



# SWITCH ON COLOR

**Gelish® and Morgan Taylor®**  
are teaming up with **MTV** to  
turn up the volume with the  
**Switch On Color** Collection.

MODEL IS WEARING:  
ALL COLORS

ELECTRIC  
REMIX

ULTIMATE  
MIXTAPE

LIVE OUT  
LOUD

TOTAL  
REQUEST RED

SHOW UP  
& GLOW UP

SUPER  
FANDOM



©Viacom International Inc. All Rights Reserved. MTV, MTV Music Television TM and all related titles, logos and characters are trademarks of Viacom International Inc.



[gelish.com](http://gelish.com) | [MorganTaylorLacquer.com](http://MorganTaylorLacquer.com)

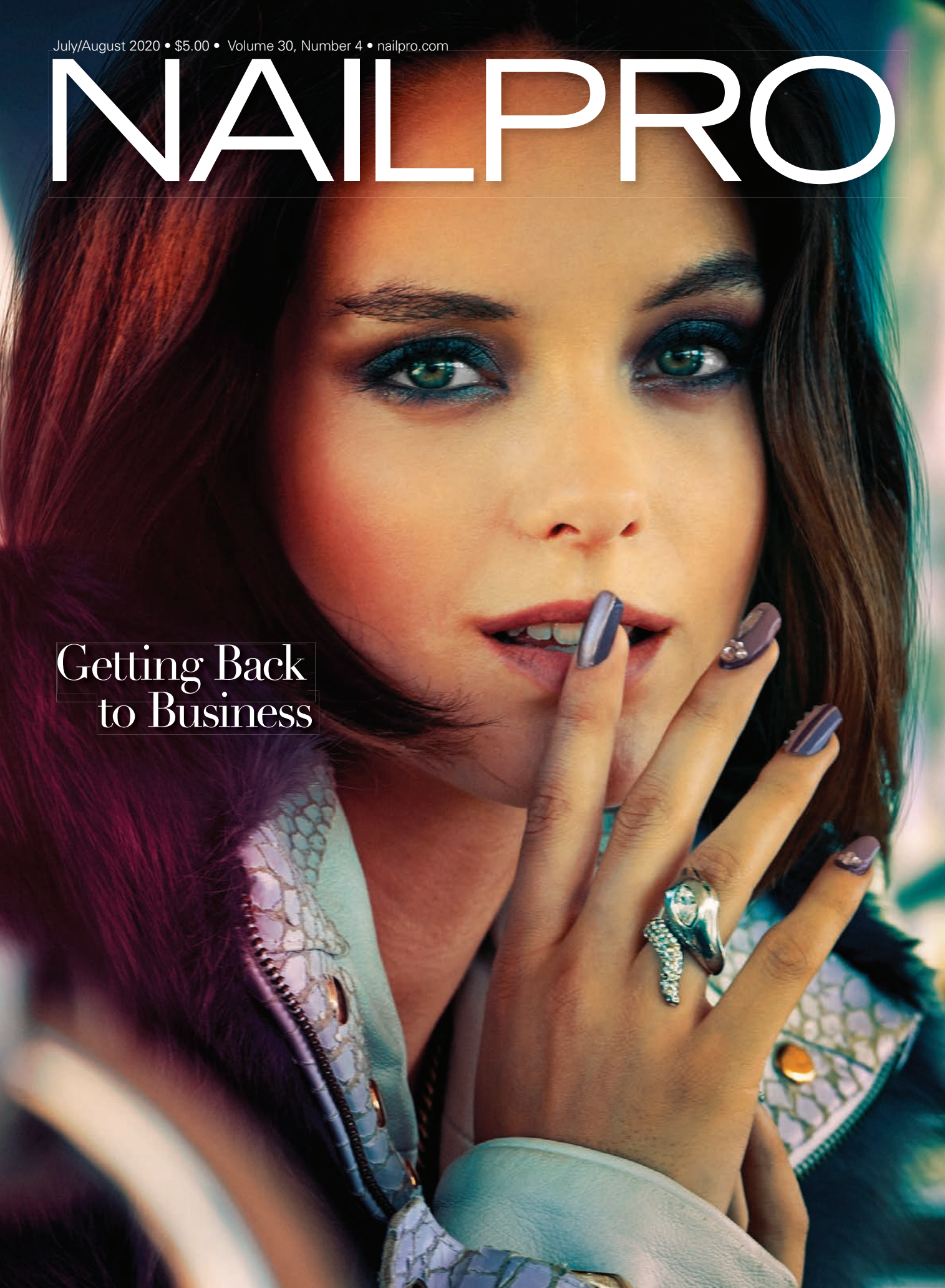
714. 773. 9758 • Made in the USA



July/August 2020 • \$5.00 • Volume 30, Number 4 • [nailpro.com](http://nailpro.com)

# NAILPRO

Getting Back  
to Business



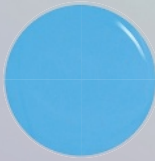
# ORLY<sup>®</sup> RETROWAVE

SUMMER 2020

6 NEW PERFECTLY MATCHED LACQUER + GEL SHADES



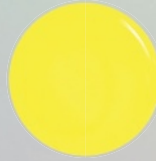
GOTTA BOUNCE



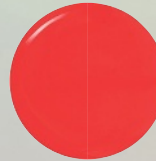
FAR OUT



SO FLY



OH SNAP



HOT PURSUIT



PSYCH



MODEL IS WEARING SO FLY & OH SNAP

AVAILABLE AT AUTHORIZED DEALERS, OR CONTACT US FOR MORE INFO: 800.275.1111





[ONLYBEAUTY.COM/PRO](https://onlybeauty.com/pro) | @ORLY



*JUST ADD WATER!*



allur



# SERUMSPA

## *The First Pedicure System with Premium Serum*

SerumSpa is a 6-step deluxe spa pedicure system. The first pedicure product to incorporate premium quality skin serum is a game-changer. Taking advantage of serum's deep-penetrating characteristics to deliver high concentrations of active ingredients, SerumSpa will provide the most effective and gratifying experience.



### SERUM BASED SPA PEDICURE SYSTEM

Premium quality, nutrient dense delivery, deep penetrating hydration



### 12 NATURAL INGREDIENTS

Natural and proven effective ingredients for skin benefitting results



### FREE OF 15 TOXINS

Free of 15 commonly used toxic components found in pedicure products



### ZINC RICINOLEATE *(derived from the Ricinus Communis plant)*

The first spa pedicure to use a proven effective natural odor eliminator

### MOISTURE SOOTHE

Deep Hydration and Nourishment for the Skin

### DETOX PURE

Deep Detoxification of the Pores and Skin Surface

### SLIM & FIRM

Slimming and Firming Loose Skin and Cellulite





S | N | S

# Be Twice as Creative with



Patent Pending

WATCH THE  
TUTORIAL



## AIR OMBRE™

**Stunning Ombre Nail Art —  
Works with Dipping Powder,  
UV Gel or Acrylic**

- Amazing New Spray-On Technique
- 150 Beautiful Colors to Choose From
- Every Beautiful Nail is Unique
- Lasts for 3+ Weeks



@snsnailsproduct

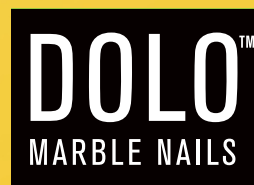




# Two Breakthrough Products!

## The Fabulous Instant Marble Patterns

- Beautiful Professional Marble in Seconds
- One-of-a-kind Design Everytime
- Lasts for 3+ Weeks
- 10 Mixable Colors for Limitless Possibilities



Patent Pending

WATCH THE  
TUTORIAL



**Need it in  
your salon  
right away?**

Purchase Online Now  
**SNSNAILS.COM**





# Contents

JULY/AUGUST 2020 / NAILPRO MAGAZINE / VOLUME 30 / NUMBER 4



## FEATURES

### 22 BUILDING CLIENT RELATIONSHIPS

The rules of client engagement have changed; see how you should connect now. By Leslie Henry

### 28 TAKE A DIP

Offer clients a super-hydrating add-on with the latest in paraffin products. By Taylor Foley

## COLUMNS

### 18 PORTFOLIO

NAILPRO readers share their best neon nail art looks to get you ready for summer.

### 20 NAILSPIRATION

Nail artist Peka Grayson takes us on a Ferris wheel ride with her set of ombré tips. By Angelina Lewis

### 40 DAILY INSPO

**MAELING PARRISH** The Hand & Nail Harmony dean of education shares her inspiration.



## IN EVERY ISSUE

8 EDITOR'S NOTE

10 CREATING THE COVER

12 TIP OFF

21 INSIDE LOOK

39 AD INDEX

### COVER CREDITS

Courtesy of Artistic Nail Design

NAILPRO, Vol. 30, No. 4, July/August 2020 (ISSN 1049-4553) is published bimonthly by Creative Age Publications, Inc., 7628 Densmore Ave., Van Nuys, CA 91406-2042. Subscriptions: US \$24 per year, Canada \$60 USD; other international \$80 USD. Periodicals postage paid at Van Nuys, CA, and additional mailing offices. POSTMASTER: Send all UAA to CFS; non-postal and military facilities, send address corrections to NAILPRO, PO Box 460159, Escondido, CA 92046-0159.





STEP INTO  
A WORLD  
OF NUDE  
COLORS.

---



## SPEED BUILDER GEL

UNBELIEVABLE CONTROL FOR FLAWLESS GEL MANICURES

**BUILD • EXTEND • SCULPT • CREATE**



Easy to Use • LED/UV Cure • Beautifully Pigmented  
Long-lasting Results • Award Winning Formula

Available in **12** gorgeous colors!



800.574.4252 • [WWW.CHRISTRIO.COM](http://WWW.CHRISTRIO.COM) • [INFO@CHRISTRIO.COM](mailto:INFO@CHRISTRIO.COM)  
AVAILABLE FOR PURCHASE AT [WWW.CHRISTRIOSTORE.COM](http://WWW.CHRISTRIOSTORE.COM) OR AT A DISTRIBUTOR NEAR YOU

**CHRISTRIO®**





**1 TREAT**  
In lieu of being able to get a facial over the last few months, I've been using this Eminence peel and peptide kit at home. The three-step system helped keep my skin looking radiant and youthful while I was stuck indoors. «Eminence Organic Skin Care Arctic Berry Peel & Peptide Illuminating System, [eminenceorganics.com](http://eminenceorganics.com)»



**2 PROTECT**  
Summer and sunscreen simply go hand in hand, and the latest launch from Shiseido is the ideal skin saver. The invisible broad-spectrum sunscreen is powered by WetForce and HeatForce technology, which creates a protective barrier that becomes more effective with heat, water and sweat. Plus, the formula is ocean-friendly and Hawaii-compliant so you can snorkel to your heart's content! «Shiseido Ultimate Sun Protector Lotion SPF 50+, [shiseido.com](http://shiseido.com)»



**3 MY MANICURE**  
At long last: I have acrylics again! And just like that, I feel back to my normal self. Of course, my natural nails weathered some wear and tear during my time away from the salon, so nail artist Erin Moffett (@beautyundone) and I decided to stick with a simple overlay for now, as the damaged stress area grew out. Still, despite the length, this patriotic set was just what I needed to kick off summer!

## ON MY RADAR

DIVE INTO SUMMER WITH NP EXECUTIVE EDITOR STEPHANIE YAGGY LAVERY.



My favorite season is finally upon us—and I couldn't be happier. There's something about the summer sunshine, beach days and pool time that soothes my soul. Not to mention, most nail pros are back to work, clients are clamoring for appointments and we have a whole crop of wonderfully inspiring summer shades to play with (check out "Sweet Surrender" on page 12)! But because everyone has been on hiatus for the last few months, it's more important than ever to care for your clients in the way they need. For instance, there are likely many a neglected hand and foot that could use a hydrating refresher—and a summer paraffin add-on may be just what nail tech ordered (see "Take a Dip" on page 28). Let's not forget that you may be building a whole new clientele as you reopen, with old customers falling away and new ones coming in. Make sure that you're nurturing loyalty with the helpful tips in "Building Client Relationships" on page 22. Finally, don't forget to take care of *yourself* this summer. Jumping back into the pace in which you left off can leave you burnt out. Baby steps to building up that stamina—and don't forget to enjoy the sunshine.

✉ [slavery@creativeage.com](mailto:slavery@creativeage.com)  
 📱 Stephanie Yaggy Lavery  
 📷 @steph\_lavery



**4 COOL**  
When I need a midday pick-me-up, I reach for this cooling under-eye brightener with real jade crystal roller. Formulated with enriching antioxidants and a slight hint of radiance reflective pearl to brighten dark circles, it seriously helps reduce signs of fatigue. «Need a Wake Up Call INC. Redible De-Puffing Under Eye Jade Roller, [nailsinc.com](http://nailsinc.com)»



**5 COLOR**  
This makeup kit contains everything you need to create a summery look. Inspired by the colors of the ocean, the kit—which contains four eye colors, All-Over Face Bronze Color and two Gel Color Lip + Cheek Balms—has everything you need to create beachy, sundrenched looks for any occasion. «Nudex Sun & Sea Palette, [nudextix.com](http://nudextix.com)»

**6 LACQUER**  
While Kathleen Lights may be known for her makeup artistry, she has also made headway in the nail world with her Lights Lacquer polishes. Using her experience in makeup and color theory, she creates gorgeous lacquers that are on trend and 7-free, like these luscious hues from her summer collection. «Light Lacquer Sweet as Summer Collection, [lightslacquer.com](http://lightslacquer.com)»



# KEEP YOU & YOUR CLIENTS SAFER WITH LECHAT

**NEW**

Hand Sanitizer • Face Mask

Face Shield • Table Guard



## SPECIAL OFFER



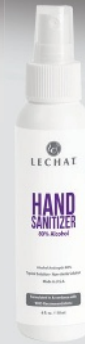
**OR**

**BUY ONE  
GET ONE FREE**

Promo code:  
NAILPRO-1FREE

LeChatNails.com

Buy 1 Perfect Match Gel Polish  
**or** 1 Perfect Match Color Powder



**OR**



Get a 4 oz. Hand Sanitizer **FREE**  
**or** Face Mask 2 pack **FREE**



## HAND SANITIZER

80% alcohol. FDA registered.  
WHO recommended formula.  
4 oz. or 8 oz. spray  
and 32 oz. refill.

