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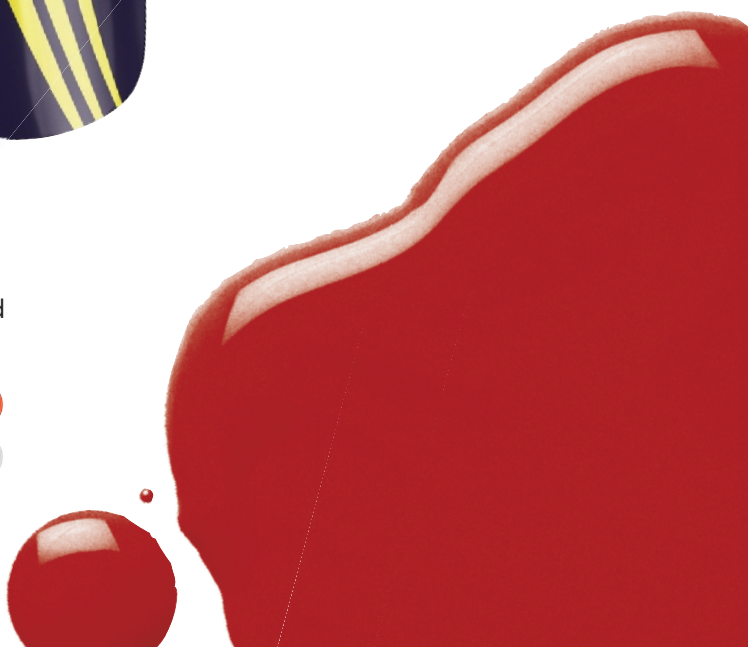
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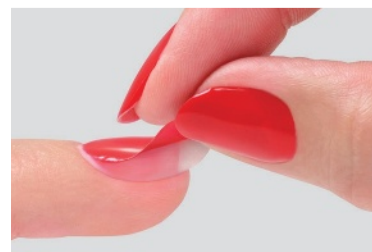
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DECEMBER 2018

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COVER CREDITS

Nails: Brittney Boyce for Orly; Photography: Angela Marklew, angelamarklew.com; Makeup: Dana Delaney, Forward Artists; Hair: Marley Gonzales, JK Artists; Model: Veranika Irbis, The Industry Model Mgmt; Digital Imaging: Art Vasequez, RP Digital.

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

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Apply thick stripes to both sides
of the nail. Cure for 30 seconds.
Repeat for coverage.



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Use a nail art brush to
paint horizontal lines.
Flash cure 15 seconds or less.



OPI GELCOLOR
GOLD KEY TO THE KINGDOM

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



COLUMNS

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NAILING DIGITAL

CHECK OUT THIS MONTH ON NAILPRO.COM

'TIS THE SEASON TO SPARKLE

nailpro.com/sparkle-fever Five holiday glitters and when to wear them.

DIP IT REAL GOOD

nailpro.com/how-to-acrylic-dip Three ways to convince clients to try acrylic dip.

GRAB BAG

nailpro.com/client-holiday-gifts Techs share their favorite gifts from clients.

▶ A CHRISTMAS MOONICURE

nailpro.com/video/christmas-moonicure-nail-art Los Angeles-based tech Sabella Snyder creates a festive look for the holidays using Young Nails Mission Control Gels.





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1

SHINE

Yearning for diamond studs, but your bank account isn't cooperating? You can still wear diamonds—on your *nails*! These real, natural diamonds and gemstones are made for nails (arguable a better position for showing off sparkle than your earlobes anyway). Affordable and reusable, the Vero Krew gems come in a variety of shapes and sizes. «Tip Off, "Crowning Jewels," page 28»

2

RADIATE

Meet the ultimate in luxury skincare:

Miléo. The four facial elixirs that make up this new line are beautiful, potent and crammed with the power of 3,000 flowers. It might sound crazy, and it is expensive, but using the pink lotus flower-packed Amber Fort to revive my skin makes me feel over-the-top pampered. «Miléo Amber Fort Elixir Oud, mileonewyork.com»



3

STYLE

Never underestimate the power of a good hair day, and sneaking in a high-performance, brilliantly scented Oribe product just adds to the joy. Plus, you can celebrate the haircare company's 10th anniversary with this sequin-coated limited-edition can of fan favorite Dry Texturizing Spray. «Oribe Dry Texturizing Spray, oribe.com»

4

WEAR

Hands down, my favorite splurge: shoes. And while I can't always run around in the extreme styles of my pre-children days (nor can I afford them), I still get an immense amount of pleasure from investing in a beautiful (if not practical) pair of shoes—just for special occasions, of course!



ON MY RADAR

NP'S EXECUTIVE EDITOR
STEPHANIE YAGGY LAVERY REVEALS
HER FAVORITE LUXE ITEMS.

It's hard not to think of opulence around the holiday season. After all, there's an onslaught of lavishness at our every turn, from brand new cars wrapped in oversize bows to larger-than-life televisions to glimmering diamonds and jewelry. Regardless of your means, it is important to treat yourself every once and a while—especially at this time of year when we're so often thinking of everyone else, from clients to kids to family. Maybe you can't afford the new car, but there are still small ways that you can spoil yourself. Little treats keep you motivated and are a great reminder

of just how hard you work.

As 2018 winds down, take a moment to care for and appreciate yourself. You'll be glad you did.

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

5

HANG

Sometimes all you need to up your street cred is to hang with the right people—and who's cooler than celebrity nail artist Tom Bachik? From polishing the tips of Jennifer Lopez and Selena Gomez to posting inspirational memes on IG, he's definitely one to follow. Here I am with Tom (@tombachik) at an OPI event in West Hollywood, CA.



6

FIRM

If the eyes are the windows to the soul, then I want mine highlighted, not dragged down by wrinkles. Enter the Contour Yeux Diamond Eye Contour: The sumptuous cream works to relieve fine lines, puffiness and dark circles, while at the same time boosting long-term results in the form of increased firmness and elasticity. Sold! «G.M. Collin Diamond Eye Contour, gmcollin.com»



7

MY MANICURE

We talk about this all the time, but nails are the ultimate affordable luxury. Whether adorned with diamonds and gold or a beautiful design, extravagant nails really up the fancy factor. And while I may not be able to buy a Chanel tweed blazer, I can recreate one on my nails. This gel-painted and logo-encrusted design is courtesy of Amie Morimoto.

8

POLISH

Jewelry for nails is all the rage, and you can easily luxe up any manicure with a gilded touch. This lacquer is made with genuine 24-karat gold for an opulent look, while still maintaining easy application and long wear. «24byRGI Gold Nail Lacquer and Nail Glitter, 24byrgi.com»



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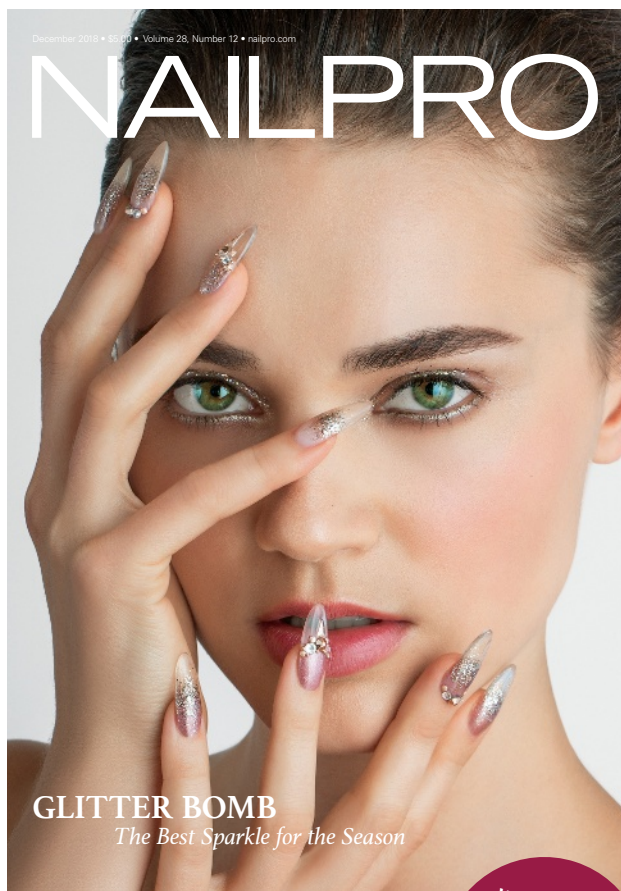


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CLEAR IMPACT

Trends in nails run the gamut, from all of the color to uncomplicated nude. But today's look *du jour* is building design on top of a crystal clear base. However, it's not simply the nail plate that's clear; it's the glasslike effect in the extension edge that's garnering all of the attention. While creating this look may seem like a hassle to achieve, think again, as this month's cover artist, Brittney Boyce, attests. She uses ORLY's new Builder in a Bottle on the regular for her clients in the salon and showed us how easy it is to use on the cover set. Boyce's best tip? "Long, slow strokes," she says, as this will keep bubbles from forming. To highlight the clarity in the tips, Boyce then added hints of GelFX Lucid Dream (one of the dazzling hues in ORLY's holiday 2018 collection, Deep Wonder) as well as swatches of gold glitter gel polish randomly across the nails. And what are crystalline nails without, well, crystals? Boyce added a few touches at the smile line and base of the nail to finish off the sparkling effect.

