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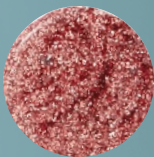
NAILPRO

The Luxury Issue

HOLIDAY 2019

ARCTIC FROST

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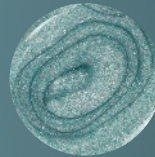
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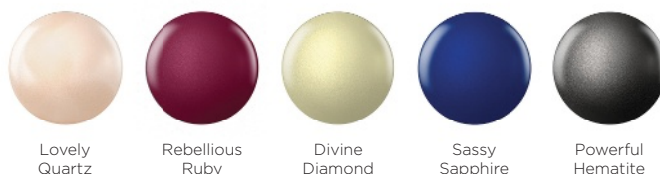
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NOVEMBER 2019

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COVER CREDITS

Nails: Sandy Borges, Gelish; Photography: Cory Sorensen, corysorensen.com; Makeup: Hair: Anthony Merante; Model: Rebekah Deering, The Industry Model Mgmt; Digital Imaging: Art Vasquez, RP Digital.

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

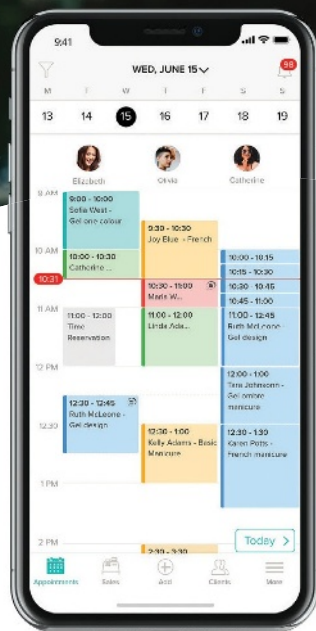
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By Karie L. Frost

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STONE Celebrity manicurist Elle creates simple yet glamorous nails featuring real diamonds and precious gems. By Lotus Abrams



NAILING DIGITAL

CHECK OUT THIS MONTH ON NAILPRO.COM

UNMASKED

nailpro.com/voesh-nail-artists-naomi-yasuda-pattie-yankee-created-nyfw-nail-looks-for-vera-wang-and-christian-cowan-ss20

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► NAIL CANDY

nailpro.com/create-a-candy-ball-with-nsi-tech-gel-glitter-base

Create a rose quartz nail gem with NSI Tech-Gel Glitter Base.



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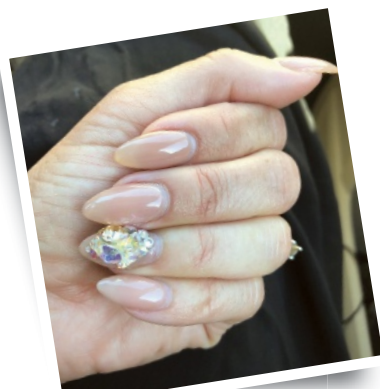
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ON MY RADAR

NP EXECUTIVE EDITOR STEPHANIE YAGGY LAVERY
MUSES ON THE IMPORTANCE OF LUXE BASICS.



1 SUSTAIN
Water is the key to life. Drinking loads of it will help ensure proper digestion, healthy skin and an overall glow—which is why I *always* have a bottle of water with me. But with the dangers of repeated use of disposable plastic bottles or the weird taste that's sometimes associated with reusable water bottles, it can be difficult to find a good one. If you're water particular (like I am) then it's worth splurging on Livana's Smart Beauty SilkSlip Hydration Bottle. The patent-pending BPA- and phthalate-free inner finish ensures fresh taste every time, and its triple-wall vacuum insulation keeps water cold. «Livana SilkSlip Hydration Bottle, livanalife.com»



2 MY MANICURE
These nails are what I would call the ultimate in luxury basic: The brand-new set of acrylics courtesy of Yvett Garcia (@yvett_g) is pristine in soft neutral pink, and all of the glam is brought with one fantastically Swarovski-encrusted nail!

If you've ever fallen prey to an influencer's suggested "budget-friendly dupe" only to be massively disappointed by the lack of quality, you're not alone. In our frenzied society, we have somehow morphed into consumers of *quantity* over quality. We want it all, now, fast. And sure, maybe we have a lot of things, but at what cost? Do they bring us joy? Will they last? Oftentimes, these discount novelties lack real quality and value. That's not to say that inexpensive finds can't be beneficial, but they're usually better when filling in the gaps rather than making up the whole picture. That's where luxury basics come in. Investing in good-quality, lasting items that you love is worth the money *because* of those qualities. This month's "Luxury Issue" reveals where a little added extravagance can make all the difference in your services. For starters, check out "Launching Luxury" on page 34. We talk about the ways in which you can add extras to up the ante in your salon, as well as how to change the perception of nail services overall (hint: Charge what you're worth!). Of course, sometimes we just want to splurge on something shiny (Swarovski crystals are hardly basic), and we provide you with some awe-inspiring sparkling nail art in "Precious Stones" (page 82). And since I'm still bristling over my low-quality

slavery@creativeage.com
Stephanie Yaggy Lavery
@steph_lavery

Amazon dupe, I've decided that going forward I'm going to focus on the luxe appeal of high-value basics over a slew of throwaway things. Check out some of my faves here!

3 SHINE
All of the luxe appeal in one: The Celestial Nights Kit brings a rich glow to holiday (or anytime!) makeup looks. I love the Gold Leaf Eyeshadow in Molten, which gives the illusion of a real gold foil finish in a smudge-free, water-infused formula. The kit also includes a matte and shiny Dual-Ended Lip Stain/Glaze in Wicked and Temptress and pale gold Moonbeam Highlighter in Eternal and Astral. «Deck of Scarlet Celestial Nights Kit, deckofscarlet.com»



4 REVITALIZE
Part of making luxury choices is deciding on what's important to you. One of my top priorities is keeping my skin looking as youthful as possible, which is why one of my luxe basics is a high-quality serum. The Henryia natural oil serum is crafted from 100-percent traceable, organic ingredients, including ente plum, geranium rosat and rosehip seed oils. After repeated use of the serum, the skin becomes more radiant and supple, imparting a noticeably youthful glow. «Henryia Noble Beauty, henryia.com»



5 WIN
There is truly nothing more luxurious than a hard-won reward. Congratulations to the 2019 NAILPRO Cup Champion, Guin Deadman! She took home the top honor at NAILPRO Sacramento after a long road of many, *many* competitions held throughout the year. Keep an eye out for the December issue, where we'll feature more on Guin's big win, as well as her award-winning artwork on the cover!

6 SMOOTH
In the business of nails, we know all too well the importance of caring for the skin on the hands—they display the telltale signs of aging, after all! This indulgent retail item uses medical-grade silicone to treat wrinkles, discoloration and dryness in the hands while you sleep. (They also offer pads for chest, eyes, forehead, neck and mouth—score!) «Wrinkles Schminkles Hand Smoother Kit, wrinkleschminkles.com»





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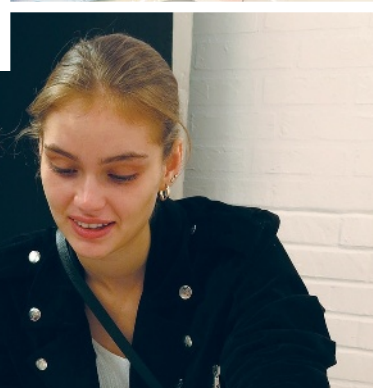
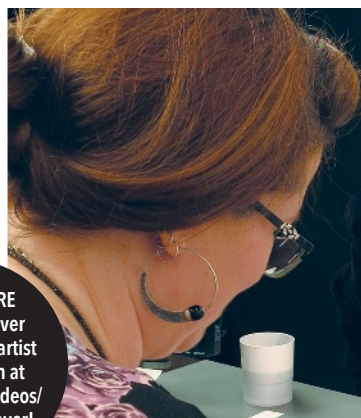


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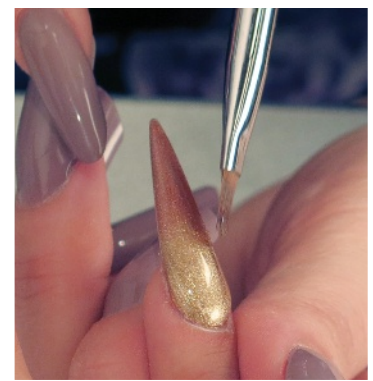


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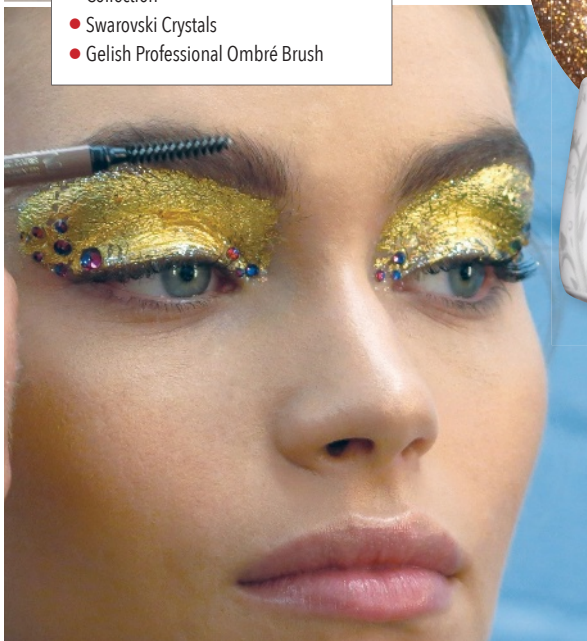
A rich color palette, dazzling crystals and expertly sculpted stilettos all exude lavishness—which is exactly what this month's cover artist brought to the shoot. When I presented Sandy Borges (@sandyborgesnailartist), Gelish dean of education, with this month's luxury theme, she knew exactly how to bring the nails to life. To begin, she sculpted sleek stiletto extensions using clear ProHesion acrylic. The key to getting the perfect tapered shape: form placement, she says. Then she coated the tips in hues from the Gelish Champagne & Moonbeams holiday collection, alternating stunning deep blue A Starry Sight and glittery Gilded in Gold that faded into Copper Dream. Next (my favorite part): gem clusters! Borges scoured her extensive collection of Swarovski crystals for just the right stones—including vintage pieces pried from broken jewelry sourced at second-hand stores! The mix of new crystals paired with vintage finds gave an extraordinary contrast that resulted in an ultraluxe set easily adapted for holiday salon services.



