the joint at the base of the thumb, called the carpometacarpal joint. The joints of the knuckles in the fingers also are commonly affected by arthritis, Dr. Bergin says.

TELLTALE SIGNS

Swelling and/or pain in the joints, stiffness and decreased range of motion are all symptoms of arthritis. In addition to age, excess weight, a family history of arthritis and an injury, such as a ligament tear, increase your risk of experiencing them.

Arthritis sufferers can experience symptoms both on the job and while performing everyday tasks, such as opening jars, turning doorknobs and pinching keys, Dr. Bergin says. Gel and acrylic enhancements are two services that seem to

ARTHRITIS FACTS*

Arthritis is the leading cause of disability in the United States. Around 54.4 million people in the United States have been diagnosed with arthritis—equating to more than 1 in 4 adults.

Severe joint pain is higher among women and exacerbated by poor health and psychological distress.

Arthritis is more common among people with chronic diseases: 49% of people with heart disease and 47% of people with diabetes also have arthritis.

Thirty-one percent of people who are obese have arthritis.

Physical activity can reduce pain and improve function by nearly 40%.

Source: Arthritis Foundation
Arthritis by the Numbers: Book of Trusted Facts & Figures

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SATURDAY, JANUARY 26

ABOVE: Nails by 2017 NAHA Finalist Paige Roy
RIGHT: Beauty Underground accepting the
2018 NAHA Team of the Year Award





Modifying activities that cause pain is the most important thing you can do to manage arthritis.

inflammation of the joints. "They require a lot of filing—extra time holding my affected hand in different positions to hold the client's fingers and hands in a position for the filing," she says. "I'll sometimes have to readjust myself or take a few seconds to flex and rub my thumb joint so I can continue."

WHEN TO GET HELP

See your primary care physician if you're experiencing pain and stiffness in an area that doesn't improve with rest and over-the-counter pain relievers after a few weeks, advises Lynn Ludmer, MD, a rheumatologist at Mercy Medical

Center in Lutherville, Maryland. "Signs that would be concerning include visible swelling, warmth or redness over the painful area, which could indicate inflammation and may require consultation with a rheumatologist or orthopedist," she says.

HOW TO COMBAT ARTHRITIS

In the long term, Dr. Bergin says that modifying activities that cause pain is the most important thing you can do to manage arthritis. "Use rubber pads to help you open jars," she suggests. "Get smaller milk cartons. Stop using big, heavy Yeti cups and switch to things with handles or flexible paper cups."

Changing up movements and doing things at different angles so you can use a stronger or more ergonomic part of your hand can also help relieve stress on finger joints, adds Alice Holland, DPT, doctor of physical therapy in Hillsboro, Oregon. Squeezing and gripping TheraPutty or small stress balls can help strengthen the hand, which helps with

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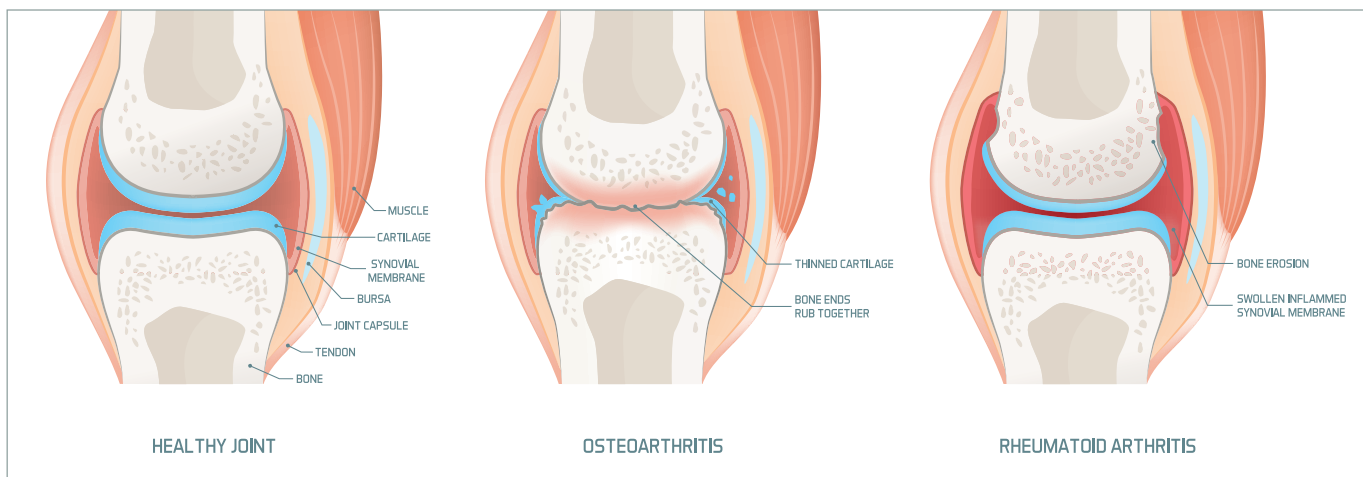
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pain. "I'm a big fan of heat therapy for severe arthritis sufferers, since heat helps make joints more malleable," Dr. Holland says. "A session of paraffin wax therapy at home is great for patients who have morning hand pain." Other treatments include braces and anti-inflammatory medications, and for more serious cases steroid injections and surgery.