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



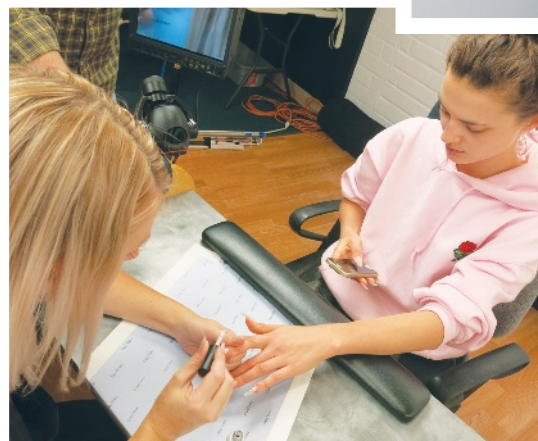
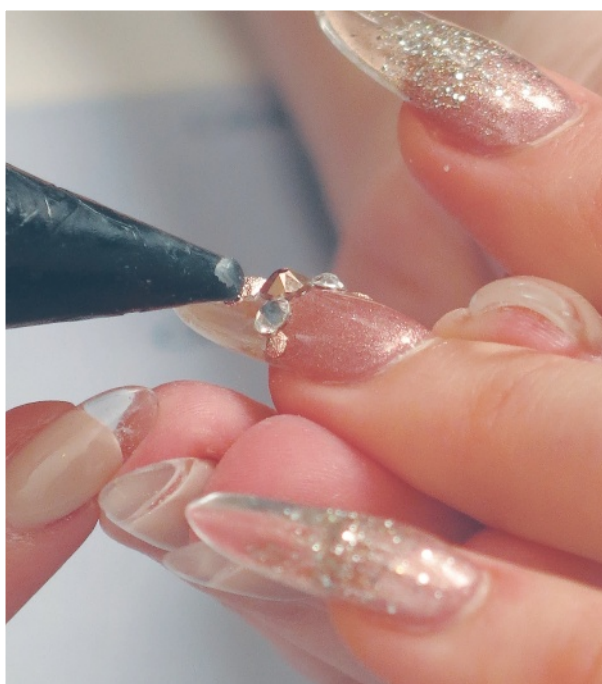
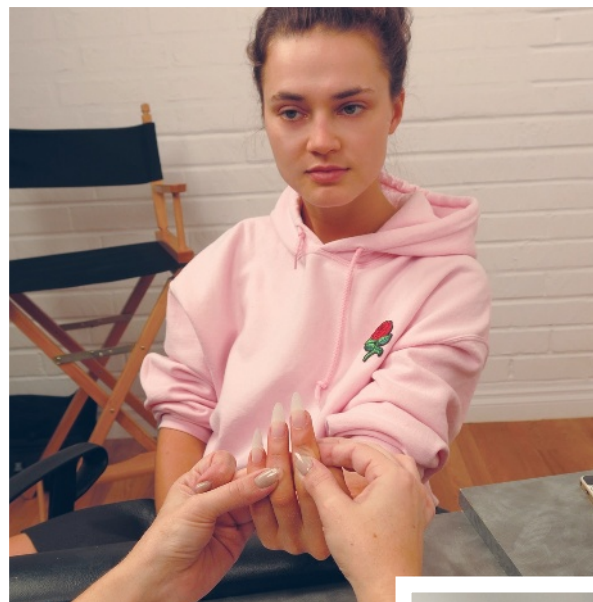
GO GLITTERY Deep jewel tones are always luxurious, but playing with shimmers and glittery shine is a must at this time of year—and topping a clear base with ORLY GelFX colors enriched with sparkle makes even more of an impact!



SEE THROUGH
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- ORLY GelFX Builder in a Bottle
- ORLY GelFX Gel Nail Color Deep Wonder Collection
- ORLY GelFX Topcoat



TIP OFF

BUSINESS | NEWS | PRODUCTS
BY LOTUS ABRAMS



LAUNCH

Crowning Jewels

Vero Krew (verokrew.com) is taking luxury nail art to a whole new level with its real, natural diamonds and gemstones that are specifically designed to be applied (and reapplied) to nails. Launched earlier this year, the company's diamond, sapphire, ruby, aquamarine and citrine stones feature the patent-pending VeroLine foundation that allows them to be applied to the nail while preserving the gems' sparkling quality and vivid colors. This Rococo-inspired set, featuring Vero Krew Diamonds, was created by Miss Pop. "When I was handed carats of diamonds to play with, I felt like a spoiled Marie Antoinette!" the nail artist exclaims. "This design was inspired by her palace Versailles—luxurious, spectacular and unforgettable." The conflict-free gems are available in round, oval, pear and trillion shapes in sizes ranging from .05 to .5 carats.

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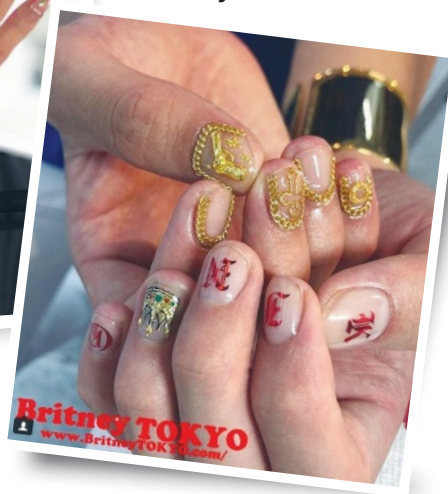


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Britney Tokyo's male nail art designs often feature her signature nail decals and a variety of metal charms.



TREND

MAN UP

Celebrity and editorial nail artist Britney Tokyo's pop culture-inspired designs aren't just coveted by her female clients; a growing number of men are signing up for her services, too. "One-third of my clients are now male," she says. "I think male nail art is getting more popular." The Los Angeles-based nail artist says her notable male clients—including music producer Benny Blanco, musician Andrew Watt and rapper Playboi

Carti—typically prefer house calls and opt for masculine designs that often include Tokyo's own nail decals and various metal charms. "I always recommend designs and colors that look good with their own fashion style and personality," says Tokyo, who's long been inspired by men's fashion and style. "Some clients like red polish, and some even do glitter, which normally looks feminine, but can also look manly and fashionable."

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VENICE

RED CARPET

WALK THE LINE

"This Is Us" star Mandy Moore dazzled at the 2018 Primetime Emmy Awards in a custom sequin-covered Rodarte gown with an elegant mani to match. Celebrity manicurist Michelle Saunders, who created the nail look,

is a pro at convincing starlets to branch out beyond just a single color. "Mandy and I went for the gold with her nail look, pulling inspiration from [the night's] gold carpet, as well as the detailing on her custom-designed Rodarte dress," says Saunders. She topped the classic sheer pink base—layering one coat of Essie Mademoiselle and one coat of Sugar Daddy—with a thin line at the cuticle of Can't

Stop Her in the Copper from Essie's new Concrete Glitters collection.



GETTY IMAGES; COURTESY OF ESSIE; COURTESY OF ORLY

NEWS

TRY, TRY AGAIN

Orly recently announced a partnership with the Wanna Nails app to allow consumers to virtually try on nail colors using their mobile phone. Utilizing augmented reality (AR) technology, Wanna Nails enables users to browse and "try on" Orly nail polish shades using a phone camera aimed at their hand. Users can also create boomerang videos and take nailfies to share on social media. While the app is targeted at helping consumers try on polish shades before they buy, nail salons can also use the app to help clients decide on a shade of polish. "Creativity through nail art is part of the heritage of the Orly brand, and we loved the idea of bringing that outlet to consumers through an app that's both limitless and easy to use," says Orly vice president of business development Tal Pink. "Do we think digital nail polish will replace the real thing? Probably not, but this has the potential to inspire a lot of fun photo booth experiences for nails and also be a useful tool for consumers and others."





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TIP OFF

DAILY INSPO

Kimmie Kyees

@kimmiekyees

The talented Kimmie Kyees counts the Kardashians, Katy Perry, Eva Longoria and Chrissy Teigen among her notable clients. But before she tended to the nails of the Hollywood elite, Kyees put in nine years working at the Charles Penzones Grand Salon in Columbus, Ohio. After relocating to California and working for a number of years at several prominent salons and spas, she established her career as a sought-after freelance nail artist, racking up a slew of credits in television, editorial, music videos, commercials and red carpet events. Here, she shares the inspiration that keeps her artistry in high demand.

1. Instagram

"I'm always looking for the next fun thing in nails. I love looking at other manicurists' work online; people are so creative and talented!"

2. Tammy Taylor Gelegance

"My favorite Tammy Taylor color is Cashmere Beige. I've used it on Rihanna, Khloe Kardashian, Kelly Osbourne and Mary J. Blige. I even had Tammy send Mary her own bottle to take on tour with her so she could have it everywhere she got her nails done."

3. Working on Set

"I get inspired in the moment working on set or with a client, matching what she's wearing or what the theme of the shoot is. I often don't know much about the theme until I'm there so it's fun to create in those moments."

4. Home Design

"There is really inspiration in everything around us; lines and designs are in everything I see! I'm inspired by comforters, drapes, marble countertops and even the tile in bathrooms!"

5. The Sky

"From the colors to the fading shades, there are so many brilliant designs in the sky."



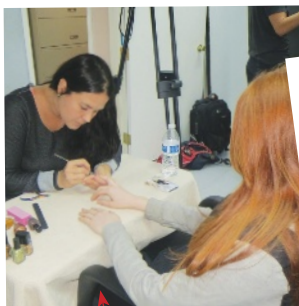
Tammy Taylor Gelegance



The Sky



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Working on Set



Home Design



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TIP OFF

PRODUCTS Berry Good

The fruity, tart fragrance isn't the only benefit of cranberry-infused products. Naturally rich in antioxidants, cranberries help fight free radicals and boast bountiful anti-aging properties. Usher in the winter season with these cranberry-enriched product picks.



1. **Paddywax** Cheers Cranberry + Rose Candle, paddywax.com 2. **Star Nail** Cranberry Cuticle Oil, starnail.com 3. **Cuccio Naturale** Winter Citrus & Wild Berry Butter, cuccio.com 4. **Dirty Girl Farm** Cranberry Rosemary Hand Wash, dirtygirlfarm.com 5. **OPI** Avojuice Cran and Berry Hand & Body Lotion, opi.com 6. **Gigi** Pomegranate Cranberry Paraffin, gigispa.com 7. **Xtreme Nail** Crisp Cranberry Cuticle Oil, americanails.com 8. **Rosy Rings** Red Currant & Cranberry Natural Wax Blend Candle, rosyrings.com 9. **Qtica** Smart Spa Strawberry Cranberry Sugar Scrub, qtica.com.

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TIP OFF

BUSINESS

RECIPE FOR SUCCESS

Nail art menus can help boost profits *and* client satisfaction.

Thanks to social media, a near endless supply of nail art inspiration is accessible to anyone with a smartphone—a boon for clients, but a burden for many nail techs who may not be prepared to recreate the look a client asks for. After experiencing this situation firsthand as a client, Lauren Caruso decided to utilize a nail art menu when she opened her own salon, Color Camp, in Los Angeles last year. “I found it frustrating as a consumer, so I thought having a menu would help people know what to expect before they showed up,” she says.

Besides making it easier for salons to meet clients’ nail art expectations, menus can also help them differentiate their brand, says Cyndi Ramirez, founder and CEO of Chillhouse in New York and The Chill Times website. “We offer a nail art menu for a couple of reasons,” she says. “One: We thought it was important to inject the Chillhouse brand into nail designs and provide people with a curated experience. And two: for the competitive advantage. Why would someone get a manicure at Chillhouse versus her corner nail salon? What would make people travel from different boroughs, even different states? The nail art menu is one of those reasons.”

Nail art menus can take a number of forms, depending on the salon’s objectives and brand identity. Sundays salon in New York, for example, utilizes an illustrated menu of six to eight simple looks—updated seasonally—that can be customized with clients’ colors of choice. “Our nail art is catered to our clients’ specific needs,” says Sundays founder and CEO Amy Ling Lin. “It’s very minimal, very modern.” Color Camp, meanwhile, displays its nail art menu—nail tips mounted on a board—on the salon’s wall. Clients can opt for one of the more complex seasonal designs or create their own by mixing and matching “basics,” like French, half moon and ombré, with “extras,” such as studs, foil and glitter. And at Chillhouse, clients can choose designs from a signature menu of 14 looks or a seasonal look book that’s updated twice a year. To increase awareness, the salons all promote their menu designs on social media.

