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4



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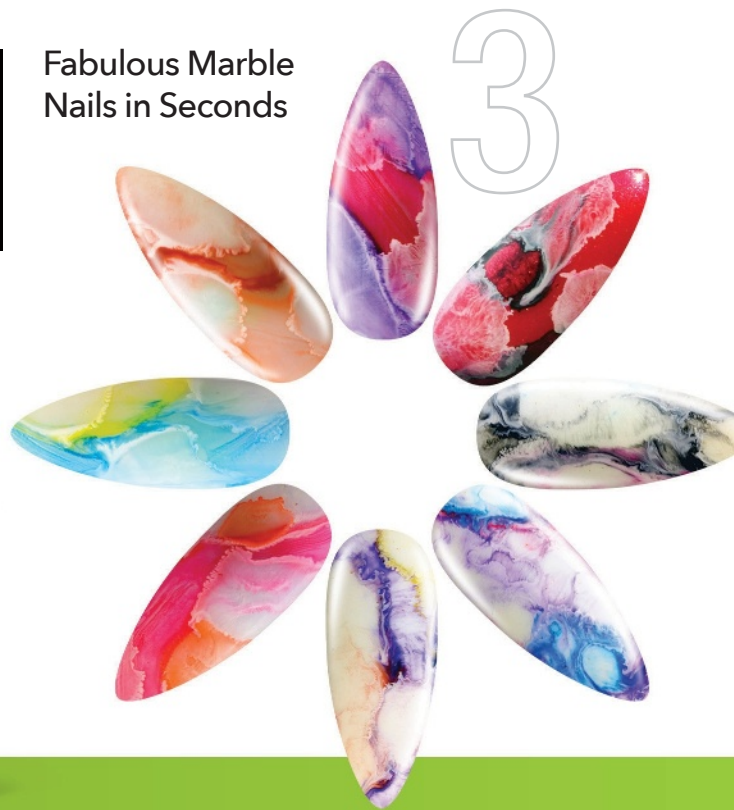
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AUGUST 2019

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COVER CREDITS

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sanchez.com; Makeup: Nicole Blanco, AIM
Artists; Hair: Livio Angileri, AIM Artists;
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NAILING DIGITAL

CHECK OUT THIS MONTH ON NAILPRO.COM

TIME TO #MANIUP

nailpro.com/opi-challenges-males-to-express-themselves-through-nail-color

OPI has challenged men to express themselves through nail polish in a new YouTube video series.

LIFE LINE

nailpro.com/benefits-types-costs-life-insurance

The benefits, types and costs of purchasing life insurance.

WINDOW SHOPPING

nailpro.com/how-to-maximize-nail-product-retail-profits-year-round

Premier Nail Source CEO Michael Kerzner shares his retail secrets on maximizing profits year-round.

DIP 'N GEL

nailpro.com/strengthen-gel-polish-services-with-dip-powder-overlay

Supercharge your gel polish services with a dip powder overlay for a stronger set.



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EDITOR'S NOTE

1 VOLUMIZE

I hate wasting money on products that don't work. Enter the new GrandeDRAMA mascara that provides a volumizing effect without clumping—truly!—thanks to key ingredient castor oil, which promotes stronger, thicker lashes with every use. «GrandeDRAMA Intense Thickening Mascara, grandecosmetics.com»



ON MY RADAR

NP EXECUTIVE EDITOR STEPHANIE YAGGY LAVERY SHARES HER MONEY-MAKING MUSTS.



We've dubbed August the "Work & Money Issue," which can mean a variety of things depending on how you look at it. Employ strategies for working smarter (not harder) to make more money. Or, ask yourself: How are you managing your work life, and are you keeping track of the money going in and coming out? Or simply, know that you work hard for your money—and feel confident in things that you'd like to spend it on. We touch on all of these things in this issue because each one is important. After all, we work hard to make a living, and we want to know that we're being as effective and responsible (usually!) as we can. We begin by offering a refresher on balancing your business budget in Workshop (page 30). Then, we talk to a few nail salons that are capitalizing on e-commerce in "E-Tail to the People" (page 32). Of course, what would a Work & Money Issue be without a story on the ultimate moneymaking nail service: acrylic? Check out our rundown in "The Gold Standard" on page 46. And

slavery@creativeage.com
Stephanie Yaggy Lavery
@steph_lavery

while it doesn't always feel like it, remember, your hard work is paying off—just ask your dedicated clients!



5 MY MANICURE

Needless to say, one of my greatest pleasures is coming up with my next nail design, and my go-to nail artist Yvett Garcia (@yvett_g) just loves when I push her skills to the limit with hand-painting. But look how beautifully it turns out! (And she does admit that she appreciates when I do it.)



2 BACKSTAGE

It was such a pleasure to have the talented Lisa Boone (@laboonedoesnails) here to do the nails for this month's cover. Not only is she an educator for Artistic Nail Design, but she has also worked with some of the best (think: Tom Holcomb and Alisha Rimando). See more of her work behind the scenes featuring the Artistic Wrapped in Mystery collection. «Creating the Cover, page 16»



6 DAZZLE

Looking for a simple way to boost your ticket prices without spending a lot of time? One word: bling! Adding 2 or 20 Swarovski crystals to any manicure instantly enhances the design and will leave your clients swooning. «Swarovski CrystalPixie, dreamtimecreations.com»

3 INVENT

Nail artist to the stars Nettie Davis has worked to develop a new product that will hopefully save techs money. Introducing the Pottle, a hybrid bottle-pot that can be used to store hard gel purchased in bulk, mix and hold custom colors and more. I love to support these inventive artists! «Pottle, pottle.co»



4 SHOW

What better place to boost your skill set and spend your hard-earned dollars than at a NAILPRO show? Our one-day NAILPRO Pasadena show was a huge success, and just look at all of the familiar faces: celebrity nail artist Tracey Sutter (@tjsutter); nail artist, educator and creator of YouTube channel The Nail Tips Show Ann Chang (@annchang_); and nail artist and motivational speaker Naja (@the_naja). Don't worry if you missed out; NAILPRO Sacramento is right around the corner on September 22! «nailproevents.com/sacramento»



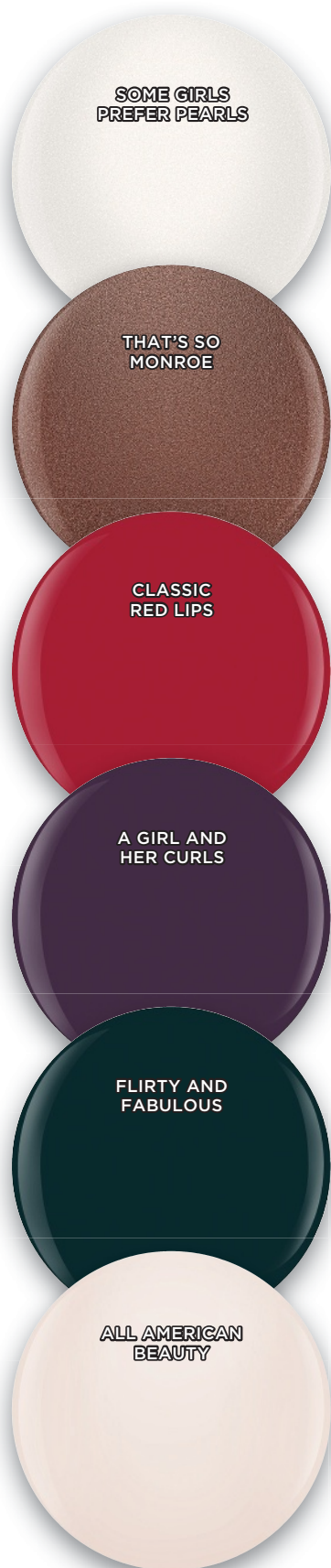
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12-PIECE DISPLAY



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nails and the artist
behind them at
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FALL Preview

As we revel in the last days of summer, we can't help but start looking toward the fall—what new trends and hues are in store for us? If the colors found in the Artistic Nail Design Wrapped in Mystery collection are any indication, the future is looking fabulous! We invited Artistic educator Lisa Boone to create the nails for the August cover, and she came fully stocked with the latest autumn shades from the brand—think: rich burgundy, midnight blue, shimmering copper and creamy mauve. In order to prep the canvas, she sculpted a tapered oval extension on the model's nails with Artistic Rock Hard liquid and powder. Then, she used three of the fall colors to create a gradient effect in alternating directions on three of the nails. Once the gel was cured, Boone used a one-stroke technique over the gradient tips to hand-paint florals—taking a cue from the unusual yet bold pattern choice spotted on many an autumn/winter fashion runway—and then added dimension with gold foil, Swarovski crystals and gold bullion beads. On the remaining nails, she applied two coats of burgundy Lust in Time—all that was needed to finish off this bold set and tie the entire look together.





Mesmerizing Mauve



Ingenue in Blue



A Jewel in Disguise



Lust in Time



+ Kit Essentials

- Artistic Nail Design Rock Hard L&P Nail Powder in VIP Clear
- Artistic Nail Design Rock Hard Center Stage Liquid Monomer
- Artistic L&P Sculpting Brush #8 Oval
- Artistic Colour Gloss Wrapped in Mystery collection
- Gold nail art foil
- Swarovski crystals



JEWEL TONES Mix and match the rich shades found in the Artistic Nail Design Wrapped in Mystery collection to create a unique statement for each individual client, like pairing navy Ingenue in Blue with shimmering burgundy Lust in Time or creamy Mesmerizing Mauve with glittery copper A Jewel in Disguise.



TIP OFF

BUSINESS | TRENDS | NEWS | PRODUCTS
BY LOTUS ABRAMS

LAUNCH

OPEN SESAME!

We can tell you how to get to Sesame Street: Wear a shade from the new China Glaze (chinaglaze.com) You Do Hue collection, launched in celebration of the iconic show's 50th anniversary. The 12 summer shades range from brights to glitters, including matte yellow Beak on Fleek!, red holographic glitter Living in the Elmo-ment, purple jelly I Count Even... and blue glitter Dat Color Dough. The launch also features two limited-edition kits: You Do Hue, featuring micro-mini bottles of six shades from the collection, and Beek on Fleek!, which offers full-size bottles of two shades and "Sesame Street" character nail decals.

