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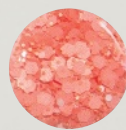
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ON YOUR  
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ALL DAY



WARM  
IT UP



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CALIENTE

6 NEW PERFECTLY MATCHED LACQUER + GEL SHADES

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rocky rose

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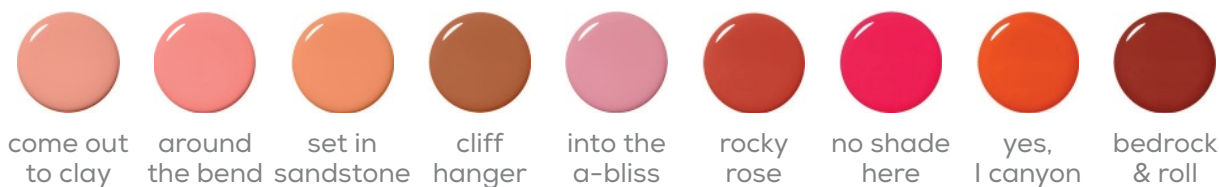
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# THE MILLION-DOLLAR SALON TOOL YOU NEED IN AND OUT OF THE SALON.

As nail professionals we are always on the lookout for the latest and greatest tools.

Gel, acrylic, polish, lotion...the list goes on and on. We feel like kids in a candy store when shopping for new tools and products for the salon/spa.

But, we're here to tell you that what you really need for your success can't be bought at your local beauty supply store.

This "tool" will provide longevity to your career, give you peace of mind, travel with you, and protect your career.

## Can you guess what it is?—Professional Liability insurance.

You're probably thinking "ugh, who needs insurance, I'm am great at what I do". The truth is, this is exactly why you need it. You're great at what you do, and nothing should jeopardize the career you love.

## What exactly is liability insurance?

Professional liability insurance is insurance for your craft that protects you, as the professional. This will cover you for any incidents that may happen inside of the salon/spa, an outside event and yes even in your own studio at home!

Not only does it cover any mishaps that may happen in the salon/spa, but it also covers any slip and fall incidents that may occur.

I know...you're probably thinking "What are the odds of my service causing an infection after a nail service?"

The truth is accidents happen and though you are a trained professional, bodily injury can occur.

For example, tools that were not properly sanitized could lead to an infection after a manicure and yes.... even a skin reaction to a product you are using can lead to a lawsuit.

In addition to bodily injury, how many times have we slipped on oils and products that have spilled accidentally?

If a guest is there for an appointment with you and they slip, they can file a claim against you as the professional. This can all lead to a lawsuit, bad reputation, and money out of your pocket.

## But I thought my salon covers me?

Yes. Many salons are required to have business insurance. This means that if a client sues the business the name on the door is protected. However, this does not guarantee that the professional is included. Also, this does not protect you from outside events or on-site services.

Let's face it you're guilty too. We have all performed services outside of the salon (don't worry, we won't tell on you.)

However, it is important to understand that though you are at a salon, being a nail professional means, you are an entrepreneur and you and only you are responsible for your license.

## What to look for in an insurance provider—

Many insurance policy providers include additional benefits to your insurance policy such as a free professional website, iden-

tity theft protection, and stolen equipment coverage.

But, in addition to great benefits, here are the top 3 things to look for in your policy:

### • Occurrence Form

o (not claims made) this means that you will be covered for any claims that may be made after your policy expires. Clients legally have the right wait up to two years after the incident to file a claim.

### • Individual coverage (not shared coverage)

o This means that you are covered as the individual for your policy for the full amount provided. You don't want to share your amount with the rest of the staff at your salon. Once the "money bank" runs out there are no more funds to cover you with a shared coverage policy.

### • Coverage in and out of the salon.

o Some policies only cover you while you're at the salon, however, look for the ones that will cover you outside of the salon. This can include mobile services, events, and even your home office. Stay protected wherever your career takes you.

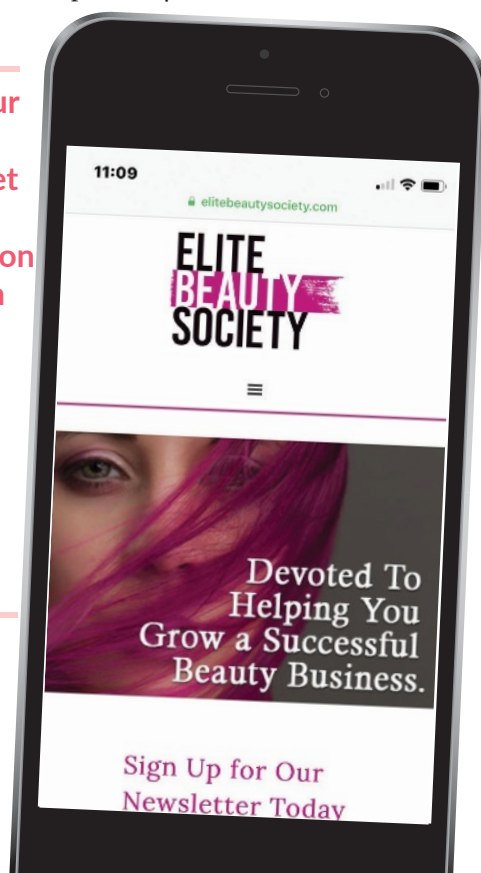
Can I afford it? How do I purchase an insurance policy?

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Monthly fee? *Forget it.* Elite Beauty Society charges a small annual fee for your policy that covers you for a full 12 months.

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We see the beauty of our industry, but more importantly we see the beauty in you, our professionals. Elite Beauty Society is paying it forward this year to our professional community by giving back to what makes our industry so unique—diversity. We are extremely grateful that we get to celebrate the beauty of our industry everyday.

EBS is donating \$5 from every policy sold to four exceptional organizations that help reduce bullying, suicide rates and celebrate the beauty of all walks of life. Join our movement to spread the love of our industry to the rest of the world.

**#diversityisbeautiful**

*Sanita Rizvic*

Brand Manager, Elite Beauty Society

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# JUNE 2019

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By Lotus Abrams

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#### **COVER CREDITS**

Nails: Danny Haile, Gelish; Photography: Armando Sanchez, armando-sanchez.com; Makeup: Iris Moreau, Wilhelmina; Hair: Frankie Payne, Opus Beauty using Oribe; Model: Abby Neff, The Industry Model Mgmt; Digital Imaging: Art Vasquez, RP Digital.

Check out the behind-the-scenes video of our cover shoot at [nailpro.com/videos/behind-the-cover](http://nailpro.com/videos/behind-the-cover).





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## NAILING DIGITAL

CHECK OUT THIS MONTH ON NAILPRO.COM

### ON THE BOOKS

[nailpro.com/salon-booking-apps-help-business](http://nailpro.com/salon-booking-apps-help-business)

Eliminate stress with apps that allow clients to easily book appointments 24/7.

### CUSTOMIZE IT

[nailpro.com/orly-launches-custom-color-labs-in-los-angeles-open-to-the-community](http://nailpro.com/orly-launches-custom-color-labs-in-los-angeles-open-to-the-community)

Orly unveils its experiential Color Labs in Los Angeles, where visitors can create custom nail colors as well as host parties and events.

### COMPETITION CORNER

[nailpro.com/coty-professional-beauty-announces-new-beauty-envision-awards](http://nailpro.com/coty-professional-beauty-announces-new-beauty-envision-awards)

Coty Professional Beauty launches the Beauty Envision Awards boasting a range of new categories—including nail art!

### BE ALL, BLEND ALL

[nailpro.com/three-ways-to-use-the-marble-mani-technique](http://nailpro.com/three-ways-to-use-the-marble-mani-technique) Learn three new ways to create watercolor-effect nail designs.







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## ON MY RADAR

NP EXECUTIVE EDITOR STEPHANIE YAGGY LAVERY SHARES HER POOL-TIME FAVORITES.

# 1

### BRONZE

We all know that real sun is a no-no—but how good does bronzed skin make you feel?

Thanks to major innovations in self-tanner, it's easy to fake it without the off-putting smell and stained white sheets. This new clear, water-foam formula with a tropical scent (!) from St. Tropez creates a natural-looking tan without needing to rinse or worrying about transferring color to clothes. «St. Tropez Tanning Essentials Self Tan Purity Bronzing Water Mousse, ulta.com»



# 2

### INHALE

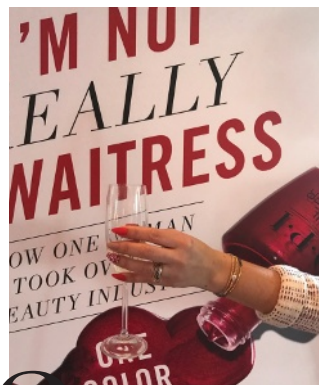
Even if you can't be away on a tropical vacation, you can feel like it with a spritz of this radiant body oil packed with hydrating Tahitian monoi, kukui, macadamia and passion fruit oils. «Marine + Vine Tahitian Oil, marineandvine.com»



As summer rushes in, we dedicate this issue to the season of sunshine, bright hues and vacations. Being born in the summer makes me particularly fond of this time of year. There's something about the long days, warm nights, and lazing by the beach and pool that just puts me in a good mood—so I'm extra excited about kicking off summertime by sharing great content and some of my favorite things. From incorporating sunscreen into your services («Safely Sun-Kissed,” page 22) to must-have tools and techniques for foot exfoliation («Smooth Moves,” page 48) to underwater art inspo (Nailspiration, page 40), you'll be set to care for all of your clients' needs. And, of course, no June issue of NAILPRO would be complete without a sampling of on-trend polish colors paired with beautiful 3-D

slavery@creativeage.com  
Stephanie Yaggy Lavery  
@steph\_lavery

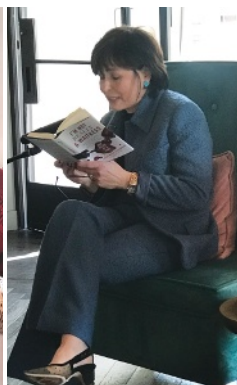
nail art («Taste of the Tropics,” page 60). So, turn up the AC and pull out your brights for a prosperous sunny season.



