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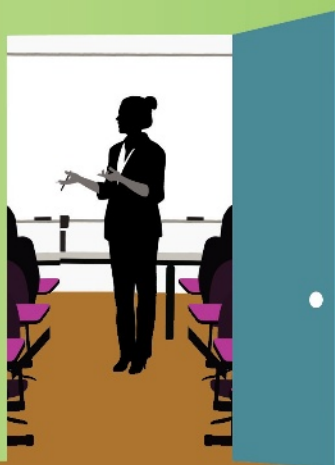
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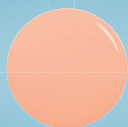


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MARCH 2019

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COVER CREDITS

Nails: Danny Haile & Vu Nguyen, Gelish;
Photography: Cory Sorensen, corysorensen.com;
Makeup: Johnny Saade; Hair: Christophe Saluzzo;
Model: Amanda Fields, Body Parts Models; Digital
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NAILING DIGITAL

CHECK OUT THIS MONTH ON NAILPRO.COM

INSTA-WORTHY IMAGERY

nailpro.com/tips-to-earn-an-instagram-repost

Top tips for taking attention-grabbing nail art photos for social media.

AND WE'RE LIVE ...

nailpro.com/how-to-make-the-most-out-of-live-streaming-facebook-instagram Make the most of social media live streaming.

BRAND BUILDING WITH DAVID ANTHONY

nailpro.com/how-to-build-brand-digitally

Valentino Beauty Pure's president shares social branding tips.

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ON MY RADAR

DISCOVER SOME OF NP EXECUTIVE EDITOR STEPHANIE YAGGY LAVERY'S INSTA-FAVORITES.



1

#MYMANICURE

When your influencer nail pro tells you that your choice for an emerald and gold design is right on the money, you listen! Hence this stare-worthy set from Yvett Garcia (@yvynails): almond-shape acrylic overlays coated with gorgeous green gel polish, then topped with gold embellishments sourced on a recent trip to Hong Kong. And the fab prop is actually a *cookie* made to look like a crystal, created by Good Vibes Cookie Co. (@goodvibescookieco) founder Jodi Mannis.



2

#TOTALEYE

I first spied Total Eye 3-in-1 Renewal Therapy SPF 35 as a sponsored post in my IG feed. Then it arrived on my desk as a new product launch. Once I started using it, I was hooked! Now, imagine my excitement when Colorescience (@colorescience) launched its newest addition: a kit that includes the Instagram fave Total Eye, plus Total Eye Concentrate and Hydrogel Treatment Masks, and when they're all used together, they give you the brightest and most youthful eye area—seriously! «Colorescience Total Eye Restore Regimen, colorescience.com»

3

#FOLLOW

For this influencer issue, I had to mention two IG accounts to follow (because one just wasn't enough!). Bel Fountain-Townsend (@sohotrightnail) and Fariha Ali (@nailjob) are killing it on the social scene thanks to their beautiful, creative and somewhat unconventional artwork; bright, simple photos; and their on-point branding. With 144k and 83k followers, respectively, and full books to boot, they're certainly ones to keep your eye on.



4

#PIXIPERFECT

High-quality skincare products that work plus makeup at an affordable price seems too elusive to be true. But for Pixi (@pixibeauty), it's the company's mantra. The successful line is expanding, with new additions to its skincare selections (like must-have vitamin C and collagen), a slew of body care and a new retail space in Century City, California. Plus, the brand understands the weight of influencers and regularly collaborates with them, including one of my favorites Chloe Morello (@chloemorello). «Pixi Collagen Line, pixibeauty.com»

5

#CRYSTALHEALING

Organic body care brand Poppy and Someday (@poppyandsomeday) jumps on the quartz bandwagon (as do I!) with its Rose Quartz Face Mask (poppyandsomeday.com). Rose quartz vibration nourishes, heals and promotes joy, and the gemstone itself represents unconditional love and harmony—a win-win for beauty care. Also incorporating pearl, a potent antioxidant, this mask cleanses, nourishes and restores skin cells. Read more about crystals in beauty «Good Vibrations,” page 36»



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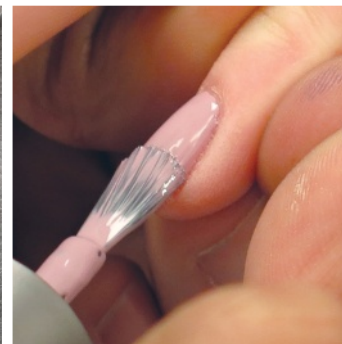
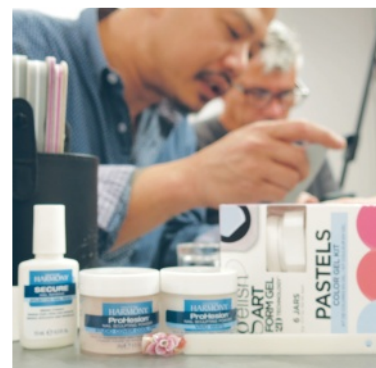
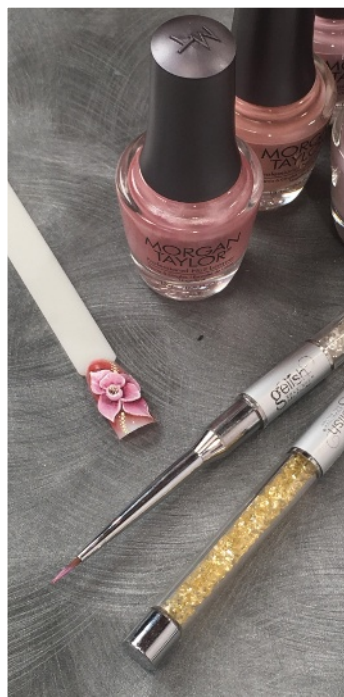




Perfectly PASTEL

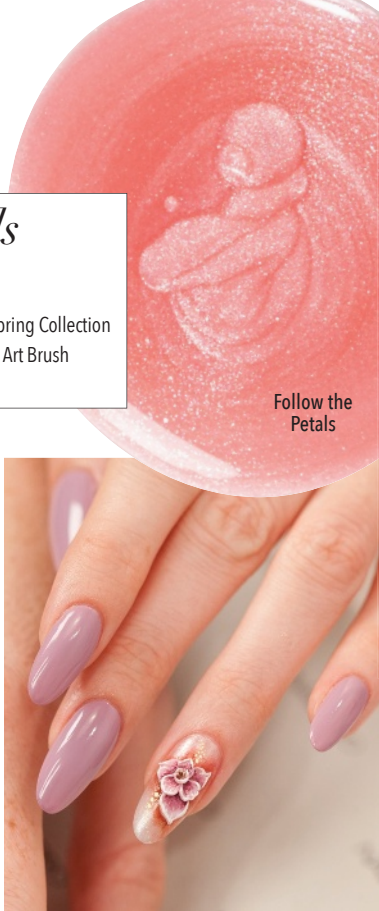
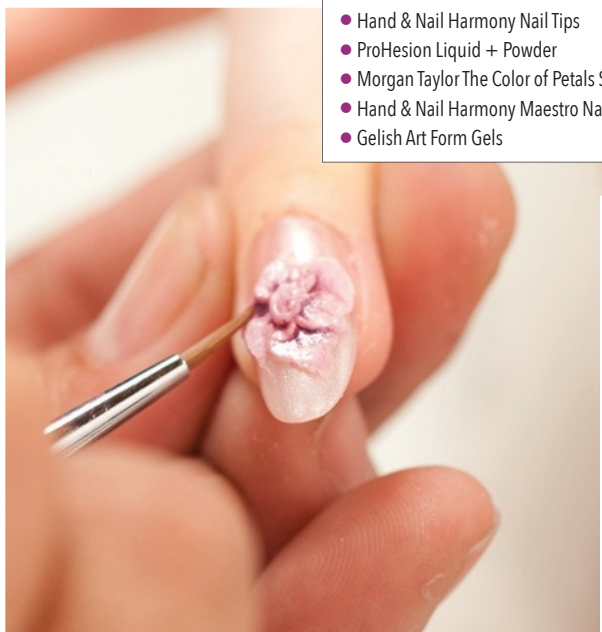
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behind-the-cover!](http://nailpro.com/videos/behind-the-cover!)

When it comes to spring color collection trends, they often go one of two ways: bright and cheery or soft and muted. This season, it's the definitely the latter, as we see teems of wonderfully subtle pastels appear in every hue (check them out in "Fine Artistry" on page 58). To be sure, Morgan Taylor and Gelish didn't miss the memo, as their spring 2019 collection—The Color of Petals—flourished with toned-down blush, peach and plum polishes. Dynamic duo Danny Haile and Vu Nguyen, Gelish CEO and dean of education, respectively, joined us in studio this month to put their stamp on this trend. First, they expertly extended our model's nails with Hand & Nail Harmony ProHesion Liquid + Powder over tips for an extremely natural look. Then, they polished all but the ring fingers with lilac cream Merci Bouquet. Next, they coated the accent nails with subtly shimmering pink Follow the Petals. And the coup de grâce? Haile and Nguyen tag-teamed a 3-D bloom once the nails were dry: Haile sculpted the flower and Nguyen hand-painted it with custom-blended Gelish Art Form Gels for a realistic finish.



+Kit Essentials

- Hand & Nail Harmony Nail Tips
- ProHesion Liquid + Powder
- Morgan Taylor The Color of Petals Spring Collection
- Hand & Nail Harmony Maestro Nail Art Brush
- Gelish Art Form Gels



Follow the
Petals



Merci
Bouquet



COLOR X THREE No matter the client or nail look, these pastels are in reach: The Color of Petals is available in Morgan Taylor lacquer, Gelish gel polish and Gelish Dip.

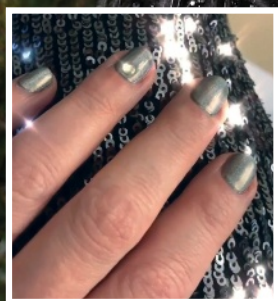


START PAINTING Tap into your inner artist by creating detailed looks with Gelish Art Form Gels. Available in every color, from primary to platinum to pastel, these gel paints allow for precision work thanks to their ultrapigmented formulation.



TIP OFF

BUSINESS | NEWS | PRODUCTS
BY LOTUS ABRAMS



RED CARPET BLING FINGER

Debra Messing sparkled on the Golden Globes 2019 red carpet all the way down to her fingertips. The actress, nominated for her performance in "Will & Grace," wore a glittering silver and black sequin and feather gown with an eye-catching holographic mani to match, courtesy of celebrity manicurist Elle. Using her signature technique of layering two lacquer shades to create dimension, Elle applied one coat of LeChat Dare to Wear Knights Honor, a gunmetal frost, followed by one coat of LeChat Dare to Wear Spectra Stellar Stars, a silver holographic glitter. "I loved how it really mimicked her dress with the intense solar effect of the hologram polish with the sparkle of a sequin," says Elle. The crowning glory: After letting Messing's nails dry completely, Elle adhered a genuine Vero Krew Round Diamond to each ring finger. For the finishing touch, she secured stud "prongs" around each diamond. "By using a gel top coat and curing it, it creates a barrier around the bottom of the diamond so it adheres," says Elle. "You definitely don't want real diamonds to come loose!"



GROW WITH US

OUR BEAKERS HAVE BEEN BUSY

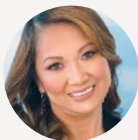
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PRODUCTS

WHAT'S IN MY NAIL KIT

Jenny Bui shares her go-to nail tools.

Even if you aren't familiar with Jenny Bui (@nailson7th), you've definitely seen her work on the red carpet, at award shows and onstage. Tending to her most well-known client's nails (Cardi B!) takes special attention and a few product essentials—including those from her own line, Jenny Secret.

"Gels from Kiara Sky, Wavegel, Orly and Jenny Secret are the most opaque and provide the widest range of color options."

"Swarovski crystals come in every size and color and have the highest-quality shine."

"I've used kolinsky brushes for 21 years; they're such good quality."

❶ ORLY | GelFX Lovella | orlybeauty.com "Gels from Kiara Sky, Wavegel, Orly and Jenny Secret are the most opaque and provide the widest range of color options."
❷ CHERI | Cover Foam Party | skylinebeautysupply.com "A lot of powders I've used are runny, but this one is easy to set." ❸ JENNY SECRET | Crystal Gel
skylinebeautysupply.com "My favorite stone adhesive is from my own line. My nail sets last up to a month!" ❹ SWAROVSKI | Crystals | dreamtimecreations.com
"Swarovski crystals come in every size and color and have the highest-quality shine." ❺ NGHIA | Stainless Steel Cuticle Nipper | nghiacorporation.com "I love that
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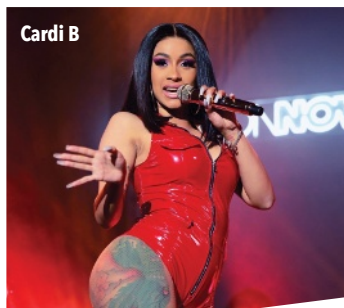
TIP OFF

DAILY INSPO

Terrance Terry

@terranceterry

Detroit native Terrance Terry has spent more than two decades honing his skills as one of the industry's top nail stylists. Terry and his work have been featured on the "Today" show and "The Wendy Williams Show," and he also served as a judge on Oxygen's nail competition reality show "Nail'd It." At his chic L.U.X.E. (Love Ultimately Exudes Everything) Nail Bar, located in the affluent Atlanta suburb Sandy Springs, Terry caters to a fashion-forward clientele, providing luxurious services and custom nail art. Here, find out where Terry finds the inspiration that keeps him at the top of his nail game.