Adopting a nail art menu offers the opportunity to standardize appointment times and pricing for nail art, something that can be difficult to do with custom work. Sundays charges set fees for nail art on up to 2 nails or all 10 nails, while Color Camp charges standardized prices for seasonal looks, basics and extras. “Transparent pricing is super important for us,” says Caruso. “I wanted to make sure that our clients knew exactly how much the art was going to cost.” Chillhouse uses a tiered pricing system. “We have three tiers of pricing that were determined by time and our desired margins based on said time,” says Ramirez.

Although nail art menus offer many benefits to salon owners, they do present a few challenges. Owners must be sure every tech on staff is proficient at creating the looks on the menu in a specific time frame, so regular training sessions are a must. It also means salons must sometimes say no to clients’

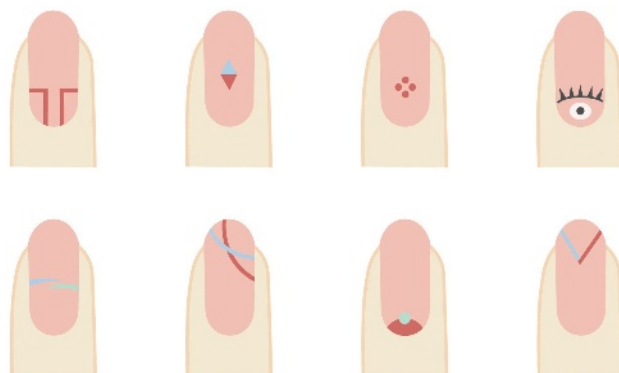


Sundays changes its nail looks seasonally, while Chillhouse updates its book of nail art designs twice a year.

off-menu art requests. “Because we focus so much on nail art, people come to expect that we can do whatever picture they find on Pinterest,” Caruso says. “We have to balance what the customer wants with ensuring a consistent standard and brand representation.” Likewise, Sundays and Chillhouse discourage clients from requesting custom nail art.

Still, these salon owners have found nail menus help hook nail art newbies and boost profits. “I don’t know how many times I’ve heard clients say it’s their first time trying it,” says Lin. “It’s a great way to increase revenue.” Ramirez concurs, estimating that more than 75 percent of Color Camp’s appointments include nail art.

Ready to create a nail art menu for your salon? Ramirez offers this advice: “Understand your clients and their personal style. The designs that work for us may not work for your salon, and vice versa. Also, make sure it feels authentic to your salon’s brand—that’s rule No. 1!”



A sample of some of the nail designs offered at Sundays.



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and dry brush over two-thirds of the nail, from the free edge toward the center of the nail.

4/ Apply a thin layer of CND® SHELLAC® Clearly Pink, and cure for one minute.

5/ Lightly moisten the Oval Brush with 99% Isopropyl Alcohol and use it to pick up and apply the silver paillettes.

Concentrate the design at the free edge and fade it down the nail. Repeat with black paillettes to create the desired effect.

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Art Supplies

99% Isopropyl Alcohol

Black Pigment

Silver Paillettes

Black Paillettes

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TIP OFF

NEWS

HANGING BY A NAIL

Baseball pitchers, according to a recent article in *ESPN The Magazine*, are willing to go to great lengths to preserve their nails during high-stakes games, relying on Super Glue, acrylic, nail hardeners, pickle juice and even their own urine to keep their digits in top shape! The friction and pressure on fingertips and nails that pitching entails can trigger a variety of issues for players, the article stated, ranging from blood blisters under the nail to broken and cracked nails, potentially forcing players to spend full games—or even a whole season—on the bench.

While researching the article, *ESPN The Magazine* spoke to more than a dozen Major League Baseball (MLB) pitchers who've struggled with fingernail problems. Take Blue Jays pitcher Aaron Sanchez, for example, whose recurrent blood blisters under the nail eventually mandated him to cut his 2017 season short. When surgical removal of a portion of Sanchez's nail and even self-applied Super Glue (the therapy of choice for many pitchers suffering from nail woes) failed to work, he adjusted his pitching method to



compensate for the compromised nail, only to suffer a torn ligament. The pressure to perform is so high that some players have confessed to using pickle juice—popularized by Hall of Fame pitcher Nolan Ryan—or even their own urine to preserve their nails. Dodgers' Walker Buehler says he urinated on his finger after losing a nail when pitching for Double-A Tulsa last year, although he acknowledged that he has no idea

if the treatment is effective. (In our limited expertise in this matter, we have our doubts!)

Other pitchers have sought the services of nail technicians to fix cracked and broken nails. Diamondbacks reliever Archie Bradley tapped the Desert Nail Spa in Scottsdale, Arizona, this past spring to apply an acrylic nail over his fingernail that had been splitting down the center, and Mets

GETTY IMAGES



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knuckleballer R.A. Dickey became a regular nail salon client in 2011 after visiting a Queens nail salon for an acrylic replacement when a weakened nail had ripped down to the nail bed. During the offseason, Dickey allowed his natural nail to grow back, and after a successful season he was traded to the Blue Jays, who signed him to a two-year, \$25 million extension. "My nail was literally the difference in millions of dollars," Dickey was quoted as saying in the article.

Many pitchers, however, are reluctant to speak on the record about their various nail issues, fearing that it could affect their value in contract negotiations or be seen as a breach in MLB policy, which forbids pitchers from attaching anything to their hands or fingers. "I hate when guys keep talking about this stuff," said one pitcher in the article, who admitted to using a nail cast but didn't want to be identified by name. "If I didn't have that, my nail would be broken all the time and I wouldn't be able to pitch. Nobody really cares that it's on there. But if there's all these articles written about it, then it brings attention to it and MLB might say something. It's one of those things—don't ask, don't tell."

Maybe so, but for nail salons, at least, we think the increased awareness *could* be the harbinger of a whole new revenue stream!

NEWS

Head of the Class

Jessica Briarmoon was recently named Educator of the Year at the 2018 Akzéntz Summit in British Columbia, Canada. Briarmoon has been a tech since 2001, educating since 2003, and is well known for her free training videos at realworldnails.com, where she demonstrates techniques on actual clients in real time. She also runs the Northwest Nail Tech Retreat in Vashon, Washington, a four-day "nail camp" and networking event featuring educators from many different companies and backgrounds designed to give nail techs an opportunity to learn in an all-inclusive setting. **NP**



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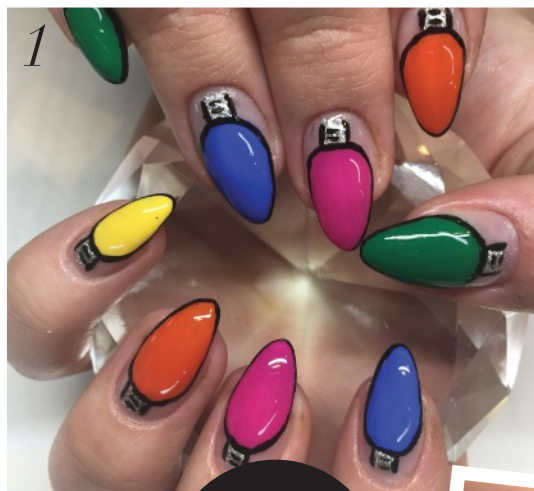


MONACO

PORTFOLIO

Tinseled Tips

It's beginning to look a lot like holiday nail art time. These festive submissions from our readers deck our pages with creativity, wintry hues and, of course, glitter!



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Guest Artist: Celine Cumming (@nailedbyceline) is a nail artist based in Middletown, DE, who loves finding nail art inspiration fresh off the runways.

Hit the Silk

Call it a 'kerchief if you like, but the silk scarf certainly got more mileage on this season's runways than it has in years. But not as a dainty square of silk—no, designers blew up silk scarf prints to large proportions, weaving varying patterns into alluring pantsuits and dresses (see: Richard Quinn and Tory Burch). In an eco-conscious move, designer Marine Serre collected silk scarves for months on end only to upcycle them into flowing patchwork caftans and skirts with slits cut up to the hip. At 3.1 Phillip Lim, that same crafty approach of sewing together a mishmash of silk scarves looked even more delicately beautiful, thanks to a handkerchief hem and shoulder straps designed to look as if the model had tied them herself. Such prints, from paisley to floral to polka dot, certainly lend themselves to nail art—but how do you make them appear scarflike in your design? Take guest artist Celine Cumming's renditions as your lead: Paint your chosen print in a square, rectangle or patchwork formation, and then edge the design with stripes.



Salvatore Ferragamo



Marine Serre



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3.1 Phillip Lim



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Let Her Dip

AVOID COMMON DIPPING POWDER ISSUES WITH THESE EXPERT TROUBLESHOOTING TIPS.

Durable, long-lasting dip enhancements are ideal for on-the-go clients, especially during the hustle of the holiday season. But what happens when something goes amiss? "Dipping powder provides beautiful results and is currently in high demand, but it can be a mess if done incorrectly," says Marilyn Garcia, Cuccio global director of education and brand ambassador. Here, Garcia walks us through solutions to some of the most common dipping powder problems: lifting, cracking and expanding.

FYI!
All dip systems vary, so make sure to follow the manufacturer's instructions for proper application.



THE PROBLEM: LIFTING

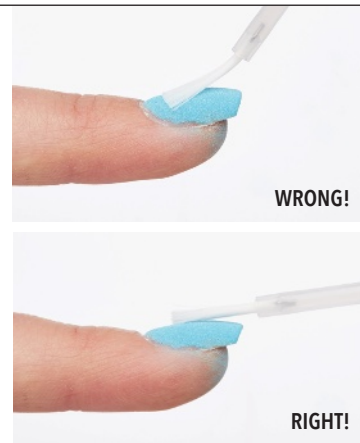
Lifting occurs when dipping powder doesn't properly adhere to the nail. As with lifting of all types of enhancements, this issue stems from the prepping stage of the service. The nail plate must be free of debris and moisture to ensure proper adhesion.

THE SOLUTION Take extra time with your prep steps if you find that clients' dip nails are lifting. Use a good cuticle remover to release any dead skin from the nail plate. "I like to use a 180-grit file to lightly buff the surface of the nail; it gives just the right texture to the nail surface to promote adhesion," says Garcia. Follow with a primer to dehydrate the nail before applying the base.

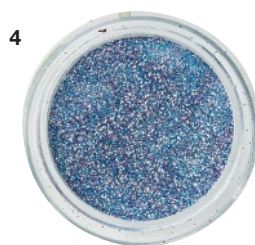
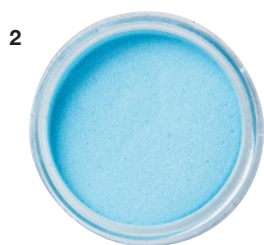
THE PROBLEM: CRACKING

Vertical cracking occurs when the product is applied unevenly between layers and coats. The angle in which the brush is held plays a critical role: "If the brush is tilted upright and perpendicular to the nail, product builds unevenly and creates hills and ridges, which can lead to cracking," says Garcia. Likewise, dipping the finger into the powder at 90 degrees (i.e., straight up and down) will also lead to an uneven surface.

