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SPRING 2020





6 NEW PERFECTLY MATCHED LACQUER + GEL SHADES















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CND® SHELLAC® NOTHING BEATS THE ORIGINAL





FEATURES

36 MATCH DOT COM

Provide clients with the ideal service for their nails and lifestyle with this quiz-plus the hottest colors from the spring collections. By Taylor Foley

40 DEALING WITH DISCORD

Utilize these techniques to become a master of conflict resolution in the salon. By Karie L. Frost

44 30 UNDER 30

Check out the newest crop of young talent making waves in the nail world. By Angelina Lewis

IN EVERY ISSUE

14 EDITOR'S NOTE

16 CREATING THE COVER

18 TIP OFF

28 PORTFOLIO

29 INSIDE LOOK

53 HAPPENINGS

61 AD INDEX

62 TEST YOURSELF

COVER CREDITS

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COLUMNS 30 POLISHED LOOK

TEMPLE OF PLUMES Fashion takes flight with tons of feathers bedecking runway wares. By Karie L. Frost

32 SAVVY SALON

BLACK FILE NAILS NAILPRO visits Jade Tang's Southern California-based salon. By Sarah Reyes

34 NAILSPIRATION

OH, THE PLACES YOU'LL GO

Celebrate Dr. Suess's 116th birthday with designs inspired by The Cat in the Hat. By Angelina Lewis

50 NAIL CLINIC

FIRE IN THE FOREFOOT Morton's neuroma can cause some serious foot pain; learn how you can care for clients with this condition. By Linda Kossoff

64 DAILY INSPO

MICHELLE SAUNDERS JAMES The celebrity nail artist and new salon owner shares her top five sources of inspiration. By Lotus Abrams

NAILING DIGITAL

CHECK OUT THIS MONTH ON NAILPRO.COM

#TRENDING

nailpro.com/selena-gomez-and-kyliejenner-show-off-trending-manicures

Check out the trend-setting manicures on Selena Gomez, Kylie Jenner and moreplus, discover the celebrity nail artists behind them.

MAKE IT FASHUN

nailpro.com/mei-kawajiri-created-6nail-looks-for-rag-bone

Learn how to recreate three nail art looks from New York Fashion Week.

AND THE AWARD GOES TO ...

nailpro.com/best-celebrity-manicuresspotted-at-2020-oscars

Favorite nail looks from this year's Oscars spark spring design ideas.

BUILD YOUR BRAND

nailpro.com/video-marketing-on-socialmedia-win-new-fans

Learn how to build your social following, increase engagement and create quality content to boost your brand.



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one of my all-time favorites. Formulated with bamboo to gently polish and hydrate the skin, the unique exfoliator turns into a delicate foam that cleanses while sloughing for bright and smooth results. «Lather Bamboo Lemongrass Foaming Body Scrub, lather.com»



STRUT Before fashion weeks kicked into high gear, Margherita Missoni took her M Missoni line to Hollywood, California, for its stateside debut. Nail lead for the unique exhibition was the talented Miss Pop (left), who created designs for the models' nails using the OPI Mexico City collection. «"Pattern Appeal," page 25»

ON MY RADAR

NP EXECUTIVE EDITOR STEPHANIE YAGGY LAVERY SHARES SOME OF HER SPRING FAVORITES.



It's as if spring couldn't come soon enough and thenbam!-it's here. I know I shouldn't complain living in Southern California, but we had our fair share of rainy days and downright chilly temps this season, too! And now it's wonderful to put away those winter coats and see everything come back to life. This issue we celebrate spring with the release of the season's color collections in "Match Dot Com" (page 36). These days, nail companies are releasing their hues in lacquer, gel polish and dip powder, so we help you decipher which service is best for your clients with a simple quiz that you can use in the salon. We're also celebrating NAILPRO's first-ever "30 Under 30" awards. Turn to page 44 to check out some of the rising stars in our industry. And, of course, there are plenty of ideas for bright and cheery nail art in Portfolio (page 28), as well as flirty feathers in Polished Look (page 30) that will keep you going straight through to summer.





Dose of Colors gave fans of best-selling liquid matte lipsticks Stone and Truffle exactly what they wanted this spring: two beautiful lip kits. The beloved shades are available in a set that includes a Liquid Matte Lipstick, Lip Gloss, Velvet Mousse and matching Lip Liner. The only drawback? They're available for a limited time, so hurry up and snag one before it's too late! «Dose of Colors Limited Edition Stone Lip Set, doseofcolors.com»



MY MANICURE Spring color palettes are often punctuated with bright pops of color. This season, though, hues are soft, muted and simply lovely. Believe it or not, the on-trend shade is the prettiest pink, as seen on this month's cover and on my nails, here. Of course, my manicure wouldn't be complete without a pile of Swarovski crystals, as only nail artist Yvett Garcia (@yvett_g) knows how to expertly achieve!

SHINE The popular pearl trend from last year is continuing into 2020 on fashion runways and red carpets-for makeup, hair and jewelry-so why not bedeck nails in these tiny treasures as well? Fun for summer or sophisticated for a special occasion (like these from Betina Goldstein, @betina_ goldstein), play with different sizes, tints and shapes for a beautiful and unique look. «Swarovski ¾ Round Flatback Pearl, dailycharme.com»







Feeling Flushed

While spring color collections tend to be punctuated with poppy hues, this season is much more muted, with beautiful pastel shades, from baby pink and lavender to sea foam and sky blue. To tap into this softer side of spring, Gelish dean of education Vu Nguyen created a totally wearable subdued fade. To begin, he coated the nails in sheer pink Call My Blush from the Gelish spring 2020 Editor's Picks collection. Then, to create the subtle ombré, he applied a thin coat of Gelish Foundation base gel on top of the color. Next, he dipped the nails into three different dip powders: first clear, then shimmering metallic bronze and jet black. Despite the intensity of the color powder, because of the application of Foundation and clear powder first, it was a much fainter pigment payoff. For an accent nail, Nguyen hand-painted white flower petals with Gelish Art Form Gel, and coated them with white dip powder for a sugared effect. The final touch: A tiny pearl placed in the center of the flower for an on-trend result.













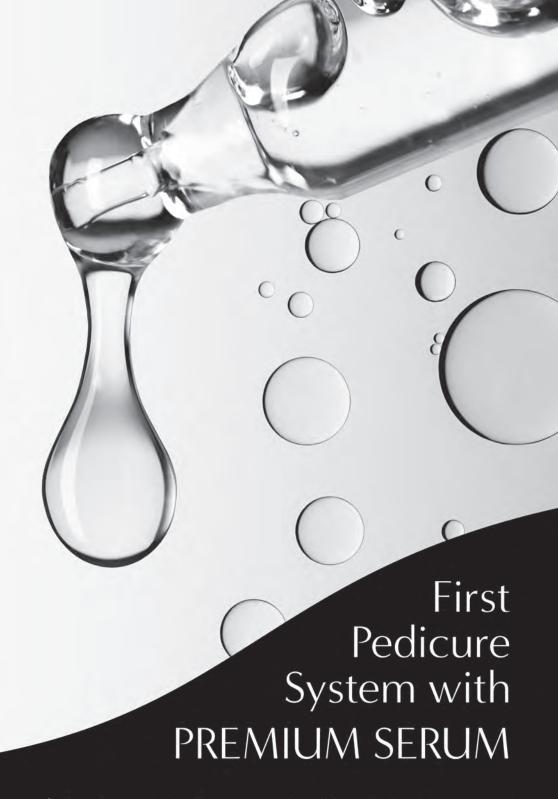








PROFESSIONAL SKINCARE SERIES



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TIP OFF

SPOTLIGHT

mint condition

New from Americanails (americanails.com), AMN Spa Cuticle Therapy and Callus Therapy guickly remove cuticles and calluses and nourish skin with a formula containing natural botanicals and essential oils. Moroccan argan oil and natural aloe vera provide a dose of moisture while the minty fragrance refreshes and invigorates.







