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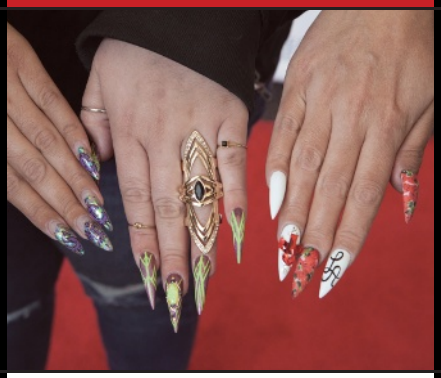

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IS YOUR PRO BEAUTY LICENSE AT RISK?

LET US GUIDE YOU.

PROTECT YOUR LICENSE: What You Don't Know About Liability Insurance and Protecting Your Career

Yes, your nail salon is most probably required to carry business insurance—but does this guarantee protection for you specifically? Nope…not always. Yes, this kind of insurance will cover you for most mishaps or unfortunate events that occur in the salon you're employed at. However, this type of coverage is usually limited and does not cover you if you are practicing out of the nail salon. Do you work weddings? Are you a mobile stylist? Do you occasionally perform services at your home or client's homes? In the event of a claim in any of these scenarios, your salon policy would likely not have you covered. Having your own policy to cover you wherever you perform services is vital to make sure your license is protected. Nail salon polices also often lack additional coverages such as stolen equipment coverage or identity theft protection plans. This is why we're dishing out literally everything you need to know about professional liability insurance.

Keep reading for detailed answers to your biggest questions about coverage, finding your best options and how you can proactively protect the career you love with assistance from Elite Beauty Society.

QUESTION 1:

What Even Is Liability Insurance?

It's pretty simple actually: Professional liability insurance is a type of coverage for your craft that protects YOU, individually, as the professional. This means you are protected from any incidents regardless of where you're working.

Even though you are part of a bigger nail salon team, being a nail technician or manicurist means you are an entrepreneur yourself and only YOU are responsible for your license. Professional liability insurance is more than just mobile protection, it also is completely comprehensive coverage for a range of incidents.

Here's what a typical liability insurance policy covers:

- In-salon, at-home and outside incidents or mishaps.
- Slip and fall accidents.
- Bodily injury (yes, we know this is worst case scenario!)
- Unexpected medical issues. Here's an example: Your client slips on some water splashed from the pedicure bowl, falls and breaks their arm. While this isn't directly your fault, you could be liable for their medical bills.
- Rental damage protection (looking at you suite renters!)

Never experienced an incident before? That's great! But you can never be too prepared for the unexpected. You're a trained professional, but accidents happen and one minor issue can lead to a client filing a claim, lawsuits, bad reputations, lost money, and even a lost license.

You don't even have to make a mistake as a professional to end up in the unfortunate situation of being sued, a client simply having an adverse reaction to a new moisturizer you used on their hands could land you in hot water.

QUESTION 2:

What Should You Look for in Your Liability Insurance Policy?

As we previously mentioned, many insurance policy providers include additional benefits to your policy such as a free professional website, identity theft protection and stolen equipment coverage! Before you start researching, consider these things as you look for the policy that best fits your needs:

Occurrence Form Coverage: This means that you will be covered for any claims that may be made after your policy expires- as long as they occurred while your policy was active. Clients legally have the right wait up to two years after the incident to file a claim.

Individual Coverage: This means that you are covered for the full amount on your policy, no matter how many other insureds file claims with the provider. You don't want to share your amount with every other professional, once the "money bank" runs out, there are no more funds to cover you with a shared coverage policy.

Mobile Coverage: Some policies only cover you while you're working at the location listed on the policy, so look for the ones that will cover you no matter where you are providing services. This can include weddings, trade shows, and even in your home. Stay protected wherever your career takes you.

QUESTION 3:

Can I Afford This Kind of Insurance Policy?

Good news! Professional liability insurance policies are significantly less expensive than the cost of other insurance policies. Elite Beauty Society has also partnered with Nail Pro to offer all readers a **$10 discount** on their comprehensive policy!

Call: 800.980.1052 to get insured or visit elitebeautyins.com/npro1

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5 New Year's Resolutions for Growing Your Nail Business

The New Year is the perfect time to re-evaluate what you can do to grow your business. Ask yourself what your goals are. Do you want to book more clients? Raise your prices? Find a better work/life balance? All of these things are attainable if you commit to your own success. Keep these five resolutions and you'll see your nail business grow in the New Year.

1 Make Social Media Work for You

Your social media should be a tool for booking new clients. Go through your social accounts and make sure all of the information clients need to book an appointment are in your profiles. **If you're using an online booking tool (like Booksy), make sure that you have the booking link in your profile so clients can make an appointment directly from your social media page.**

2 Only Share Your Best Work

Sharing beautiful images can attract new clients; conversely, sharing bad ones can drive them away. Remove any pictures that don't communicate something positive about you, your work or your place of business. Only share images that make you look like you're worth spending good money on.

3 Connect With Your Clients

Staying connected with clients is the best way to increase repeat business. Sending out emails or texts reminding them it's time for their next appointments dramatically increases bookings. Booksy makes it easy to send out reminders like these–and they work. **Clients who download Booksy book appointments about 20% more frequently than clients without it.**

4 Get More Positive Online Reviews

The most effective way to get more reviews is to send an email or text immediately after every clients' appointment along with a link for them to leave a review. If that sounds complicated, it doesn't have to be. **Clients who book appointments through Booksy automatically get review requests sent to them as soon as their appointments are finished.**

5 Master Your Schedule

When clients book appointments in advance, you'll have more control over your schedule. Knowing in advance how much money will be coming in will also help you manage your finances. Having a clear idea of how much money you'll be making and how much time you'll have available makes the goal of striking a good work/life balance much more attainable.

It's always worth the effort to invest in your own success—and Booksy is here to help. Download the tool that thousands of beauty professionals use to schedule their appointments, market their services and manage their businesses: booksy.info/nails.

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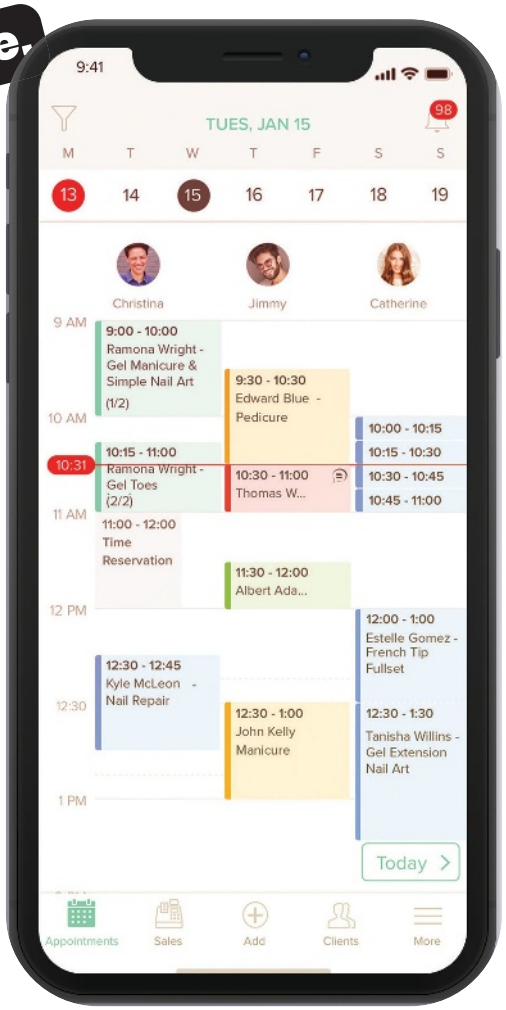

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JANUARY 2019

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COVER CREDITS
Nails: Viktoriia Klopotova; Photography: Cory Sorensen, corysorensen.com; Makeup: Anthony Merante, Tomlinson Management Group; Model: Hannah Novak, Elite Models; Digital Imaging: Art Vasquez, RP Digital.

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

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CORRECTION: The correct social media handle for Kimberly Borruso, featured in Portfolio in the November and December 2018 issues, is @kimborruso_beauty. NAILPRO apologizes for this error and any confusion it may have caused.

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NAILING DIGITAL

CHECK OUT THIS MONTH ON NAILPRO.COM

SANITIZE IT
nailpro.com/safe-salon Properly sanitize and disinfect tools and implements for a safer salon.

11 TIPS FOR BUSINESS OWNERS
nailpro.com/veteran-nail-technicians-share-business-advice-for-launching-a-successful-career Launch a successful career with advice from veteran nail techs.

CLINGING CRYSTALS
nailpro.com/how-to-adhere-statement-gems Tips and tricks for applying statement stones and gems for the long haul.

SHINE FROM THE INSIDE OUT
nailpro.com/video/encapsulated-glitter-tutorial-using-products-salon-centric Nail artist Yvett Garcia shows us how to sparkle and shine this New Year with an encapsulated glitter tutorial using Salon Centric products.

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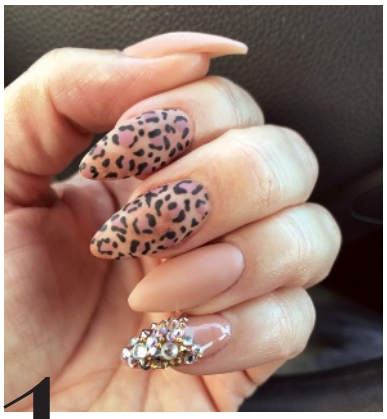
ON MY RADAR

FRESH STARTS ARE A MUST IN THE NEW YEAR, AND NP'S EXECUTIVE EDITOR STEPHANIE YAGGY LAVERY SHARES HER FAVORITE WAYS TO RECHARGE.



1 MY MANICURE

I like to start the year off fresh–and that even goes for my nails. So, instead of decking out tips for January, I opted for something more subdued (or subdued for me at least). I think this set of nude nails (courtesy of Yvett Garcia @yvynails) reads simple, chic and sophisticated–which is exactly how I'd like to start 2019.

2 THRIVE

Get healthier: That's probably the most popular resolution across the board. But instead of guessing what your body needs or following a fad diet, why not customize your nutritional program? Pathway OME provides DNA tests for a personalized breakdown of what your body needs, from nutrition to fitness to overall health–and it's pretty amazing what you'll find out! (No more gluten for me. Sigh.) «Pathway OME Nutrition IQ, pathway.com»

3 DREAM

I'm always in awe of the talent that our cover artists have–and that includes this month's nail pro Viktoriia Klopotova. She's a worldwide nail champion; she patented a nail shape; and still, doing the nails for the cover of NAILPRO was a dream come true for her–a good reminder to never stop reaching.

New Year, new you. That's the theme of this month's issue (because I'm a sucker for resolutions). I think it's important to create intentions of all sizes for yourself, and what better time to start than with a new calendar year? Besides, as soon as January arrives, everyone seems to hit an imaginary reset button anyway, with the goal of improving themselves in the year to come. Maybe you're looking for ways to be a better boss (check out "7 Secrets of Successful Salon Owners" on page 50), or perhaps you need to set up a better cleaning system for your salon (see "Coming Clean" on page 66). Whatever plans you make, just know that it's inevitable that many of your good intensions will fall by the wayside, or even be forgotten completely over the coming months—and that's OK! Set those goals anyway—write them down or even just say them out loud—because, as the Chinese proverb says, a journey of a thousand miles begins with a single step.

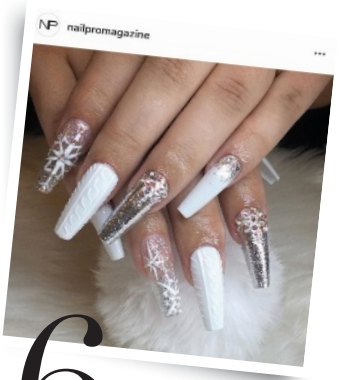
slavery@creativeage.com
Stephanie Yaggy Lavery
@steph_lavery

4 REMEMBER

It's with a heavy heart that I enter the New Year without one of the brightest stars. Gino Trunzo tragically passed away at the end of last year. He was a leader in the beauty industry, an inspiration and a mentor. He touched so many lives, and it's through those lives and memories that he will live on. Gino was a shining light that went dim too soon. I will truly miss my friend. The world will not be the same without him. «Tip Off, "In Memory of Gino Trunzo," page 32»

5 MOISTURIZE

It's never too late to stop the signs of aging, particularly on hands. Packed with hyaluronic acid and powerful antioxidants, Zoya Naked Manicure Hydrating Hand & Body Serum adds moisture and improves skin tone with regular use. Follow with Zoya Healing Dry Skin Hand and Body Cream for supersoft and youthful skin. «Tip Off, "Healing Hands," page 40»



6 FOLLOW

If you aren't following NAILPRO on Instagram (@nailpromagazine) already, you should be! You'll find tons of great nail inspiration, plus you could have *your* nails featured on our page just by tagging us in your posts. A goal for 2019, perhaps?

7 BRIGHTEN

This year is about improvement to be sure, but done efficiently–which is why I love that this product revives, protects and brightens all in one. Use it as a concealer to improve the appearance of dark circles. Meanwhile, the unique formula works to restore the health of the delicate skin around your eyes while imparting much-needed SPF 35. «ColorScience Total Eye 3-in-1 Renewal Therapy, colorscience.com»

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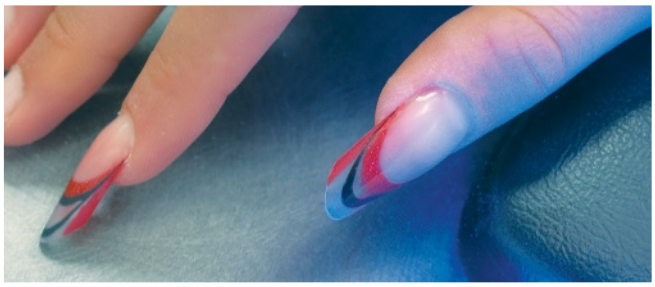
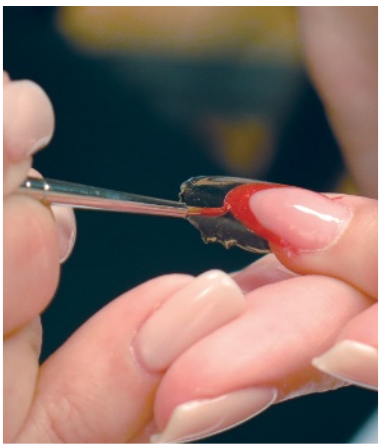
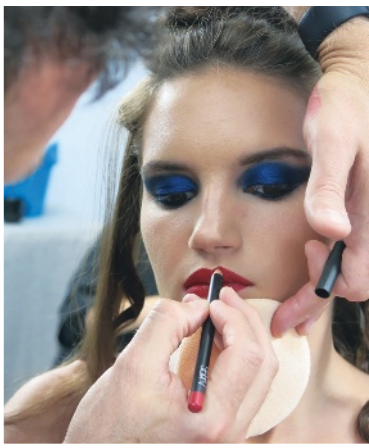
PIPE DREAM

A 20-year industry veteran, Viktoriia Klopotova has made her mark on nails in more ways than one. The Ukraine native, who now resides in Poland, is the owner and founder of an eponymous professional nail academy where she imparts sculpting and art techniques as well as nail anatomy and product chemistry to burgeoning technicians. She is a certified educator for a number of nail brands and a competition world champion. But perhaps most notably, Klopotova invented and holds the patent for the "Pipe" nail shape. She revealed the design—which features an extreme C-curve extension edge—to fellow competitor Tom Holcomb years ago at a nail competition in Poland. He immediately remarked on the unique shape that was both strong and quite elegant. He convinced Klopotova to patent her design, which she termed the Pipe for its resemblance to the length of a pipe cut in half.

Naturally, we tasked Klopotova with recreating her famous shape on this month's cover—which she built with glasslike clear gel for an even lighter effect. The key to crafting this shape lies not only in the C-curve pinch, but also in form application. The end result: a beautifully sophisticated nail made modern with precision line art. Be sure to visit nailpro.com/videos/behind-the-cover to see how Klopotova created the cover set.







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TIP OFF

BUSINESS | NEWS | PRODUCTS
BY LOTUS ABRAMS

FASHION

INTO THE WILD

Rihanna recently staged her first fashion week runway show for Savage X Fenty, her line of lingerie, at the Brooklyn Navy Yard in Brooklyn, New York. More than 50 models, including Gigi and Bella Hadid, Joan Smalls and Slick Woods, strutted, danced and pranced their way through the elaborate set modeled after a bio-dome, complete with a desert, hydroponic greenhouse, pond and rotating stages. On the beauty front, no detail was overlooked, including the exquisite nails designed by celebrity manicurist Maria Salandra, who tends to Rihanna's own nails. "The inspiration initially came from the mood board that I was given," Salandra says. "Each look was a colorful interpretation of emotions. At that time I was loving the jelly nail trend and was looking for the chance to try it on Rhianna. Then when I saw the references, immediately my thoughts went to transparent colors like stained glass—bright, bold and super glossy!" >>>>

GETTY IMAGES

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TIP OFF

Salandra says she was given complete freedom to come up with ideas for the nails, and her team from Young Nails, which supplied all of the products to create the looks, produced 40 sample designs for the show. "My team is the very best in the business," says Salandra. "I can never say enough about their talent, professionalism and stamina—they literally stayed up all night long to complete the nails for the show!"

POWER POSE
Rihanna backstage with models Bella and Gigi Hadid.

EDUCATION

SAFETY ZONE

According to the Centers for Disease Control and Prevention, around half of Americans over 20 years old have chronic illnesses, and 40 percent of individuals over 65 years old have two to three chronic illnesses. Interested in learning how to safely service this client base? Nailcare Academy's online Advanced Nail Technician Program (ANT) trains nail techs how to work with chronically ill clients, as well as how to grow their clientele by gaining referrals from podiatrists and physicians. Nailcare Academy recently updated its ANT program, adding more than 100 slides and photos to the comprehensive curriculum. Prior ANT graduates are invited to return to the online program for free to update their expertise. For more information, visit nailcare-academy.com.

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LAUNCH

Purposeful POLISH

Indie beauty brand Nail & Bone (nailandbone.com), dedicated to promoting pet rescue and adoption, has launched a new nail polish collection in collaboration with dog-loving celebrity Paris Hilton. The five shades include pearlescent red and silver glitter—all selected by Hilton and named for her dogs. "My pets are my children, and if I could have more, I would," says Hilton. "I'm excited to partner with Nail & Bone on this very special collaboration inspired by my babies, Diamond Baby, Princess, Tinkerbell and Prince." Twenty percent of the proceeds from the Nail & Bone X Paris Hilton collection support Animal Haven, a New York-based nonprofit organization that finds homes for abandoned dogs and cats in the tri-state area. "More than 6 million pets enter shelters each year," says Steve Wiseman, cofounder and CEO of Nail & Bone. "Only half get adopted, and more than 1 million are euthanized. We're grateful to Paris for joining Nail & Bone in the fight to get dogs off the streets, out of shelters and into loving homes."

GETTY I MAGES; COURTESY OF MARIA SALANDRA; COURTESY OF NAIL & BONE

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- Lezlie McConnell, Light Elegance Owner & Color Mother

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PRODUCTS

UNDER THE SHEETS

Since sheet masks arrived on the beauty scene from South Korea a few years ago, their popularity has skyrocketed–compounded by the fact that celebs like Lady Gaga, Bella Hadid and Diane Kruger flooded Instagram last year with their sheet mask selfies. So how can you cash in on this trend at your salon? It's easy: Apply a sheet mask during a spa pedicure as a luxury service add-on, or stock them in your salon's retail space. Cha-ching!

1 Star Skin Pro Micro-Filler Mask Pack, *starskin.com* **2. JJ Young By Caolion Lab** Pore Rosehip Mud Sheet Mask, *peachandlily.com* **3. Voesh** Collagen Gloves, *voesh.com* **4. BodiPure** HandPure Hand Mask, *bodipure.com* **5. Every Man Jack** Charcoal Facial Sheet Mask, *everymanjack.com* **6. Body Drench** Sheet Mask Bubble, *bodydrench.com* **7. Iris & Orchid** Lemon Brightening Mask, *irisandorchid.com* **8. Savannah Bee Company** White Hibiscus & Royal Jelly Dry Facial Mask, *savannahbee.com* **9. BCL** Facial Sheet Mask Illuminating Grapefruit, *bclspa.com*

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BUSINESS

BY APPOINTMENT ONLY

For some salons, eschewing walk-ins has boosted their business.

Walk-ins are welcome at many a nail salon, but not at La Petite Nail Shop, a neighborhood salon in San Francisco's Potrero Hill that offers natural nail services only by appointment. "Our ultimate goal is to provide a hotel spa experience, but in a neighborhood setting," says cofounder Charlene Yip, who worked in top hotel spas for nearly two decades before opening La Petite Nail Shop with her business partner in 2016. "Having an appointment-based system allows my staff to give each client an equal, quality experience." It also means clients never have to wait, techs are never sitting idle waiting for walk-ins and the staff is always prepared for every appointment. "We know what our appointments for the day are from the minute we open the shop," says Yip. "We set up everything from the beginning so that it's a smooth transition from client to client."

Other salons have chosen to utilize an appointment-only structure primarily for logistical reasons, such as improving appointment timing and staff management. That's certainly the case for Nail Swag, a Los Angeles-based nail salon specializing in intricate Japanese gel nail art manicures. "We decided on an appointment-only business model because, truth be told, gel nail art manicures just take more time than your quick polish change or gel polish manicure," says founder, co-owner and lead artist Natalie Minerva. "It's our goal to make sure we set aside enough time for each manicure, and with appointment-only, we can advise the client how long each service will take."

To make this business model successful, it's imperative to enable clients to book appointments when it's convenient for them. "Online booking is the best because it allows clients to book after hours," says Yip. "I get notifications every time we get a booking, and I see most of our bookings—90 percent—come after 9 p.m." A strict no-show policy is also a must. La Petite Nail Spa keeps a credit card on file for each client and charges the full service price if clients cancel or reschedule within 24 hours of their appointment times. "If they cancel at the last minute, it's hard for us to fill that spot, and we loose out, so we need that 24-hour policy," says Yip.

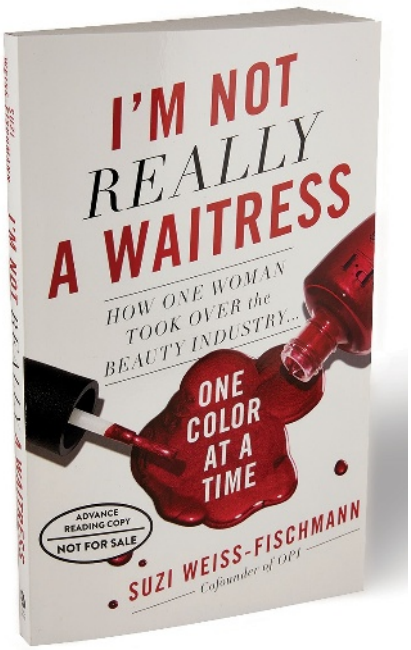
Before you decide to adopt an appointment-only business model at your nail salon, Minerva stresses that it's important to ask yourself a few key questions. "Think about your salon style," she says. "Where's your location? What services do you offer? Are you looking for a high volume of people coming in, or are you more concerned about offering an elevated experience? It all depends on how you want to represent your salon."

Opting to go appointment-only may not be the right choice for every salon, but Yip and Minerva have no regrets. "A lot of our clients have standing appointments every week or every other week," enthuses Yip, who says 50 percent of clients even rebook when checking out. "We get booked out every hour of every day." Minerva agrees. "For our type of salon, I've only seen upsides," she says. "The reality is, when people seek out this type of manicure, they usually understand the time and planning that goes into it, and I think they appreciate that."