FREE PLAY The new China Glaze collection celebrates "Sesame Street."

Dry Idea

SAY GOODBYE TO DEHYDRATED SKIN
WITH THESE MUST-HAVE SERVICE ADDITIONS.

HOW MANY TIMES have you encountered this: You finish a luxe manicure, gel or acrylic service and reach for lotion—only to be stopped by the client. “No, thank you,” she says. “I don’t like the greasy feel of the hand cream, and I don’t like the marks left on my bag, clothes, phone, etc.” It’s frustrating—we know! Because in order for the clients’ hands to look their best, they need to be hydrated, not to mention keeping hands moisturized will help maintain the integrity of their nails. The key is finding a fast-absorbing hand cream that will nourish without a greasy feel and help the hands find their natural moisture balance. That’s where PARODI comes in.

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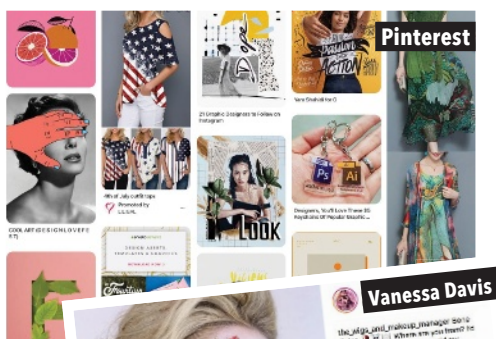
TIP OFF

DAILY INSPO

Anastasiia Morozova

@nailchampion_

Based in Ukraine, Anastasiia Morozova is an international educator for LeChat whose work regularly takes her around the world, from the United States to Europe to the United Arab Emirates to Australia. The sought-after educator shares her technical expertise at international trade shows and distributor classes, in numerous industry trade publications and on social media. Also an accomplished competitor, Morozova has won many international nail competitions, and has taken home four NAILPRO Competitions first-place trophies. Here, see where Morozova derives her inspiration.



1. Vogue Runway App "I use the app to search for interesting ideas for nail art. I especially love to check Chanel and Loewe to see what colors, prints and textures will be in style this season. It also helps me know which gel and acrylic colors I need to replenish for the current month."

2. Pinterest "I love searching 'graphic design' on Pinterest. It's a storehouse of ideas for manicures, including minimalism, negative space, graphics, geometry, black-and-white designs and stamping."

3. Travel Photos "I travel a lot and try to capture beautiful places and sights from different countries in pictures. As soon as I arrive home, I use the images to come up with new nail designs."

4. Vanessa Davis "I'm inspired by the makeup artist Vanessa Davis (@the_wigs_and_makeup_manager). She posts very beautiful work on Instagram that not only inspires me for designs, but also for creating fantasy looks for nail competitions."

5. Nature "I always pay attention to the details: the colors of the sky, flowers, birds, animals, water, sunset and dawn. The most colorful shades are found in nature, and it always inspires me to create my own unique art."

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BUSINESS

Rx for Retail SUCCESS

In a city populated by countless corner nail salons, New York City's Chillhouse has made a name for itself by offering a bespoke combination of modern nail art, results-driven massage services and wellness-focused lattes from its chic café. The salon also offers a thoughtfully curated collection of retail offerings, from botanical facial oils and salves to scented candles and branded "Chill merch," plus Floss Gloss and NCLA nail polish—all meant to reinforce the Chillhouse ethos. While the retail sells well on its own, says Chillhouse general manager Yiota Kourtesis, sales get a boost from the "prescriptions" that nail techs and massage therapists write for clients at the end of each service. "The Chillhouse Rx Pads are designed for all of our clients to continue to 'Chill' at home," she explains, adding that staff members receive commission on retail sales. "The products they recommend can either be products that were used during the client's service or for self-care at home." Nail technicians may also include the color and brand of polish that was used during the service, notes about the salon's Club Chill membership and rebooking recommendations.

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NEPTUNE



243
MERCURY



244
JUPITER



245
VENUS

TIP OFF

#NAILPROFLASHBACK

His Story

Celebrity manicurist Tom Bachik recently shared why he chose to become a nail artist with his followers on Instagram—and gave a shout-out to NAILPRO Competitions in the process! “My [initial] intention was to open my own studio and custom-airbrush helmets, jet skis and motorcycles,” says Bachik in the first of two posts explaining his decision to become a nail pro. It was a conversation with Bachik’s cousin, he continues in the second post, which turned him on to the idea of becoming a nail artist. “My wife, Liz, and I found out we were having our first son, and the starving artist lifestyle isn’t how I wanted to start a family,” he continues. “We were discussing jobs, the economy and the fate of the universe while at dinner with my cousin.

He explained studies that showed how the beauty industry increased in revenue during times of recession. I said, ‘That’s great, but I don’t have a year and a half to go back to school.’ With a funny look he said, ‘No, nails!’ Airbrushing on nails was trending. I simply had to change my canvas. Liz’s eyes glazed over and she said, ‘Tom, you’re going to do nails!’” A pivotal moment early in Bachik’s career: a first-place win in the NAILPRO Competitions Salon Success category in 2005. And the rest, as they say, is history.

TAG YOUR OWN
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on Instagram for
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Tom Bachik recently posted a photo of a 2005 NAILPRO Competition win on Instagram.



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TIP OFF

PRODUCT

NEON LIGHTS

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1 Morgan Taylor It's the Shades, morgantaylorlacquer.com **2 OPI** Music Is My Muse, opi.com **3 China Glaze** Good as Marigold, chinaglaze.com **4 LeChat** Sunkissed, lechatnails.com **5 Cuccio Colour** Aquaholic, cuccio.com **6 Essie** Tangoed in Love, essie.com **7 Orly** Muy Caliente, orlybeauty.com

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TIP OFF

FILM

Joint Effort

Turn down the opportunity to do a major celebrity's nails for an international movie shoot because of scheduling conflicts? No way! Why not team up with a trusted colleague instead to split the workload? That's exactly what celebrity nail techs Kimmie Kyees and Maria Salandra did when working with Rihanna on Amazon Prime Video's *Guava Island* shoot in Cuba. "It took about two weeks to film," says Salandra. "Kimmie took the first week, and I went down the second week."

Rihanna may be known for wearing long, daring nails, but her *Guava Island* looks were anything but glamorous. "Rihanna's character was working in a sewing factory, so her nails had to be short and chipped-looking," says Salandra. "On the pinkie, we did a leftover, worn-away French to imply that the manicure was originally a

French manicure," adds Kyees. To maintain continuity, when Kyees returned home she sent Salandra photos of Rihanna's nails and left the products for her to use, including key color Tammy Taylor French Rose Soufflé.

Regardless of how much planning ahead you do, however, shooting internationally can present some unforeseen challenges, Kyees acknowledges. "We had a bit of a hiccup when I arrived in Cuba," she says. "They confiscated a ton of my products—most of my colors and my lamp. It was a bit of a mess. Rihanna's assistant had to go to Ulta and buy a small Red Carpet Manicure lamp and a selection of colors so that I had something to use." When it came to the collaboration itself, however, both nail artists say the experience was a breeze. "Working with Kimmie on this project was easy!" says Salandra. "We're friends, so it was a pleasure to do a project together." Kyees agrees, explaining that they both regularly work with Rihanna and often share products and tips. "There are really no challenges working with Maria," she says. "We really are team RiRi nails!"



SPOTLIGHT

Botanical BLISS

Designed to nourish and hydrate hands and feet, the new Light Elegance Q&Lu Spa Essentials line is formulated with a bounty of botanical ingredients, including bamboo, mint, lavender, basil and tea tree oils, which contain antifungal and anti-inflammatory properties to strengthen nails and relieve tired muscles. All four products—lotion, exfoliating scrub, sea salt soak and spa oil—are formulated without the use of

any artificial dyes or fragrances. "In our tireless pursuit of providing everything the nail professional needs for success, Q&Lu Spa Essentials allows pros to perform full spa manicure and pedicure services using products of the best quality and chemistry," says Light Elegance co-owner Lezlie McConnell. "The fact that we were able to formulate each product using all-natural ingredients is amazing and makes Q&Lu truly unique in the professional market."



TIP OFF

NEWS

OPEN HOUSE

Valentino Beauty Pure recently opened a spacious showroom and education facility in West Palm Beach, Florida, where pros can learn about the brand's products and partake in a number of expert-led classes. The showroom provides nail pros with a hands-on experience in all of the brand's products, from the acrylic system to salon furniture. "We offer personalized assistance, along with in-house technicians who can answer any questions they have," says Valentino Beauty Pure general manager Thomas Bittel. "Our educators may also be present at any given time and are more than happy to help."

In addition to the product showroom, the new space features a state-of-the-art training center for classes with multiple TVs and generously spaced workstations featuring built-in Valentino Beauty Pure nail dust collectors. "We offer classes on everything from (beginner and intermediate) acrylics and gel to business and social media sessions," says Bittel.

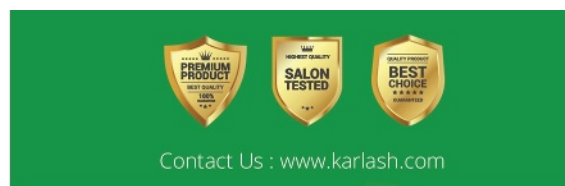
Valentino Beauty Pure also has an in-house photographer and videographer on hand to assist visitors with taking pictures. "[Everyone wants to] get a picture by our LED Valentino V," says Bittel. **NP**



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How To: Balance Your Budget

KEEP YOUR BUSINESS RUNNING SMOOTHLY
BY LEARNING HOW TO CREATE AND
MAINTAIN A BUDGET.



Millions of businesses fail each year. A common culprit: cash flow. If a business doesn't generate the income it needs to stay afloat and the owner doesn't employ proper money management strategies, collapse is sure to follow. Creating a budget provides an estimate of projected income and expenses, and is one of the most practical and effective tools small business owners can use to stay abreast of business health. For independent nail technicians who regularly deal with fluctuating income and expenses, maintaining a balanced budget is key to achieving success.

