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2



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2019: THE YEAR OF INNOVATION

4



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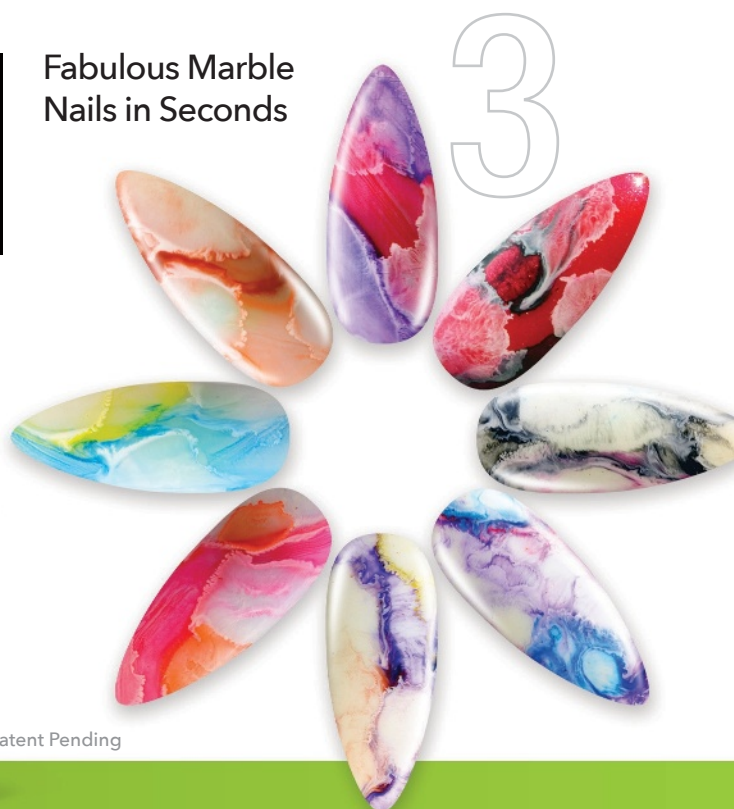
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SEPTEMBER 2019

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COVER CREDITS

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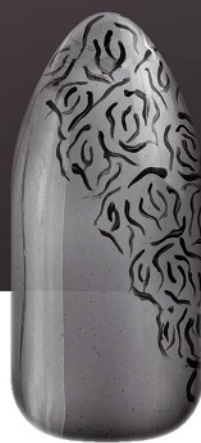
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NAILING DIGITAL

CHECK OUT THIS MONTH ON NAILPRO.COM

NEON IS THE NEW NUDE

nailpro.com/khloe-kardashian-shay-mitchell-wear-neon-nail-designs

Celebrity nail artists Mei Kawajiri, Tom Bachik and Chaun Peth embrace a hot new nail trend.

STILL LION AROUND

nailpro.com/disney-the-lion-king-inspires-nail-art-african-savannas

See more step-by-step nail art designs inspired by *The Lion King*.

SET SAIL

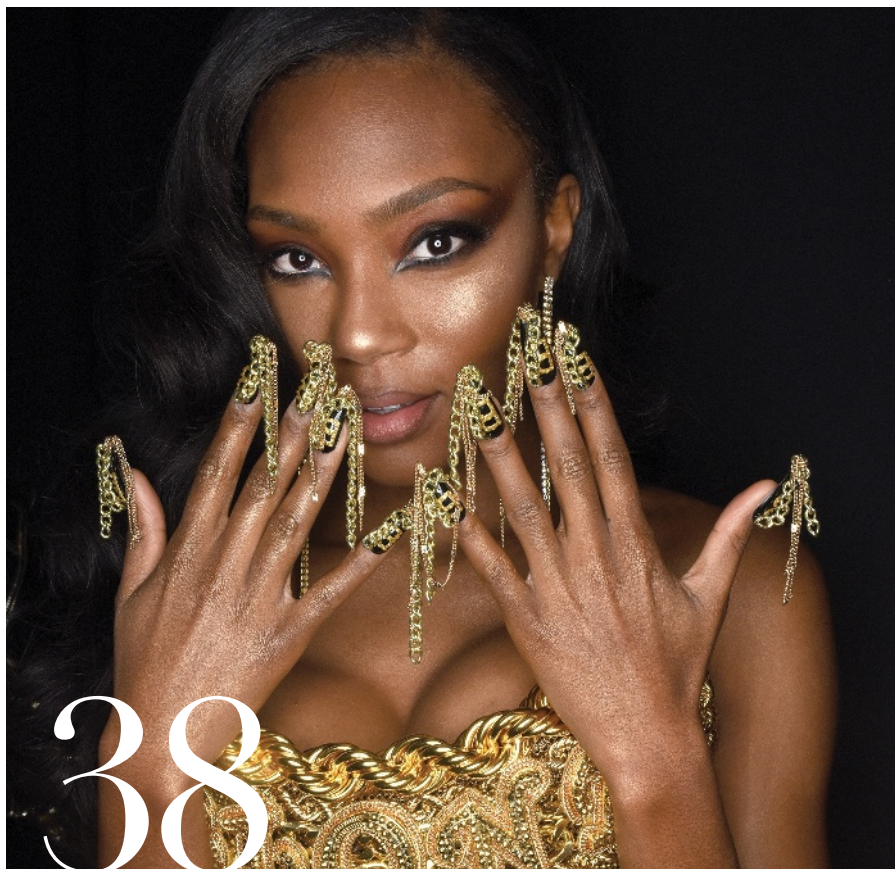
nailpro.com/opportunities-for-nail-pros-to-work-around-the-globe

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MYSTICAL MANIS

nailpro.com/create-ombre-nail-art-with-the-light-elegance-enchanted-forest-summer-collection

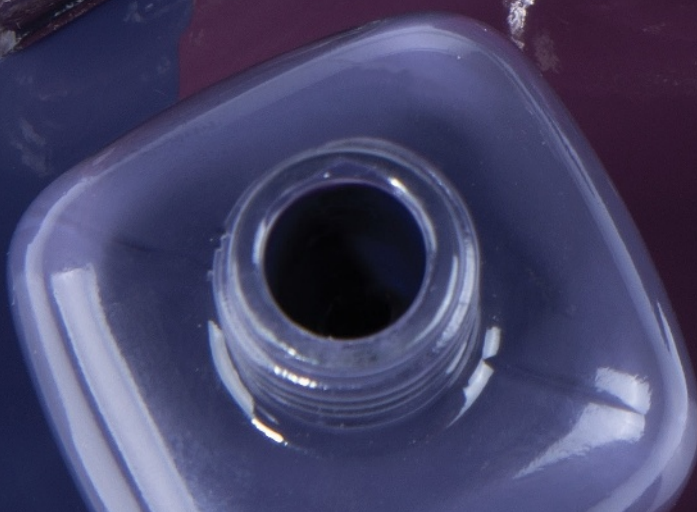
Create ombre nail art with the Light Elegance Enchanted Forest collection.



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1 SOFTEN
After traipsing around in the season's hottest heels, my feet require some serious TLC. These nourishing foot treatment socks are formulated with latest must-have ingredient cannabis sativa seed oil (aka hemp seed oil), along with shea butter and aloe extracts to hydrate and soothe the skin. Slip on the masks, let the serum penetrate for 15 to 20 minutes and—voilà—refreshed feet! «Iroha Nature Herb Intensive Foot Mask Socks, ulta.com»



2 MY MANICURE
This oldie-but-goodie was inspired by the iconic Chanel tweed jackets and pearls. Nail artist Amie Morimoto hand-painted the tweed pattern with Japanese gel polish and added logo decals. It just goes to show, even if you can't afford designer duds, you can always have designer nails!

ON MY RADAR

NP EXECUTIVE EDITOR STEPHANIE YAGGY
LAVERY SHARES HER FALL FASHION FAVORITES.



Ahh, the illustrious September issue. In the world of fashion magazines—*Vogue*, in particular—this is the month when every designer, advertiser and editorial team pull out all the stops, giving readers a fashion bible to guide them through the coming season. So, we've taken a cue from our glossy style sisters to bring you the NAILPRO Fall Fashion Issue. First, we present you with a highlight of the best nails from the runways of fall/winter fashion week ("Runway Report," page 16), and then we give you a behind-the-scenes look at the CND Design Lab, where the artistic team creates nail magic for design duo The Blonds ("In Excess We Believe," page 38). And our own September issue wouldn't be complete without the fall nail color rundown, featuring the hottest shades of the season in lacquer, gel polish and dip—paired with runway fashion, of course ("Color Cues," page 42)! I hope that you find inspiration in these pages for both nails and fashion for September and beyond.

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

3 WEAR
Fall fashion is being punctuated by prints. My favorite: snakeskin—preferring it to the overdone leopard of spring/summer. It can be dressed up or down, paired with countless autumn shades and textures, and looks uberchic on nails. Find more fashion inspo for nails. «"Color Cues," page 42»



4 BACKSTAGE
It's always so much fun having the talented Vu Nguyen at our studio; his artistry and creativity are so inspiring! This month, he crafted tips inspired by the Gelish Forever Marilyn collection—so fashionable and so iconic! See more behind the scenes. «Creating the Cover, page 14»



5 HIGHLIGHT
The tendency come September is to move toward subdued earth tones, but I like to spice it up with hints of color—think: burnt orange, electric blue and deep burgundy. The super-pigmented hues in this ultrablendable eye shadow palette allow for both subtle and saturated looks. «Lorac Neon Lights Pressed Pigments Palette, lorac.com»



6 PERFECT
My makeup application is amplified now that summer is over, and I love to prep my skin pre-makeup with something powerful. This lightweight skin perfecter is infused with botanicals and more than 70 percent water and coconut water to keep skin hydrated. Plus, light-refracting particles smooth and blur imperfections, leaving my skin glowing. «Stila Lingerie Soufflé Skin Perfecting Primer, stilacosmetics.com»

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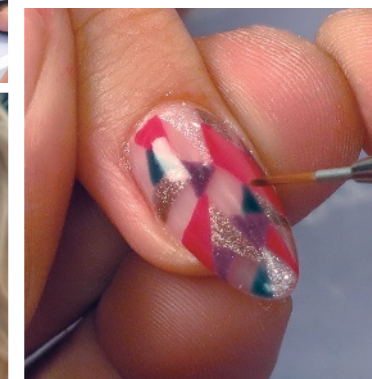
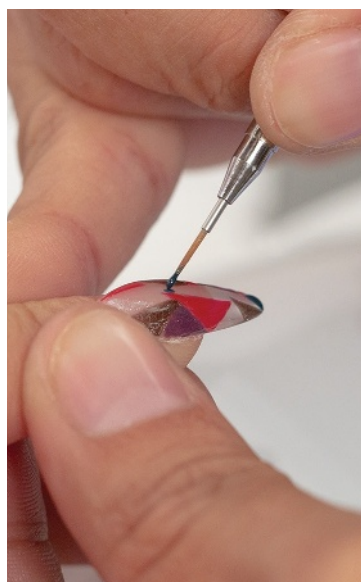




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nails and the artist
behind them at
[nailpro.com/videos/
behind-the-cover/](http://nailpro.com/videos/behind-the-cover/)

Fashion trends are often solidified by icons, and who is more iconic than Marilyn Monroe? Gelish and Morgan Taylor just launched their second collection inspired by the blonde bombshell, Forever Marilyn—a perfect tie-in to our Fall Fashion Issue. This time, the collection is inspired less by the glam Monroe and more by the real woman behind the glitzy façade. The six shades provide an array of rich and wearable colors, from timeless red cream Classic Red Lips to modern metallic bronze That's So Monroe. For this cover, Gelish dean of education Vu Nguyen used the hues to create a contemporary look highlighting the clear tip trend. After sculpting crystal extensions with clear acrylic, he hand-painted geometric patterns on the nails—no two designs quite the same—creating a visually arresting set. It just goes to show that iconic color and style is indeed timeless.



