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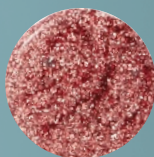
NAILPRO

NAILPRO Cup Winner
Guin Deadman On her Big Win

HOLIDAY 2019

ARCTIC FROST

6 NEW PERFECTLY MATCHED LACQUER + GEL SHADES



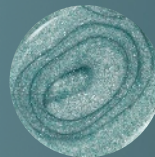
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ICE BREAKER



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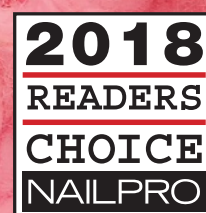
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ON MY RADAR

GET INTO THE HOLIDAY SPIRIT WITH NP EXECUTIVE EDITOR STEPHANIE YAGGY LAVERY'S GIFT PICKS.



1 POUT
Charlotte Tilbury's best-selling, Insta-famous Pillow Talk lipstick and liner are packaged as a duo for the holidays. Featuring a full-size Matte Revolution Lipstick and mini Lip Cheat pencil in the iconic nude-pink shade, this kit is sure to please. «Charlotte Tilbury The Gift of Pillow Talk Lips, charlottetilbury.com»



I know we all say this every year, but it feels like time is just moving faster and faster—how is the holiday season here again already? Certainly the stores have been planning this for a while; Halloween decorations were already 70-percent off by mid-October as shops made room for wreaths, twinkling lights and bunting. In truth, by the time you read this you may in fact be ready for the holidays to be over. Still, if you're anything like me, it feels as though the holidays were just sprung on me, and I'm desperately unprepared. In an effort to help *you* get ready at least, we're sharing a slew of nail art ideas that will keep your clients happy straight through to the New Year. Try something traditional in "Season's Greetings" starting on page 38, or get flashy and futuristic with the tips in Nailspiration on page 27. And if you need some gift ideas for clients, coworkers, friends and family, I've got you covered there, too (see below). Despite the frenzy that this time of year inevitably

creates, I urge you to breathe and savor this holiday time, because it will be over as quickly as it arrived. Have a safe and happy New Year. See you in 2020!

slavery@creativeage.com
Stephanie Yaggy Lavery
@steph_lavery



2 PAMPER
Japanese-American skincare and wellness brand Tatcha brings the quiet magic of wintery Kyoto, Japan, to life with its Holiday Collection. The Pampered Indulgences kit—which includes a full-size Indigo Soothing Hand Cream and Camellia Goldspun Lip Balm, as well as a travel-size Indigo Soothing Body Butter—offers calm, comfort and indulgence with three products packed with naturally soothing Japanese indigo and antioxidant-rich camellia. «Tatcha Pampered Indulgences, tatcha.com»



3 ILLUMINATE
From the beginning of time, humans used lucky charms as a way to help make sense of that which could not be explained. This holiday season, luxe candle company Diptyque partnered with artist Olaf Hajek to create a series of creative candles that explore universal symbols of luck and protection. This Carousel candle is topped with five golden coin tassels (symbolizing the number of the heart) that spin on the carousel through the heat released by the flame, promoting good fortune and harmony. «Diptyque Carousel, diptyqueparis.com»



6 GLOW
Pixi's iconic Glow Tonic has become a cult favorite for its ability to impart a healthy-looking, natural glow to skin in a high-quality, cruelty-free formulation. This holiday season, give the gift of radiant skin with a selection of mini products from the Glow line—Glow Mud Cleanser, Glow Tonic and Glow Mud Mask—to ensure a bright and luminous complexion all season long. «Pixi Best of Bright Ornament, pixibeauty.com»



4 POLISH
Morgan Taylor and Gelish never fail to create fabulous gift-worthy holiday kits. This year's Nail Art Kit is perfect for the lacquer lover: mini bottles of white Arctic Freeze, cranberry Looking for a Wingman and glittering gold Bronzed & Beautiful; full-size bottles of Stick With It Base Coat and Need for Speed Top Coat; as well as a collection of celestial embellishments packaged in a keepsake tin case. «Morgan Taylor Nail Art Kit, morgantaylorldacquer.com»



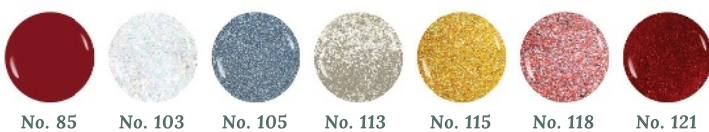
5 INDULGE
For anyone who finds that caring for her skin is practically a full-time job (it is for me), this gift box is for her! Start by pulling hair back with the soft terrycloth Daily Beauty Head Band, and then remove makeup with the Daily Mini Makeup Remover. Use the Cleansing Puff to gently exfoliate skin while washing, and then use the Daily Jade Facial Roller to massage over your skin to boost blood circulation, reduce swelling and help skincare products penetrate deeper. Now that your skin is in tip-top condition, use the makeup applicator sponge to expertly apply foundation and—voilà!—you're ready to face the day with glowing skin. «Daily Concepts Ultimate Facial Kit, dailyconcepts.com»

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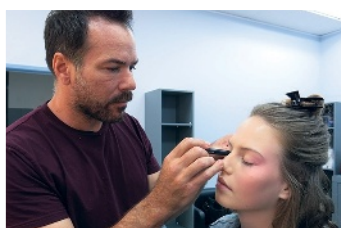
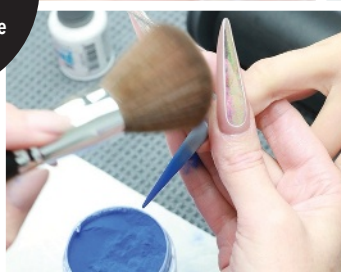
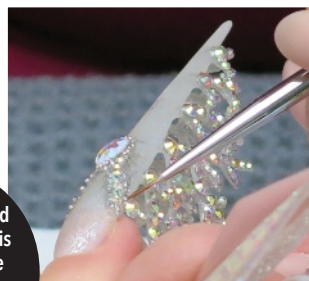


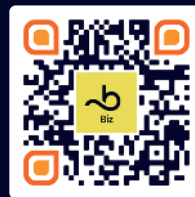


To see more behind the scenes from this cover shoot, make sure to follow @nailpromagazine on Instagram!

SNOW WONDER

One of the highlights of producing this magazine is hosting the NAILPRO Cup champion for our annual cover shoot—the winners' creativity and talent is always mind-blowing, making the collaboration process super fun. This year's winner, Guin Deadman-Littlefield, certainly didn't disappoint! She came fully prepared to craft a wintery set. Before her arrival, we discussed a frosty theme with a model looking like she just came in from the snow. To achieve a complementary nail look, Deadman-Littlefield extended the model's nails with clear gel into perfectly shaped sharp stilettos. She then coated them with hues from LeChat's winter collection. The *pièce de résistance*, however, was a magnificent hand-sculpted snowflake edge nail. Deadman-Littlefield meticulously built the flake with clear gel, then adhered it to the model's nail. Once attached, she coated it with sparkling white acrylic powder and tiny iridescent Mylar flakes. And if that weren't enough, she then encrusted it with clear Swarovski crystals to stunning effect. To be sure, award-winning work at its finest!





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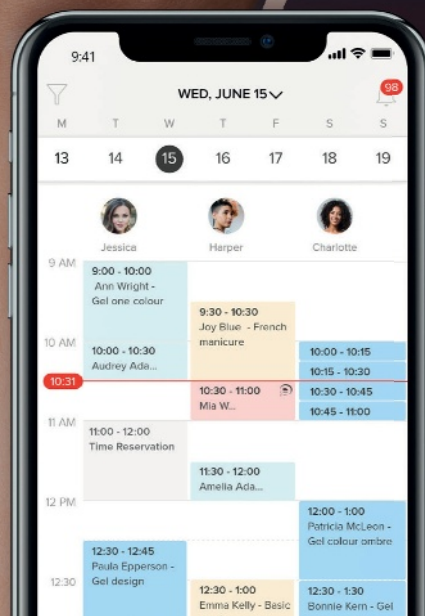
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1986

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peeling base coat
for traditional nail
polish. Still wins
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1995

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1997



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lips and tips' trend.