GETTY IMAGES

READ

SEEING RED



The new book *I'm Not Really a Waitress: How One Woman Took Over the Beauty Industry … One Color at a Time* by Suzi Weiss-Fischmann chronicles her personal journey from nail-biting (yes, it's true!) industry newbie to nail lacquer maven. Weiss-Fischmann, an immigrant from Hungary and daughter of Holocaust survivors, got her start working with her brother-in-law, George Schaeffer, at a dental supply company in the 1980s. When the duo realized that nail techs were buying their products to create nail extensions, they formulated the OPI Traditional Acrylic System to meet demand, and the rest, as they say, is history. Throughout the book, the cofounder and creative visionary behind OPI Products—known for her inventive polish monikers and innate ability to spot color trends—shares business lessons and inspiration for the next generation of entrepreneurs.

So, which OPI lacquer shade is Weiss-Fischmann's favorite? "Everyone wants to know which color is my favorite, but of the many hundreds I've created, it's impossible to pick just one," she says. "I can easily narrow it down to a hue though: red. I love the glamour of a perfect red nail." Among her fave shades are OPI Red, the first red she created; Big Apple Red; and I'm Not Really a Waitress, the book's namesake and OPI's bestselling shade. It's a candy apple, shimmery red that's universally flattering with a name that captures the spirit behind fighting for your dreams—what's not to love?

EDUCATION

LESSON PLAN

Interested in advancing your career? The Professional Beauty Association (PBA) is encouraging all future and current beauty pros to apply for one of its scholarship opportunities. Five $1,000 PBA Lifetime Member Scholarships are available for preferred individual and student members to use toward continuing education or cosmetology school (apply by March 31, 2019); 10 $1,000 PBA Minerva Beauty School Scholarships are offered to students currently enrolled in an accredited cosmetology school (apply by May 31, 2019); and 5 $1,000 PBA Tippy Scholarships will be awarded to current PBA preferred individual members who are licensed cosmetologists for use in continuing education supporting their careers as licensed professionals (apply by August 31, 2019). Learn more at probeauty.org/scholarships.

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Gino Trunzo with his husband, Jon, and their two fur babies, Monti and Lily.

In Memory of GINO TRUNZO

Family, friends and the beauty industry are mourning the loss of Gino Trunzo, 46. He was a pillar in the nail industry, perhaps most notably as the director of education for Essie, and he was instrumental in launching numerous spas and salons across the country, including his own, Rescue Hand & Foot Spa in West Hollywood, California. His most recent endeavor was imparting wisdom in the hair industry as the assistant vice president of business development for Redken. More remarkable than his resume, however, was Gino himself. Unbelievably kind and openhearted, he made an indelible mark on everyone he encountered. He was a leader, a mentor, an inspiration and a friend to so many. Gino is survived by his husband, Jon; his mother, brothers, sisters and extended family; and his two Yorkie fur babies, Monti and Lily. He will live on in those he touched the most.

"I'll never forget Gino wearing his requisite black T-shirt with the word Essie stretched across his chest like a superhero's moniker. Compared to my 5-foot-tall frame, he seemed to be a behemoth of a man, capable of lifting a train with his bare hands. It never ceased to amaze me that such a brawny man could have such a tender heart. Gino possessed the unique ability to make everyone feel truly special. He was charming and his enthusiasm was infectious; it was impossible to be in his presence without feeling as though you were somehow part of something bigger. Gino treated his Essie team like family; his loving and patient approach not only helped shape our talent as professionals, but also molded us as individuals. Gino gave me unwavering confidence in my talent as an artist. While I mourn his passing, I can't help but wonder how the nail industry will mourn the loss of a man who not only helped bring significance to our profession, but also dignity, love and respect to the individuals who worked in it." **–Jolene Brodeur, freelance nail artist**

"When I first met Gino, it was instant chemistry—and our friendship grew as the years went on. I felt like I had known him my whole life. His smile could light up the darkest room; his attitude toward life was so positive and fun; and he was a class act in the nail industry. He was innovative, selfless and always willing to help. I found myself in so many situations where I would think about him and what *he* would do, and it helped. I used to joke with him that I was going to make bracelets that said "WWGD" (What Would Gino Do?). He was so motivating, charming and smart. Gino was one-of-a-kind—a golden soul with a true heart. I will miss him every day and never forget his words and advice." **–Katie Cazorla, owner of The Painted Nail**

"I remember meeting Gino for the first time: He had this wonderful ability to make everyone he spoke with feel like they were the most important person he had ever met. He brought humor, kindness, love and intelligence to everything he did. And his appearance matched his inside: He was always dressed to the nines from head to toe—including his nails! He touched so many lives in our industry. We truly lost one of our best. Gino will always be remembered and missed." **–Deborah Carver, publisher of NAILPRO**

"Gino will leave an imprint on the Essie brand that far exceeds the five years he spent with us, as his contributions were truly intangible. Those who knew him were entranced by his infectious

COURTESY OF KATIE CAZORLA, DEBORAH CARVER, NAJA DEV, ESSIE; ARMANDO SANCHEZ

laughter and vivacious spirit, as well as inspired by his incredibly dedicated work ethic. He had a true zest for life and led by example—a trait that we can all learn from—showing unwavering dedication to his team and the beauty industry as a whole. I'm sure Gino will be emulated, but never replicated, as he is one-of-a-kind and will be greatly missed." **–Carolyn Holba, global general manager of Essie**

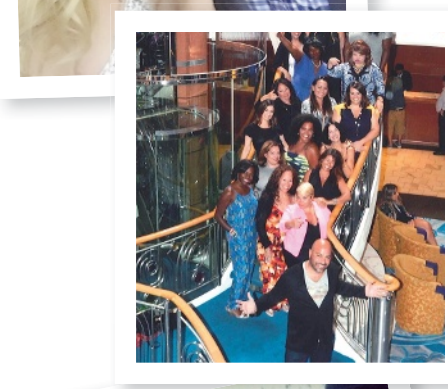
"Gino was my mentor and later took me in as family. He was 'GG' to me. I first met him during an interview at his old salon, Rescue Hand & Foot Spa. I was shaking while performing the practical part of the interview: a manicure on GG himself. He tapped my hand and in a singing voice purred, "Don't be nerrrvooous." Over the years, his guidance shaped my career, and I truly believe I wouldn't have gotten to where I am without his support. These are the things that GG taught me that I will carry with me forever:

It's the little things that count. I used to roll my eyes at him in the salon constantly scrubbing the phone, getting hyped up if there were a toenail on the floor or freaking out if a used cotton ball sat on my table for more than two seconds. But I now understand his demand for immaculate appearances and how important that first impression is.

Time is money. He taught me that whomever is on time wins and has the upper hand. Now, I work tirelessly to be someone who arrives on time.

Presentation is key. Presentation is a sign of preparedness. GG would have his outfit picked out three days before for any meeting, big or small. He was always prepared and advocated over-preparedness. He would say, "Do your research; don't be a slob! Present yourself like the professional you are."

Celebrate your successes. Gino could make any article that was published about him seem like he was nominated for a Nobel prize! This is an integral part of business, taking pride in one's accomplishments, but it takes a delicate balance of promotion and celebration, and it can expand your business if done correctly. GG had that flair." **–Naja Dev, nail artist and business coach**



SCHOOL TIME Ugly Duckling Nails recently hosted 100 techs at their 5K Education Summit.

EDUCATION

GET YOUR DUCKS IN A ROW

Following the success of their second annual 5K Education Summit, five Ugly Duckling Nails educators share the tools every student should have in her class kit and how to get the most out of education.

Ugly Duckling Nails recently hosted the second annual 5K Marathon of Education event in Victoria, British Columbia, Canada, attended by 100 nail techs from across the United States, Canada and around the world. During the two-week event taught by five Ugly Duckling educators, techs had the opportunity to hone their skills in a variety of techniques ranging from shaping, reverse French and crystal application to marbleizing, line work and gel polish art. "This event is an amazing opportunity for nail techs to finally meet in person and build forever nail tech families," says Ugly Duckling director of education and master educator Christina Cronk, aka Chrystacle. "The support in the room from all the attendees and educators was so uplifting and energizing and really showed the love everyone has for the industry." After the course was completed, Ugly Duckling educators, including Chrystacle and Natasha Harton (you can check out their work on the cover of the January 2018 issue of NAILPRO), shared the tools every student should have in her class kit, plus advice on how to make the most of any education experience.

CLASS KIT ESSENTIALS

1. Files and Implements "Implements are a key part in refining and perfecting a nail shape," says Chrystacle. "Having a good-quality file that holds the grit without dulling too fast allows for easy and fast shaping."

2. Gel Paint "It's great for learning how to hand-paint nail art," says Chrystacle. "If you don't like the outcome of your design you can wipe the nail clean and try again!"

3. Tile or Mixing Palette "A good nonporous palette is a must," explains Ugly Duckling family member Helen Nguyen. "I use it for mixing colors and to saturate my striper brush for line work, and it helps to keep your work area clean and free from color stains."

4. Art Brushes The educators agree: Coming to class without brushes is like sitting at a desk without a pencil. Having the correct brush makes all the difference in learning about a new product or technique.

5. Brush Cleaner Both educators advise keeping brushes in top shape for the duration of a class with brush cleaner. It's great for certain art techniques as well as cleaning up any mistakes on the nails before curing.

WHAT'S YOUR BEST ADVICE FOR STUDENTS?

"It's important not to be too hard on yourself! I know what it's like to try to be perfect the first time you do something and feel disappointed if you're not. If we don't give ourselves a break, it's very hard to naturally allow our skills to develop. Remember, it's OK not to be the best at everything! Choose what you enjoy doing the most and perfect that skill." **–Christina Cronk (@chrystacle), director of education**

"Bring your passion; without passion, you won't learn and you won't try." **–Helen Nguyen (@helennails_yeg), master educator**

"Don't be afraid to try." **–Madina Murieva (@murievamadina), educator**

"Keep learning and challenge yourself." **–Priscilla Van Uden (@home_of_deva), ambassador**

"You don't have to do everything. Focus on what you want to offer. Love hand-painting? Specialize in that. Love crazy embellishments? Make it your niche." **–Natasha Harton (@natashaharton), master educator**

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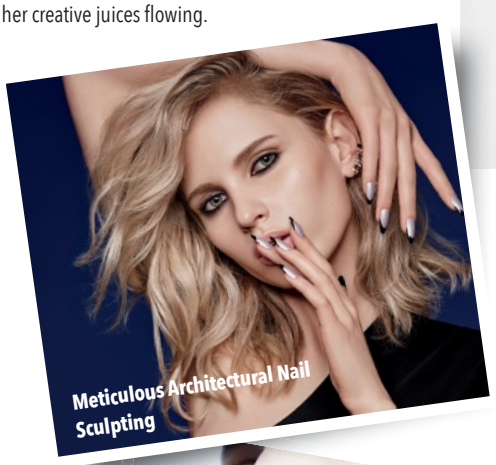
DAILY INSPO

Jan Arnold

@janarnoldcnd

CND cofounder and style director Jan Arnold always has her finger on the pulse of current fashion trends. It's no surprise then that the brand, founded in 1979 by her father, Dr. Stuart Nordstrom, is now one of the most sought-after beauty companies for creating innovative runway nail looks at shows ranging from Libertine and The Blonds to Ryan Lo and Gareth Pugh. Arnold has made it her mission to ensure CND's commitment to professional nail artists and the clients they serve. Here, Arnold reveals what gets her creative juices flowing.



1. Meticulous Architectural Nail Sculpting "Building a transformative nail enhancement requires attention to calculated and beautifully crafted architecture using a great product, like my favorite, CND Retention+ liquid and powder. It's one of the most difficult and fascinating of all techniques in our profession."

2. Crystal Clarity "This is my recent obsession for all accessories. In nails, achieving this requires the perfect product and precision placement. The result is a radically simple statement of refinement."

3. Expressive Humans "Good communicators are hard to find in today's world. I love a clear communicator who looks you in the eye and uses carefully selected words–just enough of them but not too many–to paint a beautiful message."

4. Vibrant Sunsets "With prismatic colors and dramatic wild bird expressive flare, they're God's way of blowing our minds."

5. Shiny Shoes "Anything I can put on my feet that shines and shimmers makes me beyond inspired and happy. Miu Miu does a glitter shoe best; the glitter *never* falls off!"

COURTESY OF CND; GETTY IMAGES; COURTESY OF MIU MIU

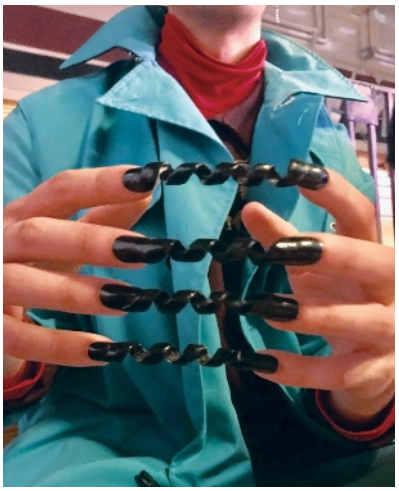
CULTURE

MOVIE MAGIC

Nails played a leading role in French fashion house Kenzo's recent film *The Everything*, written and directed by Humberto Leon, which showcases the brand's fall/winter 2018 collection. The light-hearted drama, starring Milla Jovovich, follows the story of a family of teenagers with some pretty unusual superpowers—one of which is to transform nails into fantastical creations. The movie's nails were meticulously crafted by celebrity nail artist Naomi Yasuda, whose elite clientele includes such mega stars as Madonna, Lady Gaga and Rita Ora. "The nails played a huge role and were one of the main elements of the movie," says Yasuda, who collaborated with Leon to create three imaginative looks for the film. "My goal was to bring the nails to life the way he imagined them and the way the story was told."

To that end, Yasuda relied on her expert skills and some inventive thinking to create each design. To craft the "key" nail seen in the film, Yasuda attached the tip of an actual key to a full-coverage nail tip, covered it with acrylic, filed and buffed the nail and then painted it with silver nail polish. She created the film's "spiral" nails—black spirals connecting the actor's fingers—by sculpting acrylic around a plastic straw in a spiral shape. "Once the acrylic was completely dry, I removed the straw, attached tips at each end, buffed the nails and then painted them."

The most time-consuming look to create for the film was a set of extra-long red nails, achieved by joining sections of sculpted acrylic together with more acrylic. "Glue wasn't strong enough," Yasuda says. "I also tried using clay, but that didn't work either; it was too soft." After attaching all of the parts together to make the long nails, Yasuda buffed them and applied two coats of red polish. "It took five hours and a whole bottle of polish to completely cover the nails!" she says. "They were super fragile, but a nail never broke." See the film at kenzo.com/us/en/the-everything.



Nail artist Naomi Yasuda created the imaginative nails seen in Kenzo's recent film *The Everything*.

COURTESY OF JAROD WANG; COURTESY OF NAOMI YASUDA

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BUSINESS

Hit the Road

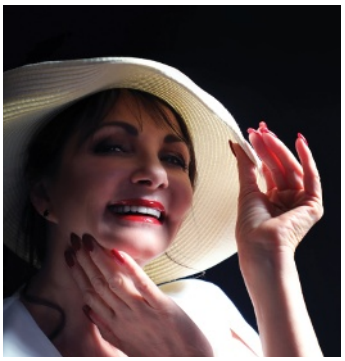
Spa Valet's (spa-valet.com) new mobile spa cart allows nail techs and spa professionals to bring their business anywhere, from a hotel room to a country club pool. The full-service cart features everything needed to perform manicure and pedicure services, facials, hot stone treatments, massages and more: a towel warmer, pedicure bowl, LED lamp, retractable nail shelf, Bose sound system, facial steamer, massage table, basalt stone set and a proprietary heat shelf.

LAUNCH

SIZE MATTERS

Ideal for larger nail plates, the new Zoya (zoya.com) Z-Wide Brush features 60 percent more bristles for faster and easier polish application. The Z-Classic Brush that comes with each bottle of Zoya polish, by comparison, is well suited to precision application, nail art and French tips. After polling Zoya-loving pros on their brush-size preference, the brand found that opinion was split 50/50, so they opted to make the Z-Wide Brush available for purchase as a separate item for those who prefer a wide fan brush.

COURTESY OF SPA VALET; COURTESY OF ZOYA



Bio Sculpture CEO and founder Elmien Scholtz.

NEWS

FRESH APPROACH

In celebration of its 30th anniversary, Bio Sculpture—formerly called Bio Sculpture Gel—has revealed a new logo and rebranding campaign. The company's new tagline, "Healthy | Ethical | Professional," is intended to convey Bio Sculpture's commitment to promoting the health of natural nails, high ethical business standards and a dedication to nail professionals. Bio Sculpture's namesake gel, the product that launched the company, has also received a name change to BioGel, along with redesigned packaging befitting the sleek, new image. The new BioGel jar features an inner liner with straight walls for easier product access and visibility, UV blocker to preserve the product and a wider base and opening—plus, it's made from recyclable material.

To further commemorate its anniversary, Bio Sculpture launched BioGel Triginta No. 30 (*Triginta* is Latin for 30), a pink-tinged royal red hue with a hint of silver shimmer. The company continues to innovate with new releases like Gemini Nourishing Nail Polish, a fast-drying, styrene-free formula containing aloe vera, lemon and ginseng extracts. "We're grateful for 30 years with Bio Sculpture, but with a new generation starting to take over, we're sensitive to acknowledge the difference between standing the test of time and being an old company," says Bio Sculpture CEO and founder Elmien Scholtz. "Therefore, [we launched] the all-new, modern rebranding to refresh and renew a solid system."

COURTESY OF BIO SCULPTURE

BIO SCULPTURE

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(From top) New Gemini Nourishing Nail Polish; the redesigned BioGel jar; and the new Bio Sculpture logo.

PRODUCTS

Healing Hands

Dry winter weather can wreak havoc on hands, causing cracked and chapped skin. Provide relief with ultrahydrating ingredients like shea butter, honey, beeswax, keratin and essential oils, which not only moisturize, but also help repair rough skin. Here, we've rounded up some seriously nourishing hand creams, lotions and butters sure to replenish even the driest of hands.

1. Farmhouse Fresh
Moon Dip Hand Cream
farmhousefreshgoods.com

2. Zoya
Naked Manicure Hydrating Hand & Body Cream
zoya.com

3. BCL
Critical Repair Cream Citrus Coconut
bclspa.com

4. Savannah Bee Company
Beeswax Hand Cream
savannahbee.com

5. Avry Beauty
Shea Butter Hand Cream
avrybeauty.com

6. OPI
Pro Spa Protective Hand, Nail & Cuticle Cream
opi.com

7. Dazzle Dry
Mani Pedi Shea Butter Cream
dazzledry.com

8. Cuccio Naturalé
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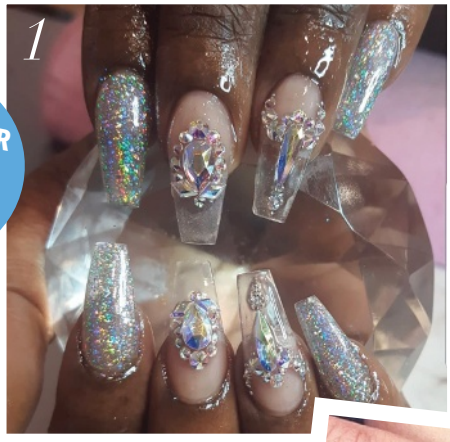
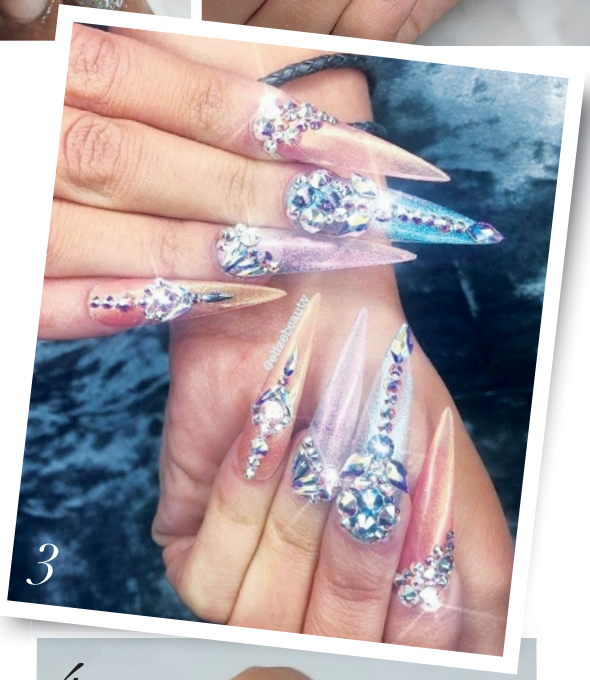
Ice, Ice Baby!

SUBMIT FOR THE NEXT THEME: FLORALS!

You'll want to embrace your inner ice queen after seeing these fantastic nails covered in crystals, courtesy of our NAILPRO readers.





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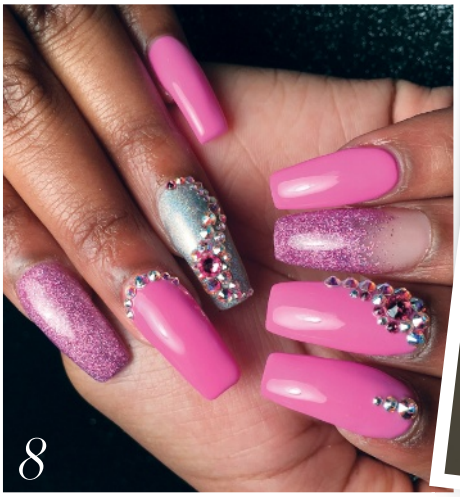

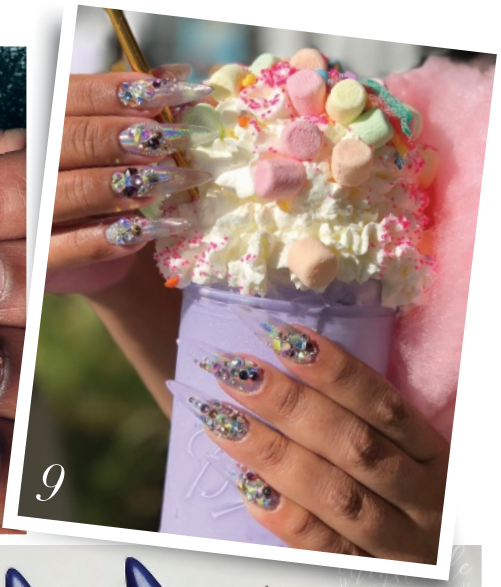

❼ Kimberly Harr @kimberlyharr ❽ Judy Dang @nailartbyjudy ❾ Galdina Jimenez @nailuscious ❿ Christina Cronl @chrystacle ⓫ Jessica Harris @perfect10customnails ⓬ Rosanne Sollecito @missrosanne ⓭ Yuliana Tavarez @chipped.nail.lounge ⓮ Betty Castillo @bettycakezz

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

Guest Artist: Kelly Ornstein is a New York-born nail technician and artist living in Seattle, who specializes in hand-painted maximalist designs.

Team Spirit

Cheering from the stands will get a bit more stylish if fashion's brightest have their way with fan-girl wares. At Dolce & Gabbana, sliced-and-diced sports jerseys are stitched into a sportif sweatshirt and skirt combo—so apropos for the sports groupie split between team loyalties. Gucci paid homage to Major League Baseball with suits brandishing a cross between New York Mets and Yankees logos. Elsewhere, fashion houses gave themselves their own team captain-approved insignias: Undercover added a set of wings to its university "U" while Antonio Marras stitched a lettermanlike "A" and "M" on a quilted sweatshirt.

No matter the sport your client cheers for, nail art provides a fun way to show team spirit. Guest artist Kelly Ornstein builds upon the fan-girl vibe with hand-crafted 3-D details, and even suggests incorporating your client's own school legacy into her team-inspired nail art, like she did for her Dolce & Gabbana-inspired nail.

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It's a Wash

EXPERTS EXPLAIN THE IMPORTANCE OF HAND-WASHING FOR BOTH CLIENTS *AND* NAIL TECHS, AND HOW TO INCORPORATE THE PRACTICE INTO YOUR SALON'S POLICY.