Silveous says cortisone (steroid) injections have helped with her pain, but they wear off after one to two months, and she's been advised by her doctor that more than two to three treatments a year isn't healthy. Because she can no longer handle full days doing nails at a salon, she established a studio in her home so she could make her own schedule and better

manage her condition. "For now, I find taking arthritis-strength acetaminophen in the morning is helpful when I know I'll be doing nails," she says. "The arthritis is a bump in the road and a nuisance, but I will not let it win!" **NP**

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

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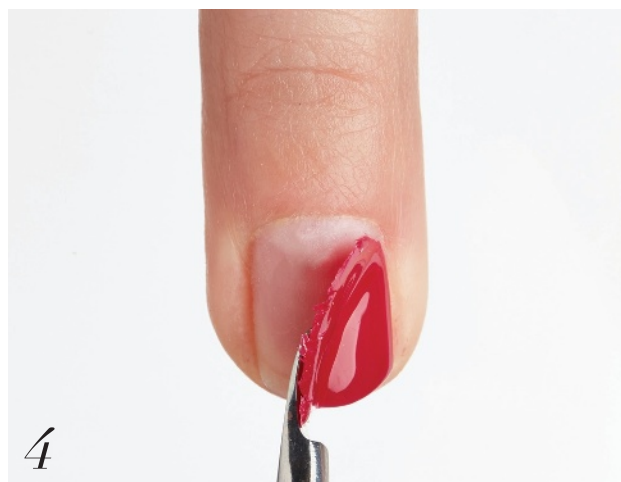
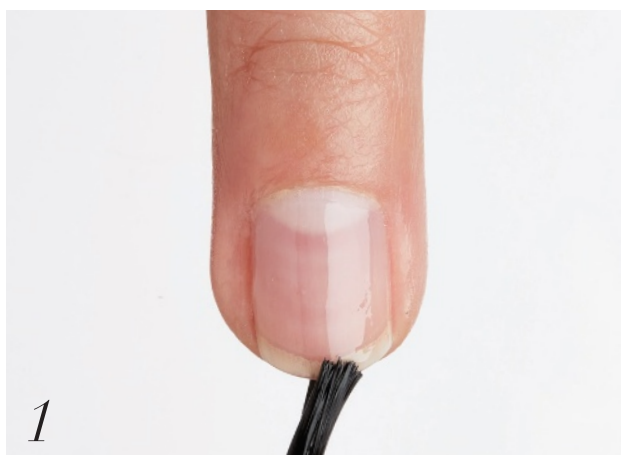
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VENEER PEEL IT! PRE-BASE
CUCCIO.COM

Cuccio has introduced a new product designed to preserve clients' natural nails while simplifying the gel polish removal process: Cuccio Veneer Peel it! Pre-Base. When ready for removal, Peel It! Pre-Base allows gel polish to simply be peeled off—no soaking necessary!—protecting natural nails without compromising long-lasting gel color.



+ **FYI** After peeling, clean any remaining residue with alcohol, then, paint, peel and repeat!



❶ Prep the nail and dehydrate it with Veneer Prep. Apply Peel It! Pre-Base, sealing the free edge. Do not cure.

❸ Apply two coats of Veneer Colour, curing after each. Finish with #5 Top, cure and then remove the inhibition layer.

❷ Apply a thin coat of #3 Base and cure for 30 seconds.

❹ When ready to remove the gel polish, use an orangewood stick or cuticle pusher to carefully lift a corner of the color near the cuticle. Slowly peel away the color, revealing a damage-free nail plate.