1998

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2010

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the industry forever.



2004

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FIRST EVER non-
acrylate hard
gel, with greater
control and lower
potential to
allergic reaction.



CND® VINYLUX®
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category within the industry.

2013



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MUCH MORE TO COME...

TIPOFF

BUSINESS | TRENDS | NEWS | PRODUCTS
BY LOTUS ABRAMS



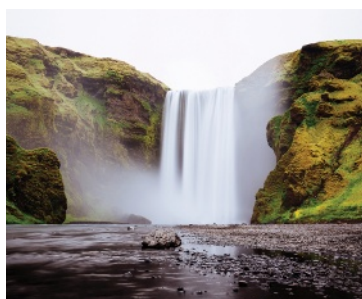
NEWS

WAVE HELLO

Hello Kitty is celebrating its 45th anniversary this year, and to mark the occasion, parent company Sanrio partnered with OPI to launch a collection of 15 playful shades ranging from frosty whites and pinks to deep velvety hues and festive glitters—all available in nail lacquer, long-wear Infinite Shine and GelColor formulas. At the heart of the collection is Let's Be Friends!, a powdery pink hue originally launched in 2016 as part of the brands' first collaboration and back by popular demand. "We were blown away by the response from the first Hello Kitty Collection, and the demand hasn't stopped three years later," explains OPI cofounder and brand ambassador Suzi Weiss-Fischmann. "With the Hello Kitty by OPI Collection, we bring together two global icons that embrace having fun, being chic and loving color!"

Kicking off the anniversary celebration in Los Angeles in September, Sanrio launched the Hello Kitty Friends Around the World Tour, a 10,000-square-foot pop-up experience that takes guests around the globe with Hello Kitty and her friends, and OPI was on board to partake in the festivities. In the Hello Kitty Air Sky Lounge guests could preview the new OPI x Hello Kitty Holiday collection, and a limited number of guests were hand-selected to receive free Hello Kitty-theme manicures by OPI. To find out where the next pop-up will land, visit hellokitty45.com.

TIP OFF



The Virtual Reality Mani Pedi at Bellacures in Beverly Hills, CA, transports clients to destinations like Skogafoss Waterfall in Iceland.

SERVICE

VIRTUAL VACATION

Bellacures in Beverly Hills, California, is transporting guests to exotic destinations via the salon's exclusive new Virtual Reality Mani Pedi, an immersive experience that includes customized scents and products. Using a virtual reality headset, clients can experience the sights and sounds of waves crashing on the shore at Hanalei Point on Hawaiian Island Kauai's North Shore while enjoying a coffee scrub exfoliation and massage with coconut-scent lotion; lushly forested Allegheny State Park in New York, featuring a mud mask and forest-scent lotion; and Iceland's dramatic Skogafoss Waterfall, complete with a paraffin soak and warming gloves or booties, followed by a soothing massage using an invigorating, cooling lotion. "Virtual reality is an incredible and futuristic way to transform the salon experience," says Gerard Quiroga, owner of Bellacures Nail Salon brand. "Many of our clients come to Bellacures to unplug and escape the day. With this service, we're able to take them to beautiful, scenic locations and create a truly idyllic experience. It's almost like a mini vacation!"



NEWS

PRIMP AND PURCHASE

The iconic 59th Street flagship location of Bloomingdale's in New York recently announced the opening of the OPI x ghd Nail & Hair Bar on the department store's second floor. At the new beauty destination, shoppers can enjoy dry hairstyling services by ghd and nail services by OPI—The Express and The Uptown, both featuring OPI lacquer and GelColor. Visitors can also browse and purchase OPI and ghd products.

NIGHTS IN RÖME

#251 Angelic Statue



#252 Starlit Cobblestone



#253 Antique Granite



#254 Mauve Regalia



#255 Knight's Armour



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TIP OFF



RED CARPET

Silver Fox

Never one to shy away from making a fashion statement on the red carpet, “Pose” star Billy Porter did not disappoint fans at the 2019 Emmy Awards. The Outstanding Lead Actor in a Drama Series winner donned a crystal-covered pinstripe Michael Kors suit, winged Stephen Jones Millinery hat and platform shoes for the event, topped off with a sparkling silver manicure designed by CND education ambassador Shelena Robinson and executed by Vanessa Sanchez McCullough. To get the look, Sanchez McCullough meticulously applied 70 to 100 Swarovski crystals to each nail over a base of CND Shellac Silver Chrome, a process that took eight hours to accomplish! “These nails were inspired by the set that Billy wore for The Blonds x Moulin Rouge spring 2020 show during New York Fashion Week, where CND created the nails,” says Robinson. “Laden with sparkling Swarovski crystals, the nails represent glitz and grandeur finished with eye-catching excess.”



LAUNCH

A Worthy Cause

Nail & Bone (nailandbone.com) recently collaborated with 9-year-old twin models, actresses and influencers Ava and Leah Clements (@clementstwins) to launch two nail polish shades to raise money and awareness for spinal muscular atrophy (SMA). The twins—who started their careers at age 7, have worked for brands such as Nike, Disney and Target and have garnered 1.4 million followers on Instagram—became

dedicated to bringing attention to the genetic disease after learning that their cousin Shane was diagnosed with SMA Type II at 10 months old. Nail & Bone will be donating 20 percent of the proceeds from the sale of the two new polish shades, Hope and Courage, to Cure SMA (curesma.org), a 501 C3 organization.

TIP OFF

PRODUCTS

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Morgan Taylor
Copper Dream
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Cuccio
Soirée, Not Sorry
cuccio.com

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TIP OFF



EDUCATION

BETTER BUSINESS

Valentino Beauty Pure president David Valentino intends to help nail pros take their careers to the next level with his signature business class, offered quarterly at the company's West Palm Beach, Florida, education center. In the class, attendees receive practical advice on everything from social media and personal branding to salon ownership and marketing. "My goal is to develop the nail industry as a standalone or primary business so that it's no longer an add-on service in the salon," says Valentino. "Nail technicians are visionaries, artists, business owners, social media specialists and much more. I want them to succeed at what they came into the business for: a successful career turning their passion into a profession." Utilizing a tell-it-like-it-is approach to teaching, Valentino provides a blueprint for success, ensuring each student receives personalized attention. "All you have to do is run with it and work the plan," he says. For more information on classes, visit valentinobeaupure.com/classes.html.

MILESTONE

NAILPRO Turns 30!

Come January, NAILPRO will be celebrating its 30th anniversary—that's 30 years of business education, tutorials, nail art, product launches and profound stories about the lives of nail professionals. Countless talented nail techs have come through our doors, sharing their artistry and vision and inspiring new techs who are just starting out. We've hosted numerous trade shows and competitions and held contests and giveaways. We've watched the industry grow, from the innovation of gel polish to the proliferation of the internet and social media. So many friends have been made and lives have been changed simply through the art of nails.

To celebrate this milestone, NAILPRO will continue to bring all that you've come to know, love and trust about the brand in the coming year, including commemorative covers and memories from dedicated readers, as well as more engaging and original content in the magazine and online. We look forward to sharing the upcoming year with you!



INDUSTRY

NEW CALIFORNIA LEGISLATION FOR BOOTH RENTERS

The significant impact of last year's California Supreme Court decision, known as *Dynamex*, on the beauty industry has been difficult to manage, particularly because of the popularity of booth rental businesses. However, with the passage of a new law, AB 5, licensed beauty professionals in California have received an exemption that allows for booth rental with certain requirements:

"(xi) Services provided by a licensed esthetician, licensed electrologist, licensed manicurist, licensed barber, or licensed cosmetologist provided that the individual:

(I) Sets their own rates, processes their own payments, and is paid directly by clients.

