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# NAILPRO

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# NAILPRO



Acrylics  
A to Z

A back-to-basics guide



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# WHO ARE YOU?

From a simple coating to a total rebuild—CND has a comprehensive nail product range to give you and your clients precisely what you need—and exactly what you want!

What kind of nail girl are you anyway? Take this quick nail quiz to find out. Maybe you'll surprise yourself—maybe not.

**1) MY NAILS ARE NATURALLY:**

- a. Perfect. I've considered hand modeling.
- b. Pretty darn good, nature was fairly kind to me.
- c. I hate to admit it, but they're a bit weak and in need of extra length and shape.
- d. Just plain sad. Can you say ski-jump?

**2) I CHANGE MY NAIL POLISH:**

- a. Every other day - I wouldn't be caught dead wearing the same color twice.
- b. Polish? I gave up on it long ago because it chips off within a couple of days!
- c. I prefer a Forever French manicure all the time, every time, but I wouldn't think to do it by myself.
- d. Only when I go to the salon - every 2 weeks.

**3) WHEN I "PICK A COLOR" I THINK:**

- a. Hmm...what mood am I in today? Purple, greige, matte, shimmer? I love 'em all!
- b. Just the facts ma'am - classics only.
- c. Color? Sometimes...but I often just like it served up Forever French.
- d. Pull out the stops - I want it all...sparkles, texture, color!

**4) MY FAVORITE NAIL STYLE IS:**

- a. Short and shaped - I don't want to give too much away.
- b. Classic with just a bit of length - mother always told me to behave.
- c. Mid-length - and ready for action.
- d. Extreme long or short - nothing in between!

**5) I USE MY NAILS FOR:**

- a. Are they supposed to do anything besides just look gorgeous?
- b. Texting, texting, texting...and more texting.
- c. Everything - they're my personal tool box.
- d. A bold, daring style accessory.

**6) MY RED CARPET STYLE IS MOST LIKE:**

- a. Katy Perry
- b. Gwyneth Paltrow
- c. Fergie
- d. Lady Gaga

**7) MY LEVEL OF DEVOTION IS:**

- a. I'm a serial dater and tend to bore VERY easily.
- b. I love a healthy, happy liaison, but don't smother me.
- c. I'm very loyal and looking for a long-term, faithful relationship.
- d. Once I find the perfect fit - I'm 100% committed and unlikely to go anywhere else. EVER.

**8) MY DREAM PLACE FOR A VACATION IS:**

- a. Vegas, baby. Where else?
- b. On a white sandy beach where I can swim, surf, or just plain relax.
- c. Paris, je t'aime.
- d. Morocco, to find wild new style ideas.

**9) MY FAVORITE MOVIE IS:**

- a. The Devil Wears Prada
- b. Eat. Pray. Love.
- c. Sex & the City
- d. The Matrix

**10) THE WORDS THAT BEST DESCRIBE ME ARE:**

- a. Colorful, trendy, fashion-forward.
- b. Classic, simple, active.
- c. Stylish, cheeky, unique.
- d. Edgy, cool, dramatic.

**NOW SCORE YOURSELF:**

Number of A's:  Number of C's:

Number of B's:  Number of D's:

**IF YOU ANSWERED MOSTLY:**

**A's** you're a **Colour & Effects Girl**: The "I'll-change-it-tomorrow-gotta-try-every-shade-every-finish-girl." You're a look great and make it last. See you in 2 weeks—gotta run!

**B's** you're a **Shellac™ Girl**: Make 'em look great and make it last. See you in 2 weeks—gotta run!

**C's** you're a **Brisa™ Girl**: Give me my French mani (or pop of color) and make it perfect! Beautiful and flexible like me.

**D's** you're a **Retention+™ Girl**: The no limits, nails-with-attitude diva. Go ahead—make my nails.



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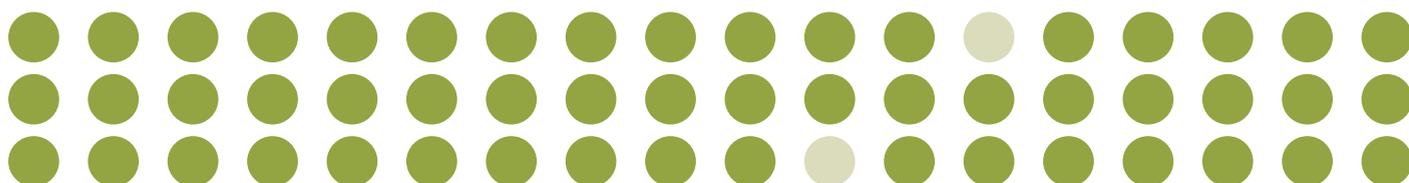
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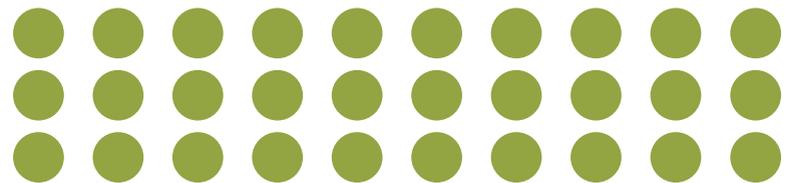
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Left: Girlie Pink  
Right: Girlie Pink + Gold Pearl

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Nails: Gina Silvestro, Viv Simmonds and Catherine Wong; Hair: Jeremy Clark, AIM Artists; Makeup: Anthony Merante, AIM Artists using MAC cosmetics; Photography: Cory Sorensen, corysorensen.com; Model: Laurel Stovall, L.A. Models; Digital Imaging: Jaison Duell Wilson; Art Director: Patricia Quon-Sandberg; Fashion/Beauty Editor: Karie L. Frost.