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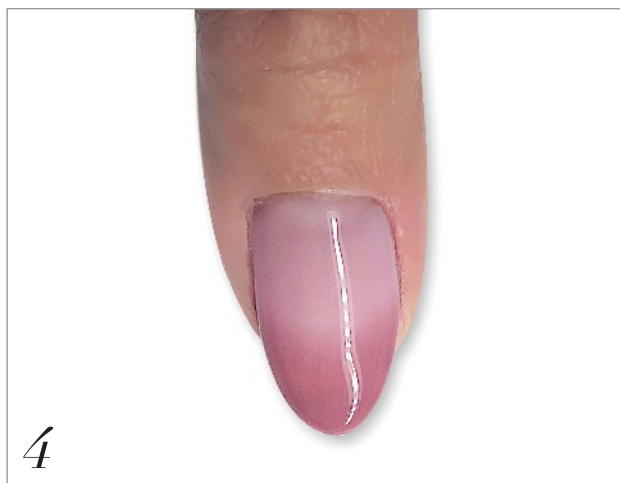
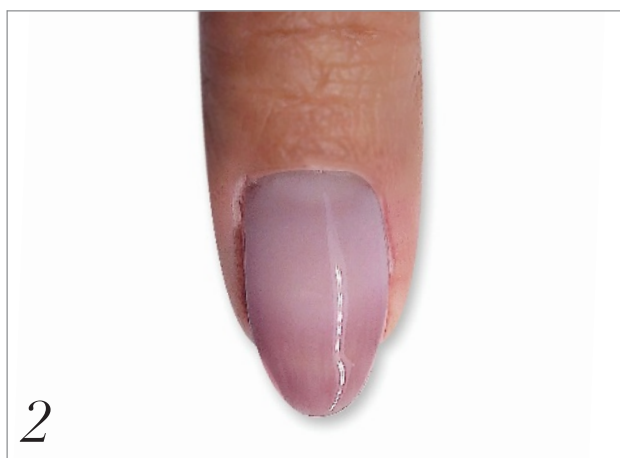
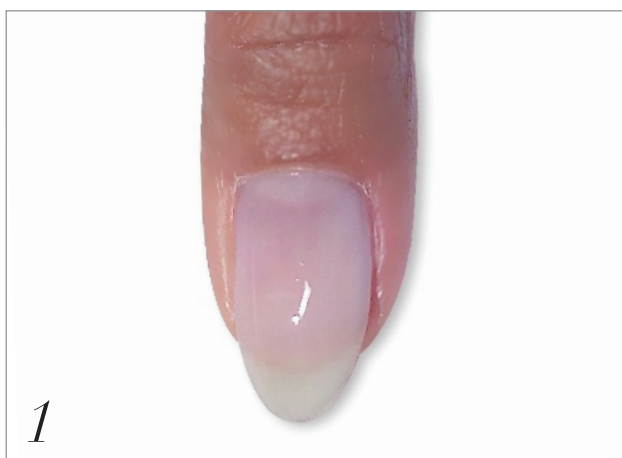
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The new four-step NuRevolution Ombre Gel system makes it easier than ever to create flawless ombre nails without mixing colors or using additional blending brushes. Mix and match 37 shades for endless possibilities, or chose from NuRevolution's pre-selected color sets.



1 Prep the nail. Then apply one coat of Super Base and cure. Then, apply Ombre Gel Base and cure for 30 seconds in an LED lamp or 1 minute in a UV lamp.

3 Clean the brush after each stroke. Cure. Repeat Step 2 until the desired look is achieved. Cure after each layer of color and blending.

2 Apply Cherry Ombre Gel to the free edge of the nail only. Without curing, apply the second Ombre Gel color, Cola, from the cuticle down until it meets the first color. Do not cure. Clean and flatten the brush using a lint-free wipe. Start at the cuticle and blend the two colors with the body of the brush.

4 Finish with one coat of Super Top and cure for 60 seconds in an LED lamp or 2 minutes in a UV lamp. **NP**

HAPPENINGS

SHOWS & EVENTS

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; 800.468.2274;

probeauty.org.

Cruise With the Nail Stars

November 25-December 2

Royal Caribbean, Fort Lauderdale, FL.

Contact Vanesia George;

888.969.4768; eiseverywhere.com/

ehomecruisewiththenailstars2018.

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January

ISSE Long Beach

January 27-29

Long Beach Convention Center, Long Beach, CA.

Contact Professional Beauty Association, 15825 N.

71st St., #100, Scottsdale, AZ 85254; 800.468.2274;

probeauty.org.