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- Hand & Nail Harmony Perfetto Custom Nail Forms
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- Gelish Professional Striper Brush

Classic Red Lips

A Girl and Her Curls

That's So Monroe

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TRIED & TRUE The combination of creamy and glittery finishes in the Forever Marilyn collection—available in lacquer, gel polish and dip—ensures that there's a fit for every client!

MORGAN TAYLOR



TIPOFF

BUSINESS | TRENDS | NEWS | PRODUCTS
BY LOTUS ABRAMS



FASHION

RUNWAY REPORT

Backstage at fall fashion week worldwide, nail techs found creative ways to complement the season's distinctive designs, from playing with negative space to topping nails with an abundance of glitter to hand-painting detailed accents. Making waves at Adeam, celebrity nail artist and lead nail tech Mei Kawajiri (@nailsbyme) used the OPI Tokyo collection to create two elegant designs embellished with pearls. Kawajiri applied petal pink Judo'nt Say? on some models and deep blue OPI Chopstix and Stones to the others, and then affixed a large pearl close to the cuticle and smaller pearls down the rest of the almond-shape nails. Check out more of fall's best runway nail looks on the next page. >>>



▲ Moschino

Inspired by the runway confetti drop, Miss Pop (@misspopnails) painted models' nails at Moschino with Essie Mademoiselle, and then piled on confetti glitter in nine different shades.



Read about CND Design Lab's work for The Blonds fall 2019 show on page 38.

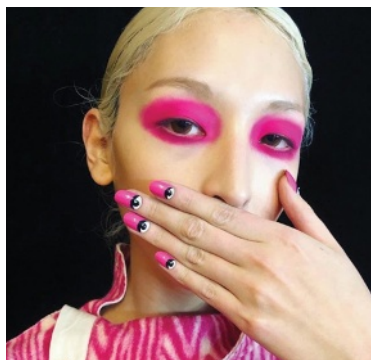
▲ Mary Katrantzou

Led by CND ambassador Marian Newman (@mariannnewman), the CND Design Lab took 200 hours to create the marble nails inspired by the elements earth and fire at the Mary Katrantzou show during London Fashion Week.



◀ Rodarte

At Rodarte's fall show in Los Angeles, Morgan Taylor nail lead Steph Stone (@stephstonenails) created chic 1970s glam manicures in four shades of lacquer—pearlescent pale pink Follow the Petals, frosted white Adorned in Diamonds, holographic lavender It's Lit! and red glitter Rare as Rubies—some accented with pearls at the cuticle.

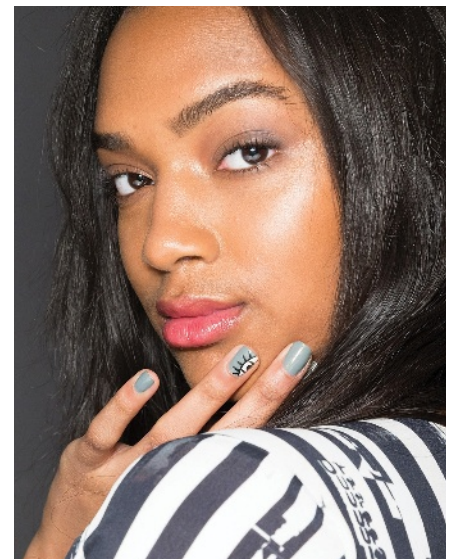


▲ Kenzo

Leading a team from Inglot Cosmetics, Naomi Yasuda (@naominailsnyc) complemented Kenzo's Peruvian-inspired fall collection with hot pink, orange, yellow and gray-blue tips embellished with a hand-painted eye.

Nicole Miller ▶

Naomi Gonzalez (@naomigonzalessnails), lead manicurist for Zoya, used pearly sage Zoya Fern, metallic black Raven and white Purity to create the evil eye manicures seen at Nicole Miller. "Evil Eyes are one of the iconic symbols that Nicole Miller has used year after year," says Gonzalez. "This look is inspired by the New York girl who's trying to find balance in city life—keeping a talisman of good luck on her nails and checking her horoscope every morning to navigate her busy New York life."



TIP OFF

EDUCATION

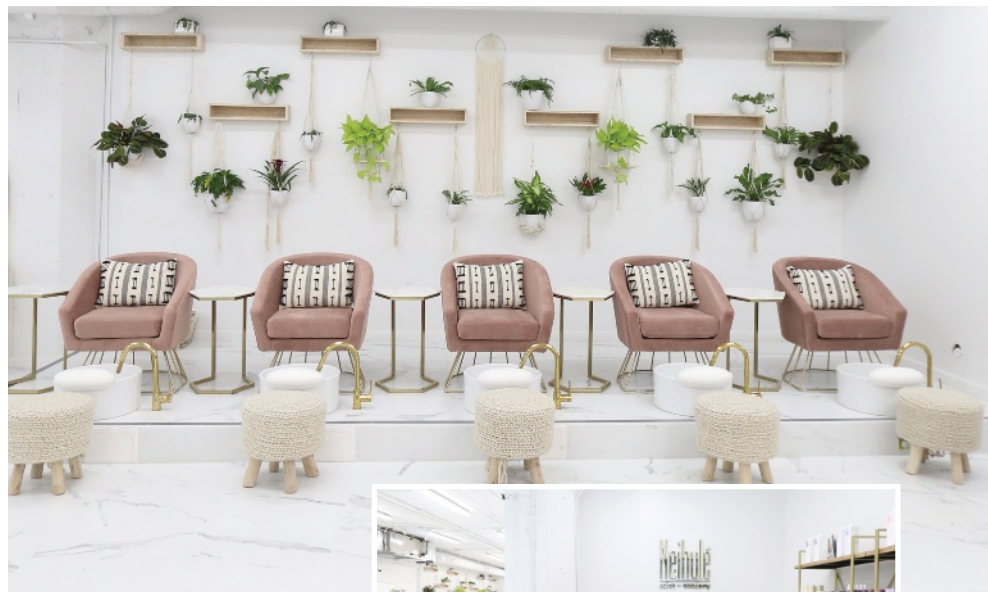
CLASS ACTS

The owners of two salons hope to change the beauty school experience for the better.

Earlier this year, Yvonne Neihulé and her husband, Atouzo, welcomed the first class of students to their newly opened Neihulé Academy of Beauty in the Los Angeles Fashion District, an achievement that's been several years in the making. "It was a long process to get to this point," says cofounder Yvonne. "It took about three years to get the approvals from the state to open a beauty school."

The Neihulé Academy of Beauty, which offers licensing programs in cosmetology, nail technology, esthetics and microblading (with a makeup program launching soon), certainly isn't the only beauty school in Los Angeles, but from the beginning, the Neihúles set out to create a different kind of learning experience for students. The couple already owns an upscale, full-service salon in Downtown Los Angeles, now in its 11th year, which has played a big part in shaping their views on education. "Through all of my years of interviewing nail techs and hairstylists, I've noticed that there are gaps in their education that make it challenging for them to obtain jobs," explains Yvonne, who says she's had to invest countless hours training new hires before they were prepared to work on the salon floor. "Unfortunately, when most students graduate from beauty school they're still quite green. A lot of the schools' goals are just to make sure students pass the state board, but not to help them become successful salon professionals."

One of the issues with traditional beauty schools, asserts Yvonne, is that students tend to be trained using out-of-date techniques and products. "For instance, not many nail techs really know how to do acrylics anymore or even hard gels," she says. "And real salon professionals aren't using the products that they're using in the schools, so new graduates have to be trained all over again."



The Neihulé Academy of Beauty in Los Angeles, CA, combines a full-service salon with a beauty school, offering programs in cosmetology, nail technology, esthetics and microblading.



In addition to essential sanitation and safety protocols, the nail technology program at Neihulé Academy of Beauty includes instruction in various types of in-demand nail enhancement services using up-to-date products, as well as nail art—techniques often left out of traditional beauty schools' curriculum. "We want to teach these skills to students so that when they graduate beauty school, they're able to do some intricate things rather than just your basic mani/pedi," Yvonne says. Another key differentiator: The Neihulé Academy of Beauty is connected to a new full-service salon, so after mastering the basics, students are offered the opportunity to hone their skills by interning with seasoned pros in the salon for eight hours each week. The Neihúles hope that this more comprehensive approach to education will help them not only cultivate





well-trained future salon staff members for their own salons, but also help students become successful beauty professionals wherever their careers may take them.

Lacquerbar in Berkeley, CA, launched Lacquerbar U, an online education program for nail pros in advanced techniques, including hard gel and acrylic extensions and nail art.



Like the Neihulés, Heli Rodriguez Prilliman, who owns Lacquerbar in Berkeley, California, became aware of some of the issues surrounding nail tech education based on her personal experiences. "When we opened Lacquerbar in 2017, we had to train so many people from scratch," says Rodriguez Prilliman. "Even if they'd worked in the industry for a while, we found that they were using old techniques. There are a lot of things they just aren't taught in school." After opening several smaller "partner" locations in the area, with more in the works, Rodriguez Prilliman realized that she needed a better system for training new hires. "Lacquerbar—or any nail salon startup for that matter—will never take off as a salon if we don't fix this education piece," she says.

Another issue with traditional beauty schools, says Rodriguez Prilliman, is that it can be difficult for aspiring beauty pros—many of whom may be balancing a second job or children—to find affordable, quality education that fits into their schedules. Compounding the problem, she adds, is the predatory practices used by some schools to boost enrollment. "There are some places that target lower-income minority communities and help them take out credit cards to pay for school," explains Rodriguez Prilliman. "They have outrageous rates, and people aren't able to pay them back and end up leaving the field entirely. Even the beauty school I went to was shut down due to predatory practices."

For Rodriguez Prilliman, who worked for a technology startup for several years before opening Lacquerbar, the answer to resolving the beauty school education conundrum lies in harnessing technology. Enter Lacquerbar U, an online education program for

nail techs, which Rodriguez Prilliman began rolling out this past summer. For now, Lacquerbar U is focused solely on extended education, offering online instruction, including live programming, in techniques like hard gel and acrylic extensions and advanced nail art—"all the things that they didn't teach you in school that will help you be more successful, get customers and make more money," says Rodriguez Prilliman. Eventually, she would like to develop an app, although she admits it will take time to see her vision come to fruition. "In the long term, we want to help change the licensing laws state by state to make it possible for students to do some of their schooling online and some in person," she says. "We want to partner with beauty schools to make education more flexible for people."

The Neihulés also want to improve access to beauty school education for a broader segment of the population. "New schools like ours aren't able to have financial aid, so that makes it challenging for students to get loans," says Yvonne. "We're creating the nonprofit Neihulé Foundation to provide funding for at-risk youth and kids in the foster system so they can attend our school, too."