Growing up, we're taught to wash our hands throughout the day—when we wake up, after visiting the restroom, before eating, after being outside, after sneezing. At nail salons, neglecting to wash hands before and after nail services can lead to infections, spreading germs and even allergic reactions for both clients and nail techs alike. "If product is applied on top of bacteria, an infection can occur," says president of Schoon Scientific Doug Schoon. "Bacteria and fungi transfer to other clients when the client's and nail tech's hands aren't washed prior to a service. Allergies can occur when monomer, dust and remaining nail product particles aren't washed off [the skin] post-service."

So why don't more techs incorporate regular hand-washing into their routine? One reason: Many nail techs believe that the nails will absorb moisture if clients wash their hands prior to the service, negatively impacting adhesion. The fact is, however, that nails begin to absorb moisture only after soaking in liquid for *longer than 60 seconds*; most clients only wash their hands for about 10 seconds. "Misinformed veteran nail educators teach their students not to wash their clients' hands because it leads to lifting, but rather to file and rough up the nail plate as much as possible to promote adhesion," says Schoon. Over-filing and buffing the nail plate to remove dirt, oil and buildup, however, isn't effective, and can severely thin and weaken nails.

"Another myth is that using hand sanitizer alone is sufficient," says Schoon. "Sanitizer only kills some of the bacteria and doesn't clean the nails or wash dirt away. The only time an alcohol sanitizer is effective is after washing." For others, the obstacle to incorporating regular hand-washing into the routine is merely a matter of time. "When you're booked

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GETTY IMAGES; ARMANDO SANCHEZ

back-to-back, minutes matter," says Somer Adams, nail artist and owner of Nail Designs at LaBella Salon in Glastonbury, Connecticut.

Incorporating hand-washing into your pre- and post-service routine doesn't have to be time consuming, however. To overcome the awkwardness of asking clients to wash their hands, Adams suggests explaining that the oils left on hands and nails affect the way products perform, or walking to the sink with them so they know the technician washed her hands as well. She also recommends asking clients to wash their hands after checking in at the reception desk or while waiting for their services.

At Los Angeles-based salon Two Brown Eyed Girls, hand-washing is the first thing clients do when they step inside. "We direct clients to our wash station before they have any manicure service," says salon owner and chief operating officer Darrin Johnson. "We don't conduct a nail soak because it bloats the nail. After the hands are washed, we sanitize the nails and use fresh files and tools." The Two Brown Eyed Girls hand-washing station provides clients with access to warm water, a basic liquid soap and clean nail brushes to scrub underneath nails. Separate containers marked for clean and used brushes prevent cross-contamination.

By making just a few modifications to your routine, it's easy to incorporate hand washing into your salon procedures. NP

TIP! When providing nail brushes to scrub underneath nails, use separate containers, one marked for clean and the other for used brushes, to prevent cross-contamination.

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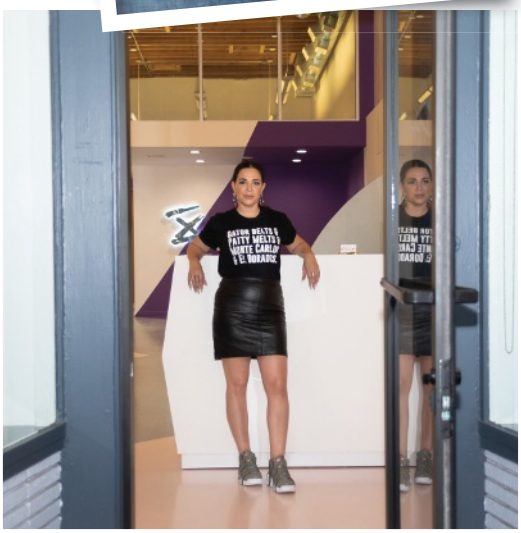


THE LOOK

Inspired by Grace Jones album covers, Dime Nails—which opened last summer—transports you to an ultramodern space with an '80s flare that provides a one-of-a-kind nail salon experience. The design is lithe, sexy and hyper-feminine while simultaneously exuding a ribald, butch swagger. Keeping art and artists in mind, we designed our workspace to inspire creativity and innovation for our staff and clients. Located in the heart of Mid-City—fondly referred to as little Ethiopia—our block proudly holds mostly female-owned businesses, plus an array of fabulous local eats.

SIGNATURE SERVICES

The Dime Nails experience begins with the question, "Wine or champagne?" Fueling Los Angeles's creative side, our diversely talented artists are ready to help clients curate unique and expressive nail looks. Dime Nails provides full-service manicures and pedicures, as well as acrylic and hard gel extensions. In addition, we provide a selection of extra-care services catered to alleviating stress and helping clients relax and rejuvenate. Our most popular nail services are the Feeling Myself Gel Manicure ($35) and the Brand New Polish Pedicure ($28). Clients spend an average of $60 and anywhere from 35 minutes to three hours in the salon, depending on which services they choose. We constantly play a blend of amazing tunes and offer excellent customer service.

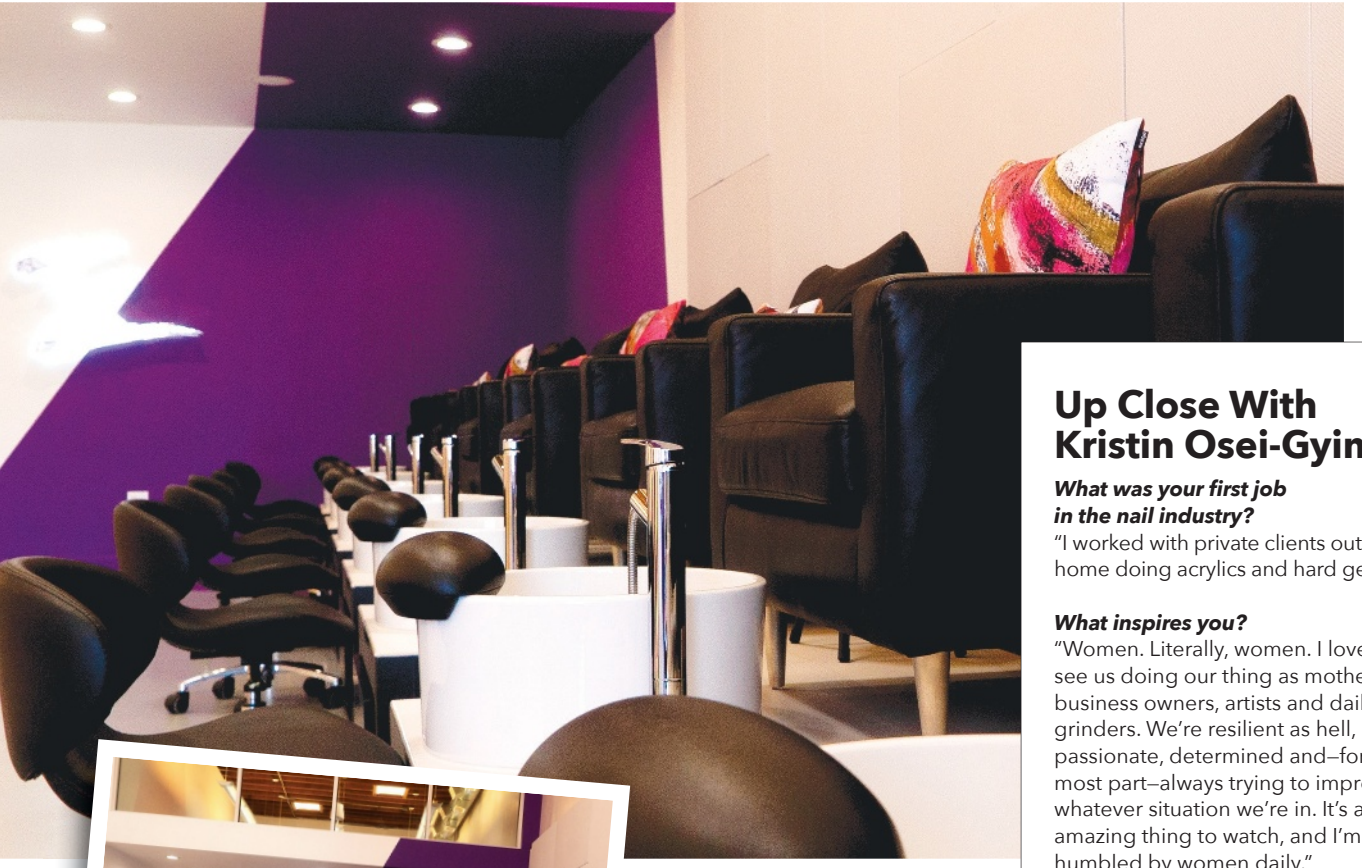
THE GOODS

We use OPI, Gelish, Essie, NCLA, Color Club and Vetro. Aprés, Daily Charme and Born Pretty supply us with charms, rhinestones and all-things nail art related.

THE OUTREACH

We regularly get involved in our community any way we can. We volunteer with and donate to all of the Pic-Fair and Wilshire Vista neighborhood events benefiting local schools and charities. We also hold raffles and contests in the salon to bring awareness and give donations to L.A. Kitchen, a local nonprofit that reclaims healthy, local food that would otherwise be discarded and trains men and women who are unemployed for jobs, all while providing healthy meals to fellow citizens.

DEVIN HASSAN; KICK IN THE DOOR FILMS



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OWNERS: Kristin and Edward Osei-Gyimah
EST: 2018
STAFF: Ten commission-based professionals

SOCIAL LIFE
Social media allows me to give my brand a voice and face. It keeps our followers in tune with who we are, what we love and how they can connect with more of their tribe. They engage with our brand's personality, which is incredibly fun. We've experienced the most success using Instagram and the Nextdoor app. We reach the nail-obsessed on Instagram because of the unique nail art we do and our chic, modern space, while Nextdoor reaches people in our community. With a little word of mouth and local endorsement on the app, our neighbors have really taken to us.

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Up Close With Kristin Osei-Gyimah

What was your first job in the nail industry?
"I worked with private clients out of my home doing acrylics and hard gels."

What inspires you?
"Women. Literally, women. I love to see us doing our thing as mothers, business owners, artists and daily grinders. We're resilient as hell, passionate, determined and—for the most part—always trying to improve whatever situation we're in. It's an amazing thing to watch, and I'm humbled by women daily."

What was the biggest mistake you made when opening the salon?
"My first supply run was a disaster. It was extremely difficult to gage what I'd need and how much of it I'd need at a time. Two SUV loads later, I literally ended up with a massive supply situation—about a third of it completely unnecessary. You live and learn. I laugh at it now."

What's your go-to client conversation starter?
"Wine or champagne to get you started?"

What was your most recent impulse buy for the salon?
"A pair of custom-made Nike Air Max shoes designed with Dime colors and patterns that stand on display in the salon."

What's your best advice for new salon owners?
"Be prepared for competition, but don't be intimidated by it. Your salon space is yours alone, and people will come if you stay true to what inspired you to open it in the first place. Stay the course, hustle to promote it and don't let what others *look* like they're doing distract you from your goal."

I can't discuss Dime Nails without . . .
"Smiling like a cheese ball from ear to ear."

7 Secrets of SUCCESSFUL Salon Owners

SAVVY ENTREPRENEURS DON'T JUST WING IT. THE PATH TO NAIL SALON PROSPERITY TAKES CAREFUL PLANNING.

By Francesca Moisin

Nobody ever said owning a salon was easy, but the most successful business owners sure know how to make it look that way. "Just like a successful sports team, you can typically find an influential leader behind every booming beauty business," says Valerie Griggs, owner of 20 Lounge in San Diego. "It starts at the top and trickles down." So what makes these beauty biz powerhouses tick? "Running a profitable salon requires discipline and knowledge," says Carla Hatler, owner of Lacquer salon in Austin, Texas. "This business isn't for the faint of heart." Eager to learn more, we asked top salon owners to share the secrets to their success, and here's what we found out.

Carla Hatler

Katy Hancock

Valerie Griggs

1 They have a clear brand mission.

"A brand identity requires an element that's distinctive," says Griggs. "The best businesses have a thorough understanding of the demographics of their target market, comprehending how they communicate and where their interests lie." The first step for all would-be entrepreneurs should be to define their salons' purpose: What will set your space apart? How will your services be unique? Existing salon owners should also revisit these questions periodically. If the clarity of those answers has grown cloudy over the months and years, now is a great time to reevaluate initial motivations for pursuing entrepreneurship.

2 They value their staff.

Every good leader knows that she's only as strong as her team. "You're in the business of making people feel happy, relaxed and respected—which extends to employees as well as clients," points out Katy Hancock, owner of Sugar N Spice salon in South Washington, Utah, and author of *Start to Success: A Nail Technician's Guide Into the Industry*. It goes without saying that ethical bosses build lasting relationships by treating staff fairly via competitive wages, consistent hours and equitable benefits. But that's only the beginning. Show appreciation by celebrating birthdays, anniversaries and work milestones. "Moreover, share your vision and passion," says Hatler. "If your staff believes in you and your mission, they'll support you and rise beyond basic expectations."

3 They coddle their clients.

From a welcoming smile to expert techniques to authentic enthusiasm displayed from start to end of service, techs have the power to transform each client's day. Hancock makes sure that her salon's clients always feel valued by keeping clear records for each one, including what services she prefers and her favorite color. "You want to know her name when she walks in the door and that she likes hot pink pedis with a flower on the big toe and a quiet seat in the corner with a glass of chilled water," she says. Superior customer service is the cornerstone to building repeat business, which keeps books steady even during slow seasons. Consistency is likewise crucial. "When consumers return, they expect to receive the same level of quality as on their first visit," explains Griggs.

> *Just like a successful sports team, you can typically find an influential leader behind every booming beauty business.*

COURTESY OF SALON OWNERS; GETTY IMAGES

4 They understand how to generate business.

You may build it, but if they don't know about you, how will they come? Successful salon owners understand that networking and outreach are important ways to gain exposure. "Attend events to which you get invited, and don't be afraid to actively engage local community members," urges Hatler. As your business grows, pursue new marketing initiatives to prevent it from getting stale. "Women's weekend specials or holiday promotions are fun ways to feature fresh services, setting you apart while attracting new clientele," says Hancock.

5 They never stop learning.

Top salon owners agree: Continuing education pays back every penny you invest, because the rewards that come with sustaining a competitive commercial edge are priceless. "Additional certifications don't only support a nail tech's knowledge base, they also single you out as a high-caliber professional with advanced levels of expertise," says Hancock. It's no secret that beauty is an ever-shifting industry. Trends materialize and disappear faster than quick-dry polish. Learning where to source new products at the best values can lower overhead costs to keep the salon lights on. A business refresher course completed online or through a local community college imparts invaluable insight on how to charge fair rates for quality services while keeping pace with economic dips and peaks.

6 They know when to ask for help.

No one digs a know-it-all. "Don't assume you know everything, even if you've had this job for a long time," cautions Hatler. Seek advice from colleagues with insider knowledge, or find a mentor who can help you develop unknown skills and save money by avoiding unseen pitfalls. "We flourish when supporting each other," says Hancock. "Passionate professionals love to see their peers succeed." Take advantage of readily available YouTube instruction videos or business blogs like This Ugly Beauty Business. "It's my favorite because it's full of tips for both owners and employees," says Hatler.

7 They pay attention to their own needs.

Nail techs dedicate their livelihoods to pampering others, so successful business owners understand that taking time for themselves regularly is vital to avoid burnout. "Be it a nap, a girls' night out or an hour sweating at the gym, honoring your needs ensures that you have the energy and stamina to continue providing exceptional service while maintaining a quality life," says Hancock. NP

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

KNOW YOUR NEEDS Successful salon owners understand the value of taking time for themselves.

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Stick It to 'Em

BY LESLIE HENRY

ADHESION SYSTEM TECHNOLOGY IS ALWAYS EVOLVING. LEARN THE BASICS ABOUT TODAY'S ADHESION-PROMOTING PRODUCTS TO ENSURE LONG-LASTING ENHANCEMENTS FOR EVERY CLIENT.

GETTY IMAGES; ARMANDO SANCHEZ

As new products flood the nail market and clients become savvier, there are high expectations for professional results. "Clients must feel the investment they make has value beyond the time spent at the salon," says Roxanne Valinoti, education manager for CND. That means problem-free nails that don't chip, peel or lift, she says. Fortunately, nail prep and adhesion products, if used properly, provide techs with an arsenal of secret weapons against the dreaded service breakdown.

Thanks to the many technological advances, adhesion systems have never been better. "Long gone are the days where the nail plate needs to be 'roughed' or 'buffed' to create a compatible surface," says Valinoti. Today's adhesion-promoting products, from base coats to acrylic primers, are designed to optimize compatibility and create strong bonds between the natural nail and the nail enhancement—all without the burning, strong odor, yellowing or aggressive filing associated with the service in years past.

Understanding the detailed chemical wizardry at work can be daunting though, especially since brands may classify similar-functioning products in different ways. But fear not! This general primer on the basics of modern-day adhesion systems will help you keep lifting at bay.

Prep Products

Nail preparation products act as the first line of defense against lifting by altering the nail's surface to make it more receptive to the compound that follows. "These products remove oils, moisture, water, debris or any other item that could prohibit the primer or bonder from working correctly," says Jim McConnell, president of McConnell Labs/Light Elegance. In the past, these products were primarily reserved for enhancement services, but now techs are reaching for them regularly for all nail services. "It's always a good idea to use these products before putting *anything* on the nail," recommends Paul Bryson, principal scientist at OPI. While many systems include combination offerings that accomplish more than one task, prep products typically provide three functions: cleanse, dehydrate and balance pH.

Cleanse Contaminants, like dirt and oil (and even cigarette smoke), inhibit product molecules from properly bonding with the keratin molecules on the nail's surface. Cleaning agents, such as isopropanol, acetone or other similar solvents, remove adhesion-blocking substances. This enables the primer and bonder to adhere smoothly and completely against the nail plate. (Keep in mind, however, that no amount of scrubbing will prevent lifting if there is cuticle stuck to the nail plate, says Valinoti.)

Dehydrate Moisture also interferes with the formation of good molecular bonds. "Even if you've thoroughly dried the nails after scrubbing, the surface of the plate will be covered with an invisible, ultrathin layer of moisture," says Doug Schoon, president of Dana Point, California-based Schoon Scientific. "This moisture layer must be removed to ensure proper adhesion, especially for artificial enhancement products." Nail dehydrators temporarily evaporate surface moisture for up to 30 minutes—plenty of time for the enhancement to harden before the nail rehydrates.

Balance pH The function of pH adjusters is to make the surface of the nail more alkaline (less acidic). This promotes adhesion because an alkaline surface will attract the acid groups in products.

If using separate products, always cleanse, dehydrate and *then* balance pH. Brushing dehydrator or pH adjuster on dirty nails is not only a waste of time, it also contaminates the bottles, leading to adhesion issues for future clients. Also, never blow on the nails to speed up evaporation; this will contaminate the nail and compromise your prep work.

MYTH BUSTERS

Do acid-based primers thin the nail? Absolutely not, according to Doug Schoon, president of Schoon Scientific. While methacrylic acid (MAA) primers can be corrosive to the skin and cause some product to yellow, they don't "eat" the nail—a myth often believed (and repeated) by techs. Schoon, esteemed in the nail industry for his scientific expertise, once proposed an experiment to prove it: Put nail clippings in a bottle of primer and let them soak until you retire. In June 2000, Paul Bryson, principal scientist for OPI, took Schoon up on the challenge. He placed his own nail clippings into a bottle of MAA primer and ran the experiment for 15 years! "In June 2015, the nail clippings weren't dissolved, broken down or otherwise 'eaten,'" he says. So what causes nail thinning? Aggressive (and unnecessary) over-filing and heavy-handed removal are the most likely culprits, he says.

"It's easy to know when to use a primer or bonder: Read your system's directions. Both primers and bonders are designed to promote adhesion. The formulas are different, but their function is the same. In the beginning, there were only primers. Primers got a bad name, as their formulas were corrosive to the skin. Now manufacturers are producing non-acid primers. A primer acts as an anchor between the natural nail and nail enhancements; more primer doesn't lead to more adhesion." **–Doug Schoon, president, Schoon Scientific**

"Acid-based primers were used to chemically etch the nail plate for products to adhere to the natural nail. Careless overuse of these expose the hyponychium to acid, causing onycholysis, or separation of the nail plate from the nail bed. To rectify this concern, non-acid primers, like Artistic Nail Design Rock Hard Opening Act, were created. This formula consists of two molecules–keratin that bonds to the natural nail and acrylate, which attracts enhancements–providing superior and safe adhesion." **–Alisha Rimando, creative director, Artistic Nail Design**

"I like to explain to clients that a manicure is just like a good skincare routine. If you use quality products as part of your everyday regimen, your skin can be flawless–the same goes for nail care. You must use the right products to protect the nail and give the color application its best chance for long wear. Cuccio Veneer #1 Prime works like a toner; it removes excess oil or water left on the nail prior to color application, creating a clean, prepped surface. Cuccio Veneer #2 Fuse works like a serum; it gives Base Coat something to adhere to and will be your best ally in prolonging your gel manicure." **–Rachel Schafer, managing director, Cuccio Colour**

"Dazzle Dry Nail Prep is our primer. It removes oil and other residues from the nail plate. A properly prepped nail surface gives maximum adhesion of the bonder. A bonder ties the principal coating to the nail. Dazzle Dry's bonder is called Base Coat–an elastic layer that sticks to both the nail and lacquer. Because of its elasticity, the rigid lacquer remains attached to the nail even though the nail changes in dimension (swells when wet and shrinks upon drying) during our daily activities." **–Vivian Valenty, president, VB Cosmetics**

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Primers

Today's acrylic primers improve adhesion through molecular bonds. Like double-sided tape, a bond is created when a primer molecule links one "arm" with the molecules in the nail and the other arm with the molecules in the product. Hydrogen bonds are temporary bonds formed when neighboring molecules are attracted to each other, but not permanently linked, while covalent bonds go beyond attraction where electrons are actually shared between atoms. "Covalent bonds are the strongest chemical bonds and are longer lasting than hydrogen bonds," explains Schoon.

Original primers, called acid-based primers, contain methacrylic acid (MAA)—not to be confused with methyl methacrylate (MMA), which is now prohibited in many states. MAA-based primers create a hydrogen bond with the nail and a stronger covalent bond with the acrylic on top of it. MAA is highly corrosive to the skin and can cause painful burns and discolor acrylic. However, the product is safe and effective if used and handled properly, and some techs still prefer it over other options.

The term "non-acid primer" is a misnomer. While these primers lack MAA, they still contain other milder acids, which produce weaker hydrogen bonds than acid-based primers. "Non-acid primers are less of an issue for skin exposure, but don't cut through oil and grease as well, so proper prep is even more important," says Bryson.

Acid-free primers, however, don't contain any acid at all. "Acid-free primers work in a different way," says Schoon. "Both sides of their molecules create covalent bonds between the nail plate and enhancements." Odor and yellowing aren't a problem, and without a corrosive component, there's no risk of burning the skin.

Some primers require removing the shine from (but never aggressively filing!) the nail before application, so read the manufacturer's instructions carefully. When applying primer, less is more—especially if using acid-based products. Remove excess primer from the brush and lightly dab it onto the center of the nail, allowing it to spread. *Do not* brush it on like polish.

Bonders

The word bonder can be used generally to describe any product that promotes adhesion between the natural nail and a nail product. Most often, however, the term is associated with the base/bonder gel in gel polish and enhancement systems. Like primers, these products change the surface of the nail to promote chemical bonds between nail keratin and gel enhancements. These products have a thicker viscosity than acrylic primers and use UV light-activated ingredients to promote adhesion.

Bonder should be applied thinly and evenly after nail prep and cured. The bonder will partially penetrate the nail's surface, leaving product exposed to bond with the gel product to follow. "The fingernail doesn't have a tremendous amount of integral strength," says McConnell. "The advantage of an adhesion system that penetrates the nail is that it increases the strength of the nail once the adhesion system is cured. This increases the lifespan of the enhancement's adhesion."