# 3

### READ

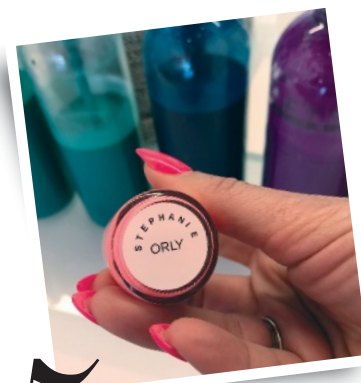
One of my absolutely favorite things to do in summer is grab a great book, sit by the pool and dive in ... to the book, that is. After listening to OPI cofounder and brand ambassador Suzi Weiss-Fischmann read an excerpt from her new inspiring book, *I'm Not Really a Waitress*, I knew I had to read the whole story. Need more book inspo? Check out what your peers are reading this summer. «The Essential Summer Reading List,” page 56»



# 4

### SHADE

I tend to go light on my makeup in the summer, with nude eyes for daytime and maybe a shimmering bronze at night—and Urban Decay's new eye shadow palette features all that I need for those looks and more! With 12 brand-new shades, from mattes to satins to shimmers in universally flattering shades, these eye shadows are my go-to for rich color and serious staying power. «Urban Decay Naked Reloaded Eyeshadow Palette, sephora.com»



# 5

### PERSONALIZE

Orly unveiled its new flagship store in Los Angeles, and I just had to go see it. The 800-square-foot space allows visitors to create and name their own custom Orly nail polish. I went for a pinky-orange Stephanie, of course. Read more about Color Labs in this issue. «Talking Shop,” page 28»



# 6

### GLOW

The latest addition to the Butter Blends line is a favorite of mine, particularly in summer when trying to achieve an extra glow. The shimmering cream is infused with moringa oil and deeply hydrating mango seed butter to keep skin moisturized, nourished and radiant. «Bronze by Cuccio Naturalé, cuccio.com»



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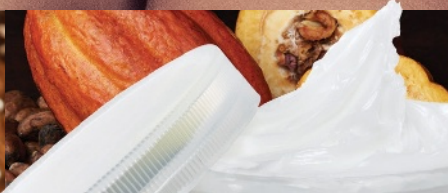
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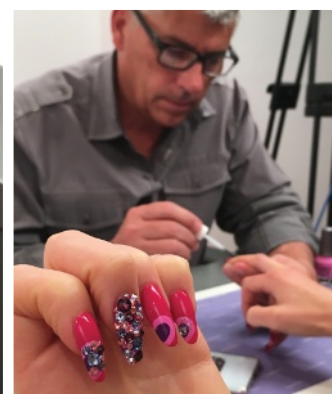
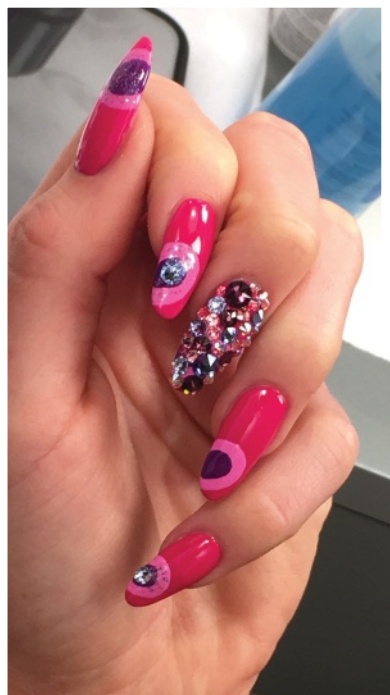
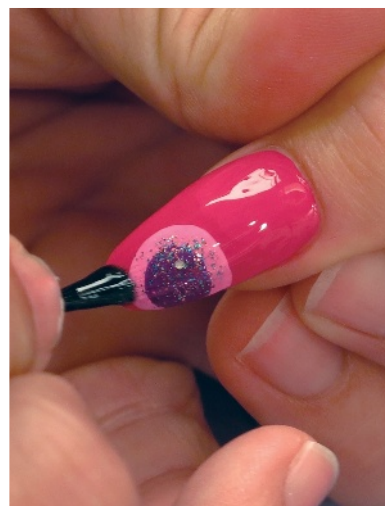




# That '70s SUMMER

The heat is on with retro flashbacks: From beauty to fashion, styles are taking a cue from the 1970s—even summer blockbusters are in on the game, with the release of the Paramount Pictures film *Rocketman*, a musical biopic of epic performer Elton John. Of course, no movie about one of the world's most colorful characters would be complete without a polish partnership, and the creative team behind Morgan Taylor and Gelish stepped up to the plate, creating a gorgeous six-piece collection of summer brights—plus a must-have glittering topper—that pairs seamlessly with the costumes in the movie. Naturally, we just had to tie all of these elements together for our June cover. Danny Haile, Gelish CEO, founder *and* nail tech, joined us on set to create a set of tips as fabulous as the collection. After extending the model's nails with an acrylic overlay, he polished them with fuchsia It's the Shades and dotted them with orbs of pink Tickle My Keys and purple Just Me & My Piano. And, a set of *Rocketman*-inspired tips simply *must* include bling, so Haile topped the tips with plenty of Swarovski crystals. I think Sir Elton would be proud!

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- Hand & Nail Harmony ProHesion Nail Sculpting Liquid & Powder
- Gelish Foundation & Top It Off
- Gelish Rocketman Collection
- Swarovski Crystals



**COLOR COMPLETE** The hues in the Rocketman collection not only match the movie, but are summertime superstars in their own right. Turn up the heat with the creamy brights—available in lacquer, gel polish and dip—by topping the shades with glittery Bedazzle Me.



# TIPOFF

BUSINESS | TRENDS | NEWS | PRODUCTS  
BY LOTUS ABRAMS



## LAUNCH

### BRING ON THE BLING

Let the bedazzling begin: Swarovski Professional has released its spring/summer crystal collection for nails. Centered around the theme "The Power of Emotions," the new collection features something for all Swarovski devotees. Mini Flat Backs now come in baguette and heart-shape stones; there are five new Crystal Lacquer Pro DeLite iridescent effects available for Fancy Stones and Flat Backs; and there are four new shimmering colors in the Crystalpixie Petite family (Champagne, Rose, Aurora and Blue Lagoon). The launch also includes the totally new Crystal Electric Lacquer Pro line, a range of ultrasparkly, high-voltage neon stones in six Electric colors: blue, green, orange, pink, yellow and white. Get inspired by these nail tips showcasing the new styles created by Gino Silvestro and Naoko Takano, and find them all at [dreamtimecreations.com](http://dreamtimecreations.com).





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## TIP OFF

### DAILY INSPO

#### *Mary Sol Inzerillo* @nailsbymarysoul

Mary Sol Inzerillo has been working with celebrities for 16 years and counts Oprah, Angelina Jolie, Lady Gaga, Kelly Clarkson, Gigi Hadid, Gisele Bündchen, Ashley Graham and Hailey Bieber among her high-profile clients. The talented pro has more than 500 magazine credits to her name and has traveled as far as the United Arab Emirates, Japan, China, England, France, Canada, Mexico and even Cuba to do nails. Here, learn where Inzerillo sources her creativity.



**1. Clouds** "I've been obsessed with looking at the clouds since I was a child. Depending on the time of day and where you are in the world, the colors of the sky are different gradients, and the clouds look fluffy like cotton, and sometimes create shapes that open your imagination."

#### **2. Native Columbian Design**

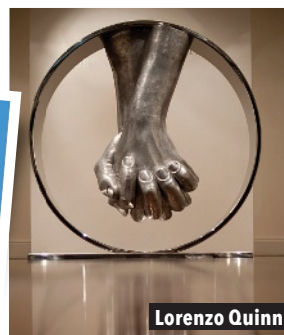
"There's something about the patterns; the use of neon colors and the drawings are really special."

**3. The Ocean** "I love the ocean and am constantly inspired by the texture in the waves, the color of the water, the beauty in the movement, and mostly the way the sun hits the water and creates a unique glare. The ocean and the sun are also the inspiration for a color I created with The GelBottle Inc. named Mar y Sol, a highly pigmented oceanic blue glitter."

**4. Lorenzo Quinn** "His artwork is like none I've ever seen before. He creates extremely detailed sculptures that are larger than life. It's incredible how he thinks outside of the box with each installation. I specifically love the details in the hands he creates."

**5. My Heritage** "I grew up in a very Salvadorian home that was full of traditional art by Fernando Llort. His designs are a mix of Mayan and modern art. His use of color and patterns is very inspiring."

My Heritage



Lorenzo Quinn



Native Columbian Design



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## TIP OFF

### PRODUCTS

## SAFELY SUN-KISSED

Summer days lend themselves to lazing by the pool, hitting the beach and exploring the great outdoors—all the more reason to offer UV-protecting products not only in your retail space, but also as an integral part of your services. At Côte, which has locations in Los Angeles and New York, nail techs finish each service with a layer of sunscreen to prep clients for fun in the sun. "At the end of our manicure services, we apply sunscreen to the back of clients' hands to protect this often forgotten part of the body. The hands need protective love, too," says Côte cofounder Leah Yari. "Sun damage occurs while even just driving or walking, so we need to take extra care of our skin to prevent aging." Help keep clients' skin protected from damaging UV rays with these essential sunscreen offerings that are packed with nourishing ingredients.



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# TIP OFF

## SERVICE

### Grape Expectations

Actress and author Joan Collins once famously said: "Age is just a number. It's totally irrelevant unless, of course, you happen to be a bottle of wine." Undoubtedly true, yet when Caudalie pioneered its *Vinothérapie* approach to skincare in the 1990s, introducing products and spa treatments harnessing the antiaging power of the skins and seeds of wine grapes, there was no shortage of women looking to tap the proverbial wine barrel fountain of youth. Key to the vino-centric skincare line is resveratrol, a plant compound found in high concentrations in the skin of red grapes that possesses powerful antioxidants to remove free radicals and revitalize aging skin.

Since Caudalie's inception, skincare products formulated with resveratrol have multiplied, and vinotherapy-inspired spa treatments, particularly for the face and body, can now be found around the world. A handful of nail salons and spas, however, have introduced vinotherapy treatments specifically for the hands and feet. At Om Spa in Dearborn, Michigan, the Tuscan Wine Manicure and Pedicure features a vino-derived scrub, as well as a conditioning honey and wine mask, while Portland, Oregon's Spa Comma offers the Comma D'Vine Manicure and Pedicure services, which utilize D'Vine's professional line of vinotherapy products.

Cabernet Nail Spa in Granite Bay, California, has taken the vinotherapy concept a step further by partnering with naturopathic doctor and antiaging specialist Shannon Wood Gallegos, ND, to create the salon's signature Organic *VinoTherapy* Mani-Ceutical and Pedi-Ceutical. The services utilize a custom high-resveratrol wine blend from local Bray Vineyards winery, herbs from nearby family farm South River Lavender and custom-blended products from Telo-Revers Anti-Aging Pharmacy. "Ageless beauty is too often considered only for the face, while our hands and feet are the ones left doing all the work," says Cabernet Nail Spa owner Leanne Nguyen. "Cabernet is the first exclusive provider of Mani-Ceutical and Pedi-Ceutical vinotherapy treatments overseen by a true antiaging medical board."

The 65-minute *VinoTherapy* Pedi-Ceutical, offered with a complimentary glass of cabernet sauvignon, begins with a warm footbath infused with the salon's custom wine blend as well as mint, lemongrass, cucumber and lemon. After nails, cuticles, heels and soles are tended to, clients are treated to a



CABERNET NAIL SPA in Granite Bay, CA, pampers clients with Organic *VinoTherapy* Mani-Ceutical and Pedi-Ceutical services.



soothing massage with antioxidant-rich and anti-inflammatory grape seed oil followed by a detoxifying scrub and antiaging, pore-enriching mask. The service concludes with a relaxing hot stone massage using the salon's *VinoTherapy* Lotion and an organic lavender paraffin wax treatment. As Nguyen sees it, the service is not only intended to provide a relaxing experience, but also reflects the salon's comprehensive wellness approach to beauty. "Too often nail salons are overlooked as a frivolous expenditure," she says, "but truly, nail care is a total encompassing of wellness of the hands and feet."

## WINE FOR WELLNESS Check out these products that harness the antiaging power of the grape.



1. CUCCIO Grapeseed Hand Anti-Oxidant Oil, [cuccio.com](http://cuccio.com)
2. SAJE Cellutone, [saje.com](http://saje.com)
3. CAUDALIE Thé des Vignes Hand and Nail Cream, [us.caudalie.com](http://us.caudalie.com)
4. 100% PURE Does It All Sheet Mask, [100percentpure.com](http://100percentpure.com)
5. LCN Red Wine Leaf Foot Bath, [lcnpprofessional.com](http://lcnpprofessional.com)



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# TIP OFF

## NEWS

### TALKING SHOP

Orly unveiled Color Labs (colorlabs.com) in Los Angeles, an 800-square-foot store that will serve as a flagship location offering access to the full catalog of the brand's colors and treatments. Color Labs visitors can also create and name their own nail polish shade using an in-store app, while pros can partake in master nail art or color theory classes. The space will also host ongoing well-known nail artists in residence and collaborative pop-ups with other brands. "The space is much more than a custom color bar," says Orly creative director Shanee Pink. "It's an experiential space for the community to come together and share their love for nails, nail art, beauty and wellness, and express their unique individual selves through color and play."