"I gain so much inspiration from clotigh, it's crazy!"

Fashion Week

1. Dubai I've been in love with that place since the moment I laid eyes on it. It's so beautiful, not to mention the fabrics and textures found there are perfect for nail art inspiration.

2. Fall It's the perfect time of year for transitioning colors and shades when creating nail art, such as an ombré. The leaves and foliage always provide great inspiration for me.

3. Fashion Week I've participated in New York Fashion Week doing nails for DKNY, Luca Luca, and Alice and Olivia. It's so dope to see the fabrics and prints in some of the clothing. I gain so much inspiration from clothing, it's crazy!

4. Swarovski I gain tons of nail art inspiration from the Swarovski store, and I visit my local one quite frequently. They have the best crystals and shapes that are perfect for creating nail embellishments.

5. Cardi B She has an intoxicating energy that I absolutely love. She's a celebrity who I would love to work with. She's brought so much attention to nails and nail art, highlighting the skill and craftsmanship that goes into the art form. Her glam team even incorporates some of her wardrobe looks into her nails, which is inspiring to an artist like myself.



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TIP OFF

LAUNCH

Nirvana for Nails

Celebrity manicurist Gina Alcedo, who counts Amal and George Clooney and Arianna Huffington among her high-profile clients, has announced the release of her new Nailvana LA (NVLA) lacquer line. The premier NVLA offering, The Brentwood Collection, consists of six vegan, cruelty-free, 8-free polishes: Bristol Circle Blue, Burlingame Grey, Ms. Huffington Pink, deep plum Perfect Image, Rockingham Red and Sunset Blvd Nude, along with The Brentwood Base Coat, The Hills Top Coat and Above Sunset Cuticle Oil—all of which contain myrrh extract to strengthen nails and prevent breakage. “Nailvana LA is the result of my quest to find the best natural products to keep my clients’ nails healthy and beautiful,” says Alcedo. “It’s been a real passion project for me. Starting with the cream designed to strengthen and condition cuticles to honoring the Brentwood, Los Angeles, neighborhood where I made my start, the line naturally helps to improve nail quality.” The collection is available online at nailvana.la and at a selection of high-end salons.



HOW-TO

SHOOTING STARS

Phoenix-based nail technician Leibnitz Barragan (@leibnailz) started honing his nail art skills at the age of 16. Here, he shares his technique for creating a galactic nail design. “I was inspired by the dark colors in the galaxy, while also incorporating the gleaming light of every star,” he says.



STEP 1 Apply a thin layer of gel base coat, and cure. Apply two coats of black gel polish, curing after each. Then, apply a thin coat of fine glitter gel sparingly across the nail.

STEP 2 Create three wispy comets with white gel paint, and cure. Then, top the tails with glitter.

STEP 3 Using a dotting tool, add white dots in varying sizes for stars across the nail. Cure.

STEP 4 Apply matte gel top coat to the entire nail, and cure. Then, attach a crystal to the head of each comet with gel stone adhesive. Cure.



GET THE LOOK!

1. **NSI Secrets Sparkle Luminosity**, nsinails.com
2. **GELISH Art Form Gel Essential White**, gelish.com
3. **SWAROVSKI Crystals**, dreamtimecreations.com
4. **UGLY DUCKLING Matte Top Coat**, uglyducklingnails.com
5. **LUXA POLISH Gel Color Blackout**, luxapolish.com

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PRODUCTS

IN LIVING CORAL

A bright shift from last year's Ultra Violet, Pantone announced its 2019 Color of the Year: Living Coral, an optimistic and joyful shade symbolizing a desire for playful expression, according to Pantone representatives. Marc Jacobs, Prada and Brandon Maxwell were just a few of the designers showcasing the vibrant color on their spring 2019 runways. Feeling inspired to create some Living Coral nail looks? Whether you prefer lacquer, gel polish, acrylic or dip, we've got you covered!



1. **Orly** Positive Coralation orlybeauty.com
2. **Ugly Duckling Nails** No. 101 uglyducklingnails.com
3. **SNS Gelous Color Plus** Jumping for Joy snsnails.com
4. **OPI** Tempura-ture Is Rising! opi.com
5. **Essie** Pinkies Out essie.com
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TIP OFF



BUSINESS

IN THE CLUB

Memberships can provide salons with a reliable source of income, help clients save money on services and create a lasting sense of community.

Promoting frequent, recurrent client visits is the goal of every nail salon owner, and from prebooking guests at checkout to offering loyalty rewards for repeat visits, there are a number of approaches entrepreneurs can take to realize this goal. Some nail salons, however, like Paintbucket in Brooklyn, New York, are adopting a more direct approach to acquiring regular visits: encouraging clients to join membership programs that offer a variety of enticing perks. "From a business standpoint, we love the memberships because they guarantee a fixed amount of income each month," says Paintbucket founder and CEO Kristin Pulaski, who estimates that the salon has acquired around 40 members since opening in 2017.

Paintbucket offers a Basic Membership and a Luxe Membership (higher-end services and products) that include a set number of monthly manicure and pedicure services, along with unlimited express services and touch-ups. Both plans offer clients a significant savings over the salon's à la carte menu prices. Along with each membership, Paintbucket gives clients their own toolkits, which are stored at the salon and include a nail clipper, cuticle pusher and cuticle nipper—all sanitized and disinfected after each use.

Another nail salon utilizing a membership model is Prose, a new franchise business with current locations in Phoenix and Scottsdale, Arizona, and planned openings in a dozen of other states. "Customers today frequent their salons consistently, and because their hands and feet welcome continual care, the membership program is a perfect fit," says Prose founder and CEO Dave Crisalli. Prose offers several membership options that allow clients to save on service prices: two, three or four services (manicures or pedicures or both) each month and a group membership for families. "Because consumers want flexibility,

members can use their services at any Prose location in the country and can transfer their services to family and friends at no additional cost," says Crisalli.

The membership model may not be the right fit for all salon businesses, admits Crisalli, so it's best to talk to clients about their needs before jumping in. "As with any new product or service, you really want to listen and learn quickly to harmonize how the service fits," he asserts. "You also have to know when to say 'what we're doing isn't working well and be willing to change.'" Case in point: Paintbucket refined its initial approach to memberships by giving clients the option to purchase a package of services that can be used over the course of six months as an alternative to a monthly membership, and now boasts 115 series members. "After chatting with clients and figuring out what would benefit them most, we started to offer packages as well," says Pulaski. "I find that customers use their full series before the six months are up and then purchase another one. We like having both options for our customers because each woman is different, and we want to be able to cater to everyone."

Beyond providing businesses with a reliable source of income and allowing regular clients to save on services, memberships can also help build a sense of community within a salon. Creating an appealing atmosphere where clients enjoy returning to time and again, asserts Pulaski, is part of that community-building process. "[Our space is] a true escape, and we do our best to always make sure our clients leave with amazing nails and maybe a new friend or two," she says. "After being open for a year, our staff and loyal customers now refer to Paintbucket as a sort of 'girls club,' which says a lot about the kind of vibe we've been able to set in the space." **NP**

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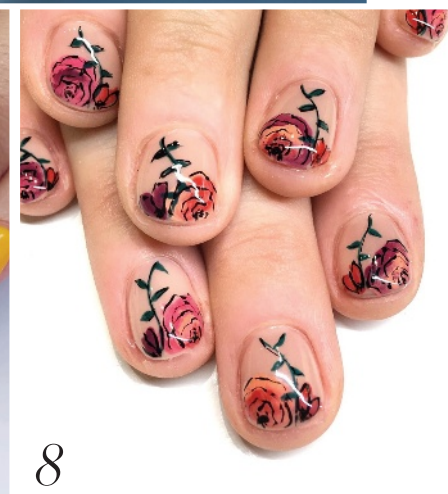
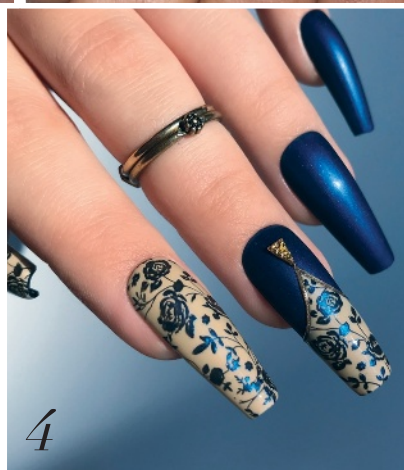


PORTFOLIO

Garden Party

Our readers welcome spring with floral nail art showcasing a bounty of budding blooms.

SUBMIT
FOR THE NEXT
THEME:
RAINBOW



1 Shiomi Hayato @nailzeroplus_shiomi 2 Katriushka Castro @thenailbarbykathyscreations 3 Whitney Garrett @nyonbywhitney 4 Helena Han @helenahan.pro 5 Hannah Lippke @freshlyfiled 6 Demi Henderson @demi_nailstagram 7 Adriana Gutierrez @trendy_talons 8 Katie Masters @nailthoughts

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



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Plastic Fantastic

Just in time for raincoat season, plastic has arrived on the scene ripe for your wardrobe pickings. At Fendi, clearly cool plastic coats, both short and long, felt decidedly sporty despite being trimmed in luxurious caramel leather—with full leather pockets to boot! Slightly naughtier, the Christian Cowan raincoat redux came in smoky topaz, black and clear, doing very little to cover up the equally scant rhinestone sheath underneath. But not all PVC fabric begot raincoats; at Balmain, iridescent paper-bag-waist pants cut a chic silhouette, while literal shards of plastic fit together like a puzzle on a Balmain party dress.

Though plastic might not be the go-to for those seeking comfy clothing, the see-through material serves as a perfect muse for sophisticated nail art. Guest artist Pattie Yankee shows the clear advantages to plasticlike manicures with three designs that take advantage of transparent tips. No matter the rhinestone or Mylar shard affixed to your clear base, the floating effect is pure fantastic plastic-inspired magic.



Guest Artist: New York-based celebrity nail artist Pattie Yankee counts A-listers Allison Williams, Katy Perry and Giada De Laurentiis among her regular clients.



Balmain



Fendi



Balmain



Christian Cowan



Sies Marjan

BIO SCULPTURE

Derived from Latin, Triginta means 30. We celebrate 30 flourishing years of Bio Sculpture with this sensational color.

TRIGINTA 30

It's been said that red symbolises passion and pink, love.

But what if love emerged from passion through the gracefulness of a rare silver whisper...

No. 30 Triginta

This strikingly powerful royal red color exposes a pink 'heart' with the resilience of light, originating from a faint touch of rich, precious silver shimmer infusion.



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Get a Handle on It

INSTA-GURU NAIL PROFESSIONALS SHARE THEIR SOCIAL MEDIA PAGE ORGANIZATION HACKS.

We live in an era where we can create a business, promote our brand and build a community of industry professionals all in one app. For nail professionals, Instagram has certainly changed the game, but the key to success is maintaining a consistent feed. We asked a few pro nail Insta-stars to break down the way they organize their Instagram pages—and it all comes down to three strategies: color scheme, planning ahead and post performance.

Julie Kandalec incorporates her two passions into her Instagram posts: nails and travel.



COLOR SCHEME

Keeping to a specific color theme is crucial to maintaining a consistent brand, but even the truest of pros find this concept difficult to execute. "As an artist, aesthetic is crucial for me," says New York-based celebrity manicurist Julie Kandalec (@julieknaillsnyc), whose 22,000-plus followers are hooked on the global beauty traveler's engaging mix of exotic destination, celebrity and editorial nail posts. "I'm all about the usage of color. I arrange posts for the colors to work diagonally in the grid." This strategy can be challenging, says Kandalec, when a shoot comes out with photos that don't fit into her current color scheme. When that happens, Kandalec simply saves the photo to post a week or two later when it blends into her feed better.

Santa Monica, California-based nail artist Katie Masters (@nailthoughts), who has more than 44,000 followers on Instagram, also groups similarly colored or themed photos together to create an aesthetically pleasing feed. "It's important [to have a cohesive look] when someone sees your feed for the first time, because they usually decide whether or not to follow you

within seconds," says Masters. The nail artist steers clear of filters and over-editing to prevent presenting a false impression. Instead, she posts nail photos with consistent backgrounds, lighting and hand poses. "With nail photos, we're lucky to have a built-in color scheme, because we can post different designs with the same background or accent colors, and—boom!—we have color schemes," she says.

FUTURE FEED PLANNING

Organization is key to building a cohesive feed for both your brand and audience. Masters uses the free app UNUM and Kandalec uses Planoly to visually organize, plan and schedule their grids. These apps allow users to see how a post will look within a feed before actually posting.