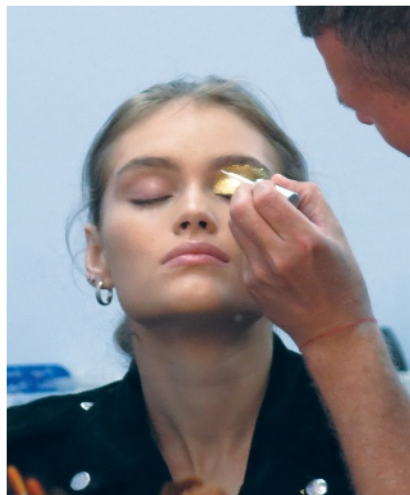


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- Gelish Champagne & Moonbeams Collection
- Swarovski Crystals
- Gelish Professional Ombré Brush



FESTIVE FLAIR From creamy neutrals to rich jewel tones to sparkling metallics, the Gelish and Morgan Taylor Champagne & Moonbeams collection is ideal for every holiday nail look!



TIP OFF

BUSINESS | TRENDS | NEWS | PRODUCTS
BY LOTUS ABRAMS

LAUNCH

SHIMMER AND SHINE

CND is ringing in the holidays with the new Crystal Alchemy collection, created in partnership with Swarovski. Available in Shellac and Vinylux, the five shimmering shades—Rebellious Ruby (seen here), Lovely Quartz, Sassy Sapphire, Powerful Hematite and Divine Diamond—are inspired by precious jewels. “This collection introduces that extra touch of elegance and show-stopping dazzle that only a Swarovski crystal can offer,” says CND cofounder and style director Jan Arnold. “Our goal with this holiday collection is to showcase the unique qualities that make Swarovski crystals the best in the business. From their one-of-a-kind radiance to the sense of opulence people feel when they wear them, we wanted to bottle that up so that everyone can channel it into flawless nail looks that elevate and perfectly reflect their personalities.” Whether worn solo or embellished with Swarovski crystals, the Crystal Alchemy shades are sure to imbue nails with a little holiday magic.



GEM DANDY
CND's Crystal Alchemy collection features five gem-inspired shades.



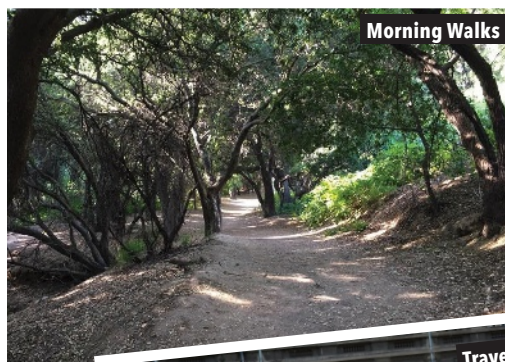
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DAILY INSCO

Marilyn Olemma Garcia

@mgnailgirl

Cuccio director of global education Marilyn Olemma Garcia teaches advanced techniques and product knowledge to nail professionals around the world, and has visited more than 20 countries over the course of her 25-year career. In addition, she works with Cuccio to develop new nail products designed to help nail technicians boost their business and increase their income. Among her many other achievements, Puerto Rican-born Garcia has had her work published in a number of prominent professional beauty industry publications and has won numerous prestigious nail competitions. Here, find out what keeps her inspired every day.



Morning Walks

1 Morning Walks "The truth is, you never know when inspiration will strike. For me, it's mostly in the mornings, like when I'm walking, because during off times my mind is free to process experiences and come up with new ideas."

2 Travel "When I travel, I notice how people dress, which helps me decide on nail shape. For example, in Eastern Europe, I tend to do minimalist designs on almond-shape nails."

3 The Blonds "No nail is finished without bling. For bling, my inspiration is The Blonds."

4 Fabric "I love colorful patterned fabrics."

5 Disco Lights "Disco lights inspire me when I do metallic designs. The rich colors look like minerals."



Travel

The Blonds



Disco Lights



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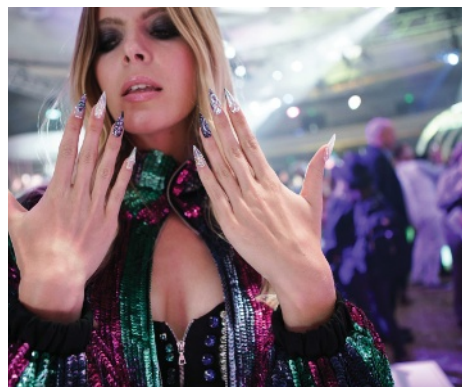
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NEWS

Winner Takes All

Amy Hwang from Kumi Nail Beauty Bar in Edmonton, Alberta, Canada recently took home the Nail Art award, sponsored by OPI, at the first annual Coty Professional North American Beauty Envision Awards presented by TrendVision. Held at the Hollywood Palladium in Los Angeles, the event featured a live competition where 27 top hairstylists and nail professionals from the United States, Puerto Rico and Canada competed in eight categories, from Editorial Hair to Nail Art. OPI cofounder Suzi Weiss-Fischmann judged the Nail Art competition, while Nail Career Education's Suzi Moskal provided mentorship to the three finalists. Hwang won a \$5,000 Visa gift card, a \$1,000 Wella studio voucher and 12-months of digital education access to take business and technical classes. For more information or to enter next year's competition, visit beautyenvisionawards.com.

COURTESY OF COTY



Canadian Amy Hwang received the Nail Art award at the first annual Coty Professional North American Beauty Envision Awards presented by TrendVision.

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Wine Shop

Granite Bay, California-based Cabernet Nail Spa has been winning loyal clients and devoted fans with its antiaging Organic VinoTherapy Mani- and Pedi-Ceuticals, featuring a custom blend of wine high in resveratrol, an antioxidant-rich plant compound found in the skin and seeds of grapes. Now salon owner Leanne Nguyen has founded FionaMD (fionamd.com) to encourage other salons to offer vinotherapy services and products as well. The company's new retail-ready 5-in-1 Vinocutical Anti-Aging Treatment Box contains five sachets designed for on-the-go use: a soak, scrub, mask, cream and serum—all packed with resveratrol, collagen, elastin, hyaluronic acid and essential oils. "When I learned from more than 4,000 clinical studies how much of a difference resveratrol-based treatments make, I knew I had to share it with the world," says Nguyen.



RED CARPET

Under the Big Top

Marc Jacobs was recently honored with the first-ever MTV Fashion Trailblazer Award at the 2019 MTV Video Music Awards for his notable contribution to the world of musical artist fashion. Fittingly, the designer arrived on the red carpet dressed to the nines in a crisply tailored dark green suit with exaggerated shoulder lines, sparkly ruby Prada heels and impeccably detailed hand-painted nail art by Mei Kawajiri (@nailsbyme). And clearly, Jacobs was as taken by Kawajiri's enviable nail art skills as we are: He recently showed off another design by the celebrity nail artist on Instagram, captioned, "Every day is a Mei day."



Marc Jacobs showed off his graffiti-style nail art, courtesy of Mei Kawajiri, at the 2019 MTV VMAs.

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TIP OFF

SERVICE

A Tantalizing Service Add-On

Looking for an easy way to expand your service offerings? Consider custom spray-tanning. The luxury service is quick (once you get the technique down), has minimal startup costs and can bring you a new source of revenue. Interested? We spoke with Los Angeles-based Fake Bake brand ambassador Tanya Pongrac (@tanyap126) about her tanning business and how you can incorporate a similar service into your salon.



NAILPRO: What's the biggest misnomer about spray tanning?

Tanya Pongrac: "There's always the running joke that a spray tan makes you look orange! But as technology evolves, products do as well. Many solutions now sit more naturally on the skin and have different undertones—so you don't end up looking like a pumpkin!"

NP: How long does a full-body spray tan take, and how much do you charge?

TP: "I have a system when tanning a client, from arrival to end, and I'm usually finished within 30 minutes. My starting rate is \$100, but my business is fully mobile, so I service my clients in their homes or hotels [and can charge more]."