TASK MASTER

New kid on the salon software block Boulevard (joinblvd.co) is aiming to improve the guest experience while streamlining administrative tasks for front desk staff. Founded by Matt Danna and Sean Stavropoulos, Boulevard is

a comprehensive, cloud-based software system that combines self-booking, automated business operations and actionable performance data with wallet-free checkout and real-time client communication. Before launching Boulevard, Danna and Stavropoulos spent time working with some of the most prestigious salons in the industry to assess their software needs. "After working behind the front desk for months ourselves, we were able to learn, synthesize and systematize best practices while also providing and applying relevant learnings from other industries," says Danna. "The result is a platform that not only elevates the client experience, but also drives significant revenue for businesses."

The new Perfect Match Dip Ombré Gel from LeChat (lechatnails.com) blends any gel and dip color combo into an ombré effect in seconds without any special tools needed. Here's how to use the versatile product, which works with any gel polish, to create an effortless ombré.



STEP 1 Apply gel base coat and gel polish.



STEP 2 Apply one coat of LeChat Perfect Match Dip Ombré Gel.



STEP 3 Dip the free edge of the nail only into any shade of dip or acrylic powder.



STEP 4 Apply one coat of gel top coat.

*Cure after every gel application unless otherwise noted.





Q&A FROM THE HEART

It may surprise you to learn that NFL pro Eric Berry is the man behind professional nail product brand Medusa (medusanails.com), but the former Kansas City Chiefs safety is committed to meeting nail techs' and clients' needs. Launched in early 2019, Medusa offers a comprehensive nail system, which includes more than 125 shades of gel color, eight overlay foundation gels, as well as tools, forms, brushes and lamps. Here, we talked to Berry about why he decided to launch Medusa, how the company is helping nail techs become more successful and what's next for the brand.

NAILPRO: Tell us about your inspiration to launch Medusa.

Eric Berry: "As a kid, I was always at the beauty salon with my mom and grandma when I wasn't on the football field with my friends. I saw the importance of product quality for not only the nail techs, but also the customers, and what it means for the artists to be able to create and innovate. I wanted to be able to bring high-quality products to the table that are accessible to all nail techs. When we were developing the line, I brought my dad with me to Germany, where our products are made, to pick out the initial 125 colors. He has a natural eye for color since he's a painter. We spent more than 10 hours picking out the shades, but it was worth it!"

NP: What are the differentiating features of the products?

EB: "Medusa gels are control gels, which means the gel won't move from where you place it. That allows the technician to have full control over the product, not the other way around. Our products are made in precision labs located in Germany using the newest technology and trends. They're full of vibrant pigment and can be intense in their pure form or custom blended, allowing techs to create many more shades than what's in our collection. Our products are also nontoxic, vegan, cruelty-free and durable."

NP: Does Medusa offer any education?

EB: "We have in-person classes twice a month that equip nail techs with the necessary skills to expand their creativity, from the starter tech to the most advanced. We will also be offering online tutorials."





From left: Medusa founder and NFL pro Eric Berry and his grandmother; Berry with his parents.



New

Fashion-forward nail lacquer brand Pear Nova (pearnova.com) has expanded into gel polish with the release of the Pear Nova Gel Lacquer collection. Pear Nova founder Rachel James launched the collection with 12 timeless shadesfrom sheer pink Novacaine to charcoal holographic shimmer After Party-that are suitable to wear year-round. "The new Pear Nova Gel Lacquer offers everything that you want in gel polish without the things you don't," says James. "The line features a sleek design and all of the things that you have come to know and love about the Pear Nova brand: still vegan, still cruelty-free and now in a longwear, 10-free gel formula."

FICA Tax Tip Legislation Introduced in the Senate

Thanks to industry advocates, FICA tax tip legislation S.2634 has been introduced in the Senate. The bill, which is the Senate companion to H.R. 1349, will provide salon and spa owners with a dollar-fordollar tax credit on FICA taxes paid on employee tips-a credit small business owners can use to reinvest in their salons and the industry. The Professional Beauty Association is asking beauty pros to take action now to tell their senators to cosponsor S.2634 for fair taxes for salons and spas. To learn more, send a letter to congress or make a donation, visit probeauty.org/fica.















TREND

The French Reboot

The pink-and-white French manicure has been a salon staple ever since Orly founder Jeff Pink introduced the look at the Paris fashion shows in 1978. As the demand for nail art has exploded in recent years, however, the service's popularity has waned, dropping off many salon menus all together ... that is, until now. French manicures are popping up all over Instagram feeds lately, with celebrities and salon clients once again requesting the look. "Fanny packs, power suits and bike shorts have all come back into fashion, and so have their popular 1990s beauty counterpart: the French manicure," says celebrity and editorial nail artist Miss Pop.

What's different about today's iteration of the French manicure? "Definitely the shape of nails has evolved-it's more crisp and defined," says celebrity nail artist Chaun Peth. "And creating a deeper smile line helps give French tips a more modern look, in my opinion." Peth's go-to color combo right now: sheer pink Tammy Taylor French Strawberry Meringue on the base with white Presto #004 at the tip. "My favorite shape to do for a French is the narrow coffin," he says. "I think it's flattering on almost everyone."

The color palette has expanded, too-anything goes: Neons, brights, glitters and even patterns are gracing smile lines, with nude, hued or sheer bases all a go. "The three French manicures I sent down the runways at New York Fashion Week weren't the traditional pink-and-whites I learned in beauty school," says Miss Pop. "They still celebrate the nail white, but they're much more flamboyant. I painted exaggerated smile lines, ombrés, negative space and bright colors to breathe new life into the classic design." At Prabal Gurung, Miss Pop painted a thin, white exaggerated smile line over a tinted strengthener-Zoya Naked Manicure Perfector in Pink, Buff or Mauve. And at Oscar de la Renta, she created French-inspired looks with vibrant tips: a brush-blended ombré French tip using creamy orange Zoya Arizona, coral Sawyer and pink Laurel, and a coral tip with a bold dot at the cuticle line on a nude background.

While the classic French manicure has certainly evolved since its inception, creating a crisp smile line remains the key to achieving stellar results. "I usually freehand my French tips with the brush straight from the gel polish bottle, but for beginners, I recommend the White Art Gel Liner from Presto and using a cleanup



brush with acetone to wipe away excess," says Peth. Another approach: "To get an elegant curve on my French, I start by painting up from the sidewalls in an arch with a striper brush," says Miss Pop. "Then, I use a rounded stroke across the center to connect the curves." Ready to freshen up your French? The only limit is your imagination. "Go for glossy negative space," suggests Miss Pop. "Switch out the traditional nude and bring out the natural nail's blush tones with a tinted strengthener. Or, forgo the white and snag a shade for the French-if you really want to go big, grab 5 or 10 and do each nail tip in a different color."

The International Nail

Technicians Association (INTA) issued a warning to

nail technicians regarding

the safety of "burst" nail

polish removers, which are

designed to rapidly remove

gel polish and lacquer.

"My recommendation

is to avoid using any of

the new so-called 'burst'

nail coating removers,"

INTA spokesperson and

says Doug Schoon,

president of Schoon Scientific & Regulatory

more than 80 percent

methylene chloride.

Methylene chloride is

banned from cosmetics

due to its high toxicity.