"I'm pretty strict about my posting method: travel, nails, travel—that unto itself has created a cohesive feed," says Kandalec. "I also take lots of different shots when I travel, because I know it'll give me more options later when I want to post it next to a nail set." Kandalec creatively combines her two passions, nails and travel, by taking photos of her



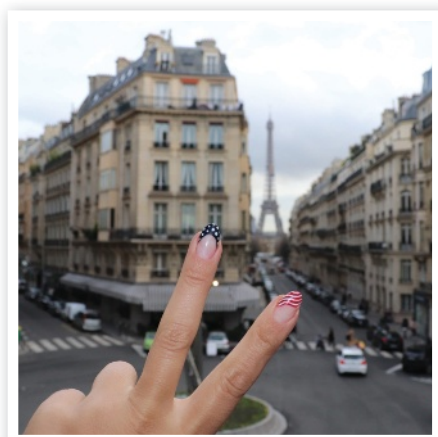
Katie Masters uses a similar background and lighting for all of her posts.

own nails in the places she visits.

At first glance, individual posts may appear tiny on an Instagram profile page, sometimes making it difficult to see nail artwork. To gain foot traffic on her page, celebrity nail artist Jenny Bui (@nailson7th) uses the PhotoTiling app to create individual images of one main photo (also known as a "roadblock"). The app automatically organizes the tiles on an Instagram page to appear as one image, like



Call attention to detailed nail art by creating a photo roadblock.



Julie Kandalec's "American in Paris" post.

a puzzle. "I do this to bring more attention to my photo and artwork," says Bui, whose 640,000-plus followers are hooked on the crystal-covered nail sets she creates for hip-hop artist Cardi B. "The tiles allow you to see artwork up close and add a nice look to your page."

POST PERFORMANCE

"Incorporating my travel posts with nail art was the hardest for me because, visually, they're so different—and they perform differently, too," says Kandalec. "Nails shot in natural light do really well, colorful travel posts get the most likes, and simple nail looks are the most saved." She suggests asking clients to take photos of their nails in natural light the following day

for you to post. Show them a few examples so they know what to do. "Ask them to take a photo [of their nails] holding a cute coffee mug, against their jeans or in front of a cool wall," says Kandalec. If you decide to post multiple images showing the before-and-after looks, never post the before nail photo as the main image in the carousel, she warns; post the final look first. Another tip: Only show your very best work; your feed is like your portfolio.

Masters created her own recipe for success for her Instagram page. "Rushed posts with generic captions like 'beautiful' or 'obsessed' make the artist seem like just another Instagram robot, when really we all just want to see the person behind the art," she says. "Take your time with captions and put thought into them. Brighten your photos to ensure they're nice and clear." Masters sees the most engagement on posts where she incorporates all of these elements.

Of course, adding a celebrity element will always get you more likes. Bui agrees, saying that her posts of Cardi B's nails get the most interaction. "My audience also likes videos more than still images," says Bui. "Videos show the true shine of the Swarovski crystals I use. Adding a popular song over the video also yields more views."

Ultimately, top performance comes down to knowing your audience and the kinds of posts that speak to them best. Use this information to help determine how to organize your page in a way that showcases your brand and talent in order to gain more exposure and, hopefully, build your clientele. **NP**



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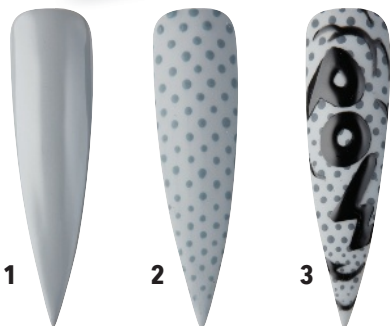
Guest Artist:
Alec Cole Hinz
(@yaaas_get_nailed)
is a nail artist based
in Portland, OR.

Comic Relief

The fantastical pop art created by Roy Lichtenstein and Gary Grayson inspires animated tips.



"Everyone wishes they had a superpower. For some, rocking a dramatic set of claws is that power. This set reminds me of some reactions and words you'd experience when you flash—or flip—your fingers at the world." —Alec Cole Hinz



Step 1 Apply two coats of light gray gel polish.

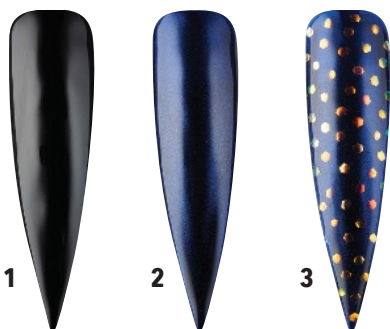
Step 2 Use a dotting tool to create a polka-dot pattern across the nail with dark gray gel polish. Apply matte gel top coat.

Step 3 Paint the word "Pow" in block letters down the nail with black gel. Allow some of the letters to bleed off the nail. Add curved black accent lines around the word. Then, use a detail brush to apply glossy top coat to the black gel only.

TIP!
Cure a pattern like this section by section to keep the gel from traveling.



GETTY IMAGES, BROOKS AYOLA



Step 1 Apply one coat of black gel polish. Then, apply no-wipe top coat.

Step 2 Coat the entire nail with blue chrome pigment powder using a makeup sponge or silicone tool. Apply a thin layer of glossy gel top coat.

Step 3 Apply large pieces of metallic glitter in an evenly spaced polka-dot pattern onto the tacky layer. After curing, apply a second (more generous) layer of glossy gel top coat for a smooth finish.



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THE LOOK Named Atlanta's best beauty destination by numerous publications since opening in 2005, Sugarcoat Nail & Beauty Bars are chic, modern and sophisticated nail spas that value cleanliness and are committed to elevating the industry's standard of sterilization. Our salons are well ventilated without unpleasant odors. Our go-to design expert Lee Bryan from LBID has been creating beautiful Sugarcoat spaces—each unique to the neighborhood it serves—for over a decade. All four locations are set within well-established urban areas in Atlanta and designed to provide a clean, relaxing and inviting atmosphere. Our Buckhead location serves a metropolis community with high-end shopping and dining options. Our Vinings location serves an affluent neighborhood down the street from the governor's mansion. Virginia Highland sees clients from a fun and trendy neighborhood close to Piedmont Park. A mile from the outdoor amphitheater, our Chastain Park salon is located within a collection of 1,500 homes.

Keep an eye out for another location coming soon to Midtown!

SIGNATURE SERVICES

The women of Atlanta expect a nail salon that's just as inviting and accommodating as it is modern and on-trend—we're here to give them just that! Talented and skillful technicians provide the best nail and beauty experience. We're always in search of the newest products, techniques and services to enhance and exceed our clients' expectations. We provide the most sanitary nail care services available. The average visit lasts about an hour and a half, and clients spend approximately \$60 per visit. The most popular service at Sugarcoat is the signature manicure and pedicure. A pampering treat, this service includes a soak, luxurious Sugarcoat Sugar Scrub, Sugarcoat Foot Crème moisturizing leg massage, sole softening and polish. We cater to clients seeking exceptional service and cutting-edge practices, products and techniques, with dip services, eyelash extensions and a wide range of polishes.

THE GOODS We use OPI, Essie, CND, Smith & Cult and Pure Fiji. We chose our product brands due to their exceptional quality and brand recognition by our clients. Sugarcoat strives to bring the best

MARKET OWNERSHIP
Sugarcoat has four locations in the Atlanta area—and counting!



UP CLOSE WITH PEIRU KIM

What was your first job in the nail industry?

"The owner and operator of this salon! I started Sugarcoat after working as an asset manager in real estate development. I jumped into the business in 2010 not knowing anything about the nail and beauty industry."

What inspires you?

"My desire to live a life full of love and purpose. I want to serve and help others make a difference in their lives for the better—no matter how small. I strive to create the best nail salon and workplace for the community and the hard-working women who I'm so blessed to work with day in and out."

What was the biggest mistake you made when opening the salon?

"Choosing the wrong contractor for build-out. Hiring the right contractor is key to opening on time without delays. I hired a

contractor who wasn't efficient and cost us additional time and money."

What was your most recent impulse buy for your salon?

"A fabulous 72-inch chandelier from Restoration Hardware."

What's your best advice for new salon owners?

"Hire the right team. They'll make or break your salon. Highly qualified, seasoned and talented professionals will help build your business. Don't rush the hiring process; check references and have the candidate perform a live, onsite demonstration."

I can't discuss Sugarcoat without . . .

"Mentioning the talented and gifted staff. The team is second to none! They're hard working, dedicated and truly the best in the world. Sugarcoat would not exist without them."



+Details

OWNERS: Peiru Kim

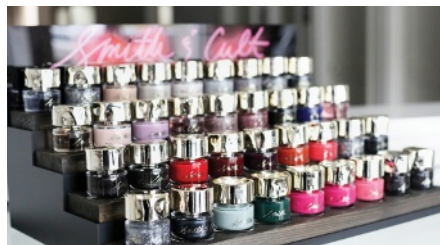
EST.: 2005

STAFF: A mixture of 45 independent contractors and employees.

brands, latest colors and top quality nail care products to our clients. Beauty veteran Dineh Mohajer, who revolutionized the color cosmetics industry when she launched polish line Hard Candy, also created Smith & Cult. The nail polishes are 8-free and some of the best on the market. Pure Fiji is simply heavenly—especially their lotions, body butters and sugar scrubs.

THE OUTREACH We firmly believe in supporting and making a difference in our community. We help various charities, like Children's Healthcare of Atlanta, Mercy Care Atlanta, Susan G. Komen, Senior Citizens of Atlanta, March of Dimes and local schools. We live to serve those around us by donating funds and time to help as much as we can.

SOCIAL LIFE We promote our business daily on Instagram and Facebook. Facebook has been very useful and an effective marketing tool for us. We spend marketing dollars for sponsored ads to target and inform our audience about specials and events.



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Good VIBRATIONS

SALONS AND
SPAS ARE
USHERING IN
A NEW AGE OF
NAIL SERVICES
HARNESSING
THE POWER
OF HEALING
CRYSTALS.

By Lotus Abrams

Whether or not you've personally experienced the healing power of crystals, one thing is clear: Their growing mainstream popularity is undeniable. As evidenced by the recent proliferation of crystal-filled water bottles and crystal facial rollers—and their endorsements from high-profile fans—these healing stones are being lauded as the new must-have accessory. Singer Adele has been known to carry crystals during her performances; Australian model Miranda Kerr says her clear quartz crystal wand studded with rose quartz is a treasured possession; and pop star Katy Perry has proclaimed that her favorite crystals are rose quartz and amethyst. No longer just for new age enthusiasts, healing crystals are even starting to be incorporated into a variety of nail services designed to appeal to spiritually inclined (and curious) clients looking to soothe and treat the body *and* the mind, all while beautifying their nails.

At Chicago-based Allyu, for example, the signature Indonesian Wild Ginger & Coconut manicure and pedicure includes an energizing heated quartz, jasper and tourmaline crystal massage. At Salt Water Spa in Savannah, Georgia, nail technicians apply flecks of crystals like black tourmaline, amethyst and red jasper directly onto the nails during the Vibe Crystal Nails gel manicure and pedicure service for "beautiful nails that are sure to attract positive vibes," according to the spa's Instagram page. And at Côte's Los Angeles location, the new Healing Crystal Pedicure service, which features a rose quartz and essential oil soak, as well as a crystal massage using labradorite and blue calcite, has been so well received that the owners are considering offering it at their New York nail salon as well. "Customers have been over the moon enjoying this treatment," says Côte cofounder Leah Yari. "We've had bridal showers based on this service because it's such an amazing experience."



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“Proponents believe that crystals can focus energy in the body, and that each type of crystal has unique healing properties.

Sweet Treat

The perfect complement to crystal healing nail services, Good Vibes Cookie Co. (@goodvibescookieco) Crystal Cookies come in a variety of designs inspired by different stones. Each cookie is handmade and hand-painted by founder Jodi Mannis. “My Crystal Cookies are replications of actual crystals made by Mother Earth with their healing properties,” she says. “The sky’s the limit since I’m a trained artist and graphic designer, so basically, if you dream it, I can create it!”

Despite the recent boom, however, crystal healing is not new. The practice of using crystals to cure ailments and protect against disease actually dates back about 6,000 years to the Sumerians of Mesopotamia, and was later used in ancient Greece and Egypt, and in religions like Buddhism and Hinduism. Proponents believe that crystals can focus energy in the body, and that each type of crystal has unique healing properties.

“The basic laws of physics teach us that everything in the universe is made of energy, vibrating at different frequencies,” explains certified crystal healer and celebrity manicurist Mazz Hanna. “Crystals vibrate at a very high frequency, and humans—for a variety of different reasons—vibrate at a much lower one. The way that energy works is that it naturally wants to entrain with whatever energy is vibrating at a higher frequency.

When we bring crystals into our space, it elevates our frequency, allowing us to reap many different benefits, specifically to our health and well-being.”

Hanna, a former creative director in advertising, left her career to follow her true passions, crystals and nails. Her trademarked Crystal Healing Manicure is now in high demand with her A-list clientele, including Julia Roberts, Emma Roberts and Selma Blair. “My mission from the very beginning was to make crystal healing practical, which is what led me to create the Crystal Healing Manicure,” says Hanna. The service begins with a chakra analysis, which Hanna consults before creating custom-blended tinctures, sprays and oils using various essential oils and crystals catered to her clients’ individual energetic needs. “From there, I sage the space, create a crystal grid, give a CBD- and



The Vibe Crystal Nails manicure from Salt Water Spa.