NP: What sets your services apart from others?

TP: "I have a background in color theory and design, and I definitely use that when tanning my clients. There is a science behind spray-tanning. I take into consideration the angles of the body, shadows, skin tone, undertone, the skin's texture, how the color will lay once applied and, most importantly, the undertone of the solution I use. I also believe knowledge is power, so I make sure to inform my clients about all of the details, including how to prep the skin, what to expect during the tan development stage and how to maintain the tan."

NP: What's the learning curve for professionals mastering this technique?

TP: "I started in this business by answering a Craigslist ad for a spray-tanning gig, even though I had no knowledge about it. I figured it was like painting. I showed up to an office space and was crammed in a room with five models and a woman who showed me how to spray-tan someone. After about three sets of legs, I nailed down what she considered great application—so it doesn't take long! And as you learn, you create your own tricks and secrets, which is what makes this industry so personal and always evolving."

NP: What advice would you give to salon owners who are interested in adding spray-tanning services to their menu?

TP: "Practice on anyone you meet before fully offering the service. To this day, I am still learning new ways to improve my craft."

NP: What are the startup costs?

TP: "You have to buy equipment, which ranges from \$500 to \$1,000, plus solution and accessories."

NP: Do you offer retail?

TP: "Yes! I offer Fake Bake Flawless; it leaves you with golden color and can be used days after a tan for touchups or an overall boost of color. It also comes with a super fluffy mitt, which is ideal for at-home use." —Stephanie Yaggy Lavery

SOCIAL MEDIA

A+ Add-Ons

Offering clients service add-ons—from an extended massage to extra bling—is one of the easiest ways nail techs can boost their income. What are some surefire upsell options? We polled our followers on Instagram (@nailpromagazine) to find out what their most popular service add-ons are, and here's what they had to say.

"Nine out of 10 clients upgrade to a gel service on either hands or feet."

—Gabby Espino (@polished_productions), nail tech, Flawless, Riverside, CA

"Sugarcoat's favorite add-on service is the shimmering CND Spa Almond Masque. The sweet almond, jojoba and vitamin E oil hand and foot mask deeply conditions and refines the skin, revealing a healthy glow."

—Peiru Kim, owner, Sugarcoat Beauty (@sugarcoatbeauty), Atlanta, GA

"My clients love to add Swarovski crystals—they love their nails blinged out. I'm constantly replenishing my supply because there are always those few clients who drain me out!"

—Sophia Ruis Vigil (@nailed_by_sophia), nail tech, San Diego, CA

"Our most popular pedicure service addition is our hot stone massage.

I use hot herbal oil to soothe and relax the client. Then, I place small stones between the toes while I do a deep tissue massage with larger hot stones, helping leg circulation and reflexology on the soles of the feet. I finish with a warm herbal-scented towel."

—Hope Jung (@glittersandpolishes), nail technician, Studio 890, Brookfield, WI

"We love a CBD-infused cream mask with hot towels finished off with a CBD oil hand and foot massage."

—Alyssa Upfold (@alyssanailtech), nail tech, La Tresse by Renee, Baldwinsville, NY

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#254 Mauve Regalia

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Fall/Winter 2019

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TIP OFF

SPOTLIGHT

COMFORT STATION

The Takara Belmont (takarabelmont.com) Riche furniture collection gives salons a new way to offer their clients luxury services. The specially designed eyelash application chair, stool and wagon provide lash artists with a clear sightline during the entire treatment, while the contoured head pillow and webbing technology ensures client comfort. Making it even more functional, the chair features armrests that lock into two positions and a single-acting leg rest to allow salons to perform additional services like manicures, pedicures, makeup and facial treatments without the client ever having to leave the chair.



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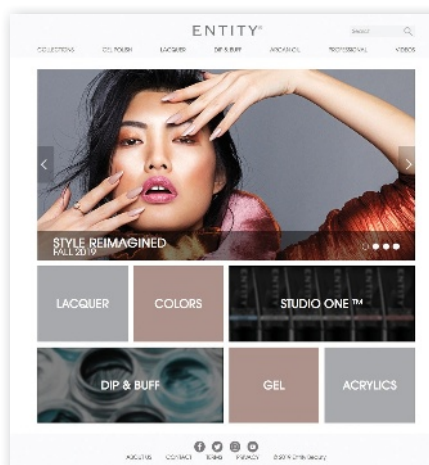
Scan for Class Info



NEWS

AT YOUR FINGERTIPS

Entity Beauty has updated its website (entitybeauty.com) with an improved layout and user-friendly features. In addition to the modern, sophisticated design and improved navigation functionality, the site now boasts a shade-matching tool that allows users to scroll through the colors to find their perfect lacquer, gel and dip shades. Alternatively, an easy-to-use drop-down menu allows users to click the color family or finish they want.



COURTESY OF ENTITY BEAUTY, COURTESY OF TAKARA BELMONT



TREND

Making the Cut

Britney Tokyo (@britneytokyo) and Miho Okawara (@mihonails) recently teamed up with Presto (naillabostore.com) and Après (apresnail.com) to release Presto x Après Gel-X clear heart and star cutout nail tips, and they're popping up all over social media! The soft gel tips can be adhered with Extend Gel for four-plus weeks of wear and soak off in 20 minutes or less. "I was inspired by 1990s fashion," says Tokyo. "I wanted to design a nail tip that looked like clear jelly sandals." From gradients to Skittles nails, the transparent tips are inspiring a multitude of creative nail art looks. "I'm so happy people love them," says Tokyo. "I feel like it's a mini trend!"

FASHION

DISCO FEVER

Rodarte recently debuted a limited-edition, 1980s roller-rink themed capsule collection at Milk Studios in Hollywood, California, complete with models on roller skates and



a performance by The Bangles' Susanna Hoffs. Backstage, OPI was on hand with Miss Pop to create colorful glitter nails to complete the beauty look for the show. Miss Pop mixed custom shades of glitter to top the seven different OPI lacquer shades, including Gelato on My Mind, Lima Tell You About This Color and Two Timing the Zones. "The glitter ombré look for the Rodarte show was inspired by the disco lights at the roller-skating rink, the way they sparkle across the floor," explains Miss Pop. "When the lights dim, the splash of color sets the mood and it's time to strut, speed, shimmy and showboat. OPI brought that attitude to the nails—nothing says 'go for it!' quite like glitter." **NP**

COURTESY OF INSTAGRAM; COURTESY OF OPI

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Guest Artist: Chelsea King is a Los Angeles-based editorial manicurist known for her love of geometric and fashion-inspired nail designs.

DARK ROMANCE

A moody vision of love pervaded the fall/winter runways. And while the typical contenders—roses, hearts and lips—vied for attention, their positioning was anything but saccharine sweet. At Valentino, a bed of red roses framed a couple frozen mid-kiss on a flowing dress—a prying peep into an intimate moment. Mixing “romance and fear” in a nod to Frankenstein, pop-art versions of roses—complete with electricity-generating screws and bolts—resurrected typical cardigans and dresses at Prada. When designers eschewed roses, they opted for floating hearts (Elie Saab), chaotic galaxies (Mary Katrantzou) and even ravens swirling together to appear like flowers (Louis Vuitton). For nail art that matches the pensive passion seen on the runways, dress love in darkness, as guest artist Chelsea King does with hand-painted blackened hearts or electric roses that are perfect for the Bride of Frankenstein.

Coach



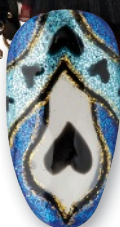
Valentino



Prada



Elie Saab



Louis Vuitton





America the Beautiful

Nail artist Rebecca Bernard (@moonchild.nails) pays tribute to military veterans with a patriotic set of tips evoking classic denim ensembles, sporty letterman attire, and red, white and blue motifs. "Worn denim, 1950s varsity jackets and Friday night football games inspired this vintage Americana look," she says.



- Step 1** Apply two coats of red gel polish. Top with matte gel top coat.
- Step 2** Use a liner brush to paint a paisley pattern with white gel. Finish with matte gel top coat.
- Step 3** Pierce three holes near the free edge using a very thin e-file bit or nail piercing tool and insert gold hoops.



- Step 1** Apply two coats of white gel polish. Top with no-wipe gel top coat.
- Step 2** Apply a sheer layer of chrome pigment with an eye shadow applicator.
- Step 3** Paint stars with red, white and blue art gels.
- Step 4** Adhere red, white and blue crystals to the opposing corners of the nail. Finish with gel top coat.



*Cure after every gel application unless otherwise noted.



40
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system with no roughing
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acrylate hard
gel, with greater
control and lower
potential to
allergic reaction.



CND® VINYLUX®
FIRST EVER long-wear
polish, creating another new
category within the industry.

2013



THE FUTURE
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LAUNCHING Luxury

YOUR GUIDE TO
ADDING SPLURGE-
WORTHY SERVICES
TO YOUR MENU
AND RAISING YOUR
EXISTING PREMIUM
PRICES—SMARTLY.