"When you're an independent nail tech, you own your own business, which means you're in charge of budgeting for the expenses required to operate it," says nail artist and owner of Trendy Talons Adriana Gutierrez. "Having a budget will help your business run smoothly and efficiently, and will help you avoid getting into debt." One thing Gutierrez had to learn the hard way was to keep track of her expenses and buy only what she needs; as a nascent business owner, that meant cutting back on her weakness, glitters and embellishments. "Since most of my clients were more conservative, a lot of my flashy nail art supplies would sit and collect dust," she says. Her best tip: "Prioritize necessities first." Read on to learn how to create a balanced budget for your business.

Estimate Your Projected Income

Effective budgeting starts with being able to predict your income. For many independent nail technicians, however, earnings can vary weekly. Therefore, it's best to base your projection on historical data. What was your income last month? What was your average income over the past three months? Establishing this will give you a financial goal to work toward, and it will inspire the tasks required to meet or exceed it in the coming month.

Calculate Your Expenses

Next, determine your variable and fixed expenses. Variable expenses change from month to month. For independent nail technicians, they may include trade shows and events, continuing

education and major equipment purchases. Fixed expenses, on the other hand, are stationary, meaning you pay them month in and month out. These expenses include rent, insurance and towel service, for example.

Your budget should also factor in taxes, your own salary and savings. Your tax burden is dependent on a host of factors and will likely include the payment of quarterly taxes. It's important to diligently research your individual tax requirements to avoid potential penalties. Certified Public Accountant Bob MacKenzie, who specializes in working with self-employed individuals and small business owners, says that not paying the right amount in taxes can be one of the biggest budget blunders small business owners make. "Many small business owners don't plan properly for taxes, and even more of them pay too much," he says. "They're unaware of the variety of tax savings and deductions available to them." He recommends that small business owners hire a tax professional as soon as they start making a living. He also recommends that they work toward accumulating savings equivalent to six months' worth of expenses.

It's best to keep your salary consistent, regardless of any upswings in income; anything left after expenses and salary should remain in your business account or be transferred to a business savings account. "This extra money will be useful for unexpected future expenditures, such as equipment repairs, debt payment, bigger purchases or to supplement your slower weeks," Gutierrez explains. "I also recommend setting aside a dedicated amount monthly for repairs and maintenance, especially if you're using equipment that requires regular upkeep."

Track What You Earn and Spend

Although not all business owners manage their budgets regularly, Jaime Schraback, PhD, owner of Precision Nails in Carmel, California, says budgeting doesn't serve a purpose unless you continually track your income and expenses. "Tracking will always be more important than budgeting, especially at tax time," she says. "The contrast would be goals

1. Always begin by determining exactly how much money you expect to make for the month. You can rely upon past income for this projection. Enter each figure into the respective box on the right side of the chart. Add up all income and place the figure in the Total Income box.

2. Collect the necessary documentation to calculate projected expenses for the month, and enter the figures here. Add up all expenses, and place the figure in the Total Expenses box.

3. Subtract the Total Expenses from the Total Income to determine your profit. Earmark this amount for unexpected future expenditures.

MONTHLY BUDGET	
CATEGORY	BUDGET AMOUNT
Income	
Income - Services	
Income - Products	
Other Income	
TOTAL INCOME	
Expenses - Fixed & Variable	
Amenities	
Education	
Equipment	
Furnishings	
Insurance	
Laundry/Cleaning	
Lease	
Licenses	
Marketing	
Outside Services	
Professional Memberships	
Retail Products	
Salary	
Supplies	
Taxes	
Tools	
Travel/Events	
Utilities	
TOTAL EXPENSES	
PROFIT	

TIP! Remember to correlate the "Expenses" list with your business's actual/projected fixed and variable expenses.

TIP!

You can also add a third column for tracking actual income and expenses to help you keep your budget on track.


versus realities. Budgeting involves projecting your income and expenses. Tracking means recording and categorizing what you actually earn and spend." Schrabek also advises independent nail technicians to research what things actually cost. "Don't guess," she says. "Understand that product costs (supplies) will vary according to the number of services performed." She recommends that independent nail technicians include the following categories in their budgets:

- Amenities
- Education
- Equipment
- Furnishings
- Insurance
- Laundry/Cleaning
- Lease
- Licenses
- Marketing
- Outside Services
- Professional Memberships
- Retail Products
- Salary
- Supplies
- Taxes
- Tools
- Utilities

Schrabek uses Quicken financial management software to track income and expenses, and recommends *The Salon Service Pricing Toolkit* developed by Tina Alberino, founder of This Ugly Beauty Business blog, for both tracking expenses and pricing services. Need additional budgeting support? From free budgeting templates and budgeting blogs to expansive software options and even DIY Microsoft Excel spreadsheets, there are budgeting tools available to fit every business's needs.

Although creating a budget might seem daunting at first, the experience will help you become more confident running your business. Says Gutierrez, "Once you get the hang of managing your budget, you'll ensure that you always have allocated funds to purchase the necessities." **NP**

Manyesha Batist is a freelance writer and editor in Denver, CO.

A woman is sitting on a white chair, using a laptop. She is holding a credit card in her right hand. She is wearing a white t-shirt and blue jeans. The background is a bright, out-of-focus indoor setting.

E-TAIL TO THE PEOPLE

By Karie L. Frost

GIVE YOUR CUSTOMERS WHAT THEY REALLY WANT: ONLINE RETAIL.

Whether you're ready to sell your own line of nail polish to the masses or you want to share an edited mix of your salon's faves and raves with clients, working e-commerce into your business model not only ensures that you'll increase the chances of getting your retail into consumers' hands, but also that you'll boost profits and reinforce your brand. Although taking the leap into online retailing can seem daunting—the technology, the inventory, the overhead, the maintenance—it doesn't have to be. There are myriad e-commerce options available that make e-tailing as easy as a finger-tap or mouse click.

The Accessibility Factor

When Olive & June founder and CEO Sarah Gibson Tuttle saw her salon business gaining traction via both traditional and social media, she realized retail products would give those who live beyond her salons' Los Angeles locales a taste of her brand's DNA. The way to get it to them? Online. "Not only were we getting requests from all over the world via direct message and email, but women also wanted to be able to experience Olive & June where they lived. We realized the big opportunity in nails was for retail at-home," she says.

With online retail, miles don't deter a customer from buying your goods. "It's all about accessibility, so we recommend selling everything, everywhere," Gibson Tuttle says. "We want consumers to have the ability to purchase anywhere they feel comfortable doing so." That means: at home, at work, at brunch, wherever, whenever—*whenever* being key, as salons that offer retail purely through their brick-and-mortar storefront become bound by business hours; once the doors shut for the night, all retail sales cease until opening hours the next day. And, really, who doesn't like to surf the Internet late at night for e-tail therapy? Without diving into online retailing, those midnight shoppers become missed opportunities. By offering online retail, you also differentiate your salon from the 10 others who don't—and clients will notice this fact when they're in need of a shopping fix.

The Revenue Boost

Naturally, when you can reach all corners of the country or globe, your consumer base expands—as do your profits. "If a business isn't employing a website and e-commerce avenue, then it's missing out on a large portion of potential revenue," says Jamie Feldshuh, vice president of business and retail at Côte, with two salon locations in Los Angeles and New York. She should know: When Côte debuted, it only had a brick-and-mortar location that retailed the brand's 10-free polish line (also used exclusively for Côte salon services); expansion into online sales happened a year later. "When we started our e-commerce component the jump in revenue was remarkable," she continues. In fact, Feldshuh reports that Côte's online shop generates approximately 50 percent of its overall revenue. What the team had failed to appreciate in the very beginning—that consumer buying habits had changed—they quickly realized. "Purchasing online has become such an accepted, even preferred, way of shopping," says Feldshuh.

Celebrity hairstylist Ted Gibson, who recently opened Los Angeles-based "smart" salon Starring by Ted Gibson with husband and business partner Jason Backe, also took note of how clients purchase product. "The consumer doesn't necessarily like to shop for product in the salon anymore," he says, citing that 80 percent of clients leave the salon without purchasing product, only to then buy the recommended product within 48 hours of leaving the salon—typically online. Why not have the salon, where clients count on their beauty provider's advice, offer a *trusted* online destination for them to shop?



The Brand Reinforcement

While Olive & June and Côte both sell their own polish and treatment lines online, they also utilize e-tailing to expand their offerings beyond manicure musts, showcasing carefully chosen items that speak to their brand story. Olive & June offers strappy sandals and specialty teas, both of which Gibson Tuttle had a hand in creating, and both of which echo the brand's friendly, approachable vibe. On Côte's site, you can access the "Bungalow" shop, which features third-party items (think: face masks, pet bowls and handbags) handpicked to support the brand's lifestyle bent. While Feldshuh admits Côte offers a lot of products on the site, everything is manageable. "The advantage we have is that our products are generally small, so they're easy to fulfill and ship," she notes. "It's important to keep in mind that, should you choose to include larger items on your salon's site, they can be bulky, hard to pack and will cost more to ship." Her advice: Do an honest assessment of what you can physically handle from a fulfillment standpoint—space for stock and packing materials, as well as manpower for packing and shipping—and then sell that amount. "E-commerce fulfillment takes time in terms of pulling products, packing and sending the shipments off with different carriers," warns Feldshuh. "It's important not to bite off more than you can chew when establishing an online retail presence."

The Right Fit

If space for inventory and increased overhead, like shipping charges, packing materials and purchase orders, give you pause, don't worry: There's an e-commerce platform that takes care of that. If you don't have a website and only market through Facebook, that's OK, too! Concerned that you don't offer a line

of branded polish and nail treatments, and therefore don't need online retailing? You can also throw that objection out the window. Even if you're an independent nail artist who doesn't believe e-commerce can serve your needs, you, too, can benefit. Thanks to the wide variety of e-tailing platforms available to enterprising salons and freelancers, it's possible to set up shop online easily and affordably. Here are three to consider.