While the road to improving beauty school education may be pitted with obstacles, both the Neihulés and Rodriguez Prilliman are committed to making a difference. "We've got a lot of work to do, that's for sure, but it's something I'm really passionate about, especially because it affects so many women," says Rodriguez Prilliman. "Our bigger mission is to improve the nail industry as a whole by helping women be successful in the long term."

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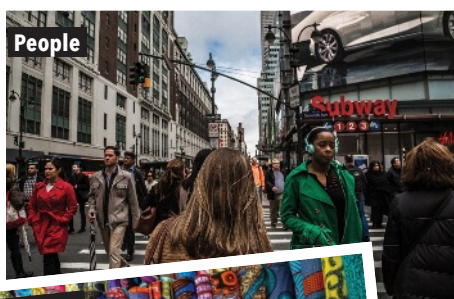
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DAILY INSPO

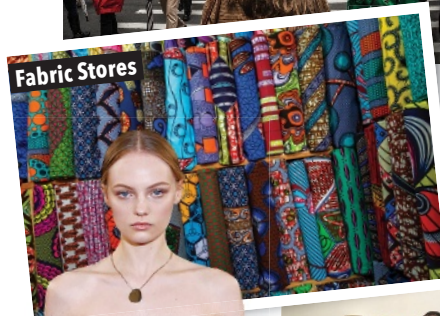
Lezlie McConnell

Sales President, Light Elegance

Before becoming the sales president for nail industry staple Light Elegance, Lezlie McConnell, who was raised on a horse farm in Eugene, Oregon, received a degree in physical education from the University of Oregon and worked in commercial real estate for a number of years. Ultimately, however, it was her love of beauty that led her to the nail industry. For nine years, she owned and ran a full-service salon in Eugene, during which time she met her now husband, chemist Jim McConnell. Together they founded Light Elegance, which just celebrated 20 years, where her daughter, Lexy, and son-in-law Joseph also work. See what keeps this hard-working nail industry veteran inspired every day.



1. People "I'm a huge people watcher. I love all types of people—they inspire me with their emotions, actions, dress and personalities. I study people everywhere I go, and I seem to take from each experience and use it in my creative world with Light Elegance."



2. Fashion "I gravitate toward feminine trends. I love dresses and high-heel shoes—pretty, girly things. I'm also a huge fan of clean lines; I'm not a person who is inspired by a lot of clutter or extremely busy looks or patterns."



3. Fabric Stores "I'm so inspired when I walk into a fabric store—all the colors make me go wild! I think this comes from when I was a little girl; my mother sewed all my dresses. She would take me to a fabric store, and I got to pick out and create my own look. It's an inspiration that started at about age 6 and has stayed with me all these years later!"

4. Hawaii "Because of my job with Light Elegance I get to travel the world, and each country and place I visit is an inspiration. Hawaii is the most inspirational place I've visited so far; there's a spiritual connection I feel when I'm there."



5. My Creative Team "I've spent years assembling the perfect creative team at Light Elegance. They bring so much style, creative energy and inspiration to each project we work on together. I love working with people who see things in a different way than I do. I learn and feel something new and wonderful every time we work together. They inspire me every day I'm with them—they're magic to me!"



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TIP OFF

SHOWS

Sacramento, Here We Come!

NAILPRO Sacramento (nailproevents.com/sacramento) is right around the corner! This year, our nails-only shopping and education show, to be held on September 22, is heading to a new location: Cal Expo in Sacramento. What else should you do while you're in Sacramento for the show? We polled our followers on Instagram to find out what their favorite diversions are around town.

"OLD TOWN."

—Amanda Treadway (@luxurnaildesign)



"Dive Bar on K Street."

—Ami Lopes (@nailsbyamilopes)

"Eat at Chicago Fire Pizza."

—Erica Gonzales (@acrylics_by_eric)



"Go to Evangeline's for Halloween costumes to wear the month after the show."

—Jodeane A (@yrlvnit)



"Sacramento has the best food spots with the best vibes! Last year I tried the Flamingo House."

—Jamie Rena (@nailsbyjme)

TIP OFF

PRODUCT

Liquid Gold

As the first day of fall approaches, shorter days, colder nights and drier cuticles are not far off. But fret not! We've rounded up a slew of cuticle oils that are packed with superpower ingredients like jojoba oil, vitamin E, essential oil blends and even some 24-karat gold magic! With a variety of sizes, benefits and blends to choose from, these cuticle saviors are perfect for salon services and retail alike!



1. **Cuccio Naturalé** Milk & Honey Cuticle Oil, cuccio.com
2. **Famous Names Dadi's** Oil, famousnamesproducts.com
3. **Entity** Argan Oil Revitalizing Cuticle Drops, entitybeauty.com
4. **CND SolarOil**, cnd.com
5. **China Glaze** Orange Cuticle Oil, chinaglaze.com
6. **Ugly Duckling** 24K Luxury Oil, uglyducklingnails.com
7. **OPI Pro Spa** Nail & Cuticle Oil-to-Go, opi.com
8. **Mia Secret** Natural Cuticle Treatment, miasecretnails.com
9. **NCLA** So Rich, nclabeauty.com
10. **Orly** Argan Oil Cuticle Drops, orlybeauty.com



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NEWS

Belava Launches Loyalty Program

Through December 18, salon furniture, equipment and tool manufacturer Belava (belava.com) is running its Wednesdays GiveAways Loyalty Program to recognize nail technicians who use the brand's Disposable Pedicure Liners to protect their clients from cross-contamination. Each Wednesday, Belava staff will randomly draw one name from the company's loyal customer list and announce the winner on their Facebook (@BelavaUSA) and Instagram (@belava.safe.salon) feeds. Each winner will receive 100 free Disposable Pedicure Liners shipped at no cost. Want to get in on the fun? Make sure you're a loyal Belava customer!



Each winner will receive 100 free Disposable Pedicure Liners shipped at no cost. Want to get in on the fun? Make sure you're a loyal Belava customer!

NEWS

IT'S TIME TO #MANiUP

OPI challenged men around the world to #MANiUP and get their nails polished in a new video series meant to break down stereotypes about men and nail color. In the YouTube video series, a collaboration with Creators Network, men weigh in on such topics as what it means to be masculine and why there's an unnecessary stigma associated with men and nail color. "I've always said that color has the power to change your look—and your outlook," says OPI cofounder and brand ambassador Suzi Weiss-Fischmann. "While traditionally nail lacquer has been associated with female definitions of beauty, there's no reason why nail color can't be enjoyed by males as well. These conversational videos are an important first step in normalizing and championing men and boys wearing nail color if they want, because we believe 'Color Is the Answer'—for everybody."



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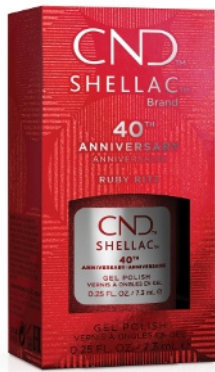
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MILESTONES

PUTTIN' ON THE RITZ

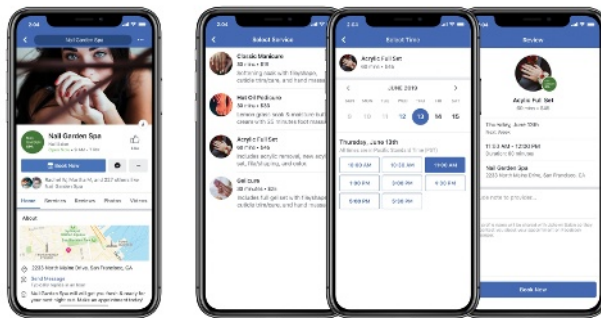
CND (cnd.com) celebrates its 40th anniversary this year, and to commemorate the milestone, the brand is bringing back the much-loved Shellac Ruby Ritz shade for a limited time. The glittery red is glamorous on its own, or you can add a dose of Hollywood drama by applying classic red Wildfire underneath.

BUSINESS

SOCIAL STUDIES

Facebook has launched several new tools designed specifically to help small businesses—like nail salons—be more successful. Appointment Booking allows business owners to accept and manage appointments and send reminders—all from their mobile phones. Customers simply book appointments through Messenger, by clicking a "Book Now" button on the business's Facebook page, or by clicking a "Book" button on the business's Instagram profile, and business owners can manage all appointments through their business page. They can also sync appointments with their personal calendars or appointment management tools. Appointments are free for all businesses on Facebook and Instagram, including SMS and Messenger reminders to customers to prevent no-shows.

Also new, Automated Ads is designed to make it easier for small businesses to create ads for Facebook, Instagram, Messenger and Audience Network. The tool allows users to easily create up to six different versions of an ad and offers tailored audience suggestions, among other features. Finally, Facebook has launched three new video editing tools, available in Ads Manager, designed to help small businesses reduce the resources needed to create compelling video content: automatic cropping, video trimming, and image and text overlays. **NP**



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Not Your Gran's CROCHET

Don't dare liken the latest crochet craze to your grandma's musty afghan blanket; on the runways, the open-weave fabric found itself skewing sexy, sporty and 100-percent Instagrammable—perfect for modern-day bohemians. Longtime fans of the knobby knit, Dolce & Gabbana gave the traditional “granny square” a seductive update via skin-tight dresses with peek-a-boo bras—Granny would definitely gasp at the *chutzpah* required to don one. Sourcing inspiration from Namibia's Herero tribeswomen and Alabama's quilters of Gee's Bend, designer Ulla Johnson

elevated crafty wares to a whole new level with intricately woven Batik dresses that looked like wearable art. At Self-Portrait, high-end athleisure came to mind when a latticework column of navy crocheted daisies played peek-a-boo from sternum to shin. For nail art, crochet's intricacies can be duplicated in myriad ways, as guest artist Celine Cumming proves. Hand-paint interlocking patterns, recreate granny squares by way of micro-beads or etch lacy motifs using liquid and powder. All designs are sure to delight your clients—and maybe, just maybe, their grandmas, too!



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



Dolce & Gabbana



Carolina Herrera



Self-Portrait



Dolce & Gabbana



Ulla Johnson

PORTFOLIO

We've Got the Blues

Denim of every wash, shade, cut and style inspired readers to submit nail art incorporating ombré techniques, art gel patterns and embellishments galore. With so many creative interpretations, these denim-inspired beauties are anything but one-size-fits-all.

**SUBMIT FOR
THE NEXT
THEME:
HOLIDAY
ORNAMENTS!**



Isabel Marant



ANDREEA ANGELESCU: COURTESY OF NAIL TECHS

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4 Chelsea Baart @chelseas_nails 5 Hope Jung @glittersandpolishes 6 Erika Furuhashi @erikabeautyartisty
7 Marinela Santos @polishedbyher_ 8 Tino Vo @vo.tino

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

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Rebecca and Kirk Risha

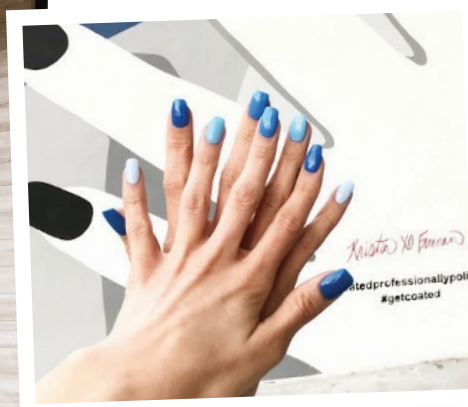
THE LOOK

Coated is changing the nail service experience. Its sleek design incorporates the newest ventilation systems to ensure the healthiest environment for both clients and staff. Flooded with natural light, the salon boasts colors from our logo: soft gray, black, white, blue and pops of red. Known for our impeccable organization, we designed the space with clean lines, a practical layout and efficient functionality. A welcoming face greets guests as soon as they enter the lobby. While sipping a drink, clients enjoy manicures, pedicures, soaks, hot towel treatments and massages all without ever having to leave their lounge chair. At Coated, we work around our guests—not the other way around.