Nails embellished with healing crystals by Mazz Hanna.



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Opalite crystal-inspired nails
by Adriana Gutierrez.

crystal-infused massage to the arms and hands, and then get to work putting crystals on their nails," she says. "Having crystals on your nails is a practical way to reap their energetic benefits."

To complement her nail services, Hanna recently launched a luxury line of crystal-infused skincare products. "As a certified crystal healer, it was very important to me to use crystals that help with whatever issue our product is trying to resolve," says Hanna. "For example, our cuticle oil has an amethyst roller ball; amethyst is the stone to call on if you are trying to break bad habits like biting and picking. All of our products are clean and natural, using organic ingredients whenever and wherever possible."

Côte has also launched a crystal healing nail care product for retail, the Treatment Traveler Set, which consists of six of the salon's popular treatments—including Resurface & Repair Base Coat and Protecting Base & Top Coat—each infused with crystals. For salon owners who aren't ready to introduce a healing crystal nail service, retail certainly provides an approachable means to tap into the trend. Namaste in Studio City, California, stocks crystal water bottles in its retail area, while other salons offer a curated selection of crystal jewelry and books about the practice of crystal healing.

While crystal healing nail services may not be the right fit for every salon or client, their emerging presence is indicative of the increasing number of nail salons gravitating toward a wellness approach. "I think that wellness is going through a transition that extends beyond physical self-care into the mental, emotional and spiritual realms," says Hanna. "In the busy world we live in, it's important to integrate this new type of wellness into our routines and rituals. Pairing crystal healing with nails—a ritual most women prioritize on a weekly basis—makes total sense."

Rock On

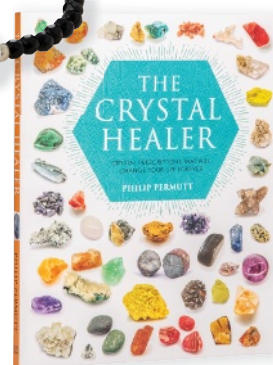
Promote good vibes at your salon by offering a selection of crystal healing products.



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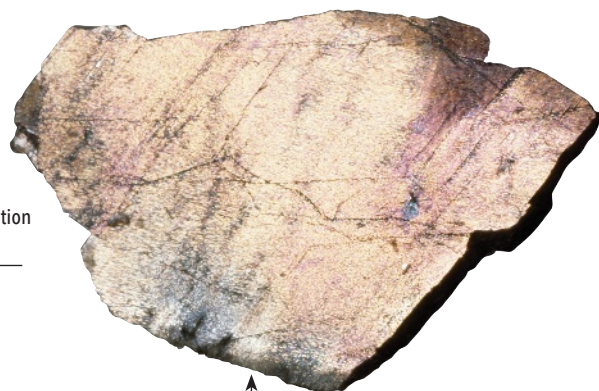
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ROSE QUARTZ Thought to strengthen the circulatory system, soothe tension, boost self-esteem and attract love.

CITRINE Thought to awaken creativity and imagination and soothe digestive issues.



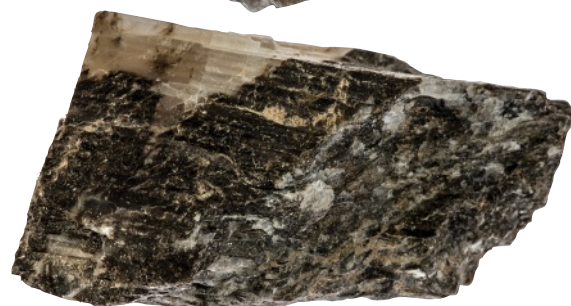
SMOKY QUARTZ Credited with protecting against negative energy, relieving stress, and encouraging confidence and inner strength.



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KNOW BEFORE YOU GO

IS AN INFLUENCER-LED EDUCATION PROGRAM
A GOOD WAY TO INCREASE YOUR SKILLS OR JUST
AN OPPORTUNITY TO GET CLOSE TO YOUR FAVORITE
SOCIAL STAR? HERE'S WHAT YOU NEED TO KNOW
BEFORE SIGNING UP FOR A CLASS.

By Francesca Moisin

From a two-day intensive workshop by Instagram hero Tony Ly (@tonysnail) to advanced bling lessons with Yvett Garcia (@yvynails), influencer-led instruction is all the rage right now. While completing a course taught by a nail tech with thousands of Instagram followers could potentially boost your business, it's important to remember that not all education is created equal. Here, we break down the basics of how to vet an influencer-led program before you decide to make the investment.



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NARROW YOUR CHOICES

When it comes to influencer-hosted talon tutelage, there's a dizzying array of options, says Ashley Gregory, independent educator and creator of The Nailscape blog. "Influencer-led education can happen in person or online," she says. "Some seminars are held in standard conference rooms, while others occur on cruises." To avoid becoming overwhelmed by choice, techs should first limit course content to that which matches their own scope of practice, stresses educator Jaime Schrabek, owner of Precision Nails in Carmel, California. "There's no benefit to learning about something you're not legally allowed to perform on clients," she explains.

Next, identify classes taught by influencers whom you respect most, and ask yourself what you hope to learn from them. Make sure that the courses cover the skills for which those specific influencers are known. "Whether it's intricate nail art, devastatingly beautiful sculpting or extreme shaping, instructors should be proficient when it comes to teaching signature styles," Gregory emphasizes.

Schrabek also urges prospective students to consider this trio of factors when selecting an influencer-led education program: The course should increase business efficiency, tangibly eliminate problems and produce better results. "Classes providing nothing more than motivation are not as likely to be helpful," she says. Still in doubt? Gregory suggests seeking programs tailored to a salon environment, as they offer the biggest bang for the buck in terms of direct, immediate benefits.



GETTY IMAGES

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The advertisement features a close-up of a person's feet being pedicured. To the right, there are several product containers: a bottle of Champagne Oil, a jar of Butter Cream, and a jar of Scrub, all with labels that match the brand. A glass of champagne and a bouquet of pink roses are also part of the visual theme.



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RESEARCH THE INSTRUCTOR

Just because an influencer has a huge social media following doesn't necessarily mean he or she has the qualifications to teach a particular class. Once you've honed in on the program that you're most interested in, double check the instructor's experience level—just as you would for any other education offering, advises Gregory. "Research the credentials of the instructor and determine his or her qualifications by considering total industry experience," she says.

Also, ask about the methodology of instruction—lecture format, demonstrations, hands-on workshop—and the specific topics that will be covered in the class so you know what to expect. Some trainers may only relay a limited trademark technique or fail to paint a complete picture if serving as an unofficial spokesperson beholden to a sponsor brand. Schrage advocates for independent educators (as opposed to manufacturer-employed sales reps).

SEEK REVIEWS

"There's no existing rating system to ensure the quality of courses or hold teachers to an industry-accepted certification standard," points out Schrage. "That makes it essential to verify any information provided, including consulting trusted professionals about their past experiences." Gregory agrees, stressing that registrants should make an effort to reach out to former



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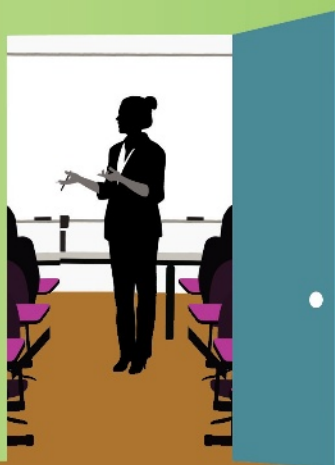
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attendees on Facebook and Instagram for recommendations and evaluations. "Buyer beware if you encounter unhappy past customers," she warns.

CONSIDER THE COSTS

After thoroughly researching the course, make inquiries regarding fees. It's easy to get caught up in the magic of social media and the chance of spending

one-on-one time with an Insta-star. Make sure that the cost of the class fits into your budget—as some can be quite pricy—and that the spend is worth it in terms of results. Ask about additional fees and if there's a refund policy, and be sure to factor travel and lodging costs into your budget. Additionally, it's important to find out what, if anything, registration fees include. "I've attended classes where

product was provided, and others where I was expected to bring everything myself," says Gregory. In cases of new releases or methodology, hands-on education is the best way to learn. "Any class advertised as hands-on should either provide a supply list or kits," says Schrabec.

REAP THE REWARDS

Whether you've learned new techniques or honed existing skills, it's important to capitalize on your newfound knowledge after completing a course taught by a high-profile instructor, Gregory stresses. "In order to receive the biggest return on investment for any class, techs should add new services to their menus based on what they learned in a course if it's right for their clientele and makes good business sense," she says. Also, increase your existing service prices if you've gained relevant expertise.

Finally, make sure your clients know that you've invested in learning new skills and techniques. "The best way to broadcast your new educational experience is through social media," says Gregory. Post an Instagram story during your course so clients can witness firsthand as your skills improve. Snap and share a photo of your certificate, send an email blast detailing what you've learned and watch your appointment book fill up. **NP**

JOIN THE REVELUTION!
OUTLASTS GEL. STRONG AS ACRYLIC.

The advertisement features a central collage of images. At the top, the text "JOIN THE REVELUTION!" is written in a large, bold, serif font, with "REVELUTION!" in red. Below it, "OUTLASTS GEL. STRONG AS ACRYLIC." is in a smaller, bold, sans-serif font. The collage includes several jars of Revel Nail products in various colors (pink, purple, red, green), a hand with a manicure, a hand holding a bottle of Revel Nail, and a hand holding a jar of Revel Nail. The Revel Nail logo, a stylized 'r' inside a circle, is prominently displayed at the bottom center of the collage.

WARNING SIGNS

Steer clear of classes and instructors waving these red flags, as they're indicative of courses that may not be legit:

- No announced venue within 30 days of start date.
- Classes with a high cancellation history.
- Educators known to hedge on issuing refunds.
- Disgruntled former students.
- Promised deliverables overdue or never sent to paying attendees.

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

www.revelnail.com



BEAUTIFUL NAILS ARE WORKS OF ART

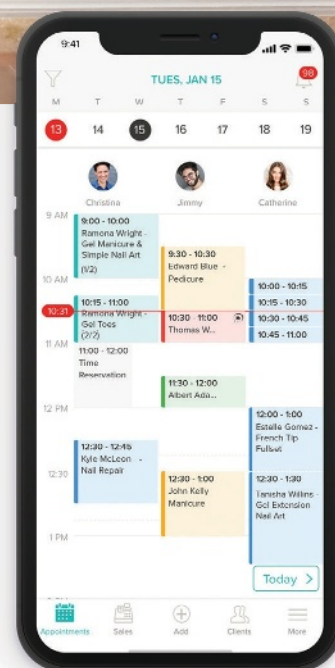


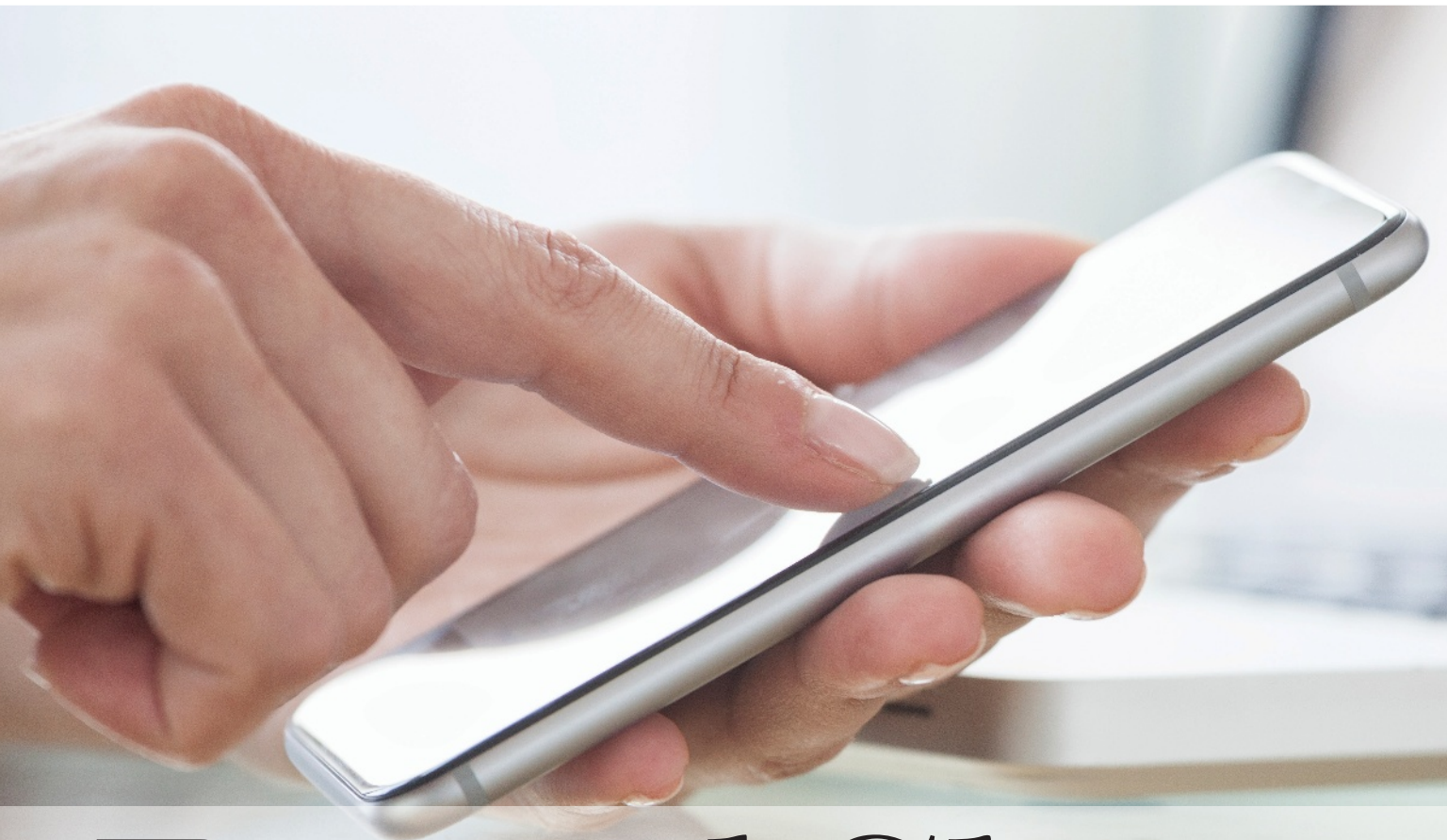
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Brand Slam

KNOWING HOW TO PROMOTE YOURSELF—ON SOCIAL MEDIA AND IN PERSON—IS THE KEY TO ATTAINING NAIL TECH STARDOM. HERE, 20 INFLUENCERS SOUND OFF ON THEIR BEST STRATEGIES FOR DEVELOPING AND PUBLICIZING BRAND YOU.