**MIX IT UP**  
Visitors can create their own custom nail polish shade at the color bar.

COURTESY OF ORLY

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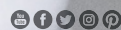
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# TIP OFF

## NEWS

### Lacquer Love

National Nail Polish Day, celebrated on June 1, was established by Essie in 2017, and this year the brand has big plans to commemorate the day. Essie is asking its fans to share their #essielove story on Instagram for a chance to win a trip to the Essie labs to create a custom shade of polish. "We've heard thousands of stories from our customers and professionals across the country, and we want to start a two-way conversation in an effort to spread the love," says Greg Hui, Essie vice president of marketing.

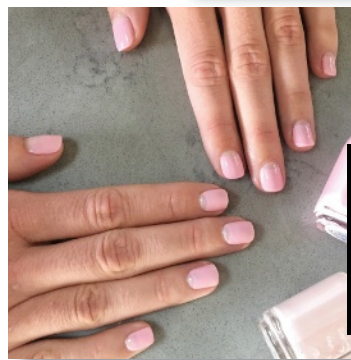
The event also marks the perfect time for nail techs to celebrate their passion for polish with their clients. The best way to prepare? Ensure that your polish rack is stocked with classics—variations of red, black, white, sheer pink, dark red, medium pink and navy blue—as well as trending colors for the season, says Essie celebrity manicurist Michelle Saunders. "This summer, we're looking forward to colors that are just shy of neon with a fluorescent finish," says Saunders.

"The bright shades in Essie's summer 2019 collection work perfectly for this. However, some clients can't see themselves in bright shades, so you can also try Essie's Rocky Rose collection, which is full of beautiful matted hues." For clients looking for nail art inspiration, Saunders also reveals three current trends that are perfectly suited to polish.

"We're still seeing simple graphic lines with negative space peeking out for a modern feel."

"Classic nail art designs like the chevron, moon manicure and French tip are perennial favorites, and they can easily be updated by using trendy colors instead of traditional ones."

"Another major trend we're seeing is ever-so-delicate 'petite' nail designs, which are quite feminine."



COURTESY OF MICHELLE SAUNDERS



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## BUSINESS

# MEMBER PERKS

New York's Chillhouse salon has taken an innovative approach to revamping its membership program: Club Chill members receive a monthly allotment of the salon's virtual currency, Chill Bills, which can be exchanged for a range of services. Club Chill members also receive discounts on Chillhouse services, products and purchases from the in-house café, discounts from partner brands and invitations to exclusive events. Two types of memberships, billed monthly on a recurring basis, cater to clients' different needs: Chill Body offers 10 Chill Bill credits for the salon's body services and All Access Chill includes 15 monthly Chill Bills that can be used for manicures and massages.

To generate buzz about the new program, Chillhouse is tapping some of its influencer clients. "As a fairly small business, we currently don't do paid influencer projects, but we're able to gift in exchange for ongoing promotion," says Chillhouse founder and CEO Cyndi Ramirez. "We're super lucky they're already our friends and fans of the brand." The program, she explains, is a win-win for both clients and the salon. "Clients end up saving on services and are now a part of a community who are eager to engage in the self-care conversation," says Ramirez. "They also get spoiled by some pretty amazing brands through discounts and event invites, products and other surprises. For the salon, it allows us to deepen our connection with our customers and introduce new offerings to a smaller group. Plus, it allows the business to receive recurring revenue and predict our sales more accurately."

COURTESY OF CHILLHOUSE





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## TIP OFF



### MUST-HAVE TO THE RESCUE

Long nail fans rejoice: Los Angeles-based urban hipster brand Bella Doña is on a mission to save extension lovers from everyday frustration with the Nails Did Tweezer Aid Keychain—perfect for removing credit cards from tricky slots and plucking eyebrows on the fly. “Acrylics are a huge part of our Bella Doña lifestyle,” says company cofounder LaLa Romero. “Here in L.A., we face a daily battle with parking meters. That, coupled with our personal traumas at the gas pump and ATM machines, led to the development of the Nails Did Tweezer Aid Keychain. Plus, there’s a safety issue at hand, too; as a woman, when your credit card is stuck in a machine, the last thing you want to do late at night is find a random stranger to help!” Find the Nails Did Tweezer Aid Keychain—available in light pink or baby blue—on bella-dona.com.

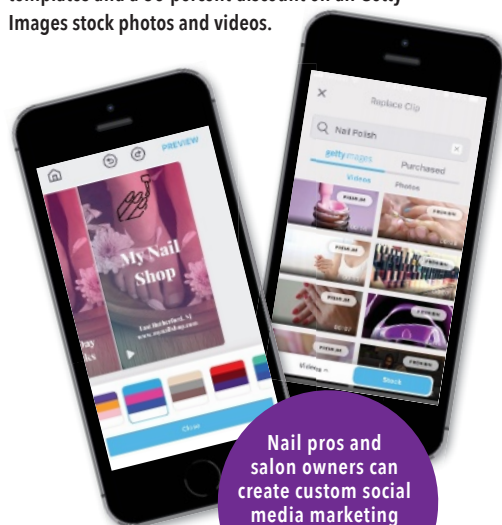


nude polish shades—were donated to Girls Inc., a nonprofit organization that mentors girls to grow up healthy, educated and independent. “I believe wellness is a journey driven by conscious choices to take care of oneself and practice self-love,” says Sundays founder and CEO Amy Ling Lin. “Sundays is grateful for the opportunity to partner with Visa and Fashion Week to reach a broader audience and share that message.” **NP**

## TECH

### Put It in Motion

Lightricks, the company behind popular retouching app Facetune, has launched Swish, a new app designed to help small business owners easily and inexpensively create videos on their mobile devices for social media marketing. Users can choose from more than 75 templates and a large library of music clips and stock photos from Getty Images to create their videos, or they can produce custom projects of one to five slides using their own pictures and video footage. The ability to add or edit text as well as incorporate different fonts to convey a personalized brand message is also available with the app. Want to put videos up on Facebook, Instagram and YouTube? No problem: Videos can be created in several different screen formats to accommodate multiple social platforms. Swish is available for free on the Apple App Store or by subscription, which offers unlimited templates and a 50-percent discount on all Getty Images stock photos and videos.



Nail pros and salon owners can create custom social media marketing videos with the new Swish app.

## NEWS

### Girl Power

New York-based Sundays nail salon teamed up with Visa in February to sell Wellness Treatment Nail Sets in vending machines at the Visa New York Fashion Week pop-up at Spring Studios. As the official sponsor for New York Fashion Week, Visa used its platform to showcase female-founded businesses and nonprofit organizations that promote female empowerment using the message #FashionIsChanging. One hundred percent of the proceeds from the sale of The Wellness Treatment Nail Sets—which included a Sundays top coat, base coat and one of five different





Introducing the **Rocketman Collection** in celebration of **Rocketman**, the story of Elton John's rise to fame. The collection features iconic shades complemented by Bedazzle Me, a luxe glitter overlay that gives each shade its own moment to sparkle and shine.

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# PORTFOLIO

SUBMIT FOR  
THE NEXT  
THEME: NEON!

## Paint the Rainbow

Nail artists created designs using all of the colors of the spectrum to celebrate Pride Month and the long-awaited first day of summer.



1 Diana Nguyen @ricekittynails 2 Bethany Flight @bethanyflightnaildesign 3 Chau Le @tlnailz 4 Felicia Crooms @designernailbyfelicia 5 Rebecca Ludwig @moonchild.nails 6 Christianna Georgiou @\_nailsbychristianna 7 Hirsch Nguyen @nailsbyhirsch 8 Jenelle Browne @polishdbyjuicy

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](mailto:nailpro@creativeage.com) that includes your name and Instagram handle along with your high-resolution photos. By emailing your photos, you grant Creative Age Publications the right to use any of your submitted images in NAILPRO magazine, corresponding electronic media and/or marketing materials without any compensation. In addition, you grant Creative Age Publications the right to these images for future use without any compensation due.





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**Guest Artist:** Bana Jarjour is a Los Angeles, CA-based freelance manicurist who specializes in nail art.

# TAKE FLIGHT

The fashion set will most certainly flock to this season's feather-trimmed wares; they're either incredibly refined (Valentino) or whimsically frothy (Marc Jacobs). Edging mid-century reminiscent shifts at Valentino, fine feathers evoked the chic charm of Audrey Hepburn in *Breakfast at Tiffany's*. At Rochas, dainty chartreuse plumes ascended on a shimmering coat of the same tone—a magnificent monochromatic migration if ever we've seen one! While some designers stayed with one shade of plume, the feathered pieces that set the trend in motion relied upon a blend of several, such as watercolorlike washes of marabou on a vest at Loewe, brilliant splashes of bold plumage on a dress hem at Prabal Gurung and an all-over explosion of swirling hues on a two-piece stunner at Marc Jacobs.

Nail art that soars with the best of them takes its cue from guest artist Bana Jarjour: Either hand-paint the delicate plumes with your finest nail art brush or incorporate a feather-adjacent element for a chic spin.







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# How-To: Gel Polish + Dip Overlay

TAKE SOAK-OFF GEL POLISH TO THE NEXT LEVEL BY ADDING DIP POWDER FOR A STRONG AND NATURAL-LOOKING OVERLAY.

It's proper practice—and strongly encouraged—to work within nail systems, as products are formulated to perform best when used together. That being said, sometimes, as Kittanning, Pennsylvania-based Purple Pinkie Nail Salon owner Rhonda Kibuk (@thepurplepinkie) has discovered, rules are meant to be broken. To create a durable yet natural overlay, the veteran nail tech applies

dip powder to the tacky layer of cured gel polish instead of using resin. "I'm not a fan of dip systems with glue or resin," says Kibuk. "I don't feel that you can thinly apply the product at the cuticle while building a graceful arch. The powder gives a traditional gel manicure extra strength." Here, she shares her technique that has her clients raving about their nails.



**1** Prep and prime the natural nail. Apply one thin coat of Young Nails Conversion Base. Cure for 30 seconds under an LED light.

**2** Use a fluffy brush to apply clear dip powder onto the tacky layer.

**3** Apply one thin coat of Young Nails Conversion Top. Cure. Apply additional product if needed to build structure or fill in low areas. Cure, and then buff to smooth the surface.

**4** Continue with the gel polish service as usual.

RECREATE THE LOOK WITH THESE MUST-HAVE PRODUCTS!



**1. KUPA** Sculping Forms, [kupainc.com](http://kupainc.com)

**2. ORLY** 100/200 Grit Zebra File, [orly.com](http://orly.com)

**3. CUCCIO** Powder Polish Dip Clear, [cuccio.com](http://cuccio.com)

**4. GELISH** Merci Bouquet, [gelish.com](http://gelish.com)



# Construction Zone

The most amazing part of this soak-off gel and dip technique, boasts Kibuk, is that it's not simply for creating an overlay; you can actually *add length* with it! However, she does caution that she has only achieved these results using Young Nails Conversion Base and Top. If you decide to attempt this technique with a different gel base and top, be sure to test it out first before using it on a client.



**1** To extend the free edge, apply one coat of Conversion Base to the nail plate, and cure. Then, apply a form, ensuring that the guidelines are aligned with the direction of the nail.

**2** Float Conversion Base onto the form. Cure. Repeat this step if needed for added structure.

**3** Remove the form and dust clear dip powder onto the tacky layer. Brush off the excess with a fluffy brush.

**4** Shape the sidewalls and free edge.

**5** Apply a thin layer of Conversion Base. If desired, add glitter, and then apply another thin coat of Conversion Base. Cure.