Methylene chloride can

short, any rapid 'burst'-

to quickly bubble up

nail polish and remove

UV gels in a quarter of

the time [of traditional

dangerous substance."

COURTESY OF NW NAILTECHRETREAT; COURTESY OF ORLY

TIP OFF



EDUCATION

EARNING RETREAT

Seventy-five nail techs from across the country gathered at Camp Burton on Vashon Island, Washington, to network, learn, participate in nail competitions and elevate their careers at the ninth-annual NW Nail Tech Retreat. At the four-day event, organized by Ellen Torchia, attendees took part in sessions with top educators including Torchia, Nellie Neal, Khanh Huynh, Stacey Luffy, Tiffani Cordoza, Lenzi Moore, Shannon McCown, Susi Norfolk, Nicole Atwood, Kristi Din, Tonya Sisson, Holly Schippers and Beverly Townsend. In addition, keynote speaker Doug Schoon spoke about nail anatomy, the risks involved in "Russian manicures," allergy issues and product chemistry. Two awards were also presented during the event: Lenzi Moore was recognized with the Vicki Peters Memorial Inspirational Nail Tech Award, and Mimi Beltran-Hanson from Evergreen Beauty College in Everett, Washington, was named Outstanding Instructor of the Year. The next NW Nail Tech Retreat, which is celebrating its 10th anniversary this year, will be held October 9-12. For more information, join the NW Nail Tech Retreat Facebook group or visit nwnailtechretreat.com.

NEWS

Instant Access

Orly (orlybeauty.com) has partnered with BeauticianList (beauticianlist.com), an online platform aimed at helping consumers find licensed beauty professionals in their area, to allow pros instant access to shop the brand's product line at salon-preferred pricing. Licensed manicurists and cosmetologists can shop immediately after signing up via the BeauticianList button on Orly's website, which verifies their licenses on the spot.

BeauticianList verifies and claims individual licenses from the universal database, eliminating the need for time-consuming manual verification. Once a license has been claimed, it cannot be reused by a different individual, thus eliminating the illegal "multiple use" of licenses. Enabling speedy purchasing, Orly and BeauticianList collaborated on an API integration that allows brands to instantly download a Shopify plug-in for their transactional sites. By integrating with the API plug-in, brands can opt to sell exclusively to beauty professionals or offer professional-only discounts.



"Since 1975, Orly has built a reputation on fearless innovation on what's new and next in nails, making it easy for professionals to choose the right products and ensure optimal results for every level of expertise," says Tal Pink, Orly vice president of business development. "Partnering with BeauticianList was a logical next step in our ongoing commitment to delivering unparalleled quality. It's an incredible opportunity for the manufacturers to get behind a platform that unites industry professionals and promotes unique cross-marketing opportunities for brands."





PATTERN APPEAL

Margherita Missoni got a head start on Fashion Week with a unique presentation in Los Angeles in February. For the first

stateside unveiling of M Missoni, the designer took over Pink's Hot Dogs stand in Hollywood, where models paraded through the parking lot in cool pattern knitwear and custom OPI manicures. Nail lead Miss Pop (@misspopnails) created a variety of looks using Telenovela Me About It, Coral-ing Your Spirit Animal, Don't Tell a Sol, Verde Nice to Meet You and Hue Is the Artist? from the OPI spring

2020 Mexico City Collection. The eclectic mix of models all donned the bright hues on their tips in a single cream color, a Skittles mix (each nail a different color) or hand-painted nail art crafted by Miss Pop and inspired by the signature M Missoni designs. "[The show] was a blast because it was nontraditional," says Miss Pop. "The takeover of the iconic Pink's Hot Dogs was a color explosion, and OPI was a big part of that magic."

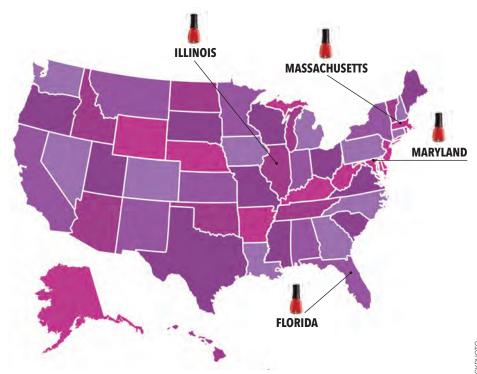


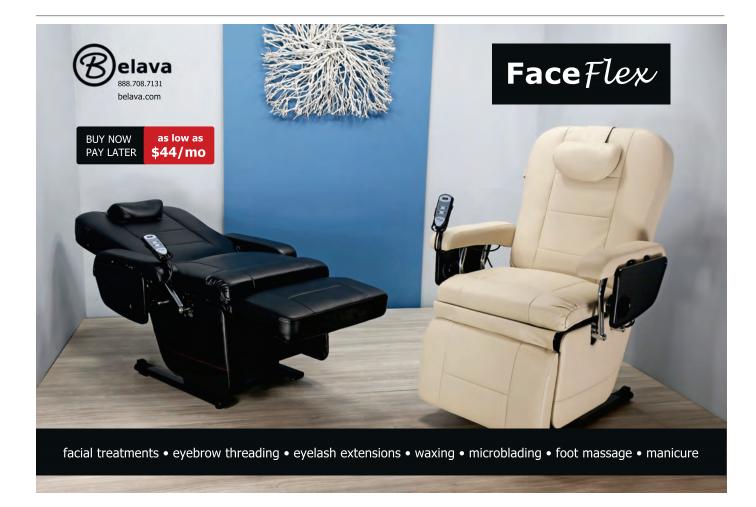


TIP OFF

RESEARCH Studying Self-Care

There's no denying that "self-care" has become one of the most cited buzzwords these last several years in the beauty industry and beyond. But while most people can agree that the term broadly means taking care of ourselves and our own needs, how we go about self-care can be very different from individual to individual. Case in point: A recent study by benefit program advocate Eligibility.com mapped out what self-care means to residents in different states based on their Google searches. Perhaps not surprising, the company found that the most Googled self-care activity in the United States is sleep, which is closely tied to mental health. Meanwhile, residents of Florida, Illinois, Maryland and Massachusetts opt for mani/pedi therapy as their favored form of self-care. We couldn't agree more! NP























PORTFOLIO

Abstract Allusions

Readers took inspiration from their favorite conceptual painters to create transcendent sets, incorporating color blocking, gold foil, spontaneous splashes of color and negative space. Tempted to take a trip to your local art museum? We thought so!









SUBMIT











- 🛮 Rosemarie Jones @rose_thenailbar 🗗 Nina Park @ninanailedit 🕄 Jessica Harris @perfect10customnails 🐧 Alec Hinz @yaaas_get_nailed
- Meri Kohmoto @meri3k Marinela Santos @polishedbyher_ Vanessa Cooper @nessasnails9 Yessenia Rivas @missyoshinails
- Ashley Cristobal @thenailmystic

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

Color Creatives

Discover what goes into creating the Morgan Taylor polish collections.

Every season, when nail polish collections are released, we are always mesmerized by the spectrum of hues and how they consistently seem to be the exact shades we were hoping for. Naturally, we've all imagined what it would be like to come up with our own collection, from mixing colors to naming each one. Here, Morgan Haile and Taylor Daniel, the pair behind the eponymous lacquer line, talk about their creative process and what they love about the brand's spring collection, Editor's Picks.

How do you come up with the polish names for each collection?

"To begin, we look at the theme of the collection and try to come up with names that tie into it. Choosing the right names for the polishes is really important, because if they make you laugh or if they stick with you, then you form an attachment to the colors more than if they were just numbered."

What's the hardest part about creating a collection?