\$3.50 - 4 oz. • \$4.75 - 8 oz. • \$12.50 - 32 oz.

## FACE MASK

Three layer face mask.  
Washable, comfortable,  
fixed elastic loops.

\$7.25 - 2 Pack



## FACE SHIELD

Lightweight, wrap-around splash  
protection. Comfortable foam and  
elastic headband fits all sizes.

\$3.75 Each



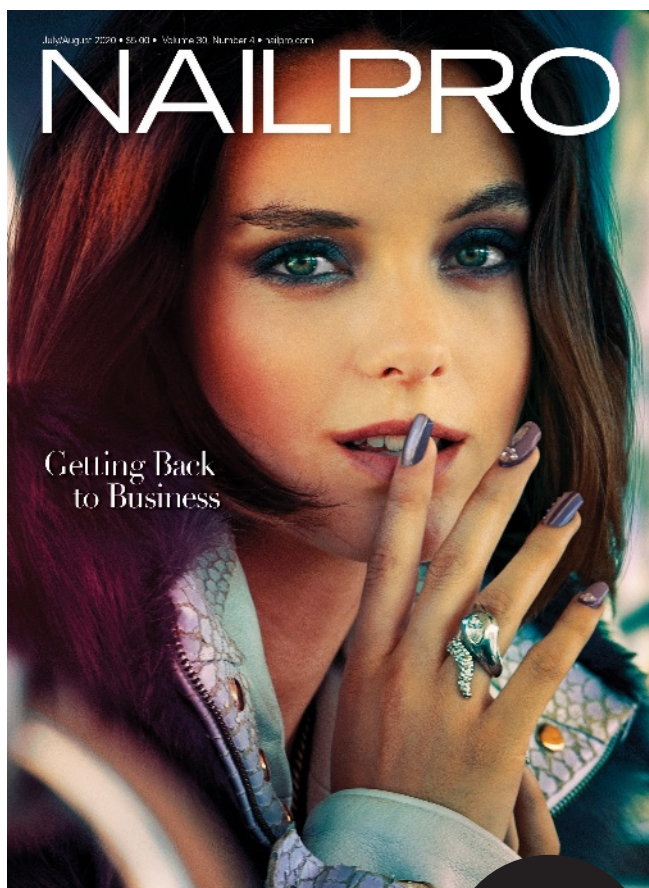
## TABLE GUARD

Compact, freestanding design  
ideal for nail salons.  
Dimension: 30" x 24"

\$60.00 Each



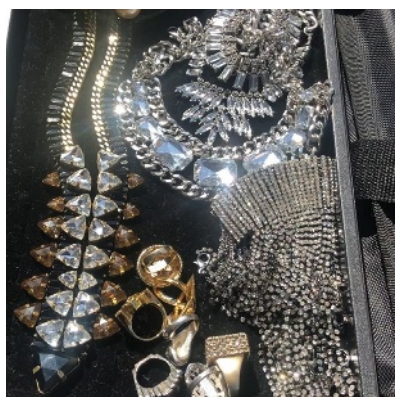




SEE MORE  
about the cover nails  
and color collection  
at [nailpro.com/  
videos/behind-the-  
cover!](http://nailpro.com/videos/behind-the-cover!)

## City Scape

It may be the height of summer, but any color connoisseur has her sights set on the upcoming season—and this fall proves to be one to watch. For this month's cover, Artistic Nail Design executive vice president and creative director Alisha Rimando created a look that's both artistic and a little edgy with a fall color palette. First, she extended the model's nails with the Artistic Rock Hard acrylic system into a what's-old-is-on-trend-again elongated square free edge. She then utilized the gorgeous gel colors in the fall Artistic Colour Gloss Detour Allure collection. The muted earth tones reflect the cool girl chic vibe from our model casually perched on the seat of a city bus. Using primarily the mauve and periwinkle tones, Rimando designed a different look on each nail, using striping techniques and a reverse French. She then topped them off with strategically placed crystals for a flashy flair.







Arrive in Style

Be There in 10!

I Have Connections

Stay in Your Lane

### +Kit Essentials

- Artistic Nail Design Rock Hard L&P
- Artistic Colour Gloss Detour Allure Collection
- Artistic Striping Brush Striper
- Swarovski Crystals

**RICH REWARDS** The highly-pigmented shades in the Detour Allure collection pair perfectly with any look, from cool denim to deep cranberry to snowy white, and come in lacquer, gel polish and dip to fit all your clients' desires.





# TIP OFF

BUSINESS | TRENDS | NEWS | PRODUCTS  
BY LOTUS ABRAMS



**ESSIE** Worth the Tassel  
[essie.com](http://essie.com)



**SNS** You Betta  
Believe It  
[snsnails.com](http://snsnails.com)

## SWEET SURRENDER

After many salon manis were put on hold, clients are now reveling in the promise of sweetly hued tips courtesy of summer color collections.



**OPI** Gleam On  
[opi.com](http://opi.com)



**MORGAN TAYLOR**  
Super Fandom  
[morgantaylornailacquer.com](http://morgantaylornailacquer.com)



**ORLY** Far Out  
[orlybeauty.com](http://orlybeauty.com)



**ZOYA** Fisher  
[zoya.com](http://zoya.com)



**GELISH XPRESS DIP**  
Show Up and Glow Up  
[gelish.com](http://gelish.com)

COURTESY OF MANUFACTURERS; BROOKS AYOLA (2)



## TOOLS

# Safety First

Keeping up with the new safety restrictions in the salon can be easier than you think with some key tools from these manufacturers:



Ultracide Ultraviolet LED Sterilizer ([americanails.com](http://americanails.com)) uses UVC light to kill 99.9 percent of viruses, bacteria and pathogens. Place your dirty nail brushes, metal implements, nail art brushes—even your cell phone!—into the sterilizer, close the lid, and in three minutes the sterilization process is complete without the use of liquids or chemicals.



Place these durable Stick-and-Stand Mats ([info@bridgetteinternational.com](mailto:info@bridgetteinternational.com)) around the salon to help clients maintain social distancing. The heavy-duty adhesive keeps the markers in place—even with regular floor cleaning—and won't leave any sticky residue behind when removed. Slip and odor resistant, the mats will last up to four months.



LeChat ([lechatnails.com](http://lechatnails.com)) launched a series of PPE items to keep both you and your clients safe while back in the salon: washable three-layer face masks; lightweight wrap-around face shields for splash protection; compact, freestanding table guides specifically for use during manicure services; and fragrance-free, 80-percent alcohol hand sanitizer available in three sizes.

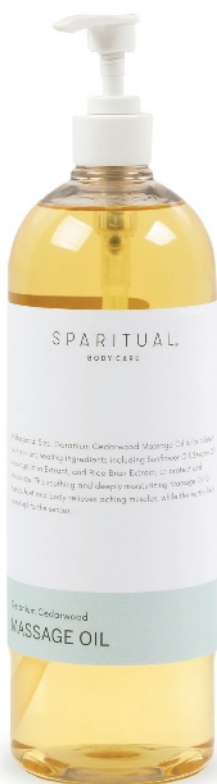
## SPOTLIGHT

# SOAK IT IN



As clients continually search for customized beauty solutions, one company has taken the principles of skin care and incorporated them into foot care. SerumSpa ([allurspa.com](http://allurspa.com)) is a carefully developed, six-step, deluxe spa pedicure system that works to address three different client concerns: hydration, detoxification and firming. Unlike other pedicure systems, which use the same ingredients with a variety of fragrances, each SerumSpa variation—Moisture Soothe, Detox Pure and Slim & Firm—utilizes unique ingredients and even individual steps to address each targeted goal, whether it's moisturizing and improving skin texture or increased elasticity and pore tightening. Another key ingredient: zinc ricinoleate. Derived from the Ricinus communis plant, it naturally and safely traps and absorbs odor-causing molecules. Free of the 15 most common toxins found in the market, all systems contain 12 core natural and proven effective ingredients for a comprehensive spa pedicure service.





## SPOTLIGHT Rub It In

Formulated with healing ingredients, including sunflower and sesame oils and ashwagandha and rice bran extracts, new **SpaRitual** ([sparitual.com](http://sparitual.com)) **Massage Oil** protects, soothes and deeply moisturizes skin while relieving aching muscles. Free of parabens, petrochemicals, GMOs, gluten, and synthetic fragrances and dyes, the **vegan massage oil** is available in two fragrances: earthy and fresh **Geranium Cedarwood** and sweet and exotic **Jasmine Tuberose**.



### RETAIL

## Marketing to **Millennials**

Public relations agency 5WPR ([5wpr.com](http://5wpr.com)) released its first-ever Consumer Culture Report for 2020 focusing on the beauty shopping habits of millennials, and the results provide valuable insight to salon owners. According to the study, millennials are projected to spend \$1.4 trillion this year, and although they're the biggest leaders in social media usage and online shopping, 68 percent of respondents reported that they prefer finding new products in-store rather than online. "This data shows that nail salon owners may be able to use retail as an additional revenue stream for their businesses, especially if the products offered are new to their customers and allow for discovery," says Dara A. Busch, 5WPR president, consumer practice, though she admits that just stocking your shelves with tempting products may not be enough to convince them to purchase.

While millennials say they prefer to discover new products at brick-and-mortar retail, 72 percent said they're also influenced to purchase by external sources, including blogs, Instagram influencers, celebrity endorsements and especially news articles—all of which salon owners should keep in mind when setting up their retail areas. "We suggest using point-of-sale items that show a press mention or celebrity or influencer who has used the product," says Busch. "This strategy capitalizes on the desire to shop in-store while reminding the person that someone else whom they admire or trust has endorsed the product." When it comes to social media, the report found Facebook still dominates across all age groups, followed by Instagram, YouTube, Twitter, Snapchat, Reddit, Pinterest and TikTok.

Whether interacting with clients on social media or in-store, salon owners should be authentic about their guiding mission and principles to appeal to millennials, asserts Busch, as 83 percent of survey respondents said it's important to them that the companies they buy from are aligned with their own beliefs and values. "Nail salons tend to be community specific, so sticking to an authentic voice for your region and surroundings is a best practice," she says. "Highlighting feel-good trends from your community is a great way to ensure your customers feel connected to your business."





## SPOTLIGHT Stick With It

GERmanikure ([germanikure.com](http://germanikure.com)) introduces a must-have tool for every nail tech: the patented Glass Stick Cuticle Remover. The permanently etched glass tool gently and safely removes cuticles without cutting, exfoliates dead skin and can be reused after sanitizing and disinfecting. Best yet, the multipurpose tool can be used for a variety of tasks, such as removing excess polish and positioning nail gems and charms.



## NEWS

### *Green Light*

Sundays ([dearsundays.com](http://dearsundays.com)) nail salon, which has two locations in New York, recently launched two signature-scent candles that perfectly complement the brand's wellness mission. The candles are intended to remind guests of their mindful experience at the studios, which offer meditation manicures; simple, modern nail art; vegan, 10-free polish; and organic tea blends in a cozy Danish *hygge*-inspired atmosphere. The candles, which come in Green Fig & Ginger and Smoked Hemp Flowers scents, are free of petroleum and are made using only 100-percent natural oil, soybean wax and a 100-percent cotton wick. Another planet-friendly perk: The zero-waste ceramic container is designed to be reused as a planter, penholder or table decor. "Around two years ago, I started a journey with the vision to create a candle that is nontoxic, but with an elevated Sundays scent," says Sundays founder Amy Ling Lin. "The marriage of both can be difficult to achieve without chemicals, but I managed to use all 100-percent natural materials to achieve complex earthy scents that best reflect Sundays."



## NEWS

### SOMETHING TO CELEBRATE

Tweezerman ([tweezerman.com](http://tweezerman.com)) is celebrating the 40th anniversary of its best-selling Slant Tweezer with a special-edition celebratory black-and-white design. The award-winning, handcrafted tweezers are the company's most popular tool, with loyal fans ranging from beauty professionals to consumers.



## DESIGN

# SKETCH OUT

Celebrity nail artist Julie Kandalec (@julieknailsnyc) has made a name for herself in the industry as a brand educator, creating spectacular looks backstage at New York Fashion Week and as the founding creative director of Paintbox nail salon in New York. She is now taking her creative and collaborative experiences to launch her *Nail Art Design Book* (nailmasterclass.com). Curated over a five-year span and perfected with clients like designer Christian Siriano, Essie, and *Elle* and *Cosmopolitan* magazines, the chic sketchbook comes with heavy, opaque paper that allows you to design and create nail art looks to your heart's content. Opening with a list of the best art tools and an introduction to color theory, the book includes templates to create nail art looks on almond, oval and square nails. Use them to try out new art ideas or as a diary of your favorite designs—the sky's the limit! **NP**





# UNPRECEDENTED TIMES

## UNPRECEDENTED DISINFECTANTS

EPA approved for use  
against coronavirus<sup>1</sup>

Kills viruses and bacteria  
in just 1 minute

Non-irritating to  
eyes and skin



Professional Disinfectants Formulated for Salons  
**RejuvenateDisinfectants.com**

<sup>1</sup> Rejuvenate is approved under the EPA Emerging Pathogen Rule, refer to EPA List N: Disinfectants for use against SARS-CoV-2.