SIGNATURE SERVICES

Clients spend an average of \$52 and 45 to 90 minutes in the salon for each visit. Our most popular manicure is the Coated Signature Powder Manicure, which includes nail trimming and shaping, cuticle care, a relaxing hand and arm massage, and is finished with a hot towel and the dip powder shade of choice. Most clients opt for the Coated Signature Pedicure, which includes a softening foot soak, nail and callus care, a relaxing massage, hot towel and polish. Our guests can also buy a Coated Pass for any of our





services. Last fall, we increased the price of four services on our menu by 12 percent.

THE GOODS

We selected our go-to brands through lots of product performance trial and error. We use OPI Powder Perfection, GelColor and polish; Kiara Sky gel polish; and CND's spa line.

THE OUTREACH

Coated's success is due not only to our marketing strategy, but also to the community events we host and

the charities we sponsor—from local schools and fundraisers to larger-scale events with a wider reach. Since we're located near Alamo Drafthouse Cinema and Zilker Park—home to the annual Austin City Limits Music Festival—we offer specials to Austin locals and visitors attending these events.

SOCIAL LIFE

Our website and Instagram yield the most success. We post our proudest manicures, specials, events, new color additions and parties held at the salon.

+Details

OWNERS Rebecca and Kirk Risha

EST. 2017

STAFF Sixteen commission- and hourly-based professionals.

BENEFITS Medical, dental, vision and prescription insurance; paid time off; monthly service and technique training sessions; and monthly contests.

Up Close With Rebecca Risha

What was your first job in the nail industry?

"We started as franchisees of Massage Envy and European Wax Center and endeavored to create a nail salon brand that brings structure and professionalism into a fragmented industry. By creating a recognizable brand, Coated strives to raise the bar for professional nail salons."

What inspires you?

"Coming up with creative ideas to improve something is why Coated thrives. I turned my past negative experiences of getting manicures into positive improvements at Coated."

What is the funniest thing that happened to you when opening the salon?

"I've always cringed at the sound of nails being clipped and struggled with it when my kids were young. Picture me when we opened—manicures and pedicures underway and nails constantly clipped—I just laugh."

What's your best advice for new salon owners?

"Become a Coated franchisee! I can take the guesswork out of it."

What's your go-to client conversation starter?

"'What's on your nails right now?' It starts great conversation."

I can't discuss Coated without...

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nailpro.com/disney-the-lion-king-inspires-nail-art-african-savannas



Just Lion Around

Inspired by Disney's newly released film *The Lion King*, Melbourne, Australia-based nail artist Sarah Elmaz (@getbuffednails) created a set of tips evoking the animals, colors and textures of the African savannas. "My color scheme took cues from the dark, earthy tones of the African wilderness," she says. "I followed a circular pattern on the sugared nail to represent the 'Circle of Life' mantra from *The Lion King* and the wavy look of a lion's mane."



- Step 1** Create a vertical ombré with two shades of beige gel polish. Repeat this step for an even, smooth gradient. Apply gel top coat.
- Step 2** Use a liner brush to paint curved lines with the two shades used to create the ombré and white gel paint. Sprinkle superfine glitter over the wet gel.
- Step 3** Repeat step 2 until the entire nail is covered.



- Step 1** Apply two coats of green cat's eye gel polish. After each coat, use a magnet to pull the pigment in different directions to add dimension and a color-shifting effect.
- Step 2** Use a liner brush with black gel paint to paint a stem and leaves.
- Step 3** Continue painting leaves until the stem is full. Finish with gel top coat.



*Cure after every gel application unless otherwise noted.

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Behind the BLING

FIND OUT WHAT IT TAKES TO MAKE YOUR MARK AS AN EDITORIAL NAIL TECH.

The career opportunities for nail techs are as varied as the mini masterpieces they create. While some artists thrive in a salon or classroom setting, for others, the urge to work behind the scenes in publishing or entertainment pulls strong. Enter editorial nail techs, who fashion the manis of celebrities, models, musicians and influencers for magazine spreads, advertising shoots, runway shows, red carpet premieres, TV commercials, print ads, music videos and feature films. This glam scene operates by its own set of rules, with pros and cons to match. And while the competition is fierce, one might argue that in today's interconnected world, there's never been a better time to launch into editorial.

By Francesca Moisin

Getting Started

Celebrity manicurist Elle, whose clients include Jennifer Lopez, Michelle Williams, Victoria's Secret and Maybelline, got her start in 1998 by swapping manicures for haircuts at famed stylist Oribe's Manhattan salon. After Jennifer Lopez noticed one of Elle's flawless sets, the pop star asked her to do her nails for the 1999 MTV Movie & TV Awards. "The way we booked editorial nail jobs years ago is different from how techs break into the 2019 commercial nail industry," says Elle. Visibility was restricted prior to the days of social media, which made networking and referrals—though still important now—essential prerequisites. Julie Kandalec, founder of Masterclass Nail Academy and celebrity manicurist to clients like Emilia Clarke, Mariah Carey and Marion Cotillard, concurs. "Before 2010, it was all word of mouth and networking," she says. "I'd also fly to L.A. several times a year to build my book."

Then social media shrunk the world. Now it's easier than ever to get your work as a nail artist noticed globally simply by displaying it online. "Join Pinterest and create mood boards of images that inspire you—angles, lighting, nail shapes, models, unique art," suggests Kandalec. "Create a professional Instagram page and link it to a Facebook business page for the over-30 demographic." Don't go over the top with super-long nails, 3-D flowers and chains. "That's a rookie mistake!" enthuses Kandalec. Instead, showcase five wearable editorial looks for every avant-garde set, as timeless digits are the ones that sell.

Still, old-fashioned networking and on-the-job training can help aspiring editorial nail techs establish their careers. "Building relationships with already-established nail techs is invaluable," emphasizes Naomi Yasuda, celebrity manicurist to stars like Madonna, Lady Gaga and Celine Dion. "When starting out, I recommend assisting a manicurist you like to get your foot in the door and learn the particulars of how things work with celebrities or on a set."

Building a Book

Every nail artist wishing to work in editorial needs a portfolio. This visual resume sells a tech's skill set to art directors, commercial



producers and agency owners—it's a business card worth at least a thousand words. Advanced books boast tear sheets—aka pages torn from glossy magazines in which the tech's work has been published. When just starting out, nail techs can use test shoot images until they build their books with work from higher-profile gigs. These free sessions involve collaboration between a photographer, manicurist, hairstylist, makeup artist and fashion expert, all cooperating to produce images each pro can put in a portfolio to generate future bookings. "Shoot once a week in large markets like New York or L.A., as photos become outdated fast," says Kandalec. "The more you test shoot, the better your skills and creative eye become." Beauty schools and universities are good spots to liaise with fellow budding pros, from up-and-coming artists to beauty shutterbugs—just make sure your work ethic and style preferences are compatible. "Flexibility is essential, because photo shoots are all about teamwork," says Yasuda. "You're collaborating with other artists, producers and editorial directors, and everyone must be on the same page."

Of course, it goes without saying that flawless technical skills are a necessity. "Artistic expertise has become an important part of creating nail art, but even if you can paint the Mona Lisa, no one will hire you if your polishing and cuticle work aren't impeccable," says Elle. Ongoing education is a great way to stay ahead of current trends while mastering basic skills like the effects of retouching, comprehending skin tones or learning how lacquer will reflect on film.

DO YOU HAVE WHAT IT TAKES?

Here are the top five characteristics nail techs need to succeed in editorial.

1. Posses an in-demand skill set.

"Many celebrities and models wear enhancements, so learn to do hard gel, gel polish and acrylic very well—and very fast," says celebrity nail tech Julie Kandalec.

2. Be a trendsetter.

"Understand what's *au courant*, and have a solid grasp of past fads," says celebrity manicurist Elle. "Always bring something to the table."

3. Be flexible. Expect to reschedule appointments at least once. "I seldom get downtime or personal time because my schedule is so hectic," says celebrity nail artist Naomi Yasuda.

4. Always be prepared. An editorial nail tech should always be prepared for any type of job; her kit should boast a full range of necessary tools, polish and enhancement options.

5. Stay humble. First and foremost, your job is to make clients feel special, without letting your ego get in the way.

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Finding an Agent

Agents exist to facilitate interactions between nail techs and clients. They nurture personal relationships with global creative decision makers, which makes it easier to score lucrative editorial jobs. Agents negotiate contracts and fees while promoting the artists they represent, and for such services, they claim 15 to 20 percent of the fee earned per job. While most agents are based in California, New York and Miami, some have recently set up shop in other major cities. (Check models.com for a full list of beauty artists' reps.)

"Signing on with an agent can only really happen after you've created a well-curated portfolio and completed at least two years of freelance work," says Kandalec. "Many also require an engaging Instagram page." Collaborating with one's agent is fundamental, so start by visiting online platforms to get a feel for other types of artists the agent represents, and determine whether that work aligns with your specific outlook and aesthetic.

Understanding the Perks and Drawbacks

For those who crave variety, becoming a freelance editorial nail tech promises no two days will ever look the same. "It's fun to arrange my schedule so I'm not always sitting in a salon," says Elle. Ditto for Yasuda, who appreciates the inherent

diversity. "The best part about editorial work is getting to meet so many different talented, interesting people," she reflects. On the flip side, such unpredictability makes it hard to plan ahead. "I can't remember the last time I walked into work at 9:00 a.m. and left at 5:00 p.m.," shares Kandalec. "While on a shoot a few weeks ago, the talent arrived three hours late—and then I didn't even get to do her nails," she laments. To be sure, this field will prove challenging for those whose lives are tightly structured.

Another obvious plus: It's undeniably thrilling to collaborate with A-list stars or see your name appear on the glossy pages of a prestigious publication. "I love fashion and art, so it's incredibly rewarding to see my work on a billboard or in a magazine," says Yasuda. Kandalec appreciates the opportunity to share her clients' most important days. "I'm with them before their first red carpet walk or Oscar win," she says. But keep in mind that prestige doesn't always equal pay. "I continuously chase money, sometimes waiting one month, three months or even six months for a paycheck," reveals Elle. "Budgeting is key, since 30 percent goes to taxes and an agent gets at least 15 percent." Kandalec agrees, "Don't expect to get rich fast, as it takes years to secure enough big-money jobs." **NP**

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

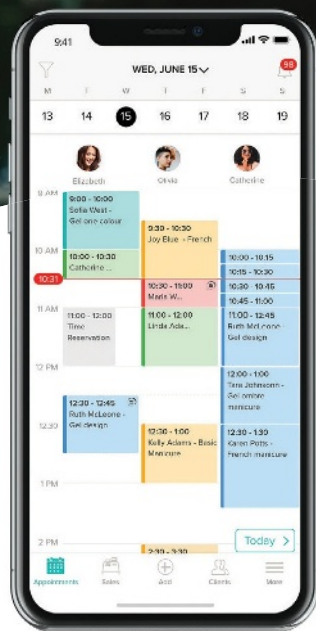
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INSIDE THE CND DESIGN LAB,
MATERIALISM AND MAXIMALISM NET
NEW NAIL TECHNIQUES YOU'LL WANT
TO PUT TO THE TEST.