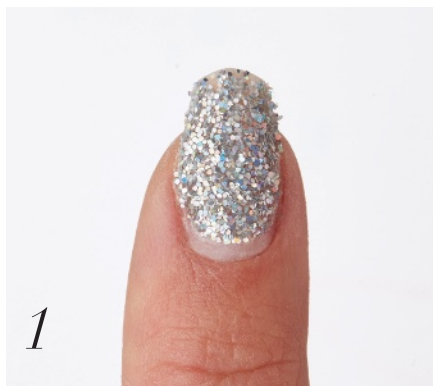
THE SOLUTION To ensure even application, hold the brush parallel to the nail, moving it from the cuticle to the free edge in long strokes. Then, guide the nail into the dipping powder at a 45-degree angle to ensure a smooth powder surface.



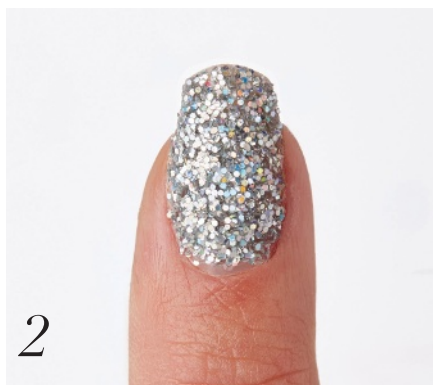
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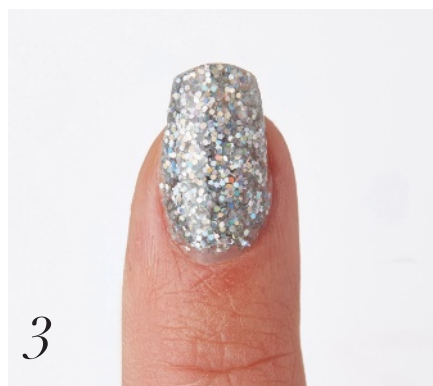


“Dipping powder absorbs product quickly and tends to spread over sidewalls and cuticles if it isn’t properly applied.”



THE PROBLEM: EXPANDING

Maintaining color within the boundaries of the nail can be difficult—even when using thin coats and layers of product. “Dipping powder absorbs product quickly and tends to spread over sidewalls and cuticles if it isn’t properly applied,” says Garcia.



THE SOLUTION Apply adhesive on three-quarters of the nail, leaving a small margin below the cuticle. Dip the finger in the first coat of dip powder at a 45-degree angle. Tap off the excess. Apply a second coat of adhesive, this time leaving only a sliver of space below the cuticle. Repeat the dipping process. Working in small increments—even dipping up to three times—getting closer to the cuticle as you apply will help avoid flooding the cuticle and sidewalls with color. **NP**

GLITTER WARS

Working with glitter can be tricky no matter what the medium, and glitter dip is no different. “Glitter dipping powder is coarser and contains larger particles than basic color powders, so it tends to get bulky with each coat,” says Marilyn Garcia. After the second coat of glitter dip, apply a third coat of adhesive, and guide the nail into clear dipping powder to cover the entire nail, encasing the large glitter particles without bulking or expanding past the cuticle or sidewalls. Garcia teaches this process with the mantra, “Glitter, glitter, clear!”



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Victoria's Secret fashion shows of years past herald angelic tips.



"The bold colors incorporated in the past few Victoria's Secret fashion shows—especially last year's theme, Nomadic Adventure—inspired me. The tribal patterns and distinctive wing designs were captivating."



Adriana Gutierrez (@trendy_talons) is a nail artist based in Van Nuys, CA.

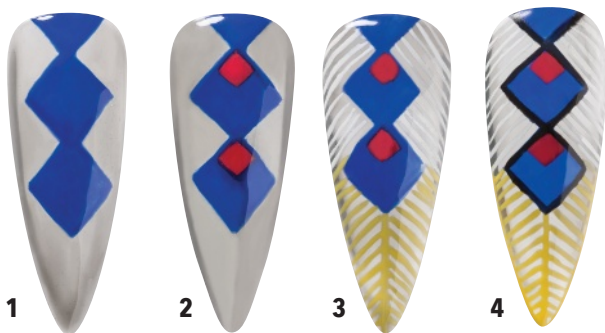




- Step 1** Apply one coat of sheer black gel polish. Use a flat brush to paint a deep V-shape around the perimeter of the nail with white gel, covering the sidewalls.
- Step 2** Use a small detail brush to fill in the white space with triangles in red, yellow, green, royal blue, light blue and black gel paint.
- Step 3** Paint a gold line down the center of the nail with a stripping brush. Paint a gold triangle in the center of the sheer black triangle, leaving space on all sides.
- Step 4** Outline the gold stripe and triangle with black gel paint. Add black lines and small triangles inside the gold shape. Finish with gel top coat.



- Step 1** Apply two coats of silver glitter gel polish.
- Step 2** Paint curved stripes with red, orange and yellow jelly polish.
- Step 3** Outline the stripes with black gel paint. Finish with gel top coat.



- Step 1** Apply one coat of sheer black gel polish. Create three diamonds down the center of the nail with blue gel paint, connecting the corners of each shape.
- Step 2** Paint two smaller diamonds inside the top corner of the blue shapes with red gel paint.
- Step 3** Use a micro detail brush to draw diagonal white lines from the cuticle to the middle of the nail. Paint a yellow line down the center of the nail starting at the bottom corner of the last blue shape. Fill in the rest of the negative space with yellow diagonal lines from the center to the free edge.
- Step 4** Outline the center shapes with black gel paint. Finish with gel top coat.

*Cure after every gel application unless otherwise noted.



How to Stop Lifting

A BEAUTIFUL SET OF ENHANCEMENTS CAN BE MARRED BY LIFTING, PLUS IT MAKES FILLS AN EVEN LONGER PROCESS. HERE, WE TALK TO FOUR INDUSTRY EXPERTS ABOUT WHY SOME CLIENTS ARE MORE PRONE TO LIFTING THAN OTHERS AND HOW YOU CAN COMBAT IT.

FYI!

"It's not always clear why some people lift more than others. Some people's natural nails just will not hold enhancements no matter what. We can only speculate that some unknown aspect of body chemistry may be to blame."

—Paul Bryson, principle scientist, OPI



DOUG SCHOON
President
Schoon Scientific

"Problems relating to improper adhesion (lifting) are difficult to solve if you don't understand why they happen. Adhesion is a force that causes two surfaces to stick together, and the small area between two adhered surfaces is called the adhesive bond. As long as this bond is intact, the surfaces will not come apart. Properly cleaning the solid surface and proper application techniques will help prevent delamination, the breaking of the adhesive bond. That being said, you can use the best products and application techniques and still have lifting. How can that happen? The nail plate contains a high percentage of both water and oil. Both of these can cause lifting if they are found on the surface of the nail plate. The best way to ensure proper adhesion is to start with a clean, dry surface. Scrubbing the nail will remove surface oils and contaminants, and temporary nail dehydrators eliminate surface moisture for up to 30 minutes."



GREG SALO
President
Young Nails

"There are no shortcuts to preventing lifting. It's a combination of correct prep, good application and proper finishing. First, I remove shine from the nail with an e-file and nothing coarser than a medium arbor band. (Note: There is a right way and a wrong way to do this technique, so make sure you're trained correctly before using an e-file.) Then, I cleanse the nail before using Young Nails Protein Bond. It's not a primer; it's a bonder that acts like double-sided sticky tape. When it comes to acrylic application, make sure that your pearl is on the wet side. If it's too dry, it won't bond well to the natural nail. It's also very important that the application at the cuticle be as flush to the natural nail as possible. You don't want any ledges, which will lead to a lot of filing. Finally, when it comes to finishing, it's important to blend the perimeter of the nail as tight as possible. Again, you don't want ledges, as they can lead to snags around the edges. When acrylic is applied well, there's less filing required, which means the bond to the natural nail won't be disrupted."



HEATHER REYNOSA
Education Ambassador
CND

"Lifting occurs when there isn't a correct bond between the product and the nail plate. Therefore, the best way to prevent lifting is through proper prep of the nail plate and product control. It's important to be very thorough when removing cuticle stuck to the nail plate—a quick swipe of the file isn't enough! A sharp tool and a good cuticle solvent are your best friends. The next important thing is product control. If your beads are too wet or too dry, you're going to get lifting for different reasons. Too wet? The product is sure to run into the eponychium and cause pocket lifting. Too dry? It won't bond properly to the keratin, which means more lifting. Make sure that your acrylic beads are a medium-wet consistency; they should be creamy and very pliable. Press the acrylic into the nail to help the bond take place. Finally, when performing your finish filing, make sure that you really seal the edges of your product to prevent any further opportunities for lifting."



ELAINE WATSON
Executive Vice President
Kupa

"Tight nail prep and application are the keys to combating adhesion issues on particularly lift-prone nails. The nail plate must be clean of surface contaminants and overgrown cuticles. I like to use a diamond bit with an e-file set at its lowest speed to remove the cuticle from the nail plate. I find that this technique works better and more thoroughly than a pusher. When it comes to application, work on one finger at a time. First, mega-dehydrate the nail, then apply primer and finally apply the nail product. Once that nail is complete, move to the next one and perform the three steps. It may take a little longer, but it will help ensure a completely dry nail plate for the best product adhesion."

Things are about to get naughty...

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A Physician's Formula

ELEVATE YOUR SERVICES AND KEEP COMPROMISED CLIENTS SAFE BY OBTAINING ADVANCED TRAINING IN MEDICAL PEDICURES.

By Tracy Morin

With elderly populations on the rise—not to mention increases in chronic diseases like diabetes—there's a greater need than ever before for safe salon services. Thankfully, today's advanced training can educate techs on everything they need to know to perform a medical pedicure, or medi-pedi, from flawless sterilization procedures to best practices when servicing chronically ill clients (and when to refer them to a medical professional). "It's an industry that's growing because there's a need and demand for healthy, safe, sterile salons," notes Letisha Royster, owner of Waterless Medi-Pedi & Nail Spa in Roswell, Georgia. "People are looking for salons they can have confidence in." Considering expanding your skill set to learn how to perform medi-pedis? Here's what you need to know.

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WORDS OF WARNING

Attaining advanced training in pedicure services for clients with medical conditions can help boost business, but techs need to watch their wording when advertising services, says Janet McCormick, cofounder of Nailcare Academy in Fort Myers, Florida. "Some states, like Ohio and Colorado, don't allow nail technicians to use terminology like medi-pedi or medical pedicure, as they feel the techs are making false claims," she explains. "They focus on the fact that we are 'cosmetic' in all of our services by law and cannot use the word 'medical' without perpetrating misunderstanding. Ultimately, the difference between a medi-pedi and other pedis is in the enhanced knowledge the nail tech has regarding what precautions she must take to perform services on persons having certain illnesses—not in actual protocol."