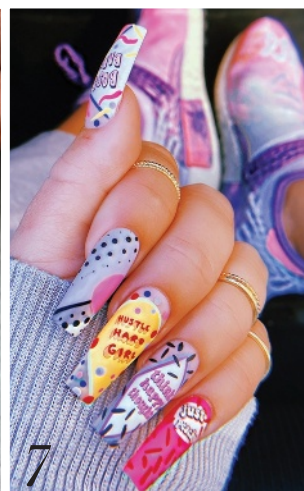
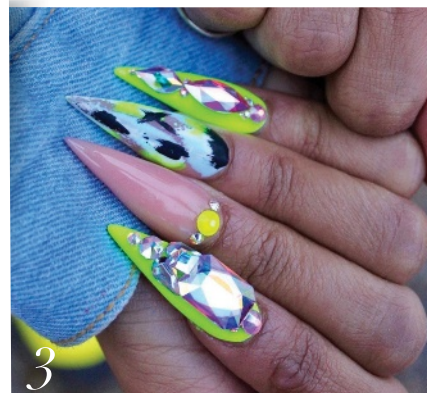


# PORTFOLIO

## *It's Electric*

NAILPRO readers sourced the brightest seasonal shades for these neon nail looks, incorporating paisley patterns, matte marbling and big bling!

SUBMIT  
FOR THE NEXT  
THEME:  
GLITTER



- 1 Abigail Tovar @abigailviewofbeauty 2 Devin Strebler @nailz\_by\_dev 3 Amanda Leong @\_allured 4 Hope Jung @glittersandpolishes  
5 Jade Tang @the.imperial.room 6 Miya Adams @thenailritual 7 Jessica Bornstein @arizonails 8 Verenice Mendoza @vee\_nailedit  
9 Don Nguyen @don\_of\_nails 10 Chau Tran @chauchau\_does\_nails

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](mailto: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.



# BIO SCULPTURE



## MILKY WAY DUOS



ERICA



BETSY



MARCELLE



IRENE



BERNICE

VERONICA

JANINE

CELESTE



Deep within the Milky Galaxy four solid colors and four Iron Lady magnetic Gels merged together, creating the EVO Milky Way Duos. Each duop forming part of the bright band of stars that we see stretched across the dark, romantic, sky.





**TIP!**  
Clean your  
brush between  
blending  
shades.

## Fair Play

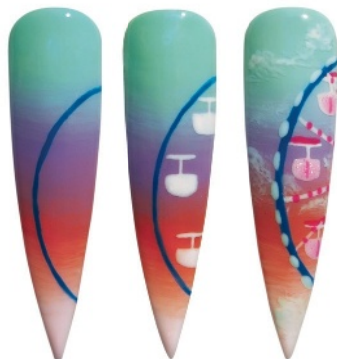
Valentino Beauty Pure educator and handpainted nail artist Peka Grayson (@impekablenails) transports us to a summer evening at the fair with a set of hand-painted ombré tips. "Ferris wheel rides under cotton candy skies inspired me to create a nail look reminiscent of a summer carnival," says Grayson. "With the global pandemic, painting the sky on these nails took me to such a good place and reconnected my soul and spirit to nature—it brought me so much joy. I hope they bring others joy, too."

**Step 1** Apply sea foam and purple gel polish to the base of the nail, ensuring that the colors touch. While wet, blend the shades together with an ombré brush. Do not cure.

**Step 2** Apply red and pink gel polish to the bottom half of the nail. Blend the colors together horizontally. Cure, and repeat with a second coat for a more vibrant and pigmented look.

**TIP!**  
To paint realistic clouds, use less product and blend the cloud bottoms into the sky.

**Step 3** Use a small gel brush to paint clouds with pale blue gel polish. Stipple the brush to add texture. Add white gel polish to create accent areas and dimension. Finish with top coat.

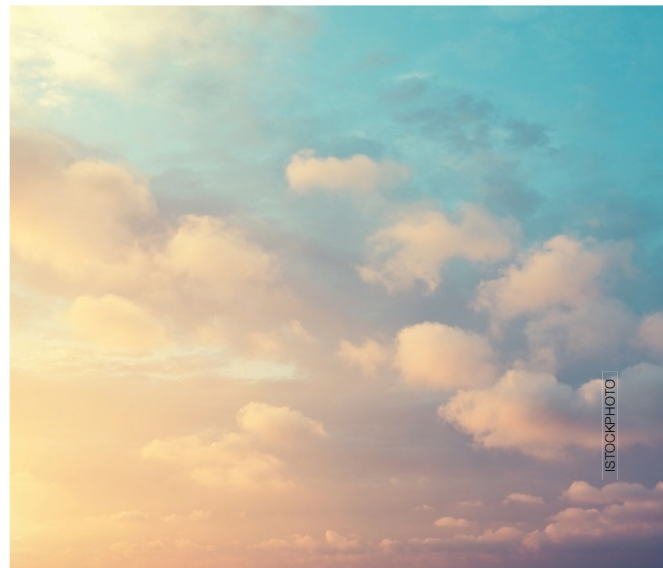


**Step 1** Follow the steps above to create an ombré look down the nail. Then, paint a half circle through the center of the nail with navy gel polish.

**Step 2** Paint bucket seats inside the circle with white gel polish.

**Step 3** Use white gel polish to create lines connecting the outer circle to the center of the Ferris wheel. Add accents to the seats with red and pink gel polish. Add a dotted line around the edge of the half circle with sea foam gel polish. Finish with top coat.

\*Cure after every gel application unless otherwise noted.







## Back in Business

Nail salons across the country are reopening, but business is not as usual. There are new guidelines that have been established and precautions that must be taken. Here, Morgan Haile and Taylor Daniel, the innovative team behind Morgan Taylor Professional Nail Lacquer, talk about how to prep for getting back to work.

### K.I.T. (KEEP IN TOUCH)

Technology has never taken a bigger role in business than it has today, and it allows you to stay connected with your clients during this extended time apart. Post your reopen date and new guidelines on your social media pages, send them in an email blast, or even call or text your clients. Don't feel strange about reaching out; they would love to hear from you! It's been a long time and they miss you just as much as you've missed them. Get creative by doing a countdown post as you get ready to reopen to garner some real excitement. Or take the introduction process a step further: Demonstrate what the atmosphere will be like when clients return by going live on social media, or record and post a video of the experience.

### PROPER PREP

Before opening up to the public, make sure that you educate your staff on the new requirements for operating. The more they know, the more conformable they will feel—and, in turn, the more comfortable your clients will feel. It's also important that you have all of the right products on hand to reopen. You'll need face coverings for staff, as well as have extras on hand for customers who don't bring their own. Ensure staff is protected with gloves, masks and shield protectors. Clean each station after

every client, and continue to sanitize and disinfect all metal implements between uses. Remove and dispose of high-touch lobby amenities like beverages and magazines. Instead, look for items that can be easily cleaned, like tablets/iPads. And don't forget the hand sanitizer. Keep a bottle at the reception desk, in the retail area and at nail station. As people are using hand sanitizers more frequently now, it's important to research the right one for you and your clients. CurX ([morgantaylorlacquer.com](http://morgantaylorlacquer.com)) contains FDA-approved benzalkonium chloride, rather than alcohol, in its hand sanitizer. As a result, it doesn't burn on open wounds or dry out the skin, it's not hazardous and it kills 99 percent of germs.

### MINDING DOLLARS & SENSE

Times are tough for every business, and we have to relook at the way we operate in all areas. Unfortunately, many of these precautions, including smaller numbers of bookings allowable at one time, can affect your bottom line. But there are small acts that can make a big difference to everyday costs. For instance, ask clients to book online and hold a deposit for appointments. This will help ensure a client's commitment, and if she isn't able to commit, the salon hasn't completely lost out. You can also retail healthcare products like hand sanitizer, as well as offer homecare solutions in the event clients aren't visiting as often.



A woman with long blonde hair is sitting at a desk, looking at a smartphone. A manicurist wearing black gloves is working on her nails. The background shows a window with plants and shelves with bottles.

Forget everything you know about nurturing client relationships: **The rules have changed.**

BY LESLIE HENRY

# BUILDING CLIENT RELATIONSHIPS





### **Nurturing client relationships** is

critical to any nail tech's success—and that's a fact. Studies across industries have proven that building relationships leads to client loyalty, which positively impacts the bottom line. "Client loyalty is huge because it leads to client retention," says RJ Horsley, president of San Francisco-based SpotOn, a software platform that provides digital management tools to service industries. Horsley cites a particularly eye-opening statistic: Improving client retention by just 5 percent can lead to an increase in profits between 25 and 95 percent.

But decades old relationship-building advice that may have worked "like a charm" on the baby boomer generation (clients born before 1965), isn't so charming for the generations that follow. To varying degrees, generation X (born roughly between 1965 and 1979), millennials (1980-1994) and generation Z (1995-2015) define what makes a good client-tech relationship in a much different way.

As the nail industry's boomer clientele shrinks, these differences can no longer be ignored. "When it comes to relationships with clients, a lot of professionals don't understand that the generations are changing," says Tina Alberino, management consultant for This Ugly Beauty Business in Tampa, Florida. "Our clients are getting older, and millennial clients in particular really don't appreciate all of the prying and small talk that boomers used to like." Today, the importance of a strong, personal connection with a client takes a backseat. Instead, the ultrabusy, internet-reliant, modern generations simply want the same quality, reliability and convenience that they expect from any other service industry, such as law, medicine or accounting.

In many ways, building a clientele is so much easier now. "It's really not that complicated," says Alberino. "You have to deliver consistent services. That's it. Make sure that your clients get the same thing every single time they come in, within the time parameters that are assigned to that service, no matter what. That's how you build relationships and keep clients." With this shift in mind, here are five (sometimes surprising!) relationship-building strategies for your next-generation clientele.

# 1

## FRIENDLY, NOT FRIENDS

Twenty years ago, a working nail tech would strive to be best friends with her clients because that created loyalty. Clients would follow you to new salons, accommodate your changing schedule and generally treat you like a member of their family. In turn, many manicurists attest to attending clients' weddings, memorizing clients' family members' names, and knowing all about grandma's hip replacement or a recent breakup so they could ask about it at the next appointment.

How would these same tactics fare today? Not well, according to Alberino. Sure, clients want a friendly, courteous experience, but many nonboomers find personal questions prying and their tech knowing detailed information about their lives downright creepy. (Ironically, considering the prevalence of oversharing on social media.) Likewise, offering up too much about your own personal life comes across as unprofessional, which can devalue your professional worth.



# 2

## SILENCE CAN BE GOLDEN

Silence during an appointment may feel weird and rude to those who aren't used to it, so many techs avoid it. However, clients now seem to value quiet over chitchat. "But my clients love to talk," you may insist. Maybe so. Or perhaps they simply find it too uncomfortable to ask you to stop.

When in doubt, always follow the client's lead. If she's talking, join in. If she's giving one-word answers or keeps looking at her phone, then perhaps it's time to be quiet. Still not convinced? Consider the growing popularity of "silent services." Some salons are now giving clients the ability to choose a silent service when booking their appointment. If a client selects this option, the tech is alerted to skip the talk before the service begins, and no awkwardness ensues. Learn to embrace silence and use it to your advantage to improve your speed—an attribute today's clientele truly values.

# 3

## RESPONSIBLY SOCIAL

A 2014 *Adweek* survey reported that over 90 percent of millennials are on Facebook, and 53 percent of them believe brands are more accessible and trustworthy on social media versus traditional advertising. "Social media has become integral in building and maintaining client relationships," says Amy Dodds, director of social and digital media for Creative Age Communications. "Never before has it been easier to get your name out there, build a following and grow your client base."

If your time is limited, Dodds recommends focusing on Facebook and Instagram, posting once or twice a day and then engaging with every person who comments for the next hour. "See how your engagement goes and you can dial it up or down from there," she says. Besides salon-centric news like promotions and appointment openings, create posts that show you care about your clients and have their interests at heart, such as tips on how to care for their nails in between visits and explanations of the different types of nail services, suggests Dodds.

While engaging with clients on social media is a must to boost your business, be wary about crossing the line into personal relationships. In fact, you should never add a client as a "friend" on your personal social accounts, advises Alberino. "A lot of salon owners don't allow it, for good reason—it can become a liability," she says. "In my salons, our techs are not permitted to friend clients on social media. We don't want to limit their freedom of expression in any way, but at the same time, we don't want to worry about our clients being exposed to something that may reflect badly on our brand." If you're on your own and want to connect socially, know that the best strategy is one where you behave professionally at all times.