**6** Dust clear dip powder onto the tacky layer once again to fill in any gaps between the glitter. Finish with Conversion Top. Cure. **NP**



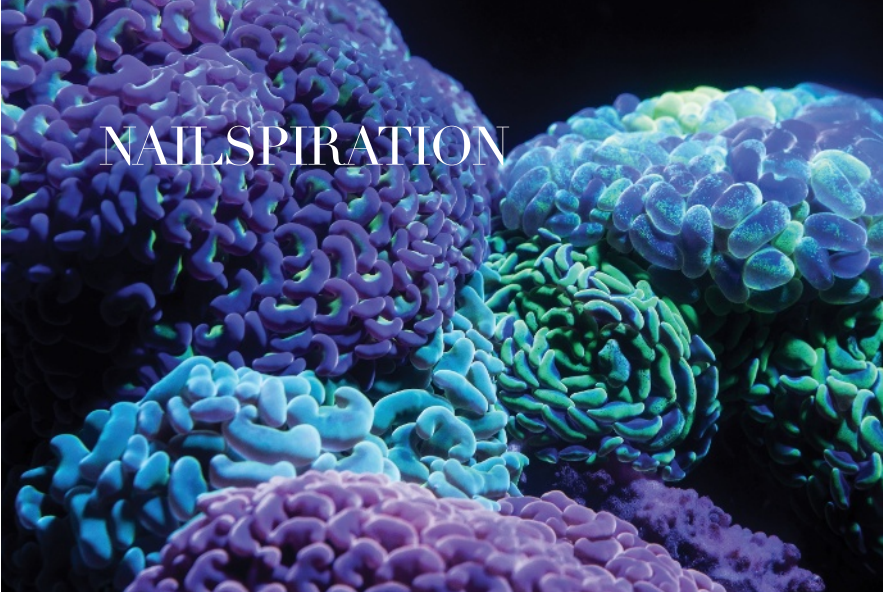
**5. YOUNG NAILS** Caption Conversion Base and Top, [youngnails.com](http://youngnails.com)

**6. MIA SECRET** 100/180 Grit File, [miascretnails.com](http://miascretnails.com)

**7. SNS** Natural Set Sheer, [snsnails.com](http://snsnails.com)

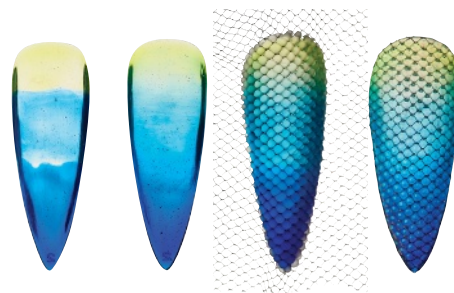
**8. REVEL NAIL** Dip Powder D75 Vivien Clear, [revelnail.com](http://revelnail.com)



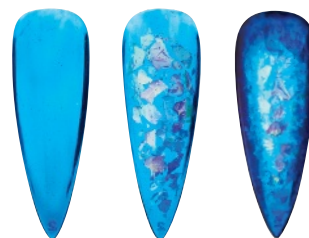


## Under the Sea

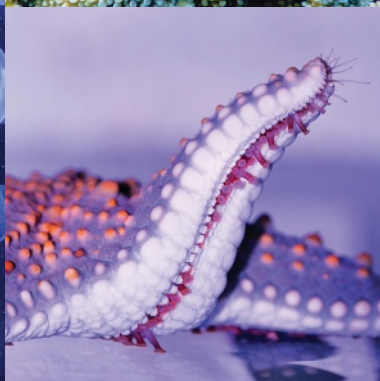
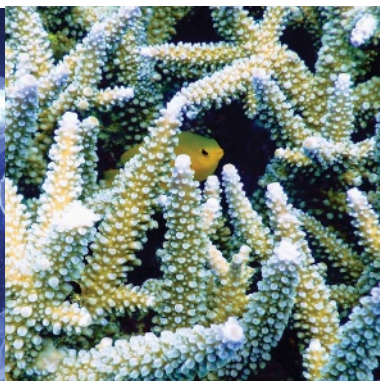
Shiny scales, glowing jellies and the translucent colors of marine life inspire a set of tips by Orlando, Florida-based nail artist Helena Han (@helenahan.pro). "While scuba diving, I saw sea glass and translucent colors and wanted to incorporate them into my marine life set," she says.



- Step 1** Apply yellow glass gel to the base of the nail, light blue to the center and dark blue to the free edge. Do not cure.
- Step 2** Blend the colors from top to bottom for an ombre effect. If necessary, apply a second coat of each gel for vibrancy, and blend.
- Step 3** Overlay the nail with tube gel or clear acrylic. Before it cures completely, gently press a small piece of netting into the product.
- Step 4** Trim the excess netting from around the nail. Apply no-wipe gel top coat, then apply aurora pigment powder with a silicon brush. Finish with gel top coat.



- Step 1** Apply one coat of vibrant blue glass gel.
- Step 2** Apply a thin layer of gel top coat. Do not cure. Add iridescent flakes to the nail, avoiding the perimeter and leaving space between each piece. Apply no-wipe gel top coat.
- Step 3** Paint dark blue glass gel around the edge of the nail and blend it into the center. Then, outline the nail with black gel polish. Finish with gel top coat.





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# Paintbucket

OWNER KRISTIN PULASKI WELCOMES NAILPRO  
TO HER BROOKLYN, NEW YORK, SALON.



## THE LOOK

Brought to you by the team behind Drybar, Paintbucket was designed by Heitler Houstoun Architects with a girl's dream pad in mind. They brought my vision to life—including a polish wall with paint swatches (rather than bottles) for clients to choose from. I wanted Paintbucket to feel light, airy and

welcoming. We paired light pink and navy furniture with marble countertops and rose gold fixtures. From the moment clients step inside the space, they're transported to their cool best friend's apartment. We're always playing reality TV, chick flicks and great music. Our manicure bar enables clients to start conversations where they cultivate friendships with our staff and each other. Williamsburg, Brooklyn, is a very trendy, hip area where small businesses thrive. The artsy neighborhood fits Paintbucket perfectly for what we offer—lots of nail art!

## SIGNATURE SERVICES

Women visit to relax, indulge and have fun. Clients typically spend up to 2½ hours with us depending on their services (our custom nail art can get intricate). Clients spend \$60 on average for regular services and anywhere from \$70 to \$125 on nail art and soft gel extensions. Our most popular service is our basic gel mani with art, where clients first consult with their nail artist on which design they want (most designs range from \$25 to \$35 for all 10 nails). The service includes shaping, cuticle work, gel application and nail art, and finishes with a massage and hot towel. We raised our signature spa service prices six months after opening in 2017 based on the amount of time the services took and market standards. We also price more detailed and complex nail art a bit higher now since opening.

## THE GOODS

We use Essie, OPI, NCLA, Floss Gloss, Nars, Dior, Deborah Lippmann, Smith & Cult, Marc Jacobs, Flora, Bio Seaweed Gel, Seche and Orly. We retail jewelry by Tarin Thomas and Sofia Ramsay, polish from Smith & Cult and Floss Gloss, and



cuticle oil from NCLA. Employees receive 10 percent commission on any cuticle oils or packages they sell, which is a great incentive for them to build their customer base.

## THE OUTREACH

We participate in local charity events and donate to public school fundraisers. We hosted a sold out breast cancer awareness event called "Babes for Boobs" with Floss Gloss last October. We offered boob-inspired nail art, hair braiding, custom floral hairpins, makeup touch-ups, cocktails and more. We were so grateful for the turnout and funds raised for the Breast Cancer Research Foundation, we can't wait to do it again!

## SOCIAL LIFE

Instagram is huge for us—and our following is growing rapidly. We love promoting new nail art collections, partnerships and fun events, as well as answering any questions clients have.







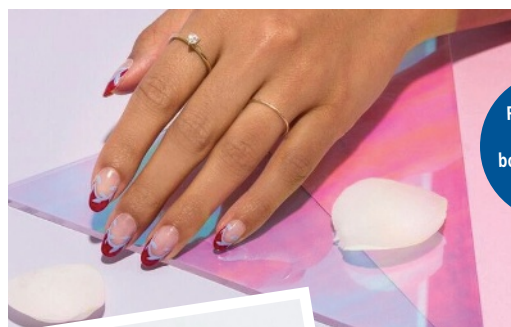
## +Details

**OWNER** Kristin Pulaski

**EST.** 2017

**STAFF** A mixture of 15 employees, who are compensated with an hourly wage plus tips, and independent contractors.

**BENEFITS** A training program for newly licensed employees, and nail art and enhancement courses for all employees.



Paintbucket's nail art look book is updated seasonally.



## Up Close With Kristin Pulaski

### What was your first job in the nail industry?

"Paintbucket. Before opening the shop, I worked in advertising for five years. I always wanted my nails done for work, but hated the experience of actually going to the salon. I wanted a space to get my nails done, have fun and enjoy time with my girlfriends. Before opening Paintbucket, I enrolled in Christine Valmy, an amazing beauty school in New York. Although I don't perform nail services too much anymore (due to other business needs), I like to pop into the salon from time to time to take a few appointments."

### What inspires you?

"Watching my staff and clients enjoy the space and brand we've created and cultivated together. Female founders who also grew their brands like Emily Weiss and Audrey Gelman really inspire me. I love following Glossier and The Wing and seeing how their businesses have grown over time."

### What renovations have you made?

"Initially, our pedicure stations were too low and

uncomfortable for our staff. We closed the shop for a few days to renovate the floors and build a taller platform. My team is my first priority."

### What was the funniest thing that happened when opening the salon?

"Two days before opening, our nail artists were training at the shop while we finished the last bits of construction. Our electrician was installing custom fans in the manicure bar when all of a sudden a huge power outage blew out every single fan. The sound of the outage scared us all, but we just laughed—something else to add to the list of things gone wrong. Luckily my dad was the general contractor and fixed the issue, but I had to order a whole new set of fans—and we opened a day late. We still laugh to this day."

### What's your best advice for new salon owners?

"Be as open to feedback—from both clients and employees—as you can without getting offended."

### What's your go-to client conversation starter?

"Anything fun planned for the weekend?" It starts a conversation that everyone is interested in."

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# Lease on Life

WHETHER YOU'RE AN INDEPENDENT TECH, EMPLOYEE OR SALON OWNER, LIFE INSURANCE SHOULD BE AN INTEGRAL PART OF YOUR FINANCIAL PLAN. LEARN THE BENEFITS, TYPES AND COSTS TO FIND A POLICY THAT'S RIGHT FOR YOU.

By Tracy Morin

**W**hile most Americans insure their cars, homes or businesses without a second thought, their most valuable asset—their own lives—often remains uncovered. Indeed, according to the 2018 Insurance Barometer Study by Life Happens and LIMRA, “while 84 percent of Americans say that most people need life insurance ... only 59 percent own some form of it.”

The key function of life insurance is to provide financial compensation to the insured individual's beneficiaries should she suffer an untimely death. Although that's a scenario no one wants to think about, if you have children, a spouse or direct family members who depend on your income, it's one you absolutely *should* think about. Here, experts explain the ins and outs of insurance in layman's terms to help you make an informed decision when shopping around for the perfect policy.

## BENEFIT BASICS

Life insurance benefits are typically paid to beneficiaries when they submit proof of the policyholder's passing (i.e., a death certificate). “Life insurance policies help alleviate financial burdens when coping with the loss of a loved one,” says Chris Mason, senior vice president of sales distribution for HealthMarkets in North Richland Hills, Texas. “The benefits from life insurance are often used to pay for burial expenses, replace income of the individual who has passed and/or to pay off a mortgage.”

Furthermore, Mason says, if you own a small business like a nail salon, a personal life insurance policy may help your family pay off any business debt. If the business has multiple owners, you can even combine life insurance policies on each partner with a buy-sell agreement. “This agreement stipulates that upon the death of one of the



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business owners, the remaining partners or owners can buy out the surviving family's share at a previously agreed upon price, with life insurance paying for the buyout," explains Mason.

## POLICY OPTIONS

Term and whole life (also called permanent or universal life) are the most widely known types of insurance coverage, according to John Holloway, cofounder of noexam.com in Roswell, Georgia. "Term life insurance is inexpensive and designed to provide a death benefit for a specific period of time, ranging from 10 to 30 years," he says. "Whole life insurance is designed to last an individual's entire lifetime, but the premiums are significantly higher."