Gel bonder that's part of a system is engineered for maximum compatibility between steps, so mixing systems isn't recommended. "With each gel or acrylic type, it's best to use the bonding or priming products recommended by the manufacturer, since they design and test their systems to work together," says Bryson. "Otherwise, performance can't be guaranteed (even though it often works)."

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

GETTY IMAGES

"We like to think of primers and bonders as double-sided sticky tape. Our non-acid primer–or bonder–Divinity Love is a product that chemically adheres the artificial enhancement to the nail plate. Years ago, primers were primarily made of methacrylic acid, which was easily identified by a pungent "stinky feet" smell. As our artificial enhancements have chemically evolved, so have our primers into less invasive chemicals." **–Elaine Watson, vice president, Kupa**

"The differences between dehydrators, primers and bonders are based on the system. Dehydrators are meant to remove excess oil using ingredients like ammonium hydroxide and ethyl acetate. Primers are used to chemically buff the nail and usually contain ingredients similar to monomer liquids. For acrylic systems, such as OPI Absolute, we recommend BondAid then BondEx as the last step of prep. For soft and hard gel systems, we recommend only BondAid as the last step of prep before applying base gel. Per OPI education protocol, base coats and gels are our bonders." **– Darlene Sritapan, educator, OPI**

"For a long time, nail professionals didn't understand the importance of proper nail preparation and relied almost exclusively on harsh acid-based primers to maximize enhancement adhesion. With the industry's evolution, we've learned that if the nail is properly prepped with quality products, there's no need for harsh chemicals. Ugly Duckling Prep and Primer are gentle on the nail while still providing maximum adhesion. Nail Prep is a pH-balancing cleanser and dehydrator that is dye- and fragrance-free. Use acid-free Primer after Prep to create the ultimate bond to your acrylic or gel." **–Yvonne Duclos, president, Ugly Duckling** NP

IBD
Dehydrate
ibdbeauty.com

KUPA
Divinity Love
kupainc.com

LIGHT ELEGANCE
Tack
lightelegance.com

NAIL TEK
Step One Primer
nailtek.com

NOUVEAU NAIL PROFESSIONAL
Extra Strength Primer
americanails.com

OPI
BondEx
opi.com

ORLY
Bonder
orlybeauty.com

SUPERNAIL
Prep
supernailprofessional.com

TAMMY TAYLOR
Nail Primer
tammytaylornails.com

UGLY DUCKLING NAILS
Primer
uglyducklingnails.com

YOUNG NAILS
Protein Bond
youngnails.com

In the STARS

THE NEW YEAR IS HERE! FIND OUT WHAT THE COSMOS HAS IN STORE FOR YOU—*AND* DISCOVER YOUR SUN SIGN'S BEST NAIL LOOK—WITH OUR 2019 HOROSCOPES.

Astrology might not be an exact science, but it sure is fun. The idea is that the planets aligned just so on the day you were born, and determining where they were in their journey around the sun at the exact moment of your birth holds the key to your personality and life path. So what can you expect in the year ahead? For one thing, Saturn and Pluto will be duking it out to see which is more powerful, and since they express power in completely different ways, you might want to fasten your seatbelts. The good news is that there are plenty of opportunities on the horizon, but while they'll come easier for water and earth signs, fire and air signs can reap the benefits if they don't lose focus. Meanwhile, Uranus is moving into Taurus on March 6, which is good news if you want to jettison anything that no longer serves you. Your Salted Caramel Mocha Frappuccino habit? The client from hell who's always late for her appointment and then decides she hates the color she chose halfway through her manicure? You decide. See what fate has in store for you—*and* your nails.

GETTY IMAGES; ARMANDO SANCHEZ; NAILS BY QUINCY ADAMS

Alpheratz
Mirach
Almach
Andromeda
Triangulum
Cassiopeia
Schedir
Caph
Ruchbah
Algol
Menkib
Mirfak
Perseus
Auriga
El Nath
Capella
Menkalinan
Alcyone
Atlas
Pleiades
Electra
Maia
Merope
Taygeta
Celaeno
Sterope
Asterope
Aldebaran
Alcor
Mizar
Ursa Major
Alkaid
Phecda
Merak
Dubhe
Megrez
Alioth
Ursa Minor
Polaris
Kochab
Pherkad
Yildun
Thuban
Eltanin
Rastaban
Edasich
Hydra
Draco
Sheliak
Vega
Sulafat
Lyra
Cygnus
Albireo
Deneb
Altair
Tarazed
Aquila
Rasalgethi
Sarin
Kornephoros
Hercules
Alphecca
Corona Borealis
Nusakan
Izar
Arcturus
Nekkar
Seginus
Boötes
Canes Venatici
Cor Caroli
Castor
Pollux
Alhena
Mebsuta
Tejat
Gemini
Talitha
Procyon
Canis Minor
Leo Minor
Lynx
Regulus
Algieba
Leo
Denebola
Zosma
Chertan
Coma Berenices
Vindemiatrix
Virgo
Spica
Corvus
Crater
Alphard
Hydra
Corvus
Crater

Aquarius (JANUARY 21-FEBRUARY 19)

KEY TRAITS: **Intelligent, friendly, creative**

This is going to be a great year for you, but only if you're willing to embrace change. Yeah, we know, you hate change, but trust us, change is good. In January, when everyone you know is getting on your last nerve, keep it to yourself or you'll be on an apology tour in March. Relationships heat up in April when you find yourself reevaluating everything you thought you knew or wanted. Your saving grace this month? Work. Be on the lookout for new projects that could open doors for you. A little birdie told us that the antiaging nailcare market is virtually untapped. Maybe you should investigate. In October use the self-confidence that's been building for months to make the most of a networking opportunity that could bode well for your career, but remember to make time for those closest to you since those relationships could be strained in November due to neglect. In December, give thanks for all you've accomplished this year and don't second-guess any of the choices you made. Yeah, it's kind of your thing.

Pisces (FEBRUARY 20-MARCH 20)

KEY TRAITS: **Compassionate, artistic, gentle**

With your sensitive nature, gentle Pisces, you probably sense a disturbance in the "force," but fear not. Change is coming, and that isn't necessarily a bad thing. Ask yourself what it is you want to accomplish in the year ahead, then harness your creativity and make it a reality. That means stepping into the spotlight, which tends to make you a bit uncomfortable, but fight the urge to make yourself invisible. Expect a lot of drama at work in April, but in May things look good for making a career move that could change everything for you. Remember the Boy Scout motto: Be prepared. That means you want to have all your ducks in a row before you present an idea to someone in a position to advance your career. Why not take that idea to NAILPRO Pasadena on May 6 and shop it around? Trust us, you'll be glad you did come December when you look back and realize how much you've grown this year.

Aries (MARCH 21-APRIL 20)

KEY TRAITS: **Confident, spontaneous, daring**

Everything's coming up roses for the Ram this year, but don't think in terms of money or possessions. Step away from the Gucci, and no, you don't need that Tory Burch McGraw Slouchy Satchel. Really, you don't. This year is all about passion, and we don't mean your crush on that hunky Scotsman from "Outlander." We're talking about turning what you're passionate about–owning your own nail salon, becoming an educator for a major manufacturer, mastering the marble mani–and running with it. At the end of January, surprising opportunities will come your way, but remember that it's up to you to make the most of them. Develop an action plan in February, but don't expect immediate results. Patience is a virtue–and you'll need it if you want things to unfold as they should. Avoid the temptation to overspend in October, and remember that you are laying the foundation for abundance that's sure to come.

Cosmic Creations

Shoot for the stars with three horoscope-inspired nail art how-tos from Phoenix-based nail artist Leibnitz Barragan (@leibnailz).

Step 1 Apply two coats of shimmering gold gel polish.
Step 2 Use a dotting tool to create the stars in the Pisces constellation with white gel. Connect the points using a liner brush.
Step 3 Apply a thin layer of no-wipe gel top coat. Affix rhinestones with resin or gel on top of each white dot.

*Cure after every gel application unless otherwise noted.

Taurus (APRIL 21-MAY 21)

KEY TRAITS: **Persistent, generous, dependable**

Buckle up, because it's going to be a bumpy ride for the Bull in 2019. Yes, we know that even thinking about change makes you break out in hives, so stock up on Benadryl and get on with it. If you've been giving, giving, giving and getting nothing in return from the people in your life, January might be the time to get away for a few days by yourself to recharge your batteries. In February, you'll find yourself questioning your career choices and wondering if you could do better elsewhere. By mid-August you'll know for sure if it's time to move on or stay put and better your situation. October finds you extremely focused on what you want, and by December, you'll be giving yourself a high-five for what you've managed to accomplish this year.

Gemini (MAY 22-JUNE 21)

KEY TRAITS: **Talkative, outgoing, whimsical**

Mercurial Twins have one challenge this year: to choose one idea from the many that pass through your head and follow it through. You're a people person, but you need the people in your life to be interesting. Anything less will bore you to tears. Now that we've got that out of the way, what's in store for you in 2019? In January, you'll experience dissatisfaction at work, but that doesn't mean you should jump ship without a plan. We all know that the grass is always greener, yada, yada, so don't do anything rash. That advice holds true until April 17 when the timing couldn't be better to make a move. Proceed with caution when it comes to making investments in June–it may not be the best time to jump on the Bitcoin bandwagon. Expect a surge of creativity in August. Is it time to finally think about submitting your work to NAHA?

Cancer (JUNE 22-JULY 22)

KEY TRAITS: **Tenacious, imaginative, loyal**

This year is all about finding personal joy, so if you don't think you deserve to be happy or fulfilled, put that thought out of your mind. Your goal is to make a to-do list of the things that float your boat and then start checking them off. April bodes well for career fulfillment, but you might want to think about taking a class or two that could add to your skill set. A bit of soul-searching in July might find you ready to leave your comfort zone, which is always a good thing, trust us. By October, you may feel so put upon that the best course of action is to stay home and binge-watch "Sons of Anarchy." Even if you've seen it before, an extended dose of Charlie Hunnam, preferably shirtless, is bound to make anyone feel better.

1

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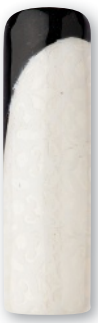
3

Step 1 Apply two coats of light pink gel polish. Apply glitter dust to the nail.
Step 2 Use white acrylic to sculpt a sun on the nail.
Step 3 Use copper chrome flakes or foil to add accents to the center of the sun and its rays. Then, paint different astrological signs in between the rays with white gel. Finish the design with matte gel top coat on the sun and high-shine gel top coat on the rest of the nail.

Leo (JULY 23-AUGUST 21)

KEY TRAITS: **Energetic, generous, optimistic**

Self-confidence has never been a problem for you and, like most Leos, you're a fool for love. Love charges your batteries as surely as a Mophie Wireless Charging Base keeps your iPhone from running out of juice, and in 2019 you will reevaluate every one of your relationships. By April, you'll find yourself yearning for a deeper connection with someone, and by year's end, you'll realize that in order for that to happen, you need to be the type of person you want to attract. If that's a hottie with a six-pack, SoulCycle or at least a Zumba class twice a week might be in your future. This isn't going to be an easy year for Leos, but don't let the challenges overwhelm you. You're strong and resilient, and to paraphrase Gloria Gaynor, you will survive.



Virgo (AUGUST 22-SEPTEMBER 23)

KEY TRAITS: **Analytical, modest, witty**

Virgos can accomplish anything if they understand the rules and know exactly what's required of them. Remember that as you move through 2019 when things become clearer for you. If you're the person everyone calls when they have a problem, expecting you to fix it, you might feel a bit irritated in January, which is understandable because the planets have decreed that it's time to put yourself first for once. This is the year for setting boundaries in personal relationships and at work. If it's been a long time since you've raised your prices, do it in April because, quite simply, you're worth it. Take a well-deserved bow in August when others start noticing the great work you do. Your lesson this year is to be honest with others and less critical of yourself.

Libra (SEPTEMBER 24-OCTOBER 23)

KEY TRAITS: **Kind, diplomatic, romantic**

While Libras are usually satisfied playing second fiddle, this is your year to take a leadership role, so put your people skills to work and reap the benefits on the job and in your personal life. January finds you disillusioned with your current job situation, leading you to question the career choices you've made so far. Dissatisfaction at work escalates in February and March, but by July you're ready to shake things up a bit and try something new. Long to see the world on someone else's dime? You could spend a year traveling the globe on a cruise ship where you'll earn good money doing nails and hone your organizational skills. The point is to think outside the box and imagine the life you want. Remember that denial is not just a river in Egypt. Get it, De Nile? So, stop pretending things are just ducky when they aren't and move up to first chair. No more second fiddle for you.

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Step 1 Apply two coats of shimmering blue-purple gel polish.
Step 2 Apply multicolor chrome flakes in clusters on the nail. Then, apply a thin layer of clear base gel. Remove the inhibition layer.
Step 3 Paint a crescent moon and different astrological signs around it with white gel paint. Add details to the moon's face with black gel paint. Finish with matte gel top coat.

*Cure after every gel application unless otherwise noted.

Scorpio (OCTOBER 24-NOVEMBER 22)

KEY TRAITS: **Focused, intuitive, ambitious**

Scorpios are entering a new seven-year cycle (thank God) because the past seven years were marked by turmoil and insecurity. So what's ahead? This is your year to shine in the workplace where success is yours for the taking. Just make sure that you're doing work that you're passionate about, not just going through the motions. May brings opportunities for meeting people who can advance your career, and in July you'll be positively giddy with all the possibilities out there. Make a long-term plan in August and by September you could be on your way to a whole new life. Dream big—working on the set of "Claws" big enough for you? No matter. If you can dream it, you can do it. And if you play your cards right, you'll have reason to celebrate in December.

Sagittarius (NOVEMBER 23-DECEMBER 22)

KEY TRAITS: **Generous, idealistic, curious**

Mighty Jupiter is only in your house once every 12 years, and guess what? This is one of those years. So what does that mean for Archers? Let's just say that you should be wearing one of those "Life Is Good" T-shirts all year long. January is a great month for reaching out and meeting new people, and in February, don't be surprised if an opportunity presents itself that could take your career to a whole new level. Post your work on Instagram so everyone can see just how fabulous you are. Up your game by following celebrity nail techs like Kimmie Kyees (Rihanna, Khloe Kardashian, Chrissy Teigen) or Tom Bachik (Heidi Klum, Jennifer Lopez, Selena Gomez) for inspiration. Get thee to a couple of trade shows and start networking. Do the legwork and you'll reap the benefits come September, when getting a whiff of the sweet smell of success is totally within reach.

Capricorn (DECEMBER 23-JANUARY 20)

KEY TRAITS: **Determined, practical, helpful**

If you want a job done right, ask a Capricorn to do it. Pragmatic, determined and driven, they won't let you down. The downside is that Caps tend to be harder on themselves than their high school algebra teacher. This year, nose-to-the-grindstone Capricorns need to lighten up a little. Keep that in mind in January when you feel like an energy vampire has sapped your strength. March is time to take stock of what you're worth and demand that you're properly compensated for the work you do. If you're feeling unusually weepy in July, it's because the emotions that you've suppressed for a long time are bubbling to the surface. Let them out and you'll be right as rain come August. Good news for Capricorns who've been feeling a tad under-appreciated: A tsunami of love, affection and newfound respect is coming your way in October. Try to check your usual skepticism at the door and enjoy the ride. You deserve it. NP

Coming Clean

THE DISINFECTION PROCEDURES YOU PRACTICE CAN MAKE OR BREAK YOUR SALON. SET YOURSELF APART—AND KEEP SERVICES SAFE—BY ADHERING TO PROPER PROTOCOLS.

By Tracy Morin

It's impossible to overstate the importance of employing proper disinfection procedures in the salon. After all, poor sanitation can cause infections to spread among clients, potentially resulting in a devastating lawsuit that could destroy your business altogether. Unfortunately, according to Janet McCormick, cofounder of Nailcare Academy in Fort Myers, Florida, many techs are cutting corners when it comes to these crucial practices, such as mixing disinfectant solutions. "If you're not measuring or mixing solutions properly, you might as well not be doing anything," she stresses. "I think there are more techs doing it right than 20 or 30 years ago, but I'd estimate that 40 to 50 percent are still taking shortcuts." Here's what you need to know to make sure that your salon's sanitation standards are up to snuff.

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On the Surface

For surfaces such as manicure tables, chairs, sinks and floors, Virox outlines a four-step disinfection process: Remove any dirt and debris first; thoroughly wet the surface with a spray disinfectant or presoaked disinfecting wipe; allow the solution to remain wet on the surface for the recommended time on the product label, reapplying if needed; and allow the surface to air-dry or wipe with a clean cloth.

Though disinfection seems straightforward, experts lament the improper procedures practiced in many salons. Petkovic has witnessed many using household-type products for their surface disinfection, but these won't achieve the desired results, she says. "Most dry within the required 10 minutes, so you must use professional products," she explains. "And even though our products kill 30 pathogens in one minute, you must leave the product on for the full 10 minutes for complete disinfection." Finally, be sure to clean all surfaces between clients to prevent the spread of everything from flu to fungus. And don't overlook those oft-touched areas, like the reception desk and door handles!

Implementing Procedures

Today, many salons keep services safe by using single-use implements made of porous materials, such as wood or cotton, that are disposed after each client's service. But nonporous implements made of stainless steel or hard plastic must be thoroughly cleaned and *then* disinfected after each use. "Cleaning is the first step of the disinfection process; it reduces pathogens by 99 percent, but it doesn't disinfect," notes Kent Jones, director of business development for Virox Technologies in Oakville, Ontario, Canada.

McCormick clarifies that cleaning should entail brushing the implement with soap and water, rinsing it and then finally drying it—a crucial step to avoid diluting the disinfectant, rendering it less effective. "Prep is one of the most important steps; don't simply drop the implement in disinfectant," she says. "When you do that, microbes with an oily covering will not be attacked by the disinfectant." Then, follow the instructions on the disinfectant you use. They usually require an 8- to 10-minute immersion time.

Keep in mind that there are low, intermediary and high levels of disinfectant. Milica Petkovic, director of marketing for Virox, notes that Barbicide, for example, requires changing every day, while high-level disinfectants can last for 21 days. Adding to the confusion, state board regulations vary. "For nail tools that may come in contact with broken skin or blood, such as clippers, nippers and pushers, a high-level disinfectant is appropriate," says Siobhian Sweetingham, technical marketing specialist for Virox. "But most states require only a medium-level disinfectant for these." Finally, if mixing is required, measuring proper ratios is key; don't simply estimate amounts or rely on visuals to guess the correct mix.

Tub Time

Pedicure tubs have certainly gotten the worst rap in the salon setting for being breeding grounds for infection, leading to well-publicized cases of illness and even death in years past. Jones points out that these concerns have provoked a movement toward noncirculating (pipeless) footbaths, though many salons still work with circulating models. Sanitation procedures are different for each, and there are two processes to follow: one for after each client and another for end-of-day disinfection.

GETTY IMAGES

1. DL Professional
Glass Manicure Jar
burmax.com

2. Barbicide
Wipes
barbicide.com

3. Lucas Products
Lucas-Cide
lucasproducts.com

4. Belava
Disposable
Pedicure Liners
belava.com

5. Kupa
Ultra Sonic Disinfector
kupainc.com

6. Nouveau Nail
Professional
Defense Anti-Spray
americanails.com

COURTESY OF MANU

For circulating footbaths, the Professional Beauty Association-sponsored Nail Manufacturer Council (NMC) recommends employing the following procedure after each and every client:

1 Drain all water from the basin.
2 Scrub all visible residue from the inside walls of the basin with a brush, liquid soap and water. Use a clean and disinfected brush with a handle. Brushes must be cleaned and disinfected after each use.
3 Rinse the basin with clean water.
4 Refill the basin with clean water, and circulate the correct amount (read the label for mixing instructions) of the Environmental Protection Agency (EPA)-registered hospital disinfectant through the basin for 10 minutes.
5 Drain, rinse and wipe the basin dry with a clean paper towel.

Following these sanitation guidelines will help you safeguard your clients' health *and* the health of your business.

At the end of the day, an additional deep clean is needed for circulating models:

1 After draining water from the basin and removing visible debris, remove the filter screens, jets and all other removable parts from the basin. Clean the screen and other removable parts and the area behind these with a brush, liquid soap and water to remove all visible residue and replace the properly cleaned screen and other removable parts.
2 Fill the basin with warm water and chelating detergent (cleansers designed for hard water) and circulate the spa system for 5 to 10 minutes (follow manufacturer's instructions). If excessive foaming occurs, discontinue circulation and let it soak for the remainder of the 10 minutes.
3 Drain the soapy solution and rinse the basin.
4 Refill the basin with clean water and circulate the correct amount (read the label for mixing instructions) of the EPA-registered hospital disinfectant through the basin for 10 minutes.
5 Drain, rinse and wipe dry with a clean paper towel.

At least once each week:

1 Do not drain the disinfectant solution—turn off the unit and leave the disinfecting solution in the unit overnight.
2 In the morning, drain and rinse.
3 Refill the basin with clean water and flush the system.

GETTY IMAGES

Noncirculating footbaths have a more streamlined procedure after each client, according to the NMC. Simply drain the basin and remove any visible debris, clean the basin with a clean brush and detergent or disinfectant, rinse and drain. Refill the basin with clean water and the correct amount (read the label for mixing instructions) of the EPA-registered hospital disinfectant. Leave this disinfecting solution in the basin for 10 minutes. Drain, rinse with clean water and wipe dry with a clean paper towel.

Another option for maintaining sanitary tub basins: disposable tub liners, which reduce the risk of cross-contamination. "Along with providing a protective barrier to each client, the disposable liners benefit the nail technician by eliminating the need to sanitize the basin with a disinfectant and completely dry the surface for the next patron," says Natalie Zolotnik, vice president of operations for Belava. "In addition, the gallons of water needed for the sanitation process seriously impact costs, labor and the environment. Pedicure liners streamline a salon's sanitation procedures by eliminating the need for a deep clean, hence saving time between clients, labor and money—especially for mobile techs."

Following these sanitation guidelines will help safeguard your clients' health *and* the health of your business. If you're going the extra mile to practice proper disinfection procedures, make sure to let your clients know by publicizing it on your website and in the salon so they feel confident in choosing your business over the competition. NP

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

7. Cácee
3-In-1 Spa Disinfectant
caceeinc.com

8. Qosmedix
Disposable Spa P
edicure Liner
qosmedix.com

9. Splish Splash
One-Step Disinfectant
splishsplashcleaners.com

10. Bodipure
Spa Cleaner
bodipure.com

11. Rejuvenate
Ready to Use Wipes
One-Step Disinfectant
Cleaner
viroxprobeauty.com

12. OPI
Spa Complete
opi.com

Let It Flow

DISCOVER HOW FENG SHUI MAY BE THE SECRET TO ACHIEVING ALL OF YOUR GOALS IN THE NEW YEAR.

By Taylor Foley

Imagine there was a way to boost productivity, attract new clients and improve staff morale simply by moving your furniture or changing your salon decor. There is: the ancient Chinese practice of feng shui. The term, which literally translates as "wind-water," focuses on creating a balance of positive energy in your work and living spaces in order to achieve happiness and success. "Positive vibes elevate the salon experience, which, in turn, increases your clientele," enthuses Melissa LeMay, business educator and salon strategist. What's more, feng shui can be used to incur specific benefits for your business, such as enhancing creativity or creating harmony amongst staff. The good news is that you don't have to spend a lot of time or money in order to update your space. Achieving feng shui is surprisingly easy: You simply need to create a balance between the five elements—wood, water, fire, earth and metal—and develop a positive *chi*, or energy flow. "Every element has its own energy, attributes, shape, color and personality," explains Priya Sher, a London-based feng shui consultant. Feng shui follows the *bagua*, a map that connects different areas in your workspace to different areas in your life to achieve a desired goal, such as boosting profits or attracting new clients.