In Excess **WE BELIEVE**

By Karie L. Frost

A briefcase lays open, revealing mountains of money—real money, the kind with Ulysses S. Grant's and Andrew Jackson's mugs on them. Oversize palm fronds in unnatural colors—think neon pink and orange—sprout from a centerpiece. Eclairs gilded in gold leaf and hyper-glossy truffles fit for the taste buds of Marie Antoinette sit untouched. It may look like a scene out of the Palace of Versailles mixed with a little South Beach kitsch, but it's actually the CND Design Lab in lower Manhattan during New York Fashion Week.

Amongst this excess of riches, a team of five CND nail techs—Torie Bastian, Winnie Huang, Tracey Lee, Heather Reynosa and Shelena Robinson—hunker down to put the finishing touches on 24 nail looks for the *The Blonds'* fall 2019 show. "The whole vibe in the Design Lab is decadence," says CND cofounder Jan Arnold. "All of the streamlined fashion has gone the opposite direction toward maximalism—it's all about materialism now." This over-the-top theme links up with *The Blonds'* mood board: "Think Elvira Hancock from the movie *Scarface*, Sharon Stone in *Basic Instinct* and Andy Warhol's *The Factory*, where everything was so extreme," says Arnold. "It's got this sinister vibe to it; everything is done in excess."



Design by Heather Reynosa

Design by Tracey Lee

Fitting, as CND isn't known for subtly in the nail art world. Piled-on jewels, intricate chain detailing, 3-D liquid-and-powder sculpts, intense textures, reflective finishes—this is in the company's DNA. So the marriage between CND and The Blonds—also known for their flash—remains a strong one season after season. "About six to seven weeks out, [The Blonds designers] Phillippe and David Blond give us all of their references in sketches, which helps us bring these characters to life," says Arnold. "Our partnership is so great with them; they'll give us a reference and we'll push it to another level and, to be honest, that influences how they finish their pieces on many occasions."

For fall 2019, a dangerous femme fatale from the 1980s runs the nail narrative, and the 24 designs reflect that seductive wickedness. "We're inspired by '80s animal prints, emeralds, Columbian drug lords—anything excessive, rich and materialistic," says Roxanne Valinoti, CND education manager.

"You see it in the world right now: Minimalism is over. Just pile it on." Noting that a large segment of the nail designs riff on raw emeralds, Valinoti says, "Winnie hand-dyed clear crystals to give them this real, raw emerald appearance." It's a technique that techs who want to save themselves some time might want to adopt, she adds. (See "More Is More" on page 40 for details.)

The '80s through line can also be seen in sharply squared-off French tips boasting a sugared free edge, which Valinoti feels updates them for today's client. Clear enhancements laced with Mylar thread or crystal chains look both delicate and powerful. "Clear enhancements are the next evolution of negative space—it's a trend we're seeing," Valinoti opines. And while animal prints have certainly been done before, the CND Design Lab continues to innovate, coming up with new ways to elevate an oft-repeated style. Lee tapped a 3-D printer to pump out a high volume of tiger claws and attached them to nails she polished orange with sugared black stripes. "If I built the claws out of liquid and



INSIDE THE CND DESIGN LAB



powder, they'd be too heavy," she explains. "The 3-D printer makes them really light and uniform."

Huang, desiring an alligator's rough skin texture, went above and beyond to duplicate the effect. "We've all seen the drawn-on prints and stamped nail art, but I wanted it to feel and look like an alligator ... so, I purchased a toy gator!" she exclaims, holding up "Gertrude." Molding putty, CND Brisa Gloss Gel Top Coat and sheer genius brought the technique to life, and Huang believes it's one that nail pros can easily achieve in their salons (see "More Is More" at right). "You can premake these for your everyday client," she says. "Just pop them on and go!"

The end goal for the CND Design Lab is to innovate and, in turn, inspire the nail pro. "We love working with The Blonds because they give us the opportunity to maximize our talents and think outside the box," says Valinoti. "That way, we can give techs something new each season." **NP**

Karie L. Frost is a Connecticut-based freelance writer with a proclivity for all things beauty and fitness.

More Is More

Try these two "excess"-ible nail art techniques dreamt up by Winnie Huang for The Blonds.

THE TECHNIQUE:

GERTRUDE GATOR

Recreate the 3-D texture of alligator skin.

What You Need: Molding putty, a toy alligator, CND Brisa Gloss Gel Top Coat, alcohol ink (from your local craft store), CND Creative Play Nail Polish Top Coat, a metallic CND Additive of your choice.

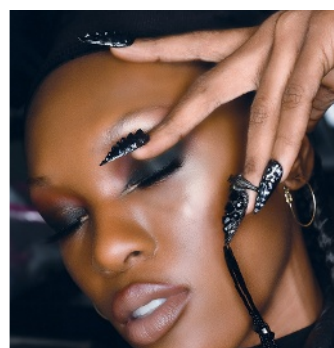
Step 1: Push the molding putty onto the toy alligator. Huang prefers the spine because it gives more noticeable texture.

Step 2: Add Brisa Gloss Gel Top Coat to the mold.

Step 3: Press a nail tip into the mold. "This prevents the gloss from

running all over, plus adheres the 3-D texture to the nail tip—it takes on the shape and locks it in," says Huang. Cure.

Step 4: Pop the textured tip out of the mold. Paint it with alcohol ink. Huang prefers alcohol ink because it gives the nail art a



"grittier, more transparent look" and "doesn't bulk up the texture" like polish would.

Step 5: Apply a thin layer of Creative Play Nail Polish Top Coat. While it's still a little tacky, brush the design lightly with a metallic CND Additive to add dimension.

THE TECHNIQUE:

RAW EMERALDS

Create the look of real, raw-cut emeralds.

"When you get into the larger-cut stones, they're hard to find in different colors and they're expensive," says Roxanne Valinoti. This technique allows you to customize your color. "You can even do multiple colors on one stone—like a rainbow," says Huang.

What You Need:

Clear rhinestones, green alcohol ink, a clean paint or polish brush.

Step 1: Dab alcohol ink onto the crystal with a clean brush.

"It's so diluted, it soaks right through the crystal; you don't need a lot," says Huang.

Step 2: Allow the crystal to dry. No need to seal.





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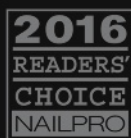


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COLOR CUES

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THE SEASON'S HOTTEST DIP, GEL
AND LACQUER SHADES.

By Angelina Lewis

Just before showing Versace's fall/winter 2019 collection, inspired by 1990s-era Seattle grunge, Donatella Versace said, "A little bit of imperfection is the new perfection." The sentiment seemed to resonate with other designers this season as well: Isabel Marant paired earth tones with quilted patchwork; Michael Kors layered fringed denim over fishnet stockings; and Dolce & Gabbana incorporated sequins, velvet and damask all in a single ensemble. And right on cue, Pantone Institute released the autumn 2019 Fashion Color Trend Report, giving fashion and beauty devotees alike a taste of what colors they'll be coveting come fall.

Of course, it also provides endless fodder for nail art inspo, so we tasked nail artists Annie Boltz (@annienailedit), Taylor Gonzalez (@gloss_la) and Eve Cruz (@zoevenailart) with creating nail tips in three trending color combinations that embody the perfectly imperfect spirit of the fall 2019 collections. Boltz, for one, illustrated the theme by sourcing nail art embellishments from some unexpected sources. "Don't cap your creativity based on the products in front of you," she says. "Walk craft and fabric store aisles, keep an open mind and get inspired!" Case in point: Boltz's blue water tip on page 43 made by shingling layers of crumpled paper towel dyed with craft store alcohol ink. Ready to play? Take a cue from these catwalk-inspired nail tips and the season's best fall dip, gel and lacquer shades.



Isabel Marant

Giambattista Valli

Versace

Strike It Rich

Sophisticated burgundy and navy—sometimes punctuated by a pop of orange—made an appearance on runways ranging from Michael Kors to Isabel Marant. Valentino Beauty Pure artist Annie Boltz picked up on the signature shade trend when she created these fetching tips, which incorporated encapsulated and adhered everyday items. “I love pairing opposing materials and themes,” she says. On a two-tone blue nail, Boltz mixed metal chains, hematite, lace and beads. Meanwhile, a maroon and black Louis Vuitton ensemble prompted her to encapsulate mesh over a clear nail and add a V-cut acrylic overlay, chocolate pinstripes, gold studs, and deep plum and garnet-toned crystals. “The V taper in the skirt, harsh lines and brass buttons provided the framework for this wicked sharp, studded and bold look,” says Boltz. While her deep burgundy and orange tip nods to Isabel Marant’s fall 2019 collection, Giorgio Armani’s silk pantsuit featuring geometric folds inspired a layered wet look, incorporating dimension and texture. “Nail art doesn’t always have to be on top,” reminds Boltz. “Pantone’s Rocky Road and Sugar Almond swatches inspired me to encapsulate gold beads and studs to add richness and depth—I absolutely love a semitranslucent marble!”



{BURGUNDY & NAVY}

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China Glaze
Cattle Drive Me Crazy
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Andrew GN

Moschino

Versace

Carolina Herrera

Andrew GN

{GREEN & ORANGE}

Fall Foliage

The vibrant green and electric orange frocks seen at fall shows like Carolina Herrera, Versace and Andrew GN inspired Los Angeles-based nail technician Taylor Gonzalez to pair the unexpected yet captivating color combo with bold patterns and gold hardware to stunning effect. "Use gem gel instead of glue when adhering embellishments," suggests Gomez. "It allows time to play around with the arrangement of each piece until you achieve the look you're going for."