By Karie L. Frost

When the salon around the corner undercuts your service prices, you might question whether introducing luxury menu options or charging more for your current premium offerings will do more harm than good. However, if you can justify the value behind your pricing, the sky's the limit for your revenue. Not to mention, charging your worth and integrating unique services beyond the typical manicure can cause a positive ripple effect, according to Mazz Hanna, celebrity nail artist and founder of Mazz Hanna Beauty. "Offering luxury services raises the bar in terms of client expectations, which will force nail artists to hold themselves to higher standards and, hopefully, in turn, foster the ability to charge higher rates for such services," she says. Of course, cultivating a truly unique experience and putting a premium on it takes savvy. Here, successful pros share their advice.

“Luxury services sell themselves when clients desire them. It all depends on how your salon defines luxury.”

CHANGING YOUR MINDSET

If you don't currently offer an elevated service, the idea of implementing a luxury manicure or pedicure can seem daunting. “Much like retail, luxury services have a somewhat negative connotation as an upsell—a more expensive service that you must persuade clients to purchase,” says Jaime Schrabeck, owner of Precision Nails in Carmel, California. “As a nail professional and salon owner, I want to provide services clients need and want, without any convincing on my part.” How do you do that? Reframe your thinking. Recognize that a luxury service is an experience: It takes *more*—time, product and ambiance—and therefore costs more and is worth more; the client who seeks extra indulgence will understand this. “Offering luxury services has allowed us to move away from the idea of rushing through nail services,” says Kristin Pulaski, owner of Paintbucket in Brooklyn, New York. “In this day and age, people are really looking for experiences that are unique and centered around self-care, which is why offering luxury services elevates and differentiates salons.” Adds Schrabeck, “Luxury services sell themselves when clients desire them. It all depends on how your salon defines luxury.”

BRAINSTORMING LUXURY

Ideas for a unique service sometimes come naturally. When Hanna entered the field, she had dreams of opening a salon that combined two of

her loves: crystals and nail art. Though she ended up shelving the salon concept, her one-of-a-kind offering, The Crystal Healing Manicure, has earned devoted fans, even though it comes with a premium \$350 price tag, thanks to its originality. Performed in the comfort of clients' homes, the manicure involves several elements that cost Hanna in labor, product and specialized education (she became a certified crystal healer). “The ritual—I like to refer to it as a ritual rather than a service—involves prework on my end through a chakra analysis, custom-blended products for my clients to keep and then a manicure with crystals attached to the clients' nails,” she says. “When pricing it out, I had to take all of those things into consideration.”

Coming up with unique offerings certainly takes vision; simply adding a bath bomb to a pedicure and up-charging won't cut it for today's discerning consumer. Keeping up to date on product trends through manufacturers, trade magazines and social media will give you a leg up in service creation. If enhanced menu ideas don't come easily, Pulaski suggests attending trade shows to spark inspiration from peers and manufacturers. “We expanded our luxury services menu after I visited [a trade show] this year and met the owner of Voesh,” she relays, explaining that the company's prepackaged single-service luxury pedicure boxes excited her so much that she purchased them on the spot and promptly updated her menu offerings to include “Luxe Pedis” priced at \$65 to \$70. “We had bookings for them immediately.”

Of course, it's important to be realistic when introducing new, higher-priced services. Review your current business model and see

Keep
It
Simple

Your brain may be overflowing with premium service concepts, but Precision Nails owner Jaime Schrabeck suggests not going overboard. “When developing services, I recommend giving your clients options, but not too many, otherwise scheduling and explaining the differences between services become too complicated,” she says. Here, she shares her top two tips for luxury service simplification:

- 1. Create Two Distinct Levels of Service.** One should be designed for basic nailcare needs, while the other should package more luxury into an expanded service.
- 2. Bundle Extras Together.** Most clients willingly choose the expanded (and more expensive) service.



“If you don’t truly believe in what you’re doing and the unique service you’re bringing to the table, nobody else will either.”

what perceived improvements will actually help rather than deter. “When considering the introduction of any new service, ask yourself, ‘Will this service enhance my reputation as a successful nail professional?’” advises Schrabek. “While luxury services have the potential to significantly increase revenue, their success depends on desirability, cost- and time-effectiveness, and client perceptions of value.”

SIZING UP INTEREST

If you’re considering leveling-up your service offerings, you likely have an established clientele. In order to successfully introduce luxury services, you need to gauge demand. “Knowing your clients’ needs is foremost [when launching an upscale service],” says Rita Pinto, owner of Vanity Projects, with locations in Miami and New York. Is your business popular due to your speedy express manis? Pulaski warns that disrupting this model with longer, more indulgent services might not serve your current clientele’s whims. However, “if you find that clients are asking for longer massages during their services or seeking add-ons like callus treatments, hydrating masks or scrubs, then they’re definitely willing to indulge in a higher-price, luxury service,” she says. You can always test the waters first by creating an exploratory survey for client feedback and offer a free hand massage upon completion.

Not only should clients be interested, but they also should have the ability to pay. “It isn’t a good idea to offer services

your clients can’t afford,” shares Pinto. Look at your area’s demographics and assess the pricing of local competitors that also deal in luxury. Pinto notes that “striking a balance with how you introduce items takes intuition and, at times, also absorbing some of the initial costs.” For example, when she launched *Après Gel-X* extensions, a new soft gel service, Pinto reached out to Vanity Projects’ current acrylic clients and offered to remove their acrylic for free if they wanted to try *Après*. “I believe clear communication and a little generosity sets the stage for clients to really appreciate the effort and be willing to try new things,” she says.

COMMUNICATING VALUE (AND DELIVERING IT)

Launching and executing an exceptional luxury service generally takes extra time, product, skill, education and even travel expenses (trade shows!)—all at a cost to your business. Naturally, determining service pricing necessitates factoring in these points, and in order to be profitable, you need to set a price that makes the service cost-effective for your business. However, a higher price point has the potential to incite pushback with current clients—and that’s when you need to communicate the value behind the service. “To firmly establish your value, produce a comprehensive brochure with enticing service descriptions that detail what’s included, the time allotted and the price,” suggests Schrabek. “List the services in order of price,

starting with the most expensive.” On Paintbucket’s website, the *Luxe Pedis* menu explains every single step involved in the service and includes a visual of the products used so clients get a glimpse at how comprehensive and luxurious the service is.

If printed service descriptions don’t do the trick, answer questions about cost by explaining what’s special about the service—but don’t get discouraged if clients decline; chances are, they’re likely not the type of customers who will pay for added value anyway. “There will always be some clients who will stick to what they can afford,” says Pinto. “But by introducing new items you’re also opening up the possibility of attracting new clients who are willing to spend more to get better results.”

It goes without saying: You must deliver on your stated value. When Vanity Projects recently raised prices on its premium nail art services, some clients expressed discontent. Pinto continued to keep the salons’ messaging—that they use the highest quality Japanese gel and employ some of the top talent in the industry—front-and-center through the transition so that clients comprehended the value. But for Pinto, the proof is in the pudding. “Our clients see the value in the fact that their nails look great and last,” she explains. “Executing at a high level is paramount if you want to increase your pricing and demand.”

MARKETING BLISS

Some salons with extravagant services like Images Luxury Nail Lounge in Newport Beach, California, which offers

a \$25,000-plus Glitz & Glam cure, rely on their breathtaking price tags and doting press coverage to generate buzz and interest. But no matter how you price your luxury service, you need to draw eyeballs to it. "Instagram is a great converter for getting the word out, but if that's not your preferred method, then in-salon efforts and messaging is important," says Pinto. She suggests placing a small printed card at the front desk or in the waiting area to communicate new services "without being too pushy."

Pulaski recommends highlighting what makes the service unique in your marketing program. "I had really fun menus made for our new Luxe Pedis that we put on gold clipboards and placed in our pedicure area so clients could browse through them while they get their services," she relays. For clients who use online booking, Pulaski added a pop-up banner on Painbucket's homepage alerting clients to the new Luxe Pedis and included a special online menu to explain the service benefits.

Involving staff also lends credence to premium services. Make sure that the front desk and all of the service providers can explain every benefit of your luxury services backward and forward, says Pulaski. Also, encourage them to be the service's walking billboard. "Have your staff wear any new extension products; it's a great way to show clients how cool they

look," explains Pinto. "I think people are willing to spend more if they see [the service benefits] firsthand."

When all is said and done, bringing luxury into your nail salon and raising your prices requires unique, value-backed ideas that resonate with your clientele—but never at the cost of your own worth. "I think the most important

piece of advice is to be confident and not undercut your value," says Hanna. "If you don't truly believe in what you're doing and the unique service you're bringing to the table, nobody else will either." **NP**

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

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SPA LIFE

Fall is in full swing, but that doesn't mean clients still can't use some pampering on their feet. Offering luxurious spa pedicure treatments and take-home products to restore skin and rejuvenate clients' spirits is the perfect preholiday prep. Plus, luxe service add-ons, like these best-selling recommendations from top nail pros and salon owners, are a surefire way to boost profits.

1. Fork & Melon Rich Hydrating Cream forkandmelon.com **2. La Palm Spa** Sea Spa Salts lapalmspaproducts.com **3. Bio Sculpture** Mint Mask biosculpturegel.com **4. Jessica** ZenSpa Pedicure Awaken Revitalizing Foot Soak Crystals jessicacosmetics.com **5. CND Spa** Sugar Vanilla Masque cnd.com **6. ibd** Spa Pro Pedi Aussie Pink Clay Detox Crème ibdbeauty.com

"Price spa treatments as a combo package to encourage clients to add them on; we offer our mask for \$7, but a mask and scrub combo is only \$10."