# BEACH,

2020 SPRING/SUMMER  
LIMITED EDITION REVEL MATES COLLECTION

\*Monomer Compatible

*please*

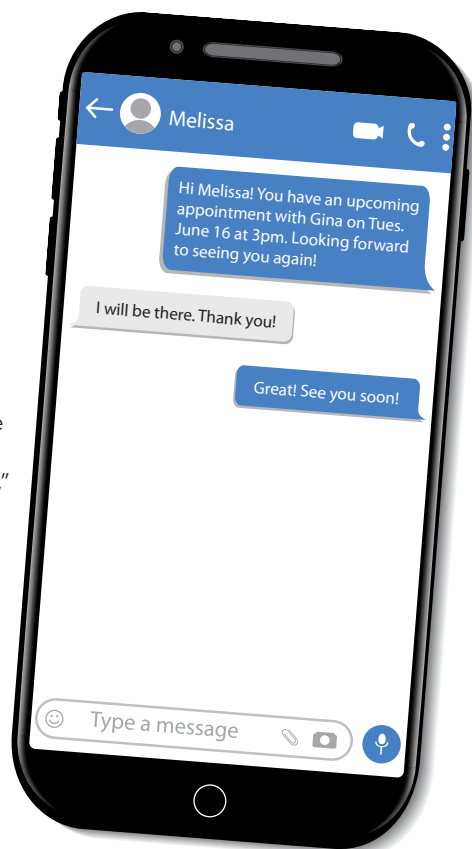


# 4

## DIGITAL CONVENIENCE

Today's X and Y generations are overworked and extremely busy. "Time is money," Alberino says. "We want everything delivered electronically. We don't pick up the phone. If you call us, you're not getting an answer," she says. Sending text message appointment reminders is a more effective way to make sure that your clients return. Or send an iCal link so clients can add the appointment directly to their personal calendar with one touch, suggests Alberino.

"Salon clients also expect the convenience of being able to book online and pay however they want, whether it's with cash, card or a mobile payment method," says Horsley. Fortunately, regardless of the size of your salon, you can easily meet these expectations with software tools that can be scaled from a large, multi-salon company to an individual renting a salon suite. While you may be reluctant to incur the additional cost, consider the revenue you may be missing because a potential client doesn't want to call for an appointment or never pays in cash.



BIGSTOCK



eyelash chair | no-plumbing or plumbed pedicure chairs | pedicure tubs with disposable liners | nail salon furniture



belava.com | 888.708.7131



## COMPLETE THE CIRCLE

5

Getting clients in and performing quality services are important, but client feedback is indispensable. "It allows salons to know what they're doing well and where they can improve," says Horsley. Additionally, peer reviews are an increasingly important component to building solid client relationships: According to *Adweek*, 93 percent of millennials say that they rely on blogs and user/consumer reviews before making a purchase.

It's fairly easy to amass client reviews through programs like SpotOn, which offers an integrated solution for getting client feedback after an appointment, and Google Forms and SurveyMonkey are free or inexpensive options that allow you to send out a brief survey to clients to gauge their experience. "Beyond that, client feedback can be used as a marketing tool," says Horsley. "When you find a loyal client who gushes about your salon, take advantage of that opportunity to get a testimonial quote for your website or shoot a quick testimonial video to share on social media, and ask the client to write a review on Yelp, Facebook or Google."

While it's good to be aware of the changes in consumer habits, it's also important to note that there's an exception to every rule. "Obviously, baby boomers are an exception," says Alberino. "Small town salons can also be an exception. For instance, a small town salon where everyone knows everyone outside of the salon—that's different because it's not a forced connection." In these cases, connecting on a personal level with the client may be very important. And, if your existing relationship with a client is quite friendly and personal, keep doing what works. The key, no matter what the generation, is to read your clients' cues and follow accordingly. At the end of the day, quality work delivered consistently in a professional environment will always lead to retention and referrals—the hallmarks of good client relationships. **NP**

*Leslie Henry is a business development executive, licensed nail technician and blogger behind [workplaypolish.com](http://workplaypolish.com)*

BIGSTOCK

# FINALLY... the ONLY lamp you'll ever need.

## ALL GELS CURING LAMP

3 Professional Nail Devices in 1

all metal construction... rugged. dependable. multi-functional.

**Removable Stainless Steel Hand Plate**  
for proper hand position and sanitation.

**Blue Light (400 nm)**  
15, 30 & 45 sec timer cures gel polishes thin overlay gels & top coats.



**Silicone Hand Rest**  
allows for raised application with comfortable client support

**White Light (365 nm)**  
90 & 120 sec timer cures thick builder & overlay gels without heat spikes.

**Red Light (Dry)**  
triples airflow & red light intensity for fast drying of nail polishes & treatments.

— For more information: [www.emdesign.us](http://www.emdesign.us) or call 1.888.UVLAMP1 —



Between the constant hand-washing and warmer temps, dry skin is a major concern these days. Fortunately, nail techs have one of the most effective means to combat dryness at their disposal: paraffin treatments. Paraffin wax, a colorless natural emollient known for its heat-retaining properties and low melting point, deeply moisturizes while creating a barrier around the skin to lock in hydration long after the treatment is over. Additionally, paraffin wax, an effective form of thermotherapy, is recommended by doctors and techs alike to alleviate muscle and joint pain, combat inflammation and soothe conditions such as arthritis, fibromyalgia and more. "Paraffin opens up the blood vessels and increases circulation to help transport more oxygen and nutrients to the area," raves Paula Pedrero, nail tech at Spring Valley, California-based Perceptions Beauty Salon. The heat from the wax relaxes the muscles, breaking up stiffness and relieving discomfort.

# TAKE A DIP

By Taylor Foley

HELP CLIENTS KICK DRYNESS TO THE CURB—AND BOOST YOUR BOTTOM LINE ALONG THE WAY—WITH THE LATEST PARAFFIN TIPS, TRICKS AND PRODUCT PICKS.



Besides relieving clients' dry skin woes, aches and pains, paraffin treatments also provide techs with an easy way to boost ticket prices. "Paraffin treatments are neither time-intensive nor cost-prohibitive, making them an ideal add-on to any service," enthuses Dave Crisalli, founder and CEO of the Prose salon franchise. "They provide a perceived level of indulgence and elevate the salon experience." Some easy ways to entice clients to give paraffin a try? "Offer clients a complimentary treatment for their first time to allow them to experience the benefits firsthand," suggests Pedrero. You can also run a seasonal promo or offer a treatment as part of a wax or pedicure package. Or, simply leave the paraffin warmer running on or near your nail table—clients will inevitably grow curious about what it is and may ask to experience the results themselves.

While paraffin boasts a number of benefits, there has been some backlash over the past few years regarding the service, primarily as a result of sanitation and the product itself. However, with a little care, neither of these issues needs to stand in the way of a stellar service. If clients are concerned about double dipping in the paraffin warmer, Haley Fresco, a tech at Lacquer Gallery salon in Columbus, Ohio, suggests portioning out the product and placing it in a plastic bag or a lined bowl, then proceed with the application. (See more about paraffin safety in "Paraffin Myths: Busted" at right).

With regard to paraffin itself, some environmentally focused

## PARAFFIN MYTHS: **BUSTED**

Fear of cross-contamination has put a damper on paraffin services, as many clients—and techs alike—worry about the sanitation of double dipping.

**Fact:** Traditional paraffin wax is an oil-based product that doesn't contain water, which means that bacteria and viruses cannot breed—regardless of the temperature of the wax. Plus, by virtue of the product, the simple act of dipping the hand into paraffin is sanitary. "Paraffin wax encapsulates anything that touches it, so what drips back into the machine is wax that was on top of wax and not on the skin," explains Joy A. Johnson, global educator for Thermal Spa. If clients express concern, explain how you clean the bath, that you dispose of used wax and that paraffin encapsulates everything it touches, so there should be no fear of contamination.



nail salons have eschewed the treatment because the traditional formula contains petroleum, derived from crude oil, which is a nonrenewable resource. Despite the fact that petroleum is a natural-occurring, nontoxic substance, some pros prefer a plant-based formulation. As a result, some manufacturers have developed "green" alternatives that promise to provide standout results, as well as peace of mind. "At our salon, we use a plant-based wax that comes in single-use tablets," explains Fresco. "Because the product is preportioned, clients can also rest assured that the wax hasn't been used on anyone else."

Before you introduce any new service, it's important to have a consultation with your client first to determine if she's a good candidate. "Avoid using paraffin on clients with sensitive skin, diabetes, open sores, poor circulation, numbness or allergies to certain chemicals or artificial fragrances," Pedrero advises. Another best practice to implement? "Avoid applying too much product to the skin at one time," warns Fresco. "Otherwise, the wax will take too long to dry and you'll be left with an unnecessary mess."

If you're ready to give your paraffin treatments a much-needed refresh, check out our roundup of the latest and greatest products on the market guaranteed to provide clients with baby-soft skin all season long. >>>

*Taylor Foley is a freelance writer and editor in Los Angeles.*



# MELTING POT

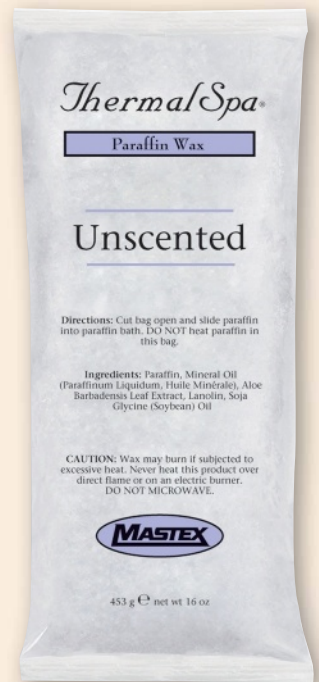
Step up your manicure and pedicure services with these paraffin products.



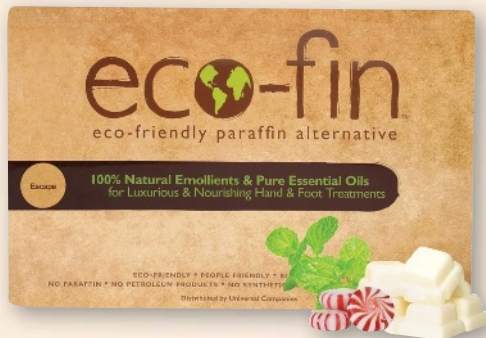
LCN  
Strawberry Paraffin Wax  
lcnusa.com