"Getting the right color combination. It's hard when you fall in love with so many colors and have to eliminate a few of them. On the flip side, sometimes we have to put in a color that might not be our absolute favorite, but it just looks so much better as a complete collection with it in there."

Tell us a little about your spring 2020 collection.

"Editor's Picks is a little more sophisticated than our past spring collections. We go to New York a lot and talk to the magazine editors about fashion week and on-trend colors, and so we used their feedback as part of our inspiration. We also had a lot of fun with the imagery for the collection. The model wore different wigs and the high-fashion clothing made it really chic."

What are your favorite colors from the Editor's Picks collection?

"I Speak Chic is a great version of a nude, even though it's more taupe, and it looks good on a lot of skin tones. Call My Blush is the perfect soft pink for the season; it goes well with any type of nail art because it's such a good base color."

For more information on the Editor's Picks collection, visit morgantaylorlacquer.com.











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HATTERED SUN 76



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PERFECT



Black File Nails

CO-OWNER JADE TANG WELCOMES NAILPRO TO HER TRENDY SOCAL-BASED SALON.

THE LOOK We want to get people excited about having their nails done by offering a new environment where they feel welcome and comfortable and can expect beautiful nails. Located in a bustling shopping center in Fountain Valley, California, Black File Nails merges chic mid-century modern design with an industrial vibe. From the concrete bar, matching floor and rose gold tabletops to the geometric pendants, neon lights and Victorian-inspired balloon chairs, we wanted to create an aesthetically pleasing, gender-neutral environment. Not only do we provide a fun salon atmosphere, but we also respect our clients' time. That's why we're primarily by appointment only. We want to ensure that clients never feel rushed.



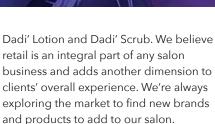
SIGNATURE SERVICES

Aside from our vibe and client care, we're also known for our beautiful and unique nail designs, large selection of gel colors and nail art supplies, as well as our

knowledge of the latest trends. Clients travel from all over to see our talented artists. Our most popular services are our hand-painted nail art designs and acrylic nail enhancements. Our starting cost for a full set of acrylic with gel color is \$50 and goes up from there based on the length of the nails. Depending on how intricate the service is, clients can spend anywhere from one to four hours with us. We also offer other types of

nail enhancements, such as dipping powder, Aprés Gel-X soft gel extensions and hard gel.

THE GOODS Quality work requires quality products. We choose professional salon-grade products that are highly rated and safe for clients, as their nail health is our top priority. Some of the brands we love are OPI, CND, Young Nails, Tammy Taylor, Akzéntz and Swarovski. We also retail after-care packages from Famous Names that include Dadi' Oil, Luxury



THE OUTREACH We participate in charitable donations with the Fountain







Valley Police Department and provide discounts to Fountain Valley High School students.

SOCIAL LIFE The social platform that's been the biggest help has definitely been Instagram. We're able to create beautiful nails and artwork and share them with millions of people instantly. It's helped people find our work and pass it along to friends, family and more. We're in a society where everyone just loves sharing their favorite findings.

Sarah Reyes is a freelance beauty writer based in Los Angeles.

+Details

CO-OWNER: Jade Tang

EST.: 2015

STAFF: Twelve commission- and hourly-based employees.

BENEFITS: Free advanced education and social media marketing classes.



Up Close With Jade Tang

What was your first job in the nail industry?

"I've always been a nail technician-15 years and counting."

What inspires you?

"I admire boss ladies who own multiple businesses and have young families, but can still manage to bang it out like nothing can stop them."

What was the most challenging thing that happened while opening Black File?

"Continuing education to advance specific skill sets is very important to me, but my first beginner acrylic training session with my team members didn't go according to plan. Some found it so difficult that they wanted to give up, and some even cried from frustration. But I'm glad I didn't give up on my squad, and after a few months of sweat and more tears, we

all saw that the time and effort we put into it were

What's your best advice for new salon owners?

"Always remember that clients want a clean salon and educated nail technicians who truly know what they're doing. Bottom line: Clients are looking for nail professionals who they can trust and who can help nurture their nails while offering beautiful designs."

I can't discuss Black File without...

"Thinking about which nail art supplies to buy next!"

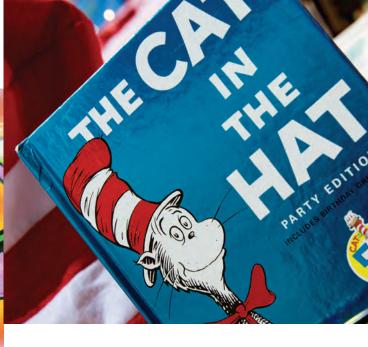




Come visit us...

blackfilenails.com // @@blackfilenails // 🕥 BlackFileNails







Oh, the Places You'll Go

We're celebrating Dr. Suess's 116th birthday with the help of Las Vegas-based nail artist Thalya Miller, who created a "Who"-worthy nail look. "Reading *Cat in the Hat* inspired me to throw a nail design birthday bash, complete with balloons and a five-layer cake!" says Miller.



Step 1 Apply two coats of white gel polish.

Step 2 Paint three thick, uneven stripes with red gel polish. Apply matte top coat.

Step 3 Outline the red stripes and perimeter of the nail with black gel polish.

Step 4 Paint accents with black gel polish. Finish with matte top coat.











TIP! Wipe the entire nail with alcohol between layers for a sharp, clean design. Step 1 Apply two coats of white gel polish. Paint one balloon near the base of the nail with red gel polish.

Step 2 Paint a yellow balloon slightly overlapping the red. Paint a blue balloon behind the red. Then, paint grass at the free edge with teal gel polish.

Step 3 Outline the balloons and grass, and add balloon strings and accents to the design with black gel polish.

Step 4 Paint "116" across the balloons with white gel paint. Then, outline the numbers with black gel paint. Finish with matte top coat.

*Cure after every gel application unless otherwise noted.





FINDING THE RIGHT PRODUCT for your clients is like setting them up on a blind date: You must understand what qualities they're looking for before suggesting a possible fit. Set them up with an incompatible match and you have a recipe for disaster. "Much like you would never go back to a tire shop that put the wrong tires on your car, a client is likely to lose trust in you if you keep using products that don't work for her nails," warns Gelish dean of education Vu Nguyen. Product knowledge and a thorough consultation are key. "As a tech, it's your job to ask the right questions in order to find out what results your client wants, what kind of lifestyle she leads, etc., and that will help you determine which product will work best for her," stresses Essie global lead educator Rita Remark. Not sure where to start? We've got you covered! We've created a simple guiz that you can share with your clients to help you choose the best product for them-lacquer, gel or dip powder. Plus, we rounded up this season's must-have shades to get your clients decked out for spring.

TAKE THE QUIZ!

1. What is the current state of your nails?

- A. Strong, healthy and long
- **B.** Short and thin
- C. Weak, fragile and prone to breakage

2. How often are you willing to visit the salon?

- **A.** Every 1-2 weeks
- **B.** Every 2-3 weeks
- **C.** I'd like to stretch out my visits as long as possible

3. What kind of nail art do you prefer?

- A. Stamping or decals
- B. Intricate detail work or heavy embellishments
- C. Something subtle like ombré or glitter

4. What is your biggest concern when it comes to vour nails?

- **A.** A natural look
- **B.** Long-lasting color and shine
- **C.** Durability and strength

5. Do you constantly pick at your nails?

- A. Yes, all of the time
- **B.** Never
- **C.** Occasionally, but I usually won't if I'm wearing enhancements

6. Do you put a lot of stress on your nails?

- **A**. No, I'm very careful with my nails
- B. Some, I type on the computer all day long
- C. Yes, my hands play a critical role in my life/job

If you answered mostly

If you answered mostly

TRY GEL POLISH.