With term life insurance, you'll get the highest death benefit for the lowest cost, with policyholders paying an annual or monthly fixed premium that's renewable every year, Mason adds. But there's a catch: "If you're young, premiums for this type of life insurance are low, but as you get older, the premiums increase," he says. "With permanent life insurance, part of the premium goes toward cash value, allowing you to accumulate tax-deferred savings." Therefore, though most permanent life insurance policies don't have a significant cash value in earlier years, they can perform very well over time if funded properly.

In addition, term insurance, though low-cost and appealing to younger age groups, rarely pays out, because most people live longer than the terms of the policy, according to Nelson Lee, managing partner of PacWealth Solutions in Irvine, California. "Then, if you need life insurance in your later years, you're 10, 20 or 30 years older, and therefore less appealing from an insurance company standpoint," he says. "Unlike term, permanent policies offer more than a death benefit; the policy builds cash value that the policyholder can borrow against or withdraw funds from to cover medical expenses or a child's education cost, for example." Ultimately, though permanent policies cost more up front, they cover an entire lifespan and accrue a cash value component that can be crucial in times of need.

## CONSIDER COST

Policy cost varies according to a number of factors. Mason notes that insurance companies will generally take into account the following variables when pricing a policy:

**Age** This is one of the most important contributors. Even an unhealthy 40-year-old can have lower premiums than a healthy 50-year-old for the same plan.

**Gender** Women, on average, live nearly five years longer than men, so they usually enjoy slightly lower rates.

**Smoking** Smokers commonly pay more than twice as much as nonsmokers for comparable coverage.

**Health** Most insurance carriers require a medical exam to record height, weight, blood pressure, cholesterol and other key metrics. (Some companies offer "no exam" policies, but they generally cost more.)

**Family Medical History** A family history of stroke, cancer or other serious medical conditions can lead to higher rates. Some carriers put more emphasis on your family's health than others, but it's likely to have some impact on your premium.

According to Lee, a term policy may cost about \$300 per year for a 20-year plan, whereas a permanent policy could cost substantially more—but it also becomes an investment. "If cost is a factor, you may start off with term coverage," Lee concludes. "But look for a policy with a conversion privilege from a company that also offers competitive cash-value policies." That option will allow you to switch from term to permanent coverage in the future if you choose. Ultimately, Lee believes that a permanent policy is the best option for both independent techs and salon owners alike. "It's an added layer of protection to have a policy with a cash value to draw from in case of an emergency," he says. "However, the main priority should be to have adequate coverage, whether term or permanent, especially if you have young children." **NP**

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

## Tip Sheet

**When shopping for a life insurance policy, keep this expert advice in mind.**

**Put your budget first.** "Watch out for agents trying to sell a one-size-fits-all type of policy or for agents who carry only one company's policies," says John Holloway, cofounder of noexam.com. "For salon owners carrying a business loan, I recommend getting enough coverage to provide for their family and cover all existing debts."

**Do your own research.** "There are more than 780 insurance carriers in the United States, with literally thousands of variations," says Nelson Lee, managing partner of PacWealth Solutions. "If you ask for the same product from the same company, but from two different agents or representatives, you may experience 22-percent higher or lower performance, largely dependent on the mathematical competency of the person you're working with."

**Ask for help.** "Different insurers have different stances on various health concerns, so having an array of plans to choose from can help you make an informed decision," says Chris Mason, senior vice president of sales distribution for HealthMarkets. "A licensed agent should answer your questions, explain the options available and help you make the right choice."





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# SMOOTH MOVES

HELP CLIENTS PUT THEIR  
BEST FOOT FORWARD WITH  
THIS REFRESHER ON  
EXFOLIATION PRODUCTS,  
TOOLS AND BEST PRACTICES.

By Leslie Henry

After months stuffed in socks and boots, your clients' neglected feet may be in desperate need of a sandal-worthy extreme makeover—but it's important to remember that each client's needs are unique. Fortunately, there are a number of exfoliation techniques available to remove dry, dead skin and reduce calluses, revealing softer feet beneath. But the benefits of exfoliation don't stop there. "Exfoliation helps with cellular turnover, encourages microcirculation and prepares skin for better product penetration," says Nikki Fraser, educator for Footlogix.

Why is exfoliation necessary? "The outermost layer of skin is made of keratinous cells held together by lipids, kind of like tiny roof shingles held together by glue," explains Morgan Taylor educator Danielle Candido. "They act as protection for the new skin just below." If the skin is repeatedly exposed to pressure or rubbing, the body's natural defense is to build up an even thicker layer of protection, resulting in a callus. "Generally, calluses aren't harmful. However, if the buildup continues, other complications can arise," says Candido. Deep cracks in the skin are not only painful, but also can be portals of entry for pathogens, which can lead to infection.

"Since every skin type is different, it's important to exfoliate safely using the proper method," says Gena master educator Kimberly Woodard. Many factors, from a client's skin sensitivity to her age to her health, will impact which exfoliation method is ideal—and often, a combination of techniques is the best fit.

## Manual Exfoliation

There are two main exfoliation methods. The first, manual or physical exfoliation, uses a rubbing or scrubbing action to remove dead skin and calluses. Manual exfoliation tools, such as foot files, pedicure bits and pumice stones, can significantly reduce skin buildup in a single pedicure visit. But because tools can be aggressive, they should only be used on the bottom and sides of the feet.

Most effective after the feet have been soaked, foot files are the manual tool of choice for many techs. Fraser uses an all-metal, stainless steel foot file because it can be disinfected and sterilized. "I recommend an etched file so that the abrasive surface remains intact," she says. "A glued on-grit runs the risk of coming off." Single-use files are another option. They come in a variety of grits, and techs frequently choose them for convenience to maintain proper sanitation.

While not all techs are comfortable using an electric file on client's feet, Vicki Malo, president of the North American School of Podology, maintains that they're a safe and effective exfoliation tool when used correctly. "No one should be using an electric file on the feet without training on how to use it properly," she says. She cautions techs to always choose bits that are specifically designed for use on the skin and never use bits designed for natural nails or enhancements. Use an e-file on dry feet and periodically check with the client to ensure that she's not experiencing any heat or discomfort.

This should go without saying, but razors, Credo blades or grater-type tools should *never* be used. Not only are they dangerous and illegal in many states, but cutting skin goes beyond the scope of nail technician's license. "These tools can be extremely damaging and are far too aggressive to be used in a pedicure service," says Candido. If there are circumstances where these tools are necessary, the client should be directed to a licensed and specially trained foot care nurse or podiatrist.

Manual exfoliation can also be achieved with scrubs that contain small particles, such as sugars and salts, which act as an abrasive when rubbed onto the feet. "Scrubs alone don't do much on the bottom of the feet because the skin is different," says Malo, "but they will make a big difference on the top of the feet and legs."







# Chemical Exfoliation

Chemical exfoliation is achieved by applying ingredients to the skin that break down the bonds between the dead skin cells, helping the cells shed more easily, says Candido. "Clients with sensitive skin may benefit more from a chemical process, because too much scrubbing can irritate and cause inflammation," she says. Still, it's important to select products carefully, cautions celebrity manicurist Mary Sol Inzerillo. "Avoid using a harsh chemical exfoliant on sensitive skin, and make sure you have options on hand," she says. For sensitive clients, Inzerillo focuses chemical exfoliators only on especially dry and tough areas.

Many ingredients, from acids to algae, can chemically aid exfoliation. Alpha hydroxy acids, or AHAs, such as citric, salicylic and glycolic acids, are derived from foods. "These acids change the pH of the skin, breaking down the lipids that hold onto dead skin cells, making it easier to slough off," says Malo. Note that AHAs can cause photosensitivity, so be sure to tell clients to wear sunscreen when using them. (Check out a few must-have UV-ray protectors in "Safely Sun-Kissed" on page 22.)

Fruit enzymes, like pumpkin, papaya and pineapple, gently exfoliate by breaking down the keratin protein found in dead skin at the surface, resulting in a smoother appearance. Urea, a natural by-product of protein metabolism, is unique because it not only loosens scaly, dead skin, making it easier to exfoliate, but it's also an excellent hydrator.

Chemical exfoliants come in all forms—soaks, baths, scrubs, masks, lotions and serums—and may be combined with other ingredients, such as moisturizers. While very effective, chemical exfoliation is unlikely to give clients immediate, dramatic results; these products produce the best results over time and when used in combination with other exfoliation methods.

# More Isn't Always Better

A common exfoliation mistake is removing too much skin. "We get excited and want to help clients achieve the best outcome in a single visit," says Malo. "But if you take off too much, the skin will react and bump up production. You want that fast turnover on your face or legs, but not on the bottom of your feet," she says. Normal, dry skin should be hydrated, not removed.

Likewise, it's especially important not to over-exfoliate the skin of senior citizens or people with diabetes, says Woodard. In these cases, maintaining the integrity of the skin is paramount and less aggressive exfoliation methods should be used. Aging and poor circulation make the skin thinner and more fragile, particularly on the bottom of the feet. "Over time, we lose the fat pads that once protected the feet from the trauma of walking," says Malo. "Skin and calluses take over, and if over-removed, the client may find walking uncomfortable and can develop ulcerations, risking infection."

"Every technician must ensure a good consultation with the client and be able to assess skin types in order to determine the best method," says Woodard. "Most times, the best method or technique is a combination of techniques." For example, start with a foot soak, followed by a chemical callus softener and a foot file. In most cases, regular professional pedicures and consistent home care will lead to the best results. Encourage clients to focus more on hydration and leave the heavy exfoliating for the professionals. "It's helpful for clients who have a lot of buildup to exfoliate at home between appointments," says Candido. "However, technicians must educate the clients on proper exfoliation so they don't create a bigger problem. I recommend a sugar or salt scrub, as opposed to a foot file or pumice stone, because clients are less likely to exfoliate too aggressively."

# Retail Essentials

Stock up on these take-home tools that clients can use between visits to maintain smooth, soft skin.



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Leslie Henry is a business development executive, licensed nail technician and the blogger behind [workplaypolish.com](http://workplaypolish.com).





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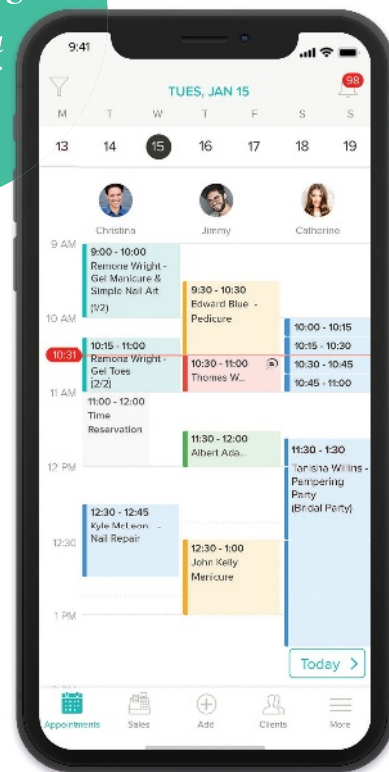
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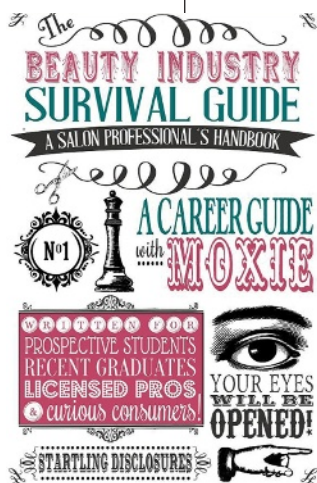
TOP TECHS AND SUCCESSFUL SALON OWNERS REVEAL SOME OF THEIR FAVORITE BOOKS. FROM INSPIRATIONAL MEMOIRS TO SOCIAL MEDIA MANUALS, THESE PAGE-TURNERS ARE SURE TO KEEP YOU MOTIVATED.