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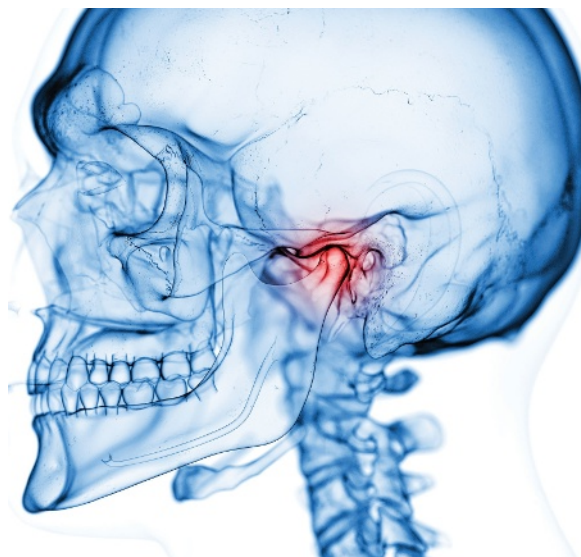
{PINK & ORANGE}

Punch Drunk

Juicy shades of pink and orange found their way into many of the fall 2019 collections, including Dolce & Gabbana and Marni. With Pantone color names like Peach Pink, Fruit Dove and Crème de Pêche, nail artist Eve Cruz couldn't help but orchestrate a set reminiscent of the hues seen in seasonal fruits and florals. Made entirely with colored acrylic, cut acrylic and gold gel accents, this set is best recreated using a craft X-Acto Knife to achieve the sharp edges, suggests Cruz. "Protect your ombre and acrylic cut nail art with a layer of clear acrylic to avoid filing any designs," she says. To show a bit of her individual style, Cruz incorporated her very own custom-mixed encapsulated glitter, coined New Delhi. After all, what Dolce & Gabbana look would be complete without encapsulated glitter and a bit of bling? **NP**

JOINT EFFORT

MILLIONS OF PEOPLE EXPERIENCE PAIN FROM JAW CONDITIONS. HERE'S WHAT YOU NEED TO KNOW IF YOU SUFFER FROM A TEMPOROMANDIBULAR JOINT DISORDER.



In order to speak, sing, smile and chew without pain or discomfort, the temporomandibular joint (TMJ), which attaches your lower jaw to your skull, needs to be in proper working order. It's a complicated system of bone, cartilage, tissue and muscle that allows you to open and close your mouth and move your jaw from side to side. If you experience tenderness in the jaw, neck and ears, or suffer from regular headaches or migraines, temporomandibular joint disorders (TMD, also called TMJ) could be to blame. TMD is fairly common: An estimated 10 million people (and many more women than men) suffer from the condition. And unfortunately, the complexity of the joint system can make it difficult to figure out what might be causing the pain or discomfort related to it. The good news, however, is that the condition sometimes goes away on its own, and if it doesn't, simple, noninvasive treatments can help alleviate it. Here's what you need to know if you think you might be experiencing TMD.

UNDERSTANDING TMD SYMPTOMS

TMD sufferers often experience difficulty or pain while moving the jaw for chewing or yawning, or the jaw might even lock up or become difficult to open or close, says Frank Orlando, DDS, a cosmetic and implant dentist in New York. People with TMD may also notice a clicking sound in the jaw, though if this symptom is experienced on its own, it probably doesn't require treatment for TMD, according to the National Institutes of Health's (NIH) National Institute of Dental and Craniofacial Research.

TMD-related symptoms can range from slightly annoying to completely debilitating, says Dr. Orlando. People commonly have several symptoms of TMD at once, and the problem usually has more than one cause. There are three general categories

of TMD: discomfort or pain in the muscles that control jaw function; an injury to part of the TMJ that has caused something to be knocked out of proper alignment; and TMD related to arthritis, which causes degeneration and inflammation of joints and other tissues.

Unfortunately, the mere nature of nail techs' work, which entails focusing intently in a rounded, head-forward posture while doing services, can cause jaw and neck tension that might exacerbate TMD symptoms. That's why nail techs in particular commonly seek out TMD-related therapy, says Sukie Baxter, a licensed massage therapist in Seattle and the author of *Perfect Posture for Life*.

WHAT CAUSES TMD?

Despite how common TMD is, its causes remain relatively mysterious. Researchers aren't yet sure how the disorder progresses or why symptoms might come and go. One link they're studying is the potential role of female hormones: Research suggests that the disorder is nearly twice as prevalent among women, and women make up 80 percent of patients treated for TMD, says Dr. Orlando. The highest prevalence of TMD is in women during their reproductive years, or from 20 to 40 years old.

Some suspected causes of TMD are genetics, injury (a new study looked at the prevalence of TMD among rugby players) and sleep disorders. Chewing gum, "lengthy or forceful" dental work, and head and neck tension might contribute to or exacerbate the problem. Bruxism, or teeth grinding, is a common sleep disorder often associated with TMD, but it's not a proven cause, as many people grind their teeth yet never develop TMD.

Although the causes of the disorder aren't

Managing TMD*

Avoid chewing on anything that isn't food, including pens, pencils and fingernails.

Try not to clench your jaw; keep your teeth slightly apart and your jaw relaxed.

Don't open your jaw more than two fingers wide when chewing or yawning.

Keep a log about your TMD management, including pain information and treatment notes, so you can identify what seems to help and what doesn't.

Source: "Temporomandibular Disorders," *The American Academy of Orofacial Pain*

crystal-clear, "It's probably due to a number of factors working in concert—things like teeth grinding, teeth clenching, lip biting, stress, anxiety and abnormalities of the disk in the jaw joint," says Steven Hausman, PhD, a researcher and former director of the National Institute of Arthritis and Musculoskeletal and Skin Diseases. Poor sleep, for example, might have a cascading effect on TMD risk; it lowers your ability to cope with stress, which can then lead to teeth grinding and tension headaches, says Hausman. "In addition, some people have sleep disorders with associated breathing problems," he says. "When this happens, the instinct of the jaw is to clamp down and thrust forward in an attempt to open the airway, and this can result in TMJ."

WHERE TO GET HELP

Those afflicted with TMD should first seek out the advice from their primary care physician or dentist, as there's no medical specialist for this condition. Pain clinics in hospitals and medical schools are another good option, because they often offer a team of care providers from various disciplines, such as rheumatology, neurology and pain management, says Hausman. "There's really no standard test that can diagnose TMJ," he says. "Rather, your healthcare provider takes a history that describes your symptoms, looks at your detailed medical and dental history, and does a physical examination that may also include imaging studies, such as X-rays or magnetic resonance imaging."

Doctors and dentists also need to rule out other conditions that cause facial pain, such as sinus or ear infections, some types

of headaches and facial pain that's caused by nerve problems, says Hausman. They should ask about any sleep issues as well, says Marco L. Tironi, DDS, a general dentist in Rochester, Michigan. "The medical and dental communities now know and pay attention to the risks involved with leaving a condition, such as obstructive sleep apnea, untreated," he says, noting that an estimated three-quarters of people with TMD have a sleep breathing disorder.

TREATING TMD

TMD symptoms sometimes go away on their own, but if they don't, conservative and reversible treatments might help, including eating soft foods, avoiding opening the mouth too wide when eating and yawning, over-the-counter or prescription pain medications, exercise, physical therapy, and stress relief and relaxation techniques. In addition, your dentist might recommend stabilization splints, such as night guards, although their effectiveness in reducing pain hasn't been proved, says Hausman, and they should be avoided if they cause pain or affect the way you bite or chew. Applying heat might also help, unless the TMD is related to arthritis, says Baxter, in which case it could make the pain worse.

Surgery is rarely necessary, notes Hausman. It's also considered risky because it could change the way the top and bottom teeth line up, may affect muscles in the jaw and face, and also has the potential to damage the nerves in the face or ear. **NP**

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

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91406; 800.442.5667; nailproevents.com.

October

The Makeup Show Chicago

October 5-6

Revel Fulton Market, 1215 W Fulton Market,
Chicago, IL.

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

Premiere Birmingham

October 20-21

Birmingham-Jefferson Convention Complex, 2100
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1. According to health experts' estimates, _____ people suffer from temporomandibular joint disorders (TMD).

- A. 1.4 million
- B. 100,000
- C. 250,000
- D. 10 million

2. The temporomandibular joint attaches the knee bone to the lower leg bone.

- A. True
- B. False

3. Which of the following is *not* a suspected cause of TMD?

- A. A poor diet
- B. Genetics
- C. A jaw injury
- D. Arthritis

4. Bruxism refers to teeth grinding.

- A. True
- B. False

5. Which of the following is a TMD symptom?

- A. Difficulty chewing or pain while chewing
- B. Headaches
- C. A clicking sound in the jaw
- D. All of the above

6. TMD sometimes goes away on its own without any treatment.

- A. True
- B. False

7. What group of people are most likely to experience TMD?

- A. Women between the ages of 20 and 40 years old
- B. Men between the ages of 20 and 40 years old
- C. Seniors
- D. Teenage girls

8. Scientists are studying a possible link between testosterone and TMD because men suffer from the condition much more often than women do.

- A. True
- B. False

9. Which of the following should you eat if you're suffering from TMD-related pain?

- A. Raw vegetables, such as carrots and celery
- B. Mashed sweet potatoes
- C. Potato chips
- D. Nuts such as cashews or peanuts

10. Surgery is the most commonly prescribed treatment for TMD.

- A. True
- B. False

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Write in your answers on this form and send it to: NAILPRO, Professional Participation Program, 7628 Densmore Ave., Van Nuys, CA 91406-2042. Or, take the test online at our website, nailpro.com/test-yourself. Submissions must be postmarked or received online by September 30, 2019. Answers will appear in the November issue.

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

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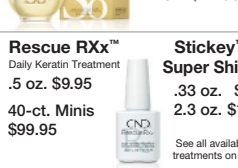
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ON ORDERS OF \$69 OR MORE**** Free shipping within the contiguous USA on orders of \$69 or more; excludes oversized items as noted online and in our catalog.
Free shipping to Canada on orders of \$99 or more shipped in a single box weighing under 10 lbs.; excludes broker fee, taxes and duties.**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 Recharge or Green TeaAS 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
\$2.25GLOVES & SOCKS AVAILABLE IN TWO VARIETIES
ARGAN OIL OR COOL MINT**Pedi in a Box 4-in-1**• Sea Salt Soak
• Moisture Scrub
• Mud Masque
• Massage LotionAS LOW AS
\$2.50**Glimmer
Pedi in a Box**

5-in-1

AS LOW AS
\$3.25

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

**O2 Pedi in a Box
Bubbly Spa**AS LOW AS
\$3.25**cuccio™ Cuticle Oils**.5 oz. **\$3.95**
\$2.96
SAVE 25%

- Enriched with natural botanicals, essential oils and moisturizing agents
- Quickly removes calluses or cuticles and deeply hydrates in one step
- Refreshing mint fragrance

NEW!
4 oz. **\$6.95**
Gallon **\$34.95****AMN SPA**
Callus Therapy
with thick, no-drip formula
Cuticle Therapy
with creamy formula**Butter Scrubs**
4 oz. **\$6.95**
\$5.21
SAVE 25%**AMN SPA**
Callus Therapy
with thick, no-drip formula
Cuticle Therapy
with creamy formula**Callus Eliminator**
Breaks down calluses in 3-5 minutes!**Dry Heel Eliminator**
Daily therapy for heels prone
to drying and cracking.**ProLinc™**
Cuticle Eliminator
Removes cuticles
in SECONDS from
fingers and toes.**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**KiKi Disposable Pedicure Kit**
USE ONE PER CLIENT
Purple Pumice Bar
(Coarse) Case (200) **\$59.95**
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(Both 100/180) **39¢ EACH**
Manicure Stick**ULTRA-PREMIUM
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12-CT.
Manicure Towels 12 x 12 **\$9.95**
Salon Towels 16 x 29 **\$19.95****Spa Beauty Wipes**
2"x2"
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200-ct. **\$3.50****Graham Professional**
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3 lbs. **\$14.95*****Mr. Pumice**
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EVERYDAY LOW PRICE!

- Attractive Modern Design
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- 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!

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!



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**
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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



SAVE \$30

- 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



Xtreme Nail

TREATMENTS

Top Coats, Base Coats, Cuticle Oils and MORE!