Ideal for anyone who travels often or types on the computer all day, gel polish is the middle ground between traditional lacquer and dip enhancements, offering mirrorlike shine, soak-off removal, a thin application and up to two to three weeks of wear, explains LeChat educator Anastasia Totty. What's more, OPI education manager Sigourney Nuñez insists that it's the ideal medium for creating nail art, thanks to its high viscosity and pigmentation. Unfortunately, not everyone is a good candidate for gel. Clients with weak and/or flexible nails may find that lifting becomes a problem. "And anyone who has their hands in water all day, such as a stylist, dog groomer or waiter, should avoid gel polish, as too much water exposure can cause lifting or peeling," warns Totty.

LeChat Perfect Match Splash of Teal lechatnails.com

> Kiara Sky Gel **Polish** Peachin' kiarasky.com

Light Elegance Color Gel You Had Me at Aloe lightelegance.com

Ugly Duckling Nails #167 uglyducklingnails.com

Christrio Q. Gloss No. 81 christrio.com

Akzéntz Luxio Lustful akzentz.com

Bio Sculpture Evo Lana biosculpturegel.com

Luxapolish Tarte luxapolish.com





DEALING WITH DISCORD

Become a master of conflict resolution to stop salon drama—and its repercussions—in its tracks. By KARIE L. FROST

WHEN DRAMA ENTERS YOUR SALON, stamping it out as quickly as possible ensures that your business won't feel a lasting impact. "No matter how small, if conflicts go unaddressed, resentment starts to set in and team morale is affected," says Carla Hatler, owner and founder of Lacquer, with two locations in Austin, Texas. "It may not seem important initially, but over time this resentment builds and erodes trust in management and other coworkers. This is how dysfunction starts." Ryan McEnaney, studio owner of Frenchies Modern Nail Care in Woodbury, Minnesota, likens this type of dysfunction to a pot of boiling water: "As a simmering pot of water continues to heat up, it will eventually boil and spill over. The same goes for our teams. As managers and owners, it's our job to reduce the heat on that simmering pot and avoid the potential to boil over-because when it does, your salon will experience quicker turnover, reduced collaboration and heightened tension," he says. And guests will feel that tension. "It turns them away, reducing revenue and ultimately affecting profitability through lower sales and increased payroll costs with recruiting and training," he warns. Rather than allow conflicts-both big and small-to disrupt your salon, adopt these tips for speedy and effective resolutions.

THE CONFLICT: **FRONT DESK** MISCOMMUNICATION

When nail artists upsold add-ons to heighten their clients' experience at Frenchies Modern Nail Care, management discovered the front desk had neglected to include these additions on the service ticket during checkout. After talking with both teams to establish where the breakdown occurred, management worked immediately to patch the holes. "We established specific protocols for each department so that they had clarity around the process and there wasn't room for miscommunication in the future," says studio manager Desiree Abhiram.

DEFINITELY DON'T ... Point fingers. Instead, encourage growth between teams and make the situation into a learning opportunity. "I'm a firm believer that sometimes things need to fall apart a little to be able to grow and become better," admits Abhiram. "Though this was a bit of a rough patch, there was growth that has emerged in our workplace processes and with relationships between team members. It was also a great time to see leadership skills emerge and take hold with some of our team members. They used this opportunity to help define who they wish to be and what roles they wish to hold moving forward."

THE CONFLICT: **HABITUAL TARDINESS**

Repeated lateness-and the excuses that follow-not only signals a lack of respect for management, but also an unwillingness to adhere to rules and support a team. The first step is making sure you actually have rules in place regarding tardiness-whether in an employee handbook or verbally delivered—and that you consistently enforce them. Then, privately ask the employee point blank why she's late so you can understand the motivation behind her actions (i.e., scheduling issues, disengagement, overworked, etc.). "Talk to her as a human first and as a manager second," Hatler advises. "Find out why this behavior is happening, and see if you can find a solution. I always like to ask the employee how she plans to resolve the issue, let her come up with the solution and then see if we can agree to it." To ensure that she sticks to the agreed-upon plan, Hatler likes to remind the employee of the rules. "Warn her of the consequences and hold her accountable," she says. **DEFINITELY DON'T ...** Ignore the situation. "A consistently

late employee is going to drag the team down. Others will eventually start to think, 'Why should I bother being on time?" warns Hatler. "If the problem goes unaddressed, it can start the path to a toxic team environment."

THE CONFLICT: THE SNEAKY CLIENT

No salon is immune to dissatisfied clients. But when they spread their dissatisfaction, the internal and external damage to your business can take time to repair-unless

you address the issue quickly and head on. When a client felt a service wasn't up to par at La Bella Salon in Glastonbury, Connecticut, rather than tell the stylist, the client expressed her concerns with another stylist. "The initial stylist felt like her client was talking behind her back; she was very upset for days over this," remembers co-owner and veteran nail tech Somer Adams. Luckily, La Bella Salon fosters an open line of communication for staff; employees attend bimonthly meetings as well as monthly one-on-one meetings with management. "Once everybody sat down and talked about what really happened and what was really said, it was all just a big misunderstanding," she says. "In the end, they worked together to take care of the client and she was thrilled with the results."

DEFINITELY DON'T ... Let too much time pass. "Moving forward, we all agreed to directly and immediately address the issue with a manager and, when possible, all involved in the issue, so that nothing gets lost in translation and worsens over time," Adams says.

THE CONFLICT: THE DISENGAGED EMPLOYEE

When Santa Barbara, California-based Estetica Mia owner Claudia Cordova Rucker noticed a staff member struggling, she utilized a collaborative communication (CC) model in which compassion and empathy improve interpersonal connections. "[Because of my CC training], I knew intuitively that she wanted to leave her job, but she wasn't able to talk about it. It was clear to me that her heart wasn't in the salon, just her body," she says. As the two talked in depth, the staff member discovered that she craved an entirely different career path-and Cordova Rucker lent a supportive ear. "We then orchestrated one of the most beautiful exit transitions I've ever seen; she showed up with even more integrity than before, and she diligently trained her replacement," reports Cordova Rucker, adding that she used her community connections to help place the employee in a new job that better aligned with her passions. Six months on, Cordova Rucker found the past staffer thriving in her new role—a win-win for both parties.

DEFINITELY DON'T ... Turn a blind eye. For Cordova Rucker, practicing empathy and having a sustained curiosity about your employees are integral to their happiness and your success. In other words, you need to be engaged, too. "The most important part about being successful in conflict resolution is not being too busy; this way we're able to connect quickly with the team member who's struggling," she says, adding, "I would say this is the most important daily task that you have as a manager or owner. It's our responsibility to see the funk, address it quickly, follow up to check for understanding and then check in again after a couple of days." NP

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



Continuum Footspas launches its new flagship pedicure spa, the Maestro Opus™. With a stylish LED-lit glass bowl, motorized footrests, and an improved pipeless jet system, the Maestro Opus takes its predecessor's iconic design to the next level. It ensures the finest, most comfortable pedicure experience and perfect ergonomics for your technicians. With a hand-upholstered Maestro™ chair, and a sweeping, hardwood silhouette, the Opus is a one of kind masterpiece.



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NAILPRO **UNDER 30**

While veteran nail techs are invaluable resources because of their experience, there's a new crop of talented young artists that are turning the nail industry upside down. So, we decided to scout some of the best 20-something nail pros for our firstever 30 Under 30 awards. Out of a sea of 1,000 young nail artists who submitted their entries, these are the ones to watch!