Check out the behind-the-scenes video of our cover shoot at [nailpro.com](http://nailpro.com).

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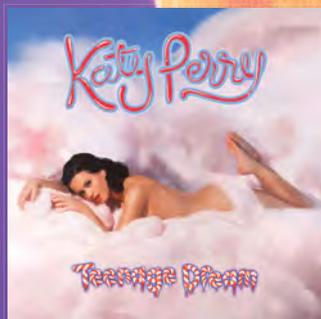
**116** The Operative Word: Acrylic  
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# Katy

# Perry



Look for Katy's new album,  
*Teenage Dream!*



Teenage Dream

The One That Got Away

Not Like the Movies

Last Friday Night

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What happens when you give three skilled nail techs the same CinaPro Nail Creations products and ask them to design a nail? Three unique and masterful designs.

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Get started building strong gel nails with the Infinity UV Gel Kit from Nubar or polish natural nails with one of the season's neutral hues, The Look: Spring 2011 Perfectly Bare Collection from CND. By Stephanie Corbin-Mills



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Backfills with an electric file can be a bit baffling. We got our experts to answer your questions and give you the steps necessary to make your backfill service a snap. By Courtney Roach

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Celebrate the pitter-patter of little feet with this month's nail art designed specifically for those expecting. By Pam Minch

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#### A Pregnant Pause

The impending arrival of bouncing bundles of joy means slight changes for pregnant clients—and for pregnant nail techs. Follow these guidelines for keeping everyone healthy and comfortable. By Tracy Morin

see more **NEW**  
ZOYA color on pg 48!

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# ZOYA

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Model is wearing Twin Stars



# In the Mood

Our emotions are more contagious than we think.

**W**hen I was 13, I was a little bit of an emotional basket case. (Oh, like you weren't.) I was a hormonal teenager, and my emotions went up and down like a yo-yo. Naturally, there were those days when I just felt down, and all I wanted was for everyone to pay attention to me and tell me how wonderful and fabulous I was to make me feel better. Interestingly enough, it was on those days that everyone seemed to steer clear of me. It wasn't until I was older that I realized my negative mood was practically palpable. My friends could sense that there was something wrong and, therefore, kept their distance.

As adults, we tend to be less aware of our mood swings as we're usually juggling so many balls, we don't recognize a change in disposition until we've already snapped. In the beauty industry, you are constantly interacting with other people. It's one thing if you're a hairstylist; you're standing behind your client and most interaction happens through a mirror. But with nails, you are sitting face to face with your client. What's more, you're holding her hands. And if you're feeling out of sorts, your client will pick up on it. At best, she may chalk it up to an off day. At worst, she'll simply feel that it was a bad service and choose to go to someone or somewhere else the next time.

I suppose you could say that it's sort of unfair that you don't get to be in a bad mood at work. But let us not forget that there's a flip side to this: When you're in a great mood, so is everyone that comes into contact with you. Those upbeat feelings are contagious. Thirteen-year-old me also didn't realize that when I was in a good mood, friends would flock to my side. And when you're sitting face to face with a client, in a glorious mood, that client is going to have an amazing experience, even if you messed up the service...because it's contagious!

Now, I'm not saying that you need to be in a good mood all the time; I'm pretty sure that's not even possible. But do consider how your mood may affect the people around you, and when in a bad one, try taking a deep breath and count to 10. I've been doing that lately, and it works! (Sometimes.) And if all else fails, just remember: Tomorrow's another day.

*Stephanie*

Stephanie Yaggy  
NAILPRO Executive Editor  
syaggy@creativeage.com

**Behind the Nail Pros...** For the first time in the history of NAILPRO covers, we had three nail artists working on one cover. These techs came from



all across the globe—just for us! Viv Simmonds hails from Australia, Catherine Wong arrived from her home in Singapore and Gina Silvestro made the trek across the country from Rhode Island. All three put their special twist on the nails for one simply amazing set of nail art. Here I am with the talented ladies of the April cover.

## Stephanie at Nail Garden...

**The popular Los Angeles-based salon Nail Garden branched out to a new location in Brentwood Gardens, California, and I was invited to swing by and check it out. I had a warm and cozy mani/pedi courtesy of Holly (left) and Cindy (right), on an unusually stormy afternoon.**



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BACKFILLS



**E-mazing** I just wanted to say THANK YOU for the digital copy of NAILPRO magazine. I have an iPad, and I love the fact that I can now read one of my favorite magazines from cover to cover on it wherever I am. The display was perfect. The colors are vibrant and true. I even enjoyed the ads! The ability to read the magazine as it

was intended, as well as have the benefit of video for product demonstration, tutorials and editor commentary, makes digital NAILPRO really stand out among the other trade magazines of our industry. Definitely looking forward to the next issue!