(II) Sets their own hours of work and has sole discretion to decide the number of clients and which clients for whom they will provide services.

(III) Has their own book of business and schedules their own appointments.

(IV) Maintains their own business license for the services offered to clients.

(V) If the individual is performing services at the location of the hiring entity, then the individual issues a Form 1099 to the salon or business owner from which they rent their business space.

(VI) This subdivision shall become inoperative, with respect to licensed manicurists, on January 1, 2022."

"We're extremely grateful that the bill's author, Assemblywoman Lorena Gonzalez (D-San Diego), revised the language to give all BBC licensees the option to booth rent," explains Jaime Schrabek, PhD, licensed manicurist and owner of Precision Nails in Carmel, California, who advocated on behalf of manicurists. "However, the exemption for licensed manicurists has a specific time limit because legislators have ongoing concerns about worker exploitation. Nail salon owners and nail pros, in particular, must demonstrate their ability to follow labor and tax laws."

This law becomes effective January 1, 2020, and all California salon owners and licensed pros who have booth-rental arrangements should review their contracts to ensure compliance. For more information about how AB 5 affects the beauty industry, Schrabek recommends attending the Professional

Beauty Association's California Compliance Symposium (January 24, 2020, in Long Beach, California) during which staff from government agencies will explain implementation and enforcement and answer questions. For more information on the symposium, visit probeauty.org/symposium.

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TIP OFF

SOCIAL MEDIA

SPREADING HOLIDAY CHEER

From offering signature winter nail services to sending clients home with a token of appreciation, there are many ways for nail techs to get into the holiday spirit. With the holidays fast approaching, we asked our followers on Instagram (@nailpromagazine) how they celebrate the season in the salon. **NP**

"Hydrating Pedicure that includes a clay mask, oil mask and then a paraffin treatment."

—Liana Groves, @lianag_nails

"I give a little gift to my clients to thank them."

—Loucif Mélissa, @mel_beautynails

"Peppermint Pedicure or all of our holiday nail art."

—Hope Jung, @glittersandpolishes

"Winter Fresh Minty Pedicure."

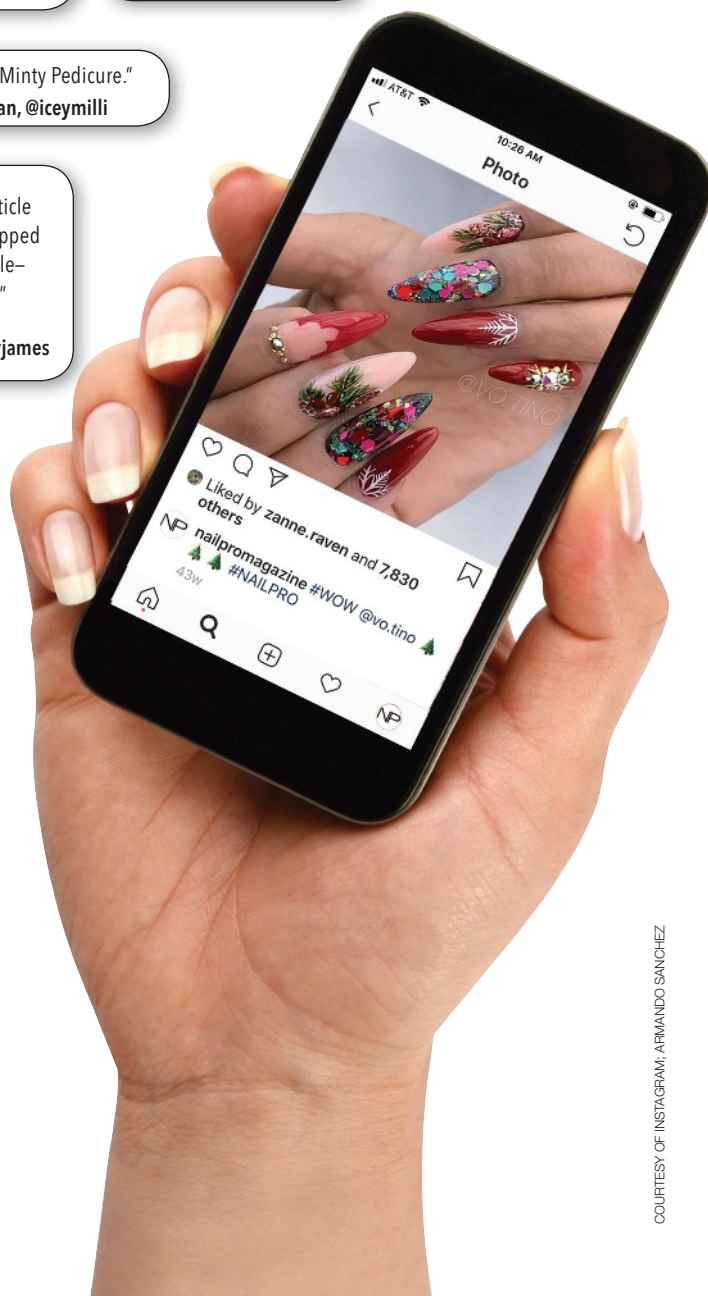
—Ices Millican, @iceymilli

"Every client gets cuticle oil and a nail file wrapped up in a string bundle—even hair clients."

—Lucy James, @willowacademy_lucyjames

"Flash deals with free nail art."

—Calii Ceo, @yonailscute_



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Guest Artist: Maryland-based nail artist Honey Phan (@hnnailsbyhoney) specializes in creative and 3-D gel nail art designs.

Just for the *Frill* of It

The addition of ruffles instantly feminizes a piece—but don't be fooled: The latest coterie of frilled-to-the-gills wares all have a unique edge to them. Playing with proportions, a cascade of oversized black-and-white striped ruffles on a Marc Jacobs baby-doll dress swallowed the top half of its wearer whole, yet left miles upon miles of leg visible. Swirls of accordion-folded taffeta and larger-than-life rosettes romantically ruffled a blood-red gown at Alexander McQueen, but the addition of black leather combat boots and a corset belt warned away any overly sweet tones. Sending out a whopping 15 ruffle-ridged looks, designer Mary Katrantzou experimented with patterns and feathers in her ruffles, rippling fabric emblazoned with flames or tinted with watercolor designs and then trimming it with shocks of ostrich plumes. Do the delicate curves and billows of ruffles translate to nail art? Absolutely! Just follow the sculpting prowess of guest artist Honey Phan. Overlay 3-D gel "ruffles" (thin strips that are delicately twisted) on hand-painted nail art designs or sculpt a rosette with an extra twirl of petals to mimic the effect of unfurling fabric.



Mary Katrantzou



Marc Jacobs



Sies Marjan



Mary Katrantzou



Alexander McQueen



ANDREA ANGEL LESOU: COURTESY OF: HONEY PHAN; ARMANDO SANCHEZ



Droid Life

Houston, Texas-based nail artist Oluwafemi Oniyitan (@femi.beauty) gave a creative nod to the long-awaited *Star Wars: The Rise of Skywalker* movie with a set of futuristic stilettos. "C3PO from *Star Wars* inspired me to create tips with a *kawaii*, girly twist," she says. "I really love robots and androids and was super excited to translate this theme into a cute nail design."



Step 1 Prep the nail. Apply two coats of gold glitter gel polish diagonally to the top half of the nail.

Step 2 Apply two strips of pink holographic striping tape to the nail to separate the clear and gold areas. Apply gel top coat to the entire nail.

Step 3 Paint lines and circles on the gold portion of the nail with black art gel. Then, add accents with pink metallic gel paint.

Step 4 Adhere alloy charms, gears and rhinestones with gel top coat. Then, cap the nail with clear gel or acrylic. File, shape and buff the nail, and finish with gel top coat.

TIP! Apply top coat to the underside of any glass nail to enhance the clarity.