Safer Services

Medi-pedi services go beyond a basic pedicure and polish by taking into consideration a client's health concerns, including any pre-existing conditions that might compromise their lower extremities. One of the most important components, says Vicki Malo, president of the North American School of Podology in Toronto, is a thorough consultation and evaluation. "A tech with advanced training in medical pedicures understands what recommendations should be made for in-salon services and home-care, when to refer clients to a medical professional and what implements to use," says Malo. "For compromised clients, you need stainless steel or single-use implements, an autoclave and possibly an electric file with a special bit for reducing thick nails."

Janet McCormick, cofounder of Nailcare Academy in Fort Myers, Florida, adds that compromised clients (such as those with a chronic illness) often require a lighter touch—and knowing what to do according to the situation is crucial. For example, soaking, which can lead to dryness, should be skipped on diabetics; techs should avoid aromatherapy on at-risk pregnant women; and certain massage techniques can tear the thinner skin of elderly clients. "You can even save lives by spotting cancer on the foot, because techs with advanced training know what to look for," McCormick says. "And, by specializing in the chronically ill, techs can make more money. Once these clients visit, they never leave because they feel safe."

Malo agrees that perhaps the greatest benefit to offering medi-pedi services is the ability to positively impact clients' lives. "Beyond enhancing your income and targeting a growing niche within the pedicure market, you can have a profound effect on how clients feel," she says. "You can help with calluses, corns and thick toenails. The bottom line is, you enhance your skill set and simply know how to provide a good, clean pedicure service for anyone."

Pedi Partnerships

To become certified in these types of advanced services, techs can receive training online or in person through a variety of programs, which may include an internship with a podiatrist to receive hands-on experience. After receiving the appropriate training, techs will find a bevy of opportunities open to them: They may choose to stay in a traditional salon, work in a podiatrist's office or at an elderly care/retirement facility, go mobile and visit clients at home, or open their own salon or suite specializing in advanced foot care. Royster notes that even athletes visit her salon, since they're so dependent on healthy feet, as well as clients who've had infections due to unsanitary services in the past.

Regardless of the path you choose, when you're trained in providing medi-pedis, it's beneficial to partner with a local medical professional to encourage referrals on both sides. Malo and McCormick agree that when meeting with local podiatrists, it's important to dress professionally and bring backup materials to build trust, such as a resume, referrals and any credentials obtained. "Ask for the office manager, not the podiatrist," McCormick advises. "Explain what you're trained to do and that you would like referrals, and leave brochures they can give to their clients."

Meanwhile, Malo recommends demonstrating your skills by offering a sample service to someone in the office and finding potential partnerships by asking current clients if they see a podiatrist. "Take before-and-after pictures of your work, and write out your disinfection process," Malo suggests. "During services, make sure you stay within the scope of your practice." In other words, techs with advanced training never diagnose or treat diseases, but they do know the "three Rs," Malo says: recognize, recommend, refer! **NP**

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



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THE MAGIC TOUCH

DISCOVER NEW WAYS TO
FINE-TUNE YOUR MASSAGE
SKILLS, ALONG WITH A FRESH
CROP OF PRODUCT PICKS
YOUR CLIENTS WILL LOVE.

By Taylor Foley

From the decadent oils and sweet-scented lotions to the perfect amount of pressure in all of the right places, a good massage can instantly elevate any service, transforming a routine mani/pedi into an indulgent biweekly treat. "A good massage allows clients to slow down for a minute and ends the service on a positive note," enthuses Karen Kops, cofounder of Poppy & Monroe salon and Vetiver Modern Massage studio in Nashville, Tennessee. While the massage remains clients' favorite part of a service, nail techs often feel pressure to skip this step or cut it short when they're slammed with back-to-back appointments or

running behind. A massage doesn't have to be lengthy in order to be effective, however; all techs need is the proper technique and an arsenal of quality products to make the experience memorable.

The first step in improving your massage practices is to ensure that techs' skills are up to par. "Lack of proper training is often the No. 1 culprit for a bad massage," warns Kops, who recommends partnering with a local massage school to help techs understand the different types of strokes, such as effleurage (long sweeping strokes), petrissage (kneading), tapping, friction and vibration. Techs should also ask probing





questions to see if the client is experiencing any pain, tension or discomfort so they can customize the massage to fit the client's needs. Feeling rushed? Kops provides a time-saving tip that may seem counterintuitive but can actually make all the difference from the client's perspective: "Slow down!" she says. "Going slower gives the illusion of a longer massage, even if you're limited on time."

Product selection is also key. Kops suggests using a gel or oil that offers plenty of slip but doesn't leave behind a greasy residue. Products rich in jojoba oil, aloe vera and vitamin E are ideal for

providing lasting moisture to the skin. "We also use cannabidiol (CBD) oil to provide additional muscle relaxation and work out kinks," says Kops. Consider swapping synthetic fragrances for essential oils to take advantage of plant-based extracts' therapeutic properties. "Lavender and vetiver are great for calming and reducing anxiety, while a citrus blend is invigorating and energizing," she explains. Ready to step up your massage game? Check out our selection of luxurious massage lotions and oils that are sure to help clients relax and unwind while they're in your chair.



1 CND

Sugar Vanilla Lotion

Boost moisture retention while treating clients to the aroma of vanilla and white tea. cnd.com

2 Bodipure

Peppermint Lotion

The cooling formula includes bay laurel, mint and an essential oil blend. bodipure.com

3 Body Drench

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Collagen

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5 BCL Spa

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Indulge clients with a tempting white chocolate scent and nongreasy gel formula. bclspa.com

6 Dazzle Dry

Shea Butter Cream

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17 Cuccio Naturalé

Massage Crème Milk & Honey

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Taylor Foley is a Los Angeles-based freelance writer.



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NEW YEAR, NEW GOALS

TAKE THE TIME TO SET RESOLUTIONS
(AND STICK TO THEM!) TO
ENSURE A PROSPEROUS BUSINESS.

By Theresa Gonzalez

The end of the year marks a time to step back and focus on the big picture: Where do you want your business to go and what steps must you take to get there? Establishing New Year's resolutions for your business, such as investing in a new marketing campaign, implementing staff training or expanding to a new location, is a secret to long-term success. Whether you've wrapped 2018 with a bang or a bust, here are some resolutions to make as you take your business into 2019.



Assess Your Staff

The old adage that you're only as good as your team has merit, which is why this is a good time to evaluate where you can use extra (or better) help. When considering your staffing needs, however, make sure to think about the whole picture, not just whether or not you have enough nail techs. "As I got busier, it got harder to focus on the needs of my staff," says Donna Perillo, owner of Sweet Lily Natural Nail Spa in New York City. "We now have a human resources manager who takes care of all of that and makes sure the staff is happy, too." Perillo also hired a graphic

Goals



designer to produce digital newsletters, shelf talkers and other in-store signage. "People wonder why I would need a graphic designer for a nail salon," she says. "Surprisingly, it's a full-time job."

Keep Up With Trends

Investing in education and training can keep you and your business fresh. Pay attention to what's trending on social media as well as client requests, and make sure you're prepared to meet demand. Case in point: When the Chicago Cubs were headed to the World Series in 2016, Chicago-based STIL Salon and Spa noticed an uptick in demand for nail art

that showed fan pride. STIL manager Stela Sotiraj reacted quickly to make sure her techs were up to speed. "We held a mini training session for staff," says Sotiraj, who set up in-salon art tutorials to support the popular pastime. "We're constantly adding new nail art to our services based on client needs."

For Perillo, staying informed involves attending tradeshows to seek out new products. "We keep our pulse on everything that's going on in retail and beauty," she says, adding that she's willing to travel to find products that meet her standards. "I'm adamant about spending my dollars on brands handcrafted in the

United States." Make sure to research when the tradeshows and education events are scheduled for the year ahead so you can plan accordingly.

Re-Evaluate Your Business Plan

It's a good idea to revisit your business plan every year. Do you need to accommodate for a changing market? How do you stand out from the salon around the corner? You should re-evaluate your costs, your expertise and inflation every year to ensure that your prices are competitive, making adjustments as needed. If you find business has been lagging, it may also



be time to consider adding (or removing) services or adjusting your business model to ensure that you're differentiating yourself from the competition.

When Rachel Cheng opened her high-end nail salon ZaZa in San Francisco's South of Market area of in 2005, she saw the potential for growth in the

up-and-coming neighborhood, home to a new ballpark and an increasing number of tech startups. As the neighborhood began to expand, Cheng started to think about how her business could serve a growing—and changing—clientele. "People were coming in with their own champagne or wine bottles, but I

didn't have a license to serve," she says. That's when she decided to secure a liquor license and remodel the salon to feel more like a lounge. Offering a sommelier-selected wine menu (not to mention free chocolates and Wi-Fi) turned her salon, now named ZaZa Nail and Wine Lounge, into something much more chic—with the profits to show for it. "We went from the occasional corporate party during the holidays to one every week," she says, adding that the salon's wine tasting events and movie nights have also been a hit. "It makes it fun while everyone gets pampered."

Dig Into Data

Salon software can help you manage appointments, client contact information, staff trainings and inventory to be sure, but the data collected by the system throughout the year can also be an invaluable tool to running your business. This year, resolve to take a deeper dive into your salon software data. Reviewing sales reports can help you determine

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what promotions to reintroduce next year, how you can reward repeat customers or reactivate old ones and in what ways you might want to change your inventory. "I look at my numbers every month to see whether I increased or decreased, what I'm spending more on and whether that investment is really worth it," says Cheng.

Not using salon software? Now is the time to start—or re-evaluate the products on the market if you've been using the same system for a while. "Every year I sit down and revisit payroll services and see what

new computer programs are out there for scheduling and booking," says Perillo.

Fine-Tune Priorities

If business is going well, you may be tempted to expand. How do you know when you're ready? Experts say it's generally best to wait until you've gotten three profitable years in business under your belt. Before you take the leap, however, consider your lifestyle and limits. After opening ZaZa, Cheng expanded to four locations, but two kids later she found it impossible to manage.

"I decided to focus on the two salons I have in San Francisco so I could spend more time with my kids," she says.

There's also the opportunity to give some love to the space you already have. "My New Year's resolution for my team and business is to go back to the way we used to do it," says Perillo. "We were doing a lot of collaborations offsite, and I got dragged out of the spa and more into the office working on strategy," she explains. "I just miss being in the spa. I miss seeing customers every day."

When it comes to New Year's resolutions of any type, simply writing them down and committing to them is half the battle. Still, it's important to note that change doesn't happen overnight. Be realistic about your goals and establish a reasonable timeline to achieve them, and by the close of 2019, you'll be relishing in the payoff from your hard work. **NP**

Theresa Gonzalez is beauty and design writer based in San Francisco.

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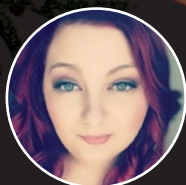


in the ***spirit***

NAIL PROS SHARE HOW THEY SPREAD THE
HOLIDAY CHEER AT THEIR SALONS.

By Francesca Moisin

The holidays are a special time, whether you celebrate with a Christmas tree or a menorah, as a couple or with a huge, rowdy family. But more than anything, it's a time to give and receive thanks. For nail pros, that air of generosity takes various forms, from pampering clients with festive services to treating fellow techs to a secret surprise. We talked to nail techs to get the scoop on how they get into the holiday spirit in the salon.