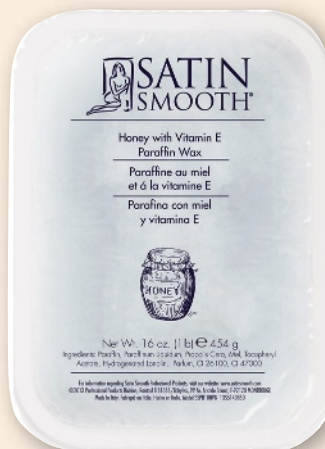
GiGi  
Lavender Paraffin  
gigispa.com



ThermalSpa  
Unscented Paraffin Wax  
thermalspaproducts.com



Eco-Fin  
Peppermint Essence Paraffin Alternative  
universalcompanies.com



Satin Smooth  
Honey with Vitamin E Paraffin Wax  
satinsmooth.com



FantaSea  
Peach Paraffin Wax  
burmax.com



Clean + Easy  
Pomegranate Paraffin Wax  
cleanandeasyspa.com NP



# NAILBUYS

## CLEARANCE CENTER

BY PREMIER NAIL SOURCE

**JULY-AUGUST  
PROMOTIONS**  
While Supplies Last!  
[www.nailbuys.com](http://www.nailbuys.com)

**1-800-727-1119**

<b>PowerCure™</b> CORDLESS DUAL CURE LAMP with USB 2A Output Built-In Battery Also Powers PowerFile USB E-File  <del>\$149.95</del> <b>SAVE 50%</b> <del>\$74.95</del> 	<b>PowerFile™</b> USB E-FILE CONNECTS TO POWERCURE LAMP FOR PORTABLE USE <ul style="list-style-type: none"> <li>FWD &amp; REV OPERATION</li> <li>ADJUSTABLE SPEEDS UP TO 25,000 RPM</li> </ul> <del>\$99.95</del> <b>FREE BONUS!</b> <del>\$49.95</del> 2 SANDING BANDS, 4 BITS, AND A HANDPIECE CRADLE 	<b>AvryBeauty</b> Shea Butter Socks  <del>\$1.00</del> <b>SAVE 35%</b> <del>\$0.65</del>			
<b>AvryBeauty</b> 4-STEP SPA KITS <del>\$2.00</del> <b>\$1.30</b> <b>CASE DEAL!</b> <del>\$49.95</del> <b>\$49.95</b> FOR 50 KITS! 	<b>Gena™</b> <b>SAVE 50%</b> Mani-Pedi Pop Bubbly Lotions <del>\$9.99</del> <del>\$4.99</del> 	<b>EzFlow</b> Ez Erase <del>\$6.99</del> <b>SAVE 50%</b> <del>\$3.50</del>  <b>Boogie Nights or Design Colored Powders</b> <del>\$5.00</del> <b>SAVE 50%</b> <del>\$2.50</del> 			
<b>CND®</b> <b>SAVE 50%</b> Creative Play Gel Polish Duos <del>\$9.99</del> <del>\$4.99</del> Gel Polish with Matching Nail Polish 	<b>CND®</b> <b>SAVE!</b> Foil Remover Wraps <del>\$1.99</del> <b>\$1.00</b> <b>CASE DEAL!</b> <del>\$6</del> <b>\$6</b> FOR 12 PACKS! 	<b>CND™</b> <b>SAVE 50%</b> <b>SPA</b> COLLECTION BULK SIZES Bright Citron & Gardenia Woods 			
<b>CND®</b> Shellac & Vinylux <del>\$14.99</del> <b>SAVE 50%</b> <del>\$7.49</del> Select Shades 	<b>CND®</b> <b>SAVE 50%</b> Radical SolarNail Sculpting Liquid 8 oz. <del>\$38.25</del> <del>\$19.13</del> 	<b>O.P.I.®</b> AXIUM No-Cleanse UV Top Sealer <del>\$12.50</del> <b>SAVE 50%</b> <del>\$6.25</del> .5 OZ. 	<b>O.P.I.®</b> PEDI ESSENTIALS <del>\$14.95</del> <b>SAVE 50%</b> <del>\$9.95</del> 	<b>O.P.I.®</b> DOUBLE DUTY CHROME EFFECTS POWDER <del>\$14.95</del> <b>SAVE \$5</b> <del>\$9.95</del> 	<b>O.P.I.®</b> <b>SAVE 50%</b> CHROME EFFECTS NO-CLEANSE GEL COLOR TOP COAT <del>\$17.99</del> <del>\$8.99</del> 
<b>O.P.I.®</b> <b>SAVE 75%</b> <b>FIJI</b> COLLECTION ART KIT <del>\$34.95</del> <del>\$8.74</del> 	<b>O.P.I.®</b> <b>SAVE 50%</b> ALL RETIRED GEL COLORS NAIL LACQUERS & INFINITE SHINE <del>\$19.99</del> <del>\$9.99</del> 	<b>O.P.I.®</b> GelColor Duos <del>\$19.99</del> <b>SAVE 50%</b> <del>\$9.99</del> <b>LARGE SELECTION!</b> 	<b>Suzi Without A Paddle</b> Gel Color Duo <del>\$19.99</del> <b>SAVE 75%</b> <del>\$4.95</del> 		
<b>O.P.I.®</b> GEL COLORS .25 OZ. <del>\$14.99</del> <b>SAVE 50%</b> <del>\$7.50</del> 	<b>O.P.I.®</b> AVOJUICE 32 OZ. SKIN QUENCHERS <del>\$17.50</del> <b>SAVE \$7.50</b> <del>\$10.00</del> 	<b>O.P.I.®</b> <b>SAVE 50%</b> ORIGINAL POLISH REMOVER <del>\$13.99</del> <del>\$6.99</del> 	<b>O.P.I.®</b> CRYSTAL FILE <del>\$9.99</del> <b>SAVE 50%</b> <del>\$4.99</del> 	<b>AMERICANAILS®</b> Faux Kolinsky™ GEL BRUSHES <del>\$4.99</del> <b>SAVE 50%</b> <del>\$2.50</del> 	<b>City Lights</b> SCULPTING KITS <del>\$19.99</del> <b>SAVE 50%</b> <del>\$9.99</del> 

**ORDERS PLACED BY 2 PM ARE GUARANTEED TO SHIP THE SAME DAY!**

**FREE SHIPPING ON ORDERS OF \$69\***

\* Free shipping within contiguous USA on orders of \$69 or more; excludes oversized items as noted on our website.

Free shipping to Canada on orders of \$99 or more shipped in a single box weighing under 10 lbs.; excludes broker fee, taxes and duties.

PRICES IN THIS AD VALID JULY 1 THROUGH AUGUST 31, 2020. AFTERWARD PRICES SUBJECT TO CHANGE WITHOUT NOTICE. WE ARE NOT RESPONSIBLE FOR TYPOGRAPHICAL ERRORS.







# PREMIER NAIL SOURCE

THE NAIL TECH'S BEST FRIEND

**premiernailsources.com 1-800-727-1119**

**VISIT US ONLINE FOR WEEKLY HOT DEALS**

Want to be notified about our Weekly Hot Deals?  
Sign up for e-mail notifications on our website.

P L U G I N	<b>ULTRACIDE+ NEW!</b> Ultrasonic Sanitation System Clean + Disinfect ONLY \$99.95		<b>ULTRACIDE+ NEW!</b> Ultraviolet LED Sterilizer \$169.95		SonicTouch Ultrasonic Remover \$174.95 \$124.95		<b>RAPIDCURE</b> 9W UV BULB \$4.95 9W DUAL CURE LIGHT STRIP \$9.95		<b>RAPIDCURE</b> UV Tunnel Built-In Timer \$49.95		<b>RAPIDCURE</b> Dual Cure Tunnel Built-In Timer \$99.95		<b>KUPA</b> Cordless MANI-Pro Passport with KP-60 Handpiece \$400.00 \$319.98 SIX COLORS		<b>KUPA</b> MANI-Pro KP-5000 Handpiece 30K RPM ACETONE RESISTANT \$400.00 \$324.98				
	<b>AMERICANAILS</b> SHORTIES MINI FILES 20-ct. \$3.95		<b>AMERICANAILS</b> Hygienic Files 20-ct. \$6.95		<b>AMERICANAILS</b> Disposable Manicure Kit Case/300 \$59.95*		Professional Files Black or Zebra 20-ct. \$4.95		Natural Nail Garnet Boards 50-ct. \$6.95		3-Way Shiner Block or 3-Way Buffer File \$0.59 EACH		Avry Hygienic Zebra File & Buffer Sets Small - \$0.15 Large - \$0.25		<b>STAR NAIL</b> Mini Buffing Blocks 162-pk. \$5.95 1"x1" Case/1782 \$59.95*				
A B R A S I V E S	<b>AMERICANAILS</b> Disposable Mini Orange Blocks 50-pk. \$2.95 180/240 Case/1500 \$69.95*		<b>AMERICANAILS</b> Disposable Mini Purple Blocks 50-pk. \$2.95 100/120 Case/1500 \$69.95*		<b>AMERICANAILS</b> Disposable Mini Shiner Blocks 36-pk. \$6.95 2" x 1"		Yellow Block 240/240 Pink Block 100/180 10-pk. \$2.95 Case/500 \$124.95*		Slim Blocks ORANGE 100/180 or WHITE FINE 10-pk. \$1.50 Case/500 \$69.95*		Arctic White Blocks 10-pk. \$2.50 Case/500 \$99.95*		Mini Arctic White Blocks 10-pk. \$1.50 Case/1000 \$129.95*		Micro Arctic White Blocks 30-pk. \$2.00 Case/1500 \$89.95*				
	<b>AMERICANAILS</b> Hemp Seed Cuticle Oil .5 oz. \$4.95		<b>china glaze.</b> SALE! 5.0 oz. \$3.75 2.75		DeMert Nail Enamel Dryer 8.5 oz. \$2.50 Case (12) \$23.95		<b>just GEL POLISH</b> SAVE 50% .5 oz. \$13.99 \$6.99		<b>Dynamic Duo</b> SAVE \$13.95 Buy One Foundation Base Gel, Get One Top It Off Gel For \$2 2 x .5 oz. \$26.95		<b>Foundation Base Gel</b> 5.0 oz. \$24.95 \$19.95		<b>Out The Door Top Coat</b> SALE! .5 oz. \$3.50 2.5 oz. \$8.95 4 oz. \$11.95 16 oz. \$19.95		99% Alcohol, Non-Acetone, or Acetone 32 oz. \$4.95 BUY 10 GET 2 FREE!				
N A I L T R E A T M E N T C O L O R S	<b>Seche VITE</b> Dry Fast Top Coat .5 oz. \$4.99 \$3.99		<b>Seche VITE</b> PRO KIT 5.0 oz. & 4 oz. \$21.50 \$14.99		<b>Seche VIVE</b> Gel Effect Top Coat .5 oz. \$5.99		<b>Seche VIVE</b> PRO KIT 5.0 oz. & 4 oz. Refill \$24.99		<b>Seche</b> Crystal Clear Base Coat .5 oz. \$3.75 \$2.99		<b>NAIL RECOVERY KIT</b> 3 x .5 oz. Nail Tek \$9.95		<b>Dr. G's</b> Clear Nail .6 oz. \$4.95		<b>MR. PUMICE</b> Fungus Treatment with FDA Approved Undecylenic Acid .5 oz. \$7.95 \$3.96				
	<b>NOUVEAU NAIL</b> PUR Tea Tree Oil .33 oz. \$6.95 12-ct. Display		<b>INFA-LAB</b> Magic Touch Liquid Styptic .5 oz. \$1.95																
T I P S T O O L S	<b>AMERICANAILS</b> Pro-Series Implements Professional Quality 100% Stainless Steel Durable Construction NEW! Pterygium Remover/Pusher \$3.99 Two-Way Ingrown Nail File \$3.99		Single Spring Cuticle Nipper \$4.99 Double Spring Cuticle Nipper \$4.99 Stork Scissors \$3.99						<b>NAIL BASIX</b> PROFESSIONAL TIPS 500-ct. \$7.95 50-ct. \$2.50 SIZES 1-10 Square Half-Well Clear Tapered Half-Well French White Extra Strength Bullet Glue Dries in Seconds! Twist-Off Nozzle! \$0.25 EACH Box/250 \$59.95		<b>NOUVEAU NAIL</b> PROFESSIONAL TIPS PLUS FREE LINE ELIMINATOR 2.5 OZ. 500-CT. \$19.95 FREE! French Manicure Brush DOTTING TOOL ON HANDLE SAVE 20% \$5.95 \$4.76		<b>Clearly Kolinsky Acrylic Brushes</b> #8 \$14.95 #10 \$16.95 #12 \$22.95 #16 \$44.95 #18 \$49.95 #20 \$54.95 Acetone Resistant Clear Handles		<b>Latex Gloves</b> 100-ct. \$9.95		<b>Ultracide</b> SUPER Concentrated Disinfectant Makes 4 Gallons! 4 oz. \$6.95		
E N H A N C E M E N T S	<b>NOUVEAU NAIL</b> City Lights Dip 'N Sculpt Powders 1 oz. \$9.95 \$6.95 SAVE \$3		Brush-On Resin 10 gm. \$4.95 BUY 1 GET 1 FREE! Glass Seal .5 oz. \$4.95 2.5 oz. \$14.95 SALE! \$9.95		Brush-On Activator .5 oz. \$4.95 Ultra Premium Washable Files \$0.69 each Sandy Files \$0.99 each Spongy Files \$0.99 each		<b>Advanced Formula</b> Sculpting Powders 1 oz. \$6.95 2 oz. \$11.95 4 oz. \$19.95 Advanced Retention Nail Liquid 4 oz. \$11.95 8 oz. \$19.95 32 oz. \$49.95		<b>ib-d</b> Builder Gels 2 oz. \$49.95 \$19.95		<b>ib-d</b> Brush-On Builder Gels 5.0 oz. \$17.95 \$12.95		<b>No Lift Nails</b> No Lift Primer .75 oz. \$11.95		<b>NAIL BASIX</b> Acrylic Powders .75 oz. \$3.95 48 oz. \$2.95 2 oz. \$5.95 4 oz. \$10.95 Violet Acrylic Liquid 2 oz. \$3.95 4 oz. \$5.95 8 oz. \$7.95 32 oz. \$29.95 Gallon \$89.95		<b>NAIL BASIX</b> Single Process UV/LED Gels 1 oz. \$7.95 4 oz. \$29.95 16 oz. \$69.95		
	<b>Backscratchers</b> Stikr Resin .5 oz. \$13.50 1 oz. \$20.50		<b>Backscratchers</b> Stikr Brush-On Resin 8 gm. \$7.50		<b>Backscratchers</b> Kikr 2 oz. \$22.00 8 oz. \$59.00		<b>Backscratchers</b> Pressurized Spray Activator Kikr 6 oz. \$19.50		<b>Backscratchers</b> Glazed Glass 2 yds. \$8.00 12 yds. \$35.00		<b>Backscratchers</b> Extreme Finish Glaze .5 oz. \$14.50 Base Glaze .5 oz. \$14.50		<b>Backscratchers</b> Extreme Powders 1oz. \$15.95 4oz. \$42.50		<b>Backscratchers</b> Extreme Glaze Dryer 6 oz. \$19.50		<b>Backscratchers</b> Extreme Glaze Sealer .5 oz. \$9.95 4oz. \$39.95		<b>SeptiFile</b> Handles 6-ct. \$9.95 Grits 50-ct. \$18.50 \$14.80 SAVE 20%

**WE EXPORT WORLDWIDE!**

**#1 FOR QUALITY, SELECTION & VALUE**  
PHONE: 1-800-727-1119 • WEBSITE: WWW.PREMIERNAILSOURCE.COM

**SE HABLA ESPAÑOL**



**GUARANTEED  
LOWEST PRICES!**

Now accepting  
**PayPal™**

We also accept ACH/E-checks, wire transfers and these credit cards:



**USA & CANADA**  
**FREE SHIPPING**  
ON ORDERS OF \$69 OR MORE\*

\* Free shipping within the contiguous USA on orders of \$69 or more; excludes oversized items as noted online and in our catalog. Free shipping to Canada on orders of \$99 or more shipped in a single box weighing under 10 lbs.; excludes broker fee, taxes and duties.