**Mickey Kaiser**

Via email

We couldn't have asked for a better letter, Mickey. Thank *you!* The digital edition is great for anyone on the go or those who live internationally. You can always find the most recent edition if you click on the cover image on the top right corner of the page on [nailpro.com](http://nailpro.com). Enjoy! —Ed.

**Star Pupil** I recently graduated from Rivertown School of Beauty. I have never done nails until now. Here are some pictures of my work. I have a portfolio full of images but wanted to share just a few with you. Please tell me what you think. One is from the Halloween nail competition, and I won first place. The nails that have 3-D on them are all made out of acrylic—even down to the pumpkin basket.

**Nikitia Hartman**

Columbus, GA

Nikitia, your work is outstanding! We can't believe that you just graduated from school. Feel free to upload even more of your nail art to our user Nail Art Gallery on [nailpro.com](http://nailpro.com). You have a real gift, and we have no doubt that you'll find success in the nail industry. Best of luck! —Ed.



**Sincerest Form of Flattery** I just want to say: I love this magazine! You guys inspired the images I've sent. One of the designs is from one of your issues with my own spin! Hope to see them on your site! Thanks!

**Veronica Rodrigues**

New York, NY

PHOTO: ARMANDO SANCHEZ

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**Bath Time** My client wanted a rubber ducky and a bar of soap on her nails, so I went a lot further and I called it "Bath Time." She loved them. When someone gives me an idea, I go crazy with it and take it to a whole new level. My client is 18 and graduating this year, and she said she wanted to go back to the time she played with a rubber ducky. She said her nails made her remember being a child; a time when she did not have to think about the future. All she had to do was play. Everyone loved the bubbles and soap suds on the duck's head.

**Cyndi Burchfield**  
Subtle or Sassy Nail Salon  
Sparta, TN

**Utterly Indebted** Thank you for a great magazine. I have learned a lot from your articles.

**Linda Nehls**  
Via email

**Holiday Accord** Thank you once again, NAILPRO. I was back east visiting my family for Christmas and New Year's—which just so happened to also be my parents 40th wedding anniversary—and I have to say, you made my parents' day when they got to see my success firsthand in your January issue. I was so excited to see that I made it into the first issue of the year. I was checking my emails and saw the digital issue for January and as I was flipping through the pages, what did I see? My nail art! And this time I got to celebrate it with my parents. You made my holiday even

more special, and what a way to start off the new year. It's an honor to be in your magazine and a huge accomplishment; especially for someone like me who has recently graduated from cosmetology school and is looking forward to being a part of the beauty industry.

**Lisa Sauter**  
Las Vegas, NV



Blinged a little girl's cast with Hello Kitty inlays... made her happy.

**Tamara Jean Nute**



## Corrections

In the March issue: Founders of Continuum John Meyerovich and Joe Galati featured in "Did You Know?" on page 64 haven't been associated with European Touch since selling the company in 1998. In Showcase, the correct phone number for tng worldwide found on page 164 is 800.362.6245. On page 166, Essie Cosmetics does not have a FreeInfo code. NAILPRO sincerely regrets these errors and any confusion they may have caused. ↓

Motivated or dismayed by something you've read? Share your opinions. We can all learn from one another. Send your comments, suggestions or questions to Backfills, NAILPRO, 7628 Densmore Ave., Van Nuys, CA 91406, or visit nailpro.com to send us an email. We reserve the right to edit letters for length, grammar and clarity.

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1st  
place



# Light Up Your Life Contest

Martyna Klepacka

◀ Fingers & Toes Day Spa • Bridgeview, IL

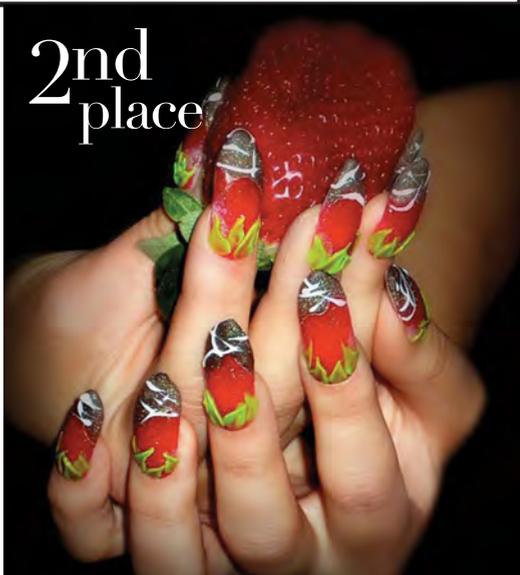
It's been a weekend of love, lust and romance. The nails that I did are the mirrored emotions of all of that. When creating the design, I thought about a love triangle. I thought about the involvement of both parties and what might they feel when together, like my heart design, or when separated, spending the night in separate beds. The colors chosen are also a representation of all the feelings: The black is for the time they are separated, when the passion is absent; the red is for when they are together, living in the moment—hot and seductive; and the gold portrays happiness. Take time to look at these and create your own love story. Where will it take you?