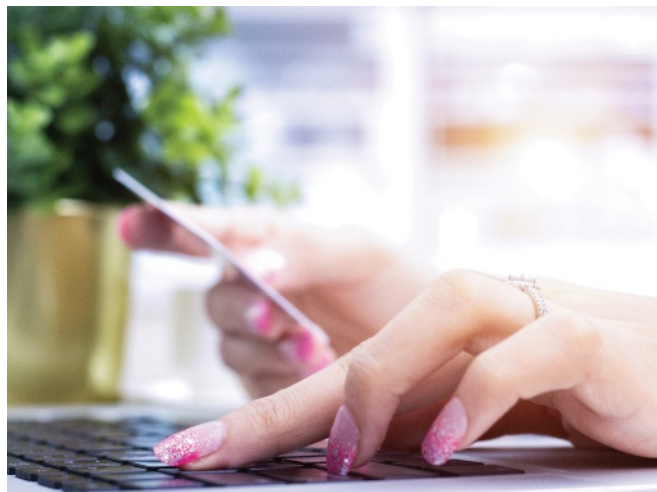
Shopify

Offering a drag-and-drop store builder for the tech-adverse person, Shopify has more than 70 free store templates that can be customized to your whims. Mobile-optimized, it also gives you analytics on sales, orders and audience; built-in SEO; automated marketing; and educational tools to help you grow your business. "We use Shopify because of how easy it is to navigate as a consumer and how supportive the back end is," says Gibson Tuttle. "We want—and need—the experience for both sides to be seamless. The analytics portion of the platform is extremely useful, as it gives key insights on our consumers' habits and preferences, as well as how we're attaining the business."

Great for: Salons offering unique items, like branded polish.

Inventory: You house your inventory; Shopify ensures that numbers are synced across all of your sales channels (Instagram, Facebook, etc.) at all times.

Shipping: Offers calculated shipping rates and discounted United States Postal Service shipping labels through the platform (saving up to 40 percent on postage); sends customers automatic tracking updates.



Fees & Commission: Basic Shopify plans start at \$29 per month and go up to \$299 per month for Advanced Shopify. The budget-friendly Shopify Lite (\$9 per month) allows you to sell on Facebook Shop.

Square Online Store

Extending beyond a point-of-sale platform, Square has added Appointments, which not only brings together booking and purchases, but also offers the mobile-optimized and customizable Square Online Store to sell goods—including across Instagram and

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Google. "It provides a professional and customizable e-commerce website with integrated tools like shipping, in-store pickup and more," says Devon Meyer, Square product manager. "The Square Online Store keeps Square items, inventory, product modifiers, prices, orders and sales in sync, automatically, across multiple business locations. This way, sellers can spend less time on spreadsheets and more time growing their business."

Great for: Independent nail artists and salons looking to integrate appointment booking, purchasing and e-tailing in one place.

Inventory: You house your inventory; Square automatically syncs all inventory numbers for both in-person sales and online.

Shipping: Sellers have the option to make retail items available exclusively online—which involves shipping—or to be picked up in person (no shipping involved!), or both.

Fees & Commission: As part of Appointments, the entry-level plan is free to set up with no monthly fee; the salon or tech pays a processing fee of 2.9 percent, plus 30 cents per transaction. Three paid plans with additional features, like savings on shipping rates, range from \$12 to \$79 per month.

Amazon Local Associates

Want to sell established nail polish brands, but don't want to invest in a major purchase order? With Amazon Local Associates, you—and, if you have them, your employees—can create a "storefront" (linked on your website and social media channels for multiple entry points) of recommended products available through Amazon. The referral program allows you to expand beyond what you sell in-store—or to eschew carrying product in your salon all together.

Great for: Independent artists and salons that don't want the hassle of shipping items, nor the risk and cost of ordering and storing inventory; salons that want to encourage staff to sell without pressure; salons and artists that are savvy at promotion.

Inventory: Amazon Local Associates acts as your warehouse, eliminating overhead for sellers. "For our hair salon, it not only frees up tens of thousands of dollars we can use for other stuff, but it also cuts back on hourly employees needed to maintain the inventory and keep the products looking dust-free and organized," says Gibson.

Shipping: Amazon ships directly to your clients—and even suggests opt-in automatic purchase renewals so clients are never left wanting your recommended products—and you continue to rake in money.

Fees & Commission: Free to create (though you do have to be approved by Amazon for inclusion); a fixed commission is paid on every purchase you refer to Amazon, with product categories earning different "fixed standard program fee rates." For example, beauty items earn 6 percent while apparel and accessories earn 7 percent.

With a variety of fuss-free options available that hit upon different need bases, salons and nail artists seeking to add e-commerce to their business can truly do so without too much tech know-how or monetary investment. All you need is a computer, an idea of what products you want to sell and a desire to increase your revenue streams! **NP**

Karie L. Frost is a freelance writer and editor based in Connecticut.



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RETAIL THERAPY

TOP SALON OWNERS AND NAIL PROFESSIONALS SHARE THEIR BEST-SELLING PRODUCTS AND CLIENT FAVORITES.

By Angelina Lewis

Your salon holds boundless potential to boost revenue outside of nail and spa services just around the corner—in your retail space! Displaying a thoughtfully curated collection of nail treatments and skincare items, like cuticle oils, mani and pedi kits, and luxurious scrubs and creams, can spark clients' interest to invest in take-home products designed to lengthen their manicure's lifespan and maintain that after-appointment glow. Color Camp CEO and founder Lauren Caruso showcases her salon's retail offerings in a custom-designed display near the reception area, which is updated seasonally to keep clients interested and engaged. "We fill our retail shelves with products that align with our mission: clean, stylish beauty and self-care," says Caruso. "We love supporting new companies, women-run businesses and local Los Angeles-based brands." Ready to hone your merchandising skills? Check out these tried-and-true retail best-sellers recommended by successful nail pros and salon owners that will keep clients coming back for more.



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"Clients are most interested in products that will prolong their manicures and keep their hands and nails looking fresh—like NCLA So Rich Cuticle Oil." —Lauren Caruso, Color Camp CEO and founder, Los Angeles, CA



"The nail oil pens are mess-free, easy to use and made with organic ingredients—the lemon essential oil even helps keep clients' nails white." —Diana Moebuis, La Bloom Beauty founder



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- 1** Nail Tek Mini Crystal File, nailtek.com **2** NSI Nurture Oil, nsinails.com **3** Light Elegance Q&Lu Spa Essentials Bamboo Lotion, lightelegance.com
4 Mia Secret Natural Cuticle Treatment, miasecretnails.com
5 Vertigo Nail Salon Cuticle Nail Pen, vertigonailsalon.com
6 China Glaze Orange Cuticle Oil, chinaglaze.com **7** Ugly Duckling Nails 24K Luxury Oil, uglyducklingnails.com
8 Londontown 2 in 1 Hand & Nail Treatment, londontownusa.com **9** Footlogix Exfoliating Seaweed Scrub, footlogix.com

"My clients are drawn to the sparkle of Ugly Duckling 24K Luxurious Oil, which eases the pain and swelling of arthritis, rheumatism, bursitis and tendinitis. They love its thick, nongreasy formula blended with jojoba oil and ginseng root extract; it literally sells itself." —Christina "Chrystade" Cronk, Ugly Duckling Nails master educator



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"The Young Nails Rose Oil refreshes cuticles and aids in moisturizing after dehydrating the nail. Each bottle contains a real rose petal—a big crowd pleaser." —**Kelsey Smith**, Young Stunners owner and nail artist, Timmins, ON, Canada



"Solar Oil—or as I like to call it 'Liquid Gold'—is an uberhydrating oil infused with jojoba and vitamin E. Clients love its fabulous scent. It's a manicure in a bottle!" —**Kris Kiss**, Couture Nail Studio owner and nail stylist, Port Jefferson Station, NY **NP**





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EXPERTS SHARE THEIR BEST
ADVICE ON ALL ASPECTS OF
ACRYLIC ENHANCEMENTS.

THE GOLD STANDARD

The advantages of acrylic enhancements are many: They're strong, durable, quick and profitable. Liquid-and-powder also offers many clients a precise fit at any length. However, this service isn't without challenges. Form placement, proper mix ratio, smile lines and more can be difficult to master—even for veteran techs. So, we asked experts to share their best advice on all aspects of working with acrylic, from determining which clients make good candidates to brush selection to proper removal.

By Leslie Henry

CANDIDATE CLIENTS

You can never be 100-percent sure that acrylic enhancements are the perfect fit for a client. "But one thing you can know for certain is the condition of their nails," says Amy McPherson, director of education for Americanails. "Never apply acrylic enhancements to damaged or unhealthy nails, no matter how much the client wants you to," she says. If your client's nails are in good shape, determine how hard she is on her nails and if she's dedicated to returning every two to three weeks for maintenance. "Acrylics will always be the better choice for someone who is hard on her nails," says Terry Burciaga, educator for SuperNail.



PREP & PRIME

Nail primers work on a molecular level to create a strong bond between the natural nail and the acrylic and are a vital step in acrylic application. Primers can be acid-based (contain methacrylic acid, also known as MAA), non-acid (contain small amounts of acid that is not MAA) and acid-free (contain no acid). While acidic primers can cause irritation and burning when they come in contact with the skin, all modern primers are safe and effective if used properly. "Less is more," says Darlene Tewitz, global educator for NSI. She advises techs to allow the primer to dry completely before acrylic application or moisture can get trapped under the enhancement. "Keep in mind, primer can only do so much," she says. "Failing to remove all cuticle, dust and oils from the nail first can contribute to lifting and contaminate your primer."