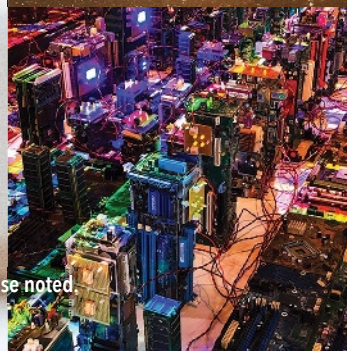


Step 1 Prep the nail. Apply two coats of gold glitter gel polish to the bottom and top thirds of the nail, leaving a negative space window in the center.

Step 2 Add a strip of pink holographic striping tape between the gold and clear areas. Apply gel top coat to the entire nail.

Step 3 Outline the entire nail and gold areas with black art gel, and add black line detail to the gold areas.

Step 4 Adhere alloy charms, gears and rhinestones with gel top coat. Then, cap the nail with clear gel or acrylic. File, shape and buff the nail, and finish with top coat.



The Cosmo Studio

OWNER THUY NGUYEN INVITES NAILPRO TO HER CHIC AND SLEEK SALON IN SUNNY TORRANCE, CALIFORNIA.



THE LOOK When clients walk in, a trendy environment and bright receptionist greet them with freshly made coffee, water or soda. Honing in on the local vibes in Torrance, The Cosmo Studio houses a chic and modern design inspired by cleanliness and sustainability. With a mission to keep materials and waste to a minimum, the decor parallels that minimalist ideal. Plants surround the front desk and line the back walls to provide natural detoxification of the odors that sometimes accompany nail services. The

salon features eight plush manicure/pedicure stations and six seats at the manicure station.

SIGNATURE SERVICES Because of our varied menu, clients can spend anywhere from 15 minutes to three hours with us depending on the complexity of the service or design. Gel extensions are our most popular service, as we take the time to build our skills by continuing our gel extension education. A full set starts at \$80 and goes up from there depending





+Details

OWNER: Thuy Nguyen

EST.: 2016

STAFF: Ten commission-, hourly- and salary-based employees.

BENEFITS: Various workshops, along with tuition reimbursement for advanced education.

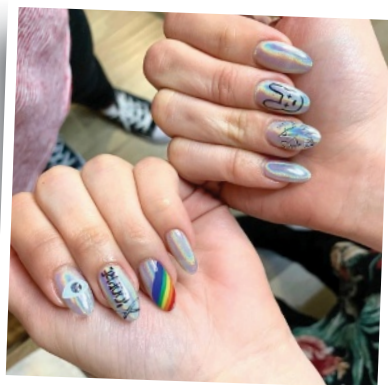
on the length, gel preference and any additional art.

THE GOODS We're always looking for fun and new products to implement at the salon so that our clients are up to date with the latest nail trends. We retail products from FarmHouse Fresh and Dokii and use a variety of professional brands in our services, including Presto, Kiara Sky, Kokoist, Missu and more.



THE OUTREACH The Cosmo Studio strives to empower everyone within the community by offering fun workshops that create a safe space for locals to come together. These events range from energetic workout classes to demonstrations on how to make Hawaiian flower crowns, known as Lei Po'o.

SOCIAL LIFE We mainly utilize Instagram, as it allows us to showcase all of our manicurists' creations and connect with clients directly. Our clients often use our feed for inspiration for their next nail design.



Up Close With Thuy Nguyen

What was your first job in the nail industry?

"My first job was with a big chain nail salon when I was 18 years old. I was fresh out of school and wanted to start working right away."

What inspires you?

"My children are the ultimate inspiration. They're the reason I work so diligently! It's important that I set the standard for them to live by so that they grow up to become great citizens who make contributions to society."

What was the most notable thing that happened to you when opening the salon?

"A man walked into my salon, looked me straight in the face and told me that I wouldn't be successful because my prices were too high. Little did he know: I have much thicker skin than he expected. I believe in myself, my concept and my salon too much to let people like him keep me down. Four years later, after servicing a long list of clients and garnering another long list of new clients awaiting availability, guess who came back to book an appointment with us?"

What's your best advice for new salon owners?

"Never let anyone define your worth."

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WILL TO WIN

THE WINNERS
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NAILPRO CUP
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ROAD TO
THE TOP.

This year's winner of the esteemed NAILPRO Cup, Guin Deadman-Littlefield, is a veteran nail technician who's been testing her skills in the competition arena for almost a decade. She's found top placement in individual categories year after year, most notably taking home the NAILPRO Team Cup in 2014 as part of Team Nubar. Now, as a master educator for LeChat, she's won the ultimate prize. Here, we sit down with Deadman-Littlefield to learn more about her experiences taking part in professional nail competitions.





How did you first get into nails?

"When I was in high school one of my friends started doing her own nails with acrylic. I wanted to try it, so she got me a kit. I did my own nails for two years before I went to beauty school during my senior year of high school."

How did you react after learning that you'd won the 2019 NAILPRO Cup?

"I was very excited when they called my name as the winner. It's been a very long year of work, and it was wonderful for it to have paid off."

You've been working toward this moment for a long time; what did you do to stay motivated?

"As I worked on different art entries, I continued to challenge myself—and the excitement I felt when the nails turned out just the way I pictured them kept me going! I also had a couple of friends who I would brainstorm with and share the progress of my work. They helped keep me motivated and accountable for working on the projects and practices."

What has this experience taught you?

"I never believed that I could create the level of art that I was able to this year. It has pushed me to hone my skills far beyond what I ever thought I could do."

What category did you find the most challenging?

"Traditional pink-and-white categories are a challenge for me, but I knew if I devoted the time to practice for them, they wouldn't get in my way."



Has this win changed you?

"Yes, because working for it has improved my skill level so much. I hope it gives me the opportunity to share my skills with many more nail techs and aspiring competitors."

Any words of advice for a newbie competitor?

"Read and understand the rules, ask questions, find a mentor and take classes, but most of all, just do it: Enter the competitions! Don't be intimidated; all of the competitors are, first and foremost, nail techs just like you. They each took a step outside of their comfort zones and did it. After you compete, talk to the judges. They're all former competitors who can give you valuable insight into not only what you need to *do* to improve, but also *how* to improve your skills. I honestly believe that you grow and learn more from the competitions that you don't win than from the ones that you do."



Team ONS (From left):
Christian Becerra,
Alejandro Castañeda,
Sammi Nguyen, Andy
Ho, Sissy Bramini and
Genesis Ward.

Teamwork Makes the Dream Work

After years of successful competing, building a brand and developing talent, Trang Nguyen, founder of Odyssey Nail Systems (ONS), decided to return to the United States competition circuit with a team of top-performing educators. As a dedicated teacher, Nguyen started his team off in January with four days of intensive competition training to prepare for the upcoming year. Relying on his years of skill and perfection in the industry, Nguyen began by teaching his team the technique for creating the most difficult nail style: the competition sculptured nail. Long days of training also included Fantasy work, 3-D designs, Salon Success pink-and-whites, design theory, product chemistry and how to foster a relationship as a team. The results paid off: Team ONS—Genesis Ward, Sammi Nguyen, Andy Ho, Sissy Bramini, Alejandro Castañeda and Christian Becerra—took home top honors, winning the NAILPRO Team Cup. Here, the successful team talks about the highs and lows of competing together.

What's the most challenging part about competing on a professional level?

"It's totally different than salon work; it requires more skill and product control. After taking classes from Trang Nguyen, I decided to challenge myself to compete in NAILPRO Competitions—it challenged me for the better! I always wanted to compete, but I was so scared [that my skill level wasn't high enough]. When you learn from the best people, you'll always come out on top." —Sammi Nguyen, Colorado Springs, CO

Why compete on a team?

"Being part of a team allows you to share ideas and gain support from the others. Give 100 percent of yourself and enjoy the experience!" —Sissy Bramini, Orange County, CA

Which events were the most fun?

"I enjoyed Fantasy and 3-D Nail Art the best because you can really push your skills to the max. Those categories force you to think outside the box and be creative—as opposed to Sculptured Nails, which is the hardest category for me. The standard is so high and it's not the same as salon work at all!" —Andy Ho, Colorado Springs, CO

Which event was the most challenging?