In the February issue, NAILPRO partnered with the DAYLIGHT COMPANY to hold a Valentine's Day-inspired nail art contest. We received a ton of fantastic entries, and after some tough deliberation, we selected the winners. To see the runners-up, go to [nailpro.com](http://nailpro.com).

Jana Jahr  
Blair, WI ▶

2nd  
place

I decided when I took on this challenge that I would steer clear of the traditional hearts, candy and flower theme. Giving food a chance, I went with chocolate-dipped strawberries. I used a combination of colored acrylics and drizzled white gel over the "chocolate."



Tanya Ross  
Fayetteville, NC ▶

3rd  
place

I chose the Smurfs because I was inspired by a picture of Smurfette, and I've never seen Smurfs on nails before, let alone a Smurfs love scene. I also chose it because it was a popular cartoon in the '80s, when I was born. My design is paying homage to the '80s and a Valentine's Day I will always remember, which was similar to this scene.

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Model is wearing Y'All Come Back Ya Hear?

# Media Focus

Beauty manufacturers receive nods from your favorite fashion magazines in their February issues.

## Elle • OPI

lacquer Y'all Come Back Ya Hear? from the Texas Collection.



**Marie Claire •** The issue mentioned **Sally Hansen Complete Salon Manicure in Model Behavior.**

**Harper's Bazaar •** OPI polish in Y'all Come Back Ya Hear? and Guy Meets Gal-veston were showcased, plus an OPI manicure.



**Cosmopolitan •** **Sally Hansen Complete Salon Manicure** appeared in *Guilty Pleasure.*





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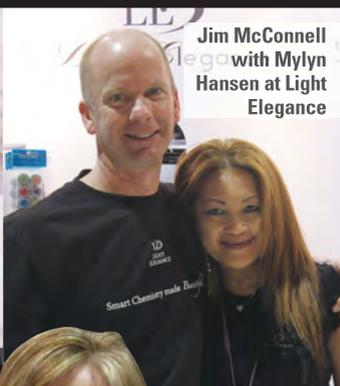
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Lucy Jerman at Orly



Jim McConnell with Mylyn Hansen at Light Elegance



Jim and Linda Nordstrom (center) with staff at Lumos



Terri Silacci and Elsie Visser at Bio Sculpture



Noubar Abrahamian from Nubar



Patricia Freund at Cuccio Naturalé



Kris Kiss and Candice Manacchio at CND



# ISSE 2011

The quintessential beauty expo kicked off the 2011 trade show circuit and **NAILPRO competition** schedule.

Held January 29-31 in Long Beach, California, the **International Salon and Spa Expo** brought the industry's top manufacturers together with many fantastic nail education courses under one roof.



Marty Cooke, Staci Noble and Heather Hall at NSI



Young Nails



Farah Faulkner and Katie Clements at CHI



Michael Megna and Don Ambler with staff at Backscratchers



Essie



Peter Sarkissian at Jessica Cosmetics



China Glaze



Bruce Atwood and Sue Haerther at Atwood Industries



Bryan Stein and Teresa Lewis at OPI Products



Gina Dominguez and Yvette Holt at Le Chat



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# NAILPRO. Competitions

at ISSE Long Beach

It's a brand new year, which, naturally, marks the beginning of another competition season. Excitement was high and the competition arena was packed with eager participants hoping to take home trophies and prizes. A whopping three nail art comps at ISSE brought hoards of competitors oozing with talent and creativity, while the customary Sculptured Acrylic Nails and Salon Success contests exposed the technically savvy. And then there was the newest category—Perfect Match—which asked

contenders to build a set of nails on their model's one hand before the competition and then match the style on the other hand during the event. While a good idea in theory, it turned out to be limiting in practice (this required participants to bring their models with them from home, which meant, in some cases, paying additionally for a flight and hotel). NAILPRO graciously thanks all who *did* take part and humbly announces the removal of that category at future competitions. And now, without further ado, the winners:

## Sculptured Acrylic Nails



### Veteran

1. Lynn Lammers (center)
2. Noriko Tomura (right)
3. Azumi Kanene (left)

### Novice

1. Yuriya Matsumoto (right)
2. Mikiko Watabe (left)
3. Chinatsu Morita (center)

## 3-D Nail Art (Vampire Theme)

### Veteran

1. Ami McClure (center)
2. Kirsty Meakin (left)
3. Yoko Kino (right)



### Novice

1. Ashley Craig (left)
2. Momo Hattori (right)
3. Adriana Riveros (not pictured)



## Design Sculptured Nails (Pink-and-Green Theme)



### **Veteran**

1. In Sun Yang (right)
2. Hee Jung Kim (center)
3. Kirsty Meakin (left)

### **Novice**

1. Ashley Craig (left)
2. Randi-Jo Thomas (right)
3. Karen Gibson (center)



## Salon Success

### **Veteran**

1. Lynn Lammers (center)
2. Mayumi Hase (right)
3. Azumi Kanene (left)



### **Novice**

1. Yuriya Matsumoto (right)
2. Mikiko Watabe (center)
3. Miho Masumizu (left)

## Perfect Match

### **Veteran**

1. John Hauk (right)
2. Amy Becker (center)
3. Nikolette Stajer-Vetek (left)



## Hand-Painted Nail Art (Paris by Night)

### **Veteran**

1. Ryoko Garcia (center)
2. Yuka Nishizawa (right)
3. Yuco Nishibuchi (left)



1st Place—Veteran Hand-Painted Nail Art by Ryoko Garcia

### **Novice**

1. Chanel Cha (not pictured)
2. Yuriko Fujita (left)
3. Ai Taki (right)



1st Place—Novice Hand Painted Nail Art by Chanel Cha



OPI  
R. TAYLOR

Leaves weren't turning and falling in February when tents were set up at Manhattan's Lincoln Center, but fall was in the air when the season debuted during Mercedes-Benz Fashion Week. From faux fur to mad-for-them plaids and every style in between, trends on the runway were complemented with nudes and taupes, brights and darks, and stunning nail art. Teams for various manufacturers—including China Glaze, Color Club, CND, Dashing Diva, Minx, OPI and Zoya—kept the nail looks fresh as models strutted down the catwalk.

Dashing Diva, Minx, OPI and Zoya—kept the nail looks fresh as models strutted down the catwalk.



MINX  
BESS NY



ZOYA  
JAY CIOCI



COLOR CLUB • ZANG TOI

# Fashion



CND  
JASON WU

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CHINA GLAZE • RICHIE RICH



PHOTOS: COURTESY OF MANUFACTURERS, DASHING DIVA PHOTOS: ANN LAWLOR



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SUNO**

**DASHING DIVA  
TIBI**



**MINX  
KATIE ERMILIO**

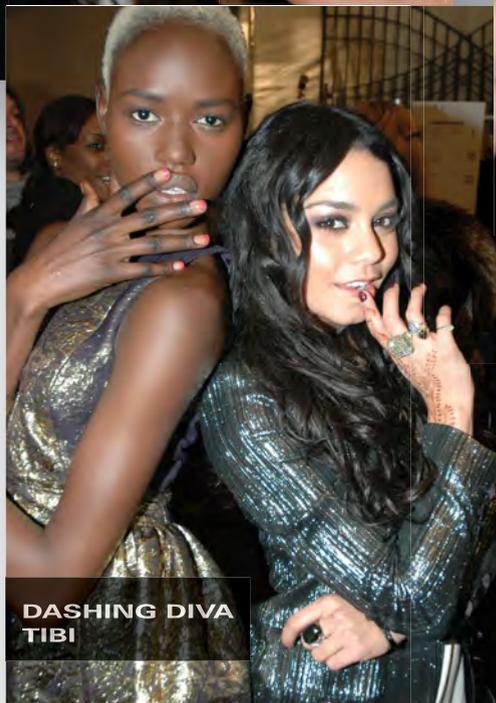


**OPI  
REBECCA  
TAYLOR**

**CND • RUFFIAN**



**CND  
THE BLONDS**



**DASHING DIVA  
TIBI**



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# Nudes Dominate SAG Awards



Hailee Steinfeld



Claire Danes



Kim Kardashian

The Hollywood award season's nude nail trend continued at the 17th Annual Screen Actors Guild Awards in January. Many of the program's female attendees showed up sans polish—with beautifully buffed natural nails—or accented their gowns with neutral shades. Bright spots lit the red carpet, though, with nominee Hailee Steinfeld sporting dress-coordinating orchid pink tips, and winner Claire Danes donning a tomato-hued lacquer. Reality TV star Kim Kardashian released her dark side, swathed in eggplant with merlot-colored nails.

PHOTOS (CLOCKWISE FROM TOP RIGHT): ©JEFF VESPA/WIREIMAGE/GETTY; FRAZER HARRISON/GETTY IMAGES ENTERTAINMENT; FRAZER HARRISON/GETTY IMAGES ENTERTAINMENT

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Readers Respond

If you were Kate Middleton's nail tech, how would you make the nails of this princess-to-be royal wedding-ready?



Andie Ortiz Garcia "Short, squoval with [OPI Products] Gel Axxium overlay. White tips with Alpine Snow Axxium and Pink in either Passion or Princess Rule. On the ring finger, a rhinestone to mark with a slant white or a double ring white effect. The nails should never take away from the ring or the girl herself—always accent."

Renee Cassese Kuhn "I think short, simple and a very pale, classic light pink. Very classy. No bells and whistles. I think her dress, hair and rings should be the focus."



Barbara Hinkle "She should look like herself: simple and elegant. Maybe a manicure with Essie Mademoiselle, seeing as how the queen is a fan of Essie Ballet Slippers."

Chelsea Tizzard "I think a bright white tip would be too much for a princess; she would need something very simple and classy, no rhinestones or sparkle—she's got a massive ring for that! I'd go with a French, but the white would have to be very pale and creamy so that it almost blended with the soft pink."



For more responses, visit NAILPRO's Facebook fan page.



Building Nails



American International Industries is giving its customers more nail brands to choose from. The company recently grew its family of products with the acquisition of two widely known lines.

It's So Easy, a manufacturer of nail art accessories, products and tools, and Poshé, a professional line of nail care and treatment products, join All's nail category, including brands ibd, EzFlow, China Glaze, Seche, SuperNail and more.