Ready to take the plunge? Begin with a thorough deep clean to increase productivity. "Less is always more in feng shui; decluttering the salon is an easy way to help the positive energy flow," says feng shui enthusiast Lianna Nguyen, co-owner of Zen Nails in Florence, Kentucky. Throw out old polishes, implements, towels, magazines and any signage that's in less-than-perfect condition. Then, use these budget-friendly tips to feng shui your salon and reap the benefits in the coming year.

GETTY IMAGES; COURTESY OF SALONS

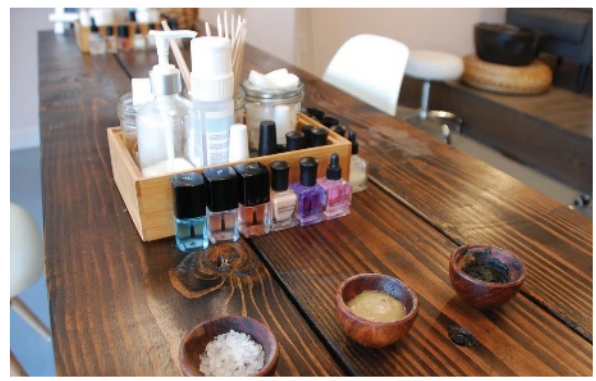
Wood

Colors:
Green, brown
Common Associations:
New beginnings, vitality and new growth

Base Coat Nail Salon utilizes wood and live plants in its decor.

The element of wood is often associated with greenery, live plants, wood furniture, cabinetry or tall, vertical objects. "To uplift clients' mood, always keep fresh flowers in the waiting area," suggests Sher. "Or to boost sales, place a tall green plant in the corner diagonally opposite of the salon door, which represents new wealth." Karen Rauch Carter, Naples, Florida-based feng shui consultant and author of *Move Your Stuff, Change Your Life* and *Make a Shift, Change Your Life*, recommends placing a live plant or a painting of a lush landscape in the back left corner of the salon, which is the prosperity area, to symbolize that your money is always growing.

When evaluating the presence of wood, examine anything that may be physically preventing clients from walking through the door, such as large bushes, columns or walls. Sher recommends planting bay trees on both sides of the front door or creating a floral window display to draw good energy and wealth into the salon. The layout inside the salon is equally important. "The pedicure stations should be in the back, while manicure tables and the waiting area should be at the front," says Nguyen. "The reception area should never be directly in line with the front door, as that puts receptionists in the 'line of fire,' which can result in a high turnover rate," warns Carter. Instead, set up your reception desk at a diagonal, so it's visible from the front door.



(From left) The entrance at Hortūs Nailworks offers an earthy, woodsy feel, while Juniper, A Natural Nail Bar, incorporates a wooden table for manicures.

Aqua Pedi employs blue tones and oceanic elements.

Water

Colors: Blue, black
Common Associations: Harmony, prosperity and balance

Although nail salons are naturally associated with water (thanks to the abundance of sinks, manicure bowls and pedicure tubs), it's still important to showcase a few additional water elements throughout your space. Often associated with a wavy, free-flowing shape, water can be represented by a small fountain, paintings of water scenes or mirrors. "Much like lake or river water reflects the sky above it, mirrors offer the same reflective quality," explains Carter. Sher suggests hanging mirrors throughout the salon, especially in the southeast section of the waiting area to activate money energy. (Bonus: Mirrors can make your space appear larger than it actually is!)

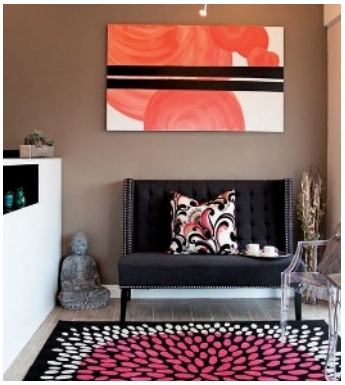
Paloma Salon and Images Luxury Nail Lounge add blue and black tones to their design.

Fire

Colors:
Red, orange
Common Associations:
Energy, passion and creativity

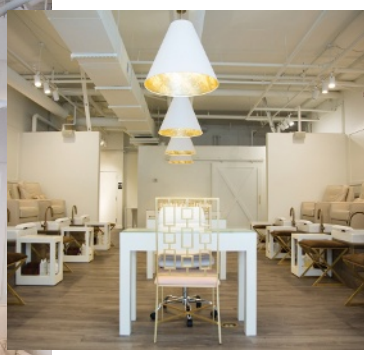
The overhead lighting at House of Polish gives off a soft reddish-orange glow.

Integrating the fire element without overwhelming or intimidating clients is key. For example, a bright red wall is a definite no-no, as it evokes feelings of rage or anger. Instead, add subtle touches to your space, such as lights, candles, a fireplace or anything in a triangular or diamond shape. Start by examining your salon's current lighting system. "Avoid tube or fluorescent lighting if possible, as these can cause headaches," warns Sher. Good lighting is also crucial for retail sales. "Set up your retail space so that clients can walk all the way around it in order to keep the energy flowing around your products," recommends Carter. "You can also regularly rotate the products on the displays or place a moving sculpture or fan nearby."



Zenii Skin & Nails and Côte add a pop of red and orange accessories to their decor.

The light brown and yellow tones found at Paintbase combine with square pedicure chairs for an earthy quality.



Earth

Colors: Yellow, light brown
Common Associations:
Support, stability and nourishment

The earth element quite literally sets the foundation for your business. "Earth is usually represented by horizontal shapes or squares, anything with a flat, horizontal surface or neutral or yellow tones," says Carter. To add hints of the earth element, showcase handmade ceramic pottery at the reception desk or decorate the waiting area with yellow or beige accents. "Give the waiting area an at-home feel with new cushions or comfy throw blankets," advises LeMay. Other long-lasting alternatives include painting the walls in a solid neutral hue or installing marble or granite countertops for cabinets, reception desk or nail tables.

Metallic and gray tones carry throughout Dolls and Dandy Nail Lounge.

Metal

Colors: White, gray, metallic
Common Associations: Structure, mental strength and productivity

Metal is represented by round or mounded shapes, metal objects or anything with a shiny finish. "Metal relates to good organizational skills, enhanced concentration and money energy," explains Sher. If a minor renovation is within your budget, add arched doorways or dome lighting throughout the salon. Or, for a more budget-friendly option, opt for subtle metal accents, such as vases, picture frames, candlesticks or door knobs.

The best part about incorporating feng shui into your salon design is that any change you make, large or small, can make a difference—so set a goal and get creative! To learn more about feng shui or to locate a consultant in your area, visit the International Feng Shui Guild website at ifsguild.org. NP

(Clockwise from top) Prép Beauty Parlour features white and chrome reflective walls; the Hills Salon & Spa boasts chrome chandeliers and mirrored vanities; and Frenchies Modern incorporates neutral tones with white, gray and metal furniture.

A GOOD NIGHT'S SLEEP

CAN'T STOP TOSSING AND TURNING? LEARN HOW TO GIVE YOUR INSOMNIA A REST.

If you didn't sleep well last night, you're not alone. According to a 2016 *Consumer Reports* survey, a whopping 68 percent of Americans struggle with their sleep at least once a week, and 27 percent have difficulty falling asleep or staying asleep most nights.

Janet McCormick, MS, educator, author and co-owner of Nailcare Academy, falls into the latter category. "I've had only three to four hours of sleep most nights for years," the nail industry veteran reveals. "My doctor pushed me very hard to make a change in my lifestyle for the sake of my health, but I didn't take him seriously. He ended up being right." A long-time sufferer of insomnia, McCormick urges other nail pros with the problem to heed her advice: Address the issue early on, for the sake of your health *and* your career. Here's everything you need to know about identifying, understanding and addressing this distressing condition.

THE REAL DEAL

"There are three factors that health professionals use to determine whether a person suffers from insomnia: length, severity and impact," explains Colleen Ehrnstrom, PhD, ABPP, a clinical psychologist who works in the family program at the Department of Veterans Affairs in Denver, and co-author of *End the Insomnia Struggle: A Step-by-Step Guide to Help You Get to Sleep and Stay Asleep*. "For length, we diagnose insomnia when someone is reporting trouble sleeping 'more often than not' for a minimum of 30 days. So, it has gone on long enough that it's starting to create its own pattern. For severity, if you're having problems with any of the following more often than not for 30-plus days—falling asleep, staying asleep, waking up too early and not being able to get back to sleep, or just feeling like you're not able to get restorative sleep—that indicates insomnia," Ehrnstrom continues. "As for impact, we look for effects that occur during the day, not just at night, like fatigue, distress, dysfunction and difficulty getting things done."

If any or all of the above apply to you, insomnia may be your problem—but there's a caveat. "We're not talking about people who are sleep-deprived because they're up late working or taking care of kids," Ehrnstrom clarifies. "We're talking about people getting into bed at the prescribed time, staying in bed and still not getting that deep sleep." Interestingly, she points out, individuals with insomnia usually spend *more* time in bed than they need to because "they're trying to catch up." This, she adds, can actually confuse the body and make things worse.

THE INSOMNIA "SPIRAL"

Insomnia is *not*, in and of itself, a medical condition. However, as McCormick learned, it *is* a risk factor for a nearly endless list of health problems, including heart disease, high blood pressure, stroke, diabetes, obesity, mental health disorders and even infertility. Lack of sleep also compromises the immune system, leaving us more vulnerable to viral and bacterial infections.

Even a small loss of sleep increases the likelihood for accidents and misjudgments. "Studies have shown that just one night lacking

INSOMNIA FACTS*

Approximately 60 million Americans are affected by insomnia.

Insomnia costs the U.S. economy $63 billion in lost productively every year.

About 80% of pregnant women suffer from insomnia.

Eighty-three percent of people who suffer from depression also experience symptoms of insomnia.

It's estimated that one-third of overdoses involve medications commonly prescribed for insomnia.

Sources: *National Sleep Foundation, sleepfoundation.org; American Academy of Sleep Medicine, aasm.org; National Center on Sleep Disorders Research, nhlbi.nih.gov; American Alliance for Healthy Sleep, sleepallies.org,* End the Insomnia Struggle: A Step-by-Step Guide to Help You Get to Sleep and Stay Asleep *(Ehrnstrom & Brosse, New Harbinger, 2016).*

GETTY IMAGES

sleep can impact our reaction time, our thought-processing time and our focus," reports Ehrnstrom. Imagine the effects of a sleep deficit of a month or more! For nail techs, the consequences might include a nipped cuticle or a scalded foot. Quality of work, especially detail work, can suffer—and profit margins might follow, increasing stress and leading to even more sleepless nights. "I'm glad I'm educating instead of working in a salon," McCormick admits. "The services I would do would be horrible!"

Although anyone can develop insomnia, according to Ehrnstrom, there are six circumstances that seem to render people most vulnerable:

- Being a woman (the female endocrine system is tied to sleep circuitry).
- Being aged 60 or over.
- A mental health diagnosis.
- Frequent, extensive travel.
- Stress.
- Working shifts that vary or aren't compatible with a normal sleep schedule.

Still, not every woman, person over 60, frequent traveler, etc., develops insomnia. Why some and not others? Many insomnia experts, including Ehrnstrom, turn to the "3P Model" espoused by sleep researchers Art Spielman, PhD, and Paul Glovinsky, PhD, FAASM, to explain how people get stuck in an "insomnia spiral." "The 3Ps—which stand for predisposal, precipitating and perpetuating—describe a stacking effect of elements that, when occurring together, lead to the problem," she explains. For example, a mental health issue or recent injury might predispose someone to insomnia. Then there's a precipitating event, such as a major life change, which pushes them further. Finally, the person has a perceived need to do something counterproductive to sleep, such as spend too much time in bed, and that perpetuates the problem to create that "perfect storm" that is insomnia.

A LONG-TERM FIX

There are numerous proven ways to address insomnia, but first it's essential to determine or rule out a serious medical problem as the cause. Sleep apnea, for instance, is a relatively common but potentially life-threatening condition in which pauses in breathing during sleep can lower a person's blood oxygen to dangerous levels. Depression or anxiety, chronic pain, gastrointestinal disorders and heart rhythm irregularities could also affect sleep. In many cases, addressing these issues resolves the insomnia.

Prescription or over-the-counter sleep medications can be helpful for short-term or medically supervised use. "When you're taking care of kids, have to drive, have an important job or are suffering from mental health effects, it's better to err on the side of medication just to stabilize the person," says Ehrnstrom. "Over time, however, the drugs can become harmful to the body and even stop working altogether." Once insomnia sufferers are beginning to get better sleep, Ehrnstrom recommends shifting from a short-term medication fix to looking at your overall relationship with sleep. "You need to nurture it like any other relationship," she says. "Identify your particular problems, as there are different ways to address them."

Sleep experts recommend a few commonsense measures you can adopt to help regulate your sleep:

- Curb caffeine intake.
- Exercise regularly.
- Avoid food (except for a small snack) or alcohol intake at least three hours before bedtime.
- Stick to a bedtime/wake-time routine.
- Make sure your bedroom is dark and cool.
- Try relaxation and meditation techniques.
- Avoid screens before bed.
- Talk to a friend or therapist about nagging worries that keep you awake.

And finally, remember that your body is not going to be predictable no matter what you do. "Inherent in all of this is that sleep is irregular in a normative way, just like appetite is—some days we're just hungrier and others, less so," says Ehrnstrom. "If you think you're supposed to have high-quality sleep every night, you might start to worry if you're 'developing a problem.' It's important to remember that we all have trouble sleeping from time to time." NP

Linda Kossoff is a health and wellness writer based in Los Angeles.

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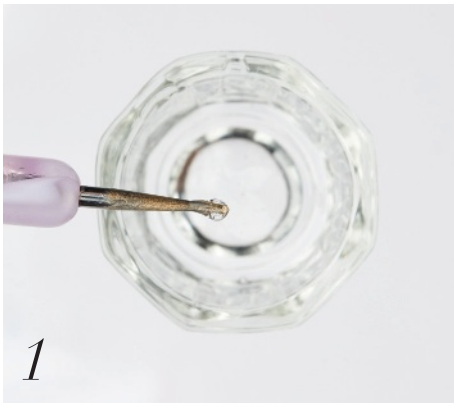
When it comes to nail art essentials, NSI Tech-Gel Glitter Base is a must. Use this thin-viscosity gel to create custom glitters, blooming art designs or even 3-D candy balls, shown here. Plus, because of its crystal-clear finish and super-solid hold, it's ideal for adherng crystals and other embellishments. The non-yellowing, no-bubbling formula makes this a go-to product for all of your gel art services.


1

2

3

4

5

6

❶ Pour a small amount of Tech-Gel Glitter Base into a jar. Dip the tip of the implement into the jar to scoop up a small bead of product. Allow it to settle into a ball. Cure for 30 seconds in an LED lamp or 2 minutes in a UV lamp while slowly turning the tool to maintain the round shape.

❷ Dip the ball into iridescent white Secrets Sparkles Glisten.

❸ Dip the glitter-covered ball back into the Tech-Gel Glitter Base. Cure while turning the tool.

❹ Paint petals on each side of the ball with Polish Pro Gel Polish in Buff. Cure.

❺ Dip the ball into the Tech-Gel Glitter Base again. Cure. Repeat Steps 4 and 5 at least three times to achieve the desired look.

❻ Finish with Essential Seal, cure and wipe the inhibition layer. Remove the candy ball from the tool by slowly twisting it upward. File the back of the ball until it's flat, and then adhere it to the nail with more Tech-Gel Glitter Base. Cure and finish the nail as usual.

TIP! Use a thin, sharp implement instead of a dotting tool for this technique to easily remove the candy ball. File the tip of your implement before dipping it into the base to roughen the surface for the product to hold.

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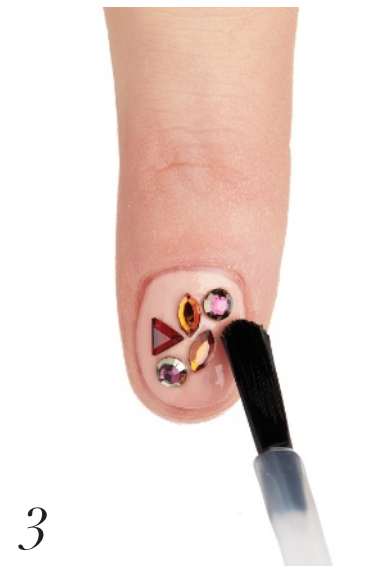
The newest addition to the Swarovski Crystalpixie line: Tiny Treasures. Inside each packet you'll find a selection of crystals to inspire your nail creations. From flat backs to tiny caviar balls to pendants with jump rings for nail piercings, the stones in the Tiny Treasures collection are larger than the original Crystalpixie gems and can be mixed and matched for endless design possibilities.



1. Apply base gel plus two coats of light pink gel polish, curing after each.

2. Apply high-viscosity gem gel or stone resin onto the inhibition layer of the nail. Use a Crystal Katana to pick up each gem and gently press it into the resin in the desired design. Allow the glue to dry or cure as directed.

3. Apply gel top coat to the entire nail; avoid covering the crystals.

4. Then, use a detail brush to apply gel top coat between each crystal, and cure. NP

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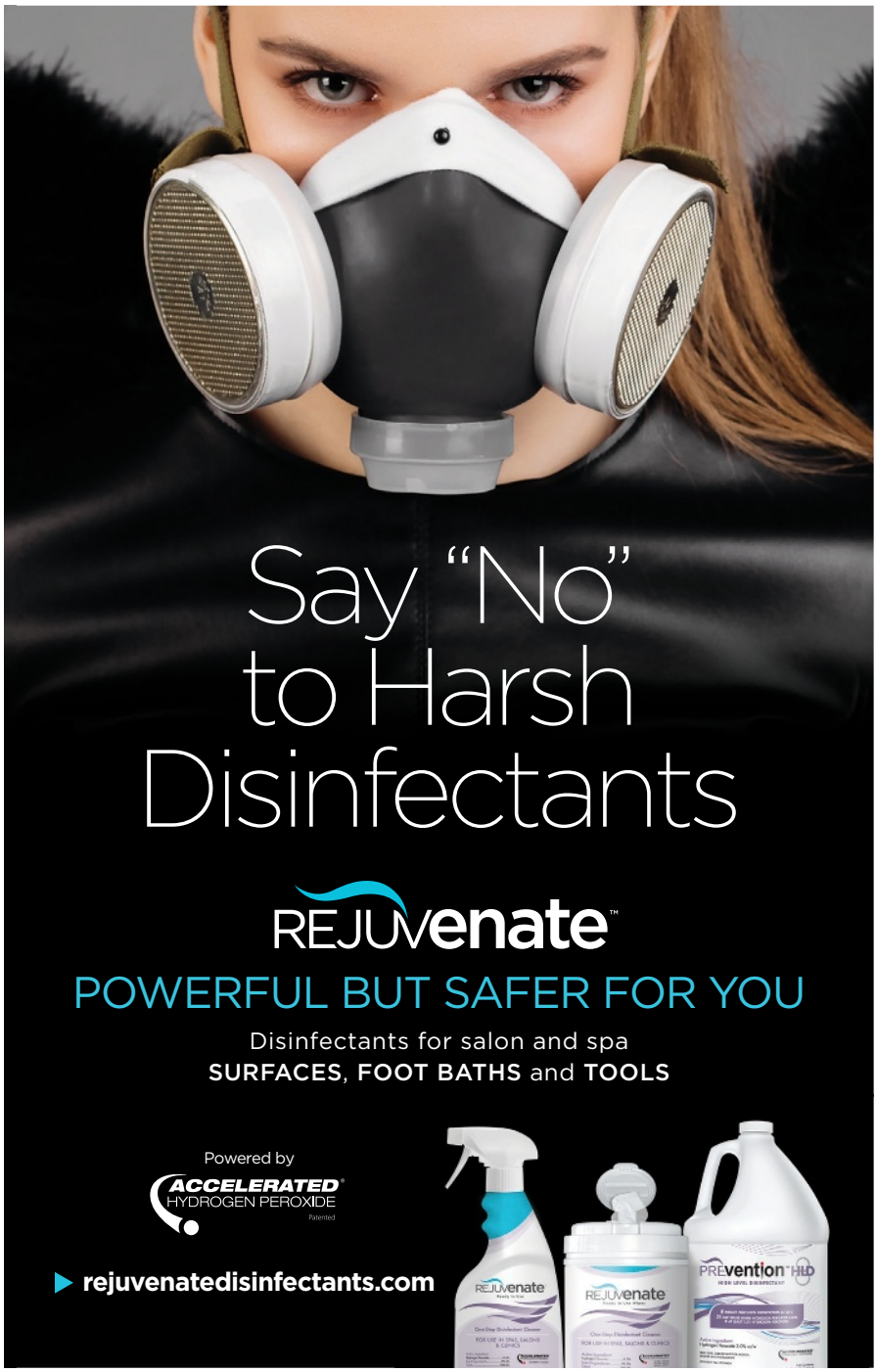
Los Angeles, CA.
Contact Indie Beauty Expo, 155 Water St, #201, Brooklyn, NY 11201;
718.928.9954; indiebeautyexpo.com.

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.

CLASSES

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.

Wildflowers Nail Academy
239.677.0578, wildflowersnails.com
9 E-File Basics Workshop: North Fort Myers, FL.
14 Sculpt or Build Pro Certification: North Fort Myers, FL.

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: Atlanta, GA

Wildflowers Nail Academy
239.677.0578, wildflowersnails.com
16-21 Master Artist Series: North Fort Myers, FL.
19 Sculpt or Build Pro Certification: North Fort Myers, FL.

Young Nails
714.992.1400, youngnails.com
18-22 Mastering Acrylic:
Anaheim, CA. NP

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A Good Night's Sleep

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 "A Good Night's Sleep" 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. _____ percent of Americans report struggling with their sleep at least once a week.
A. 44
B. 68
C. 33
D. 27

2. The three factors used to determine whether a person suffers from insomnia are length, severity and _____.
A. Frequency
B. Impact
C. Mental distress
D. Perception

3. Daytime effects are not a factor in determining the impact of difficulty sleeping at night.
A. True
B. False

4. Which of the following was not listed as a potential health problem related to insomnia?
A. Infertility
B. Hearing loss
C. Obesity
D. Viral infection

5. You're more likely to have a car accident if you've had less sleep than you need.
A. True
B. False

6. The three Ps of the insomnia "spiral" are predisposal, precipitating and _____.
A. Predictive
B. Predatory
C. Perpetuating
D. None of the above

7. Which of the following statements about taking sleep medication is true?
A. Over time, its effectiveness increases.
B. In the short-term, it can be helpful.
C. There's never a good reason to take it.
D. It's a good permanent solution.

8. A small glass of wine before bed is recommended to help curb symptoms of insomnia.
A. True
B. False

9. To help facilitate a good night's sleep, your bedroom should be _____.
A. Equipped with a TV
B. Kept at 78 degrees Fahrenheit
C. Kept dark and cool
D. Decorated in soothing blues and greens

10. Insomnia costs the U.S. economy _____ in lost productivity every year.
A. $63 million
B. $63 billion
C. $83 billion
D. $63 trillion

NAME _____

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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 January 31, 2019. Answers will appear in the March issue.