"Nail-a-palooza was the most difficult because you need to take good video and photos, and sometimes the camera doesn't capture all of the details." —Alejandro Castaneda, Mexico City, Mexico

What's the best part about competing as a team?

"One of my favorite parts of being on a team was sharing ideas and learning from each other.

I found it hard to deal with the different opinions of the judges internationally and how they qualified us independently, but I could rely on my team members for support." —Christian Becerra, Dallas, TX

What advice would you offer a new tech looking to compete as part of a team?

"Find people who are just as passionate as you are and are willing to learn from each other. Stay in hotel rooms close to each other, and two days before the competition start practicing together and get each other ready. I think this really helps with bonding as a team, and it forces you to fight through the long days. The more prepared you are overall the better, and arriving at the venue ahead of time allows the nerves to settle a bit before you compete." —Genesis Ward, Colorado Springs, CO **NP**



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Shooting STARS

WIN NEW FANS AND CLIENTS WITH VIDEO MARKETING FOR SOCIAL MEDIA.

Social media has quickly become the No. 1 place for nail artists and salons to promote themselves online. However, getting people's attention there has also become increasingly difficult. Most businesses have seen their organic reach decline despite their best efforts. You've probably noticed that your followers aren't liking and commenting on your posts as much as they used to. Even when they do engage, it can be tricky to turn online engagement into real bookings and customers. The challenge is to figure out exactly what to post in order to maximize your Facebook and Instagram pages and grow your business.

By Stephanie Mitchell



The best way to stand out on social media, get better engagement on posts and turn online fans into paying clients is through video marketing, as this medium is quickly becoming the most-consumed form of content online. Video provides the perfect means to connect with your followers as a real person instead of just a business. On top of this, social media platforms, particularly Facebook, tend to reward video content with more views. Videos consistently get better reach, so more potential clients will see your posts.


"I decided to focus on video marketing because I knew how important it was for me to be the face of the business, since I was no longer working in the salon," says Jessica Kidner, owner of Polished Beauty in Adelaide, Australia. "I wanted to position myself as the expert owner of the salon, and video is the easiest way for me to do that. By putting myself out there, people trust us more as a business. I also built relationships with our fans by talking directly to them on video."

Ready to increase engagement on social media, gain more customers and fill your appointment book? Here's how to easily create professional videos that your clients will love.

MAKE A VIDEO CONTENT CALENDAR


The best video content is planned out in advance rather than created on the fly. Planning out your calendar will help motivate you and ensure that you never run out of ideas. First, decide how often you want to post videos to social media (once a week is a great place to start), and then make a list of the topics you want to cover.

If you can't figure out what to shoot, Maylin Herazo from D'Vello Beauty in Panama suggests looking at your calendar for inspiration as well as your own service menu. "First, we look at the month approaching," says Herazo. "Is there a holiday or event coming up? If so, we'll do a video for our services and designs around that. We also switch up our videos to promote different types of services since we have so many. More than anything, we want our videos to be educational about topics that interest our customers."



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GATHER YOUR EQUIPMENT

The nice thing about video on social media is that it doesn't need to be perfect—far from it! Oftentimes, the raw, unedited videos get the most attention. You can definitely get away with using a smartphone to shoot your videos, as long as it's a newer model and has decent video quality. It also helps to have a mount to securely hold your phone while recording so you can be hands-free.

The biggest thing you need to watch

"I advertised our mani/pedi combo by talking through the promo on video. We did this as a boosted post on Facebook, and it was one of our most successful ways of advertising. We noticed a lot of activity and online bookings with that promotion."

out for in your videos is the lighting. Either shoot with a direct source of natural light coming through your windows or use a ring light or some bright lamps. The last thing you want is a dark, blurry video.

FILM YOUR VIDEO

Often, the biggest thing holding people back from getting on camera is shyness. Don't let that stop you from filming. When you have a free moment, just start shooting! Start with shorter videos until you get more comfortable on camera. Also, remember that your followers genuinely want to see you. They want to connect with you as a

human being, so don't hide yourself on Facebook and Instagram. "Our clients want to know about all of our services, so we use videos to share the benefits of them, as well as to show our team performing some of our key services," says Herazo.

EDIT YOUR VIDEO

Depending on where you post your video, it may not even need to be edited, for example on Facebook Live or IGTV. If you decide that you want to edit your videos to make them more professional and polished, there are a few apps available that will make the

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process easier, such as Quik, FilmoraGo and Lapse It. Even with little or no editing, video can have a huge impact. "All I use for editing is iMovie on my iPhone; it's not techy, but it works," says Kushla Mckay from Sculpted Nails in New Zealand. "I also do Boomerang videos showing new nail colors and time lapses of us doing nails, which our clients love to see."

MAXIMIZE ENGAGEMENT

The last thing you want is to put a lot of time and effort into creating great videos and then have no one watch them. It's important to post the right videos to the right platform to get the most engagement and interaction. Your main options for posting videos on social media are your Instagram feed, IGTV, Instagram Stories, Facebook and Facebook Live. Which platform you choose depends on where your audience spends the most time and how long your videos run.

Videos for Facebook or Facebook Live should generally be the longer



ones; 5 to 20 minutes is the ideal length, as users spend more time watching videos on Facebook than on Instagram. If your audience is on Instagram more than Facebook, you can share short videos on Instagram Stories, or longer videos on your main feed and IGTV.

Finally, don't forget about Facebook

advertising, which can work really well combined with videos, says Kidner. "I advertised our mani/pedi combo by talking through the promo on video," she says. "We did this as a boosted post on Facebook, and it was one of our most successful ways of advertising. We noticed a lot of activity and online bookings with that promotion."

Video truly is the future of online marketing, and if you want to keep up, you need to invest time and thought into crafting those videos. Whether they're fun, educational or just a means to introduce yourself, they're the perfect way to capture your ideal clientele's interest and excitement on social media. "The use of video in our social media has definitely taken us to another stage in our business," says Herazo. "And our customers absolutely love it!" **NP**

Stephanie Mitchell lives in Ottawa, ON, Canada, and is the owner of Sunnystorm Marketing, where she helps salon owners and beauty professionals to grow their business and clientele.

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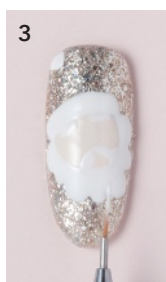
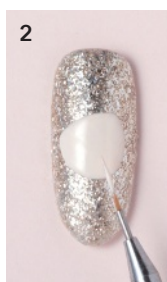
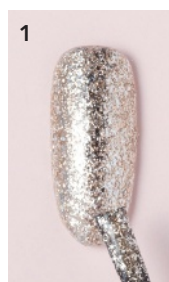






Santa Step-by-Step

Add some jolly-ol' spirit to seasonal sets with this 3-D St. Nick courtesy of Korean nail magazine *Nailholic*.



1. Apply base gel. Then, apply two coats of silver glitter gel.
2. Paint a circle at the center of the nail with nude gel polish.
3. Paint the brim and pompom of Santa's hat, as well as his beard and eyebrows, with white gel paint.
4. Fill in the hat and dot the nose with red gel paint.
5. Use a liner brush to outline the design with black gel paint.
6. Add red glitter gel to the hat and adhere a small red crystal to the nose.
7. Create a 3-D effect on Santa's hat, beard and eyebrows with white art gel.
8. Use an angled gel brush to add a shadow around the perimeter of the head with a mixture of black gel paint and base gel.
9. Adhere a Santa sticker to the base of the nail or hand-paint the letters with black gel paint. Finish with gel top coat on Santa and matte gel top coat on the rest of the nail.