SuperNail Acrylic
supernail.com



Joya Mia Professional Acrylic System
joyamia.com



NSI Attraction Acrylic System
nsinails.com

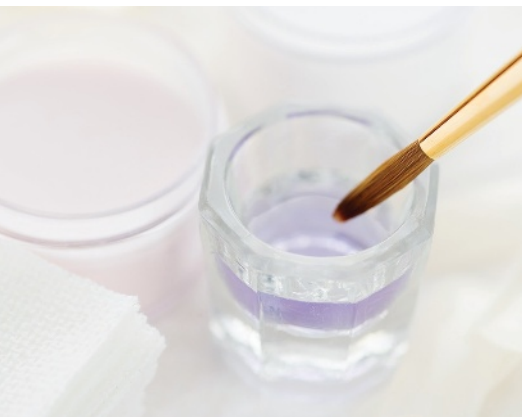


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lightelegance.com



FORM & FIT

A badly placed nail form can impact the structure of the enhancement and its appearance. "When it comes to different shapes, it's not about building the nails any way you want," says Tewitz. "For the most part, forms go straight out, but for longer nails and different shapes, the forms should either tilt up or down." Getting the right fit almost always requires some customization, says Burciaga. This can mean gently rolling the form to get a tighter c-curve, adding strength to the free edge area by sticking the center tab to the underside of the form or cutting a deeper well to accommodate deep sidewalls or an extended hyponychium. After the form is secure, check it from all angles to ensure it comes straight out from the nail's growth channels and is snug under the free edge. If your client is especially fidgety, it may be necessary (and ultimately faster) to apply one form at a time to avoid reapplying a form that's been knocked out of place.

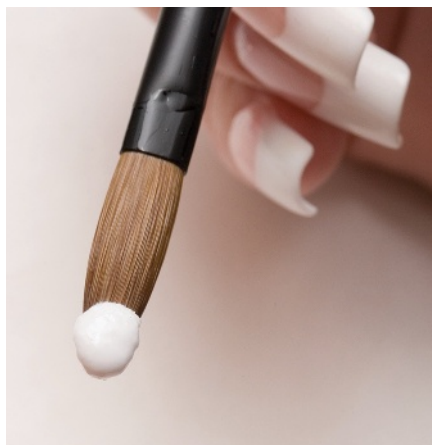


SYSTEM STANDARD

Acrylic systems typically consist of a primer, liquid monomer and powder polymer, and these components are specifically engineered to work together. "Working within one system is optimal. When you mix systems, you're taking a chance of service break down," says Nail Career Education's Suzie Moskal. In addition to lifting issues, mixing liquid from one system with the powder from another can result in an adverse reaction, leading to overexposure and skin sensitivities. "Using all the parts of a system is the only way to ensure that you're using the products as they were intended by the manufacturer," says Chelsea Baart, OPI global artist.

MIX RATIO

Most brands recommend a 2-1 ratio of monomer to powder; however, different brands can require slightly different ratios, so knowing your system and simply practicing often is important. "Not too wet nor too dry, the perfect bead will polymerize within a few seconds on the end of your brush, turning into a smooth, glossy pearl that keeps its shape," says McPherson. "Color and glitter acrylics have a slightly different feel and appearance," says Allie Baker, EzFlow global brand ambassador. Baker uses these powders only to add sparkle or designs to the top of the enhancement, building the structure with clear powder.



LeChat Nail Architecture Acrylic System
lechatnails.com



EzFlow HD Acrylic
ezflow.com



Entity Acrylic
entitybeauty.com



BRUSH BREAKDOWN

"The brush is such an integral part of the process—it's an extension of the hand," says Moskal. Choose a brush that holds the right amount of monomer for the system you're using *and* produces the right size bead for the size and shape of the nail you're creating. The larger the brush, the more monomer it can hold—which can mean fewer beads are required to sculpt a nail. Look for natural hair bristles, such as kolinsky, because they can withstand the solvent quality of monomer. When in doubt about which brush size to use, start with the size recommended by your system's manufacturer. And if you're new to acrylic, Burciaga recommends starting with a less expensive brush. "You'll ruin quite a few!" she says.



Cuccio Pro Odorless Acrylic
cuccio.com



Christrio Deluxe Acrylic
christrio.com

SMILE LINE

Creating a perfect smile line is one of the most challenging aspects of acrylic pink-and-white application. Like most skills that are difficult to master, it takes time. "Practice, practice, practice," says Cuccio director of global education Marilyn Garcia. Terry Nguyen, global educator for Kiara Sky, swears by the reverse technique. In this technique, the nail bed (or pink portion of a pink-and-white nail) is sculpted first. Since the bead is naturally rounded after it's pressed into place, less swiping of the smile line is required. "After you create the pink, file around it to make the smile line crisp and really sharp," says Nguyen. Then follow with the application of white acrylic on the tip. "You can apply the white without worrying about the smile line since it was already created with the pink," says Nguyen. Once the nail is shaped and filed, the perfect smile line will be revealed. To achieve smile lines during a fill that are as good as the original full set, Garcia recommends filing off 50 percent of the existing product and a little more on the free edge.



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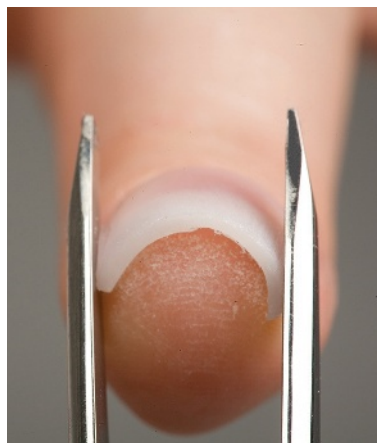
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APEX & ARCH

"The apex is the area of the enhancement that has the most strength," explains Kim Quay, global educator for Glam and Glits Nail Design. "It's created by building and structuring the thickest amount of product over the nail's stress area." For most enhancements, the apex is located between the middle of the nail bed and the start of the natural nail free edge; however, the height and location should be adjusted depending on the nail length desired. For example, longer nails will require a higher, longer apex that is moved toward the free edge. Jimenez recommends building the apex with your first bead (adding additional beads if needed) and checking the profile of the nail to ensure proper placement. From the apex, the product should transition smoothly to the free edge and to the cuticle, forming the nail's arch.

C-CURVE

A properly executed c-curve improves the nail's strength and transforms awkwardly flat extensions into beautifully-shaped nails. A good c-curve starts with proper form placement and can be improved by applying gentle pressure to the sides of the nail when the acrylic is no longer sticky, but still pliable. "Make sure to analyze your client's natural C-curve to determine how much to pinch," says Galdina Jimenez, OPI brand educator. "If she has flat nails then a slighter c-curve is best to prevent any damage." C-curve sticks and pinching tools can help. "If you're layering more acrylic on top, be sure to continue to pinch all the way through," says Tewitz. Why? Because when you apply additional acrylic, the new acrylic will re-wet the already pinched nail and soften the product, thus relaxing it.



ALLERGIC REACTIONS

The first indicator of an allergic reaction is red and itchy skin around the nail. "In my 32 years of doing nails, I've only seen two cases of an allergic reaction (and I was one of them)," says Jill Wright, licensed nail tech and coordinator of the Nail Tech Event of the Smokies. Allergies can be tricky because they can develop over time. "A client may be fine with acrylic enhancements for years and all of a sudden start to experience symptoms of an allergic reaction," says Baker. Once an allergy has developed, it can't be reversed. "All products must be gently removed, the fingernails cut short and not even nail polish applied until they heal," says Wright. To reduce the risk of an allergic reaction, always follow the manufacturer's instructions, use the correct liquid-to-powder ratio and keep product off the skin. If a reaction is severe, advise the client to seek medical attention.

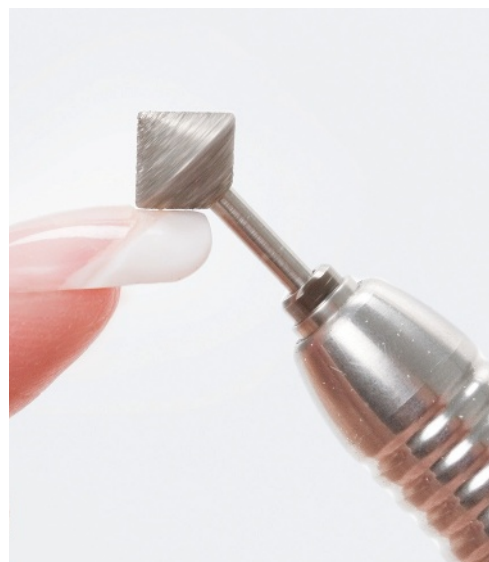


FILE FINISH

Filing an acrylic nail is a 3-D effort. This step not only achieves the client's requested shape (stiletto, square, oval, etc.), but also removes unnatural bumps and ridges; blends product to the sidewalls, cuticle and free edge; and smooths the finished shape. "A lot of technicians think that the shape comes in the filing, but nothing can be further from the truth," says Tewitz. "Shaping starts at the beginning when sculpting the nails." She starts her finish filing by creating parallel sidewalls, then blends the sidewalls into the natural nail, being sure to avoid the apex. "I work all the way around, from one sidewall to the cuticle line to the other sidewall," she says. "When I'm happy with that, I take another smaller section above and repeat the steps until only the apex is left to file." Graduating the file grit used is also important. Burciaga starts with a 100-grit file to take down excess product, and then shapes the nail with a 150-grit file, making sure to check the nail from all angles. She continues with a 180-grit file to smooth and refine the nail and finishes with a buffing block or 220-grit buffer.

E-FILE & BITS

An electric file can be an invaluable tool for working with acrylic enhancements. "An e-file efficiently removes cuticle from the nail plate, which is key for preparation," says Jimenez. "It also debulks product faster, relieving hand stress." For optimum performance, however, e-file and bit maintenance is necessary. "New, good-quality bits will make the job easier," says Jimenez. "Make sure to change them out immediately once they wear down." Both Burciaga and McPherson reach for a ceramic safety bit to debulk product. "It creates less heat and helps prevent any accidental damage," says McPherson. A mandrel is another valuable bit because sanding bands are available in a variety of grits and are replaced after every client. A bit designed for use under the free edge ensures that the area is clean, smooth and free of any product. However, before reaching for an e-file, make sure that you're properly trained in its use, otherwise you risk imparting damage to your clients' nails.