—Kristin Gyimah, owner,
Dime Nails,
Los Angeles, CA



"Complete with rose petals, organic sea salt, and fresh lemon and orange slices, our spa services are perfect for clients looking for a little extra pampering. We upsell by explaining what each spa package includes when à la cart add-ons are requested."

—Joyce Wang, owner,
ASTR Nail and Beauty Lounge,
West Covina, CA



"We ask our clients if they'd like an extended massage or upgrade to our signature pedicure, marketed as a spa service, which includes extra scrub time, a hydrating milk and honey mask and extended massage."

—Kristin Pulaski, owner,
Paintbucket, New York, NY

7. Hempz Herbal Body Moisturizer Citrine Crystal & Quartz hempz.com
8. Light Elegance Q&Lu Spa Essentials Bamboo Polish lightelegance.com
9. Morgan Taylor Bare Luxury Energy Orange & Lemongrass Detox Masque morgantaylorlacquer.com
10. Legendary Apothecary Smooth Feet legendaryapothecary.com
11. Famous Names Dadi' Scrub famousnamesproducts.com
12. Footlogix Exfoliating Seaweed Scrub footlogix.com
13. OPI Pro Spa Advanced Softening Socks opi.com

"Clients love to choose their favorite sugar scrub, as we have many options, to add on to their manicure and pedicure services."

—Peiru Kim, owner, Sugarcoat, Atlanta, GA

13. Cuccio Naturale Ultra Sheer Lyte Butter cuccio.com
14. BCL Spa Moisture Mask Energizing Pink Grapefruit bdspa.com
15. Caudalie Foot Beauty Cream caudalie.com
16. Salt of the Earth Mineral Mud saltearthspa.com
17. Gena PediSpa Detox Black Charcoal Emollient Crème genaspaproducts.com
18. Dermelect Runway Ready Luxury Foot Treatment dermelect.com
19. Gold Mountain Beauty Therapeutic Foot Soak goldmountainbeauty.com NP

"Our most popular spa pedicure service addition is our hot stone massage, complete with warm herbal oil to soothe and relax the client, a deep tissue massage—encouraging leg circulation and aiding reflexology on the soles of the feet—and a warm herbal-scented towel to bring the service full circle before polishing."

—Hope Jung, nail technician, Studio 890, Brookfield, WI



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PRECIOUS STONES

By Angelina Lewis

FIVE BLING EXPERTS CREATE LUXE NAIL LOOKS USING A FLURRY OF CRYSTALS, GEMS AND JEWELS.

'Tis the season for crystals, jewels and gems. Upselling nail services with embellishments can easily boost profits, but it's important to keep some prerequisites in mind: Expert technique, quality product, top-notch time management skills and a thorough understanding of your client's lifestyle are all critical to success. For example, to ensure stones stay in place until the next appointment, you have to know how different adhesives work and then choose the right one for your embellishment type and size (think: resin, gem gel, and good-old hard gel or acrylic).

It's also a good idea to manage expectations—both your clients *and* your own. With so many eye-catching embellishments to choose from, it can be tempting to go overboard when making purchases. Instead, opt for crystal packs with a mix of sizes and colors for an economical buy. "Variety packs will allow for creative crystal placement without breaking the bank or overstocking a single gem type," says United Kingdom-based nail artist Emma Canning (@dreamnailsbyemc). As for your clients, make sure that they're aware of the extensive time commitment required to meet their blingy expectations.

Now that all of the bases are covered, it's time to start creating! Take inspiration from these five nail artists who created looks that can be adapted to any client for any occasion.



[Autumn Accents]

Canning captured the essence of autumn with a rose gold rivoli-embellished nail look evoking color-changing leaves. "I wanted to frame the encapsulated leaf," she says. "The crystals near the top and bottom of the nail represent the motion of leaves twirling and floating to the ground."



Glitter Planet
Dried Flowers Set
glitterplanetuk.com



Swarovski
Rivoli Chatons Rose Gold
dreamtimecreations.com



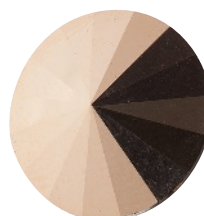
Swarovski
Flatback Crystals SS5
Rose Gold
dreamtimecreations.com



Swarovski
Flatback SS29 2058
Light Rose
miasecretnails.com



Swarovski
Flatback Smoked Topaz
dreamtimecreations.com



Swarovski
Golden Shadow Flames
dreamtimecreations.com



Swarovski
Flatback SS5
Golden Shadow
dreamtimecreations.com

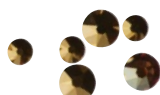


[Golden Moment]

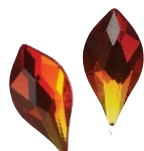
Earthy fall tones inspired District Heights, Maryland-based nail artist Honey Phan (@hnnailsbyhoney) to create this golden topaz tip. Before Phan even touches her embellishments, she always ensures that the nail surface is clean and free of dust and debris. Phan reveals that her secret to gem placement is drawing her design on paper before she begins. "Choose the appropriate gem sizes and colors based on the client, season and color palette," says Phan. "You'll know exactly the placement and stone types you need after first sketching your design."



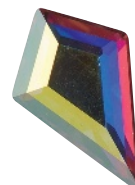
Daily Charme
Clou Creative Frame
Round Gold
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Swarovski
Round Flatback
Rhinestone Metallic
Sunshine
dailycharme.com



Swarovski
Flame Flatback Fire Opal
evnailshops.com



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Kite Flatback
designedbytonyly.com



Swarovski
2058 Xilion Rose
Flatback
dreamtimecreations.com



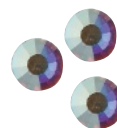
[Winter's Welcome]

Nail artist Jeannette Vazquez (@iluvurnailz) iced-out her nail look, reminiscent of a wintery night, complete with a marble base, iridescent flakes, foils and frost-worthy bling. To create a standout design, Vazquez painted the entire nail with white gel polish and then marbled navy, blue and purple gel polish diluted with acetone. "I added chrome flakes, outlined the nail with black art gel and added oil slick foil to the outline," she says. "Then, I sealed my design with matte gel top coat and adhered Swarovski crystals in various shapes and sizes with nail glue." She reinforced the crystals with hard gel, sealing the edges of each crystal for a secure hold. "Use a thin nail art brush to work with the hard gel to control the amount of product you pick up," she advises.



CinaPro

Aurora Borealis Crystal
60 Count Pack
cinapro.com



CinaPro

Crystals 20 Count Pack
cinapro.com



Swarovski

Cube Rhinestone
Golden Shadow
dailycharme.com



Swarovski

Raindrop Crystals AB
miasecretnails.com

[Falling Leaves]

Wind chimes and transitioning autumn leaves inspired nail artist Diana Nguyen (@ricekittynails) to create an almond-shape vertical ombré nail design, perfect for natural nail clients who want to add a little bling to a minimalist look. Nguyen applied a layer of gold holographic transfer foil gel over a mustard yellow-meets-terracotta-orange vertical ombré. The Black File Nails artist then adhered embellishments using gem gel to allow room to play with placement. Finally, she applied clear structure gel over the entire nail to properly secure and encapsulate the design for a flat, smooth surface.



Wiino Shop

Gold Round Metal Studs
wiinoshop.com



Swarovski

AB SS3 Crystals
dailycharme.com



Swarovski

AB SS5 Crystal
karensnailssupply.com



Wiino Shop

Small Gold Arrow Studs
wiinoshop.com



Daily Charme

Gold Metal Frames Mix
Box Set/Triangle
dailycharme.com

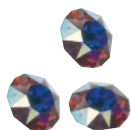


Karen's Nail Supply

Small Gold Oval Studs
karensnailssupply.com

[Bedazzled Bouquet]

Traditional Chinese hairpins inspired nail artist Nina Blanchard (@naild_by_nina) to create this jeweled bouquet. "I find their intricate floral designs extremely feminine and elegant," says Blanchard. She opted for two coats of nude gel polish to provide a clean canvas. She then applied Ugly Duckling Nails Schtick It to the left corner of the nail base and adhered three flame-shaped Swarovski crystals in a petal pattern. "To recreate a gem-heavy design, I like to start with the largest stones first," explains Blanchard. After the centerpiece stones are properly placed and cured, she adds gem gel to the areas where the smaller embellishments will go. **NP**



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BEYOND A BACKACHE

THE RADIATING PAIN OF SCIATICA CALLS FOR PROMPT DIAGNOSIS AND TREATMENT.

It might start with a dull lower backache, a cramplike twinge in your thigh or tingling in your calf. You take a couple of acetaminophen and forget about it. But several days later those sensations have intensified into pain that radiates from your low back into your buttock and down to your foot. Such is the telltale journey of sciatica.

Common, yet potentially debilitating, sciatica isn't so much a condition as it is a symptom with several causes. Tending to strike during our most productive years, sciatica is especially problematic for people who spend a lot of time sitting and leaning forward—in other words, people like nail techs. Here's what you need to know about preventing, recognizing, treating and managing sciatica.