Insta Inspo

NAILPRO readers took inspiration from festive holiday ornaments, adorning nails with golden embellishments, hand-painted details and encapsulated glitter to stunning effect. **NP**



Sandy Nguyen @nailzbysandy



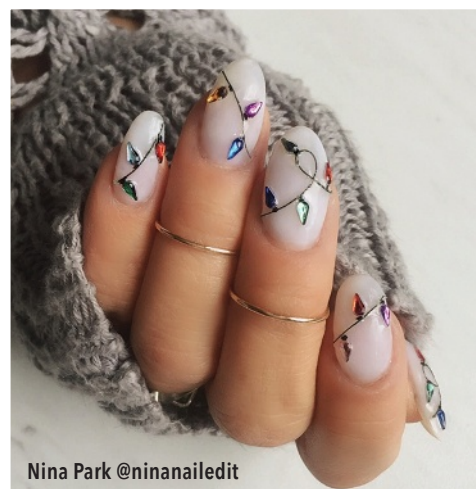
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Battle of the Nerves

PERIPHERAL NEUROPATHY AFFECTS AN ESTIMATED 30 MILLION AMERICANS. HERE'S WHAT YOU NEED TO KNOW WHEN SERVICING A CLIENT WITH THE CONDITION.

Humans have more than 7,000 nerve endings in each foot and 17,000 touch receptors and free nerve endings in each palm, so your clients' feet and hands certainly feel the sensations of life—walking, running, gripping, touching, clipping, rubbing and more. With so much neural stimulation on these extremities, it's no wonder clients visit nail salons for foot rubs and hand massages. However, clients with peripheral neuropathy (PN) can experience varying levels of numbness and pain—especially in their hands and feet—which can impact the services you provide them. The good news is that you can still service clients who have PN—with some modifications.

WHAT IS PERIPHERAL NEUROPATHY?

Your body's nervous system contains two major players: the central nervous system, made up of the brain and spinal cord, and the peripheral nervous system, which is composed of nerves. Think of nerves as communication wires between the two systems: Nerves carry information to and from the brain, such as telling the muscles to move or informing skin to sense temperature. "When the nerves aren't working right, we call that peripheral neuropathy ('neuro' means nerve and '-opathy' means not working right)," says Elaine C. Jones, MD, fellow of the American Academy of Neurology (FAAN) and board-certified neurologist in Hilton Head, South Carolina.



"When this happens, people can experience changes in sensation and weakness or trouble moving muscles."

PN can affect one or several nerves, and can target one or multiple locations in the body. However, two areas of special concern for nail technicians, the hands and feet, tend to succumb to PN. "Typically, people with PN will develop numbness or tingling, occurring first in the feet and progressing to the hands," Dr. Jones says, adding that the medical community refers to this as "stocking and glove" distribution. In addition to numbness and pins and needles, clients with PN can experience sharp shooting pains, temperature shifts (burning or extreme cold) that aren't influenced by climate and balance issues due to numbness.

DIAGNOSING PN

With more than 100 types of PN identified that present different symptoms, it's often hard to pinpoint its cause—if at all (known as idiopathic peripheral neuropathy). Underlying medical conditions can be the root: Diabetes tends to be a common trigger, while infections (HIV and Lyme), vitamin deficiencies and autoimmune disorders (celiac disease, lupus and rheumatoid arthritis) have also been identified as risk factors for PN.

Chemotherapy, certain medicines, toxins (lead, arsenic and mercury), repetitive motion

Peripheral Neuropathy Facts*

Peripheral neuropathy (PN) is one of the more common neurological conditions, but it often goes unrecognized by patients and primary care physicians.

Approximately 5% of adults in the United States have PN.

PN is more common with the aging population; approximately 30% of people over 80 years old have PN.

Diabetic peripheral neuropathy (DPN) is the most common type of PN, affecting an estimated 60%-70% of diabetics.

Sources: Continuum 2017; 23(5):1241-1262, a publication of the American Academy of Neurology; The Foundation of Peripheral Neuropathy, foundationforpn.org

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injuries (carpel tunnel syndrome) and alcohol abuse additionally precipitate PN. "PN is diagnosed based on the description of the symptoms—numbness, tingling, weakness—in the distribution of a nerve," Dr. Jones explains. "Once a PN is suspected, based on the history and exam, the patient should see a neurologist." The neurologist will conduct blood work and possibly an electromyography (EMG) test, which measures muscle response or electrical activity in response to a nerve's stimulation of the muscle in order to help detect neuromuscular abnormalities. "An EMG can show when damage is occurring and the pattern of nerves/muscles involved, which tells the neurologist the cause of the problem (i.e. a pinched nerve, like sciatica, versus peripheral neuropathy)," says Dr. Jones.

THE TREATMENT'S IN THE CAUSE

"If a cause is found for the neuropathy, such as diabetes or a vitamin deficiency, then treating these underlying problems can help," Dr. Jones reasons. Those

"PN is diagnosed based on the description of the symptoms—numbness, tingling, weakness—in the distribution of a nerve."

experiencing compression of the nerve, like with carpal tunnel, can benefit from splints, exercises or, in some cases, surgery. According to Dr. Jones, pain management for PN should eschew traditional pain medicines, such as narcotics, in favor of safer, more effective neuropathic pain medication. If clients suffer from weakness or balance issues associated with neuropathy, treatment may include physical therapy or occupational therapy.

Because so many medical conditions can be the root cause of the PN damage, practicing prevention for those triggers is recommended. "As with most conditions,

healthy lifestyles are the best prevention," says Dr. Jones. "Eating healthy diets low in fat and higher in vegetables can prevent diseases associated with neuropathy, such as diabetes."

SET UP FOR COMFORT

Though your salon likely considers client comfort, PN sufferers warrant extra care. "Always support the legs underneath from the knees down during a pedicure," says Janet McCormick, MS, educator, author and co-owner of Nailcare Academy. Elevated pedicure chairs that require stepping up should be avoided for these clients, says Denise Baich, Certified Advanced Nail Technician, Certified Medical Nail Technician, Certified Safe Nail Professional and owner of The Pedicure Plus in St. Louis. "I recommend that the foot support area be approximately 3 feet across, allowing for plenty of room to accommodate flexing and repositioning of their feet as needed," she adds. Keeping warm towels and blankets on hand for cold feet helps as well.



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For manicures, “soft wrist support, such as a rolled towel, can be helpful for clients with carpal tunnel,” says McCormick. Additionally, she recommends offering support to clients with PN as they sit and when they stand as their balance is often compromised.

OPEN DIALOGUE

PN requires a constant flow of communication between the tech and client—which begins with a client health intake sheet. McCormick stresses that offering client health intake sheets should be mandatory in salons, as they can help techs identify whether the client suffers from a medical condition that causes PN. From there, perform an evaluation, advises Baich. “If certain scenarios are present (such as wounds, fungus or extremely cold feet), refer the client to a physician, as these conditions are beyond the scope of a nail tech,” she says. “If a service is appropriate, proceed with temperature, pressure and implements being important considerations in the care for the client.” During your

assessment, McCormick recommends asking the client if she’s in pain. “If some degree of pain is mentioned, consider only changing her polish and shortening the nails. If she insists on the service, mention to her that you may cease the service if it seems too painful,” she says.

TAKE CARE

Modifications are a must for clients with PN. Steer clear of cutting cuticles, intense pushing of the eponychium or using steel implements. Filing and clipping should be done with immense care—especially for those who experience numbness, as they won’t feel a nick that could lead to serious infection. “I suggest clipping in small segments, pulling gently at the pad of the toe or finger to move the skin away from the free edge and side walls while trimming,” says Baich, who adds that it’s best to refrain from trimming the nails too short to avoid any potential ingrown scenarios that a PN sufferer might not detect. Use a crystal file rather than files with abrasive grits, as the smooth sides will cut down on any micro-tears that

could result from abrasion.

During the service, be vigilant. “Repeatedly be aware of any pain responses, such as pulling back or taking a sudden breath, and back off immediately,” says McCormick. Be sure to intermittently ask if your pressure is tolerable, if she’s in pain and if the temperature is OK.