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YELLOWING & CRYSTALLIZATION

"Yellowing is usually caused by one of three reasons: Touching an acid-based primer to existing product, exposure to UV tanning beds or old enhancements," explains McPherson. It can also be caused by contaminated monomer, adds Baker. Avoid yellowing by making sure that your product is kept free of debris and out of UV lights and use an acid-free primer (or apply acid-based primers very carefully around existing product). Crystallization used to be common when the environment was too cold, but it's an infrequent occurrence today. "Most quality acrylic won't crystallize when used according to the instructions," says Baker. To be safe, use and store acrylic products at the temperatures recommended by the manufacturer and keep products away from sunlight.



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RIGHT REMOVAL

"Rushing removal or picking off enhancements is the best way to damage the natural nail," says Baart. "Take time and care when removing any enhancement. It's our job to ensure that clients leave with their nails in better condition than when they came in." Indeed, improper removal is largely responsible for the common misperception that acrylic nails damage natural nails. Before reaching for the acetone, McPherson carefully removes as much acrylic as possible with an e-file, making sure to never touch the nail plate, skin or cuticle with the bit and always checking for heat on the nail. Solvents are more effective with the addition of safe heat, so after placing acetone-soaked cotton on each nail, wrap the fingertips in foil (which takes advantage of the client's own body heat) or use warming mitts or a warm towel to speed up removal time. Allow the nails to soak for 10-30 minutes, and then gently scrape the softened acrylic off the nail with an orangewood stick. "If stubborn acrylic remains, reapply acetone and repeat the soak and scrape," says McPherson. "This can be a time-consuming and somewhat tedious process, however it's the only safe way of removing acrylic and preserving the health of the natural nail." **NP**



LIFTING

Improper natural nail prep or improper application is the cause of most lifting. Always make sure that the nail is a clean canvas, free of oil, debris and cuticle, and remove the shine if your system requires it. Improper application can include many things, from using too much primer to applying product too wet or too dry or getting acrylic on the cuticles and sidewalls. Also, thick product that isn't adequately blended, especially at the perimeter of the nails, can cause premature lifting. "The natural nail is flexible," says Baker. "If the coating being applied is too thick, it's also too rigid to flex with the natural nail, causing the two to separate."

SEEING RED

YOUR CLIENT'S INFLAMED SKIN MAY BE DERMATITIS. HERE'S WHAT YOU NEED TO KNOW BEFORE YOU BEGIN THE SERVICE.

As a nail tech, you get up close and personal with people's hands and feet on a daily basis. That's why, if your regular client shows up for her biweekly manicure with evidence of dermatitis on her hands, you're going to notice. In fact, you've probably already seen many instances of these red, scaly and sometimes itchy areas on your clients' skin, because it's as common as it is noticeable. The good news about dermatitis is that it isn't contagious. However, it should never be ignored.

WHAT IS DERMATITIS?

"Dermatitis is a term that technically means 'inflammation of the skin,'" explains Amber Reck Atwater, MD, president of the American Contact Dermatitis Society and director of the Contact Dermatitis & Patch Testing Center at Duke Dermatology in Durham, North Carolina. "Most of the time, the word refers to eczema or a rash, and there are several skin problems that fit within the category." To help sort it out, Dr. Atwater cites the 2017 American Academy of Dermatology study "The Burden of Skin Disease in the United States," which singles out three of the most common types of dermatitis: contact, atopic and seborrheic dermatitis.

Contact dermatitis occurs as a result of actual contact with an allergen or irritant. "A good example of allergic contact dermatitis is a rash that develops after contact with the acrylates present in nail enhancement products or paraphenylenediamine (PPD) in hair dye," says Dr. Atwater. "In the case of allergy to nail polish, gel or acrylic, there may be a rash along the nail folds and even in places like the face, eyelids and neck. Allergy to massage oils and other mani-pedi products like lotions may result in a rash in

the areas where the products were applied."

Irritant contact dermatitis, on the other hand, is the result of direct chemical *damage* to the skin. "Chemicals like acetone can cause an irritant contact dermatitis if they are accidentally applied to the skin," warns Dr. Atwater, who adds that even frequent handwashing can lead to irritant contact dermatitis.

Atopic dermatitis is another term for eczema, which is a complex skin condition with many potential causes, including environmental factors, the immune system, genetics and skin barrier dysfunction. There are eight subcategories of eczema identified by the National Eczema Association. Common locations for eczema in adults include flexural areas like the elbow folds and behind the knees.

Seborrheic dermatitis is what we commonly refer to as "dandruff." It's most often seen in areas where hair grows, such as on the scalp, eyebrows and beard. "It may be the result of the immune system's response to normal yeast on the skin," says Dr. Atwater. There's also a less common form of dermatitis called stasis dermatitis—it's often characterized by swelling of the legs and a rash on the front and inside portions of the lower leg—and is thought to be related to vein function.

DOCTOR'S ORDERS

While red, irritated skin may indeed be dermatitis, if you spot these symptoms on a client's skin, don't assume that's what you're looking at. Physicians are generally able to diagnose the various forms of dermatitis via examination and medical history. Sometimes, allergy (patch) testing is used. "It's difficult to know if a red, scaly rash is dermatitis or a fungal infection," points out Dr. Atwater. "Fungal



Dermatitis Facts*

Atopic dermatitis (eczema) occurs in approximately 7.3% of adults in the United States.

Contact dermatitis comprises 95% of all of the skin disorders that develop as a result of a person's occupation.

Clinically significant seborrheic dermatitis (dandruff) affects about 3% of the U.S. population, whereas mild to moderate cases affect about half.

Approximately 80% of contact dermatitis cases in the United States are irritant-based (20% are allergic).

Sources: American Academy of Dermatology, aad.org; Haz-Map, National Library of Medicine, National Institutes of Health, hazmap.nlm.nih.gov; Denis Sasseville, MD, FRCPC, uptodate.com; National Eczema Association, nationaleczema.org

infections can also be red and scaly, and such infections are mildly contagious. This is another reason that referral to a dermatologist is important."

If you have a client who exhibits serious signs of dermatitis on her hands, arms, feet or legs, steer clear, warns Janet McCormick, MS, educator, author and co-owner of Nailcare Academy. "Frankly, most clients will not even come in for a mani or pedi if they have any type of dermatitis on those areas," says McCormick. "But if they do, they should be gently told that it would be best to wait until after the area is clear to receive a service."

Treatment depends on the type of dermatitis and its cause. Often, doctors prescribe a topical anti-inflammatory, as well as oral medications, such as antihistamines, and even antibiotics if infection is suspected. "Once a diagnosis is made and a treatment plan is in place, the client can then work with the nail technician to identify the best products for his or her nail care," says Dr. Atwater.

TAKE CARE

Even when dermatitis symptoms are mild, techs should still proceed with caution. "The first thing I do with a client like that is check her health intake sheet if I'm not already aware of the situation," says Denise Baich, a Certified Advanced Nail Technician, Certified Medical Nail Technician and Certified Safe Nail Professional whose St. Louis-based nail care suite, The Pedicure Plus, is located next door to a podiatry center. Based on the intake information and the severity of the client's symptoms, Baich might defer the decision to her podiatrist neighbors. "I explain to the client that the possibility of a pedicure that day is slim and call the podiatrist in or text him a photo with a message," says Baich. "They usually respond quickly, and then the decision on whether a pedicure is to be performed rests with them, not me."

Whether you have a medical professional to consult or not, a health intake sheet is still key. "If the client has a chronic illness, such as diabetes, a minor irritation could be the precursor to an ulcer, which should not be pressed in any way," cautions McCormick. "Ask the client if she knows the cause of the irritation, and whether a doctor has approved the treatment."

When Baich encounters a client whose skin is just a little red and she isn't experiencing heat, pain or irritation, she relies on her training and experience to go ahead with the service. All of her pedicure services are waterless—a recommended modification for anyone suffering from skin irritation—and she takes care to avoid the use of any potential allergens or irritants. McCormick adds some caveats:

"There should be no exfoliation and no massage over the affected area," she says. "Also, no heated mitts, paraffin or warm stones, and no lotions containing lactic acid." As always, when in doubt, refer the client to a physician and continue the service once her skin has healed. **NP**

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

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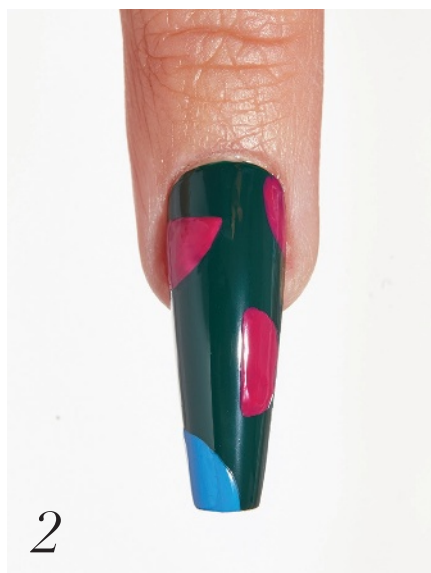
The advertisement features a central collage of images. At the top left, a hand with red nail polish is shown. To the right, a jar of purple Revel Nail product is open, showing a dark purple powder. Below these, several jars of Revel Nail products in various colors (purple, pink, red, orange, yellow, green, blue) are displayed. In the bottom left, a hand with blue nail polish is shown. In the bottom right, a hand with orange nail polish is shown. The Revel Nail logo, a stylized 'r' inside a circle, is prominently displayed in the center of the collage. Below the collage, the website www.revelnail.com is listed, followed by social media icons for Instagram, Facebook, YouTube, Twitter, Pinterest, and Snapchat.

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The CND summer 2019 Prismatic collection includes an array of kaleidoscopic shades, perfect for hand-painting tropical leaves and flowers, clean color-blocking or seamless line work. Forest green Aura, bright pink Holographic and violet cream Psychedelic are available in both Shellac and Vinylux, while the Vinylux Long Wear Polish line offers two additional shades: sky blue Dimensional and deep purple Ultraviolet.