KATE MIDDLETON PHOTOS (LEFT TO RIGHT) ©ARTHUR EDWARDS/AFP/GETTY IMAGES; ©SAMIR HUSSEIN/WIREIMAGE/GETTY IMAGES





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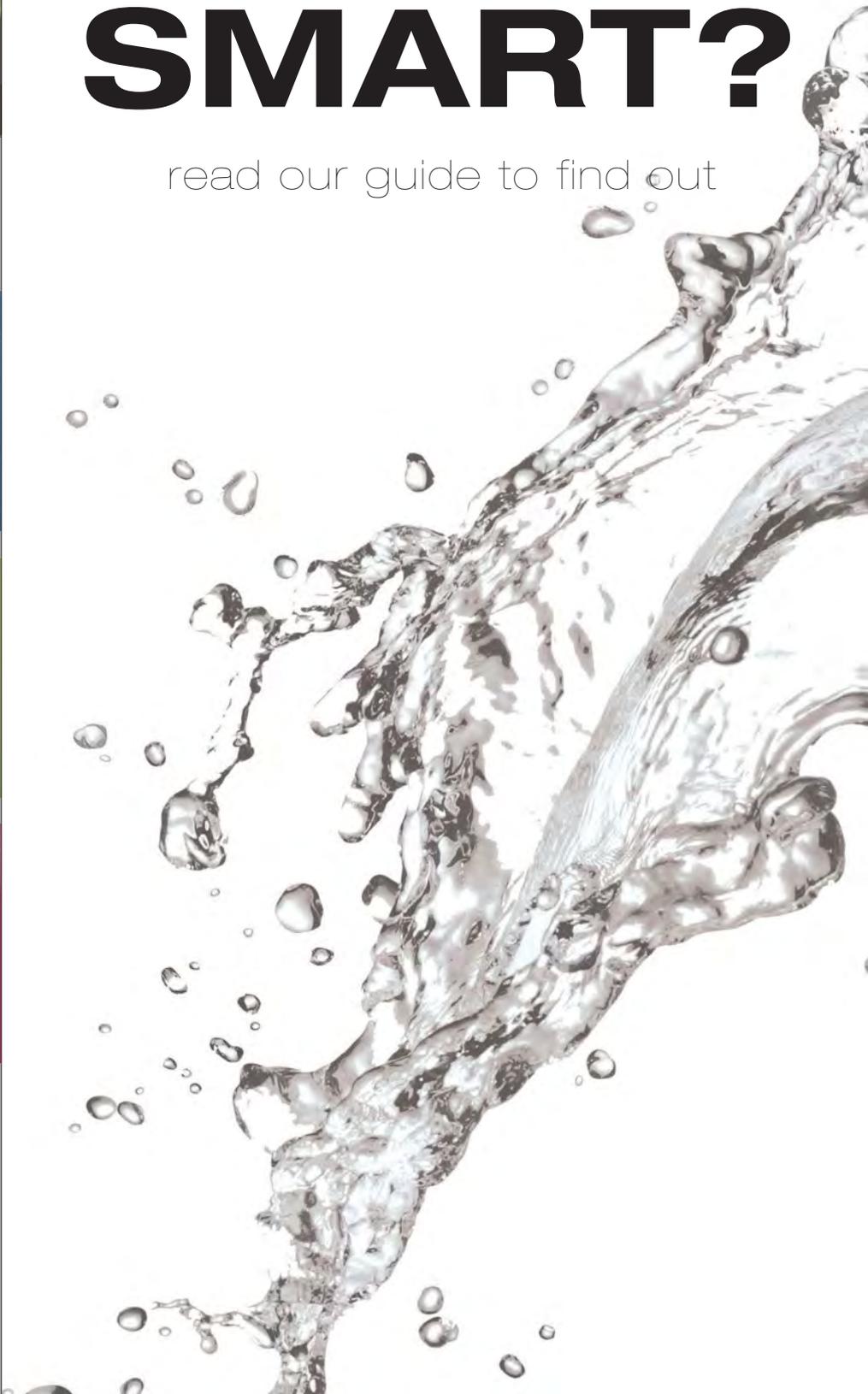
ZP560  
Lolly  
(matte)

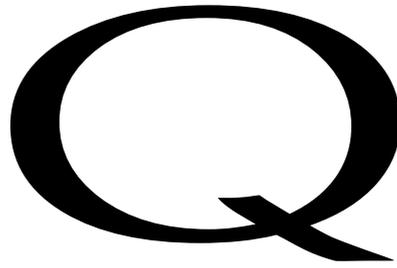


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# Readers Nail Art

Take a look at what NAILPRO readers are creating! From acrylics to gels to paints, they've done it all. Submit your own original nail art and share it with your fellow readers.