**WE BEAT  
ALL COMPETITORS'  
ADVERTISED PRICES!**

**Avry Gel-Ohh!**  
JELLY SPA PEDI BATH  
**\$1.50**  
PER PACK  
**\$36.00**  
30-CT. DISPLAY



**Avry Creams** For Hands,  
Feet & Body  
WITH SHEA BUTTER  
**\$1.50**  
1.5 oz. tube  
**\$7.95**  
25.3 oz. pump



**Avry Waterless Gloves & Socks**  
Eliminates need for  
soaking in water,  
cuticle softener or oil,  
and massage cream!  
**\$1.00** A PAIR  
**\$24.00**  
25-ct. Display  
Shea Butter  
Chamomile  
Lavender  
Cannabis Sativa



**Pedi in a Box 3-in-1**  
AVAILABLE IN FOUR VARIETIES  
Vitamin Recharge, Lemon Quench,  
Lavender Relieve or Green Tea Detox  
• Sea Salt Soak  
• Moisture Scrub  
• Massage Cream  
AS LOW AS  
**\$2.25**



**Velvet Luxe  
Vegan Crèmes**  
**\$5.95**  
8.5 oz. tube  
**\$10.95**  
17 oz. pump



**Collagen  
Gloves  
or Socks**  
AS LOW AS  
**\$2.25**



**Pedi in a Box 4-in-1**  
AS LOW AS  
**\$2.50**  
**NEW!** FOR SUMMER!  
WATERMELON BURST



**Ultimate  
Pedi in a Box  
6-in-1**  
• Sea Salt Soak  
• Sugar Scrub  
• Mud Masque  
• Callus Softener  
• Massage Butter  
• Moisturizer  
AS LOW AS  
**\$4.50**



**O² Pedi in a Box  
Bubbly Spa**  
• Bubbly Soak  
• Sugar Scrub  
• Bubbly Mask  
• Massage Butter  
AS LOW AS  
**\$3.25**



**Biosilk Moisturizing  
Hand Sanitizer**  
Gallon \$49.50  
25 oz. \$18.99  
12.2 oz. \$11.99  
5.4 oz. \$6.99

**AMN SPA**  
• Enriched with natural botanicals,  
essential oils and moisturizing agents  
• Quickly removes calluses or cuticles  
and deeply hydrates in one step  
• Refreshing mint fragrance  
**NEW!**  
4 oz. \$6.95  
Gallon \$34.95

**Callus Therapy**  
smooth moisturizing formula  
**Cuticle Therapy**  
creamy hydrating formula

**ProLinc™**  
**Cuticle Eliminator**  
Removes cuticles  
in SECONDS from  
fingers and toes.  
1 oz. \$3.75  
4 oz. \$8.95  
18 oz. \$24.95  
**2 OZ. BOGO \$4.95**

**Callus Eliminator**  
Breaks down calluses in 3-5 minutes!  
**GALLON \$100 OFF!**  
ONLY \$49.95  
1 oz. \$3.75  
4 oz. \$10.95  
34 oz. \$47.95  
**18 OZ. BOGO \$28.50**

**Dry Heel Eliminator**  
Daily therapy for  
heels prone to drying  
and cracking.  
16 oz. \$24.95  
**4 OZ. BOGO \$7.95**



**Birchwood Sticks**  
100-ct. \$2.50

**Manicure Scrub  
Brush** \$0.20 EACH  
Box / 72-ct. \$12.95

**Onezeez Toe Seps**  
144-ct. \$3.50  
2880-ct. \$64.95\*

**Softteez Toe Seps**  
\$0.12 a pair  
1440 pair \$109.95\*

**Original Thong  
Pedicare Slippers**  
\$0.25 a pair  
360 pair \$69.95\*

**AMERICANAILS™  
Mini Pumice Bars**  
DISPOSABLE / 3.25" X 1.5"  
40-ct. \$9.95  
400-ct. \$89.95

**Pumil Bar  
Original**  
\$0.75 ea.  
24-ct. \$12.95

**Pedicure  
Gallon \$19.95\***  
5 Gals. \$69.95\*

**Pedicure  
Gallon \$19.95\***  
5 Gals. \$69.95\*

**Pedi Bath  
Fine Salt**  
Gallon \$17.95\*  
5 Gals. \$59.95\*

**Warming Manicure  
Bowl**  
Just Add  
Hot Water!  
\$3.50

**Spa Pedicure  
Chair Liners 200-ct.**  
SAVE 50%  
\$39.95 \$19.95

**Belava**  
Trio Foot  
Spa \$149  
• Elegant Bowl  
• Tub Insert  
• 20 Liners  
• Heat & Vibration

**Pedicure Tub with  
20 Disposable Liners**  
\$32.00

**Disposable Pedicure  
Tub Liners**  
100-ct.  
\$66.00

**Chrome Stand with  
Disposable Manicure  
Bowls (20-ct.)** \$22.00  
**Disposable  
Bowls 100-ct.** \$24.95

**Paraffin Wax**  
6 LBS. \$19.95\*

**Paraffin Liners  
New & Improved!**  
100-ct. \$6.95

**NOUVEAU SPA  
TROPICAL TWIST  
PEDICURE  
COLLECTION**  
64 oz. \$39.95

**DUKAL™  
Spa Beauty  
Wipes 2"x2"**  
200-ct. \$1.95

**AMERICANAILS™  
Jumbo Pedicure  
Rasp**  
SAVE 20%  
\$7.50 \$5.99

**Heavy Duty 4-Way  
Red Pedicure File**  
\$0.59 each  
50-pk. \$24.95

**BIGFOOT  
Pedicure  
File**  
\$0.59 each  
50-ct. \$24.95

**SANI-GARDE**  
Kills 99.99%  
of bacteria  
and viruses  
100-ct. \$49.95  
1000-ct. \$299.95\*

**Sani-Soft  
Flush**  
150-ct. \$19.95  
600-ct. \$59.95\*

**Clean 'N  
Flush**  
MAKES 128  
GALLONS  
GALLON \$39.95\*

**Disinfectant  
Spray**  
16 oz. \$6.95  
GALLON \$29.95\*

**NOUVEAU NAIL  
Lint-Free  
Nail Wipes**  
200-ct. \$3.50  
240-ct. \$3.50  
**40 FREE WIPES!**

**NOUVEAU NAIL  
Nail and  
Cosmetic  
Pads with  
Thumb  
Tabs**  
240-ct. \$14.95  
**\$11.96 20% OFF**

**NOUVEAU NAIL  
Plastic Backed Table Towels**  
50-ct. \$9.95 \$7.96  
**SAVE 20%**

**AMERICANAILS™  
Blue Pumice Bar  
(Coarse)**  
**Blue Buffer  
and Zebra File  
(Both 80/100 Grit)**  
Manicure Stick  
**49¢ EACH**

**Disposable Pedicure Kit**  
Case (200)  
**\$69.95**  
USE ONE  
PER CLIENT

**ULTRA-PREMIUM  
MANICURE & SALON TOWELS**  
12-CT.  
Manicure Towels 12 x 12 \$9.95  
Salon Towels 16 x 29 \$19.95

**ULTRA-PREMIUM  
MANICURE & SALON TOWELS**  
12-CT.  
Manicure Towels 12 x 12 \$9.95  
Salon Towels 16 x 29 \$19.95

**ULTRA-PREMIUM  
MANICURE & SALON TOWELS**  
12-CT.  
Manicure Towels 12 x 12 \$9.95  
Salon Towels 16 x 29 \$19.95

**ULTRA-PREMIUM  
MANICURE & SALON TOWELS**  
12-CT.  
Manicure Towels 12 x 12 \$9.95  
Salon Towels 16 x 29 \$19.95

**GRAHAM  
PROFESSIONAL**  
Nail Wipes  
200-ct. \$3.50

**GRAHAM  
PROFESSIONAL**  
Nail and  
Cosmetic  
Pads  
60-ct. \$4.50  
240-ct. \$14.95

**GRAHAM  
PROFESSIONAL**  
CelluCotton  
3 lbs. \$14.95\*

**GRAHAM  
PROFESSIONAL**  
3-Ply  
Masks  
50-ct. \$24.95

**ORDER ONLINE 24/7**  
**WWW.PREMIERNAILSOURCE.COM**

**VISIT OUR WEBSITE TO SEE INSTRUCTIONAL VIDEOS**  
**ORDERS PLACED BY 2 PM SHIP THE SAME DAY!**





PREMIER NAIL SOURCE  
THE NAIL TECH'S BEST FRIEND  
premiernailsources.com 1-800-727-1119

O.P.I

JULY-AUGUST PROMOS

MUSE  
OF MILAN



20% OFF OPI  
GEL COLOR,  
NAIL LACQUER,  
& TREATMENTS



**Gel Color .5 oz. \$17.99 \$14.39**  
• Cures in 30 seconds under LED  
• Custom brush for fast application



**Gel Color Treatments**  
BASE COAT OR TOP COAT  
.5 oz. \$17.99



**Nail Lacquers .5 oz. \$5.25 \$4.20**  
• Two-coat coverage  
• Long-wearing formula



**RapiDry Spray**  
Gives nail lacquer  
a smooth, hard,  
smudge-proof finish  
in just minutes.  
2 oz. \$5.95  
4 oz. \$9.95  
32 oz. \$49.95



**DripDry**  
Dries lacquer in five  
minutes while treating  
cuticles to soothing  
jojoba and Vitamin E.  
.3 oz. \$6.75  
1 oz. \$13.25  
4 oz. \$30.95



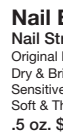
**Infinite Shine**  
Long-Wear Lacquers  
.5 oz. \$6.50



**Nail Treatments**  
Natural Nail Strengtheners  
Natural Nail Base Coat  
Ridgefiller  
Gloss Top Coat  
Matte Top Coat  
.5 oz. \$5.25 \$4.20



**Nail Envy**  
Nail Strengtheners  
Original Formula  
Dry & Brittle Formula  
Sensitive & Peeling Formula  
Soft & Thin Formula  
.5 oz. \$8.95



**Disposable Nail Files**  
46-ct. \$14.95  
One Time Use  
150/180 Grit

**OPI LG DUAL CURE LAMP**  
~~\$350~~  
**\$175**  
• Developed in  
partnership with LG  
• Advanced engineering  
exclusive to OPI  
• Works with all OPI  
light cured systems



**SAVE 50%**  
**UV LED**

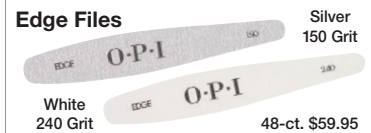
**AVOJUICE**  
Skin Quenchers  
with smooth, rich moisturizers  
plus avocado and aloe extract  
**24 HOUR HYDRATION**  
8.5 oz. \$4.95  
32 oz. \$17.50 **SAVE \$7.50**  
**ONLY \$10.00**  
WHILE SUPPLIES LAST!



**Expert Touch**  
Lacquer Remover  
Strong enough to remove even  
the darkest shades without  
staining the nail or skin.  
Also removes OPI Gel Color.  
4 oz. \$2.95  
16 oz. \$6.50  
32 oz. \$14.95  
GALLON \$52.50



**Edge Files**  
Silver 150 Grit  
White 240 Grit  
48-ct. \$59.95



**Titanium File Edger**  
Ultra-hard 460-grade stainless steel for  
superior removal of sharp file edges.  
\$14.95



**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!



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

**SAVE 25%**

**Base Coat,  
Activator OR  
Top Coat .5 oz.**  
~~\$9.00~~ **\$6.75**  
4.25 oz. \$66.95 \$42.71 **SALE!**

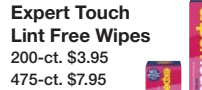


**OPI Brushes**  
Golden Edge  
or  
Golden Oval  
#6 \$24.95



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

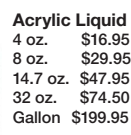
**Expert Touch**  
Lint Free Wipes  
200-ct. \$3.95  
475-ct. \$7.95



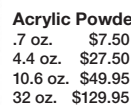
**OPI Absolute Acrylic Intro Kit**  
• smooth application  
• exceptional adhesion  
• bubble-free results  
\$49.95



**Acrylic Liquid**  
4 oz. \$16.95  
8 oz. \$29.95  
14.7 oz. \$47.95  
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. \$7.95  
.37 oz. \$12.50  
1 oz. \$22.50  
3.5 oz. \$67.50



**OPI BondAid**  
.5 oz. \$4.95  
1 oz. \$7.95  
3.5 oz. \$24.95



OPI NATIONAL MASTER DISTRIBUTOR • WHOLESALE INQUIRIES? E-MAIL: WHOLESALE@PREMIERNAILSOURCE.COM

**FREE SHIPPING ON ORDERS OF \$69\***

\* Free shipping within contiguous USA on orders of \$69 or more; excludes oversized items as noted on our website.

Free shipping to Canada on orders of \$99 or more shipped in a single box weighing under 10 lbs.; excludes broker fee, taxes and duties.

PRICES IN THIS AD VALID JULY 1 THROUGH AUGUST 31, 2020. WE ARE NOT RESPONSIBLE FOR TYPOGRAPHICAL ERRORS. PRODUCT IMAGES © OPI PRODUCTS, INC.







PREMIER NAIL SOURCE  
THE NAIL TECH'S BEST FRIEND  
premiernailsources.com 1-800-727-1119

CND®

JULY-AUGUST PROMOS



**AUTUMN ADDICT**  
COLLECTION

**NEW!**



**SELECT CND SPA BULK SIZES**  
SEE WEBSITE FOR COMPLETE SELECTION



**20% OFF**



**CND SHELLAC® SHADES**  
\$15.95  
.25 OZ.

**SHELLAC® BASE & TOP COATS**

.25 oz. \$15.95 **\$11.96**  
.5 oz. \$24.95 **\$18.71**



**NEW!**

**25% OFF**

**VINYLUX® WEEKLY POLISH & TOP COAT**  
.5 oz. \$5.25

Two-step system that offers durability, high-gloss shine and week-long wear.