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

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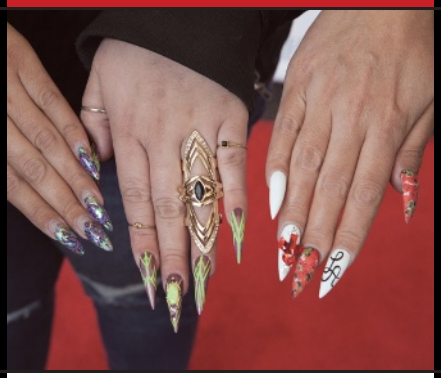

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Gauze Wipes 100-ct. $1.00	Flex Tape $1.00 Pink or Black	Mini Manicure Sticks 50-ct. $1.00	Polish Display Wheel $1.00	Stork Scissors $1.00	FastFoils™ Foil Wrap, Cotton Pad & Acetone 10-ct. $1.00	Mr. Pumice Pumi Bars $1.00 Ultimate or Purple Pumi Bar	Durable Plastic Storage Case $1.00 Contents Not Included	Nail Solution Bottles 16 oz. $1.00	Twist-Lock Pump Bottle 8 oz. $1.00

PLUG IT IN

KUPA Mani-Pro Razzberry $149.95 15,000 RPM ADJ. SPEED AND 3 BITS	Erica's PRO-TECH 2300 30,000 RPM $299.95	Erica's MT-20 $399.95 20,000 RPM	Erica's TL-24 Cordless E-File $399.95 8 HOUR CHARGE	SonicTouch Ultrasonic Remover $99.95	BreatheEasy™ Dust Collector $49.95	Mini Hot Towel Steamer Kit $49.95	Stainless Steel Towel Warmer $149.95 WITH UV FUNCTION	UV Sterilizer $149.95	Spa Manicure Warmer $9.95 25 cups $1.95

ABRASIVES

Mini Files *Black or Zebra* 20-ct. $3.50	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 $0.59 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/1512 $53.95*	Mini Orange Sani Blocks MED/FINE 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 $0.90 EACH 50-ct. $44.95	SPONGE BOARDS™ Standard $1.00 EACH 50-ct. $49.95	SPONGE BOARDS™ Jumbo $1.25 / 25-ct. $29.95	

NAIL COLOR TREATMENTS

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!	china glaze SALE! .5 oz. ~~$3.75~~ $2.95	Just GEL POLISH BUY 2 GET 1 FREE! .5 oz. $13.95	Pro Nail 99% Alcohol, Non-Acetone, or Acetone BUY 10 GET 2 FREE! 32 oz. $4.95	inm Out The Door Top Coat SALE! .5 oz. $3.50 2.5 oz. $8.95 4 oz. $11.95 16 oz. ~~$19.95~~	DURABLE ACRYLIC POLISH DISPLAYS TABLE TOP DISPLAY Holds 30 Bottles $24.95 Holds 60 Bottles $34.95 WALL MOUNTED Holds 36 Bottles $24.95 Holds 96 Bottles $34.95 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 oz. $4.95 Pro Kit .5 oz. & 4 oz. $14.95	Seche Crystal Clear Base Coat .5 oz. $3.75	VARISI Natural Nail Treatment .5 oz. $4.95	OMEGA LABS Fungus Treatment .5 oz. ~~$7.95~~ $3.96 SAVE 50%	INFA-LAB Magic Touch Liquid Styptic .5 oz. $1.95	DeMert Nail Enamel Dryer 8.5 oz. $2.50 Case (12) $23.95		

TIPS TOOLS ACCESSORIES

NAIL BASIX™ PROFESSIONAL TIPS 500-ct. $7.95 50-ct. $2.50 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 $59.95	Split Second Brush-On Nail Glue BUY 1 GET 1 FREE! 10 gm. $2.95	Rectangular Nail Forms 500-ct. $3.50 Acrylic Dispenser $4.95	Dust Masks 50-ct. $2.95 Case/2000 $99.95*	Double Spring Cuticle Nipper $2.95	Stainless Cuticle Pushers Spoon Pusher Spoon Pusher / Pterygium Remover 2-Sided Straight Pusher Straight Pusher / Cleaner $2.95 EACH		Sterilizer Tray $5.95	
Latex Gloves $4.95 100-ct.	Litle Dipr's 10-ct. BUY 1 GET 1 FREE! $9.95	-ibd- 5 Second Nail Glue SALE! 2 gm. $0.99	Stainless Steel Pump Bottles 4 oz. *or* 8 oz. $3.50	French Manicure Brush DOTTING TOOL ON HANDLE $5.95 BUY 1 GET 1 FREE!	Clearly Kolinsky Acrylic Brushes #8 $14.95 #10 $16.95 #12 $22.95 #16 $44.95 #18 $49.95 #20 $54.95 Acetone Resistant Clear Handles	Pro Nail 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 & LP

No Lift Nails® No Lift Primer .75 oz. $11.95	NAIL BASIX™ Primer .25 oz. $2.95	NAIL BASIX™ Violet Acrylic Liquid 2 oz. $3.95 4 oz. $5.95 8 oz. $7.95 32 oz. $29.95 Gallon $89.95	NAIL BASIX™ Acrylic Powders .75 oz. $3.95 2 oz. $5.95 4 oz. $10.95 48 oz. $99.95	NAIL BASIX™ Single Process UV/LED Gels 1 oz. $7.95 4 oz. $29.95 16 oz. $69.95	gelish POLYGEL PolyGel 2 oz. $59.95 Trial Kit $62.95	-ibd- Builder Gels 2 oz. ~~$49.95~~ $29.95	-ibd- Clear Gel BUY 1 GET 1 FREE! 8 oz. $97.50	-ibd- Intense Seal SAVE $4 .5 oz. ~~$13.95~~ $9.95	

BACKSCRATCHERS

Stikr Resin .5 oz. $11.25 1 oz. $19.25	Stikr Brush-On Resin 8 gm. $6.15	Kikr Spray Activator 2 oz. $19.25 8 oz. $54.00	Pressurized Spray Activator Kikr 6 oz. $16.75	Glazed Glass 2 yds. $5.75 12 yds. $28.45	Extreme Finish Glaze .5 oz. $11.75 Base Glaze .5 oz. $11.75	Extreme Powders 1 oz. $12.55 4 oz. $33.55	Extreme Glaze Dryer 6 oz. $16.75	Extreme Glaze Sealer .5 oz. $8.20 4 oz. $37.00	SeptiFile Handles 6-ct. $7.75 Grits 50-ct. $14.50

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Eliminates need for soaking in water, cuticle softener or oil, and massage cream!
AS LOW AS **$0.90** PER PAIR

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Pedi in a Box 3-in-1
AVAILABLE IN FOUR VARIETIES
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GLOVES & SOCKS AVAILABLE IN TWO VARIETIES
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Feet and legs will look and feel totally refreshed with a whole lot of shimmer!
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Cuticle Eliminator
Removes cuticles in SECONDS from fingers and toes.
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Daily therapy for heels prone to drying and cracking.
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Deep hydrating cuticle butter sticks keep cuticles moist and supple.
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360 pair $69.95*

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400-ct. $69.95 1600-ct. $249.95

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Peppermint Pedicure Collection
8 oz. $2.95 · Gallon $17.50* · 5 Gals. $59.95*

Gentle Exfoliating Sloughing Cream · Pedicure Scrub · ROCK SALTS · Crème Mask · Ice Cooling Gel

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SAVE $3

Mr. Pumice Metal Foot File $4.95
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• Elegant Bowl • Tub Insert • 20 Liners • Heat & Vibration

Pedicure Tub with 20 Disposable Liners $32.00

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Blue Cross Cuticle Remover
32 oz. $4.95

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Kills 99.99% of bacteria and viruses
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MAKES 128 GALLONS
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KiKi Disposable Pedicure Kit USE ONE PER CLIENT
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Case (200) $59.95 39¢ EACH

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TERRY CLOTH TOWELS 12-CT.

Manicure Towels	12 x 12	$5.95
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Spa Beauty Wipes 2"x2"
200-ct. $1.75

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Nail Wipes
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Original Top Coat | XPress5 Top Coat | DuraForce Top Coat | Base Coat

Original Top Coat
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.5 oz. $18.71

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NEW!

GEL POLISH WITH MATCHING NAIL POLISH

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VINYLUX MATTE TOP COAT .5 OZ. AND SHELLAC MATTE TOP COAT .25 OZ.

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NEW!

CND SHELLAC™

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On Like Polish. Wears Like Gel. Off In Minutes.

SAVE 25%

Offly Fast™ Moisturizing Remover

7.5 oz. $4.95
32 oz. $16.95

CND Foil Remover Wraps
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is a two-step polish system, consisting of a weekly polish and a weekly top coat, that offers durability, high-gloss shine and week-long wear.

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Begin and end every manicure with treatments from CND.

Solar Speed Spray™ Conditioning Polish Dryer
4 oz. $9.95
32 oz. $48.95

SolarOil™ Nail & Cuticle Conditioner
.25 oz. $4.25
.5 oz. $6.25
2.3 oz. $16.95
4 oz. $24.95

Rescue RXx™ Daily Keratin Treatment
.5 oz. $9.95

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$99.95

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.33 oz. $4.25
2.3 oz. $10.25

See all available CND treatments on website.

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Essential products for ensuring successful adhesion and removal of enhancements.

NailFresh™
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Cuticle Away
6 oz. $5.95

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ScrubFresh®
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CND Liquid & Powder System

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

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4 oz. $22.75
8 oz. $38.25
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Gallon $235.25

SAVE 25%
RETENTION+ LIQUID 64 OZ.
WAS $131.75
NOW $98.81

SAVE 25%

Retention+™ Powders

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Retention+™ Sculpting Powders
8 oz. $10.95
3.7 oz. $32.75
32 oz. $146.75

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32 oz. $146.75

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Chrome Effects

Buy One Chrome Effects GelColor Top Coat .5 oz., Get One Mixed Metals Chrome Effects Powder 3 gm.

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OPI Lacquers .5 oz. $5.25

- Two-coat coverage
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Expert Touch Lacquer Remover

Strong enough to remove even the darkest shades without staining the nail or skin.

Also removes OPI GelColor.

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	GALLON	$52.50

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Gives nail lacquer a smooth, hard, smudge-proof finish in just minutes.

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32 oz. $49.95

RapiDry Top Coat

Dries to a tough, long-lasting, non-yellowing, high-gloss shine in just minutes.

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DripDry

Dries lacquer in five minutes while treating cuticles to soothing jojoba and Vitamin E.

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1 oz. $13.25
4 oz. $30.95

Infinite Shine

1) ProStay Primer
2) Long-Wear Lacquers
3) ProStay Gloss

YOUR CHOICE
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Nail Treatments

Natural Nail Strengthener
Natural Nail Base Coat
Ridgefiller
Gloss Top Coat
Matte Top Coat

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Nail Envy

Nail Strengtheners

SAVE 20%

- Original Formula
- Dry & Brittle Formula
- Sensitive & Peeling Formula
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.5 oz. ~~$8.95~~ SALE! $7.16

OPI Disposable Nail Files

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150/180

OPI GelColor .5 oz. $17.95

- Cures in just 30 seconds under LED
- Custom brush for fast, polish-on application

Original or ProHealth™ Base Coat or Top Coat

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Buy 27 Select OPI GelColors .5 oz.

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24 HOUR HYDRATION

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hospital-grade cleaner and disinfectant Gal. $54.50

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- Micro-Exfoliating Hand Polish 4 oz.
- Moisture Whip Massage Cream 8 oz.
- Advanced Callus Softening Gel 4 oz.
- Exfoliating Cuticle Cream .9 oz.
- Moisture Bonding Ceramide Spray 3.8 oz.
- Nail & Cuticle Oil .5 oz.

$65.95

See Website for Details

ProSpa Dual Sided Foot File

80/120 Grit $14.95

20-ct. Refills $14.95

Powder Perfection

- Faster, easier & odor-free
- Gel-like shine
- Weeks of wear
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- No need to light cure
- Soak-off wrap removal

Powders
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Base Coat, Activator OR Top Coat

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Available in 100 Iconic OPI Shades

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OPI Absolute Acrylic Intro Kit

- smooth application
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- bubble-free results

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4 oz.	$16.95
8 oz.	$29.95
32 oz.	$74.50
Gallon	$199.95
14.7 oz.	~~$47.95~~

50% OFF! $23.98

Acrylic Powder

.7 oz.	$7.50
4.4 oz.	$27.50
10.6 oz.	$49.95
32 oz.	~~$129.95~~

25% OFF! $97.46

OPI BondEx

.25 oz.	$7.95
.37 oz.	$12.50
1 oz.	$22.50
3.5 oz.	$67.50

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1 oz.	$7.95
3.5 oz.	$24.95

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48 LED Beads
3 Watts

Easily attaches to most desks and nail tables.

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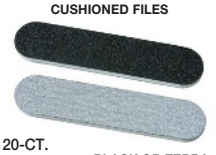

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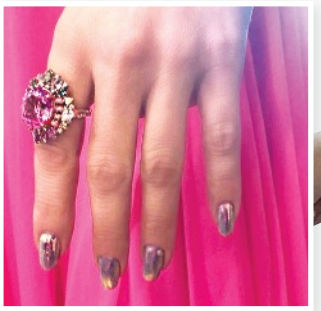


JENNIFER LOPEZ

Tom Bachik ensured Jennifer Lopez was red carpet-ready with a purple chrome manicure created with OPI One Heckla of a Color topped with Daily Charme Aurora Fairy Dust.

DUA LIPA

Kimmie Kyees' handiwork earned rave reviews from *Vogue* after the AMAs when the fashion bible crowned Dua Lipa's nail shade–Tammy Taylor Gelegance Livin' It Up, a shimmering neon lime–best in show.

FOR A SONG

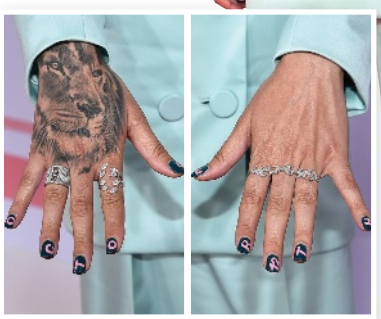
Music's top acts recently hit the red carpet at the American Music Awards (AMAs), and the women were decked out in glamorous gowns and manis to match. One of the most popular nail shades of the night: black, worn by Heidi Klum, Rita Ora and Halsey, to name a few. Here, a few more of our favorite looks from the evening that hit all of the right notes.

CARDI B

The rapper's extra-long crimson nails covered in crystals–of course–proved the perfect complement to her colorful floral Dolce & Gabbana ball gown.

ELLA MAI

British singer Ella Mai put an edgy twist on her classic ensemble–a light blue Sergio Hudson double-breasted pantsuit–with simple, graphic nail art.



COURTESY OF INSTAGRAM; GETTY IMAGES

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SUPPLEMENT TO NAILPRO

2018

GOLD BOOK

State OF THE Industry 2018

Your Essential Nail Salon Industry Report

+

Readers Choice AWARDS

LIGHT ELEGANCE
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Poet's Palette New Fall 2018
ButterCream Collection.

Color Mother Lezlie, Designer Lexy and Color Specialist Alivia make magic in the color room.

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HEALTHY NATURAL NAILS
GELOUS COLOR
Plus
Net Wt. 28g (1 oz)

NAILPRO
GOLD BOOK
2018

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Gold Book 2018 is a supplement to NAILPRO.

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Editorial

The Results Are In!

Check out our Readers Choice Awards winners for 2018 to see what products are at the top of techs' must-have lists!

THE HERE AND NOW

From the innovation of gel polish launched in 2010 to the nail art boom of 2013 to the most recent rebirth of dip systems, sometimes we in the nail industry are left wondering: What's next? A service that was once relegated to the back of the salon has now skyrocketed to the forefront of beauty, so it's easy to get caught up—antsy even—for the next great thing. Instead of clamoring for what's to come, however, perhaps we should take a cue from another current trend and practice mindfulness. In other words, enjoy what's in front of us right now.

There have been many changes in the professional nail category over the last 10 years. The proliferation of gel polish brought women back into the salon in droves and the subsequent advances have kept them there. Sure, *Women's Wear Daily* at one point said that nail art was out, and there was an onslaught of weak nail complaints from consumers as a result of gel polish, but these stories have been proven to be "fake news." What we are seeing in 2018, in particular, is that services like gel polish, nail art and dip are the new normal. Our 2018 *Gold Book* survey has revealed that requests for these services are on the rise; traditional services like manicures, pedicures and acrylic and gel enhancements are holding steady; and some of the most conventional services (read: pink-and-whites) appear to be waning. Clients and pros alike are looking for ways to make the most of their time—today's most coveted luxury—meaning high-quality products and services that last.

Ultimately, though, what we've seen from our survey results is that the nail industry remains alluring to all who engage with it. Pros love their jobs, are always seeking ways in which to improve their skills and covet the clients who make their careers fulfilling. Plus, they share with us the products that make their job that much better in our annual Readers Choice Awards (see page 34). I have to say, I am proud to be part of such an imaginative and innovative industry.

Stephanie

Stephanie Yaggy Lavery
Executive Editor
slavery@creativeage.com

METHODOLOGY

The 2018 NAILPRO *Gold Book* results are derived from a series of surveys sent to an average of 21,587 U.S. nail professionals between March 7, 2018, and September 18, 2018. Uniform qualifying questions—job title, employment status, type of salon, number of technicians working in the salon and average weekly income—were asked throughout the series to ensure consistency and to exclude any nonqualified respondents. The surveys addressed different areas of interest, ranging from professional and technical skills to service pricing and purchasing behavior. In addition, 3,843 owners of salons providing nail services were surveyed to differentiate between salon and individual responses. Finally, 15,068 self-described "nail enthusiasts" were surveyed to document consumer behavior and trends.

CORY SORENSEN

The **FOUNDATION** to a great gel manicure is to **TOP IT OFF** with the best.

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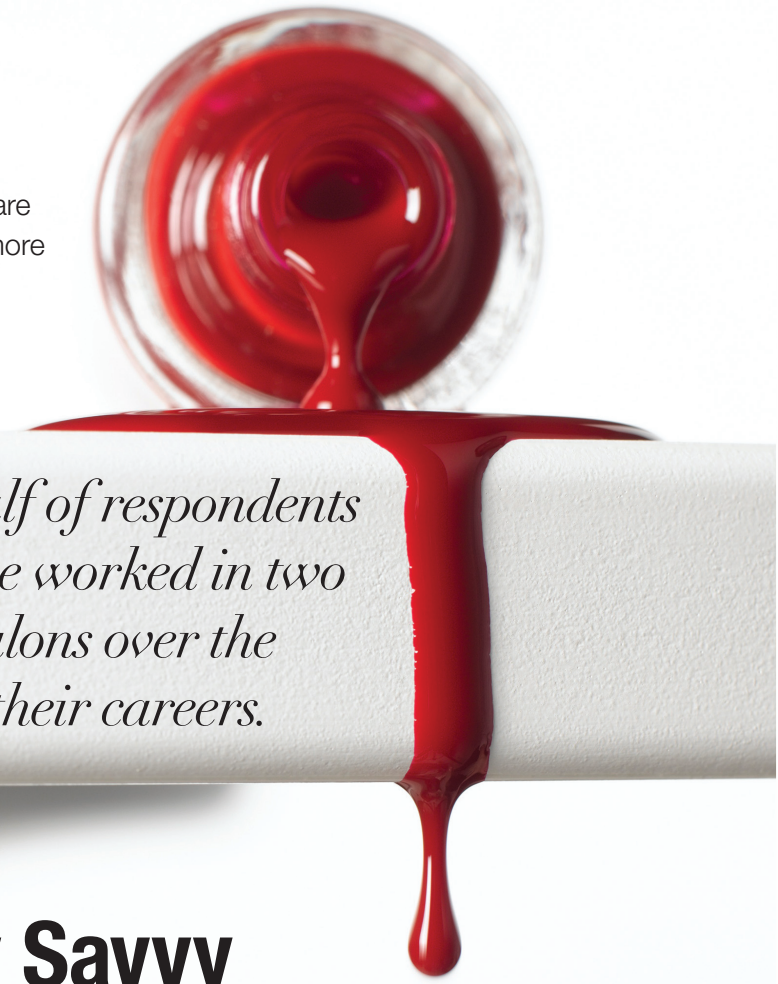
NAIL PROs by the Numbers

Of the respondents to our surveys, **50%** describe themselves as nail technicians and **27%** as salon owners who do nails. The remaining **23%** include cosmetologists, estheticians and other beauty professionals. The majority of respondents **(76%)** are over 40 years old and **41%** of respondents have more than 20 years of experience.



I am a:

- **30%** BOOTH RENTER
- **26%** OWNER
- **21%** EMPLOYEE
- **14%** INDEPENDENT TECH
- **9%** OTHER

Nearly half of respondents (46%) have worked in two to three salons over the course of their careers.

Salary Savvy

Only **17%** of respondents reported making more than $850 per week, while almost half **(46%)** make $450 or less per week. Independent nail technicians working in salon suites tend to earn more than in-salon technicians. Three-quarters **(75%)** of techs working from a salon suite earn more than $450 a week compared to **54%** of techs working in a conventional salon or **23%** of techs working in a home-based or mobile setting.

AVERAGE WEEKLY INCOME (including tips)	SALON SUITE TECHS	SALON EMPLOYEES	HOME-MOBILE TECHS
$450 or less	25%	46%	77%
More than $450	75%	54%	23%

GETTY IMAGES

Nearly all respondents (91%) reported being very satisfied with their careers as nail technicians.

Independent Techs

Almost half of respondents work as independent technicians, **69%** of whom report carrying their own liability insurance. When it comes to retail, **51%** of respondents sell from their own retail spaces, **45%** don't retail at all and **4%** sell products from the salon's retail area.

When asked, "Why did you choose to be independent?" they said:

"Freedom!"

"My goal is to have my own shop someday. I love being my own boss!"

"I was working in an hourly-based salon. I loved everyone there—clients, coworkers and even the neighbors—but I wasn't able to be creative."

Employed Techs

Of employees surveyed, **58%** receive a percentage of service fees in lieu of a salary, **12%** receive a salary or wages, and **26%** earn a salary or wages *plus* a percentage of service fees. More than two-thirds of employees—**70%**—earn commission on retail. Although **38%** of employees reported that they don't receive any benefits, others enjoy free education **(26%)**, paid vacation days **(20%)** and health benefits **(18%)**.

When asked, "Why did you choose to be an employee?" we heard:

"I'm 15 months out of school and at my present location eight months. I don't want to commit to booth rental until I've [been working for] a full year."

"Paid vacation and sick days!"

"I had been out of the industry for several years as a stay-at-home mom. I no longer had a clientele. So the best option for me at the time was to be at a busy salon where I could gain clientele quickly with minimum start-up costs."

GETTY IMAGES

Services + Pricing

As expected, manis and pedis continue to be staple services at most salons surveyed. However, demand for gel polish is still holding its own despite innovations in the dip market. Requests for traditional pink-and-whites are on the decline, a trend likely to continue in the next 12 months, evidenced by a slip in price. Spa manicure pricing ticked upward by 10% in 2018, while pricing for basic manicures, pedicures and gel polish services were relatively flat compared to 2017. The price for combo mani/pedis declined somewhat from last year, but is still higher than 2016's reported average, while dip prices are also slightly down.

Nail Services

Performed by Survey Respondents:

Natural nail manicures	89%
Gel polish	86%
Pedicures	83%
Nail art embellishments	71%
Acrylic tips	67%
Acrylic sculpted	63%
Nail art hand-painted	63%
Standard/hard gel tips	54%
Standard/hard gel sculpted	51%
Dip	42%
Silk/fiberglass wraps	14%

How do your service times compare to other techs? Take a look:

Basic manicure	**33 minutes**
Spa manicure	**49 minutes**
Basic pedicure	**48 minutes**
Spa Pedicure	**65 minutes**
Gel polish (application only)	**34 minutes**
Gel polish (removal + application)	**50 minutes**
Acrylic tips (full set)	**75 minutes**
Dip (application only)	**47 minutes**
Dip (removal + application)	**62 minutes**
Acrylic sculpted (full set)	**86 minutes**
Acrylic fill	**57 minutes**
Standard/hard gel tips (full set)	**74 minutes**
Standard/hard gel sculpted (full set)	**86 minutes**
Standard/hard gel fill	**61 minutes**

MORE THAN HALF OF NAIL TECHS **(54%)** DO NAIL SERVICES ONLY, BUT **36%** OF THEM ALSO PERFORM WAXING SERVICES.

Money Matters

Salon Nail Services

While basic manicure pricing remained relatively flat and combination manicure/pedicure prices fell (but were still up overall compared to 2016), spa manicure pricing rose by approximately **10%**.