IT STRIKES A NERVE

The key difference between sciatica and other types of pain is the involvement of the sciatic nerve, which is formed from five nerve roots that join together in the lower back and become one large nerve that runs through the buttock, thigh and lower limb. Every person has two sciatic nerves to serve the left and right sides of the body. When those nerve roots are disturbed in some way, sciatica occurs. Tingling, tightening, numbness, weakness and—most of all—pain, flare up anywhere along the nerve route.



"It started with back pain out of the blue," recalls Tiffany Nelson, nail tech and owner of A Nail Nirvana in West Valley City, Utah. "Then one night, both of my legs went numb. The pain started in my butt cheek and then moved down the back of my thigh and eventually to my knee and foot. By then it felt like a tight pull from my back down to my knee."

It's the leg pain that defines sciatica and tends to cause the greatest discomfort, explains Mark J. Spoonamore, MD, assistant professor in the department orthopaedic surgery at the Keck School of Medicine of USC in Los Angeles. "Leg symptoms [in sciatica] may manifest as a shooting electric pain down the buttock, back of the thigh and calf, and into the foot," he says. "There may also be a component of numbness (paresthesia) and/or weakness." Acute sciatica lasts several weeks and gradually resolves with conventional treatment, but it may recur if triggered, whereas chronic sciatica can stay for years or even a lifetime.

WHY SCIATICA, WHY ME?

To date, the majority of medical opinion states that most cases of sciatica are triggered by spinal discs, spongelike structures sandwiched between our vertebrae that act as shock absorbers. Age, occupation, fitness level, posture and, possibly, genetics and psychological factors may cause a disc to

Sciatica Stats*

Approximately 10% of people will report sciatic symptoms in their lifetime.

Sciatica rarely occurs before the age of 20.

Men and women are equally likely to experience sciatica.

Five nerve roots from the lower back join together to form the large sciatic nerve.

An estimated 5% to 10% of patients with low back pain are diagnosed with sciatica.

Sources: American Chronic Pain Association, theaspa.org; proactivechange.com; National Center for Biotechnology Information; Centers for Disease Control and Prevention; Spine Center of Texas, spinecenteroftexas.com; University of Southern California Spine Center

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degenerate and/or herniate (bulge). One medical puzzle is that many people whose image tests show herniated discs have no symptoms whatsoever, which is why image testing is not necessarily conclusive when it comes to pinpointing a cause for sciatic pain. However, such tests can detect or rule out other causes, such as disc rupture, spinal stenosis (narrowing of the spinal canal in the lower back), spondylolisthesis (vertebra slippage), infection and spinal tumor.

John Sarno, MD, professor of physical medicine and rehabilitation at New York University and author of numerous best-selling books on pain and the mind-body connection, rejects the mainstream theory that internal structures are largely responsible for sciatic pain. After years of study and clinical experience, Dr. Sarno originated the concept of tension myositis syndrome, a condition wherein a set of emotional issues leads to an oxygen deprivation in muscles, which in turn causes the pain.

Although no one can say for sure why some people develop sciatica and

others don't, medical practitioners note common threads among these patients. Jeffrey N. Katz, MD, MS, professor of medicine and orthopaedic surgery at Harvard Medical School, acknowledges risk factors such as obesity and smoking, but concludes that sciatica mostly seems

"After I've worked for a long period, or after many days of back-to-back work, I can barely get up from my seat. It's the position that I'm in when doing nails that affects it, particularly when I hunch over to do pedicures. I get up with a limp and my leg feels like it's on fire."

Like so many ailments, the best way to beat sciatica is to prevent it: Avoid prolonged sitting, do doctor-prescribed stretches and core-strengthening exercises, and manage your stress.

to occur as a "result of years of bending and sitting for long stretches."

Karla Sorto Chavez, owner of Karla's Originail Kolors in Woodland Hills, California, has been a nail tech for eight years, and for the past four of them she has struggled with sciatic pain. "I get sharp pain by my tailbone and it radiates down to my thigh," reports the tech, who notes that her profession contributes to and exacerbates her symptoms.

The pain is scary, but probably not dangerous, says Steven J. Atlas, MD, MPH, associate professor of medicine at Harvard Medical School in his 2017 article for Harvard Health Publishing. "Most people think (understandably) that the worse the pain, the more likely something bad is going on; however, this isn't true for sciatica," he says. "The body can reabsorb the disc material that's causing symptoms, even for those with severe pain."



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Like Sorto Chavez, Nelson has noticed the toll that doing nails is taking on her body. "After my symptoms came to be, it became more and more uncomfortable to sit for long periods," she says. "And now? Sitting absolutely aggravates my symptoms." She is quick to add, however, that she doesn't think that being a nail tech caused her sciatica in the first place.

TAKE A STAND

Prolonged sitting seems to be the worst thing for sciatica sufferers, and for people in general. When we sit too much, the core muscles responsible for supporting our spine become weak. As noted by David Petron, MD, associate professor in the department of orthopaedics at the University of Utah, in a 2016 interview at the university: "We're not designed to sit for hours at length. The most common presentation of sciatica I get is when someone goes on a trip and sits on a plane for a long time, then they go to a conference and sit for a long time, then they come back with

pain and think it's because they picked up heavy luggage. Most of the time it's just prolonged sitting."

Unfortunately for nail techs, sitting is non-negotiable. But there are ways to manage sciatica symptoms while maintaining your occupation. Sorto Chavez, for instance, schedules clients with time in between to allow for plenty of breaks. She receives acupuncture to reduce flare-ups, takes muscle relaxers on occasion and uses topical products, such as CBD oil.

Medical approaches to sciatica vary from conservative measures (physical therapy, mild pain and anti-inflammatory medication, hot or cold packs, chiropractic treatment, massage, acupuncture and gentle exercises) to more aggressive measures, such as epidural injections and surgery, which is often indicated in cases of tumor, profound nerve root compression, bilateral sciatica and infection.

Microdiscectomy, during which a small part of disc material is removed, is a minimally invasive surgical option that

has been met with mixed results.

Lesser-known treatments for sciatica include lying on an inversion table and the application of a pulsed radiofrequency probe directly to nerve roots. Research is currently being done on a nerve-dulling implant that's inserted and then dissolves over time.

Like so many ailments, the best way to beat sciatica is to prevent it: Avoid prolonged sitting, do doctor-prescribed stretches and core-strengthening exercises, and manage your stress. If needed, try to lose weight. And if sciatica has already struck, work with your doctor on a treatment and lifestyle regimen that's doable for you over the long term. The good news is that most cases of sciatica resolve on their own within 6 to 12 weeks, and your odds of developing sciatica drop after age 50. As Dr. Atlas notes, "For most individuals, the body can fix the problem." **NP**

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

The advertisement for JOYA MIA features a vibrant, abstract background with splashes of purple, pink, and blue. In the top left corner is the JOYA MIA logo, which consists of a stylized 'M' inside a circle with a diamond shape above it. Below the logo, the text 'JOYA MIA®' is written in a bold, sans-serif font, followed by 'HAIR ♦ NAILS ♦ SKIN' in a smaller font. In the center, the text 'DIPPING POWDER + INSYNC' is prominently displayed in a large, bold, white font. Below this, the phrase 'ENJOY A QUICK MANICURE SOLUTION 3IN1 BEYOND THE BEST OF BOTH WORLD' is written in a smaller, white font. On the right side, three JOYA MIA products are shown: a large jar of 'DIPPING POWDER' (2oz e 56g), a bottle of 'SOAK OFF GEL POLISH' (15ml e 3.3 fl oz), and a bottle of 'NAIL LACQUER' (15ml e 3.3 fl oz). On the left side, the text 'AVAILABLE IN 262 Colors' is written in a stylized font, with '262' in large, bold, white numbers and 'Colors' in a cursive script. At the bottom, the phone number 'PHONE 866-398-9051' and the website 'WEBSITE JOYAMIA.COM' are displayed in a white font.

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Deborah Carver • deborah.carver@creativeage.com
Jeff Black • jblack@creativeage.com
Mindy Rosiejka • mrosiejka@creativeage.com
Suzanne Craven • scraven@creativeage.com

EDITORIAL

EDITORIAL DIRECTOR/EXECUTIVE EDITOR
MANAGING EDITOR
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Stephanie Yaggy Lavery • slavery@creativeage.com
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Amy Dodds • adodds@creativeage.com
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David Simpson • dsimpson@creativeage.com

PRODUCTION

PRODUCTION DIRECTOR
PRODUCTION COORDINATOR

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ADVERTISING/MARKETING

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Contact the International Congress of Esthetics and Spa, 400 South East 2nd Ave., Miami, FL 33131; 800.471.0229; miami.skincareshows.com.

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Hong Kong Convention & Exhibition Centre, Wanchai, Hong Kong, China.

Contact UBM Asia Ltd - Hong Kong; +39.02.796.420; cosmoprof-asia.com.

International Make-Up Artist Trade Show Atlanta

November 16-17

Cobb Galleria Center, Atlanta, GA.

Contact International Make-Up Artist Trade Show, 12808 NE 95th St., Vancouver, WA 98682; 360.882.3488; imats.net.

Professional Beauty Association Executive Summit

November 20-21

Omni Scottsdale Resort & Spa at Montelucia, Scottsdale, AZ.