1 Prep the nail. Apply two coats of Aura to the entire nail and allow it to dry.

2 Paint abstract shapes on the nail with Ultraviolet and Dimensional. Allow the polish to dry between coats.

3 Outline the shapes painted in Ultraviolet with Holographic.

4 Use a dotting tool to accent the nail using Dimensional and Holographic. Once dry, finish with Vinylux Long Wear Top Coat.

See more nail art with the Prismatic collection at nailpro.com/cnd-summer-2019-prismatic-collection-abstract-nail-art.

HAPPENINGS

SHOWS & EVENTS

August

The Makeup Show Beauty Shop Washington DC

August 3-4

Grand Hyatt Washington, Washington, D.C.

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

The Makeup Show Beauty Shop San Francisco

August 17-18

Grand Hyatt San Francisco, San Francisco, CA.

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

Face & Body Northern California

August 25-26

McEnery Convention Center, San Jose, CA.

Contact Allured Business Media, 336 Gundersen Dr., Suite A, Carol Stream, IL 60188; 630.653.2155; northerncal.faceandbody.com; fbnc@allured.com.

September

NAILPRO Sacramento

September 22

Cal Expo, 1600 Exposition Blvd., Sacramento, CA.

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

CLASSES

August

North American School of Podology

855.622.6277, northamericanschoolofpodology.com

4-7 Certified Master Pedicurist: Scottsdale, AZ.

11-14 Certified Master Pedicurist: Redmond, OR.

Orly

818.994.1001, orlybeauty.com/pages/education

5 Education Day: Builder in a Bottle: Los Angeles, CA.

12 Education Day: Builder in a Bottle: Los Angeles, CA.

19 Builder in a Bottle Art Studio: Avant Garde, Los Angeles, CA.

Young Nails

714.992.1400, youngnails.com

26 All About Acrylic: Anaheim, CA.

September

LeChat

510.741.9998, lechatnails.com

22-23 Class and Demo: Harrisburg, PA.

Young Nails

714.992.1400, youngnails.com

9 Synergy Gel for Success: Anaheim, CA. **NP**

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Seeing Red

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1. Dermatitis is not contagious.

- A. True
- B. False

2. Three of the most common types of dermatitis are _____.

- A. Contact, allergic, seborrheic
- B. Contact, allergic, irritant
- C. Allergic, irritant, atopic
- D. Contact, atopic, seborrheic

3. Which of the following is an example of irritant contact dermatitis?

- A. A rash from exposure to the acrylates in gel polish
- B. Skin damage from direct contact with acetone
- C. Oily, flaky scalp from excessive sweating
- D. Direct contact with someone who has eczema

4. There are _____ subcategories of eczema.

- A. 3
- B. 8
- C. 5
- D. 18

5. Which of the following is good advice for a nail tech who spots possible dermatitis on a client?

- A. Check the client's health intake sheet.
- B. Ask the client whether she has been cleared by a doctor to receive nail services.
- C. Gently suggest that it would be best to come

back when her skin is clear.

D. All of the above.

6. Stasis dermatitis is the most common form of the condition.

- A. True
- B. False

7. Which of the following is *not* a recommended treatment for dermatitis?

- A. Massage
- B. Topical anti-inflammatories
- C. Antibiotics
- D. Antihistamines

8. A fungal infection could be mistaken for dermatitis, and vice-versa.

- A. True
- B. False

9. Eczema occurs in approximately _____ of the U.S. adult population.

- A. 3.5%
- B. 12%
- C. 50%
- D. 7.3%

10. In adults, eczema is most likely to appear _____.

- A. On the scalp
- B. On hands and feet
- C. In the elbow folds and behind the knees
- D. On the face

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Write in your answers on this form and send it to: NAILPRO, Professional Participation Program, 7628 Densmore Ave., Van Nuys, CA 91406-2042. Or, take the test online at our website, nailpro.com/test-yourself. Submissions must be postmarked or received online by August 31, 2019. Answers will appear in the October issue.

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

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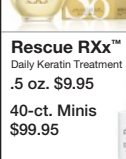
Vinylux Polish
.5 oz. \$5.25



SALE! \$3.94

CND Nail Treatments
Begin and end every manicure with treatments from CND.

SolarOilTM Nail & Cuticle Conditioner
.25 oz. \$4.25
.5 oz. \$6.25
2.3 oz. \$16.95
4 oz. \$24.95



Solar Speed SprayTM
Conditioning Polish Dryer
4 oz. \$9.95
32 oz. \$48.95



SCENTSATIONSTM
Lotions
8.3 oz. \$4.95
31 oz. \$17.50
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SAVE 25%

CND Nail Prep

Essential products for ensuring successful adhesion and removal of enhancements.



CND Liquid & Powder System

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

Retention+TM & Radical SolarNailTM

Sculpting Liquids SAVE 25%

4 oz. \$17.06
8 oz. \$28.69
16 oz. \$44.96
32 oz. \$63.71
64 oz. \$98.81
Gallon \$176.44

SAVE 25%



Retention+TM Powders

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

Retention+TM & Perfect ColorTM Sculpting Powders

Retention+TM Sculpting Powders
.8 oz. \$8.21
3.7 oz. \$24.56
32 oz. \$110.06



Perfect Color Sculpting Powders
.8 oz. \$8.21
3.7 oz. \$24.56
32 oz. \$110.06



SAVE 25%

CND BRISATM
Sculpting Gel
.5 oz. \$19.75
1.5 oz. \$51.75



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

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ProSeries Gel Brush #6 Oval or Square \$16.50



CND Velocity
Nail Tips



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



ProSeries L&P Brushes #8 \$29.95 #10 \$36.25



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	100-ct. \$1.00	\$1.00 Pink or Black	50-ct. \$1.00	\$1.00	\$1.00	10-ct. \$1.00	\$1.00 Purple Pumi Bar	\$1.00 Contents Not Included	\$1.00	8 oz. \$1.00
PLUG IN	AMERICANAILS TM PN12 E-FILE	AMERICANAILS TM PN125 Twist-Lock Handpiece	KUPA TM MANI-Pro Passport with KP-55 Handpiece	KUPA TM MANI-Pro Passport with KP-55 Handpiece	KUPA TM MANI-Pro Passport with KP-55 Handpiece	KUPA TM MANI-Pro Passport with KP-55 Handpiece	KUPA TM MANI-Pro KP-5000 KP-55 Handpiece	Erica's MT-20	gelish [®] 18G PLUS LED LAMP	SonicTouch Ultrasonic Remover
	One Switch Operation \$49.95 \$39.95 Includes 3 Bits, 6 Sanding Bands	3 BITS \$149.95 \$99.95	\$400.00 \$350.00 PRINCESS	\$400.00 \$350.00 PRINCE	\$400.00 \$350.00 RED	\$400.00 \$350.00 PHANTOM	\$400.00 \$350.00	\$499.95 \$399.95	\$299.95 \$199.95	SAVE \$50 \$174.95 \$124.95
ABRASIVES	AMERICANAILS TM SHORTIES MINI FILES	AMERICANAILS TM Hygienic Files	AMERICANAILS TM Mini Mani Pack	Professional Files Black or Zebra	Natural Nail Garnet Boards	3-Way Shiner Block or 3-Way Buffer File	Avry Hygienic Zebra File & Buffer Sets	STAR NAIL Mini Buffing Blocks	Mini Orange Sani Blocks	Sanitizable Blocks
	20-ct. \$3.95	20-ct. \$6.95	Mini Block, Mini File, Mini Stick As Low As \$0.20 EA.	20-ct. \$4.95	50-ct. \$6.95	\$0.59 EACH	Small - \$0.15 Large - \$0.25	162-pk. \$5.95 1"x1" Case/1782 \$59.95*	10-pk. \$1.50 Case/1000 \$119.95*	ORANGE MEDIUM/FINE PURPLE MED/COARSE BLUE FINE/SUPER FINE
NAIL TREATMENTS	Yellow Manicure Blocks	Pink Pedicure Blocks	Slim Blocks	Arctic White Blocks	Mini Arctic White Blocks	Micro Arctic White Blocks	SPONGE BOARDS	SPONGE BOARDS	SPONGE BOARDS	
	10-pk. \$2.50 Case/500 \$99.95*	10-pk. \$2.50 Case/500 \$99.95*	10-pk. \$1.50 Case/500 \$69.95*	10-pk. \$2.00 Case/500 \$89.95*	10-pk. \$1.50 Case/1000 \$119.95*	30-pk. \$2.00 Case/1500 \$89.95*	Block \$0.90 EACH 50-ct. \$44.95	Standard \$1.00 EACH 50-ct. \$49.95	Jumbo \$1.25/25-ct. \$29.95	10-pk. \$2.00 Case/500 \$89.95*
NAIL TREATMENTS	gelish [®] 32 oz. \$24.95 SAVE 25% \$16.95 \$12.71	china glaze [®] 5.0z. \$3.75 \$2.75	Just GEL POLISH [®] 5.0z. \$13.99 \$6.99	99% Alcohol, Non-Acetone, or Acetone 32 oz. \$4.95	BUY 10 GET 2 FREE! \$3.96	Out The Door Top Coat 5.0z. \$3.50 2.5 oz. \$8.95 4 oz. \$11.95 16 oz. \$19.95	DURABLE ACRYLIC POLISH DISPLAYS			
	Dynamic Duo Buy One Foundation Base Gel, Get One Top It Off Gel For \$2 2 x 5.0z. \$26.95	Fantastic Four Foundation Base Gel, pH Bond, Nourish Cuticle Oil, Top It Off Gel 4 x 5.0z. \$33.95	Seche VITE [™] 5.0z. \$4.95 Pro Kit 5.0z. & 4 oz. \$14.95	Seche [®] Crystal Clear Base Coat 5.0z. \$3.75	Dr. G's [®] Clear Nail .6 oz. \$4.95	MR. PUMICE Fungus Treatment with FDA Approved Undecylenic Acid 5.0z. \$7.95 \$3.96	INFA-LAB Magic Touch Liquid Styptic 5.0z. \$1.95	DeMert Nail Enamel Dryer 8.5 oz. \$2.50 Case (12) \$23.95	EMPTY DISPLAYS Holds All Popular Brands	
TIPS TOOLS	NAIL BASIX [™] PROFESSIONAL TIPS 500-ct. \$7.95 50-ct. \$2.50 SIZES 1-10	Extra Strength Bullet Glue Dries in Seconds! Twist-Off Nozzle! \$0.25 EACH Box/250 \$59.95	Split Second Brush-On Nail Glue 10 gm. \$2.95	Rectangular Nail Forms 500-ct. \$3.50	Dust Masks 50-ct. \$2.95 Case/2000 \$99.95*	Double Spring Cuticle Nipper \$2.95	Stainless Cuticle Pushers \$2.95 EACH	Spoon Pusher Spoon Pusher / Pterygium Remover 2-Sided Straight Pusher Straight Pusher / Cleaner	Sterilizer Tray \$5.95	
	Latex Gloves \$4.95 100-ct.	Little Dipr's 10-ct. BUY 1 GET 1 FREE! \$9.95	-ibd- 5 Second Nail Glue 2 gm. \$0.99	Stainless Steel Pump Bottles 4 oz. or 8 oz. \$3.50	French Manicure Brush DOTTING TOOL ON HANDLE BUY 1 GET 1 FREE! \$5.95	Clearly Kolinsky Acrylic Brushes #8 \$14.95 #10 \$16.95 #12 \$22.95 #16 \$44.95 #18 \$49.95 #20 \$54.95 Acetone Resistant Clear Handles	Brush Cleaner 4 oz. \$2.95 Gallon \$29.95*	Chastity [™] Chasticide [®] Disinfectant 16 oz. \$3.95 Gal. \$14.95*	KING RESEARCH [®] Barbicide [®] Disinfectant 16 oz. \$5.50 64 oz. \$17.50	
GELS	No Lift Nails No Lift Primer .75 oz. \$11.95	NAIL BASIX [™] Primer .25 oz. \$2.95	NAIL BASIX [™] Violet Acrylic Liquid 2 oz. \$3.95 4 oz. \$5.95 8 oz. \$7.95 32 oz. \$29.95 Gallon \$89.95	NAIL BASIX [™] Acrylic Powders .75 oz. \$3.95 48 oz. \$2.95 2 oz. \$5.95 4 oz. \$10.95 \$99.95	NAIL BASIX [™] Single Process UV/LED Gels 1 oz. \$7.95 4 oz. \$29.95 16 oz. \$89.95	gelish [®] POLY GEL PolyGel 2 oz. All Gel Colors \$59.95 SALE! \$29.95	-ibd- Builder Gels 2 oz. \$49.95 \$29.95	-ibd- Clear Gel BUY 1 GET 1 FREE! 8 oz. \$97.50	-ibd- Intense Seal BUY 1 GET 1 FREE! 5.0z. \$13.95 \$9.95	
	Backscratchers [®] Stikr Resin 5.0z. \$11.25 1 oz. \$19.25	Backscratchers [®] Stikr Brush-On Resin 8 gm. \$6.15	Backscratchers [®] Kikr 2 oz. \$19.25 8 oz. \$54.00	Backscratchers [®] Pressurized Spray Activator Kikr 6 oz. \$16.75	Backscratchers [®] Glazed Glass 2 yds. \$5.75 12 yds. \$28.45	Backscratchers [®] Extreme Finish Glaze 5.0z. \$11.75 Base Glaze 5.0z. \$11.75	Backscratchers [®] Extreme Powders 1oz. \$12.55 4 oz. \$33.55	Backscratchers [®] Extreme Glaze Dryer 6 oz. \$16.75	Backscratchers [®] Extreme Glaze Sealer 5.0z. \$8.20 4 oz. \$37.00	Backscratchers [®] SeptiFile Handles 6-ct. \$7.75 Grills 50-ct. \$14.50