- COVER PINK BASE COAT
- INTENSE BOND TACKY BASE COAT
- INTENSE DEFENSE CHIP-FREE TOP COAT
- INTENSE FRENCH BRIGHTENING TOP COAT
- INTENSE SPEED QUICK DRY TOP COAT
- INTENSE SPEED QUICK DRY TOP COAT
- SWEET ALMOND CUTICLE OIL
- CRISP CRANBERRY CUTICLE OIL
- FRESH PEACH CUTICLE OIL
- MOROCCAN ARGAN CUTICLE OIL

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16 OZ. REFILL
GET ONE FREE!

PROFESSIONAL NAIL TIPS

500-ct. with FREE TIP SLICER \$9.95



FREE!
Trapper
Clipper
Tip Slicer

UNIVERSAL NO-RUN GEL POLISH BASE COAT

- Superior control
- Maximum adhesion
- Long-lasting color



New Thick Formula!

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UNIVERSAL NO-CLEANSE GEL POLISH TOP COATS

Three unique finishes that last for weeks with no chipping or peeling.



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MATTE TOP COAT **\$5.95** Low Shine Matte Finish
VELVET TOP COAT **\$7.95** No Shine Smooth Finish

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\$9.95



Replacement Strips 20-ct. **\$3.95**

JUMBO PEDICURE RASP

EXTRA LARGE SURFACE REMOVES THICK CALLUSES



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SYNTHETIC KOLINSKY SABLE BRISTLES
LIGHTWEIGHT NATURAL BAMBOO HANDLES
EXTRA SMOOTH APPLICATION

SIZES 8, 10 & 12 OVAL - \$6.95 EA.
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SMOOTH 'N SEXY™

WAX APPLICATORS



EPILATING ROLL. 2.75" 110 yds. YOUR CHOICE!
EXTRA WIDE ROLL 3.5" 100 yds. **\$14.95 \$11.96**



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SAVE 20%

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UV Tunnel Lamp

\$69.95 \$49.95

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



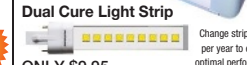
9 Watt UV Bulb **\$4.95**

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™ 48W

DUAL CURE LAMP

\$199.95 \$99.95

SAVE \$100



CURES BOTH UV AND LED GEL POLISHES

RAPIDDRY™

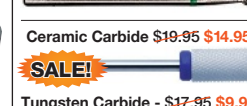
Nail Dryer \$69.95



- Sensor Activated
- 4 Timer Settings
- Auto On/Off
- Powerful Twin Fans
- Hot/Cold Function
- Easy Entry for Hands or Feet

ProSeries E-File Bits

Diamond \$4.95



Ceramic Carbide **\$19.95 \$14.95**

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ZEBRA

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- 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
.25 oz. \$4.95
20% OFF \$3.96

Defense Anti-Spray™

REFRESHING
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VANILLA

FINISH

Air Seal™

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

Glass Seal™

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

Super Seal™

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

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

\$49.95 \$39.95



ENHANCE

One-Step Dual Cure Gels

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

SAVE \$15

Advanced Retention Nail Liquid

- prevents yellowing
- primer-optional

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

Advanced Formula Sculpting Powders

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

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

14 VARIETIES AVAILABLE

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



SAVE 20%

Advanced Formula Resin

Ultra-Pure Formula
1 oz. \$9.95

BUY 1 GET 1 FREE!

Super Fast Set Activator Spray

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

BUY 1 GET 1 FREE!

Brush-On Gel Resin

10 gm. \$4.95



BUY 1 GET 1 FREE!

PUR Tea Tree Oil

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

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PROFESSIONAL TIPS 500-CT.

PLUS FREE LINE ELIMINATOR 2.5 OZ. \$19.95



FREE!

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SALE! ONE SIDE SQUARE, ONE SIDE OVAL
HANDY DISPENSER BOX

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MASTER COLLECTION KOLINSKY BRUSHES

\$19.95 \$12.95

Acrylic Sculpting Brushes (Size 6, 7 or 8)



Gel Brushes Square or Oval



SAVE \$5

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ULTRA-PREMIUM WASHABLE FILES

Curvy, Sandy & Spongey Files



\$0.69 EACH



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ALL PROFESSIONAL GRADE IMPLEMENTS

Ingrown Nail File or Pusher/Cuticle Knife \$6.50



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HEEL
SMOOTHER™

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75%
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SCOTLAND COLLECTION

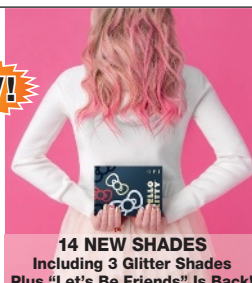
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HELLO KITTY COLLECTION

COMING SOON!

NEW!



14 NEW SHADES
Including 3 Glitter Shades
Plus "Let's Be Friends" Is Back!

NEW! OPI PEDI ESSENTIALS
TROPICAL, ORANGE, LAVENDER OR GREEN TEA

1 gal. Massage \$36.95
5 gal. Mask \$131.95
5 gal. Scrub \$149.95

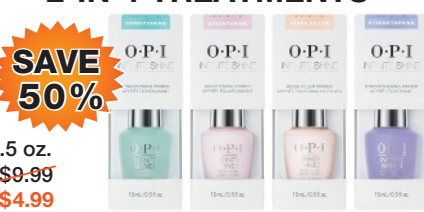


SELECT OPI GEL COLORS
.25 OZ. ONLY \$7.50 EA. • .5 OZ. ONLY \$8.99 EA.



SAVE 50%

50% OFF INFINITE SHINE 2-IN-1 TREATMENTS



SAVE 50%

.5 oz. \$9.99
\$4.99

OPI Lacquers .5 oz. \$5.25

- Two-coat coverage
- Long-wearing formula



Expert Touch Lacquer Remover

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

4 oz. \$2.95
16 oz. \$6.50
32 oz. \$14.95
2 oz. \$4.75 GALLON \$52.50



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.

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\$5.56



DripDry

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

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



Infinite Shine

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

YOUR CHOICE
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Nail Treatments

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

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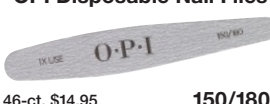
Nail Envy

- Original Formula
- Dry & Brittle Formula
- Sensitive & Peeling Formula
- Soft & Thin Formula

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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



OPI Gel Color Base Coat, Top Coat or Matte Top Coat .5 oz. \$17.95



OPI LG DUAL CURE LAMP

\$350 \$175

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



SAVE 50%

Avojuice Skin Quenchers

with smooth, rich moisturizers plus avocado and aloe extract
24 HOUR HYDRATION
8.5 oz. \$4.95 9 varieties
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SpaComplete

hospital-grade cleaner and disinfectant Gal. \$54.50



OPI POWDER PERFECTION

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

Powders
1.5 oz. \$23.00

SALE! \$17.25

Available in Over 100 Shades!



Base Coat, Activator OR Top Coat .5 oz. \$9.00 \$6.75

SALE!

Expert Touch Removal Wraps

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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

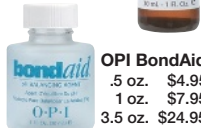


Acrylic Liquid
4 oz. \$16.95
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14.7 oz. \$47.95
32 oz. \$74.50
Gallon \$199.95

OPI BondEx
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Acrylic Powder
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4.4 oz. \$27.50
10.6 oz. \$49.95
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OPI Brushes

Golden Edge or Golden Oval #6 \$24.95



Artist Series 2-Piece Oval Acrylic Brush #8 \$44.95

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available in select colored only



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only \$12.95



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1712001 Natural Clear
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1712003 Bright White
1712004 Dark Pink
1712005 Light Pink
1712006 Cover Pink
\$23.95



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55% OFF
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45% OFF



BEST PRICE GUARANTEE



40% OFF
Best Seller



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SALE!
Each \$95.00
6 pack



SALE!
Each \$79.95
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Each \$95.00
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SALE!



only \$10.95
50% OFF



only \$374.92



Only \$24.95
BO GO
BUY ONE GET ONE FREE



30% OFF
5 oz \$11.75
1 oz \$23.95
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60% OFF
Only \$9.95
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LED/UV
0.5 oz \$8.95
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33% OFF



2 oz \$24.95
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66071 32 oz \$33.00
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UP TO 50% OFF



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35% OFF



only \$7.95
33% OFF SALE



UP TO 50% OFF
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50% OFF
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\$37.50
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N7126



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Sale 61%



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creative play, VINYLUX, ibd, ENTITY, NORGAN, OPI, China Glaze

NSI Builder Gel In A Bottle

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NEW ARRIVAL

3-way Buff & Shiny Buffer

17168

now \$0.60

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55807

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14.7oz

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4oz 42206

\$16.95

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2.5oz

\$9.95

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NSI Essential Bond acid-free Primer

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\$6.95

(Acid-Free)

NSI Superbond Primer

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\$5.95

90162

Nail Tek

55847

\$34.95

12 pc Display

Instant Gel Effect Top Coat

Seche Vite

83243

\$3.95

Seche Vite Professional Kit

1oz refill & .5oz

\$12.99

13355

Gelish vitalgel Strengthen Recovery

Sale \$11.95

Seche Vite Fast Dry Top Coat

12 pc Display

33% OFF SALE

only \$39.95

83102

Seche Vite Clear Base Pro Kit

4oz refill & .5oz

\$15.95

83052

Only Bondor

\$19.95

Free

45118D

Only Builder In A Bottle

\$27.95

\$19.95

Soak Off Sculpting Gel

OPI LED LIGHT Dual Cure

\$179.95

50% OFF

Butterfly Crystal Rhinestone

Crystal Clear 1440 pcs

\$7.95

18119

Satin Smooth Single Warmer

\$43.95

SSW12C

Satin Smooth Prof Double Warmer

\$79.95

SSW11C

Dr. Nail Bath Confetti Soap - 60 roses or 1.25 lb

SALE!

\$15.95

\$19.95

22207

Kalos Pot Wax 14oz

\$8.99

14.5 oz (1.408 g)

Satin Smooth Pot Wax 14oz

\$10.95

depilave Pot Wax 14oz

\$10.95

GiGi Pot Wax 14oz

SALE!

All Purpose Hard Wax

clean+easy Pot Wax 14oz

\$8.95

clean+easy azulene sensitive

Clean+Easy Basic Kit

only \$109.95

40212

Clean+Easy Large Wax Refill 12 pk

\$27.50 EACH

41612

41212

clean+easy Treatments - 16 oz

ONLY \$6.95

GiGi Treatments - 16 oz

RED HOT SALE!

ONLY \$6.95

25055

25034

25060

Buy 1 Get 1

\$29.95

ONLY

G0225E

Win Stainless Steel Jumbo Foot Rasp

\$5.95

51886

Win Stainless Steel Foot Rasp

\$8.95

58193

Dry Heel Eliminator

4 oz

\$4.25

16 oz

\$12.50

ProLinc Callus Eliminator

Original Orange

4 oz \$5.95

18 oz \$13.95

34 oz \$24.95

1 GAL \$49.95

21340

21360

21380

21390

21440

21460

21480

21392

GiGi Cloth Epilating Roll - 50 yd

\$9.95

35% OFF

Vite20 Antifungal

ONLY \$6.50

12536

Let's Touch Manicure System

\$49.95

only \$24.95

90161

Made in USA Titanium Volcano Radius Carbide Bit - 3/32"

\$19.95/ea

16500

Made in USA Titanium Carbide

Best Seller

The Best of the best in Nail Drill bits.