Service	Average Price 2018	Average Price 2017
Basic manicure	$22	$22
Spa manicure	$31	$28
Basic pedicure	$35	$35
Spa pedicure	$48	$49
Manicure with long-wearing polish	$27	$31
Manicure/pedicure combo services	$48	$54
Spa manicure/ pedicure combo	$68	$77

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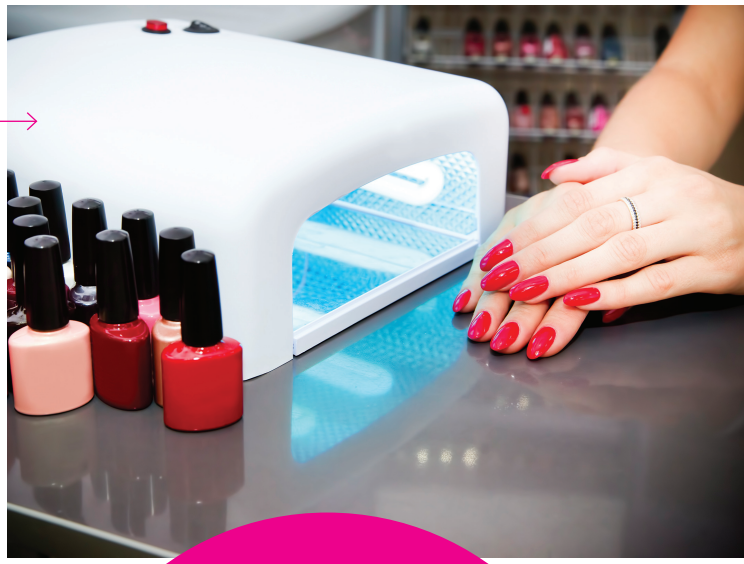
Nail Enhancements

The pricing for acrylic and standard gel increased slightly in 2018, but dip pricing decreased between **5%** and **7%** last year and gel polish pricing remained flat.

Service	Average Price 2018	Average Price 2017
Acrylic (tips) – full set	$47	$42
Acrylic (sculpted) – full set	$52	$50
Gel polish – application only	$29	$30
Gel polish – removal + application	$34	$37
Gel polish – removal only	$13	$12
Silk/fiberglass wraps – full set	$49	$58
Acrylic pink-and-whites – full set	$55	$63
Toes (acrylic or hard gel) – full set	$44	$38
Acrylic – fill	$31	$29
Dip – application only	$37	$39
Dip – removal + application	$40	$43
Standard/hard gel (tips) – full set	$54	$52
Standard/hard gel (sculpted) – full set	$60	$58
Standard/hard gel – fill	$37	$29
Tube gel – full set	$51	n/a
Tube gel – fill	$34	n/a

Gel Polish Trends

While service prices have leveled off over the past few years, client demand for gel polish is strong: **62% of respondents reported that requests for gel polish had increased over the last 12 months**, and they expect that growth to continue this year. It doesn't appear that gel polish clients are eager to transition to dip systems either. When asked how many of their gel polish clients had tried dip, **49%** of respondents said that virtually none had tried it, while **38%** said only a few of their clients had tried it.



Dip Systems Trends

While dip systems showed an impressive **77%** increase in client requests this past year, and survey respondents seem confident that trend will continue, it doesn't appear the service is being performed in high frequency yet. Less than half of the techs surveyed **(42%)** are currently performing the service and more than half of respondents **(53%)** reported serving fewer than 5 dip nail clients per week, while another **28%** reported serving only between 5 and 10 dip nail clients a week. Techs seem hesitant to invest in education as well, as **61%** of respondents performing the service reported never having taken a class on dip techniques.

Requests for pink-and-whites—whether acrylic or hard gel—decreased in 2018 by

39%

REVENUE EARNED BY HOUR, PER SERVICE

Service	Average Price	Service Time (min.)	Revenue Earned per Hour
Gel polish – removal + application	$34	50	$40.80
Dip – removal + application	$40	62	$38.71
Acrylic (tips) – full set	$47	75	$37.60
Acrylic (sculpted) – full set	$52	83	$37.59
Standard/hard gel (tips) – full set	$54	74	$43.78
Standard/hard gel (sculpted) – full set	$60	86	$41.86

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Nail Art

Clients are still clamoring for nail art! A majority of techs—**59%**—report that they service between 2 and 9 nail art clients per week. Techs are purchasing more supplies, too. In 2017, two-thirds of techs reported that they spent less than $50 a month on nail art supplies, but **in 2018 73% of techs reported spending at least $100 a month on nail art necessities**. Most of the nail art done in the salon **(95%)** includes embellishments.

Nail Art Technique	Percentage of Techs Who Offer It
Embellishments (glitter, jewels, studs, charms)	95%
Hand-painted designs	93%
Chrome/pigment	83%
Foil	78%
Stamping	78%
Decals & appliques	66%
3-D nail art using acrylic or gel	37%

When it comes to choosing a medium for creating hand-painted designs, techs reach for soak-off gel polish (65%) first, followed by acrylic paint (54%), traditional lacquer (43%) and gel paint (36%).

Honing Skills

Many nail techs are self-taught and learn their art from YouTube videos, magazines like NAILPRO and social media, but **44%** report honing their skills at trade show classes and **26%** say they take advantage of distributor- or manufacturer-sponsored classes. Most nail techs **(87%)** say they would be interested in taking an art class if it were offered in their area.

Supply Stats

A majority of survey participants search for nail art supplies online **(87%)**, followed by beauty stores **(57%)** and craft stores **(46%)**. Other sources include distributors **(42%)** and trade shows **(41%)**.

44%

report spending $150 or more on nail art supplies each month!

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"If clients are on the fence about art, I'll give them a design on two of their nails for free on their first visit."

"I tell them what I think they could totally pull off."

"In my opinion, you're either into art or you're not. Some will never get nail art, and some can't imagine not having it."

TOP 5 WAYS

Techs Promote Nail Art Services

65%
Instagram or other social media

64%
Their own hands

53%
Photos on smartphone/tablet

27%
Nail tip trees

23%
Salon website

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Trends in Service

Maintaining loyal and happy clients is a must. Understanding what customers need—even before they ask for it—is the key to getting and keeping them, and it all starts when they walk in the door. The most common question techs ask new clients about when they arrive:

Preferred nail length and shape	**75%**
Lifestyle and what kind of work she does	**73%**
Any problems she may have with her nails	**72%**
Any relevant health issues or conditions	**69%**

Many salons ask clients to fill out an intake form with their basic information. The most common information collected: the client's phone number and email address **(92%)**, service preference **(65%)** and health conditions **(63%)**. Only **8%** of techs reported that they don't keep any records at all.

Selling Up

Upselling not only gives you a chance to strut your stuff, it also keeps the client interested and boosts your salon's bottom line. Respondents cite their tried-and-true client upsells:

75% From regular polish to gel polish

61% Adding nail art

47% Trying a specialty lacquer, such as holographic or long-wear polish

45% From single service to mani/pedi package

40% From basic to a more luxurious level

"I wear nail art or 3-D art on my own nails. The conversation flows naturally from there and the upsell is easy."

"Our salon offers clients a 'try me' nail."

What information do you give first-time clients about yourself or the salon?

83% My professional training and experience

73% Salon sanitation procedures

72% Salon amenities, such as magazines, refreshments and restrooms

52% Advanced certifications I hold

30% Nail-related awards or trophies I've won

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Top 5 Service Incentives

1. Show clients photos of my work from my social media page → **63%**
2. Quote what other clients have said about a service → **46%**
3. Offer a discount on the service/package I'm recommending → **40%**
4. Add on a free service during the client's first visit → **35%**
5. Offer a frequency reward card → **20%**

Converting Clients to Wearing Enhancements

When asked how they convert a natural-nail client to enhancements, about half of techs start by explaining what enhancements are, their safety, the care they require at home and their advantages. Almost one-third **(30%)** show the client other clients' nails as an example, and **31%** say they don't try to convert clients to getting enhancements at all.

The Complaint Department

It isn't easy to provide stellar customer service to a customer whose behavior is inconsiderate.

The 5 Most Common *Tech* Complaints

1. Failure to keep appointments **35%**
2. Bringing in young children **26%**
3. Failure to tip appropriately **24%**
4. Bringing in food or drink **13%**
5. Loud or inconsiderate behavior **10%**

60% OF TECHS PRE-BOOK THEIR CLIENTS' NEXT APPOINTMENT, AND **33%** SCHEDULE A SERIES OF APPOINTMENTS.

Scheduling Appointments

Most salons use the telephone **(83%)** or text messaging **(76%)** to schedule appointments. Other scheduling tools employed include the salon's website **(36%)**, email **(32%)** and mobile scheduling apps **(15%)**. Popular booking software and apps include Square Appointments, Schedulicity, Vagaro, Setmore and Genbook. When it comes to reminding clients about their upcoming appointments, **40%** of respondents contact clients individually and **30%** use a text reminder service, while **26%** do not send reminders at all.

Promotions Used to Encourage Repeat Visits

Referral credits **45%**

Free trial-size product **39%**

Frequency reward card **27%**

Service discount coupon..... **23%**

Payments

Cold hard cash is still king at nearly all salons, with **98%** percent of respondents accepting cash payments, while a few techs are starting to explore newer payment options, such as Venmo, Zelle, Apple Pay and Google Pay.

Cash **98%**

Credit or debit card **81%**

Check **69%**

PayPal **22%**

Digital wallet, such as Venmo.....**10%**

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Purchasing Power

Most individual techs **(70%)** buy nailcare products for their own use and **16%** purchase all supplies for their salon, while only **2%** of respondents are not involved with purchasing at all. Virtually all respondents **(91%)** buy professional-only salon brands when they stock their salons. For manicures, base and top coats **(96%)**, polish **(94%)** and polish remover **(91%)** come out on top; for pedicures, the top three are foot files **(88%)**, lotions, scrubs and masks **(84%)** and toe separators **(84%)**. Finally, for enhancements, the top named supply purchases are UV/LED lamps **(83%)**, brushes **(79%)**, and primers and bonders **(77%)**.

Products Bought for Salon Use

Professional-only salon brands..... **91%**
Discount professional-only salon brands..... **34%**
Generic or white-label products..... **11%**
Mass-market brands..... **10%**

Top Four Non-Store Suppliers

Respondents have plenty of non-store supplier options, and they're not afraid to use them.

Trade shows..... **64%**
Beauty product websites or catalogs..... **54%**
Distributors sales reps..... **30%**
Amazon..... **28%**

Where do you go to restock in an emergency?

Purchasing Guidance

When looking for information on what products to purchase, **67%** of respondents said professional magazines and/or their corresponding websites are very important, followed closely by trade shows and peer recommendations **(both 63%)**, YouTube videos **(41%)**, social media **(36%)**, influencer blogs or websites **(26%)** and consumer magazines **(20%)**.

Factors Influencing Purchases

When it comes to making polish purchases, the biggest factor influencing survey respondents' decision is durability **(54%)** followed by available colors or textures **(17%)**. For enhancement product purchases on the other hand, training availability was the principal decision-driver **(54%)**, followed by the price of the product **(24%)**, client requests **(22%)** and required service time **(21%)**.

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Trying New Products

When asked what makes them decide to try a new nail product, the overwhelming majority of techs surveyed **(70%)** said they just like to try new products; **53%** do so for better performance; **40%** rely on recommendations from other techs; and **34%** are willing to try a new product because clients ask for it. When a new, trendy product hits the marketplace, **61%** of survey respondents said that they wait to hear what other professionals say before purchasing it for themselves, while **20%** purchase trendy new products the moment they're available.

Salon Support

The most commonly provided salon support nail pros receive from product suppliers comes in the form of product education **(41%)**, promotional materials to use in the salon **(28%)** and frequent buyer rewards programs **(17%)**.

Q&A

Q: What can manufacturers do to help nail professionals?

"Make products accessible in stores. Nail techs are definitely the redheaded stepchildren of the beauty world. Without Internet shopping, I wouldn't have any products."

"Believe us when we are letting them know that their products are not doing what they say they should do."

"Have more training classes come to more areas."

Small Business Opportunity

Our survey found that 70% of respondents have a good local nail supply store and use it, but another 26% *don't* have access to a good store and would like to have one.

Q How often do techs purchase supplies?

A Most pros purchase supplies once a month.

Every two months	20%
Once a month	43%
Twice a month	22%
Weekly	15%

Q How much do techs spend on supplies?

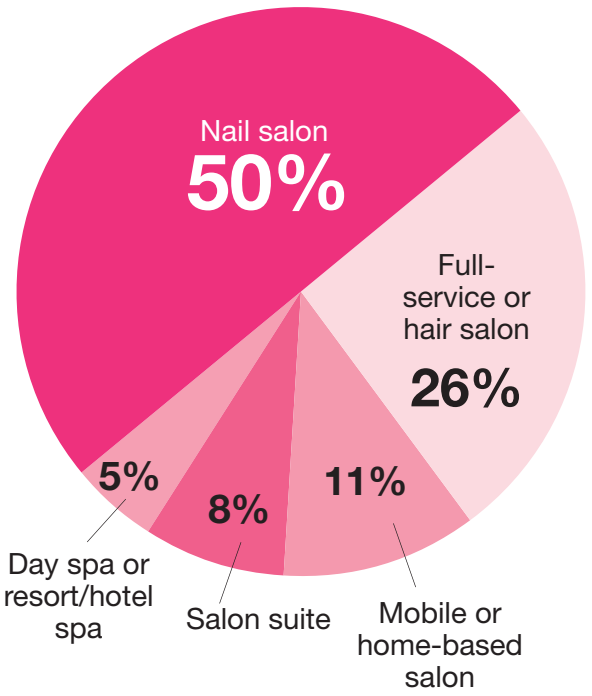
A Techs who shop for salon nail supplies more often tend to spend more, too.

	Shop Weekly	Shop Twice a Month
$200+	39%	21%
$150-$199	20%	33%
$100-$149	16%	25%
$50-$99	13%	18%
Less than $50	12%	3%

Salon Owner Report

Many salon owners are optimistic about growth next year, with **59%** planning to boost staff and **58%** intending to add more services. Nearly one-third **(32%)** of survey respondents plan to expand or move to a larger space.

What kind of salon do you own?



How did you finance the purchase or launch of your salon business?

Used personal savings **67%**

Borrowed funds from a bank/ financial institution..... **34%**

Shared expense with a partner **22%**

Other* **18%**

*Other means of financing included borrowing funds from family or a friend/client, using an inheritance or gift and making use of a credit card.

78% *of salon owners started their businesses from scratch;* 15% *purchased an existing salon business and* 7% *inherited a family business.*

How long have you owned your salon?

10 years or more **29%**

6 – 9 years **10%**

3 – 5 years **19%**

1 – 2 years **17%**

Less than one year **25%**

89% of the salon owners surveyed also perform nail services.

Why did you become a salon owner?

"Working for someone else and building someone else's income is not my path."

"To honor my mother's legacy—I obtained my license to work in my salon after my mother passed."

"No one in my area is trained properly, so I knew if I could train people and compensate them fairly and legally, my business would thrive."

"I wanted something of my own. I volunteered at hospitals and nursing homes doing mobile services, and many clients' families wanted an actual salon they could support as well."

81%

The percentage of respondents who describe themselves as "sole owners" of their salons.

Virtually all respondents (96%) own only one salon.

Methods of Staff Compensation

Independent contractor	53%
Commission only	23%
Wages	17%
Wages plus commission	7%

Number of clients served, on average, each week:

Less than 20	28%
20 – 49	33%
50 – 99	25%
100 – 19	9%
200 or more	5%

Average gross sales per week:

$1,500 or less	32%
$1,501 – $2,000	17%
$2,001 – $2,500	16%
$2,501 – $5,000	20%
$5,001 – $10,000	9%
More than $10,000	6%

Number of techs in the salon:

10 or more	6%
7 – 9	5%
4 – 6	20%
2 – 3	36%
1	33%

Not surprisingly, nail salons earn most of their revenue from nail services, whereas full-service salons and day spas typically earn less than half of their gross sales from nails.

The Challenges Ahead

Salon owners report that finding and keeping skilled staff **(48%)** and finding more customers **(45%)** will be their top challenges in the next 12 months. Other key issues: remodeling or upgrading fixtures **(35%)**, reducing inventory waste **(32%)**, finding reliable suppliers **(30%)**, increased lease or rental costs **(29%)**, cutting costs **(27%)** and maintaining sanitation standards **(18%)**.

71% OF SALON OWNERS WOULD KEEP WORKING AS A SALON OWNER EVEN IF THEY WON THE LOTTERY.

Education

Participants take advantage of a wide variety of continuing education methods to help keep them on top of their nail game.

Live and Learn

Most techs embrace the connection between ongoing nail education and a successful career. Their top reasons for engaging in continuing education are to:

Continue learning and improving..... **93%**

Get new ideas and try new products..... **85%**

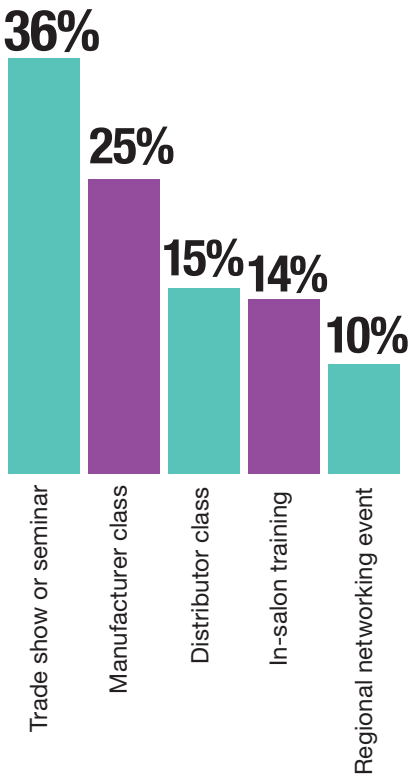
Be more competitive with other techs **74%**

Make more money..... **52%**

"I love to learn about what I love to do!"

Class in Session

The percentage of survey respondents who report taking an in-person continuing education class is **65%**, a **16%** increase from 2017.



22% of respondents are willing to drive to educational events and 43% are willing to stay overnight.

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Digital Drive

While most techs prefer in-person education, video remains the top choice for those seeking education on the web, with YouTube winning the largest share. Notably, Facebook Live now draws a significant online education audience.

YouTube	74%
Facebook Live	49%
Video classes and demos	49%
Webinars	26%
Podcasts	10%

WHEN ASKED ABOUT THEIR FAVORITE FEATURES OF ONLINE EDUCATION:

66% want to review video demonstrations on demand

49% would like the opportunity to ask instructors questions and get answers

46% like to download reference materials

Other incentives? Certificate or CEU **(35%)** and the chance to take quizzes or tests **(28%)**.

The Suggestion Box

When asked what they don't like about current nail education offerings, **68%** of techs cite the lack of available classes in their area, and **29%** say expense is the biggest obstacle. Other complaints include classes that had overly promotional subject matter (**21%**), ineffective instructors **(16%)** and failed to cover the advertised subjects **(9%)**.

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AN OVERWHELMING MAJORITY **(77%)** OF TECHS BELIEVE THAT BOTH BRAND-SPECIFIC AND GENERIC EDUCATIONAL EXPERIENCES ARE BENEFICIAL TO THEIR LEARNING.

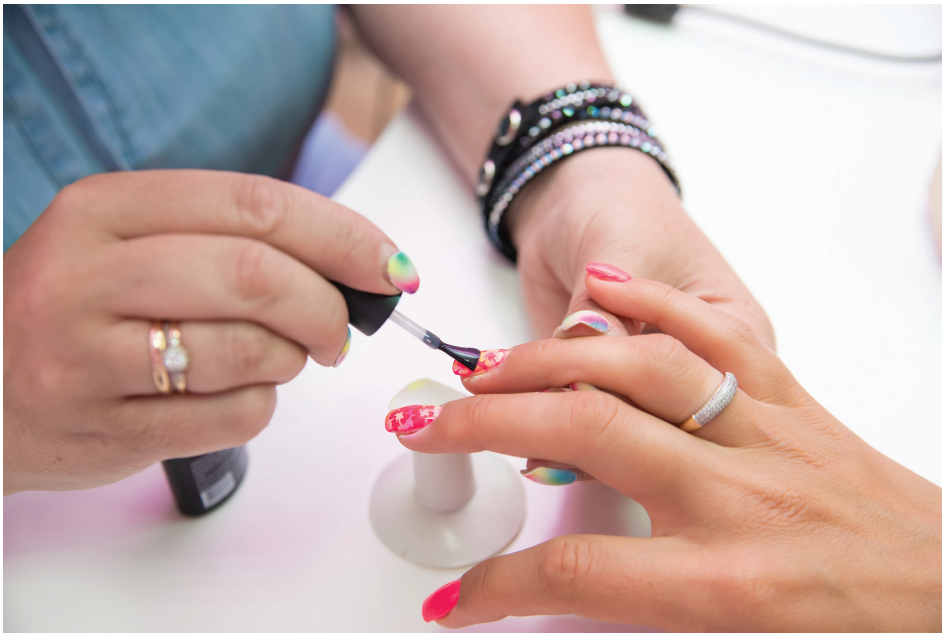
"When I took my nail students to a show for classes, there was no opportunity to learn and apply immediately. So, once we were back at school, we all had complications that were not covered."

"I want to take a class in California, but need the money to go from Michigan to California."

"I find that a lot of the info being funneled down has a definite Canadian twist that often doesn't apply to what we're allowed to do here."

Course Load

Techs are most interested in taking brand-specific nail product classes and nail art classes, and for more general topics, they still prefer in-person versus online education.



Brand-specific product education	93%
Nail art workshops	92%
How to get & keep clients	77%
Soak-off gel application/removal	73%
Sanitation & disinfecting	70%
Acrylic techniques	65%
Nail art for dip	57%
Dip system basics	56%

Investing in Education

While 60% of techs took advantage of free education in 2018, 70% reported paying more than $50 for registration and materials at an event.

More than $50 ..... 70%
$36 to $50 ..... 16%
$26 to $3 ..... 6%
$25 or less 8%

Top 5 Favorite Nail Instructors

1. **Greg Salo**
   Young Nails
2. **Lauren Wireman**
   Wildflowers Nail Academy
3. **Celina Rydén**
   Light Elegance
4. **Gina Silvestro**
   Akzéntz
5. **Hollie Schippers**
   CND

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Retailing

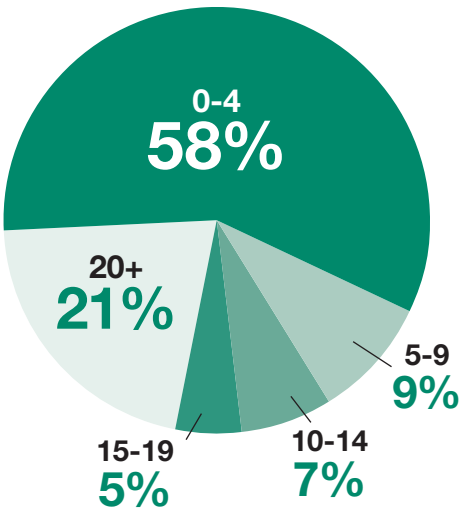
Retail sales take place in most salon businesses, so it isn't surprising that **86%** of survey respondents state that they sell retail products to customers. In both nail and full-service salons, lotions, nail polishes, cuticle treatments and nail strengtheners are the top nail-related retail choices.

Lotion for hands or feet	83%
Nail polish	65%
Cuticle treatment	62%
Nail strengthener	59%
Top/base coat	45%
Files, buffers, implements	38%
Nail decals & embellishments	5%

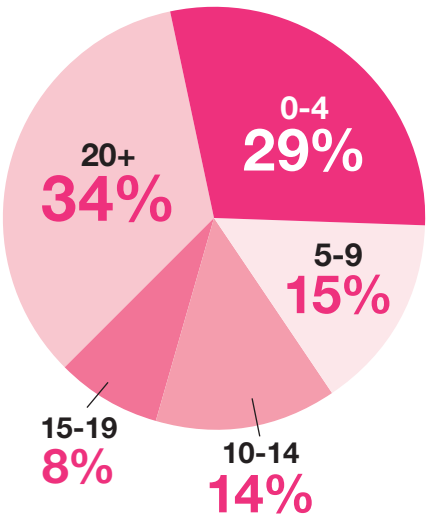
Number of Retail Purchases by Type of Salon

Nail salons do far fewer retail sales than full-service salons. Only **21%** of nail salons report 20 or more clients making retail purchases in a week, compared to **34%** of full-service salons.