By Angelina Lewis



AGE: 24 // SALON: Nails By Nanette (owner) "Nail art has always been part of my life, but I never thought it would become my career," says Orlando, Florida-based nail artist Alexandra Nanette. After earning her nail license, Nanette practiced her technical skills on friends and family, finding inspiration from artists like Chaun Peth, Helen Yeg and others.



AGE: 26 // SALON: Rancho Nails & Spa With a graphic design degree from San Diego City College, Tuan Anh Le sketches his nail designs on Adobe Illustrator before executing them. "I think graphic design and nail art go hand in hand, so I combined them and found my own style," says the Escondido, California-based artist.





Leibnitz Barragan @leibnailz

AGE: 25 // SALON: Stash

House AZ Arizona-based Leibnitz Barragan dove into the nail industry at 16 years old. "Sculpting and personalizing nail looks to fit each client is the most satisfying aspect of being a nail artist," says Barragan, who sources inspiration from Pamper Nail Gallery founder Vivian Xue Rahey and Young Nails cofounders Greg and Habib Salo.





Jessica Bornstein @arizonails

AGE: 27 // SALON: Stash House AZ

One afternoon while Jessica Bornstein waited tables at a Phoenix restaurant, a guest grabbed her hand and said that after working in the nail industry for more than 30 years, she'd never seen anything like Bornstein's hand-painted nail artwhich was flowers and cow skulls at the time. "She begged me to come to her salon and show her my techniques," the Stash House AZ artist says. And the rest is history.



Ashton Harlan @misashton

AGE: 29 // SALON: Scratch Nail Spa at Canvas Salon (owner)

Las Vegas-based Ashton Harlan began painting nail designs for friends. "I love hand-painting because it's a fun way for my clients to express themselves through their nails," says Harlan, who can even paint her toes with her toes!





Asa Bree Sieracki @asabree

AGE: 27 // SALON: Finger Bang After realizing that no one in her hometown offered the type of nail art she envisioned, Portland, Oregon, native Asa Bree Sieracki started creating her own. "Before enrolling in beauty school, I worked as a jewelry designer and makeup artist for 10 years," says Sieracki.

Bana Jarjour @banicured

AGE: 29 // SALON:

Freelance Since middle school, Bana Jarjour dabbled with nail art. "I started my Instagram in college as a platform to share my designs," says Los Angeles-based Jarjour. "As the page grew in popularity, brands reached out to collaborate on events and photo shoots."









Andrea Ortega @dreasnails

AGE: 25 // **SALON:** LUXE'D Nail Lounge (owner) After job-hopping from retail to sales to banking, Valentino Beauty Pure educator and artist Andrea Ortega enrolled in nail school. "David [Valentino] reached out to me at the start of my career because he saw something special in me and helped guide my career," says Ortega.





Reyna Sandoval @queenlaque

she says.

AGE: 25 // **SALON:** Freelance At 14 years old, Swarovski nail art educator Reyna Sandoval took her first nail art course in Tijuana, Mexico-courtesy of her mother-and attained her manicurist license at age 20. "I fell in love with the nail industry instantly,"



Brittnay Morris @brittnailedit

AGE: 29 // **SALON:** Pamper Nail Gallery Fremont, California-based nail artist Brittnay Morris started sculpting with nail forms even before getting her license and would do her own full sets after binge-watching countless YouTube tutorials-including those by Suzie Mozkal from Nail Career Education.









Devin Strebler @nailz_by_dev

AGE: 28 // SALON: Nail Addicts Studio (owner) Tampa, Florida-based Devin Strebler started doing nails as a hobby. "In high school, art was the only class I was really good at," says Strebler. "I decided to combine my love for nails with my passion for art and turn it into a career."

Shirley Cheng @shirleychengmanicurist

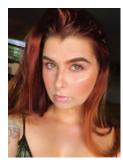
AGE: 29 // SALON: Freelance Growing up as an avid nail-biter, New York City-based Shirley Cheng started doing her own nails in high school. "In college, I dabbled in nail art, and everyone asked where I got my nails done, which inspired me to attend nail school," says Cheng.





Florida-based artist Rebecca Bernard attended beauty school in hopes of working on sets with prosthetic makeup. "After taking one nail class, though, I fell in love," says Bernard,

who looks up to her grandmother for inspiration, who passed away last fall. "She always told me I could do anything and believed in me more than anyone."







Cassandra Navarro @cassie_nailz

AGE: 29 // **SALON:** Exclusive Spa (booth renter) Santa Rosa, California-based Cassandra Navarro moved out on her own at 16 years old after graduating high school. "I quickly realized how expensive it is to survive, so I took my love for nails and enrolled in beauty school-and I haven't looked back since," says Navarro.





Celine Cumming @nailedbyceline

AGE: 25 // SALON: Freelance At 12 years old, Celine Cumming traveled to Thailand on a family vacation, where her mother treated her to her first manicure. "The nail technician painted a design on every nail," says Cumming. Fast-forward more than a decade, and Cumming now shares her own art with the world.



Leslie Ayala

@theenailwitch

AGE: 29 // SALON: Nail Witch Studios As a young girl, Miamibased Leslie Ayala wore long nail tips adhered with nail glue. "When I enrolled in nursing school, I needed a job," says Ayala. "So I got certified and worked as a makeup artist for five years. After having my son, I attended nail school and found my passion there."









Claudia Rosario @_thenailgenie

AGE: 27 // SALON: Vanity Projects While studying criminal justice in college and working a day job in Miami, Claudia Rosario's manager noticed her carefully polished nails and encouraged her to look into becoming a nail professional. That night, she drove home to research nail schools.

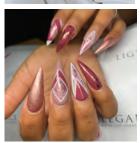


AGE: 29 // SALON: Educator OPI North America education manager Sigourney Nuñez started as a DIY nail art blogger in 2013 and used Instagram as a platform to share her work. After working as a newspaper reporter, she combined her journalism background with her passion for nails to work as an editor for two Los Angeles-based nail magazines.









Amanda Brown @luxurynaildesign

AGE: 28 // SALON: Glitz Nail Bar "Being part of a family like Light Elegance, surrounded by incredible nail technicians, I look up to so many men and women," says Light Elegance nail artist Amanda Brown. But when it comes to her go-to nail knowledge, the Redmond, Oregon-based tech owes it to two women in particular: "Allie Baker and Celina Rydén," she says.



Brittany Jackson @b_dazzledbeauty



AGE: 29 // **SALON:** Revive Salon and Spa (booth renter) Brittany Jackson worked as a hairstylist in Santa Maria, California, for a number of years before taking a leap of faith into a new profession with no clientele and no money saved. "After losing my dad-who constantly said I was too talented to work for someone else-I decided life is too short not to follow my dreams," says Jackson.



Sierra Unsicker @sierrasnails

AGE: 25 // **SALON:** Obsession Nail Studio (owner) In high school, Sierra Unsicker set her hopes on being her own boss and creating her own scheduleand now it's a reality. "I love the nail industry so much," says the American Fork, Utah-based nail artist. "I wish everyone in the community could have a big party, hang out and talk nails."



Darlene Sritapan @nailsbydarlingdarlene

AGE: 27 // **SALON**: Educator Although OPI education and capability manager Darlene Sritapan no longer takes nail clients in a salon, she does hone her craft by shooting OPI nail art tutorials and giving friends and family at-home manicures.









@nailsbycanishiea **AGE:** 26 // **SALON:** Canishiea's Nail Art Studio (owner) Sacramento, Californiabased Canishiea Sams spent her downtime in college practicing nail art with lacquer. "I searched for prints on Pinterest to recreate," says Sams. "I began to follow nail artists on Instagram and found a community of women who share my passion. It definitely

Canishiea Sams

lit a fire within me."