By Theresa Gonzalez

Developing a strong personal brand can help you build your nail business both in *and* out of the salon. But in order to be successful, you also need to know how to promote that brand. It's a skill that influencers like Los Angeles-based celebrity manicurist Kimmie Kyees (@kimmiekyees) have mastered. "You want to be known for something specific," says Kyees, who boasts more than 77,000 Instagram followers and an A-list client base that includes Chrissy Teigen and Issa Rae. That special something can encompass anything from your creative style to your technical approach to your personality—whatever clients can connect with emotionally that will keep them coming back for more. Here, the industry's most savvy influencers share the five best ways to build a solid brand and loyal following.

1 YOU DO You



STEPH STONE

Editorial nail artist
Los Angeles, CA
@stephstonenails
231k followers

"Do what feels authentic to you and that's where you'll find your niche. If it feels forced, others will be able to tell, too. It's good to have role models, but your aesthetic will shine through more if you focus on strengthening your own craft versus trying to keep up with what others are doing."



GINA OH

Freelance nail artist
New York, NY
@ohriginails
25k followers

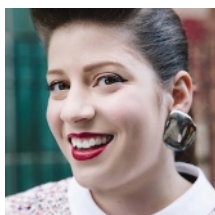
"Find out what your best quality is and keep working at it. You can develop your own niche by just knowing what style you like. I've always loved abstract contemporary art and busy geometric linear art, so finding my [nail art] niche was natural."



CHAUN PETH

Celebrity nail artist
Los Angeles, CA
@chaunlegend
287k followers

"Post high-quality photos and witty captions. For example, when I post a new color, sometimes I describe it with my favorite food: 'Matte caramel and brown = yum, reminds me of a deep-fried turkey.' It throws people off, but it's funny and relatable."



MISS POP

Editorial nail artist
New York, NY
@misspopnails
43.4k followers

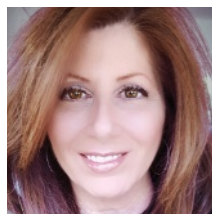
"Are you an artist with a million paintbrushes? Are you the technician who can build a flawless nail? Are you swatch obsessed? Whoever you are, give it all to your social media handle—but it has to be true to you, because you have to be a consistent, reliable personality for the handle you create."



BRITNEY TOKYO

Celebrity nail artist
Los Angeles, CA
@britneytokyo
217k followers

"Don't pretend to be someone else; just be yourself. [You can't build trust] if you're changing yourself depending on whom you're talking to. Post photos of your work, but also of styles and designs that interest you."

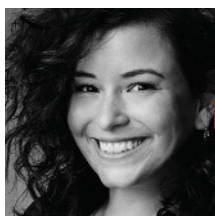


MARIA SALANDRA

Celebrity manicurist
New York, NY
@redhotnails
22.9k followers

"Post something [on social media] every day. No matter what the post is, make it a statement of who you are. Followers like that. I've been called 'redhotnails' since the '80s, not just because of my nails, but because I'm a natural flaming redhead."

2 PROMOTE YOURSELF IRL



MARY SOL INZERILLO

Celebrity manicurist
New York, NY
@nailsbymarysoul
43.9k followers

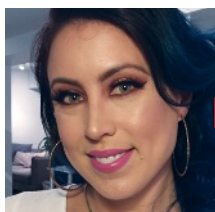
"When I was growing up social media didn't exist, so if you wanted to network, you had to get creative—send letters, attend events, schedule meetings to introduce yourself. Guess what? I still do it! Social media isn't the only way to brand yourself; face-to-face contact is also really important."



SIGOURNEY NUÑEZ

OPI North America
education manager
Los Angeles, CA
@nailartbysig
34.8k followers

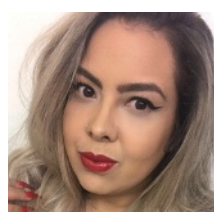
"Education doesn't end after you get your license, so I always advocate for attending industry events where you can connect with other professionals. If you don't have the budget for classes, look at your local Cosmoprof, Salon Centric or distributors for the opportunity to get free education through things like demo days."



MIA

Editorial manicurist
Sparkle SF Nail Studio
San Francisco, CA
@superflynails
59.1k followers

"For me, creating buzz started with my clients. They'd get their nails done and then show them off to all of their friends and coworkers, and they'd all want [great nails], too. Get your work on the hands of servers, makeup artists and people who work with the public, and everyone will ask where they got their nails done."



YVETT GARCIA

Pro nail artist
Sherman Oaks, CA
@yvynails
291k followers

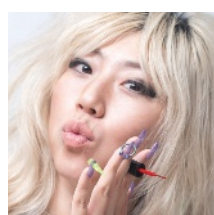
"Start with tradeshow. Don't be shy; go up to others and compliment their nails, hair, makeup or outfit. I attend all types of events and always make sure my nails are eye-catching. They never fail to be a conversation-starter and it helps me make a new client or business connection."



YOKO SAKAKURA

Pro nail artist
Kimble Hair Studio
West Hollywood, CA
@nails_by_yoko
29.7k followers

"Be open to communication with clients and others you meet at work or on your free time—and be yourself. I know it's nerve-racking to meet people and network, but I find many want to associate with real and positive people."

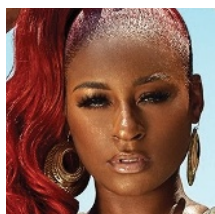


MEI KAWAJIRI

Celebrity nail artist
New York, NY
@nailsbyme
133k followers

"I always have cool nails that coordinate with my fashion and people notice, which helps build my clientele."

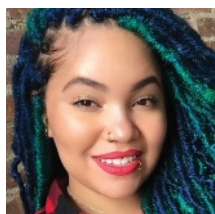
3 GIVE WORD-OF- MOUTH Worthy Service



ANEESHA WILLIAMS

Pro nail artist
Chicago, IL
@americangirlneesh
42.2k followers

"Customer service is more important than the service itself! Be the nail tech who clients genuinely enjoy spending nail time with, because they'll stick with you through your journey of growth. Master your craft, stay up to date with new nail trends, dominate the field and the buzz will come knocking at your door."



JONTEE SAMUELS

Pro nail artist
Brooklyn, NY
@beautybypebbles_
10.5k followers

"All of the networking and doing amazing work in your craft won't matter if the actual service experience isn't good. Being professional and having a great rapport can help you maintain your reputation and create longevity with your clients."



HANDS-ON WORKSHOPS

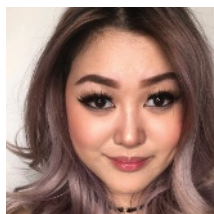


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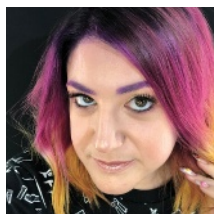
4 TAG AND BE Tagged



AMY HWANG

Pro nail artist
Kumi Nail Beauty Bar
Edmonton, AB,
Canada
@aymehnails
98.9k followers

"Hashtagging is important if you want to gain more clientele. Definitely research your local area hashtags. This should help create buzz about you in your city."



GENA DEL PORTILLO

Pro nail artist
Vanity Projects
Miami, FL
@i_heart_nailart
27.4k followers

"Regularly respond to comments on posts; the newer algorithms seem to rely on user interaction. Also, mention brands used and tag everyone involved."



ELLE

Celebrity nail artist
New York, NY
@enamelle
30.2k followers

"If you're in a salon and have the liberty to be creative, go for it! If you're creating something new, share it and selectively choose hashtags that aren't for nails only. Lay off the filters and layer on the product tags. Who knows, the brand may share your work, too!"



JULIE KANDALEC

Celebrity manicurist
New York, NY
@julieknailsnyc
22.7k followers

"Have your clients take a creative photo of their nails for you in natural light the following day—it's more interesting than the same pose on a towel with harsh overhead salon light. Incentivize them to do it with a free gift or few dollars off their next service. Beautiful photos of your work online are priceless. It's your new business card!"

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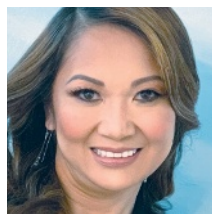
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MONACO

5 STAY FOCUSED AND Consistent



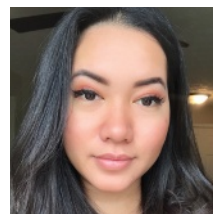
JENNY BUI

Celebrity nail artist
Jenny's Spa and
Nails on 7th Ave
New York, NY

@nailson7th

626k followers

"Work hard. Be professional.
Be able to take some criticism.
Above all, stay consistent."



RIYA THAI

Kiss nail artist
Riya's Nail Salon
Fairview Park, OH

@riyathai87

284k followers

"I've done lots of research,
testing and practicing
to make sure that what I
deliver is unique and quality
content. To be successful in
this industry you must invest
hours of your time to see the
fruits of your labor. Be patient,
work hard and you'll reap the
benefits later." **NP**

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



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WHEN ART AND NAILS COME TOGETHER,
CREATIVITY COLLIDES.

Walk into any museum or gallery, and it's clear that art comes in many different mediums and styles. Similarly, scrolling through nail art hashtags uncovers a slew of designs from understated simplicity to extreme intricacy. But at the heart of it all is an artist exploring his or her ability to create. Here, we paired two talents in one interconnected story: Artist Judy Kleckner utilizes watercolor pencils for her bold paintings, while nail artist Vu Nguyen tied elements of each piece into his gel paint designs. The crucial link? The soft notes in shades of pink, lilac and aquamarine from the spring lacquer collections that marked the foundation for all the creative play.

By Stephanie Yaggy Lavery • Photography by Cory Sorenson

Nails Vu Nguyen **Model** Amanda Fields, Body Parts Models **Paintings** Judy Kleckner, j.kleckner@icloud.com
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Essie

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Artistic Nail Design
Don't Hate, Create! artisticnaildesign.com





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Cuccio Colour

Bite Your Lip cuccio.com

LCN

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SNAP, CRACKLE AND POP

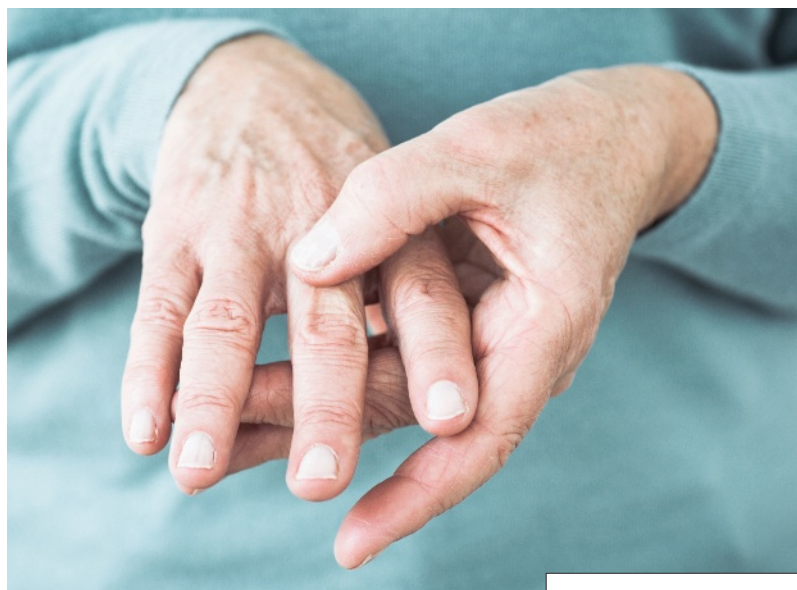
LEARN HOW TO RECOGNIZE
AND TREAT TRIGGER FINGER
BEFORE IT WREAKS HAVOC ON
YOUR CAREER.