**ESSENTIAL CARE PENS** \$8.25



**Foil Remover Wraps**  
250-ct. \$19.95



**SolarOil™ Nail & Cuticle Conditioner**

.25 oz. \$4.25  
.5 oz. \$6.25  
2.3 oz. \$16.95  
4 oz. \$24.95  
40-ct. Minis \$49.95



**RescueRX™ Daily Keratin Treatment**

.5 oz. \$9.95  
40-ct. Minis \$99.95  
**RidgeFx™ Nail Surface Enhancer**  
.5 oz. \$5.25  
40-ct. Minis \$52.50



**CND SPA**

**MARINE SPAPEDICURE**



**SCENTSATIONS™ LOTIONS**

8.3 oz. \$4.95  
31 oz. \$17.50 **\$13.12**



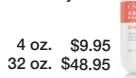
**Offly Fast™ Moisturizing Remover**

7.5 oz. \$4.95  
32 oz. \$16.95



**Solar Speed Spray™ Conditioning Polish Dryer**

4 oz. \$9.95  
32 oz. \$48.95



**CND® Treatments**

**Stickey™ or Super Shiny™**  
.33 oz. \$4.25  
2.3 oz. \$10.25



**ALMOND SPAMANICURE**



**CND® Nail Prep**

Essential products for ensuring successful adhesion and removal of enhancements.



**CND® Liquid & Powder System**

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



**Retention+™ Powders**

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



**Perfect Color Powders**

feature superior workability and extensive color and coverage options.



**CND® BRISA™ Sculpting Gel**

.5 oz. \$14.81  
1.5 oz. \$38.81  
**SAVE 25%**



**CND® LED LAMP**

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

**\$172.50**



**ProSeries Gel Brush #6 Oval or Square \$16.50**



**CND® Nail Tips** 100-ct. \$13.50 360-ct. \$38.25



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



**ProSeries L&P Brushes #8 \$30.00 #10 \$36.25**



**ORDERS PLACED BY 2 PM ARE GUARANTEED TO SHIP THE SAME DAY!**

**FREE SHIPPING ON ORDERS OF \$69\***

\* Free shipping within contiguous USA on orders of \$69 or more; excludes oversized items as noted on our website. Free shipping to Canada on orders of \$99 or more shipped in a single box weighing under 10 lbs.; excludes broker fee, taxes and duties.

PRICES IN THIS AD VALID JULY 1 THROUGH AUGUST 31, 2020. WE ARE NOT RESPONSIBLE FOR TYPOGRAPHICAL ERRORS. PRODUCT IMAGES © REVLON, INC.







**PREMIER NAIL SOURCE**  
THE NAIL TECH'S BEST FRIEND  
[premiernailsources.com](http://premiernailsources.com) 1-800-727-1119

**cuccio™**  
**JULY-AUGUST PROMOS**

<p><b>NEW!</b></p> <p><b>Buy One Hemp Cuticle Oil 2.5 oz., Get One Whipped Hemp Light Butter 8 oz. FREE!</b></p> <p><b>SAVE \$9.95</b></p> <p><b>BOTH FOR \$8.99</b></p> <p><b>FREE!</b></p>	<p><b>Buy One DetoxSoak Pedicure Kit, Get One DetoxWash 8 oz. FREE!</b></p> <p><b>SAVE \$8.99</b></p> <p><b>BOTH FOR \$37.99</b></p> <p><b>FREE!</b></p>	<p><b>Butter Scrubs</b> 4 oz. <del>\$6.99</del> <b>\$5.24</b></p> <p><b>SAVE 25%</b></p> <p><b>6 VARIETIES</b></p>	<p><b>Revitalizing Cuticle Oils</b> .5 oz. <del>\$4.50</del> <b>\$3.38</b></p> <p><b>5 VARIETIES</b></p> <p><b>SAVE 25%</b></p>
<p><b>Butter Babies</b> 1.5 oz. \$4.80</p> <p><b>Butter Blends</b> 8 oz. \$8.50</p> <p>Hydration treatments with natural shea butter for hands and feet.</p> <p><b>6 VARIETIES</b></p>	<p><b>Butter Blends</b> 26 oz. \$28.99</p> <p>Pomegranate &amp; Fig</p> <p>Milk &amp; Honey</p>	<p><b>Ultra Sheer Lyte Butters</b> 8 oz. \$5.99 or 32 oz. \$17.99</p> <p><b>6 VARIETIES</b></p>	<p><b>Massage Cremes</b> 26 oz. \$15.99</p> <p>Pomegranate &amp; Fig</p> <p>Milk &amp; Honey</p>
<p><b>Deep Dermal Transforming Wrap</b> with comfrey root extract to promote skin cell regeneration.</p> <p><b>Deep Dermal Applicator Brush \$1.99</b></p> <p>8 oz. \$9.50 26 oz. \$29.99</p>	<p><b>Butter Scrubs</b> 4 oz. <del>\$6.99</del> <b>SALE \$5.24</b></p> <p><b>6 VARIETIES</b></p> <p>Exfoliate and hydrate at the same time for silky soft skin.</p> <p><b>Non-Oily</b></p>	<p><b>Sea Salt Scrubs</b> 8 oz. \$7.99</p> <p>Exfoliates, moisturizes &amp; softens skin in one step.</p> <p>Pomegranate &amp; Fig</p> <p>Milk &amp; Honey</p>	<p><b>Sea Salt Scrubs</b> 19.5 oz. \$15.99</p> <p><b>6 VARIETIES</b></p>
<p><b>Daily Skin Polishers</b> 8 oz. \$6.99 32 oz. \$22.99</p> <p>Pure cane sugar and jojoba micro beads to lift dead cells from the skin's surface.</p>	<p><b>Scentual Soaks</b> 8 oz. \$6.99</p>	<p><b>Scentual Salt Soaks</b> 29 oz. \$17.99</p> <p>Pomegranate &amp; Fig</p> <p>Milk &amp; Honey</p>	<p><b>Revitalizing Cuticle Oils</b> .5 oz. <del>\$4.50</del> <b>\$3.38</b> 2.5 oz. \$8.99</p> <p>Scented cuticle complexes soften, moisturize and protect dry cuticles with a nourishing blend of vitamins, anti-oxidants and natural oils.</p> <p><b>SALE!</b></p>
<p><b>Cuticle Butter Sticks</b> \$3.99 EACH</p> <p><b>Apple Cuticle Remover</b> \$4.99</p> <p><b>Earth Stone Lava Pumice</b> \$5.99</p>	<p><b>Forté Nail Strengthener</b> with Horsetail Grass .5 oz. \$5.99</p> <p><b>Lemon Skin Lightening Serum</b> .25 oz. \$12.99</p>	<p><b>Anti-Oxidant Grapeseed Oil</b> 1 oz. \$11.99</p>	<p><b>DetoxSoak Kit \$37.99</b> Kit contains DetoxSoak Packets, Somatology Massage Serum 4 oz. and technique cards.</p> <p><b>DetoxSoak Concentrated Tablets</b> 6-ct. \$4.99</p> <p><b>DetoxWash</b> 8 oz. \$8.99</p>

**ORDERS PLACED BY 2 PM ARE GUARANTEED TO SHIP THE SAME DAY!**

**FREE SHIPPING ON ORDERS OF \$69\***

\* Free shipping within contiguous USA on orders of \$69 or more; excludes oversized items as noted on our website.

Free shipping to Canada on orders of \$99 or more shipped in a single box weighing under 10 lbs.; excludes broker fee, taxes and duties.

PRICES IN THIS AD VALID JULY 1 THROUGH AUGUST 31, 2020. WE ARE NOT RESPONSIBLE FOR TYPOGRAPHICAL ERRORS.







PREMIER NAIL SOURCE  
THE NAIL TECH'S BEST FRIEND  
premiernailsources.com 1-800-727-1119

AMERICANAILS®  
.COM

JULY-AUGUST PROMOS

**FlexiLamp™ TOUCH**  
LED TABLE LAMP

Powered by USB Port or Electrical Outlet

EasyTouch™ 3-Level Brightness Control

300 LUMENS

Light Diffuser For Glare Protection

FlexiArm™ Bends 180°

50,000 HOUR LIFESPAN

**\$44.95**

**FlexiLamp™**  
LED TABLE LAMP

FlexiArm™ Bends 180°

Lighting Tube Rotates 360°

300 LUMENS

50,000 HOUR LIFESPAN

**#1 SELLING LED TABLE LAMP!**

**\$54.95**

**FlexiLamp™ TOUCH XL**  
LED TABLE LAMP

20% LONGER THAN FLEXILAMP TOUCH

EasyTouch™ 3-Level Brightness

**30% BRIGHTER!**

400 LUMENS

50,000 HOUR LIFESPAN

**NEW!**

**\$64.95**

**TechGlow™**  
LED TABLE LAMP

WITH USB PHONE CHARGER

UltraBrite™ LED TECHNOLOGY

Adjustable at Two Joints

Sturdy Chrome Base

900 LUMENS

50,000 HOUR LIFESPAN

**\$109.95**

**ProGlo 2.0™**  
DUAL CURE LAMP

Easy Entry of Hands or Feet

Soft Glowing White Light

Three Timer Settings

Sensor Activated

Low Heat Mode

21 Strategically Placed LEDs for Optimal Curing

50,000 HOUR LIFESPAN

**NEW!**

**\$79.95**

**WHITE LIGHTNING™**  
DUAL CURE LAMP

NEW!

Soft Glowing White Light

Four Timer Settings

Sensor Activated

Low Heat Mode

Easy Entry of Hands or Feet

Removable Magnetic Reflective Base Plate

50,000 HOUR LIFESPAN

**\$99.95**

**BreatheEasy™**  
DUST COLLECTOR

Powerful Intake Fan

Whisks Dust and Debris Out of the Air

HEPA FILTER REPLACEMENT \$9.95

Removable Silicone Armrest

Easy-to-Change HEPA Filter

Ergonomic Design for Client Comfort

**\$99.95**

**NEW!**

**Spa Manicure Bubble Bowl**

PORTABLE BATTERY POWERED

USE 2 AA BATTERIES (not included)

Works With Any Manicure Soak

Micro Jets Create Soothing Bubbles

Ergonomic Design for Client Comfort

**\$24.95**

**Silicone Training Mat**

EXCELLENT ACRYLIC NAIL LEARNING TOOL

PERFECT YOUR PRODUCT CONSISTENCY

MULTIPLE SKILLS & COMPETENCIES

PROTECTS DESK SURFACE

ROLL-UP & GO!

**\$14.95**

**THE BULLET™**  
P\*N\*12

Electric File

Includes Drill, A/C adapter, 6 bits and 3 sanding bands in a convenient carrying case

FOR TECHS ON THE GO!

**\$49.95**

**P\*N\*125™**  
HIGH POWER ELECTRIC FILE

Adjustable Speed Up to 25,000 RPM

Forward/Reverse Operation

Easy Twist-Lock Bit Change

ComfortGrip™ Handpiece

**BONUS!**

FREE HANDPIECE CRADLE

6 FREE SANDING BANDS

6 FREE BITS

**\$149.95**

**ProSeries E-File Bits**

Diamond \$4.95

Ceramic Carbide \$39.95 **\$14.95**

**SALE!**

Tungsten Carbide \$17.95 **\$9.95**

**SALE!**

**SaniTech™**  
Sanitizing Spray with HEMP SEED OIL

8 OZ.

**NEW!**

**\$9.95**

**UNIVERSAL NO-CLEANSE GEL POLISH TOP COATS**

UV LED

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

**GLOSSY TOP COAT \$5.95**  
Super Glossy Finish

**MATTE TOP COAT \$5.95**  
Low Shine Matte Finish

**VELVET TOP COAT \$7.95**  
No Shine Smooth Finish

**SalonSafe™**  
Table Shield 2-CT. **\$99.95**

**NEW!**

**UNIVERSAL GEL POLISH BASE COAT**

• Superior control

• Maximum adhesion

• Long-lasting color

**ORIGINAL OR NO-RUN FORMULA**

**0.5 OZ. \$5.95**

**UV LED**

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

2.5 OZ. **\$24.95**

**BOTH FOR ONLY \$39.95**

**NEW!**

**8 OZ. REFILLS ONLY \$59.95**

**Faux Kolinsky™**  
ACRYLIC BRUSHES

NANOFIBER BRISTLES

LIGHTWEIGHT BAMBOO HANDLES

EXTRA SMOOTH APPLICATION

SIZE 8, 10 & 12 OVAL - \$6.95 EA.

SIZE 16 ROUND - \$7.95

SIZE 18 ROUND - \$8.95

SIZE 20 ROUND - \$9.95

**FastFoil™**

FOIL WRAP • COTTON PAD • PURE ACETONE

One Step Gel Polish Removal

**Best Seller!**

100-CT. **\$9.95**

500-CT. **\$24.95**

**BUY 1 GET 1 FREE!**

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

**STAINLESS STEEL NAIL FILE KIT OR PEDICURE KIT WITH EASYPEEL™ ABRASIVE STRIPS 10-CT. YOUR CHOICE \$9.95**

**NEW!**

**EASYPEEL™ STRIPS**

Cushioned Nail Strips 20-ct. **\$9.95** / 50-ct. **\$19.95**

Pedicure Strips 20-ct. **\$4.95** / 100-ct. **\$19.95**

ORDERS PLACED BY 2 PM ARE GUARANTEED TO SHIP THE SAME DAY!

**FREE SHIPPING ON ORDERS OF \$69\***

\* Free shipping within contiguous USA on orders of \$69 or more; excludes oversized items as noted on our website.