"This time of year can feel chaotic, but everyone enjoys a little whimsy to lighten the mood. I decorate the salon Christmas tree with hanging ornaments made of empty polish bottles. We offer holiday treats near the coffee station: chocolate, candy canes or cookies made by clients. Our staff takes part in an optional Secret Santa gift swap. There's never a dull moment at that party, as one person always gives a funny gift."

HOPE JUNG nail tech at Studio 890 Salon in Brookfield, WI



"We spend so much time together at work that we've become a family, so it's only fitting to celebrate the holidays together, too. A nice dinner in December is a great excuse to drink champagne and blow off steam. At work, we do a white elephant gift exchange, which relieves the pressure of buying something for everyone. We love our holiday music: classic Motown Christmas songs play while I add drops of cinnamon and nutmeg to our aromatherapy diffuser. And our usual candy jar gets swapped for a huge bowl of chocolate in October—we just have to be careful not to eat it all ourselves!"

MIA RUBIE owner of Sparkle San Francisco in San Francisco, CA



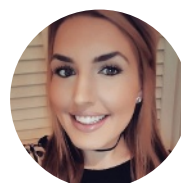
"Guests tend to get regular pedicures in summer, so offering a specialty pedi for the holiday season is a great way to keep clients caring for their feet. I add a few drops of peppermint essential oil to the footbath and then use a peppermint exfoliating scrub. A complimentary cup of hot cocoa and a peppermint swirl design on the big toe lend a nice extra touch! Gingerbread and sugar cookies are other seasonally appropriate scent options. If your salon has a TV, try playing a classic holiday movie, or weave questions about upcoming plans into the natural conversation flow."

CELINE CUMMING freelance nail artist in Middletown, DE



"Last year our festive monthly special was Holly Jolly Juniper. This year, it's Merry Maple Walnut. It consists of a soak, scrub and butter-cream massage to get clients in the festive frame of mind. We love creating special services that speak to trends and timely events."

GERARD QUIROGA president of Bellacures in Los Angeles, CA



"What better way to celebrate this season than by spending time with your boo? That's why we like to offer gift cards for special services, like a couples mani or pedi, for the perfect holiday treat."

AMALIA GALLO nail tech at Mirbaeu Inn & Spa Pinehills in Plymouth, MA





“Crisp white snow, cuddly knitted socks and hats, warm homemade cookies—they all inspire me to create cozy nail designs. I introduce specials before Christmas, like nail art at a discounted price or peppermint oil for cuticles or warm vanilla lotion in a pedicure. A decorated tree is a must at my salon, plus I’ll add sparkly touches and paper snowflakes on the windows.”

SVETLANA SVETICH owner of beYOUtiful Salon in Coeur d’Alene, ID



“I bring in a real pine tree and decorate it with fun ornaments to liven up the atmosphere. I also bring in festive stickers and new gel colors from Japan that make nails sparkle. Some clients have supported me for years, and I love to share this season of thanksgiving with them.”

FANGFANG tech at Little Nail Shop in Redhill, Singapore



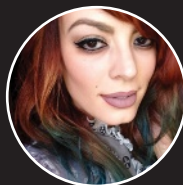
“Holiday-themed nail art is popular with our clients. Reindeer, Santa and snowflakes all make an appearance. We offer specialty beverages, like cinnamon and pumpkin teas, and keep candies and treats stocked at the reception desk. The staff also gets together for an annual dinner at a local restaurant. We’re so busy during daytime salon hours, so it’s nice to share a meal and really catch up.”

RITA PINTO owner of Vanity Projects in New York, NY and Miami, FL



“Christmas decorations go up the week after Thanksgiving. I hang red and burlap bows and put up snowmen and a small tree decorated with glitter. My other special touch: I change all the accent pillows in my shop to match every season. Manicures and pedicures this time of year tend to be every shade of red with gold or silver accents to add that crisp, seasonal sparkle.”

LISA FRANZEN owner of Nail Solutions in East Fishkill, NY



“We ramp up for Christmas in early November. Decorations include snowflakes on the windows, fairy lights, hanging candy canes and our special metallic tree. We’re an urban spa located in a small, rustic town. Our decor has an industrial feel, so that tree was essential. We change our spa scents to pine, cranberry, cinnamon and orange and offer seasonal candy in a dish at the front counter. I feel it’s important to set the vibe early. Decorating helps generate an inviting atmosphere, and putting clients in the mood helps them relax.”

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





"I meet with my manager to set up an art class for our team geared toward holiday nail designs. My colleagues at the front desk decorate the salon so it feels festive. Then we all celebrate at a company party. It's important to come together this time of year. Seasoned techs get the opportunity to show how far they've progressed, while the newer nail artists can see how much they may achieve by learning from others."

ELAINE LEE lead nail technician at Valley Nails in New York, NY



"We love the holidays! It's a time to be merry and happy, but it can also feel stressful, so it's important to spread that joy and brighten someone else's day. We're a staff of many nationalities, so we organize a potluck dinner, as it's fun to share our various holiday foods and traditions. Our specialty Italian drink, the shakerato—espresso blended with condensed milk, topped with whipped cream and a cinnamon stick—makes an appearance at the salon. Of course, we always have an abundance of assorted chocolates for guests to enjoy."

SHELLY HILL manager of Base Coat Nail Salon in Los Angeles, CA



"The holidays are a time to give. We make cookies and invite vendors to a salon open house so they can introduce and share their products. Clients get sent home with goodie bags containing shampoo samples, lotion, nail files and sometimes a mini bottle of polish. We want them to feel loved and appreciated. Our gracious owner, Sue, treats the staff to a yearly dinner at her house or out on the town. That really builds our sisterly bond." **NP**

EVA JENKINS nail tech at Cut'n Loose Salon in Pierre, SD

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

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Shine On

CREATE DAZZLING DESIGNS
WITH A SLEW OF GLITTERING EFFECTS.

By Leslie Henry

'Tis the season to shine, and nothing sparkles quite like glitter. From chunky shapes to dazzling dust, glitter in any form is sure to get clients' nails noticed this holiday season. "Every client has her favorite shade," says editorial nail artist Miss Pop. "When you match that color to a glitter, it gives the shade a unique sparkle that lets your client see her old favorite in a new light."

Whether you're working with loose glitter or traditional polish, gel, acrylic or dip packed with sparkle, glitter can be easily incorporated into virtually any service. So what are you waiting for? Give your clients the gift of glam with these 20 tinselled tips and tricks for using glitter *and* some lust-worthy products.



DIPS



Gelish

Dip Diamonds
Are My BFF
gelish.com

Nouveau Nail

Advanced Formula Sculpting
Powder Lovin' Lima
americanails.com

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triplevitamin.com

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20 Ways to Up Your Glitter Game

1. FEED HUNGRY GLITTERS

Dense glitter polishes can hog top coat—leaving nails with a gritty texture that not all clients appreciate. Achieve a smooth surface by applying a volumizing top coat that's designed to deliver a plump, gel-like finish without curing.

2. FILL-IN FLAWLESSLY

The key to filling a glittered gel enhancement is to ensure that the new product blends seamlessly with the existing gel. How? Lay a shallow "pillow" of clear gel near the cuticle and pull the product over the rest of the nail and cure. Then, use a separate brush to gently tap various glitters into the dispersion layer, carefully recreating the glitter density and color distribution on the rest of the nail. Cure quickly to set, then coat with another layer of clear gel for a smooth finish.

3. GO INCOGNITO

Have a client who's a little shy when it comes to bling? Offer some covert glam instead. Build a thin, clear extension, followed by a coat of glittered product on the free edge. Coat the entire nail with a solid opaque shade, completely covering the glitter. Once cured and shaped, add shiny top coat to the underside of the nails and the hidden glitter will emerge.

4. MAKE IT METAL

Going for a total glitter look? A solid metallic base color will mimic glitter's reflective finish—filling in any particle gaps on the nail plate and allowing you to create a perfect curve at the cuticle, get close to the sidewalls and seal the tip—with no impact on sparkle.

5. DIP A GRADE-A GRADIENT

Acrylic dip systems come in a variety of glittery finishes and make achieving glitter gradients a snap. Follow the manufacturer's instructions and coat the entire nail in a base color. Then, using the included brush, apply a coat of the base component starting at the free edge, feathering it slightly onto the rest of the nail. Dip the nail partway into a glittery shade, remove excess powder with a brush, and top with a full coat of clear dip, followed by activator and top coat.

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supernailprofessional.com

Light Elegance
UV/LED Glitter Gel
Bette Davis
lightelegance.com

Artisan Professional
GelEfex Purple Spell
artisannails.com

Gelish
Diamonds
Are My BFF
gelish.com

6. RUN FROM RUNS

Not just any loose glitter will do! "I can't stress enough the importance of using cosmetic-grade glitter," says Miss Pop. Not only is it critical for health purposes, but cosmetic-grade glitters are more colorfast. "Color can run off craft glitters in top coat," she explains.

7. SHARPEN YOUR SMILE

To achieve an ultrasharp smile line when sculpting a set of glitter-tipped gel nails, use the reverse application method. After building a thin extension with clear gel, remove the form and create the nail bed up to the smile line with opaque gel, and then flash cure. After curing, apply the glitter gel carefully to the tip, slowly pushing it up to (but not over) the opaque ledge. Cure again, and then finish with a final coat of clear gel to reinforce the apex and encapsulate the gel.

8. STORE IT ARTFULLY

Loose glitter is often sold in plastic bags—an inconvenient and frustrating storage solution. Immediately transfer loose glitters or your own custom glitter mixes into small, capped jars for secure storage and transport. Glue magnets to the bottom of each jar and attach your glitter collection to a metal wall panel for easy access and instant wall art!

9. MAKE A JELLY SANDWICH

Creating a glittered jelly look on natural nails is as easy as making a sandwich. Apply one to two coats of translucent jelly polish, followed by a single coat of less dense glitter polish with a clear base. Finally, apply one more coat of the jelly color. Instantly the glitter appears suspended in a smooth, squishy finish.

10. PERFECT PLACEMENT

Though time consuming, intricate designs created with individually placed glitters are impressive. Make placement less maddening with specialty tools created specifically to pick up small sequins and glitters, or improvise your own by adding a bead of hot glue to the end of a pointed orangewood stick.

POLISHES



China Glaze
Grinchworthy
chinaglaze.com

LeChat
Dare to Wear
Private Party
lechatnails.com

Essie
Concrete Glitters
City Slicker
essie.com

OPI
Metamorphosis You
Little Shade Shifter
opi.com

CND
Vinylux Brass Button
cnd.com

Morgan Taylor
Marilyn Monroe Rare as
Rubies
morgantaylorlacquer.com

ibd
All That Glitters
ibdbeauty.com

11. REMOVE IT RIGHT

Why is glitter so difficult to remove? Flat glitter particles adhere snugly to the nail plate, keeping solvent out. Give remover time to seep underneath the glitter by placing an acetone-soaked cotton pad over the nail and allowing it to soak. Make removal even speedier by taking advantage of your client's body heat. Just wrap the fingertips in foil or finger caps. Or, for quick, soak-free removal, start the mani with a peel-off base coat.