As a nail technician, your livelihood depends upon having full mobility in your fingers, so even a minor injury can become a major disruption to work productivity. If you find yourself with a finger or thumb that's painful, snaps, locks, or doesn't bend or move properly, you may have a condition called trigger finger. Here's what you need to know about the troublesome ailment and how to treat it.

WHAT IS TRIGGER FINGER?

Also known as stenosing tenosynovitis, trigger finger is a common ailment related to the tendons in the hands or digits. Trigger pain is usually felt in the palm just before the point where the finger or thumb attaches to the rest of the hand, and a snapping or locking sensation is typically felt in the first joint of the finger or thumb—all of which can make it challenging to perform even the simplest of tasks as a nail technician. People with trigger finger may also develop a lump at the base of the finger on the palm side of the hand.

The way tendons work underneath the skin can be likened to a line attached to a fishing rod, bending or flexing as the finger (the "line") is moved, explains Rachel S. Rohde, MD, associate professor of orthopaedic surgery at Oakland University William Beaumont School of Medicine and a spokesperson for the American Academy of Orthopaedic Surgeons (AAOS) based in Michigan. The tendons glide underneath soft tissue straps called pulleys. "We think that trigger finger is caused by thickening or hardening of one of the pulleys or swelling of the tendons, which makes it harder for the tendons to glide,"



says Rohde. "They get stuck and this can lead to any or all of the above symptoms.

WHO'S AT RISK?

Rohde says that women are more likely than men to develop trigger finger, as are people living with diabetes or rheumatoid arthritis or are undergoing chemotherapy. Individuals in certain professions, including nail technicians, may also be more susceptible to developing the condition. "[Trigger finger is associated with] a lot of gripping, like when gardening, gripping an elliptical machine and so on," says Rohde. "But many times, we have no idea what caused it."

SEEKING TREATMENT

Applying ice or heat to the affected area can provide some relief from trigger finger symptoms, and anti-inflammatory medications, such as ibuprofen, aspirin or naproxen, can help soothe tendon swelling. In addition, simple exercises can help alleviate discomfort. (See "Finger Fitness" on page 67.) Rohde also recommends using wrist and hand splints at night. "They keep the joint straight where the finger meets the hand," she says. She also recommends avoiding or minimizing gripping activities with the hand. "That's hard to do if you're a nail technician though," she admits.

Trigger finger pain and swelling may go away on their own without treatment, but don't ignore worsening symptoms, warns Rohde. Visit a physician if the finger seems slightly bent, won't bend all the way, or gets stuck and won't open at all, she advises. The most common treatment is relatively straightforward. "Cortisone injections work

TRIGGER FINGER FACTS*

Doctors first wrote about trigger finger in a French medical journal article in 1850.

Trigger finger typically occurs in a person's dominant hand.

Trigger finger tends to develop between the ages of 40 and 60.

People suffering from trigger finger tend to hear an audible "snap" or "pop" when bending the affected finger.

In about 25% of all trigger finger cases, the symptoms disappear without treatment.

Sources: *The National Center for Biotechnology Information, ncbi.nlm.nih.gov; Fitzmaurice Hand Institute, fitzhand.com; WebMD, webmd.com*

for most people, and perhaps 50 percent of the time for people with diabetes,” says Rohde. “If the injection doesn’t work, or works temporarily but the symptoms return, a second injection or a surgical procedure that releases (i.e., cuts) that problematic pulley is the next treatment.” Even surgery, however, is not an effective treatment in some cases, she cautions.

To minimize the risk of developing or aggravating trigger finger, Rohde recommends taking some simple

precautions on the job. “In general, nail techs have a profession that’s difficult on the hands, and anything that can be done to make the ergonomics better is a plus,” she says. “Everything from instrument size and shape to table height and position to the position of the hands

while working can affect their function and longevity.” **NP**

*Cheryl Alkon is a Massachusetts-based health and medical writer and the author of *Balancing Pregnancy With Pre-Existing Diabetes: Healthy Mom, Healthy Baby*.*

FINGER FITNESS

If you’re experiencing discomfort due to trigger finger, try these simple exercises, recommended by healthline.com, that can be done anywhere, require only a few objects and can be completed in 10 to 15 minutes. If the exercises are performed daily, trigger finger sufferers can expect to see some improvement within a few weeks to six months, but if there’s no change or symptoms worsen, it’s best to consult a doctor. For more information and additional exercises, visit healthline.com/health/fitness-exercise/trigger-finger-exercises.

Finger Extensor Stretch

1. Lay your hand out flat on a table or solid surface.
2. Use your other hand to hold the affected finger.
3. Slowly lift the finger and keep the rest of your fingers flat.
4. Lift and stretch the finger as high as possible without straining.
5. Hold the position for a few seconds and release it back down.

Finger Spread

1. Bring the tips of your fingers and thumb together.
2. Place an elastic band around all of your fingers.
3. Move your fingers away from your thumb so that the band becomes tight.
4. Extend your fingers and thumb away and close to each other 10 times.

Palm Press

1. Hold a small object (like a rubber ball) in your hand.
2. Squeeze it tightly for a few seconds.
3. Release, opening your fingers wide.
4. Repeat a few times.



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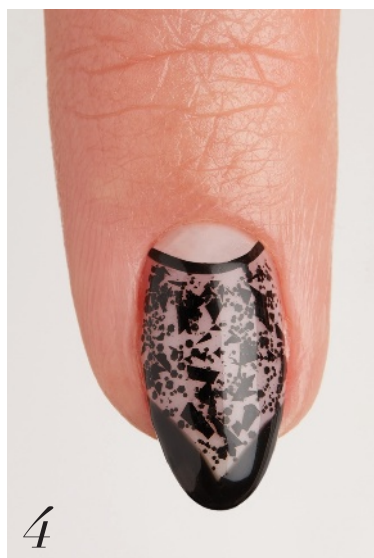
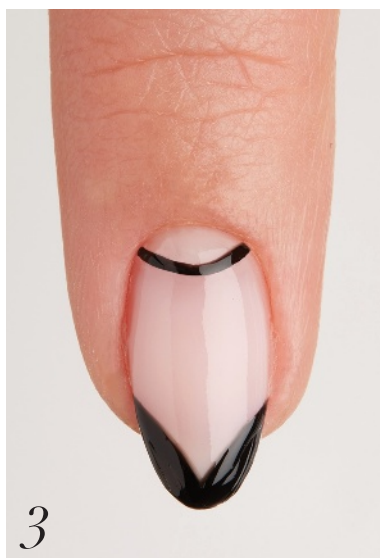
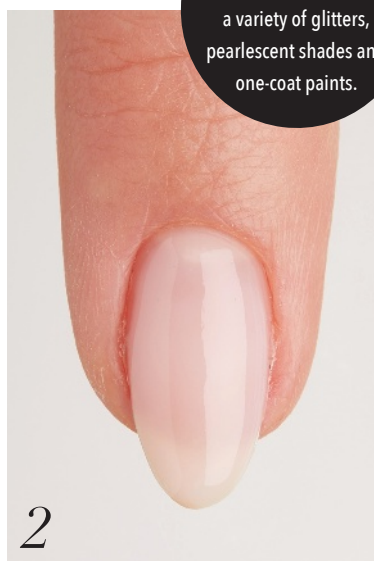
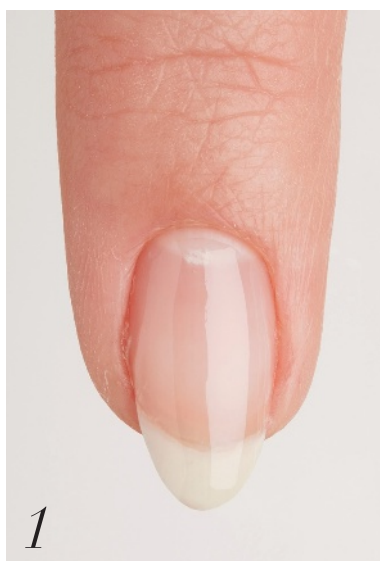
Akzéntz

GEL PLAY LACE / AKZENTZ.COM

Perfect for creating delicate lacelike designs, Akzéntz Gel Play Lace is a highly pigmented soak-off UV/LED gel that can be used to produce crisp, vibrant nail art in a single stroke. Simply stir and brush on Gel Play Lace—available in white, pink and black—for an instant design.



PLAY ON Akzéntz Gel Play also comes in a variety of glitters, pearlescent shades and one-coat paints.



1 Prep the nail with Prep & Wipe. Then, apply a thin layer of Options Opti-Bond to the nail, encasing the free edge. Cure.

2 Apply a thin coat of Luxio Delicate and cure. For more coverage, apply a second coat, and cure.

3 Use a detail brush to outline the lunula with Options Gel Art Black. Then, paint a St. Tropez French at the free edge of the nail. Cure.

4 Apply a thin coat of Gel Play Lace Black to the center of the nail, and cure. Apply Shine-On for a high-gloss finish, and cure.

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HAPPENINGS

SHOWS & EVENTS

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March 10-12

Jacob K Javits Convention Center, New York, NY.

Contact Questex Media Group, 757 Third Ave, 5th Floor, New York, NY 10017; 212.895.8200; ibsnewyork.com.

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.

The Makeup Show Houston

March 23-24

Hilton Houston Post Oak, Houston, TX.

Contact The Makeup Show, 123 W 18th St, 8th Fl, New York, NY 10011; 212.242.1213; themakeupshow.com.

America's Beauty Show

March 30-April 1

McCormick Place North, Chicago, IL.

Contact Cosmetologists Chicago, 440 S LaSalle St, Ste 2325, Chicago, IL 60605; 844.256.3376.

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.

May

NAILPRO Pasadena

May 5

Pasadena Convention Center, Pasadena, CA.

Contact NAILPRO, 7628 Densmore Ave., Van Nuys, CA 91406; 800.442.5667; nailproevents.com/Pasadena.

One Oregon Nail Expo

May 19

Airport Sheraton, Portland, OR.

Contact One Nail Expo; onenailexpo@gmail.com; onenailexpo.com.

June

Premiere Orlando

June 1-3

Orlando/Orange County Convention Center, Orlando, FL.

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

CLASSES

March

North American School of Podology

855.622.6277, northamericanschoolofpodology.com

17-18 Infection Control: online.

24-27 Certified Master Pedicure: Victoria, BC, Canada.

24-27 Comprehensive Foot and Leg Evaluation: Kissimmee, FL.

OPI

877.674.4636, education.wella.com

3 Demo Day: Oakland, CA.

4 Demo Day: Rosemead, CA.

10 Demo Day: Flushing, NY.

12 Demo Day: Flushing, NY.

17 Demo Day: Garden Grove, CA.

18 Powder Perfection Experience: Miami, FL.

19 Powder Perfection Experience: Centerville, VA.

24 Demo Day: Falls Church, VA.

25 Absolutely Amazing Acrylics: Miami, FL.

31 Demo Day: Dorchester, MA.

Young Nails

714.992.1400, youngnails.com

11-15 Mastering Acrylic: Anaheim, CA.

25 Backfills for Thrills-Gel Only: Anaheim, CA.

April

North American School of Podology

855.622.6277, northamericanschoolofpodology.com

7-10 Certified Master Pedicure: Redding, CA.

11-12 Art of Touch: Redding, CA.

14-17 Certified Master Pedicure: Kelowna, BC, Canada.

15-18 Certified Master Pedicure: Halifax, NS, Canada.

OPI

877.674.4636, education.wella.com

7 Demo Day: Dorchester, MA.

8 Demo Day: Ridgefield, NJ.

8 Nail Art Trends: Omaha, NE.

8 GelColor Experience: Centerville, OH.

15 GelColor Experience: Passaic, NJ.

15 Powder Perfection Experience: Farmington Hills, MI.

22 Nail Art Trends: Miami, FL.

Young Nails

714.992.1400, youngnails.com

15-19 Mastering Gel: Anaheim, CA.

29 All About Acrylic: Anaheim, CA. **NP**

For an expanded list of Happenings, go to nailpro.com/events. To share your upcoming events with our readers, email nailpro@creativeage.com.

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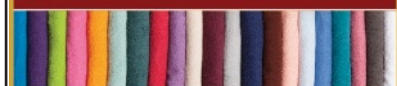
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Earn Certificates of Achievement as you test your skills with NAILPRO's Professional Participation Program. In each issue, you'll find a multiple-choice test that will allow you to demonstrate what you've learned from our Nail Clinic column. For answers to this month's test, see "Snap, Crackle and Pop" on page 66. 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. Women are more likely than men to develop trigger finger.

- A. True
- B. False

2. Which of the following is a sign of trigger finger or trigger thumb?

- A. Pain
- B. A snapping or locking sensation when moving the affected finger or thumb.
- C. Being unable to bend the digit, or being unable to pull it out of a bent position
- D. All of the above

3. _____ is another name for trigger finger.