**1** Colleen Ramsey  
C.R. Nails  
Safford, AZ

**2** Kerry Webber  
Forever French Nail Salon  
Franklin, MA

**3** Kimberly Harr  
La Nail Beautician  
Everett, PA

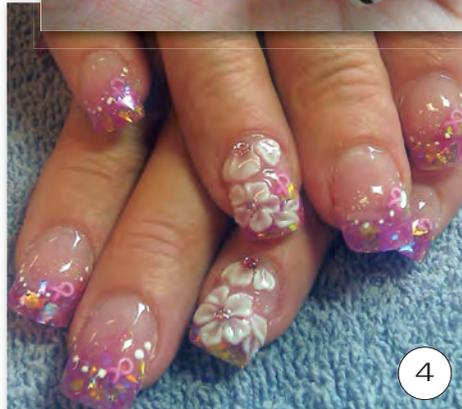
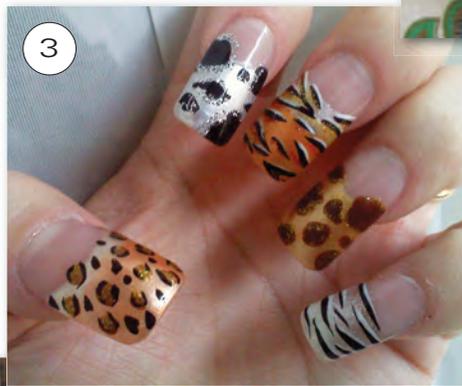
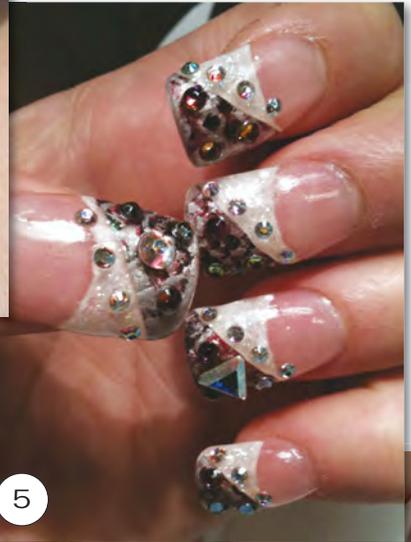
**4** Janna Jahr  
Hands & Tans Boutique  
Blair, WI

**5** Juanita Lopez  
Hollywood Beauty College  
Lodi, CA

**6** Gunjan Bhatia  
Bhugra  
Gunjan's Studio  
Hair & Nails  
Lucknow, India

**7** Jodie Bachynski  
Vienna Spa  
Wishart, SK, Canada

**8** Hong Tran  
Worcester, MA





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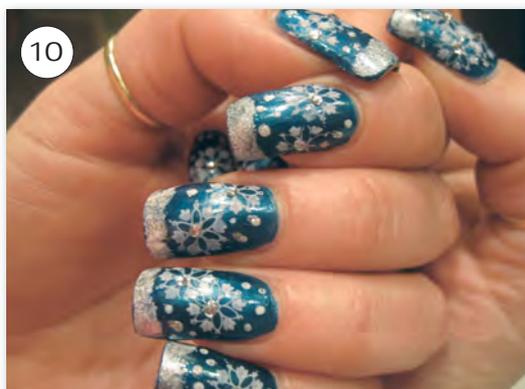
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**9** Rhonda Hunter  
Providence, UT

**10** Renee Seibert  
I N V U Salon and Spa  
St. Henry, OH



**11** Natasha MacIntyre  
Crofton, MD

**12** Amanda Omelian  
Cuttin' Loose Salon  
Dunnellon, FL

**13** Kathleen Marie  
Roach  
Lady Fingers Salon  
Niagara Falls, ON, Canada

**14** Mariela Rubio  
The Metropolitan Salon  
Bakersfield, CA

**15** Farrah Jamerson  
VIP Tips and Toes  
Memphis, TN



**16** Kelly Vu  
Pro Nails  
Waynesboro, PA





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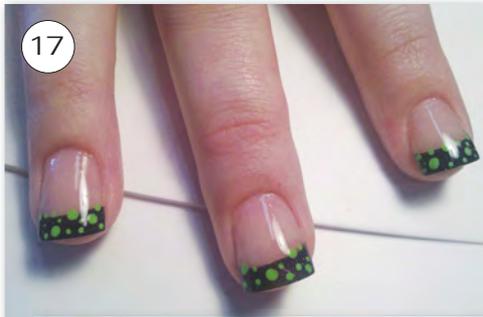
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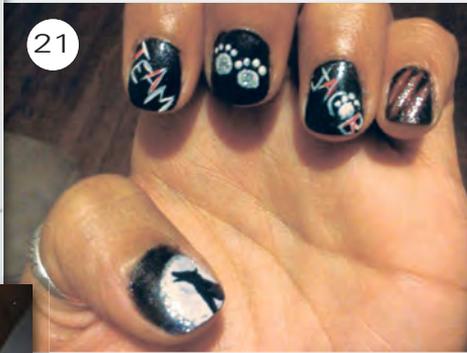
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17