By all means, don’t skip the massage! Massages can actually be beneficial for clients with PN, but be gentle and use nonabrasive scrubs. “Remember not to overuse scrubs—even gentle ones—as the individuals dealing with neuropathy are often diabetic, which lends to extreme dryness that doesn’t respond well to aggressive exfoliation,” warns Baich.

For clients with PN, nail techs can actually serve as a line of defense against health setbacks. Says Dr. Jones, “Regular care and maintenance of the hands and feet may help prevent problems from missed injuries, ingrown nails, etc.” **NP**

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

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Our longest-running, most popular NAILPRO show didn't disappoint this year! While the Sacramento, California-based one-day nails-only show changed locations this year (held at Cal Expo), it didn't stop the throngs of nail professionals from coming out to see new products, watch demonstrations and pick up some tricks of the trade in the classrooms. And, of course, the show wouldn't be complete without the talent found in the competition arena. Check out the winners on the next page!

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NAILPRO publisher/CEO Deborah Carver poses with Stephanie Fuller, the very first guest in line—she arrived at 4 a.m.!



Griselle Nodarse/Cuccio; Ursula Kauth/Medicoal; Marilyn Olemma Garcia/Cuccio



Christio



Kokoist



Famous Names



Paddy Kuhn, Gary Weltman & Kathy Weltman/Soft Landings



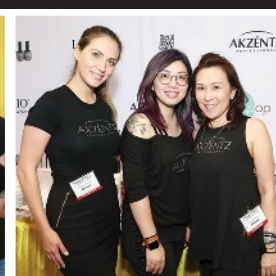
Young Nails



Nails the Luxe



Desirae Murata & Ami Lopes/ProFiles Backstage



Iena Sviridenko, Helene Pao & Yuriko Hoshina/Akzentz



Crystal Varela, Kellie DeFries & Suzie Petersen/Crystal Ninja



Designed by Tony Ly



Joya Mia



Myra & Ron Isakson/Elegant Glass Nails



Heath Jenkins, Kyla Jenkins, Cindy Wilson & Ron Wilson/Dreamtime Creations



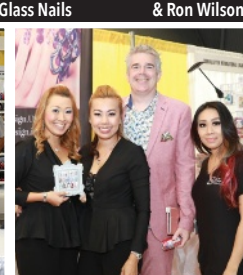
Lezie & Jim McConnell/Light Elegance



LuxaPolish



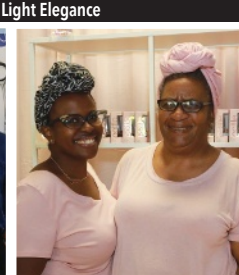
Sunshine Beauty



Shine and Design



Shakila, Jamal & Moiz Balkhi/Pacific Instruments



Nettie Davis & Glenda Davis/Pottle



NuRevolution

NAILPRO Competition Winners

3-D Nail Art: Shark Week

NOVICE



1st Liana Murphy



2nd Maya McLellan



3rd Yamileth Doiron

VETERAN



1st Anastasia Totty



2nd Guin Deadman



3rd Genesis Ward



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NAILS readers' choice awards
2019 TOP FIVE

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Flip to page 30
to read about our
2019 NAILPRO
Cup winners!



Soak-Off Gel - Non-Divisional

1st Sayaka Kitano 2nd Genesis Ward
3rd Sammi Nguyen



It's All About the Bling! - Non-Divisional

1st Andy Ho 2nd Christian Becerra
3rd Genesis Ward



Salon Success - Novice

1st Tiffany McBride 2nd Sissy Bramini
3rd Yamileth Doiron



Salon Success - Veteran

1st Genesis Ward 2nd Guin Deadman
3rd Sayaka Kitano

2019 NAILPRO CUP FINAL

TOP 10

1. Guin Deadman	2,961.5
2. Genesis Ward	2,718.0
3. Andy Ho	1,711.0
4. Shiori Durham	1,707.0
5. Christian Becerra	1,469.5
6. Sammi Nguyen	1,270.0
7. Sissy Bramini	1,212.0
8. Yamileth Doiron	1,134.5
9. Tiffany McBride	750.0
10. Anastasia Totty	690.5

TEAM CUP WINNER

ONS8,519.5

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Deborah Carver, Publisher/CEO

Filed on 10-01-2019

HAPPENINGS

SHOWS & EVENTS

January 2020

ISSE Long Beach

January 25-27

Long Beach Convention Center, Long Beach, CA.
Contact Professional Beauty Association, 7755 E. Gray Rd., Scottsdale, AZ 85260; 480.281.0424; probeauty.org.

Indie Beauty Expo

January 29-30

Magic Box at the Reef, Los Angeles, CA.
Contact 155 Water St., Ste. #201, Brooklyn, NY 11201; 718.928.9954; indiebeautyexpo.com.

March

IBS New York

March 8-10

Jacob K. Javits Convention Center, New York, NY.
Contact Questex Media Group, 685 Third Ave., 21st Fl., New York, NY 10017; 877.398.6938; ibsnewyork.com.

CLASSES

December

OPI

877.674.4636, education.wella.com

1-2 Demo Day: Fountain Valley, CA.

8 Nail Art Trends: Westminster, CA.

8 Demo Day: Raleigh, NC.

Young Nails

714.992.1400, youngnails.com

2 Synergy Gel for Success: Anaheim, CA.

January 2020

Young Nails

714.992.1400, youngnails.com

13-17 OWC Mastering Gel: Anaheim, CA.

27 All About Acrylic: Anaheim, CA.

North American School of Podology

855.622.6277,

northamericanschoolofpodology.com

12-13 Certified Master Pedicurist CMP Program (Part 1): Albany, NY.

February

Young Nails

714.992.1400, youngnails.com

10-14 OWC Mastering Acrylic: Anaheim, CA.

24 Synergy Gel for Success: Anaheim, CA.

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855.622.6277,

northamericanschoolofpodology.com

9-10 Certified Master Pedicurist CMP Program (Part 2): Albany, NY.

Wildflowers Nail Academy

239.677.0578, wildflowersnails.com

15-20 Master Artists Week: North Fort Myers, FL.

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

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PER PACK

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PERFECT HOLIDAY FAVORS!

\$1.50-VALUE
\$1.00
1.5 oz. tube

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

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Pedi in a Box 3-in-1

AVAILABLE IN FOUR VARIETIES
Vitamin Recharge, Lemon Quench,
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- Moisture Scrub
- Massage Cream



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Daily therapy for heels prone to drying and cracking.

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\$0.20 EACH



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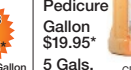
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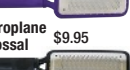
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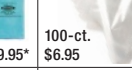
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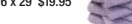


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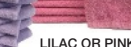
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- Built-In Battery
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BEST SELLER!



Lighting Tube Rotates 360° • FlexiArm™ Bends 180°

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

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- EXCELLENT ACRYLIC NAIL LEARNING TOOL
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DUAL CURE LAMP



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- Attractive Modern Design
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Top Coats, Base Coats,
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FREE! Trapper Clipper Tip Slicer

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



GLOSSY TOP COAT \$5.95
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EXTRA LARGE SURFACE REMOVES THICK CALLUSES **\$4.95**

UNIVERSAL NO-RUN GEL POLISH BASE COAT

- Superior control
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New Thick Formula!

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2.5 OZ. \$29.95



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



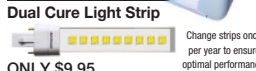
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- Rugged Durability
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WHITE LIGHTNING™ 48W DUAL CURE LAMP
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CURES BOTH UV AND LED GEL POLISHES

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

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100-ct. **\$6.95**
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\$4.981 OZ.
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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

PREP

Extra Strength Primer

Pure Acid or Acid-Free Formula

.25 oz. \$4.95

20% OFF \$3.96



Defense Anti-Spray™

REFRESHING MINT OR SOOTHING VANILLA

8 oz. \$6.95

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Air Seal™

Gel Effect Top Coat

.5 oz. \$4.95

BUY 1 GET 1 FREE!