Carbon Filter Face Mask

50 Masks

400606

\$5.95

French Brush No. 14

14241

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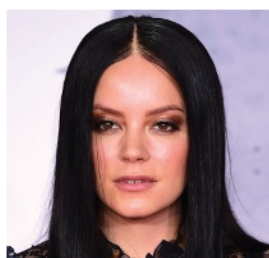
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HOLLYWOOD FILE



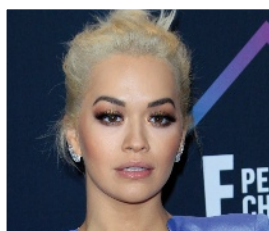
Lily Allen



Jennifer Lopez



Gigi Hadid



Rita Ora



Katy Perry



Kate Hudson

1

2

3

4

5

6

GUESS WHOSE NAILS

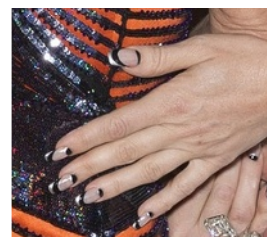
?

Think you know
celebrity nails? Test
your smarts with our
pop quiz. Match each
manicure to the correct
celebrity and check
your answers on the
bottom of the page.

A



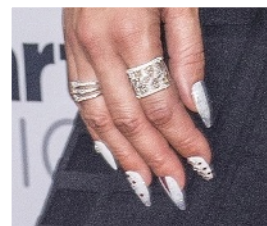
B



C



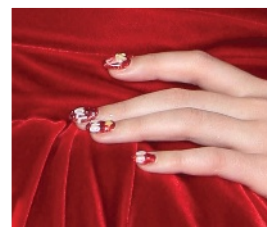
D



E



F



Answers: 1.C, 2.D, 3.A, 4.E, 5.F, 6.B



WHAT'S INSIDE MATTERS

CHEMISTRY

20 years ago, LE was born out of a passion for Chemistry, Quality and Community.

In-house R&D at our Oregon-based facility means we create everything from scratch. The result? Responsible products that are cruelty-free, 9-free and HEMA-free that make *you* free to express your creativity and wow your clients. We believe that **what's inside matters**. #ThisisLE

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Introducing CND® LED Lamp. Durable, compact and easy to use.
Designed to perfectly cure full nail edges on every CND™ gel service.

NEW CND® LED LAMP.

CND®
LED LAMP

UNIFORM DRYING
PEDICURE FRIENDLY
EASY TO USE PRESET CONTROLS
DURABLE AND ACETONE RESISTANT
NO BULB REPLACEMENT

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For the
LOVE
of nails!

Sunday, 9.22.19
9:00am - 4:30pm




CAL★EXPO
Sacramento, CA

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- FREE Technical Classes
- Enter Raffles to WIN Prizes
- Discover New Nail Products & Stock up on Supplies
- Enter Nail Competitions
- FREE Goody Bag for First 500 Attendees

FREE TECHNICAL CLASSES TO HELP MASTER YOUR NAIL SKILLS! SUNDAY, 9.22.19

The Original Color Dip Powder System - Learn New Techniques with Color Powder

Mara Lopez, Educator, Backscratchers Salon Systems, Inc.

10:00am - 11:00am

Come learn from the company that started the craze over Dipping Systems. Backscratchers is the innovator of the Dip Systems. Mara brings her talent and demonstrates the easy application with little to no filing. You will see techniques using trend-setting bold colors, and how to infuse with glitters and nail art to dazzle your customers with new fashion statement nails. Creating colorful and strong beautiful nails that can be worn every day. Learn the hottest trend in the nail industry! You will learn how to POUR, SPRINKLE or DIP the new colors with Backscratchers sprinkle top dispenser for color powders and glitters. With these techniques you will learn color infusion and nail art design. Easy to apply, giving your clients thin, strong, and natural looking nails. Extreme can be used with tips or on natural nails in under 30 minutes. Nails look thin and beautiful with or without polish. After the class, you will receive show discounts at our booth.

Light Elegance ButterCream: An Introduction to the Future of Color

Darcy Olin, LEU Educator, Light Elegance

10:00am - 11:00am

Light Elegance ButterCream Color Gels are made with a revolutionary new formulation that delivers extremely high pigmentation while remaining incredibly easy to work with. In this demo class, you will become familiar with ButterCream and how it behaves on the fingernail. You will learn application techniques used to perform overlays and create nail art as well as tips and tricks from your LEU Educator, Darcy Olin.

Discover a Better Spa Experience with Q&Lu Spa Essentials

Dianne Porciello, LEU Educator, Light Elegance

1:30pm - 2:30pm

Q&Lu Spa Essentials, the new, all-natural spa line from Light Elegance, is the ultimate in self-love and care. Great chemistry combined with premium ingredients—no artificial dyes or fragrances—results in a soothing spa experience tailored for hands, feet and skin. In this class, you'll see, smell and feel Q&Lu Spa Essential products and learn how they deliver shorter, easier manicures and pedicures that clients will love. Learn how the products have been specially formulated to work as a system; each product complements the last and prepares for the next step of the service. The result? Less scrubbing and scraping for you, more relaxation and healthier skin for the client. Enjoy!

Light Elegance Gel Tour :: LEU Mini Course

Tina Heinl, LEU Educator, Light Elegance

3:00pm - 4:00pm

The Light Elegance Gel Tour is a demonstration class that will introduce you to the world of Light Elegance UV/LED Gels. You will learn how to use them, in what combination and why. Your LEU Educator, Tina Heinl, will also discuss the intricate chemistry of several Light Elegance products, so you will know exactly what to do as a quality nail professional.

Amazing Sculpture Gel and Nail Art

Maggie Bryan, Educator, CHRISTRIO

11:30am - 12:30pm

Join our educator Maggie Bryan as she teaches you how to create easy gel enhancements using Christrio's amazing Sculpture Gel. Learn tips and tricks on proper nail shaping. Master your nail art game using Christrio's Nail Ink and our newest nail art gels!

Social Media or Death: 5 Boss Moves to Grow Your Clientele & Business

Naja Rickette, Nail Ambassador, Booksy

11:30am - 12:30pm

One of the most overlooked techniques is marketing skills. How to get clients, keep clients & keep consistent cash coming in is one of the skills you must master to stay in the beauty game and grow your business. Join Booksy and Celebrity Stylist, Naja Nail Guru, as she gives you 5 master steps to effectively establish and market your beauty services and products.

Electric Filing Made Easy

Nicole Atwood, Mrs. President & Kristi Din/Hernandez, Educational Director, Atwood Industries

11:30am - 12:30pm

Atwood Industries presents *Electric Filing Made Easy* starring Nicole Atwood along with her faithful side-kick, Kristi Din/Hernandez. The dramatic-duo will show you easy ways to improve your speed, efficiency and quality through your e-filing adventures. They will demonstrate some new burs/bits that will help you accomplish these goals. In addition, they will answer any and all questions that you may have with regards to your e-file. Come join the fun and learn something new!

Learn All About Bio Sculpture's Evo Glue Less Tip Application and Freeform Gel Sculptures

Melanie Coppolella, Head of Education, Bio Sculpture USA LLC

11:30am - 12:30pm

Tired of using glues that does not hold up for tip applications? Learn how to apply Bio Sculpture's Evo Glue-less Tip. It is long lasting and 100% non-toxic (since there is no use of adhesives, just the Evo Oxygenating Base Gel).

CND ART-RAGEOUS

Tan Nguyen, Educator, CND

1:30pm - 2:30pm

Celebrate CND's milestone 40th Anniversary with this limited-time course featuring sparkling art techniques - Embellishing, Foiling and Glitter. To honor the CND legacy and our Ruby Anniversary, we are partnering exclusively with world-renowned Swarovski® Crystals for our nail embellishments. Elevate your nail artistry skills to glittering heights! Simplify the most complex styles with core art techniques. Feel confident to create cool, fun art styles!

MORE CLASSES WILL BE ANNOUNCED SOON ON OUR WEBSITE

Register Early By 8.29.19 & SAVE! nailproevents.com/sacramento

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7 REASONS WHY YOU SHOULD ATTEND:

Discover New Nail Products & Stock up on Supplies

Attend FREE Technical Classes to Help Master Your Skills

Learn New Nail Art Styles, Techniques & Salon Management Tips

Be One of the First 500 Attendees to Get a FREE Goody Bag

Enter Raffles for a Chance to WIN Prizes Throughout the Day

Network with New Suppliers & Mingle with Other Professionals

Enter NAILPRO CUP Nail Competitions & See the Awards Ceremony



2019

After you register for the show,
enter the NAILPRO CUP 2019
competitions sponsored by



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CRYSTAL BEAUTY ACADEMY



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SHOW, TAKE A SELFIE OF
YOU & YOUR FRIENDS AT
THE RED CARPET!**

Post your photos on
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them with **#nailprosacramento**,
#nailpromagazine and **#nailpro**



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9:00am - 4:30pm



1600 Exposition Blvd.,
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Parking is \$10.00 per day and \$5.00 for motorcycles. Cash only!

REGISTER EARLY BY 8.29.19 & SAVE!
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DISCOUNT TICKET PRICES

EARLY BIRD (available now thru 8.29.19)

Single General Admission = \$27.00 (save \$13.00)

2 or More Tickets = \$23.00 each (save \$14.00 or more)

Student = \$15.00 (save \$10.00)

FINAL SALE (8.30.19 - 9.21.19 at 5:00pm)

Single General Admission = \$33.00 (save \$7.00)

2 or More Tickets = \$27.00 each (save \$6.00 or more)

Student = \$19.00 (save \$6.00)

REGULAR/ON-SITE 9.22.19

Single General
Admission = \$40.00

2 or More Tickets =
\$30.00 each

Student = \$25.00

*Savings based off of the regular prices.

Children 11 years and under (including infants & infants in strollers) are NOT PERMITTED in the exhibit area. Children 12 years or older may attend, but must purchase a student ticket and MUST be accompanied by an adult.

OUR FABULOUS 2019 EXHIBITORS WITH MORE TO COME!

- Alité Nails Systems
- Anjou
- Arkon Mounts
- Atwood Industries
- Backscratchers Salon Systems, Inc.
- Beauty Innovation
- Belava
- Bio Sculpture USA LLC
- Blue Sky Nail Supply
- Booksy
- CA Board of Barbering & Cosmetology
- CHRISTRIO

- CND
- Crystal Ninja
- Dreamtime Creations
- Elegant Glass Nails
- Famous Names
- Gorgeous Fingers
- KOKOIST
- LECHAT Nail Care Products
- Light Elegance
- LUXAPOLISH
- Maxie Beauty World/Kashi Beauty Supply
- Medicool

- Mia Secret
- Nail Flight USA
- Nail Premier
- Nails The Luxe
- ONLY
- Pacific Instruments, Inc.
- Pottle
- ProFiles/DNA Nail Supply
- Queens Finger
- Shine And Design
- Soft Landings Towels
- TKD
- Xtens
- Young Nails