CLASSES

November

LeChat

800.553.2428, lechatnails.com

11 Demo/Class: Anaheim, CA.

11 Demo/Class: Garden Grove, CA.

N.A.I.L.S. Association

803.403.2896, nailsassoc.com

11 Nail CEU Class: Myrtle Beach, SC.

25 Sculpting Nails: Barnwell, SC.

The North American School of Podology

855.622.6277, northamericanschoolofpodology.com

4-7 Certified Master Pedicurist CMP Program:

Columbus, OH.

8-9 The Art of Touch: Columbus, OH.

11-12 Infection Control: Online.

11-14 Comprehensive Foot and Leg Evaluation:

Toronto, ON, Canada.

18-20 Advanced Skin and Nail Pathology, Diabetic Foot

Syndrome: Edmonton, AB, Canada.

OPI

800.422.2336, wellaed.com/classes

12 Designscape: Fort Myers, FL.

19 Discover OPI Gel Color: Orem, UT.

19 Demo Day: Farmington Hills, MI.

December

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800.553.2428, lechatnails.com

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It's the Joint

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 the Nail Clinic column. For answers to this month's test, see "It's the Joint" on page 78. Simply circle the correct answers and mail the page to the address below. You can also access the article and submit the test via our website at nailpro.com/test-yourself. 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. Arthritis is a condition that affects the tendons.
A. True
B. False
2. There are _____ different types of arthritis, according to health experts.
A. More than 100
B. More than 10
C. 200
D. Around 20
3. Family history is a major factor in arthritis risk.
A. True
B. False
4. Arthritis symptoms include _____.
A. Stiffness
B. Swelling
C. Decreased range of motion
D. All of the above
5. Arthritis might cause skin to be visibly red.
A. True
B. False
6. _____ causes arthritis pain.
A. A parasite in the blood that affects circulation
B. Bone-on-bone friction when cartilage wears away
C. Atrophy of the bones
D. None of the above
7. The joint at the base of the thumb is commonly affected by arthritis.
A. True
B. False
8. Which of the following is *not* a risk factor for arthritis?
A. Family history
B. Being overweight
C. Being of large stature
D. Aging
9. Icing is the best treatment for severe arthritis pain.
A. True
B. False
10. To help alleviate arthritis pain long term, you can make movement modifications such as _____.
A. Using rubber gloves to open jars
B. Changing the way you work to use stronger parts of your hand
C. Buying smaller cartons of milk
D. All of the above

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Write in your answers on this form and send it to: NAILPRO, Professional Participation Program, 7628 Densmore Ave., Van Nuys, CA 91406-2042. Or, take the test online at our website, nailpro.com/test-yourself. Submissions must be postmarked or received online by November 30, 2018. Answers will appear in the January 2019 issue.

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

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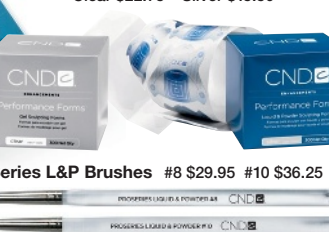