Contact Professional Beauty Association, 7755 E Gray Road, Scottsdale AZ 85260; 480.281.0424; probeauty.org.

CLASSES

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3-6 Certified Master Pedicure: Columbus, OH.

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7-8 Art of Touch: Columbus, OH.

10-13 Comprehensive Foot and Leg Evaluation: Toronto, ON, Canada.

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6 Powder Perfection Experience: City Centre, TX.

10 Demo Day: West Hartford, CT; Atlanta, GA.

11 Demo Day: Portage, MI; Mesa, AZ; St. George, UT; Miami, FL.

17 Demo Day: Philadelphia, PA.

18 Demo Day: San Jose, CA; Lincoln, NE.

24 Demo Day: Dorchester, MA.

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4 Backfills for Thrills - Acrylic: Anaheim, CA.

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1-2 Demo Day: Fountain Valley, CA.

8 Nail Art Trends: Westminster, CA.

8 Demo Day: Raleigh, NC.

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2 Synergy Gel for Success: Anaheim, CA.

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13-17 OWC Mastering Gel: Anaheim, CA.

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1. Sciatica is more of a symptom than an actual medical condition.

- A. True
- B. False

2. The sciatic nerve is formed from five nerve roots that join together _____.

- A. In the lower back
- B. In the buttock
- C. In the leg
- D. Anywhere along the nerve's path

3. According to a majority of medical opinion, _____ is the most common cause of sciatica.

- A. Stress
- B. Degenerated and/or herniated disc
- C. Narrowing of the spinal canal
- D. None of the above

4. Nail techs are most likely more vulnerable to sciatica because of _____.

- A. The chemicals they're exposed to every day
- B. The germs they're to exposed every day
- C. Lack of health education
- D. The physical demands of the job

5. Prolonged sitting is probably a factor in the development and aggravation of sciatica.

- A. True
- B. False

6. Which of the following is a symptom of sciatica?

- A. Chills
- B. Numbness
- C. Balance problems
- D. Confusion

7. Surgery in which a small part of disc material is removed is called _____.

- A. Herniectomy
- B. Microdisctomy
- C. Spinal fusion
- D. Microdiscectomy

8. Which of the following is *not* a common medical approach to treating sciatica?

- A. Physical therapy
- B. Medication
- C. Sitting at a 90-degree angle
- D. Gentle exercises

9. The risk for developing sciatica increases after age 50.

- A. True
- B. False

10. Approximately _____ of people with low back pain are diagnosed with sciatica.

- A. 100%
- B. 90%
- C. 40%
- D. 10%

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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 November 30, 2019. Answers will appear in the January 2020 issue.

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

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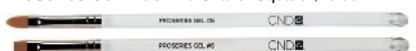
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	YELLOW MANICURE BLOCKS		240/240 10-pk. \$2.50 Case/500 \$99.95*	Pink Pedicure Blocks 100/180 10-pk. \$2.50 Case/500 \$99.95*	Slim Blocks ORANGE 100/180 or WHITE FINE 10-pk. \$1.50 Case/500 \$69.95*	Arctic White Blocks FINE 10-pk. \$2.00 Case/500 \$89.95*	Mini Arctic White Blocks FINE 10-pk. \$1.50 Case/1000 \$119.95*	Micro Arctic White Blocks FINE 30-pk. \$2.00 Case/1500 \$89.95*	Sponge Boards® Block \$0.50 EACH 50-ct. \$44.95	Sponge Boards® Standard \$1.00 EACH 50-ct. \$49.95	Sponge Boards® Jumbo \$1.25/25-ct. \$29.95	
NAIL TREATMENTS	gelish®		Dynamic Duo Buy One Foundation Base Gel, Get One Top It Off Gel For \$2 2 x 5.0z. \$26.95	Foundation Base Gel 5.0z. \$24.95 \$12.48	Seche VITE™ Pro Kit 5.0z. \$4.95 5.0z. & 4.0z. \$14.95	Seche Crystal Clear Base Coat 5.0z. \$3.75	Dr. G's Clear Nail 5.0z. \$4.95	MR. PUMICE Fungus Treatment with FDA Approved Undecylenic Acid 5.0z. \$7.95 \$3.96	INFA-LAB Magic Touch Liquid Styptic 5.0z. \$1.95	DeMert Nail Enamel Dryer 8.5 oz. \$2.50 Case (12) \$23.95	DURABLE ACRYLIC POLISH DISPLAYS TABLE TOP DISPLAY Holds 30 Bottles \$24.95 Holds 60 Bottles \$34.95 WALL MOUNTED Holds 36 Bottles \$24.95 Holds 96 Bottles \$34.95 EMPTY DISPLAYS Holds All Popular Brands	
	Dynamic Duo		SAVE 25% 5.0z. \$16.95 \$12.71	BUY 1 GET 1 FREE! 5.0z. \$16.95 \$12.71	SALE! 5.0z. \$3.75 \$2.75	SALE! 5.0z. \$13.99 \$6.99	BUY 10 GET 2 FREE! 32 oz. \$4.95	BUY 10 GET 2 FREE! 32 oz. \$4.95	BUY 10 GET 2 FREE! 32 oz. \$4.95	BUY 10 GET 2 FREE! 32 oz. \$4.95	BUY 10 GET 2 FREE! 32 oz. \$4.95	BUY 10 GET 2 FREE! 32 oz. \$4.95
TIPS & TOOLS	NAIL BASIX™ PROFESSIONAL TIPS		500-ct. \$7.95 50-ct. \$2.50 SIZES 1-10 Square, Half-Well, Tapered, French White	Extra Strength Bullet Glue Dries in Seconds! Twist-Off Nozzle! \$0.25 EACH Box/250 \$59.95	Split Second Brush-On Nail Glue BUY 1 GET 1 FREE! 10 gm. \$2.95	Rectangular Nail Forms 500-ct. \$3.50	Dust Masks 50-ct. \$2.95 Case/2000 \$99.95*	Double Spring Cuticle Nipper \$2.95	Stainless Cuticle Pushers \$2.95 EACH	Spoon Pusher / Pterygium Remover 2-Sided Straight Pusher Straight Pusher / Cleaner	Sterilizer Tray \$5.95	
	Latex Gloves		4.95 100-ct.	Little Dipr's 10-ct. BUY 1 GET 1 FREE! \$9.95	ibid- 5 Second Nail Glue SALE! 2 gm. \$0.99	Stainless Steel Pump Bottles 4 oz. or 8 oz. \$3.50	French Manicure Brush DOTTING TOOL ON HANDLE BUY 1 GET 1 FREE! \$5.95	Clearly Kolinsky Acrylic Brushes #8 \$14.95 #10 \$16.95 #12 \$22.95 #16 \$44.95 #18 \$49.95 #20 \$54.95 Acetone Resistant Clear Handles	Brush Cleaner 4 oz. \$2.95 Gallon \$29.95*	Chastity™ Chasticide® Disinfectant 16 oz. \$3.95 Gal. \$14.95*	KING RESEARCH® Barbicide® Disinfectant 16 oz. \$5.50 64 oz. \$17.50	
GELS	No Lift Nails		No Lift Primer 7.5 oz. \$11.95	NAIL BASIX™ Primer 25 oz. \$2.95	NAIL BASIX™ Violet Acrylic Liquid 2 oz. \$3.95 4 oz. \$5.95 8 oz. \$7.95 32 oz. \$29.95 Gallon \$89.95	NAIL BASIX™ Acrylic Powders 7.5 oz. \$3.95 48 oz. \$29.95 2 oz. \$5.95 4 oz. \$10.95	NAIL BASIX™ Single Process UV/LED Gels 1 oz. \$7.95 4 oz. \$29.95 16 oz. \$89.95	gelish® POLY GEL PolyGel 2 oz. All Gel Colors \$59.95 SALE! \$29.95	ibid- Builder Gels 2 oz. \$49.95 \$29.95	ibid- Clear Gel BUY 1 GET 1 FREE! 8 oz. \$97.50	ibid- Intense Seal 5.0z. \$13.95 \$9.95	
	Stikr Resin		5.0z. \$11.25 1 oz. \$19.25	Stikr Brush-On Resin 8 gm. \$6.15	Kikr 2 oz. \$19.25 8 oz. \$54.00	Pressurized Spray Activator Kikr 6 oz. \$16.75	Glazed Glass 2 yds. \$5.75 12 yds. \$28.45	Extreme Finish Glaze 5.0z. \$11.75 Base Glaze 5.0z. \$11.75	Extreme Powders 1oz. \$12.55 4 oz. \$33.55	Extreme Glaze Dryer 6 oz. \$16.75	Extreme Glaze Sealer 5.0z. \$8.20 4 oz. \$37.00	SeptiFile Handles 6-ct. \$7.75 Grits 50-ct. \$14.50

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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**PERFECT HOLIDAY FAVORS!****\$1.50-VALUE****\$1.00**

1.5 oz. tube

\$7.95

25.3 oz. pump

**Avry Waterless Gloves & Socks**Eliminates need for
soaking in water,
cuticle softener or oil,
and massage cream!

AS LOW AS

\$0.90

PER PAIR

**Pedi in a Box 3-in-1**AVAILABLE IN FOUR VARIETIES
Vitamin Recharge, Lemon Quench,
Lavender Relieve or Green Tea Detox

AS LOW AS

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- Sea Salt Soak
- Moisture Scrub
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**Collagen
Gloves
or Socks****NEW!**

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\$2.25NOW AVAILABLE IN THREE VARIETIES
CANNABIS SATIVA, ARGAN OIL OR COOL MINT**Pedi in a Box 4-in-1**

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Bubbly Spa**

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essential oils and moisturizing agentsQuickly removes calluses or cuticles
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Breaks down calluses in 3-5 minutes!