By Lotus Abrams





**"The Beauty Industry Survival Guide** (Dread Machine Publishing, 2014) by Tina Alberino is a great behind-the-scenes guide to the beauty business. It's written in a handbook structure that's great for business owners and stylists alike."  
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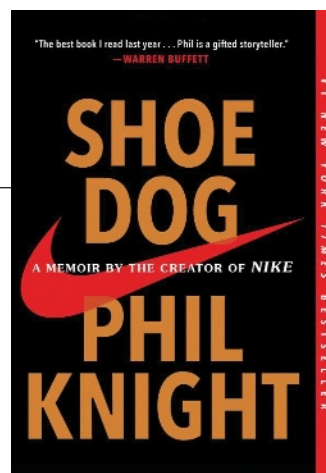
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**Influencer** (Citadel, 2018) by Brittany Hennessy is more than just about being and becoming an influencer; it contains excellent, updated and real information about building your brand as a nail professional. In the age of social media, clients are looking for their nail tech on Instagram, and this book will help you create what they're looking for. Plus, it's just a great book for the social-media curious."  
 –Julie Kandalec, celebrity manicurist, New York, NY



"In **Shoe Dog** (Scribner, 2018), Phil Knight recounts the people and crises of building a company. Knight allows his readers to live the journey with him as he drove a winning, high-performance culture. It takes great resolve, focus and a willingness to fail fast. Knight so accurately writes, 'Early entrepreneurship is like dialing 9-1-1 and hearing a yawn.' Entrepreneurs looking to win early and instantly should stay focused on the North Star and know it's not going to be instant oatmeal." –David Crisalli, founder and CEO, Prose, multiple locations

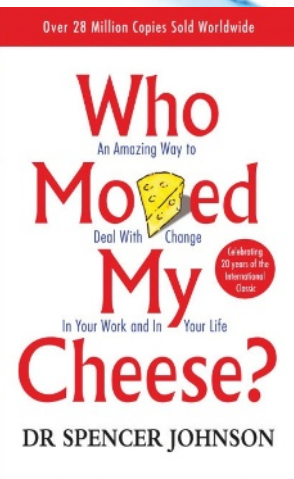


"I'm currently reading a super inspirational book about the founder of Nike: **Shoe Dog** by Phil Knight. It's been a huge source of inspiration and renewed hope to hear his origin story." –Rita de Alencar Pinto, founder, Vanity Projects, New York, NY, and Miami, FL





"I read **#Girlboss** (Portfolio, 2015) by Sophia Amoruso prior to opening Paintbucket, and it really inspired me to keep pushing forward, believe in myself and make my dream of owning my own business come true. I think it's a really inspirational story, and I highly recommend it to any female entrepreneurs."  
 –Kristin Pulaski, founder and CEO, Paintbucket, Brooklyn, NY



"I read **Who Moved My Cheese?** (Vermilion, 2006) by Spencer Johnson, MD, in fashion school 14 years ago and didn't care for it, but I just read it again and it's been life changing. It has helped me see change in life from a different perspective. As a manicurist, sometimes clients leave us, and we beat ourselves up wondering why, or other circumstances happen out of our control. Instead of being confused, we must adapt to change. Easier said than done, but after reading this book I felt ready to move on and see what's next."  
 –Mar y Sol Inzerillo, celebrity manicurist, New York, NY

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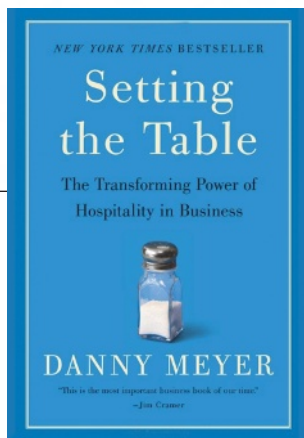
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"Danny Meyer's **Setting the Table** (Harper, 2006) was a transformational book for me on client service. It goes way beyond 'the customer is always right' to really detail how to build real, meaningful connections with every person who walks into your business. I reread it every year or so because it continually gives me insights and inspiration." –Sarah Gibson Tuttle, CEO and founder, Olive & June, multiple locations



"One of the most influential books I've read lately is Michelle Obama's memoir, **Becoming** (Crown Publishing Group, 2018). She's such an inspirational figure, and her story really resonates with me. She had a lucrative career in law that she excelled in, but she ultimately gave it up to follow her heart in finding work that she felt was more meaningful. I walked away from a successful career as an advertising executive to follow my passion in crystal healing, first through manicures and now through my namesake line of crystal- and CBD-infused products." –Mazz Hanna, celebrity manicurist, Los Angeles, CA **NP**

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# DOWN TO THE BONE

GET THE FACTS ABOUT HEEL SPURS, AND LEARN HOW TO SAFELY SERVICE CLIENTS WITH THIS CONDITION.

Heel spurs aren't well understood, which is why clients who tell you they have them are likely wrong—and clients who *do* have them might not even know it. Also called calcaneal spurs (calcaneus is the medical term for heel bone), heel spurs are caused by a buildup of calcium that creates a protrusion, usually no more than an inch or so long, on the underside of the foot that might be pointy or, as often described, "shelflike." Spurs can cause a dull ache throughout the day and often hurt when people get up in the morning or when they stand up quickly after sitting for a while.

Contributing to the confusion is that many people with heel spurs don't have any symptoms at all. In addition, they're rarely visible through the surface of the skin, nor can you typically feel them through the skin. A lot of people with heel pain assume that heel spurs are the cause, but an X-ray is the only way to know for sure, says Ami Sheth, DPM, a podiatrist in Los Gatos, California, and a spokesperson for the American Podiatric Association. "I've seen some people with pretty large spurs, but they don't bother them," says Sheth. "Most of the time when people say, 'I have heel spurs,' they mean they have plantar fasciitis."

So, what causes heel spurs to develop, how are they treated and is it safe for nail techs to service clients with this condition? Here's what you need to know.

## SPUR CULPRITS

Bone spurs develop in the foot as the body's way of creating length when the plantar fascia, or band of tissue that connects the heel bone to the toes, is tight. Essentially, if the heel bone grows out a little more, it decreases the length

the plantar fascia needs to stretch, stopping the tugging on it that can cause pain and discomfort. There are two different types of spurs, says Sheth: A spur going north, heading away from the ground at the back of the heel, can develop if your Achilles (the tendon that connects calf muscles to the heel) is too tight, and a spur along on bottom is related to plantar fasciitis (when the fascia is inflamed and irritated), the most common cause of heel pain. The two conditions are often related, but it's more common for plantar fasciitis, not heel or bone spurs, to cause foot pain.

One out of 10 people has heel spurs, but only one out of 20 people with heel spurs experiences foot pain, according to the American Academy of Orthopaedic Surgeons. "In terms of pain, the spur itself kind of doesn't matter," says Sheth. "The issue is the traction. It's the pulling or tightening of the fascia that's really the problem."

Some oft-cited contributors to the development of heel spurs are obesity, age, being active in sports, wearing high heels, and having a high arch or no arch in the foot. But the biggest factor in risk for heel spurs is simply how a person's body is put together, says Sheth. "The mobility of the foot as it hits the ground and the tightness of the plantar fascia are two of the biggest reasons you get it," she says. "So, it's not necessarily because you wear heels; it's the biomechanical differences in all of us—how our heel hits the ground and how the muscles and tendons are all attached."

In other words, heel spurs can develop if there's a biomechanical mismatch in the way your plantar fascia is able to stretch and spring back, says Sheth. But even though it's typically a

## \*Heal Spurs Facts

One in 10 people in the United States has heel spurs.

Around 20 percent of people with heel spurs don't have any symptoms.

Heel spurs are frequently associated with plantar fasciitis, the most common cause of heel pain.

Middle-age men and women are more likely to develop heel spurs.

Orthotic devices, shoe inserts and heel lifts can help relieve the pain associated with heel spurs.

Sources: Lancaster Orthopedic Group, [lancasterortho.com](http://lancasterortho.com); MedicineNet, [medicinenet.com](http://medicinenet.com); American Podiatric Medical Association, [apma.org](http://apma.org); WebMD, [webmd.com](http://webmd.com)



biomechanical issue, lifestyle choices, such as wearing shoes that don't provide good arch support, working on your feet all day or playing sports, play a role as well. "I usually see it with people who run or are really active in sports," says Janet McCormick, MS, a licensed nail tech and cofounder of the Nailcare Academy in Fort Myers, Florida.

## TREATMENT AND PREVENTION

Although the development of heel spurs depends a lot on a person's biology, it's smart to be proactive about preventing them, says Sheth. The plantar fascia and calf muscles are all connected, so one of the best ways to keep them supple is to stretch them regularly. "You prevent spurring in a roundabout way, because it's really heel pain you're trying to prevent," she says. "Stretch your calf muscles and wear supportive shoes if you start noticing a mismatch or heel pain."

In addition, icing the feet and anti-inflammatory medication can help many people combat heel pain, says Sheth. If those measures prove ineffective, a podiatrist might prescribe cortisone injections, physical therapy, stem cell shots or orthotics (customized foot support). For some people, the divide between the heel bone and plantar fascia is so great that surgery is the only answer, says Sheth. Surgical intervention is rarely needed, however, and if it is, it's a simpler procedure than in years past, when surgeons would cut the heel spur off, she says.

## SAFE SERVICES

When it comes to servicing a client who potentially has heel spurs, keep in mind that some spurs are painful, but some aren't and don't require special attention, says Denise Baich, ANT, FNT, MNT, a licensed medical nail tech and owner of Pedicure Plus, a salon in the office of Premier Podiatry in St. Louis. Make sure to find out what you're dealing with before going ahead with a service. "As part of the initial evaluation when a client arrives for an appointment, we discuss any pain or discomfort so that we can tailor the service accordingly," says Baich.

Before you start the service, you should check the feet for tenderness, says McCormick. "One of the problems is that many nail techs just look at the

feet," she says. "Instead, they need to gently press areas, such as on the heel where it turns and curves under, to see if they're sensitive." Treat clients with heel pain gently, she advises, by making sure to avoid pressing down on the top of the foot when its on the foot rest and filling footbaths with temperate water.

If a client tells you that she feels any sharp, sudden pains in her feet, however, it's best to suggest that she

go to a podiatrist to have it checked out. "As pedicurists, this diagnosis is beyond our scope, as is treatment," says Baich. "Our area of expertise would be along the lines of providing a soothing massage or topical application that would provide some comfort or temporary relief." **NP**

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

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# OPI

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Bright, playful hues from the newly released OPI Neon collection are a summertime must. The six vibrant shades, available in GelColor, Infinite Shine and Nail Lacquer, are perfect for creating watercolor, marble and tie-dye effects. Here, we created a gel polish rainbow design just in time for beach season.



- 1 Prep the nail and apply GelColor Base Coat. Cure for 30 seconds under an LED light. Apply two coats of Alpine Snow, and cure each coat for 30 seconds. Apply Chrome Effects No-Cleanse Top Coat. Cure.
- 2 Use a nail art brush to paint wavy lines with Dance Party Teal Dawn, Music Is My Muse and Positive Vibes Only to the top half of the nail, making sure to leave even amounts of white space between each shade. Do not cure.
- 3 Use a nail art brush to paint wavy lines with V-I-Pink Passes, Orange You a Rock Star? and Pump Up the Volume from the center of the nail to the free edge to create a tie-dye effect. Do not cure.
- 4 Sprinkle Clear Color Set Powder over the entire nail. Tap off the excess, but do not brush off the powder. Cure for 60 seconds under an LED light. Then, brush off the loose powder.