Chelsea King @chelseagueen

AGE: 26 // SALON: Freelance Chelsea King began creating nail art as a hobby, sharing her designs on Instagram. Two weeks after a photographer



contacted her to collaborate, King found herself working with an agency and enrolled in nail school. Today, the Los Angeles-based artist can be found mastering her favorite technique: gradients.



Ashley Cristobal @thenailmystic

AGE: 29 // SALON: Finger Bang

Growing up, you could always find Ashley Cristobal drawing, painting, crocheting, sewing and painting her friends' nails at her makeshift manicure station. "My combination of passions and a friend from college inspired me to attain my manicurist license," says Cristobal.

26
Paola Ponce
@paolaponcenails

AGE: 29 // SALON:
Freelance
Paola Ponce could
never find a go-to
nail artist to which
she could entrust her
natural nails, so with
a bit of research, DIY
nail products and
YouTube tutorials,
Ponce engulfed
herself into the world
of nails.







Recently celebrating her nail salon's one-year anniversary, Lorena Cruz originally attended cosmetology school for hair. "After taking my first nail class, though, I knew my true passion was nails," says the Phoenix-based tech who specializes in sculpting.

Tina Zavala @popstar_nails72

AGE: 27 // **SALON NAME:** Popstar Nails (owner)

Popstar Nails owner Tina Zavala grew up watching her stepmother get her nails done. "She took me to the nail salon with her, and I fell in love," says Zavala.









29

Taylor Gonzalez @gloss_la

AGE: 26 // SALON:
Gloss (owner)
Los Angeles-based
Taylor Gonzalez
originally attended
cosmetology school
to pursue makeup, but
unlike her classmates,
who dreaded taking
the required nail
classes, Gonzalez
became obsessed
with them. "I especially
loved shaping nails,"
she says.





Honey Phan @hnnailsbyhoney

AGE: 29 // SALON: H&N Nails Salon

While earning her biology degree from George Mason University in Fairfax County, Virginia, nail artist Honey Phan worked as a part-time receptionist at H&N Nails—where she now takes nail art-only clients. "I found a passion for nails by watching other nail technicians work."

Fire in the Forefoot

FOR PEOPLE WITH MORTON'S NEUROMA, EVERYDAY ACTS CAN CAUSE EXCRUCIATING PAIN. HERE'S WHAT NAIL TECHS NEED TO KNOW.

When Aerosmith front man Steven Tyler made his debut at the judge's table on TV's "American Idol" in 2011, it seemed like an improbable career move for the flamboyant rocker. But there was more going on with Tyler than meets the eye: His sedentary new gig just may have been due to his feet. Tyler had been suffering for years from a painful foot condition called Morton's neuroma, aka interdigital or intermetatarsal neuroma. Caused by abnormal tissue growth surrounding a nerve, Morton's neuroma can severely limit a person's activities. However, with proper diagnosis and care, it can be adequately managed.

If you've been a nail technician for more than a couple of years, there's a good chance that you've worked on clients suffering from this condition. Here's what you need to know.

IT TAKES SOME NERVE

Morton's neuroma most commonly develops between the third and fourth toes of the foot. The tissue surrounding the digital nerve in that area thickens and swells, causing the nerve itself to become enlarged and/or inflamed. "Many people feel like they have a balled-up sock under their foot, as well as pain, tingling, numbness and burning in the affected toes," says Steven Frank, DPM, a veteran podiatrist who sees several new cases of Morton's neuroma every week at his St. Louis-based practice, Premier Podiatry.

The pain of Morton's tends to be persistent and easily exacerbated, and sufferers are often forced to modify their everyday activities. Even standing on tiptoe to reach a dish from a cabinet can be excruciating. "Conditions are



typically worse with weight-bearing activities that put higher pressure on the ball of the foot, such as crouching or kneeling, climbing stairs or ladders, doing squats or lunges, or wearing tight shoes or high heels," affirms Dr. Frank.

Women are much more likely to develop Morton's neuroma than men. This isn't surprising, given women's shoe styles, which tend to compress toes, pinch nerves and place a disproportionate percentage of body weight on the ball of the foot. Over the years, accumulated stress on the feet increases the likelihood of developing the problem, which might explain why middle-age women are the ones most commonly affected.

However, there's also a genetic component. "Some people have a naturally tight space between the metatarsals and/or thicker nerve branches in this part of the foot," says Dr. Frank. "Having high-arch feet, significant hammertoe deformities and bunions can also lead to neuromas." He lists trauma, surgery, repetitive stresses and certain workout routines as additional culprits. High-impact sports activities, such as running and tennis, or those involving tight footwear, such as skiing and rock climbing, are thought to be linked to Morton's neuroma as well.

UNTANGLING THE PROBLEM

Despite the strong sensations it causes, Morton's neuroma is generally not visible to the naked eye. Diagnoses are reached following an exam, during which the physician will apply pressure to replicate the pain, and an X-ray and ultrasound to confirm suspicions and rule out other causes. "It's important to check for

Morton's Neuroma Facts*

Women are 8 to 10 times more likely to develop Morton's neuroma than men. About 80% of Morton's neuroma patients are successfully treated nonsurgically.

There are approximately 7,000 nerves in one human foot.

A 2½-inch heel can increase the load on the forefoot by 75%.

The pressure on the feet while running is as much as four times the weight of a runner's body.

Sources: American Academy of Orthopaedic Surgeons, orthoinfo.aaos. org; American College of Foot and Ankle Surgeons, foothealthfacts.org; Harvard Health Publishing/Harvard Medical School, health. harvard.edu; foot.com. bone-related problems, such as stress fractures and dislocations," explains Dr. Frank, who enumerates other potential causes of foot pain.

Once a diagnosis of Morton's neuroma is determined, the typical treatment plan starts with simple measures to address causes and reduce pain. These include commonsense advice: avoiding unnecessary weightbearing activities and losing weight if that is an issue. Standard medical care calls for wider shoes with lower heels and soft soles; custom shoe inserts and pads; ice applications following activity and antiinflammatory medications.

The majority of Morton's neuroma cases are successfully treated with a combination of conservative measures. However, hands-on approaches like physiotherapy and massage sometimes offer relief.

When all else fails, surgery to decompress the nerve may be necessary. "Sometimes we even need to remove the neuroma itself," says Dr. Frank, and notes that he sometimes performs surgical procedures to correct contributing deformities, such as hammertoe or bunions.

FOOT TRAFFIC

It isn't a nail tech's role to diagnose medical conditions and, because Morton's is rarely visibly apparent, you won't know it's there unless your client tells you. Denise Baich is a Certified Advanced Nail Technician, Certified Medical Nail Technician and Certified Safe Nail Professional whose nailcare suite, The Pedicure Plus, is next door to Dr. Frank's practice, which allows for reciprocal referrals. She says that sometimes a client talks about her pain but doesn't know what's going on. "Once we discuss her symptoms, we perform a soothing massage and refer the client to a doctor," Baich says. "This is very important because Morton's can lead to permanent nerve damage if left untreated."

Janet McCormick, educator, author and co-owner of Nailcare Academy, touts the value of gentle massage for a client with Morton's neuroma. "It's performed on the plantar forefoot and on the rest of the foot and leg muscles-many leg muscles are also attached to the foot so massage can support lessening of the pain that radiates from this condition," she explains, but adds that no nail tech should offer to "treat" the condition, as that is beyond the scope of practice. "And if the client is undiagnosed, recommend that she sees her physician or suggest a podiatrist to whom you refer clients."