- A. Arthritis
- B. Stenosing tenosynovitis
- C. Tendinitis
- D. Raynaud's syndrome

4. Trigger finger occurs more commonly in people who _____.

- A. Have diabetes
- B. Have rheumatoid arthritis
- C. Frequently use their hands to grip things
- D. All of the above

5. Surgery is never recommended to treat trigger finger.

- A. True
- B. False

6. _____ can cause trigger finger symptoms.

- A. A painful lump forming on the palm
- B. The tendon in the finger or hand gets stuck
- C. Swelling underneath the skin that prevents the digit from moving properly
- D. All of the above

7. The first way to treat trigger finger is _____.

- A. Surgery
- B. A cortisone shot
- C. Ice, heat and/or anti-inflammatory medication
- D. Physical therapy

8. Trigger finger typically develops in the dominant hand.

- A. True
- B. False

9. Trigger finger is most likely to develop in _____.

- A. Children
- B. Teenagers
- C. People who are between 40 and 60
- D. The elderly

10. Trigger finger never resolves on its own without medical treatment.

- A. True
- B. False

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

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

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1.5 oz. tube

\$7.95
25.3 oz. pump



Avry Waterless Gloves & Socks

Eliminates need for
soaking in water,
cuticle softener or oil,
and massage cream!

AS LOW AS
\$0.90
PER PAIR



Pedi in a Box 3-in-1

AVAILABLE IN FOUR VARIETIES
Vitamin Recharge, Lemon Quench,
Lavender Recharge or Green Tea

AS LOW AS
\$2.25

• Sea Salt Soak
• Moisture Scrub
• Massage Cream



Mani in a Box

3-in-1

AS LOW AS
\$2.25

• Sugar Scrub
• Mud Masque
• Massage Lotion



**Collagen
Gloves
or Socks**

AS LOW AS
\$2.25

GLOVES & SOCKS AVAILABLE IN TWO VARIETIES
ARGAN OIL OR COOL MINT



Pedi in a Box 4-in-1

• Sea Salt Soak
• Moisture Scrub
• Mud Masque
• Massage Lotion

AS LOW AS
\$2.50



Glimmer

Pedi in a Box

5-in-1

Golden
Glimmer
VANILLA

• Sea Salt Soak
• Sugar Scrub
• Mud Masque
• Cooling Gel Masque
• Massage Cream



**O² Pedi in a Box
Bubbly Spa**

AS LOW AS
\$3.25



cuccio

Buy One Sea Salt
Exfoliant 19.5 oz.,
Get One Butter Blend
8 oz. FREE!

\$14.75
SAVE \$7.95

cuccio

Butter Scrubs

4 oz. **\$4.95**

cuccio

Cuticle Oils

2.5 oz. **\$4.95**

cuccio LYTE BODY BUTTERS

8 oz. **\$5.95**
\$4.95

32 oz. **\$15.95**



Gena

PEDI SCRUB

PEDI CARE

PEDI ICE

PEDI SOAK

PEDI SOFT



ProLinc™

Cuticle Eliminator

Removes cuticles
in SECONDS from
fingers and toes.

1 oz. **\$3.75**
2 oz. **\$4.95**
18 oz. **\$24.95**
SALE! \$12.50

4 OZ. BOGO
\$8.95



Callus Eliminator

Breaks down calluses in 3-5 minutes!

GALLON
\$100 OFF!
ONLY \$49.95

1 oz. **\$3.75**
18 oz. **\$28.50**
SALE! \$14.25
34 oz. **\$47.95**

4 OZ. BOGO
\$10.95



Dry Heel Eliminator

Daily therapy for heels prone
to drying and cracking.

16 oz. **\$24.95**
\$12.50

4 oz. **\$7.95**

SAVE 50%



Birchwood Sticks

100-ct. **\$2.50**

**Manicure Scrub
Brush**

\$0.20 EACH

Onezeez Toe Seps

144-ct. **\$3.50**
2880-ct. **\$64.95***

Softteez Toe Seps

\$0.12 a pair
1440 pair **\$109.95***

**Original Thong
Pedicure Slippers**

\$0.25 a pair
360 pair **\$69.95***



SALE!

**Mini Purple
Pumi Bar**

400-ct. **\$49.95**
1600-ct. **\$189.95**



**Callus
Remover**

**BUY 3
GET 1
FREE!**

Gallon **\$29.95***

**Pedicure
Gallon**

\$19.95*

**Pedi Salt
Foot Bath**

Gallon **\$17.95***
5 Gals. **\$59.95***



**Flowerly
Swedish
Clover
Foot File**

\$8.95
\$5.95

**Mr. Pumice Metal
Foot File**

\$4.95

**Microplane
Colossal**

\$9.95

Belava

**Trio Foot
Spa \$149**

• Elegant Bowl
• Tub Insert
• 20 Liners
• Heat & Vibration

**Pedicure Tub with
20 Disposable Liners**

\$32.00

**Disposable Pedicure
Tub Liners**

100-ct. **\$66.00**

**Chrome Stand with
Disposable Manicure
Bowls (20-ct.)**

\$22.00

**Disposable
Bowls 100-ct.**

\$24.95

**Warming Manicure
Bowl**

\$3.50

**Blue Cross
Cuticle
Remover**

32 oz. **\$4.95**

**Pedi Salt
Foot Bath**

Gallon **\$17.95***
5 Gals. **\$59.95***

Pedicure Socks

\$3.95 \$1.99/pair

**Flowerly
D-Files
Disposable
Pedi File Kit**

with five each
60 and 100 grit
abrasive pads
\$9.95

**Heavy Duty 4-Way
Red Pedicure File**

\$0.59 each
50-pk. **\$24.95**

**BIGFOOT
Pedicure
File**

\$0.59 each
50-ct. **\$24.95**

SANI-GARDE

Kills 99.99%
of bacteria
and viruses

100-ct. **\$49.95**
1000-ct. **\$299.95***

**Sani-Soft
Tablets**

150-ct. **\$19.95**
600-ct. **\$59.95***

**Clean 'N
Flush**

MAKES 128
GALLONS
GALLON **\$39.95***

**Disinfectant
Spray**

16 oz. **\$4.95**
GALLON **\$24.95***

Komfort Wedge

\$14.95

Paraffin Wax

6 LBS. **\$19.95***

Paraffin Liners

100-ct. \$6.95

CelluCotton

3 lbs. **\$14.95***



KiKi Disposable Pedicure Kit

Purple Pumice Bar
(Coarse)

Case (200)
\$59.95
39¢ EACH

USE ONE PER CLIENT

**ULTRA-PREMIUM
MANICURE & SALON TOWELS**

12-CT.

Manicure Towels 12 x 12 **\$9.95**
Salon Towels 16 x 29 **\$19.95**

SALE!

SALE!

SALE!

SALE!

SALE!

SALE!

SALE!

SALE!

SALE!

ORDER ONLINE 24/7
WWW.PREMIERNAILSOURCE.COM

VISIT OUR WEBSITE TO SEE INSTRUCTIONAL VIDEOS
ORDERS PLACED BY 2 PM SHIP THE SAME DAY!

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"The Nail Tech's Best Friend"

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CND™
MARCH-APRIL PROMOS

NEW! CND "SWEET ESCAPE" COLLECTION



CND ESSENTIAL CARE PENS



SolarOil Care Pen \$8.25
RescueRx Care Pen \$8.25
Care Pen Duo Pack \$14.50
Care Pen Display 9-ct. \$85



VINYLUX™ GEL-LIKE EFFECT TOP COAT



Almond SpaManicure & Marine SpaPedicure



CND SHELLAC™ .25 oz. \$15.95

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



CND Vinylux™ Weekly Polish

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.



CND Nail Treatments

Begin and end every manicure with treatments from CND.
SolarSpeed Spray™ Conditioning Polish Dryer 4 oz. \$9.95 32 oz. \$48.95

SolarSpeed Spray™

4 oz. \$9.95
 32 oz. \$48.95

SCENTSATIONS™ Lotions

8.3 oz. \$4.95
 31 oz. \$17.50



SolarOil™ Nail & Cuticle Conditioner

.25 oz. \$4.25
 .5 oz. \$6.25
 2.3 oz. \$16.95
 4 oz. \$24.95

Rescue Rx™ Daily Keratin Treatment

.5 oz. \$9.95
 40-ct. Minis \$99.95

Stickie™ or Super Shiny™

.33 oz. \$4.25
 2.3 oz. \$10.25

CND Nail Prep

Essential products for ensuring successful adhesion and removal of enhancements.



CND Liquid & Powder System

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

Retention™ & Radical SolarNail™ Sculpting Liquids

SAVE 20%
 4 oz. \$18.20
 8 oz. \$30.60
 16 oz. \$48.00
 32 oz. \$68.00
 Gallon \$188.20

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



Retention™ Powders

feature superior adhesion, color stability and provide super strength and durability.

Perfect Color Powders

feature superior workability and extensive color and coverage options.

Retention™ & Perfect Color™ Sculpting Powders

SAVE 20%
Retention+™ Sculpting Powders
 .8 oz. \$8.80
 3.7 oz. \$26.20
 32 oz. \$117.40
Perfect Color Sculpting Powders
 .8 oz. \$8.80
 3.7 oz. \$26.20
 32 oz. \$117.40



CND BRISA™ Sculpting Gel

.5 oz. \$19.75 \$15.80
 1.5 oz. \$51.75 \$41.40
3 NEW SHADES
 Cool Pink shade
 Neutral Beige shade
 Warm Beige shade
SAVE 20%
Brisa Bond .25 oz. \$11.25 \$9.00
Gloss Gel Top Coat .5 oz. \$19.75 \$15.80



NEW! CND LED LAMP

- Patented Curing Technology
- Preset Controls for Each Service Step
- No Bulb Replacement
- Acetone Resistant
- Uniform Curing
- Perfectly Cures Full Nail Edges
- Removable Plate for Pedicures
- Global Plug Adapters

\$172.50



ProSeries Gel Brushes #6 Oval or Square \$16.50



CND Velocity Nail Tips

TIPS
 50-ct. \$6.25
 100-ct. \$13.50
 360-ct. \$38.25

CND Performance Forms

300-ct. Clear \$22.75 • Silver \$15.50
ProSeries L&P Brushes #8 \$29.95 #10 \$36.25



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"The Nail Tech's Best Friend"

TM

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O.P.I

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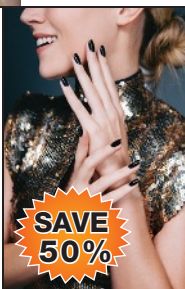
NOW SHIPPING!

OPI TOKYO COLLECTION

NEW!

COMING SOON!

ALWAYS BARE FOR YOU SHEERS



OPI Lacquers .5 oz. \$5.25

- Two-coat coverage
- Long-wearing formula



Expert Touch Lacquer Remover

Strong enough to remove even the darkest shades without staining the nail or skin. Also removes OPI GelColor.



Lacquer Thinner
2 oz. \$4.75



RapiDry Spray

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

2 oz. \$5.95
4 oz. \$9.95
32 oz. \$49.95



RapiDry Top Coat

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

.5 oz. \$6.95
SALE! \$5.56



DripDry

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

.3 oz. \$6.75
1 oz. \$13.25
4 oz. \$30.95



Infinite Shine

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

YOUR CHOICE
.5 oz. \$6.50



Nail Treatments

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

.5 oz. \$5.25 SALE! \$4.20



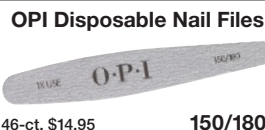
Nail Envy

Nail Strengtheners
• Original Formula
• Dry & Brittle Formula
• Sensitive & Peeling Formula
• Soft & Thin Formula
.5 oz. \$8.95



OPI Disposable Nail Files

46-ct. \$14.95 150/180



OPI GelColor .5 oz. \$17.95

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



Buy 27 Select OPI GelColors .5 oz.
GET ONE OPI DUAL CURE LAMP FREE!



*Actual shades shipped may differ

\$485.73

- Developed in partnership with LG
- Advanced engineering exclusive to OPI
- Works with all OPI light cured systems



Original or ProHealth™ Base Coat or Top Coat
.5 oz. \$17.95



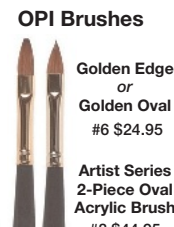
Powder Perfection

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

Powders
1.5 oz. \$22.95
4.25 oz. \$56.95

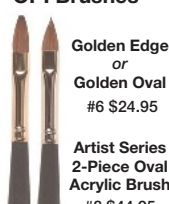


Base Coat, Activator OR Top Coat
.5 oz. \$9.95



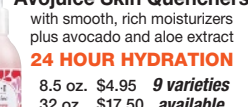
OPI Brushes

Golden Edge or Golden Oval #6 \$24.95
Artist Series 2-Piece Oval Acrylic Brush #8 \$44.95



Avojuice Skin Quenchers

With smooth, rich moisturizers plus avocado and aloe extract
24 HOUR HYDRATION
8.5 oz. \$4.95 9 varieties
32 oz. \$17.50 available



SpaComplete
hospital-grade cleaner and disinfectant Gal. \$54.50



ProSpa Manicure/Pedicure Trial Kit

- Soothing Soak 7.2 oz.
- Exfoliating Sugar Scrub 8.8 oz.
- 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 Ceramic Spray 3.8 oz.
- Nail & Cuticle Oil .5 oz.