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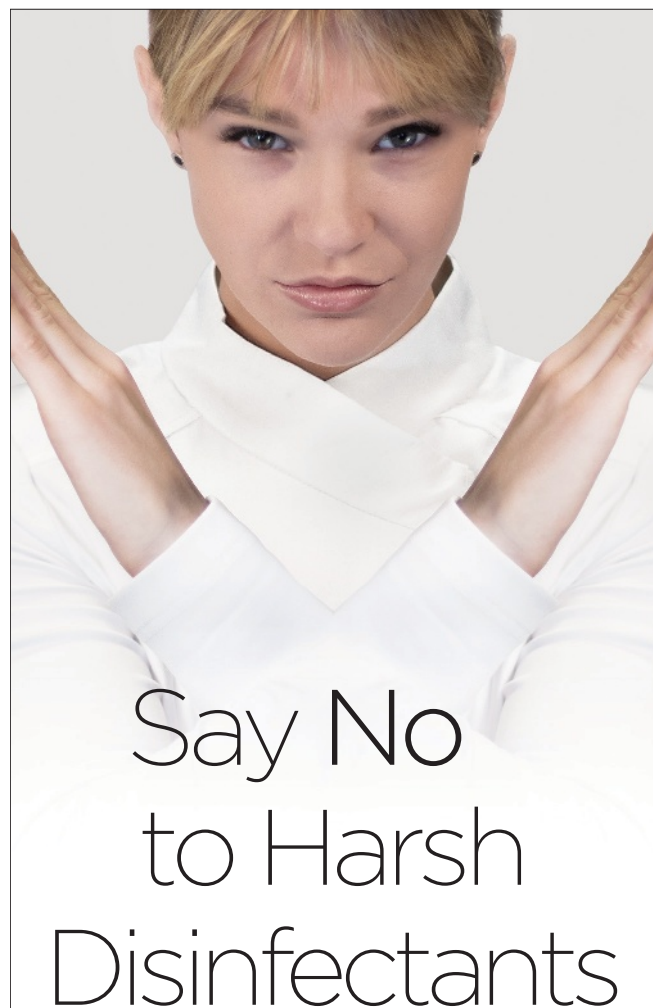


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Contact Premiere Show Group, 1049 Willa Springs Dr., Ste. 1001, Winter Springs, FL 32708; 800.335.7469; premiereorlandoshow.biz.

##### IBS Las Vegas

June 15-17

Las Vegas Convention Center, Las Vegas, NV.

Contact IBS Las Vegas Show Management Team, 757 Third Ave., 5th Fl, New York, NY 10017; 212.895.8200; ibslasvegas.com.

##### Nail Tech Event of the Smokies

June 30

Gatlinburg Convention Center, Gatlinburg, TN.

Contact Nail Tech Event of the Smokies, info@nailtechevent.com; nailtechevent.com.

#### July

##### Cosmoprof North America

July 28-30

Mandalay Bay Convention Center, Las Vegas, NV.

Contact Professional Beauty Association, 15825 North 71st St, #100, Scottsdale, AZ 85254; 800.468.2274; cosmoprofnorthamerica.com.

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##### LeChat

510.741.9998, lechatnails.com

9 Class and Demo: Flushing, NY.

##### North American School of Podology

855.622.6277,

northamericanschoolofpodology.com

16-19 Comprehensive Foot and Leg Evaluation: Edmonton, AB, Canada.

##### OPI

877.674.4636, education.wella.com

2 Demo Day: Orlando, FL.

3 Pro Spa Experience: Lima, OH.

3 Nail Art Trends: Hamilton Square, NJ.

3 Gelcolor Experience: Rapid City, SD.

10 Powder Perfection Experience: Sandusky, OH.

10 Gelcolor Experience: Overland Park, KS.

10 Nail Art Trends: Grand Island, NE.

16 Demo Day: Worcester, MA.

17 Powder Perfection Experience: Twinsburg, OH.

23 Demo Day: Philadelphia, PA.

24 Custom Event: Miami, FL.

24 Pro Spa Experience: Boardman, OH.

24 Nail Art Trends: El Cajon, CA.

24 Axxium Advanced Artist: Miami, FL.

##### Orly

818.994.1001, orlybeauty.com/pages/education

2 Education Day: Builder In A Bottle: Dallas, TX.

24 Education Day: Builder In A Bottle: West Hollywood, CA.

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714.992.1400, youngnails.com

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7 Demo Day: Fountain Valley, CA.

8 Demo Day: Fountain Valley, CA.

##### Orly

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1 Education Day: Builder in a Bottle: Palisades Park, NJ.

22 Education Day: Builder in a Bottle: West Hollywood, CA. **NP**

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# TEST YOURSELF

## Down to the Bone

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**1. \_\_\_\_\_ is the medical term for the heel bone.**

- A. Cornelius
- B. Amadeus
- C. Calcaneus
- D. None of the above

**2. One out of 10 people has heel spurs.**

- A. True
- B. False

**3. About \_\_\_\_\_ people in the United States suffer from plantar fasciitis.**

- A. 2 million
- B. 5 million
- C. 500,000
- D. None of the above

**4. Doctors can diagnose heel spurs \_\_\_\_\_.**

- A. By asking patients whether they have pain in their heels
- B. With a blood or urine test
- C. With an X-ray
- D. With a DNA test

**5. Which of the following is *not* commonly associated with heel spurs?**

- A. Being active in sports
- B. Not getting enough sleep
- C. Wearing shoes with poor support
- D. Having high arches

**6. Heel spurs are much more likely to cause foot pain than plantar fasciitis.**

- A. True
- B. False

**7. If a client says that she has heel pain, nail techs should \_\_\_\_\_.**

- A. Refuse treatment
- B. Tell the client that she probably has heel spurs
- C. Gently press on the feet to check for tenderness
- D. Treat the client with a hot foot bath

**8. Pain in the heels is most commonly the result of a tight, inflamed and irritated plantar fascia.**

- A. True
- B. False

**9. Which of the following is *not* a recommended treatment for heel pain?**

- A. Stretching the calf muscles
- B. Eating more foods rich in vitamins A and D
- C. Custom orthotics
- D. Wearing shoes with good arch support

**10. The majority of people with heel spurs require surgery to cut out the spur.**

- 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](http://nailpro.com/test-yourself). Submissions must be postmarked or received online by June 30, 2019. Answers will appear in the August issue.

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



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|                 | SALE! 20% \$16.95 \$13.56                                     | BUY 1 GET 1 FREE! \$16.95 \$13.56        | SALE! \$3.75 \$2.75  | BUY 2 GET 1 FREE! \$13.95                                       | BUY 10 GET 2 FREE! \$4.95                     | BUY 10 GET 2 FREE! \$7.95 \$3.96               | SAVE 50% \$1.95                        | \$2.50                                  | TABLE TOP DISPLAY Holds 30 Bottles \$24.95 Holds 60 Bottles \$34.95 WALL MOUNTED Holds 36 Bottles \$24.95 Holds 96 Bottles \$34.95 |  |
| TIPS & TOOLS    | NAIL BASIX™ PROFESSIONAL TIPS                                 | Extra Strength Bullet Glue               | Split Second Brush-On Nail Glue                                      | Rectangular Nail Forms  | Dust Masks                                    | Double Spring Cuticle Nipper                   | Stainless Cuticle Pushers              | Spoon Pusher                            | Sterilizer Tray  |  |
|                 | 500-ct. \$7.95 50-ct. \$2.50 SIZES 1-10                       | \$0.25 EACH Box/250 \$59.95              | 10 gm. \$2.95  | \$3.50  | 50-ct. \$2.95 Case/2000 \$99.95*              | \$2.95   | \$2.95 EACH                            | \$2.95 EACH                             | \$5.95   |  |
| GELS            | No Lift Nails   | NAIL BASIX™ Primer                       | NAIL BASIX™ Violet Acrylic Liquid                                    | NAIL BASIX™ Acrylic Powders                                     | NAIL BASIX™ Single Process UV/LED Gels        | gelish® POLY GEL                               | -ibd- Builder Gels                     | -ibd- Clear Gel                         | -ibd- Intense Seal   | -ibd- Intense Seal   |
|                 | .75 oz. \$11.95   | .25 oz. \$2.95                           | 2 oz. \$3.95 4 oz. \$5.95 8 oz. \$7.95 32 oz. \$29.95 Gallon \$89.95 | .75 oz. \$3.95 48 oz. \$2.95 2 oz. \$5.95 4 oz. \$10.95 \$99.95 | 1 oz. \$7.95 4 oz. \$29.95 16 oz. \$69.95     | SAVE 50% \$59.95 SALE! \$29.95                 | 2 oz. \$49.95 \$29.95                  | 8 oz. \$97.50                           | 5.0z. \$13.95 \$9.95   | 5.0z. \$13.95 \$9.95   |
| Stikr Resin     | Stikr Brush-On Resin  | Kikr                                     | Pressurized Spray Activator  | Glazed Glass  | Extreme Finish Glaze                          | Extreme Powders                                | Extreme Glaze Dryer                    | Extreme Glaze Sealer                    | SeptiFile  |  |
|                 | .5 oz. \$11.25 1 oz. \$19.25                                  | 8 gm. \$6.15                             | 2 oz. \$19.25 8 oz. \$54.00  | 6 oz. \$16.75   | 2 yds. \$5.75 12 yds. \$28.45                 | .5 oz. \$11.75                                 | 1oz. \$12.55 4 oz. \$33.55             | 6 oz. \$16.75                           | .5 oz. \$8.20 4 oz. \$37.00  | Handles 6-ct. \$7.75 Grills 50-ct. \$14.50                             |

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**WE BEAT  
ALL COMPETITORS'  
ADVERTISED PRICES!**

**Avry Gel-Ohh!**

JELLY SPA PEDI BATH

**\$1.50**  
PER PACK

**\$36.00**  
30-CT. DISPLAY



**Avry Creams**

For Hands, Feet & Body

**\$1.50**  
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 Relieve 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**



**Pedi in a Box 4-in-1**

• Sea Salt Soak • Moisture Scrub • 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



**O<sup>2</sup> 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**

DETOX SOAK  
PEDICURE  
INTRO KIT

**\$37.95**  
**\$29.95**



**cuccio**

Cuticle Oils  
.5 oz. \$4.95



**cuccio**

LYTE BODY BUTTERS 32 oz. \$15.95

8 oz. \$5.95

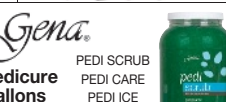
BUY 1 GET 1 FREE!



**Gena**

PEDI SCRUB  
PEDI CARE  
PEDI ICE  
PEDI SOAK  
PEDI SOFT

**\$24.95\***



**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**



**Callus Eliminator**

Breaks down calluses in 3-5 minutes!

**SAVE 50% GALLON ONLY \$49.95!**



**Dry Heel Eliminator**

Daily therapy for heels prone to drying and cracking.

16 oz. \$24.95  
4 oz. \$7.95  
**SAVE 50%**



**Birchwood Sticks**

100-ct. \$2.50

**Manicure Scrub Brush**

Box / 72-ct. \$12.95

**Oneezee 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\*

**Mini Purple Pumi Bar**

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

**Pumi Bar Original**

\$0.75 ea.  
24-ct. \$12.95

**Callus Remover**

BUY 3 GET 1 FREE!

**Pedicure Gallon**

\$19.95\*  
5 Gals. \$69.95\*

**Pedi Salt Foot Bath**

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

**Pedicure Socks**

**SALE!**  
\$3.95 \$1.99/pair

**Paraffin Wax**

6 LBS. \$19.95\*

**Paraffin Liners**

100-ct. \$6.95  
New & Improved!