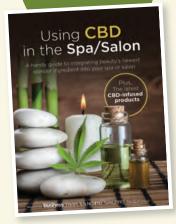
Once confirmed to have Morton's neuroma and in treatment, a nail client can receive regular pedicures just like anyone else. Use caution during massage, and Baich recommends using soothing and anti-inflammatory skincare products during the service. NP

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



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SHOWS & EVENTS

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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; thebeautyexperience.com.

APRIL

Nail Camp East

April 3-6, 2020 Sandy Cove, North East, MD. Contact Nail Camp, nailcamp.org.

America's Beauty Show

April 18-20, 2020 McCormick Place, Chicago, IL. Contact Cosmetologists Chicago, 425 S. Financial Pl., Ste. 2325, Chicago, IL 60605; 800.648.25.05 and 312.321.6809; americasbeautyshow.com.

Nail Tech Event Spring Retreat

April 25-27, 2020

French Lick Resort Event Center, French Lick, IN. Contact Nail Tech Event, info@nailtechevent. com; nailtechevent.com.

CLASSES

MARCH

North American School of Podology

855.622.6277,

northamericanschoolofpodology.com 14-15 Infection Control: Online

29-April 1 Certified Master Pedicurist (CMP)

Program: Redding, CA.

Young Nails

714.992.1400, youngnails.com

16-20 OWC Mastering Acrylic: Anaheim, CA.

23 How to Build Your Business in 2020: Anaheim, CA.

30 Use Your Imagination - Acrylic: Anaheim, CA.

North American School of Podology

855.622.6277,

northamericanschoolofpodology.com

4-7 Certified Master Pedicurist (CMP) Program: Edmonton, AB, Canada.

5-8 Comprehensive Leg and Foot Evaluation: Orlando, FL.

8 Infection Control: Edmonton, AB, Canada.

Young Nails

714.992.1400, youngnails.com 6-10 OWC Mastering Gel: Anaheim, CA. 27 Use Your Imagination - Gel: Anaheim, CA.

MAY

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714.992.1400, youngnails.com 11-15 OWC Mastering Acrylic: Anaheim, CA.

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













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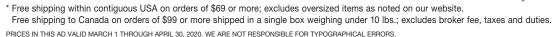


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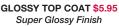
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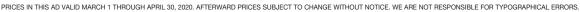
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AD INDEX

All Season Professional	6-7
aspnail.com	
Allur Spa	19
allurspa.com	
Belava	26
belava.com	
Bio Sculpture Nails	35
biosculpturegel.com	
CBD e-book	52
nailpro.com/CBD	
Christrio Corporation	13
christrio.com	
Continuum Pedicure Spas	43
mycontinuumpedicure.com	
CND	2-3, 8-9, Back Cover
cnd.com	
Dollarnailart.com/Ash Industries	61
dollarnailart.com	
Keyano Aromatics	53
keyano.com	
Lash Savers	61
lashsavers.com	
LeChat	31
lechatnails.com	
Luraco Technologies Inc.	51
luraco.com	
Morgan Taylor	29
gelish.com	
Nailpro Pasadena	63
nailproevents.com/pasadena	
Orly International	Inside Front Cover - 1
orlybeauty.com	
Premiere Beauty Show	Inside Back Cover
premiereorlandoshow.biz	
Premier Nail Source	54-60
premiernailsource.com	
Revel Nail	27
revelnail.com	
Signature Nail Systems	4-5, 15
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1. Morton's neuroma occurs when abnormal tissue growth surrounds a

- A. Toe bone
- B. Ligament
- C. Tendon
- D. Nerve

2. Morton's neuroma most commonly develops between the first and second toes of the foot.

- A. True
- B. False

3. Which of the following *does not* describe the sensations of Morton's neuroma?

- A. Pain
- B. Burning
- C. Coldness
- **D.** Tingling

4. Conditions of Morton's neuroma are exacerbated by ______.

- A. Weight-bearing activities
- B. Long periods of sitting
- **C.** Elevating the feet
- **D.** All of the above

5. Morton's neuroma has numerous causes.

- A. True
- **B.** False

6. The three medical procedures that are most commonly used to diagnose Morton's neuroma are . . .

- A. X-ray, blood work and MRI
- B. Physical exam, X-ray and MRI
- C. X-ray, ultrasound and MRI
- **D.** Physical exam, X-ray and ultrasound

7. Standard medical care for Morton's neuroma includes ______.

- A. Wider shoes with lower heels and soft soles
- **B.** Ice applications to control nerve inflammation
- C. Custom shoe inserts and pads
- **D.** All of the above

8. Surgery is the standard recommended treatment for all cases of Morton's neuroma.

- A. True
- B. False

9. Which of the following aspects of a pedicure is considered most helpful to clients with Morton's neuroma?

- A. Gentle massage
- B. Hot soak
- C. Callus removal
- **D.** Nail trimming

10. There are approximately __ nerves in the human foot.

- **A.** 700
- **B.** 7,000
- **C.** 52
- **D.** 2,000

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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 April 30, 2020. Answers will appear in the May/June issue.

Answers to January/February test: 1) B 2) C 3) D 4) B 5) D 6) D 7) B 8) C 9) C 10) C

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MICHELLE SAUNDERS JAMES

@michellesaundersjames -

With an enviable client list that ranges from Kate Beckinsale, Emily Blunt and Mandy Moore to Sephora, Apple and Tom Ford, San Francisco Bay Area native Michelle Saunders James is known for her meticulous manicures, attention to detail and love of color. The talented manicurist, who is sponsored by Essie and L'Oréal, has also had her work and advice published in numerous publications, including Vogue, InStyle, Allure and Harper's Bazaar. Recently, Saunders James returned home to open Saunders & James, a boutique nail salon, in Oakland, California. "I get inspired to create nail art every day, sometimes a little, sometimes a lot," says Saunders James. "It depends on where I am, what I'm doing or if there's a project deadline." Here, Saunders James shares what sparks her imagination.

ARCHES IN ARCHITECTURE "They remind me of the classic moon manicure."



Collaborating with other people is a terrific way to get inspired. I find out what colors they love, the type of music they like and more. Getting a sense of their overall lifestyle helps me to create a customized nail look."





↑ FLOORING "As I was building." Saunders & James, I went in Saunders & James, I went in search of different flooring designs and came across so many wonderful ideas for nail art in the process. I especially love the pastel chips you see throughout terrazzo tile. There are also so many different designs you can do with marble, quartz and stone."



TEXTILES "I love to take printed fabrics and shrink them down to fit Conto a nail. Pillows are a great resource for design style. Simple straight and curved lines transition best into nail art."



TRAVEL "My travels are an excellent resource for finding content to create nail art. I was just in the desert for a fashion shoot and the way the sun was setting on the mountains created the most beautiful colors and textures. I immediately knew how to apply that same look onto a nail."





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editor's PICKS Professional Nail Lacquer SPRING IS A time of year to embrace soft shades like nudes and pinks. These are the perfect colors and tones to take us from the cold winter season into the warmer days ahead. This collection is feminine and delicate with key classic colors that will make for the perfect springtime manicure! MODEL IS WEARING: CALL MY BLUSH AND IT'S YOUR MAUVE Says DANNY HAILE, CEO and Founder of Gelish





editor's PICKS

Gelish° and **Morgan Taylor**° introduces the **Editor's Picks** collection for Spring 2020. From the runways to real life, this collection takes center stage with sophisticated luxurious hues.





-12-PIECE DISPLAY -



-12-PIECE DISPLAY -



- 6-PIECE DISPLAY —



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– 36-PIECE DISPLAY –



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