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	KUPA \$149.95 Mini-Pro Razzberry 15,000 RPM ADJ. SPEED AND 3 BITS	Erica's PRO-TECH 2300 30,000 RPM \$299.95	Erica's MT-20 20,000 RPM \$399.95	SonicTouch Ultrasonic Remover \$99.95	BreatheEasy Dust Collector \$49.95	Mini Hot Towel Steamer Kit \$49.95	Stainless Steel Towel Warmer WITH UV FUNCTION \$139.95	UV Sterilizer \$139.95	Spa Manicure Warmer \$9.95 25 cups \$1.95	Electric Heated Mittens or Booties \$19.95
PLUG IN										
ABRASIVES	Mini Files Black or Zebra 20-ct. \$2.95	Professional Files Black or Zebra 20-ct. \$4.95	Hygienic Files Black or Zebra 20-ct. \$5.95	Natural Nail Garnet Boards 50-ct. \$6.95	Cuticle Eraser Stone \$0.59	3-Way Shiner Block or 3-Way Buffer File \$0.49 EACH	Avry Hygienic Zebra File & Buffer Sets Small - \$0.15 Large - \$0.25	STAR NAIL Mini Buffing Blocks 126-pk. \$4.95 1"x1" Case/1000 \$53.95*	Mini Orange Sani Blocks 10-pk. \$1.50 Case/1000 \$119.95*	Sanitizable Blocks ORANGE MEDIUM/FINE PURPLE MED/COARSE BLUE FINE/SUPER FINE 10-pk. \$2.00 Case/500 \$89.95*
	Yellow Manicure Blocks 240/240 10-pk. \$2.50 Case/500 \$99.95*	Pink Pedicure Blocks 100/180 10-pk. \$2.50 Case/500 \$99.95*	Slim Blocks ORANGE 100/180 or WHITE FINE 10-pk. \$1.50 Case/500 \$69.95*	Arctic White Blocks FINE 10-pk. \$2.00 Case/500 \$89.95*	Mini Arctic White Blocks FINE 10-pk. \$1.50 Case/1000 \$119.95*	Micro Arctic White Blocks FINE 30-pk. \$2.00 Case/1500 \$89.95*	SPONGE BOARDS Block \$0.50 EACH 50-ct. \$44.95	SPONGE BOARDS Standard \$1.00 EACH 50-ct. \$49.95	SPONGE BOARDS Jumbo \$1.25/25-ct. \$29.95	
TRAIL COLORS	gelish Buy One Select Gelish, Get One Morgan Taylor Polish FREE! 2 x 5 oz. \$16.95	gelish 32 oz. \$24.95 Remover BUY 1 GET 1 FREE! \$2.95	china glaze. 5.0 oz. \$3.75 \$2.95	just GEL POLISH 5.0 oz. \$13.95 BUY 2 GET 1 FREE!	PRO Nail 99% Alcohol, Non-Acetone, or Acetone 32 oz. \$4.95 BUY 10 GET 2 FREE!	OMEGA LABS Fungus Treatment 5.0 oz. \$7.95 \$3.96 SAVE 50%	INFA-LAB Magic Touch Liquid Styptic 5.0 oz. \$1.95	DeMert Nail Enamel Dryer 8.5 oz. \$2.50 Case (12) \$23.95	DURABLE ACRYLIC POLISH DISPLAYS TABLE TOP DISPLAY Holds 30 Bottles \$19.95 Holds 60 Bottles \$29.95 WALL MOUNTED Holds 36 Bottles \$19.95 Holds 90 Bottles \$29.95 EMPTY DISPLAYS Holds All Popular Brands	
	Dynamic Duo Buy One Foundation Base Gel, Get One Top It Off Gel For \$2 2 x 5 oz. \$26.95	Fantastic Four Foundation Base Gel, pH Bond, Nourish Cuticle Oil, Top It Off Gel 4 x 5 oz. \$33.95	Seche VITE 5.0 oz. \$3.95 Pro Kit 5.0 oz. & 4 oz. \$14.95	Seche Clear Base 5.0 oz. \$3.75 BUY 2 GET 1 FREE!	VARISI Natural Nail Treatment 5.0 oz. \$4.95	OMEGA LABS Fungus Treatment 5.0 oz. \$7.95 \$3.96 SAVE 50%	INFA-LAB Magic Touch Liquid Styptic 5.0 oz. \$1.95	DeMert Nail Enamel Dryer 8.5 oz. \$2.50 Case (12) \$23.95		
TIPS & TOOLS	NAIL BASIX™ PROFESSIONAL TIPS 500-ct. \$6.95 50-ct. \$1.95 SIZES 1-10 Square, Half-Well Clear, Tapered, Half-Well, French White	Extra Strength Bullet Glue Dries in Seconds! Twist-Off Nozzle! \$0.25 EACH Box/250 \$54.95	Split Second Brush-On Nail Glue 10 gm. \$2.95 BUY 1 GET 1 FREE!	Rectangular Nail Forms 500-ct. \$2.49	Dust Masks 50-ct. \$2.50 Case/2000 \$79.95*	Double Spring Cuticle Nipper \$2.50	Stainless Cuticle Pushers \$2.95 EACH	Spoon Pusher Spoon Pusher / Pterygium Remover 2-Sided Straight Pusher Straight Pusher / Cleaner	Sterilizer Tray \$4.95	
	Latex Gloves \$4.95 100-ct.	Little Dip's 10-ct. BUY 1 GET 1 FREE! \$9.95	-ibd- 5 Second Nail Glue 2 gm. \$0.99 \$2.95	Stainless Steel Pump Bottles 4 oz. or 8 oz. \$4.95	French Manicure Brush \$4.95 DOTTING TOOL ON HANDLE	Clearly Kolinsky Acrylic Brushes #8 \$12.95 #10 \$14.95 #12 \$19.95 #16 \$39.95 #18 \$44.95 #20 \$49.95 Acetone Resistant Clear Handles	Brush Cleaner 4 oz. \$2.95 Gallon \$29.95*	Chastity™ Chasticide® Disinfectant 16 oz. \$3.95 Gal. \$14.95*	KING RESEARCH® Barbicide® Disinfectant 16 oz. \$5.50 64 oz. \$17.50	
GELS	No Lift Nails No Lift Primer .75 oz. \$11.95	NAIL BASIX™ Primer 25 oz. \$2.50	NAIL BASIX™ Violet Acrylic Liquid 2 oz. \$2.95 4 oz. \$4.95 8 oz. \$6.95 32 oz. \$24.95 Gallon \$79.95	NAIL BASIX™ Acrylic Powders .75 oz. \$2.95 2 oz. \$4.95 4 oz. \$9.95 48 oz. \$99.95	NAIL BASIX™ Single Process UV/LED Gels 1 oz. \$6.95 4 oz. \$19.95 16 oz. \$59.95	gelish POLY GEL PolyGel 2 oz. \$59.95 Total Kit \$62.95	-ibd- Builder Gels 2 oz. \$49.95 \$29.95	-ibd- Clear Gel 8 oz. \$97.50 BUY 1 GET 1 FREE!	-ibd- Intense Seal .5 oz. \$13.95 \$9.95	-ibd- SeptiFile Handles 6-ct. \$7.75 Grips 50-ct. \$14.50
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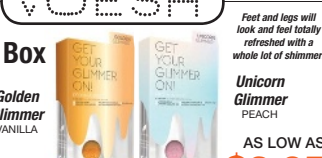
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cuticles to soothing
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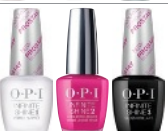
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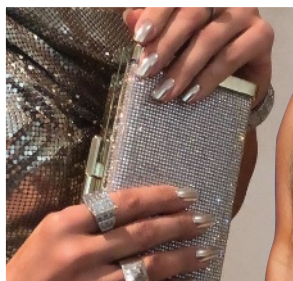
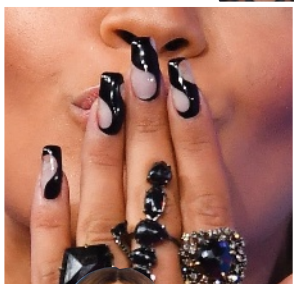
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SHOW OF HANDS