Nail Salons, Nail & Skincare Salons



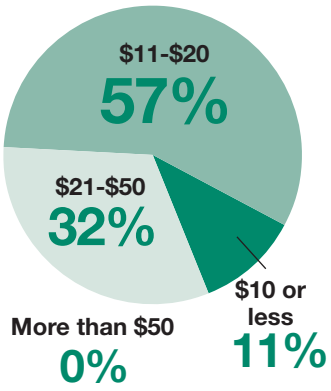
Full-Service Salons, Hair Salons & Day Spas



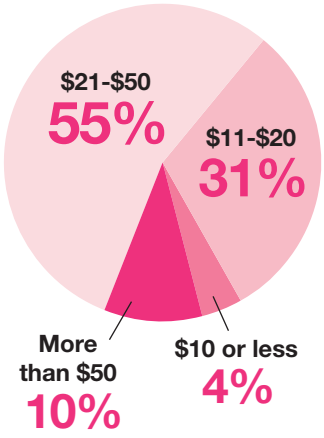
Average Amount Spent on Salon Retail Purchases Each Week

Customers at full-service and hair salons also tend to spend more on retail items than nail salon clients. Most sales **(58%)** for nail salons fall into the $11 to $20 price range, while sales for full-service or hair salons **(55%)** run between $21 and $50.

Nail Salons, Nail & Skincare Salons



Full-Service Salons, Hair Salons & Day Spas



Q/ Who is responsible for retail sales?

In most salons (62%) everyone is equally responsible for selling retail to clients.

- Everyone is responsible... **62%**
- Nail technician **32%**
- Salon owner **25%**
- Receptionist **17%**
- Salon manager **7%**

How do you promote retail items in the salon?

- Manufacturer displays **53%**
- Social media **43%**
- Sale items **39%**
- Free trial sizes **34%**
- Package retail product with related service **24%**
- Feature retail products on website **9%**

Stock Up!

While nail salons typically don't have a strong retail presence overall, 41% of respondents said they plan to grow retail sales over the next five years.

We asked,

"How does your salon promote retail sales?"

You told us:

- "Rotate products on most visible spaces."
- "Offer add-on services that include retail products."
- "Talk about products throughout the service."

Sales Savvy

Only 12% of respondents say they're not offered sales training. Most salons find ways to train their staff to sell retail.

- **Retailing is encouraged in staff meetings** **52%**
- **Techs are encouraged to share retail tips** **29%**
- **Techs are encouraged to promote retail items on their social media** **26%**
- **Salon brings in outside sales education** **17%**
- **Salon sends staff to sales classes** **14%**
- **Salon encourages role-playing to practice selling** **8%**

Retail Sales Incentives

Most respondents **(60%)** reported that they receive commission on retail sales. Other incentives include praise and encouragement **(26%)**, rewards for meeting (and exceeding!) sales quotas **(12%)** and sale competition prizes **(12%)**.

Where do you display retail items?

- **61%** Client waiting area
- **52%** Reception area only
- **47%** Nail service area
- **40%** Separate retail area

Influencers

It should be no surprise by now that social media influencers hold major appeal for highly visual nail techs, with **87%** of survey respondents reporting that they follow influencers on social media. So, what types of influencers are they following? Nail techs, of course **(96%)**, but also makeup influencers **(53%)**, amateur (nonlicensed) nail enthusiasts **(41%)**, and hair **(39%)** and lifestyle **(35%)** influencers.

Top 5 Social Media Platforms

78%
Instagram

73%
YouTube

53%
Facebook

18%
Pinterest

16%
Snapchat

Impact of Influencers on Behavior

Influencers fill an educational role for nail professionals, especially in introducing new products and techniques. Most techs **(82%)** have tried to copy a technique or design demonstrated by an influencer, **81%** report trying a new product or brand recommended by an influencer, and **76%** have learned how to use a product or brand from an influencer.

Top 3 Favorite Types of Influencer Posts

1/ Nail art video tutorials → *86%*

2/ Finished nail art photos → *84%*

3/ Nail enhancement video tutorials → *75%*

THE LEAST POPULAR TYPES OF CONTENT?
LIFESTYLE "ABOUT ME" VIDEOS, UNBOXING VIDEOS AND BOOMERANG POSTS.

What do you like about your favorite influencer?

"She uses multiple product lines and covers all techniques and popular fads."

"She posts really unique nail art and styles her photos well with props to show what inspired the designs."

"She seems to be genuinely interested in sharing things that have worked for her for building clientele and simple ways to create amazing nail art."

"She goes live during applications, and I always learn so much when she does that."

TOP 5 FAVORITE NAIL INFLUENCERS

SUZIE MOSKAL
Nail Career Education
@nailcareereducation

KIRSTY MEAKIN
Naio Nails
@kirstymeakin

GREG & HABIB SALO
Young Nails
@youngnailsinc

CELINA RYDÉN
@celinaryden

NUNI TORRES
Nuni's Nails
@nunis_nails

COURTESY INSTAGRAM

Who Are the Nail Enthusiasts?

We polled the readers of nailitmag.com, our consumer website, to get the scoop on those individuals who love all things nails. All survey participants were female, with a majority between the ages of 31 and 50 **(55%)**. Respondents are mostly married **(51%)** and only **27%** are single, and a solid majority of them don't have children **(64%)**. Survey participants also report being employed full time **(42%)**, with slightly more than half of respondents reporting income between $25,000 and $75,000 **(53%)**.

Top 5 Most Popular Nail Finishes

- Cream 24%
- Holographic 23%
- Glitter 14%
- Shimmer 10%
- Matte 5%

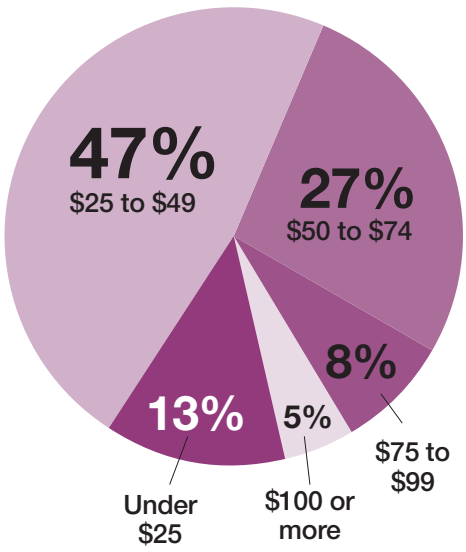
Favorite Nail Art Techniques

- Embellishments 74%
- Decals 73%
- Hand-painted art 72%
- Stamping 67%
- Geometric designs 54%
- Negative space 46%
- 3-D nail art 44%

Salon Stats

The nail enthusiasts who go to the salon typically opt for twice a month **(34%)**. When deciding where to go, respondents reported that "cleanliness" was most important **(92%)**, followed by "skilled nail techs" **(86%)**, a friendly atmosphere **(60%)**, affordable services **(29%)** and a convenient location **(27%)**. Pedicures are the most requested service **(67%)**, followed by gel polish **(62%)**, nail art **(60%)**, an acrylic or hard gel fill **(42%)**, a natural nail manicure **(41%)** and a full set of acrylics **(34%)**.

How much do nail enthusiasts typically pay for nail services?



89%

of survey respondents do their own nails.

Lacquer Love

Nail enthusiasts overwhelmingly prefer salon polish brands **(58%)**. Most are sticking to traditional lacquer **(84%)**, but **54%** report purchasing gel polish and **46%** purchase extended-wear polish. Additional nail supply must-haves include nail art tools **(80%)**; embellishments, like rhinestones **(67%)**; decals **(66%)**; and nail strengtheners **(63%)**.

Where are nail enthusiasts shopping?

- Superstore (i.e., Walmart, Target) 41%
- Direct from brand website 39%
- Specialty beauty retailer (Sephora, Ulta) 38%
- Mass merchandiser (CVS, Dollar Store) 36%
- Nail websites 21%
- Beauty supply store 14%
- Department store 12%
- Other online retailers (Amazon, eBay, Etsy) 5%

2018 READERS CHOICE AWARDS

The ever-changing nail industry constantly floods professionals with a multitude of new products, techniques and innovations. So which are the best? We asked you, the industry experts, what products from 2018 stood out—the ones that you and your salon can't work without. From gel polishes and pedicure staples to nail art essentials and go-to enhancement systems, check out your favorite product picks of the year!

GETTY IMAGES

Best New Products

Light Elegance
LED Dot
The technology leaders at Light Elegance developed a smarter (and cuter) way to cure gels, incorporating the latest dual-wavelength technologies. Utilizing 54 LED emitters and a reflective interior, even curing is always ensured.
lightelegance.com

Gelish
PolyGel
Years of research and development have yielded a brand-new enhancement category. The strong, yet feather-light "tube gel" combines the benefits of acrylic and hard gel to create an odorless formula for a more durable enhancement.
gelish.com

CND
Shellac Luxe
Combining 14 days of high-gloss wear with damage-free 60-second removal created much buzz among pros! This two-step gel polish system from the creators of Shellac can save 15 minutes per client. With 65 premium colors to select from, Shellac Luxe combines luxury and wearability.
cnd.com

Famous Names
Dadi' Scrub
With no parabens, sulfates or artificial colors, this all-over scrub employs organic ingredients to leave skin hydrated and rejuvenated. Coconut and safflower oils lock in moisture and condition the skin, while coarse sugar, salt and pumice exfoliate, making it a perfect pre-polish treatment.
famousnamesproducts.com

Young Nails
Stain Resistant Gel Top Coat
Acrylic and hard gels are designed to last, so it's important to take a serious look at protecting those enhancements. Enter the Young Nails Stain Resistant Top Coat. This durable formula battles fading, stains and chipping, making it the perfect solution for clients who constantly work with their hands.
youngnails.com

Orly
Builder in a Bottle
No pods, scooping or tools needed to build a crystal clear extension with this builder gel. Orly developed the self-leveling, no-drip formula that allows you to form-build an extension without any bubbling or cloudiness, saving you time, product and money.
orlybeauty.com

PRODUCTS: ARMANDO SANCHEZ

Manicure

BEST BASE COAT

Orly
Bonder
Orly's unparalleled rubberized formula binds polish to the natural nail surface for maximum wear time. *orlybeauty.com*

BEST TOP COAT

Seche
Vite
This high-performance formula not only provides a super shiny finish that dries quickly, but also penetrates to the base coat to provide durable coverage and prevent yellowing. *seche.com*

BEST CUTICLE OIL

Famous Names
Dadi' Oil
A blend of 21 essential oils, including vanilla, bergamot, rosemary, lemongrass and lavender, creates the nourishing cuticle treatment's signature smell. Sourcing 95-percent certified-organic ingredients, Dadi' Oil uses the benefits of avocado, jojoba and vitamin E to moisturize, condition and infuse the cuticles and surrounding skin with vitamins and antioxidants. *famousnamesproducts.com*

BEST RED POLISH

OPI
Big Apple Red
Local New Yorker or not—this classic, highly-pigmented, high-shine red never fails to stun. *opi.com*

BEST NUDE POLISH

Essie
Ballet Slippers
This classic pale pink beauty—a beloved red carpet staple—is a favorite for its sheer two-coat finish. *essie.com*

BEST LOTION

Hempz
Original Herbal Body Moisturizer
The vegan and paraben-free formula relies on hemp seed oil, shea butter, ginseng and a variety of herbal extracts to calm and soothe dry, irritated skin. *hempz.com*

BEST CLEANUP BRUSH

Artistic Nail Design
Gel Brush #7 Square
Pros love this multipurpose square brush for creating crisp smile lines with ease and cleaning up polish from the surrounding skin. Bonus: Sleek packaging protects the bristles, extending the tool's lifespan. *artisticnaildesign.com*

GETTY IMAGES

Pedicure

BEST PEDICURE BASIN

Belava
Pro Foot Massager
The original classic pedicure bowl is equipped with a powerful massaging unit that, when paired with therapeutic heat, delivers a complete and versatile spa pedicure service. *belava.com*

BEST CUTICLE TREATMENT

CND
Cuticle Eraser
The gentle yet effective formula, made with a creamy blend of alphahydroxy acids, micro-exfoliates and moisturizes cuticles and surrounding skin common on dry toes. *cnd.com*

BEST FOOT FILE

Mehaz
Professional Stainless Steel Foot File
Smooth, crack-free heels are a must, and this go-to pedi tool boasts removable exfoliating crystal pads with a large surface area to save time and effort. *sallybeauty.com*

BEST FOOT LOTION

Footlogix
Mousse
This lightweight, hydrating whipped-mousse formula locks in moisture and absorbs instantly, while boasting antiaging and antimicrobial benefits. *footlogix.com*

BEST PEDICURE COLOR

Essie
Aruba Blue
This metallic sapphire blue remains a favorite toe hue thanks in no small part to its streak-free formula and high-shine finish. *essie.com*

BEST TOP COAT

INM
Out the Door
A must for smudge-prone pedis: The nonyellowing, chip-resistant formula gets clients out the door in a flash courtesy of its superquick dry-time: It dries two coats of polish in 90 seconds flat! *inmnails.com*

BEST BASE COAT

Morgan Taylor
React Base Coat
This two-in-one strengthening formula binds polish to the nail plate for *extra* long wear. *morgantaylor lacquer.com*

Gel Polish

BEST RED GEL POLISH

CND
Shellac Wildfire
An always-classic blue-red cream—it was even named the official nail color of Virgin Atlantic flight attendants in 2011! *cnd.com*

BEST NUDE GEL POLISH

OPI
GelColor Put It in Neutral
The go-to pinky-beige sheer hue works for every occasion and practically every skin tone. *opi.com*

BEST BASE GEL

Gelish
Foundation
This fast-curing base coat is the ideal *foundation* for durable, long-lasting gel manis. *gelish.com*

BEST GEL POLISH SYSTEM

CND
Shellac
With more than 100 designer shades to choose from, ranging from sheer to opaque, this tried-and-true gel system is universally loved by nail techs for its chip-free, 14-day wear; even coverage; high-gloss finish; and speedy removal sans damage. *cnd.com*

BEST TOP GEL

Artistic Nail Design
Glossing Gel
This must-have gel top coat is beloved by nail artists for its nonyellowing formula, as well as the fact that it can be used with any traditional enhancement system to provide a high-shine finish. *artisticnaildesign.com*

BEST MATTE GEL TOP COAT

Ugly Duckling Nails
Matte Top Coat
Ugly Duckling knows nail art, so it's only natural that its ultramattifying gel topper is a favorite for its easy application and velvety finish. *uglyducklingnails.com*

BEST SOFT GEL

Bio Sculpture
Combining the strength, durability and sculpting capabilities of hard gel with the soak-off benefits of a soft gel, this 10-free formula is designed to preserve the integrity of the natural nail. *biosculpturegel.com*

GETTY IMAGES

Spa Mani/Pedi

BEST MASK

Voesh
Masque
Perfectly portioned for each service, this vegan, paraben- and cruelty-free mud mask provides a cost-effective and sanitary treatment that detoxifies and cleanses skin while tightening pores. *voesh.com*

BEST NAIL TREATMENT

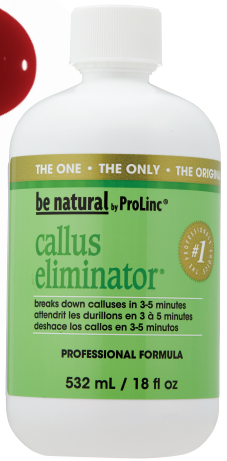
Famous Names
IBX Duo Pack
The Famous Names two-part system is unmatched in its ability to revive weak, brittle nails while allowing them to grow stronger and longer. Bonus: This system—formulated with nourishing jojoba and avocado oils and protein-building ingredients—can be used under gel polish to reduce damage and breakage. *famousnamesproducts.com*

BEST PEDICURE CHAIR

Whale Spa
Valentino Lux
Made with top grain stain-resistant, antimicrobial Enduro Italian leather and the premium Caresst Massage Mechanism, this chic, luxurious chair even boasts an iridescent finish on the textured glass basin—fancy! *whalespainc.com*

BEST LONG-WEAR POLISH

OPI
Infinite Shine
The three-step system provides up to 11 days of wear with a shiny, gel-like finish, making it the perfect service upgrade from traditional lacquer. *opi.com*



BEST CALLUS TREATMENT

ProLinc
Callus Eliminator
There's no need to work so hard on stubborn calluses thanks to this fast-acting formula. Three to five minutes and it's smooth skin sailing. *prolinc.com*

BEST SOAK

OPI
Pro Spa Soothing Soak
The fast-dissolving salts found in this soak are infused with white tea, cupuaçu, chestnut, calendula and sage to soothe tired, aching feet, plus detoxifying magnesium sulfate to reduce inflammation. *opi.com*

BEST SCRUB

Footlogix
Exfoliating Seaweed Scrub
Made with a unique blend of essential oils, organic micro-algae and polished pumice, this formula gently but effectively exfoliates to reveal glowing, rejuvenated skin. *footlogix.com*

GETTY IMAGES

Enhancements

BEST HARD GEL SYSTEM

Light Elegance
Lexy Line UV/LED Hard Gel
This hard gel takes top honors for its thick-viscosity formula that makes building and sculpting easy. The high-quality resin holds its shape while still maintaining flexibility—perfect for imperfect nail plates. *lightelegance.com*

BEST ACRYLIC SYSTEM

Young Nails
Speed Nail Powder
Always a crowd pleaser among acrylic devotees, the Young Nails acrylic system delivers consistently natural-looking enhancements, reliable adhesion, a one-minute set time and even coverage, all thanks to the product's exact particle blend technology. *youngnails.com*

BEST MULTI-USE PRODUCT

LeChat
Gelée
No matter the system you're using—gel, acrylic or dip—versatile Gelée provides lasting color in a gentle, strengthening formula. *lechatnails.com*

BEST CLEAR GEL IN A BOTTLE

Christrio
Speed Builder Gel
This self-leveling builder gel is a super time-saver for building clear extensions in a flash. *christrio.com*

BEST WRAP SYSTEM

Backscratchers
Glass Glaze
Wrap aficionados reach for Glass Glaze to repair, strengthen and protect nails with strong fiberglass or silk fibers. *backscratchers.com*

BEST E-FILE

Kupa
ManiPro Passport
E-filers favor this indispensible and lightweight portable machine, which boasts a battery-powered control box and up to 10 hours of usage, for every filing, buffing, smoothing and removing enhancement step. *kupainc.com*

BEST DIP SYSTEM

SNS
Gelous Color
Featuring a formula enriched with vitamins A, E, D, E, B5 and calcium, the world's first dipping powder remains a staple thanks to its commitment to healthier nails. *snsnails.com*

Tools

BEST NIPPER

Mehaz Professional
Cuticle Nipper, 1/8 Inch Jaw
This precision tool features a textured, nickel-plated handle for a secure grip, while its double-spring technology makes for smooth functionality.
sallybeauty.com

BEST MULTI-TASKER

Young Nails
Magic Wand
No nail tech should be without this handy hybrid tool that combines three implements in one: pusher, scraper and reverse pincher.
youngnails.com

BEST PUSHER

Kupa
ManiPro Double-Ended Professional Cuticle Pusher
This double-sided switch-hitter features stainless steels edges to remove cuticles and dead skin gently without damaging the nail plate. *kupainc.com*

BEST CURETTE

Antoine de Paris
#215 Curette
This stainless steel tool effortlessly and effectively cleans under the free edge and is perfect for ingrown nails.
antoinedeparis.com

BEST ACRYLIC NIPPER

Tweezerman
Power Hangnail Clipper
Since discontinuing the Cobalt Acrylic Nipper, the Power Hangnail Clipper has taken the lead in this category. Despite the seemingly thin design, these extremely durable stainless steel blades are powerful enough to easily remove tough acrylic.
tweezerman.com

BEST SCISSORS

Body Toolz
Curved Cuticle Scissor
These precision scissors don't let overgrown cuticles get in the way thanks to their sleek stainless steel blades.
bodytoolz.com

BEST TOENAIL CLIPPER

Tweezerman
Stainless Steel Toenail Clipper
This heavy-duty clipper shortens nails with ease, while its stainless steel finish prevents tarnishing or corrosion.
tweezerman.com

Nail Art

BEST FOILS

Daily Charme
Nail Art Foil
Daily Charme features hundreds of carefully designed nail art foils from basic one-color to flirty florals. When it comes to design, the sky's the limit! *dailycharme.com*

BEST CHROME POWDER

Wildflowers
Chrome
With dozens of chrome powders to choose from, Wildflowers Chrome creates that perfect iridescent finish clients covet. *wildflowersnails.com*

BEST GEL PAINT

Light Elegance
UV/LED Gel Paints
Ideal for hand-painted nail art, these highly pigmented gel paints boast brilliant blending, marbleizing and layering capabilities. *lightelegance.com*

BEST GLITTER

Light Elegance
Glitter Gel
This glitter-packed gel doesn't separate, applies easily over any hard gel or acrylic and has a seemingly never-ending supply of new color releases. *lightelegance.com*

BEST STAMPER

Clear Jelly Stamper
The Crystal Clear
The original clear stamper makes art extra-easy thanks to its see-through design. *clearjellystamper.com*

BEST DECALS

CinaPro
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BEST EMBELLISHMENTS

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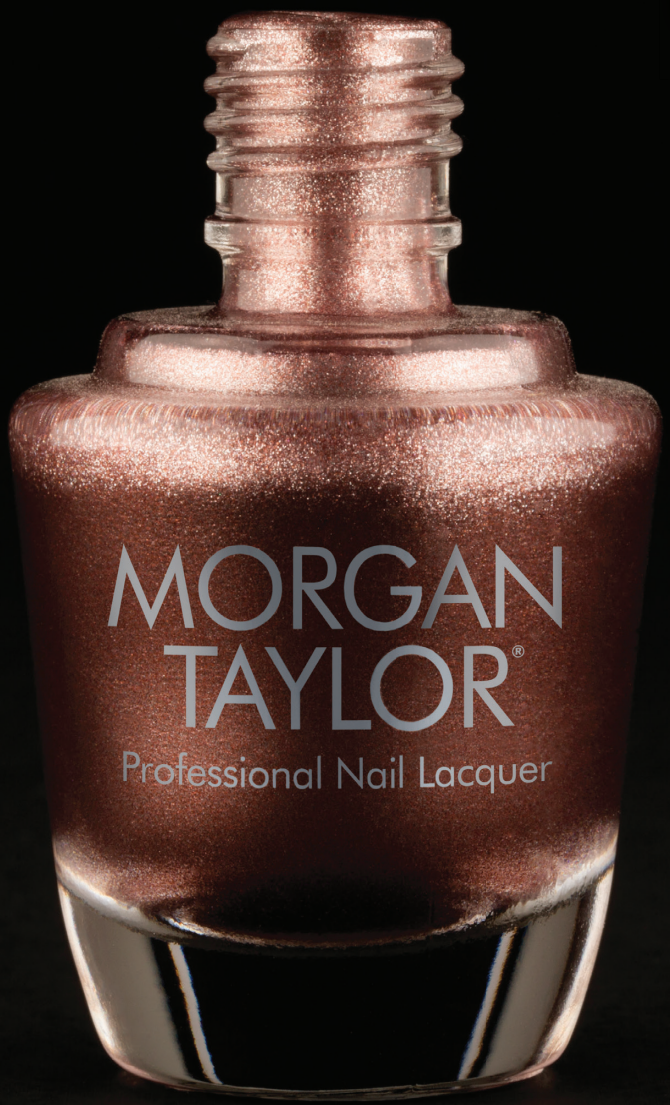

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