12. PREP AHEAD

Inspire clients to try a glittery mani by showing them some sample looks. Each holiday, Lee creates 12 glittery designs for her clients to choose from and displays them at her station. "It gives them an idea of what they may want for the holiday season, and I have everything I need prepared to do those nails," she says.

13. DO THE DAB

Skip the nail polish brush and use a cosmetic sponge to achieve full-coverage glitter nail polish. Apply the polish to the end of the sponge and dab it several times over the nail plate. The sponge absorbs some of the base polish, depositing pure glitter. A few coats may be necessary. For easy cleanup, use a liquid latex barrier around the nail bed before dabbing.

14. MIX IT UP

Easily create custom glitter acrylic blends by combining two parts clear acrylic with one part glitter. Test your mix with monomer to ensure that it forms a bead correctly and add additional acrylic if required. Place a small bead of your creation on the top of the jar so you can easily identify the contents later.

15. CLEAN UP

Miss Pop uses painter's tape to easily remove wayward sparkle beyond the nail plate. "I roll a piece of blue painter's tape around my own finger and use it to gently press the skin around the client's nail," she says. She recommends pressing on the cuticle last—when the tape is less sticky—as this area can be more sensitive for clients. For sensitive hands that are prone to redness, wait until the manicure is completely dry, and then use a brush to gently remove extra glitter instead.



Daily Charme
Holographic Glitter Dust
Arctic Sky
dailycharme.com

Young Nails
Imagination Art Glitter
Royal Red
youngnails.com

Christrio
Glitter Pack Classic
christrio.com

WiiNo Shop
Hexagon Mixed Color
Glitter
wiinoshop.com

Elegant Glass Nails
Glitter with Attitude NA 1496
elegantglassnails.com

Mia Secret
Micro Glitter Silky Green
miasetretnails.com

16. ENCAPSULATE SPARKLE

Be sure to encapsulate glitter when creating enhancements. Start with a thin foundation of regular gel or acrylic, and then apply glitter. "Use the existing product to secure the glitter in place, but ensure that the acrylic is completely dry or the gel is totally cured before moving on," says Suzie Moskal, founder of Suzie's Nail Career Education. "Finally, apply a thin, final structure layer over the entire nail, making sure everything is encased and adding more clear product to ensure the apex and nail is thick enough where needed."

17. SUGAR AN ACCENT

"Sugaring an accent nail is a lot of fun for the holidays and adds a lot of bling to the nail," says Katie Lee, education coordinator for Young Nails. Simply sprinkle finely milled glitter onto no-wipe gel top coat and cure. That's it! This sweet finish requires no additional top coat.

18. CREATE A GEMSTONE

Specialty gem gels create realistic opalescent effects while pure glitter gel can be used to simulate precious gems, like rubies, sapphires and emeralds. The technique is super easy: First, create a gem-shaped outline on the nail with gel polish (a metallic gold or silver is an excellent choice). Then, pick up a bead of glitter gel with a dotting tool and place it within the shape—being careful not to cover your outline—and cure. Finish with a coat of clear gel.

19. SKIP THE SCRUBBING

If you find yourself and your station coated in glitter after a service, don't despair. A sticky lint roller or Play-Doh will easily pick up loose glitter on surfaces. For hands and hair, apply some lotion or olive oil, then wash and rinse as normal.

20. GO BEYOND THE NAIL

Don't forget to think outside the nail plate! To continue the sparkle from the nail onto the surrounding hand, Miss Pop uses spirit gum, an adhesive traditionally used to attach theatrical prosthetics, to create a design on the skin. She then presses loose glitter into the sticky finish. The spirit gum offers a durable hold, but is easily removed with an inexpensive spirit gum remover that you can offer clients as a part of the service. And the best part? After removing the glitter from skin, the manicure remains flawless. **NP**

TOUGH SPOT

LEARN HOW TO SAFELY SERVICE CLIENTS WITH PAINFUL AND UNSIGHTLY CORNS.



Putting on a pair of heels for a holiday party may be the last thing your client wants to do if she's suffering from painful and unsightly corns—areas of thickened skin that commonly develop on the feet and toes to protect the skin from irritation. As a nail tech, however, you can help clients with corns find some relief *and* improve their feet's appearance. Here, learn how to safely and effectively care for corns during pedicure services.

UNDERSTANDING CORNS

The first thing nail techs should know about corns—one of the most common foot ailments—is that they aren't contagious. According to the American Podiatric Medical Association (APMA), corns occur when something rubs against the foot repeatedly or causes excess pressure against part of the foot. Corns are most often caused by tight- or ill-fitting shoes, not wearing socks, foot deformities, such as bunions and hammertoes, frequent walking or running and aging. If corns aren't treated in a timely manner, the root of the corn can reach the nerve ending and compress it, causing pain, says Florida-based North American School of Podiatry certified master pedicurist Anna Byrnes. "Deep core calluses can form as a result, and frequent and long-term healing corns can be a manifestation of serious problems," says Byrnes.

Although people sometimes mistakenly use the terms corns and calluses interchangeably, they aren't the same. Corns and calluses do, however, fall into the same skin condition category, known as hyperkeratosis, where the

skin thickens due to the body producing extra keratin, a fibrous protein found in the fingernails, hair and skin. This keratin can thicken and cause corns and calluses because of inflammation, pressure or a genetic condition. According to the APMA, the term callus is commonly used if the thickening of the skin is located on the bottom of the foot, while the term corn refers to thickening occurring on the top of the foot or toe. But location isn't as important as the thickened skin's pattern and appearance. Flat, widespread skin thickening, sometimes appearing yellowish in color, indicates a callus, and skin lesions that are smaller, thicker and deeper indicate a corn. Hard corns are sometimes pink due to inflammation and located on top of bony toes, while soft corns have a rubbery texture with a whitish color and are located in between toes. A final distinction: Corns can be painful when pressed on, but calluses are usually not painful.

SERVICING CLIENTS WITH CORNS

While corns can go away on their own, nail technicians can also help alleviate clients' discomfort by treating the condition during services. "The use of pumice stones of varying roughness is recommended on clean, moist surfaces," says Byrnes. Jolivette Wallace, Ph.D., owner of Mani's & Pedi's in Ridgeland, Mississippi, says she frequently sees corns on clients at her salon, many of whom are professional women who often wear high heels. For clients who have corns, Wallace always begins each pedicure service with an 8-to-10 minute soak in warm water to soften the

Corn Facts*

Corns are thick, hardened layers of skin that develop when the skin tries to protect itself against friction and pressure.

Bunions, hammertoes and other foot deformities increase the risk of corns.

Corns are smaller than calluses and have a hard center surrounded by inflamed skin.

Women are more likely to develop corns than men.

Two-thirds of corns occur on the top of the toe because of its deformation from ill-fitting shoes.

Sources: Mayo Clinic, mayoclinic.org; Anna Byrnes, certified master pedicurist

thickened skin. "This is a very important step," says Wallace. "Next, we safely file the corn with a warm, wet pumice stone. Carefully moving the stone in a circular motion aids in the removal of the dry skin. It's important to be gentle and steer away from rough or abrasive filing." The service concludes with a moisturizing mask and lotion. Post-service, Wallace encourages at-home care using a moisturizing lotion or cream that contains salicylic acid, ammonium lactate or urea. "These ingredients help gradually soften hard corns and calluses," she explains.

While it's generally safe to service clients with corns, nail techs should recommend that they see a podiatrist if their corns become very painful or inflamed or inhibit their daily life.

Although some clients expect immediate results, nail technicians should never perform risky services, warns Wallace. "Unfortunately in the nailcare industry, some technicians perform unsafe and even illegal practices for the convenience of a smooth appearance," she says. "This is dangerous, unsanitary and can be detrimental to the client's health. Clients have requested the credo blade or 'cheese grater,' although this is illegal in the state of Mississippi. Our goal and concern are for the care of our clients. We're patient in educating our clients on nail health and procedures that will benefit them in the long term."

While it's generally safe to service clients with corns, nail techs should recommend that they see a podiatrist if their corns become very painful or inflamed or inhibit their daily life. Also, people with diabetes, poor circulation or other serious illnesses should have their feet checked regularly.

PREVENTION

During services, techs can take the opportunity to offer clients who have corns helpful tips for homecare.

"Look for shoes that fit well and are comfortable, wear padding around the corn to prevent the corn from coming in contact with the shoe and keep toenails professionally trimmed," says Wallace. In addition, wearing clean, breathable cotton socks can help: When feet are sweaty, they can cause the foot to

move around and create harsh friction on the skin. Though corns may be a nuisance for clients, nail techs can help by providing gentle care and some common-sense tips for prevention. **NP**

Megan James is a health and beauty writer based in Los Angeles.

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TIP!

Offer a longer massage as a service upcharge for your clients.

1 Pour the Step 1 Fresh Soak pod into warm water prior to soaking.

3 Apply Step 3 Moisture Mask evenly onto the legs and feet, generously covering the heels. Rinse thoroughly after 3 to 5 minutes.

2 After soaking for at least 5 minutes, apply Step 2 Sugar Scrub to the client's legs and feet. Massage to remove dead skin. Rinse thoroughly.

4 Massage Step 4 Luxury Lotion onto the legs and feet to finish the pedicure.



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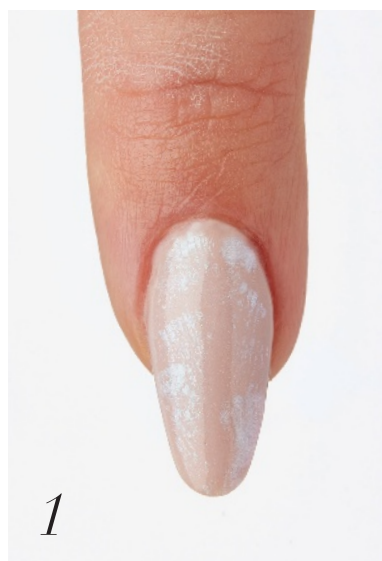
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1 Apply two coats of Gelish Simply Irresistible Soak-Off Gel Polish*, curing after each. Then, use Art Form Effects Opal Metallic and a dry-brush technique to create the background. Cure.

2 Mix Essential Green with Neon Green on a nail art palette. Paint an abstract Christmas tree with a detail brush: Create a triangle, then paint a zigzag down the nail for the body of the tree. Cure.

3 Add Essential Red, Neon Blue and Essential Yellow ornaments on the tree with a dotting tool. Then, paint a star with Effects Gold Shimmer on the top of the tree. Cure.