**Flowerly Swedish Clover Föt File**

\$8.95  
\$5.95

**Mr. Pumice Metal Foot File**

\$4.95

**Microplane Colossal**

\$9.95

**Belava**

Trio Foot Spa \$149

**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**

Just Add Hot Water!  
\$3.50

**Blue Cross Cuticle Remover**

32 oz. \$4.95

**Blue Cross Cuticle Remover**

32 oz. \$4.95

**Blue Cross Cuticle Remover**

32 oz. \$4.95

**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

**Sani-Tablets**

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  
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**Komfort Wedge**

\$14.95

**Paraffin Wax**

6 LBS. \$19.95\*

**Paraffin Liners**

100-ct. \$6.95

**Paraffin Liners**

100-ct. \$6.95

**KiKi Disposable Pedicure Kit**

Purple Pumice Bar (Coarse)  
Purple Buffer and Zebra File (Both 100/180)  
Manicure Stick

**USE ONE PER CLIENT**

Case (200) \$59.95  
39¢ EACH

**ULTRA-PREMIUM MANICURE & SALON TOWELS**

12-CT.

**Manicure Towels**

12 x 12 \$9.95

**Salon Towels**

16 x 29 \$19.95

**LILAC OR PINK**

\$1.75

**Spa Beauty Wipes**

2"x2" 200-ct. \$1.75

**Nail Wipes**

200-ct. \$3.50

**Nail and Cosmetic Pads**

60-ct. \$4.50  
240-ct. \$14.95

**Cellu Cotton**

3 lbs. \$14.95\*

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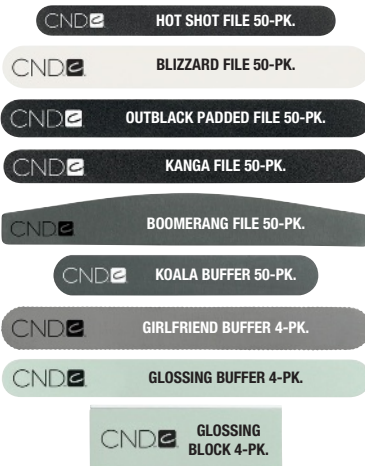


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**CND**<sup>TM</sup>  
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**CREATIVE PLAY GEL POLISH DUOS**



**PRISMATIC COLLECTION**



**SELECT BULK SPA PRODUCTS**



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**CND SHELLAC**<sup>TM</sup>  
.25 oz. \$15.95  
On Like Polish.  
Wears Like Gel.  
Off In Minutes.



**CND Vinylux**<sup>TM</sup>  
**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**  
**SAVE 20%** ON SELECT PRODUCTS



**SolarSpeed Spray**<sup>TM</sup>  
Conditioning Polish Dryer  
4 oz. \$7.96  
32 oz. \$39.16

**SCENTSATIONS**<sup>TM</sup>  
Lotions  
8.3 oz. \$4.95  
31 oz. \$17.50



**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+<sup>TM</sup> Powders**

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



**Perfect Color Powders**

feature superior workability and extensive color and coverage options.



**CND BRISA**<sup>TM</sup>  
Sculpting Gel  
.5 oz. \$19.75 \$14.81  
1.5 oz. \$51.75 \$38.81



**CND LED LAMP**

**NEW!**  
Specially designed for use with CND Shellac and Brisa!  
**\$172.50**



**CND Velocity Nail Tips**



**CND Performance Forms** 300-ct.  
Clear \$22.75 • Silver \$15.50



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COMING SOON!  
OPI NEON COLLECTION



NOW SHIPPING!  
ALWAYS BARE FOR YOU  
SHEERS



SELECT OPI GEL COLORS  
.25 OZ. ONLY \$7.50 EA. • .5 OZ. ONLY \$8.99 EA.



SAVE  
50%

SELECT GEL COLOR DUOS  
OPI Gel Color with Matching Nail Lacquer .5 oz.

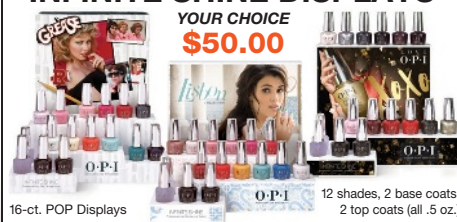
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\$10.25

SAVE  
50%

Only While  
Supplies Last!



Lisbon, Grease or Love OPI XOXO Collection  
INFINITE SHINE DISPLAYS



YOUR CHOICE  
\$50.00

16-ct. POP Displays

12 shades, 2 base coats,  
2 top coats (all .5 oz.)

OPI Lacquers .5 oz. \$5.25

- Two-coat coverage
- Long-wearing formula

SAVE  
\$1



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



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 \$5.50



Nail Treatments

Natural Nail Strengthener  
Natural Nail Base Coat  
Ridgefiller  
Gloss Top Coat  
Matte Top Coat  
.5 oz. \$5.25

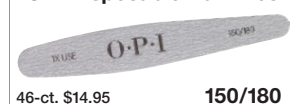


Nail Envy

- 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 Gel Color .5 oz. \$17.95

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

SALE! \$13.50

SAVE  
25%



OPI LG DUAL CURE LAMP

~~\$350~~  
\$250

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



SAVE  
\$100

Avocado 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

Powder Perfection

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

Original or ProHealth™

Base Coat  
or Top Coat  
.5 oz. \$17.95  
SALE! \$8.99

SALE!

SAVE  
50%



Powders

1.5 oz. \$22.95  
SALE!  
\$17.95



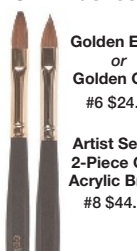
Base Coat, Activator OR

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



Expert Touch

Removal  
Wraps  
250-ct.  
\$24.95



ProSpa Dual Sided Foot File

80/120 Grit \$14.95  
20-ct. Refills \$14.95



OPI Absolute Acrylic Intro Kit

- smooth application
- exceptional adhesion
- bubble-free results

\$49.95



Acrylic Liquid

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

Acrylic Powder

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

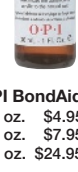
OPI BondEx

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



OPI BondAid

.5 oz. \$4.95  
1 oz. \$7.95  
3.5 oz. \$24.95



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

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MAY-JUNE PROMOTIONS

## TechGlow™

LED TABLE LAMP  
WITH USB PHONE CHARGER

\$99.95

EVERYDAY LOW PRICE!

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



## PowerCure™

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

## PowerFile™

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

## FlexiLamp™

LED TABLE LAMP

\$49.95

BEST SELLER!



Lighting Tube Rotates 360° • FlexiArm™ Bends 180°

48 LED Beads  
3 Watts

Easily attaches to most  
desks and nail  
tables.

## FastFoils™

FOIL WRAP • COTTON PAD • PURE ACETONE



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

One Step  
Gel Polish  
Removal

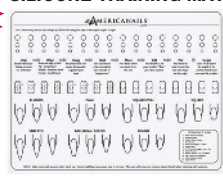
BEST  
SELLER!

100-CT.  
\$9.95

500-CT.  
\$24.95

BUY 1  
GET 1  
FREE!

## SILICONE TRAINING MAT



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

\$14.95

## ProGlo Plus™

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

## FlexiLamp™ TOUCH

LED TABLE LAMP

\$39.95

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

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!



UV  
LED

.5 oz. \$4.95

8 oz. Refill  
ONLY \$49.95

NO CLEANSE  
FORMULA

## Faux Kolinsky™

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

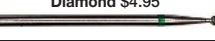
Ergonomic design for  
enhanced client comfort.  
Removable silicone pad for  
quick and easy sanitation.



ONLY  
\$6.95

## ProSeries E-File Bits

Diamond \$4.95



Ceramic Carbide \$19.95 \$14.95

SALE!

Tungsten Carbide - \$17.95 \$9.95

SALE!

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 SEXY™

WAX APPLICATORS



BUY 1  
GET 1  
FREE!

LARGE 50-ct. \$2.95

SMALL 100-ct. \$2.95

PETITE 100-ct. \$2.95

## EPILATING ROLL

EXTRA WIDE ROLL 3.5" 100 yds. \$14.95 \$11.96



SAVE  
20%

BODY STRIPS  
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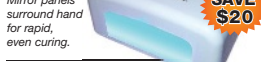
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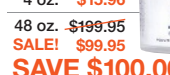
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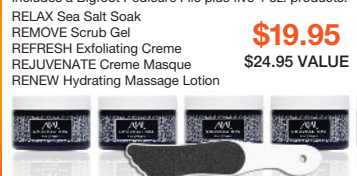
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# Tag Team

New Instagram account @tagthemanicurist demands that editorial nail techs receive credit for their work.

In February, more than two dozen high-profile nail techs found themselves tagged in a post from @tagthemanicurist, a new Instagram account. The initial post posed the question: "Do you ever notice who is tagged in celebrity social media posts? You'll notice the makeup artists, photographers, hairstylists and wardrobe stylists are recognized almost always, but generally manicurists are left out of the loop." The post then went on to assert how integral nails are to a final glam look and urged all beauty pros to #tagthemanicurist in celebrity and editorial social media posts and publication credits. The movement has gained momentum, thanks to nail tech influencers spreading the word and using the hashtag. Here, @tagthemanicurist (whose identity remains anonymous) shares the motivation and mission behind the campaign.

**NAILPRO:** What inspired you to launch the @tagthemanicurist account on Instagram?

**@tagthemanicurist:** "After many experiences of working on editorial jobs and not being credited on social media posts, I noticed a lot of other manicurists weren't being credited as well. As social media outlets become more popular and crucial to our work, it essentially becomes our portfolio. It's important for our work to be credited and tagged by editors and celebrities. How would anyone know it's my work unless I was tagged? More importantly, why were all the other artists on set tagged and recognized except me? This was the beginning of my thought process to get the ball rolling for the #tagthemanicurist movement."

**NAILPRO:** Can you explain the idea behind the campaign and how it works?

**@tagthemanicurist:** "The idea is to have all artists, not just manicurists, participate in this campaign. Generally, it started out as people using the hashtag and asking, 'Where's the manicurist's credit?' on social media posts. By raising awareness with more hashtags and mentions, we're hoping everyone will start to notice more that manicurists aren't being tagged. So far we've had a lot of followers using our hashtag to garner more attention to the issue, and through

these hashtags, we've gotten manicurists recognized for their hard work."

**NAILPRO:** Why do you think manicurists are often left off the credits for their editorial work?

**@tagthemanicurist:** "I often have a hard time finding the answer to this question myself, so I decided to ask my fellow manicurists this question to hear their thoughts. This is some of the feedback I've received:"

- "[People think that it] doesn't take as much skill to do nails as it does for hair and makeup."
- "Most of the time manicurists are on set for half the day, so they're often forgotten."
- "A lot of times people think we're not important enough to add."
- "Because nails are rarely seen up close, or sometimes not seen in the image at all."
- "Nails are small."
- "We're not respected as much."
- "They don't value our work."
- "They feel like nails aren't as important or the center of the shoot."
- "We're at the bottom of the pecking order."

**NAILPRO:** Do you have any recommendations for what nail techs can do when they're working on set or at the time of booking to ensure they receive proper credit for their work?

**@tagthemanicurist:** "One way is for manicurists to speak up and voice their concerns with their booking agents or those in charge of credits for magazines. Talking to their clientele is also a great way to make sure they're tagged. Discuss and have a conversation with your hairstylist, makeup artist and wardrobe stylist friends, etc., to make sure they include you in the credits and their tags."

**NAILPRO:** How can fellow nail pros get involved in the cause and help spread the word?

**@tagthemanicurist:** "Through spreading the hashtag, commenting on posts where they're sure there was a manicurist involved and speaking to their own clientele about how

important it is to be tagged. For most of us, Instagram is the only advertising we have for our business."

**NAILPRO:** What's your ultimate goal for this project?

**@tagthemanicurist:** "Our ultimate goal is for manicurists to get the recognition they deserve. We hope one day to *not* have to use this hashtag, because manicurists are automatically credited for their work. Our work is important and takes much skill and talent. Thus, we should be treated as an integral part of the team instead of an afterthought."

#tagthemanicurist







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