Cuticle EliminatorRemoves cuticles
in SECONDS from
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100-ct. \$2.50

Manicure Scrub

Brush \$0.20 EACH

Box / 72-ct. \$12.95

NEW!**NEW!****NEW!****NEW!****NEW!****NEW!****NEW!****NEW!****NEW!****NEW!****NEW!****NEW!****NEW!****NEW!****NEW!**

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CORDLESS DUAL CURE LAMP
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\$74.95 ~~\$149.95~~ **VALUE**



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6-CT. X .5 OZ. **\$34.95**

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STAINLESS STEEL NAIL FILE KIT WITH EASYPEEL™ ABRASIVE STRIPS 10-CT.
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LED TABLE LAMP
BEST SELLER!



Lighting Tube Rotates 360° • FlexiArm™ Bends 180°

48 LED Beads
3 Watts

Easily attaches to most desks and nail tables.



FastFoil™
FOIL WRAP • COTTON PAD • PURE ACETONE



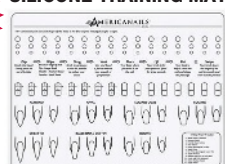
For quick, easy removal of nail polish, gel polish, hard gels, dip powders, acrylic enhancements and fiberglass wraps.

One Step Gel Polish Removal

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BUY 1 GET 1 FREE!
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SILICONE TRAINING MAT



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

\$14.95

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

\$49.95

FlexiLamp™ TOUCH **\$39.95**
LED TABLE LAMP
NEW!

- Attractive Modern Design
- Brushed Aluminum Finish
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- Removable Table Clamp
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Easily attaches to most desks and nail tables.



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Top Coats, Base Coats, Cuticle Oils and MORE!



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PROFESSIONAL NAIL TIPS
500-ct. with **FREE TIP SLICER** **\$9.95**



FREE! Trapper Clipper Tip Slicer

UNIVERSAL NO-CLEANSE GEL POLISH TOP COATS

Three unique finishes that last for weeks without chipping or peeling.



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EXTRA LARGE SURFACE REMOVES THICK CALLUSES
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- Maximum adhesion
- Long-lasting color



New Thick Formula!

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UNIVERSAL NO-RUN GEL POLISH BASE COAT OR NO-CLEANSE GEL POLISH TOP COAT

- Maximum Adhesion
- Glossy Finish



2.5 OZ. **\$29.95**



8 OZ. REFILLS ONLY \$59.95

Faux Kolinsky™ ACRYLIC BRUSHES

- SYNTHETIC KOLINSKY SABLE BRISTLES
- LIGHTWEIGHT NATURAL BAMBOO HANDLES
- EXTRA SMOOTH APPLICATION

SIZES 8, 10 & 12 OVAL - \$6.95 EA.
SIZE 16 ROUND - \$7.95
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RAPIDCURE™ 36W UV Tunnel Lamp
~~\$69.95~~ **\$49.95**

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



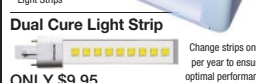
SAVE \$20

9 Watt UV Bulb \$4.95

BUY 1 GET 1 FREE!

RAPIDCURE™ 36W Dual Cure Tunnel Lamp
~~\$99.95~~ **\$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**

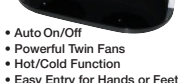
- Sensor Activated
- 4 Timer Settings



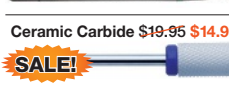
CURES BOTH UV AND LED GEL POLISHES

RAPIDDRY™ Nail Dryer **\$69.95**

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



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Ceramic Carbide \$19.95 \$14.95
SALE!
Tungsten Carbide \$17.95 \$9.95
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City Lights™
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OPEN STOCK POWDERS

1 oz. \$9.95
\$4.98

1 OZ.
50% OFF!



.125 oz. \$2.50



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NOUVEAU NAIL STARTER KITS \$19.95 EACH



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

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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 MINT OR SOOTHING VANILLA



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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.
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Super Seal™ UV/LED Gel Sealer

High gloss, durable gel sealer.
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One-Step Dual Cure Gels

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

- prevents yellowing
- primer-optional



Advanced Formula Sculpting Powders

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



14 VARIETIES AVAILABLE

SAVE 20%



Advanced Formula Resin

Ultra-Pure Formula
1 oz. \$9.95



Super Fast Set Activator Spray

Low Odor 2 oz. \$4.95
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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



DUAL SHAPE FORMS 300-CT. \$6.97 SAVE 30%
SALE! ONE SIDE SQUARE, ONE SIDE OVAL
HANDY DISPENSER BOX

BRUSHES

MASTER COLLECTION KOLINSKY BRUSHES

\$19.95 \$12.95

Acrylic Sculpting Brushes (Size 6, 7 or 8)



ABRASIVES

ULTRA-PREMIUM WASHABLE FILES

Curvy, Sandy & Spongy Files



IMPLEMENTS

ALL PROFESSIONAL GRADE IMPLEMENTS

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DISPOSABLES

Foil Remover Wraps



Nail & Cosmetic Pads w/ Thumb Tabs



Plastic-Backed Table Towels



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TROPICAL TWIST PEDICURE COLLECTION



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\$9.95 \$2.50

75% OFF!



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Including 3 Glitter Shades PLUS "Let's Be Friends" Is Back!

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HELLO KITTY



CLIENT HOLIDAY FAVORS FOR \$1.00



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.
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Gives nail lacquer a smooth, hard, smudge-proof finish in just minutes.
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RapiDry Top Coat
Dries to a tough, long-lasting, non-yellowing, high-gloss shine in just minutes.
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DripDry
Dries lacquer in five minutes while treating cuticles with soothing jojoba and Vitamin E.
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1 oz. \$9.94
4 oz. \$23.21



Infinite Shine
1) ProStay Primer
2) Long-Wear Lacquers
3) ProStay Gloss
YOUR CHOICE
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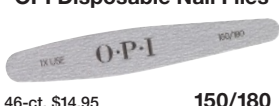


Nail Treatments
Natural Nail Strengthener
Natural Nail Base Coat
Ridgefiller
Gloss Top Coat
Matte Top Coat
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Nail Envy
Nail Strengtheners
• Original Formula
• Dry & Brittle Formula
• Sensitive & Peeling Formula
• Soft & Thin Formula
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OPI 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



Gel Color Base Coat & Top Coat
50% OFF! .5 oz. \$17.95 \$8.98
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



Avojuice Skin Quenchers
with smooth, rich moisturizers plus avocado and aloe extract 8.5 oz. \$4.95
24 HOUR HYDRATION
32 oz. \$17.50 **ONLY \$10.00**
ONLY WHILE SUPPLIES LAST!



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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

Available in Over 100 Shades!

SAVE 25%



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

Powders
1.5 oz. \$23.00
SALE!
\$17.25



OPI Brushes
Golden Edge or Golden Oval
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Expert Touch Removal Wraps
250-ct. \$24.95



OPI Absolute Acrylic Intro Kit
• smooth application
• exceptional adhesion
• bubble-free results
\$49.95



Acrylic Liquid
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32 oz. \$74.50
Gallon \$199.95

Acrylic Powder
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4.4 oz. \$27.50
10.6 oz. \$49.95
32 oz. \$129.95

OPI BondEx
.25 oz. \$5.96
.37 oz. \$9.38
1 oz. \$16.88
3.5 oz. \$50.63

SAVE 25%
OPI BondAid
.5 oz. \$3.71
1 oz. \$5.96
3.5 oz. \$18.71



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SET IN STONE

When it comes to creating a luxury manicure, sometimes the best way to make a statement is by keeping it simple. That's precisely the approach celebrity manicurist Elle took when she created these elegant nail designs featuring real diamonds and precious gems for United Kingdom-based *Scratch* magazine. Rather than piling on additional embellishments and hand-painted details, Elle, whose clients include Jennifer Lopez, Charlize Theron and Blake Lively, highlighted the beauty of the stones by setting them against chic matte black and metallic backgrounds. Another way to ensure quality gems and crystals remain the center of attention? "You never want to cover the facets of a quality stone or crystal with top coat," says Elle. "It will make it look like plastic." Instead, she advises, set stones in gel and then apply top coat only around the edges of the stone using a detail brush.

While using expensive gems is certainly an effective way to provide a luxurious (and revenue-generating) experience for clients, it's by no means the only way to up the ante. Try incorporating ultrapampering, results-oriented products like an antiaging hand cream or CBD pain relief balm into your service, suggests Elle. "Offering clients something exclusive that has more benefits is a great way to introduce luxury and justify higher prices," she says. "Use products that aren't widely available at other salons." For more advice on how to raise your prices by offering guests a luxury experience, see "Launching Luxury" on page 34.





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