4 Add accents to the nail with Effects Gold Shimmer, and cure. Finish with one coat of Top It Off, and cure for 60 seconds in an LED lamp or 2 minutes in a UV lamp. **NP**

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NAILPRO Sacramento

September 23, 2018

The Sacramento Convention Center in Sacramento, California, saw some major talent in September. The full-day nails-only event provided plenty of educational classes, raffles and giveaways. Top manufacturers conducted product demos, showcased their new collections and demonstrated up-and-coming trends. There was also some healthy competition: Nail pros competed in Acrylic Paint Hand-Painted Nail Art, Sculptured Nails, Salon Success The Other Side Glitter and Soak-Off Gel.

EARLY BIRDS The first 500 attendees received a product-packed swag bag!



American Beauty Gel



Helene Pao, Jade Nguyen & Yuriko Hoshina/Akzentz



Monica Romero, Olga Santiago & Leo Esquivel/Alite Nail Systems



Albee Chen, Carol Ma & Siki Lee/Aprés



Aora Nails & Odyssey Nail Systems



Nicole & Bruce Atwood/Atwood Industries



Don Ambler/Backscratchers



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



Rick & Joan Ross/Body Toolz



Bio Seaweed Gel



Booksy



Kathy & Gary Weltman/Soft Landings



Donna Bravo, Rhiannon Miles, Melissa DeLaCruz & Mindy Morgan/Young Nails



These early risers, pictured with NAILPRO editors Lotus Abrams (far left) and Dina Ciccarelli (far right), got in line at 4:30 a.m. for NAILPRO Sacramento!



Rhonda Tooker & Shelly Shirley/Sparkleyz



Faith Roxas & Alex Cesar/Voesh New York



LeChat



Jenna Le &
Sylvia Palomino/CND



Christrio



Risé Carter, Latia Hyder, Emese Koppányi
& Madison Abizmil/EDKO Nail Systems



Mia Secret



Kyla Jenkins/
Dreamtime Creations



Nails the Luxe



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Light Elegance



Skyline Beauty Supply



Kanisha Muslar, Cindy Cebulak, Dee
Nguyen & Trina Ngo/Orly



Maria Tang/
Gorgeous Fingers



Myra Isakson & Jessica Gold/Elegant
Glass Nails



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NuRevolution



Charlotte Schliske, Kelly VanDahl
& Tara Robinson/Luminary Nail Systems



Kiara Sky



Nabeela Asad, Hassan Asad
& Asad Hanif/Nobelcrafts



Mike Vinakour/
Footsie Bath



LuxaPolish



Ruth Rubalcaba, Julian Mejia, Paola
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Desirae Murato, Ami McClure, Traci Dungan
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Nate Ellis/Rocket CM



Trung Dung To & Nikki Le/
Venus Beauty Supply

NAILPRO

Competition Winners: Sacramento

Novice and veteran nail techs tested their skills at the NAILPRO Competitions held in Sacramento. Check out the results!

Acrylic Paint Hand-Painted Nail Art – My Favorite Things

Novice



1st Place • Monica Parra



2nd Place • Rosa Isela Mejia



3rd Place • Nayeli Lara

Veteran



1st Place • Akiko Russell



2nd Place • Guin Deadman



3rd Place • Melissa Thun

2019 NAILPRO CUP Standings

INDIVIDUALS

Shiori Durham	517
Guin Deadman	498.5
Jessica Briarmoon	409
Genesis Ward	387
Andy Ho	339
Iryna Zabiran	313
Anna Wesolowska	257
Tiffany McBride	191
Yamileth Doiron	191
Khan Vuong	114

TEAMS

Akzéntz	722
Crystal Nails	612
ONS	339

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Soak-Off Gel – Non-Divisional

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2. Iryna Zabiran
3. Guin Deadman



Salon Success The Other Side Glitter Veteran

1. Iryna Zabiran
2. Guin Deadman
3. Jessica Briarmoon



Salon Success The Other Side Glitter Novice

1. Andy Ho
2. Yamileth Doiron
3. Tiffany McBride



Sculptured Nails – Novice

1. Andy Ho
2. Tiffany McBride
3. Yamileth Doiron



Sculptured Nails – Veteran

1. Shiori Durham
2. Anna Wesolowska
3. Guin Deadman

SHOWS & EVENTS

2019

January

Indie Beauty Expo

Jan 23-24
California Market Center, Los Angeles, CA.
Contact Indie Beauty Expo, 155 Water St,
#201, Brooklyn, NY 11201; 718.928.9954,
indiebeautyexpo.com.

ISSE Long Beach

Jan 26-28
Long Beach Convention Center, Long Beach, CA.
Contact Professional Beauty Association
15825 N 71st St, #100, Scottsdale, AZ 85254;
800.468.2274, probeauty.org.

March

Bronner Bros. International Beauty Show

March 30-April 1
Ernest N Morial Convention Center, New Orleans, LA.
Contact Bronner Bros., 4200 Wendell Drive SW,
Atlanta, GA 30336; 800.241.6151; bronnerbros.com.

Face & Body Southeast

March 17-18
Georgia World Congress Center, Atlanta, GA.
Contact Allured Business Media,
336 Gundersen Dr., Suite A,
Carol Stream, IL 60188; 630.653.2155;
midwest.faceandbody.com.

IBS New York

March 10-12
Jacob K Javits Convention Center, New York, NY.
Contact Questex Media Group
757 Third Ave, 5th Floor, New York, NY 10017;
212.895.8200, ibsnewyork.com.

CLASSES

December

LeChat

800.553.2428, lechatnails.com
2 Demo/Class: Garden Grove, CA.
9 Demo/Class: Garden Grove, CA.

N.A.I.L.S. Association

803.403.2896, nailassoc.com
2 Nail CEU Class: Greenville, SC.
9 Sculpting Nails: Barnwell, SC.

16 Nail CEU Class: Charleston, SC.

OPI

877.674.4636, education.wella.com
2 Demo Day: Falls Church, VA.
3 Powder Perfection Experience: Hooksett, NH.
7 Demo Day: Northfield, NJ.
9 Demo Day: Orlando, FL.
9-10 VMD: Sacramento, CA.
17 VMD: Garden Grove, CA.
30 Demo Day: Dorchester, MA.

Young Nails

714.992.1400, youngnails.com
3 Use Your Imagination Acrylic: Anaheim, CA.

2019

January

North American School of Podology

855.622.6277, northamericanschoolofpodology.com
20-23 Certified Master Pedicure: Moncton, NB, Canada.

OPI

877.674.4636, education.wella.com
7 Demo Day: Ridgefield, NJ.
8 Demo Day: Flushing, NY.

Young Nails

714.992.1400, youngnails.com
14-18 Mastering Gel: Anaheim, CA.

February

North American School of Podology

855.622.6277, northamericanschoolofpodology.com
17-20 Certified Master Pedicure: Toronto, ON,
Canada.

Wildflowers Nail Academy

239.677.0578, wildflowersnails.com
16-21 Master Artist Series: North Fort Myers, FL.

Young Nails

714.992.1400, youngnails.com
11-15 Mastering Acrylic: Anaheim, CA.

March

North American School of Podology

855.622.6277, northamericanschoolofpodology.com
24-27 Certified Master Pedicure: Victoria, BC,
Canada. **NP**

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Tough Spot

Earn Certificates of Achievement as you test your skills with NAILPRO's Professional Participation Program. In each issue, you'll find a multiple-choice test that will allow you to demonstrate what you've learned from our Nail Clinic column. For answers to this month's test, see "Tough Spot" on page 76. Simply circle the correct answers and mail the page to the address below. You can also access the article and submit the test via our website at nailpro.com/test-yourself. If you earn a score of 80% or higher, you'll be awarded a framable Certificate of Achievement. A perfect score earns a Certificate of Achievement With Honors.

1. Corns are most often caused by _____.

- A. Tight-fitting shoes
- B. Bunions
- C. Hammertoes
- D. All of the above

2. Corns and calluses fall under the same skin condition known as hyperkeratosis.

- A. True
- B. False

3. Calluses can appear _____ in color.

- A. Pinkish
- B. Pale
- C. Yellowish
- D. None of the above

4. Soaking corns in _____ softens the thickened skin.

- A. Paraben
- B. Warm water
- C. Cold water
- D. Honey

5. Women are more likely to develop corns than men.

- A. True
- B. False

6. At-home care using a moisturizing lotion or cream that contains _____ can help gradually soften hard corns

and calluses.

- A. Salicylic acid
- B. Ammonium lactate
- C. Urea
- D. All of the above

7. To treat corns during pedicure services, the use of a _____ is recommended on clean, moist surfaces.

- A. Credo blade
- B. Cheese grater
- C. Pumice stone
- D. Soft file

8. Clients should see a podiatrist if corns become very painful or inflamed or inhibit daily life.

- A. True
- B. False

9. Corns are different than calluses because they _____.

- A. Are smaller
- B. Have a hard center
- C. Are surrounded by inflamed skin
- D. All of the above

10. _____ of corns occur on the top of the toe as a result of ill-fitting shoes.

- A. One-half
- B. Two-thirds
- C. Three-fourths
- D. 100%

NAME _____

SALON NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

EMAIL _____

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

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

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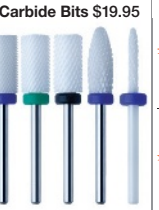


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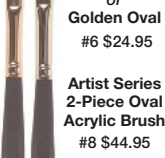
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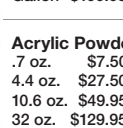
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WHO WEARS BETTER BLING?

If there's one thing feuding Cardi B and Nicki Minaj have in common, it's their passion for attention-grabbing nails. When the outspoken rappers nearly came to blows at the *Harper's Bazaar* Icon event in New York during fashion week, we decided it was time to settle the question of who wears better bling once and for all. We polled the people who know nails best to decide—you! So who did you crown the victor in our InstaStory battle of the bling? Hands down, it was Cardi B, whose go-to Bronx, New York-based nail tech Jenny Bui (@nailson7th)—the “Queen of Bling”—makes sure her tips are always on point, loaded up with crystals. Here, check out a few of Cardi B's and Nicki Minaj's most memorable manis.



1. Nicki Minaj's multicolored mani, reportedly by Fort Lauderdale, Florida, nail tech Sandy (@lady_smurf_), got almost as much attention as her huge engagement ring from hip hop's Meek Mill when she snapped this Instagram pic in 2015.
2. Minaj posted a salon nailfie of this clear set embellished with crystals and charms that she wore to the 2014 MTV Video Music Awards.
3. This gold-studded graphic set spotted on Minaj at the TIDALX: 1015 benefit concert in 2016 was the meticulous work of Gina Oh (@ohriginails).
4. Minaj's red-and-black ombré manicure embellished with crystal crosses, seen at the 2018 Met Gala, was created by Naomi Yasuda (@naominailsnyc) to match her Oscar de la Renta gown.



1. Cardi B flaunted this candy-striped neon set by go-to nail artist Jenny Bui in May.
2. Bui covered the entire surface of Cardi B's 2018 Met Gala nails with pearls and crystals to complement her beaded Moschino gown.
3. Cardi B's crystal-encrusted mani for the 2018 Video Music Awards.
4. Cardi B showed her love for Offset in 2017 with this custom set by Bui that featured pictures of the rapper surrounded by crystals. **NP**



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