At the 2018 MTV Music Video Awards, held this year at Radio City Music Hall in New York, the A-list attendees hit some pretty high notes in the nail department. Presenters and artists rocked the red carpet in nail looks that ran the gamut from chic chrome to blinged-out. Here are a few of our faves.

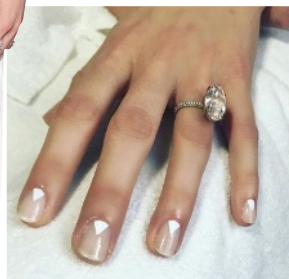
RITA ORA

The British singer and actress took home a Best Dance award for her "Lonely Together" collaboration with the late Avicii wearing a bold graphic black manicure by Naomi Yasuda evoking the swirling design of her daring Jean Paul Gaultier gown.



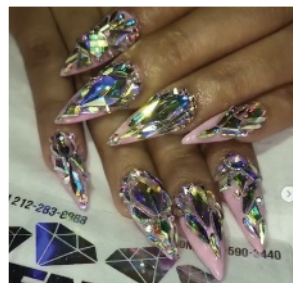
JENNIFER LOPEZ

Video Vanguard winner J.Lo pulled off a subtle mid-evening nail color shift, thanks to OPI global nail ambassador Tom Bachik (who earned a shout-out during her acceptance speech). For Lopez's red carpet appearance, Bachik applied OPI Chrome Effects in Tin Man Can over OPI GelColor Alpine Snow, and then changed it up for her performance by layering on Chrome Effects in Gold Digger.



BLAKE LIVELY

Another A-lister opting for white nails, presenter Blake Lively wore a white-on-white art deco-inspired manicure created by Elle using Essie Blanc and Pearly White.



CARDI B Multiple Video Music Award winner Cardi B did not disappoint her nail-loving fans, hitting the red carpet in a crystal-encrusted set designed by her go-to manicurist Jenny Bui.

ARIANA GRANDE

Perfectly in sync with this fall's white tip trend, Best Pop winner Ariana Grande, as well as her mother and grandmother, wore matching "cloudy sky" nails designed by Natalie Minerva.



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