\$65.95



See Website for Details

Expert Touch Removal Wraps

250-ct. \$24.95



OPI SpaComplete

80/120 Grit \$14.95



ProSpa Dual Sided Foot File

20-ct. Refills \$14.95



Available in 100 Iconic OPI Shades

OPI National Master Distributor - Wholesale Inquiries? E-mail: wholesale@premiernailsourcesource.com

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TechGlowTM \$99.95
LED TABLE LAMP
WITH USB PHONE CHARGER

- Attractive Modern Design
- Brushed Aluminum Finish
- Sturdy Chrome Base
- Adjustable at Two Joints
- UltraBriteTM LED Technology
- Built-In USB Phone Charger
- 84 LED Beads - 10 Watts



PowerCureTM
CORDLESS DUAL CURE LAMP
with USB 2A Output

- Built-In Battery Also Powers PowerFile USB E-File
- Acetone Resistant Finish
- Removable Magnetic Base for Toenail Curing
- Three Timer Settings
- Sensor Activated



\$149.95

BUY ONE
POWERCURE
CORDLESS
DUAL CURE
LAMP,
GET ONE
PORTABLE
POWERFILE
USB E-FILE
FREE!

POWERCURE
COMPATIBLE
PowerFileTM
USB E-FILE

- FWD & REV OPERATION
- ADJUSTABLE SPEEDS UP TO 25,000 RPM
- FREE BONUS!** 2 SANDING BANDS, 4 BITS, AND A HANDPIECE CRADLE



FREE!

\$99.95
VALUE

CONNECTS TO
POWERCURE LAMP
FOR PORTABLE USE

FlexiLampTM \$49.95
LED TABLE LAMP
BEST SELLER!



Lighting Tube Rotates 360° • FlexiArmTM Bends 180°

48 LED Beads
3 Watts

Easily attaches to most desks and nail tables.



FastFoilTM
FOIL WRAP • COTTON PAD • PURE ACETONE

One Step
Gel Polish
Removal

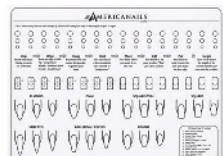


500-CT. BOX
\$24.95

BUY 1
GET 1
FREE!

For quick, easy removal of nail polish, gel polish, hard gels, dip powders, acrylic enhancements and fiberglass wraps.

SILICONE TRAINING MAT



- EXCELLENT ACRYLIC NAIL LEARNING TOOL
- PERFECT YOUR PRODUCT CONSISTENCY
- MULTIPLE SKILLS & COMPETENCIES
- PROTECTS DESK SURFACE
- ROLL-UP & GO!

\$14.95

ProGlo PlusTM
DUAL CURE LAMP



- CAN BE POWERED BY A PORTABLE CHARGER (NOT INCLUDED)
- SENSOR ACTIVATED
- DIGITAL TIMER DISPLAY
- EASY ENTRY OF HANDS OR FEET
- UP TO 50,000 HOUR LIFETIME

\$49.95

FlexiLampTM TOUCH NEW!
LED TABLE LAMP

- Attractive Modern Design
- Brushed Aluminum Finish
- 3-Level Dimmer with Touch Sensor
- FlexiArmTM Easily Bends 180 Degrees
- Removable Table Clamp
- 300 Lumens of Bright White LED Light
- Plugs into USB Port or Standard Electrical Outlet

\$39.95

Easily attaches to most desks and nail tables.



GEL POLISH BASE COAT & TOP COAT
Universal UV/LED Formula Works
With Any Gel Polish System



BEST SELLERS!



.5 oz. \$4.95

8 oz. Refill
ONLY \$49.95

NO CLEANSE
FORMULA

Faux KolinskyTM
ACRYLIC BRUSHES

- SYNTHETIC KOLINSKY SABLE BRISTLES
- LIGHTWEIGHT NATURAL BAMBOO HANDLES
- EXTRA SMOOTH APPLICATION
- SIZES 8, 10 & 12 OVAL - \$6.95 EA.
- SIZE 16 ROUND - \$7.95
- SIZE 18 ROUND - \$8.95
- SIZE 20 ROUND - \$9.95



NEW!

STAINLESS STEEL PEDICURE FILE \$9.95



Replacement Strips 20-ct. \$3.95

JUMBO PEDICURE RASP



EXTRA LARGE SURFACE
REMOVES THICK
CALLUSES

\$4.95

Xtreme Nail

TREATMENTS
Top Coats, Base Coats,
Cuticle Oils and MORE!



.5 oz. \$2.95
2.5 oz. \$4.95
16 oz. \$19.95

BUY ONE
16 OZ. REFILL
GET ONE FREE!

PROFESSIONAL NAIL TIPS

500-ct. with FREE TIP SLICER \$9.95



FREE!

Trapper
Clipper
Tip Slicer

ERGONOMIC ARMREST

Ergonomic design for enhanced client comfort. Removable silicone pad for quick and easy sanitation.



ONLY
\$6.95

ProSeries E-File Bits

Diamond - \$4.95

Tungsten Carbide - \$14.95

Ceramic Carbide - \$19.95



See Complete Selection Online

PREMIUM SANDING BANDS

BROWN

100-ct. \$4.95
1,000-ct. \$44.95

ZEBRA

100-ct. \$6.95
1,000-ct. \$59.95



SMOOTH 'N SEXYTM

WAX APPLICATORS

BUY 1
GET 1
FREE!



EPILATING ROLL 2.75" x 10 yds. YOUR CHOICE!
EXTRA WIDE ROLL 3.5" x 100 yds. \$14.95 \$11.95

SAVE 20%

BODY STRIPS 100-ct. 3"x9" \$4.95 \$3.96



WAX WARMER WITH FREE WAX

Variable Temperature Control
Locking Safety Lid
All-Purpose Honey Wax 14 oz.



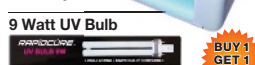
ONLY \$29.95 FREE!

RAPIDCURETM 36W

UV Tunnel Lamp

\$69.95 \$49.95

- BUILT-IN TIMER
- Mirror panels surround hand for rapid, even curing.



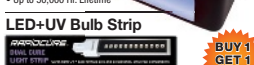
9 Watt UV Bulb \$4.95

RAPIDCURETM 24W

LED Tunnel Lamp

\$149.95 \$69.95

- Mirror Panels for Rapid, Even Curing
- Rugged Durability
- Built-In Timer (30 or 60 seconds)
- Up to 50,000 Hr. Lifetime



LED+UV Bulb Strip \$19.95

WHITE LIGHTNINGTM

48W DUAL CURE LAMP

\$199.95 \$99.95

- Sensor Activated
- 4 Timer Settings



CURES BOTH UV AND LED GEL POLISHES

RAPIDDRYTM

Nail Dryer \$69.95



- Auto On/Off
- Powerful Twin Fans
- Hot/Cold Function
- Easy Entry for Hands or Feet

SPA FIZZTM

BUBBLE BOWL

WITH FREE 10-CT. MANICURE BALLS



ONLY \$19.95

SPA FIZZTM

MANICURE BALLS 10-CT. OR PEDICURE TABS 5-CT.

SAVE 50%



ONLY \$1.00

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PROFESSIONAL
USA

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City Lights™

Dip'n
Sculpt™OPEN
STOCK
POWDERS.75 oz. \$9.95
\$4.98.75 OZ.
50%
OFF!

.125 oz. \$2.50



GET STARTED

NOUVEAU NAIL STARTER KITS

\$19.95 EACH



- ONE-STEP DUAL CURE GEL SYSTEM
- ADVANCED RETENTION ACRYLIC SYSTEM
- QUICK DIP ACRYLIC SYSTEM
- ADVANCED FORMULA WRAP SYSTEM

PREP

Extra Strength Primer

Pure Acid or Acid-Free Formula
.25 oz. \$4.95
20% OFF \$3.96

Defense Anti-Spray™

REFRESHING
MINT OR SOOTHING
VANILLA

FINISH

Air Seal™

Gel Effect Top Coat
Gel-like durability without a lamp!
.5 oz. \$4.95

Glass Seal™

Air dry sealer leaves a glass-like finish over enhancements.
.5 oz. \$4.95

Super Seal™

UV/LED Gel Sealer
High gloss, durable gel sealer.
.5 oz. \$9.95
\$6.95

Pro Pack (4 oz. + .5 oz.)

\$49.95 \$39.95



ENHANCE

One-Step Dual Cure Gels

Easy application, glossy finish and unmatched strength and durability. Cures quickly under UV or LED light.
.5 oz. \$9.95
1.75 oz. \$34.95 \$19.95

SAVE \$15

Advanced Retention Nail Liquid

- prevents yellowing
- primer-optional

8 oz. \$19.95
32 oz. \$49.95
SALE! \$39.95

Advanced Formula Sculpting Powders

Triple sifted acrylic powders combine the adhesion properties of a hard polymer with the flexibility of a soft polymer.

.75 oz. \$5.56
2 oz. \$9.56
4 oz. \$15.96
48 oz. \$199.95
SALE! \$99.95
SAVE \$100.00

14 VARIETIES AVAILABLE

SAVE 20%

Advanced Formula Resin

Ultra-Pure Formula
1 oz. \$9.95

BUY 1 GET 1 FREE!

Super Fast Set Activator Spray

Low Odor 2 oz. \$4.95
Formula 8 oz. \$9.95

BUY 1 GET 1 FREE!

Brush-On Gel Resin

10 gm. \$4.95



PUR Tea Tree Oil

.33 oz. \$6.95 \$4.95
12-ct. Display \$49.95

TIPS & FORMS

PROFESSIONAL TIPS

500-CT. PLUS FREE LINE ELIMINATOR 2.5 OZ. \$19.95



DUAL SHAPE FORMS

300-CT. \$6.97 SAVE 30%
ONE SIDE SQUARE, ONE SIDE OVAL
HANDY DISPENSER BOX

BUY 1 GET 1 FREE!

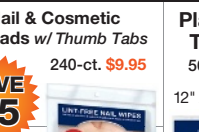
BRUSHES

MASTER COLLECTION KOLINSKY BRUSHES

\$19.95 \$12.95
Acrylic Sculpting Brushes (Size 6, 7 or 8)

Gel Brushes Square or Oval

\$0.69 EACH



\$0.99 EACH

ABRASIVES

ULTRA-PREMIUM WASHABLE FILES

Curvy, Sandy & Spongey Files



TITANIUM TOOLS WITH LIFETIME GUARANTEE

Ingrown Nail File or Pusher/Cuticle Knife \$9.95



Precision Double Spring Nipper \$19.95

Stork Scissors or Slant Tweezer \$6.95

ORDERS PLACED BY 2 PM SHIP THE SAME DAY!

DIAMOND
HEEL
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JULIA ROBERTS

Inspired by Julia Roberts' stunning Stella McCartney pantsuit, celebrity manicurist Mazz Hanna (@mazzhannabeauty) mixed yellow gold with rose gold for a custom muted-metallic mani and matching pedi. "Instead of going with a classic nude or red, we decided to pair the pantsuit with this eye-catching—but very wearable—custom shade," says Hanna.

DANAI GURIRA

Celebrity manicurist Tracylee Percival (@luxybytracylee) chose OPI Got the Blues for Red to complement Danai Gurira's custom Rodarte gown, which was inspired by the flame lily, Zimbabwe's national flower. "This color is a burgundy red with the perfect warmth that looks beautiful next her skin tone," says Percival.



OPI
Got the Blues
for Red



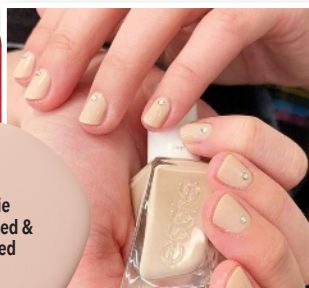
GOLDEN MOMENTS

Hollywood's elite actresses lit up the red carpet at the 2019 Golden Globes with shimmering gowns and dazzling jewels, but when it came to nails, most opted to play it safe with classic monochrome manis. Many wore sophisticated nude shades, including Emma Stone and Lili Reinhart, while others went for a classic bold red, like Nicole Kidman, Laura Dern and Danai Gurira. And some nail pros added a signature touch to several manis in the form of custom-blended shades or a hint of bling, as seen on Debra Messing (check out her look on page 14).



LILI REINHART

Playing off Lili Reinhart's sparkling diamond earrings, celebrity manicurist Steph Stone (@stephsstone) enhanced the actress's Essie Gel Couture Buttoned & Buffed mani by adhering a single Swarovski crystal at the base of each nail. "The finished look was a perfect neutral nail with a hint of glam," says Stone.



Essie
Buttoned &
Buffed

RACHEL WEISZ

To create Rachel Weisz's nude nail shade, celebrity manicurist Elle (@enamelle) used her signature technique of layering two different colors: one coat of LeChat Dare to Wear Cocoa Kisses followed by one coat of Dare to Wear Innocence. "Rachel's dress was black and white, so we wanted to do a 'mannequin hand' and elongate them with a nude nail," says Elle.



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Dare To Wear
Cocoa Kisses

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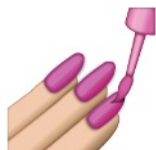
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