Glass Seal™

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

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2.5 oz. \$14.95

2.5 OZ. BUY 1 GET 1 FREE!



Super Seal™

UV/LED Gel Sealer

.5 oz. \$9.95

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SAVE \$3



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

\$49.95 \$39.95

SAVE \$10



ENHANCE

One-Step Dual Cure Gels

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

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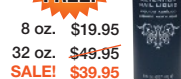
SAVE \$15

Advanced Retention Nail Liquid

prevents yellowing primer-optional

8 oz. \$19.95

32 oz. \$49.95



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



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

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Super Fast Set Activator Spray

Low Odor 2 oz. \$4.95

Formula 8 oz. \$9.95

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Brush-On Gel Resin 10 gm. \$4.95



TREAT

PUR Tea Tree Oil

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12-ct. Display \$49.95



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PROFESSIONAL TIPS

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



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Acrylic Sculpting Brushes (Size 6, 7 or 8)



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Lint-Free Nail Wipes

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40 FREE WIPES

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RELAX Sea Salt Soak REMOVE Scrub Gel REFRESH Exfoliating Creme REJUVENATE Creme Masque RENEW Hydrating Massage Lotion

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4 oz. \$4.95

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• Two-coat coverage
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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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Dries lacquer in five minutes while treating cuticles with soothing jojoba and Vitamin E.
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.5 oz. \$6.50



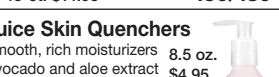
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Natural Nail Strengthener
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Nail Envy
Nail Strengtheners
• Original Formula
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OPI Disposable Nail Files
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OPI Gel Color .5 oz. \$17.95
• Cures in just 30 seconds under LED
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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!

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

Available in **Over 100 Shades!**



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

Base Coat, Activator OR Top Coat .5 oz.
~~\$9.00~~ **\$6.75**
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Expert Touch Removal Wraps
250-ct. \$24.95



OPI Absolute Acrylic Intro Kit
• smooth application
• exceptional adhesion
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\$49.95



Acrylic Liquid
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8 oz. \$29.95
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32 oz. \$74.50
Gallon \$199.95

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

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

SALE! 25%
OPI BondAid
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Battle of the Nerves

Earn Certificates of Achievement as you test your skills with NAILPRO's Professional Participation Program. In each issue, you'll find a multiple-choice test that will allow you to demonstrate what you've learned from our Nail Clinic column. For answers to this month's test, see "Battle of the Nerves" on page 46. Simply circle the correct answers and mail the page to the address below. You can also access the article and submit the test via our website at nailpro.com/test-yourself. If you earn a score of 80% or higher, you'll be awarded a framable Certificate of Achievement. A perfect score earns a Certificate of Achievement With Honors.

1. Peripheral neuropathy (PN) occurs in the central nervous system.

- A. True
- B. False

2. Which of the following should you steer clear of when working with clients who have PN?

- A. Using steel implements
- B. Intensely pushing the eponychium
- C. Cutting cuticles
- D. All of the above

3. The medical field refers to PN in the hands and feet as _____.

- A. Hand and foot disease
- B. Stocking and glove distribution
- C. Pins and needles syndrome
- D. None of the above

4. There are more than _____ identified types of PN.

- A. 1,000
- B. 500
- C. 100
- D. 250

5. The most common medical condition that causes PN is _____.

- A. Rheumatoid arthritis
- B. HIV
- C. Diabetes
- D. Lupus

6. Elevated pedicure chairs are recommended for use when servicing clients with PN.

- A. True
- B. False

7. Which of the following are symptoms of PN?

- A. Numbness
- B. Temperature shifts
- C. Balance issues
- D. All of the above

8. A _____ works best when filing PN clients' nails.

- A. 100-grit file
- B. 180-grit file
- C. Crystal file
- D. Buffer

9. When an underlying cause for PN isn't determined, the condition is called _____.

- A. Idiopathic
- B. Myopic
- C. Idiosyncratic
- D. None of the above

10. An estimated _____ of diabetics have PN.

- A. 30%-40%
- B. 60%-70%
- C. 40%-50%
- D. 20%-30%

NAME _____

SALON NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

EMAIL _____

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 December 31, 2019. Answers will appear in the February 2020 issue.

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



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TESSA TULLUES

@secret_nail_tech

Tessa Tullues, South African-based Mia Secret master technician, may have started her career in human resources, but it didn't take long for her to figure out that she longed to do something more artistic. "After working for one year in an HR department, I realized that it wasn't my calling," says Tullues. "In 2007, for the fun of it, I started doing nails and fell in love with it." Two years after Tullues began working as a nail technician she opened her own salon. She then went on to become an educator and has racked up numerous competition awards in recent years. "As a mother of two, doing nails and entering competitions keeps me motivated and passionate about the industry," shares Tullues. "I want to inspire women to excel and realize that there's a path for them to have a sustainable career and future." Here, the talented educator reveals what keeps her motivated every day.



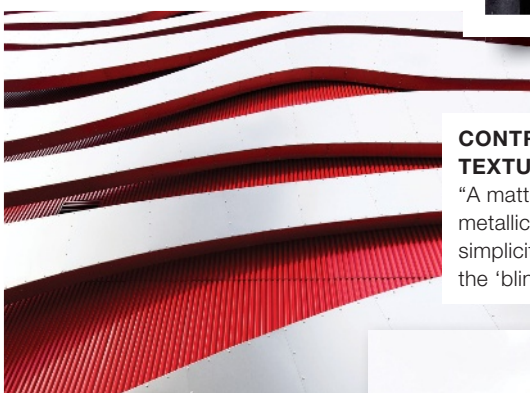
MIA SECRET COLOR COLLECTIONS

"Mia Secret has the largest range of color collections in the world. It challenges me to use more color. My favorites are the Chic Neon Nail Powder and Galaxy Nail Art Powder collections."



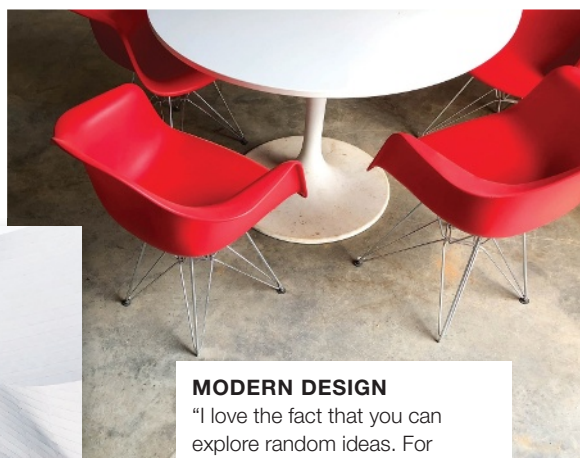
FLORAL DESIGNS

"I've always had a passion for floral designs—they evoke a feeling of femininity—and 3-D, 4-D and one-stroke florals are always fresh. Florals look complicated but are easy to achieve with the right techniques and products."



CONTRASTING TEXTURES

"A matte acrylic and metallic design offers simplicity, but still provides the 'bling' aspect."

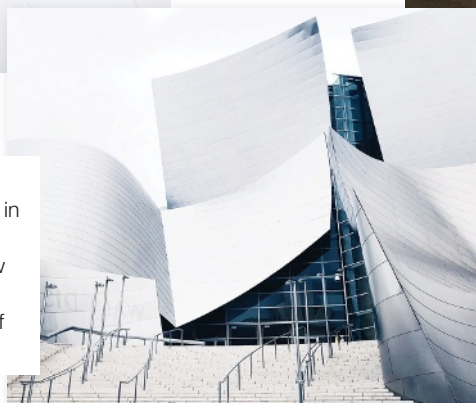


MODERN DESIGN

"I love the fact that you can explore random ideas. For example, it's now high-fashion to work with color combinations that have never been popular, like using neon yellow and clean brown lines to create simple abstract designs."

EXTREME SHAPES

"No one is forced to design in certain shapes as in the old days; many shapes are now accepted by the consumer. These days we have a lot of diversity in the world."





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