Free shipping to Canada on orders of \$99 or more shipped in a single box weighing under 10 lbs.; excludes broker fee, taxes and duties.

PRICES IN THIS AD VALID JULY 1 THROUGH AUGUST 31, 2020. AFTERWARD PRICES SUBJECT TO CHANGE WITHOUT NOTICE. WE ARE NOT RESPONSIBLE FOR TYPOGRAPHICAL ERRORS.



**HAPPY 4<sup>TH</sup> July**



**BRIDGETTE**  
INTERNATIONAL LLC

SALON TOWELS | FACE MASKS & MORE

📞 562.387.8770 ✉ info@bridgetteinternational.com

**Dollarnailart.com**

Brighten up your summer with the luminous weave of **LASER LACE.**

Available in 10 delightful colors.



Individual 3 ¼ by 2 ¼ sheets \$1.00 each  
10 Color Set \$8.50

**954.564.6303 | dollarnailart.com**

# NAILPRO

@nailpromagazine

## Maggie and Ozzie Award Winner



### PRESIDENT/CEO

Deborah Carver  
deborah.carver@creativeage.com

### VICE PRESIDENT/CFO

Mindy Rosiejka  
mrosiejka@creativeage.com

### CHIEF OPERATING OFFICER

Jeff Black  
jblack@creativeage.com

### EDITORIAL

#### EDITORIAL DIRECTOR/EXECUTIVE EDITOR

Stephanie Yaggy Lavery  
slavery@creativeage.com

#### CONTRIBUTING EDITOR

Lotus Abrams

### ADVERTISING/MARKETING

#### ACCOUNT EXECUTIVES

Shanda Ogas  
562.261.3961  
sogas@creativeage.com

Diane Walker  
dwalker@creativeage.com

### CIRCULATION

#### CIRCULATION DIRECTOR

Barbara Shepherd  
bshepherd@creativeage.com

#### EMAIL MARKETING MANAGER

Steve Verba  
sverba@creativeage.com

### SHOWS & EVENTS

#### AUDIENCE MARKETING & SHOW MANAGER

Jamie Andrew  
nailproevents@creativeage.com

#### GLOBAL COMPETITIONS DIRECTOR

jcunningham@creativeage.com

To register for our shows,  
become an exhibitor or enter  
nail competitions,  
visit [nailproevents.com](http://nailproevents.com) for  
more information.

### ART/PRODUCTION

#### CREATIVE/ART DIRECTOR

Danielle Caseñas

#### PREPRESS MANAGER/GRAPHIC ARTIST

Sophia Freeman

#### PRODUCTION DIRECTOR

Madlen Martinez  
mmartinez@creativeage.com

### DIGITAL

#### CREATIVE DIRECTOR - WEB

Ryan Boydston  
rboydstun@creativeage.com

#### SOCIAL AND DIGITAL MEDIA CONTENT DIRECTOR

Amy Dodds  
adodds@creativeage.com

#### DIGITAL EDITOR

Angelina Lewis  
alewis@creativeage.com

### ADMINISTRATION

#### DIRECTOR OF EDUCATIONAL DEVELOPMENT

Melanie Kopeikin

#### SPECIAL PROJECTS MANAGER

Sashy Rodas

#### ACCOUNTING MANAGER

Lourdes Nuno

#### ACCOUNTS RECEIVABLE MANAGER

Viktoria Milshtey

LAUNCHPAD *the Colorist* *Nailpro* MAN  
**NAIL IT! DAYS PA MedEsthetics.**

Creative Age Publications, Inc. • 7628 Densmore Avenue, Van Nuys, CA 91406 •  
818.782.7328 • FAX: 818.782.7450

**SUBSCRIPTION CUSTOMER SERVICE:** NAILPRO, P.O. Box 460159, Escondido, CA 92046-0159, USA  
Phone 800.624.4196, [nailpro@pcspublink.com](mailto:nailpro@pcspublink.com). The views and opinions in the articles herein are not to be taken as official expressions of the publishers, unless so stated. The publishers do not warrant, either expressly or by implication, the factual accuracy of the articles herein, nor do they so warrant any views or opinions offered by the authors of said articles. ©Copyright 2020 by Creative Age Publications, Inc. All rights reserved. No part of this journal may be reproduced in any form or by any means, including photocopying, or utilized by any information storage and retrieval system without written permission from NAILPRO.



# AD INDEX

<b>Allur Spa</b> .....2-3 allurspa.com	<b>Luraco Technologies</b> .....39 luraco.com
<b>Belava</b> .....26 belava.com	<b>Morgan Taylor</b> .....21 morgantaylorlacquer.com
<b>Bio Sculpture Nails</b> .....19 biosculpturegel.com	<b>Only International</b> ..... Inside Front Cover - 1 onlybeauty.com
<b>Bridgette International</b> .....38 info@bridgetteinternational.com	<b>Premier Nail Source</b> .....31-37 premiernailsources.com
<b>Christrio Corporation</b> .....7 christrio.com	<b>Premiere Beauty Show</b> ..... Inside Back Cover premiereorlandoshow.biz
<b>Dollar Nail Art/Ash Industries</b> .....38 dollarnailart.com	<b>Rejuvenate</b> .....17 rejuvenatedisinfectants.com
<b>E M Design</b> .....27 emdesign.us	<b>Revel Nail</b> .....25 revelnail.com
<b>LeChat</b> .....9 lechatnails.com	<b>Signature Nail Systems</b> ..... 4-5, Back Cover snsnails.com



## LURACO HEALTH AND BEAUTY WISHES EVERYONE IN THE NAIL INDUSTRY GOOD HEALTH, SAFETY AND SUPPORT.



**LURACO PRO-30K®**  
PROUD TO BE AN AMERICAN BRAND



**LURACO PRO-40K®  
TRUE BRUSHLESS**



**LURACO MAGNA JET®**

### THANK YOU FOR SUPPORTING U.S.A. PRODUCTS AND AMERICAN WORKERS




**Contact your local Nail Supplier or call Luraco Health & Beauty 800-483-9930**

# MAELING PARRISH

Dean of Education, Hand & Nail Harmony

With more than 30 years of professional salon experience and 20 years as an educator, Ohio-based nail artist MacLing Parrish has made her mark in the nail industry. Her motto of quality over quantity has led to her success not only in the salon, but in the competition arena as well. Parrish believes in the importance of education, and currently leads a team of global nail technicians. “There is no better accolade than when someone you’ve mentored surpasses you in the industry,” she says. Here, we explore her five sources of inspiration.

**1 HOTELS** “I’m very aware of my surroundings when traveling. Hotels are a great source of inspiration for me, from the marble floors and counters to the carpeting, tabletops and room keys—yes, even the room keys! Las Vegas hotels have some great design elements. I fell in love with a tabletop at a restaurant there and have attempted to recreate it multiple times!”



**2 FLOWERS** “The colors and textures of flower petals always inspire me. The color saturation, delicate texture and the way the light on them creates contrast provide endless inspiration.”



**3 MUSIC** “Music can alter your mood and help clear your head of all the everyday ‘noise’ that blocks creativity. When I need to concentrate, I listen to classical music. I think it helps clear out the clutter because I’m feeling the music rather than thinking about it. I choose music to fit my design needs: upbeat for fun, energetic designs (like Britney Spears,) and softer sounds for subtle, more romantic nail designs (like Michael Bublé).”

**4 COCKTAILS** “Not the effect of the cocktail—OK, *sometimes* that loosens up the creative juices!—but the actual packaging of different spirits. Wine bottles often have inspiring art on them, and handcrafted libations can inspire color variations only visible in liquids.”



**5 OTHER ARTISTS** “I save pictures from nail artists; everyone has a different aesthetic, so using other artists’ work as inspiration helps me design outside of my box. I also take pictures of artwork I see at art fairs. When I get stuck in a creative rut, I look through those pictures for inspiration.”



STEFANY ANDRADE/UNSPLASH; ALEXANDRA GOLOVAC/UNSPLASH; COURTESY OF MAELING PARRISH



A woman's face in profile, looking towards the right. She has dark hair pulled back, heavy purple and pink eye makeup, and bright pink lipstick. Her hand is raised near her face, showing manicured nails with various colors: gold, purple, and silver. The background features yellow diagonal lines.

NOVEMBER 8-9  
2020

*New* NOVEMBER DATES  
WITH NEW EDUCATION  
*for* YOUR CAREER!

NAILS  
HAIR  
DAYSPA  
BUSINESS



**premiere**ORLANDO  
International • Beauty • Event

PREMIEREORLANDOSHOW.BIZ EDUCATION DAYS NOVEMBER 8-9  
800-335-7469 EXHIBIT FLOOR OPEN NOVEMBER 8-9

ORLANDO/ORANGE COUNTY CONVENTION CENTER, ORLANDO, FLORIDA  
A TRADESHOW FOR BEAUTY INDUSTRY PROFESSIONALS & STUDENTS ONLY

VISIT PREMIEREORLANDOSHOW.BIZ FOR UPDATES ON SAFETY GUIDELINES & TICKET POLICIES.

# A TOUCH OF BRILLIANCE!

Celebrate life with 24 new Glow-in-the-dark & Neon colors



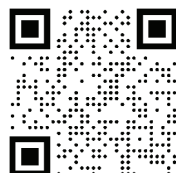
## NEON COLORS



Purchase online now!  
Go to [snsnails.com](https://snsnails.com)

     
@snsnailsproduct

SEE THE  
COLORS  
IN ACTION



**2019**  
READERS  
CHOICE  
NAILPRO





gelish®  
Xpress  
DIP

## NO MORE GUMMY BRUSHES!

Gelish® Xpress Dip™  
accelerates color  
application with our  
patent-pending  
ColorFusion™  
Dip Powders.

- New formula helps eliminate brush hardening
- Built-in activator for faster application
- Up to 21 days of wear



**118 ACTIVATED COLOR™ POWDERS**  
ALL SHADES MATCH GELISH® AND MORGAN TAYLOR®

Gelish.com | 714.773.9758 | Made in the USA |    





# SWITCH ON COLOR



LIVE OUT LOUD

ELECTRIC REMIX

SUPER FANDOM

ULTIMATE MIXTAPE

SHOW UP & GLOW UP

TOTAL REQUEST RED



gelish.com



714. 773. 9758 • Made in the USA © 2020 Nail Alliance LLC. HM-11867





## Gelish 12-Piece Display

**Includes 2 bottles of each:**

- 15 mL (0.5 Fl. Oz.) Electric Remix
- 15 mL (0.5 Fl. Oz.) Ultimate Mixtape
- 15 mL (0.5 Fl. Oz.) Live Out Loud
- 15 mL (0.5 Fl. Oz.) Total Request Red
- 15 mL (0.5 Fl. Oz.) Show Up & Glow Up
- 15 mL (0.5 Fl. Oz.) Super Fandom

1130031



## Gelish 6-Piece Display

**Includes 1 bottle of each:**

- 15 mL (0.5 Fl. Oz.) Electric Remix
- 15 mL (0.5 Fl. Oz.) Ultimate Mixtape
- 15 mL (0.5 Fl. Oz.) Live Out Loud
- 15 mL (0.5 Fl. Oz.) Total Request Red
- 15 mL (0.5 Fl. Oz.) Show Up & Glow Up
- 15 mL (0.5 Fl. Oz.) Super Fandom

1130030



## Gelish Painted Table Tent Card\*

\*Included in 1130030 and 1130031



# SWITCH ON COLOR



## Gelish/Morgan Taylor Small Seasonal Trio Display Prepack

**Includes:**

- 3 Planogram Strips
- 1 Header Graphic

1180017

## Gelish/Morgan Taylor Trio Mega Rack Prepack

**Includes:**

- 1 - Planogram Strip
- 1 - Shelf Talker
- 1 - Plastic Clip

1180016

## Gelish XPRESS Dip Powders

43 g (1.5 Oz.) Dip Powder



**ELECTRIC REMIX**  
1620384



**ULTIMATE MIXTAPE**  
1620385



**LIVE OUT LOUD**  
1620386



**TOTAL REQUEST RED**  
1620387



**SHOW UP & GLOW UP**  
1620388



**SUPER FANDOM**  
1620389

Performs like Gel, Applies like Polish™



714. 773. 9758 • Made in the USA © 2020 Nail Alliance LLC. HM-11867

## INSTRUCTIONS

# Bubbles & Glitter Oh My!



### STEP 1

After completing your Gelish nail prep, apply a thin coat of **ULTIMATE MIXTAPE** making sure to cap the free edge. Cure for 30 seconds in the **18G LED** Light. Repeat for full coverage. Apply **TOP IT OFF** to the entire nail making sure to cap the free edge. Cure for 30 seconds. With **NAIL SURFACE CLEANSE** and **WIPE IT OFF** lint-free wipes, cleanse the inhibition layer of the nail.

### STEP 2

Apply **SHEEK WHITE** onto the free edge.

### STEP 3

Clean up the smile line using a brush of your choice.

### STEP 4

Using the Harmony Stir Stick, put antibacterial soap and water in a cup. Slice off a piece of the soap suds with the Stir Stick and apply onto the nail. Cure for 30 seconds. With Nail Surface Cleanse and Wipe It Off lint-free wipes, cleanse the inhibition layer of the nail. Finish your look by massaging **NOURISH** Cuticle Oil into the skin surrounding the nail plate. Enjoy your finished look.



ULTIMATE  
MIXTAPE

SHEEK  
WHITE



gelish  
SOAK-OFF<sup>®</sup>  
GEL POLISH

gelish.com