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Eliminates need for
soaking in water,
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AVAILABLE IN FOUR VARIETIES
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• Moisture Scrub
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**Collagen
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Exfoliant 19.5 oz.,
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8 oz. **FREE!**

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Removes cuticles
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Daily therapy for heels prone
to drying and cracking.

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PEDI ICE

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Birchwood Sticks

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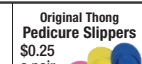
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Disposable Pedicure

Tub Liners

100-ct. \$66.00

Chrome Stand with

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SALE!

Flowerly

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60 and 100 grit

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Heavy Duty 4-Way

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Kills 99.99% of

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Sani-Tablets

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MAKES 128

GALLONS

GALLON \$39.95*

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- Sturdy Chrome Base
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- UltraBrite™ LED Technology
- Built-In USB Phone Charger
- 84 LED Beads - 10 Watts



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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



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POWERCURE
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DUAL CURE
LAMP,
GET ONE
PORTABLE
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PowerFile™
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FREE BONUS!
2 SANDING BANDS,
4 BITS, AND A
HANDPIECE
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For quick, easy removal of nail polish, gel polish, hard gels, dip powders, acrylic enhancements and fiberglass wraps.

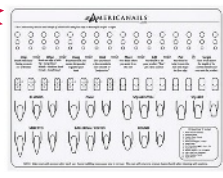
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Gel Polish
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**500-CT.
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- EXCELLENT ACRYLIC NAIL LEARNING TOOL
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- MULTIPLE SKILLS & COMPETENCIES
- PROTECTS DESK SURFACE
- ROLL-UP & GO!

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ProGlo Plus™
DUAL CURE LAMP



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- SENSOR ACTIVATED
- DIGITAL TIMER DISPLAY
- EASY ENTRY OF HANDS OR FEET
- UP TO 50,000 HOUR LIFETIME

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PEDICURE FILE** **\$9.95**



**Replacement
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JUMBO PEDICURE RASP



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



BEST SELLERS!

**UV
LED**

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**8 oz. Refill
ONLY \$49.95**

**NO CLEANSE
FORMULA**



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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
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NEW!

ERGONOMIC ARMREST

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



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\$6.95**

ProSeries E-File Bits

Diamond \$4.95



Ceramic Carbide \$19.95 \$14.95



Tungsten Carbide - \$17.95 \$9.95



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PREMIUM SANDING BANDS

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100-ct. \$4.95
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WAX APPLICATORS



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EPILATING ROLL 2.75" 110 yds. **YOUR CHOICE!**

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



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20%**

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

WAX WARMER WITH FREE WAX

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



**ONLY
\$29.95**

FREE!

RAPIDCURE™ 36W

UV Tunnel Lamp

~~\$69.95~~ \$49.95



**SAVE
\$20**

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

9 Watt UV Bulb



\$4.95

RAPIDCURE™ 36W

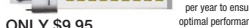
Dual Cure Tunnel Lamp

\$99.95



• Rugged Durability
• Built-In Timer (30 or 60 seconds)
• Four Dual Cure Light Strips

Dual Cure Light Strip



ONLY \$9.95

WHITE LIGHTNING™ \$199.95 \$99.95

48W DUAL CURE LAMP



**SAVE
\$100**

• Sensor Activated
• 4 Timer Settings

CURES BOTH UV AND LED GEL POLISHES

RAPIDDRY™

Nail Dryer \$69.95



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

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BUBBLE BOWL

WITH FREE 10-CT. MANICURE BALLS



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SPA FIZZ™

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



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Dip'n
Sculpt™OPEN
STOCK
POWDERS1 oz. ~~\$9.95~~
\$4.981 OZ.
50%
OFF!

.125 oz. \$2.50



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\$19.95 EACH



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

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Extra Strength Primer

Pure Acid or Acid-Free Formula

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20% OFF \$3.96

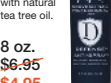


Defense Anti-Spray™

REFRESHING MINT OR SOOTHING VANILLA

8 oz. \$6.95

\$4.95



FINISH

Air Seal™

Gel Effect Top Coat

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BUY 1 GET 1 FREE!



Glass Seal™

Air dry sealer leaves a glass-like finish over enhancements.

.5 oz. \$4.95

2.5 oz. \$14.95

2.5 OZ. BUY 1 GET 1 FREE!



Super Seal™

UV/LED Gel Sealer

.5 oz. \$9.95

\$6.95

SAVE \$3



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

\$49.95 \$39.95

SAVE \$10



ENHANCE

One-Step Dual Cure Gels

Easy application, glossy finish and unmatched strength and durability. Cures quickly under UV or LED light.

.5 oz. \$9.95

1.75 oz. \$34.95 \$19.95



SAVE \$15

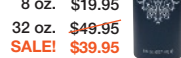
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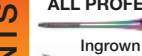
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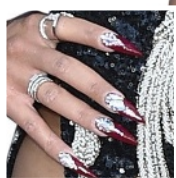
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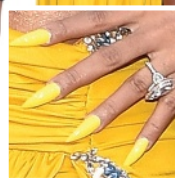
THE BEST AND THE BRIGHTEST

Music's top talents bedazzled at the 2019 Billboard Music Awards with an array of revealing gowns, glittering jewels and eye-catching manis in every length, shape and hue. Yellow was the shade of choice for Cardi B, whose go-to manicurist Jenny Bui coated her extralong stiletto set in OPI GelColor Sun, Sea and Sand in My Pants, as well as singer Queen Naija, whose canary tips were accented with flames and checks. Meanwhile, Jennifer Hudson's bronze shade perfectly complemented her toffee pantsuit strung with chains of crystals, and rapper Saweetie paired her sparkling black and silver gown with a deep red stiletto set embellished with crystals. But proving short nails can still garner attention, Taylor Swift embraced a pastel vibe with alternating glittery mint green and pink hues, while R&B artist Ella Mai rocked teal chrome tips. Check out Billboard's most stare-worthy manis here.

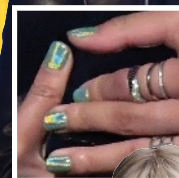
Saweetie



Cardi B



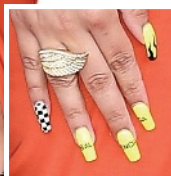
Ella Mai



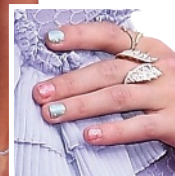
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