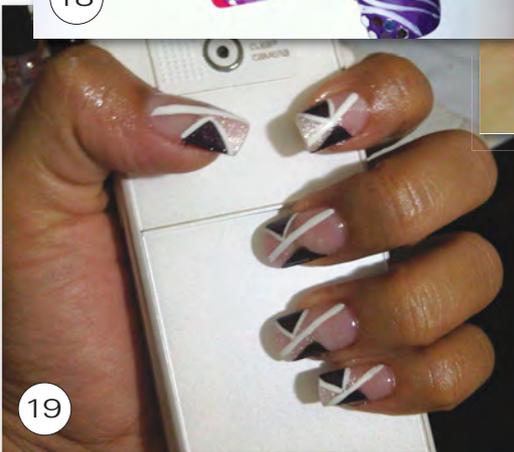
21



18



22



19



23



20



24

**17** Susan Wood  
Serenity Salon & Nails  
Deer Lodge, MT

**18** Rosa Vargas  
Palm Springs, FL

**19** Ria von Niesewand  
Paramaribo, Suriname

**20** Lynnette Diaz-Madden  
Salon 29  
East Greenville, PA

**21** Denise Rodriguez  
ABS Cosmetology School  
River Grove, IL

**22** Shertreashiwa Richbow  
Divine Nails  
Junction City, KS

**23** Jacqueline Elmore  
Pynkies Spa and Nail Boutique  
Demopolis, AL

**24** Barbie Anderson  
Studio 360  
Brigham City, UT



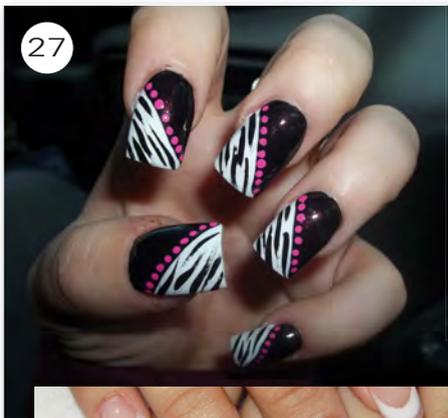
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Model is wearing Champagne Wishes, Mermaid, Blue Grotto, Uva and Crushed Gold.



**25** Saki Cook  
Aesthetic Northwest  
Institute  
Bellevue, WA

**26** Tina Grevenstein  
Artistic Nail Design  
Kitchener, ON, Canada

**27** Sophia Vo  
Regal Nails Salon and Spa  
East Falmouth, MA

**28** Marilyn Garcia  
Caguas, Puerto Rico

**29** Tina Nguyen  
Better Nail & Spa  
Benton, AR

**30** Lucia Etchamendy  
Lucia's Hair and  
Nail Salon  
Hesperia, CA

**31** Chelsea Baart  
Chelsea's Nails  
Victoria, BC, Canada

If you'd like to submit your own nail art for NAILPRO's Portfolio, send an email to [syaggy@creativeage.com](mailto:syaggy@creativeage.com) that includes your name, salon, city and state along with your high-resolution photos. Or log on to [nailpro.com](http://nailpro.com) to upload your own photos to the Nail Art Gallery.

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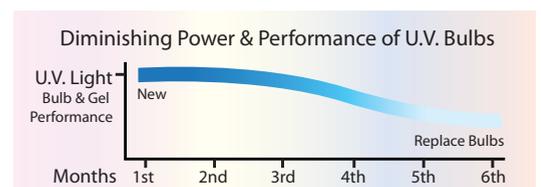
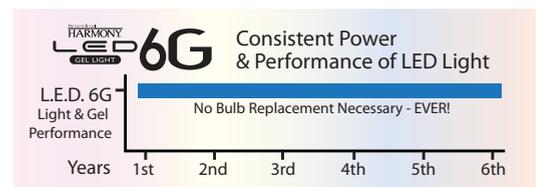
The Harmony L.E.D. 6G will quickly and comfortably cure gels to effectively ensure the smoothest, most level gel-drying. The quiet, compact yet rugged Harmony L.E.D. 6G lamp is guaranteed to provide years of reliable in-salon performance, without any variations in curing-time temperatures while consistently producing properly-cured gels.

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# Color Block Party



Louis Vuitton



### Guest Artist

Anna Nelson moved to the United States from Russia. She has won several nail competitions, including the grand prize in CND's Colour & Effects national nail competition.

The runways are chock-full of bold color-blocking, the best of which utilize eye-catching texture and shine to gorgeous effect. At Missoni, the fashion house's famed zig-zag is blocked into panels of sherbet orange, turquoise and banana yellow; at Louis Vuitton, thick strips of green, red, magenta and brown have a subtle sheen that ups the glam quotient. Taking the opposite approach—that of neutrals and non-colors—designer Ingrid Vlasov creates sweeping color-blocked shapes that hug the curves of the body.

Perhaps the best twist on the trend goes to Marni: Designer Consuelo Castiglioni color-blocks oversize paillettes in shockingly bright tones on athletic-inspired wares—think luxe sportif.

To take the trend beyond the norm on nail tips, don't merely block-out colorful shapes, add texture to the colors you use. Mimic Marni's paillettes with a strategic placement of rough glitter or handpainted zigzags into your color for the illusion of texture.



Sonia Rykiel



Ingrid Vlasov



Marni



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# The Making of Our Cover: Butterfly Trinity

For the first time in the history of NAILPRO, we had not one but three nail artists work on the same set of cover nails. We were fortunate to have the trio of talent that is Gina Silvestro, Viv Simmonds and Catherine Wong together under our one roof. They all arrived independently that morning from the far corners of the globe (Silvestro and Wong flew in from Singapore, while Simmonds disembarked in L.A. from Australia), so our customary 8:30 a.m. start time was pushed back to noon. Also, distinct from our cover norm was the fact that our model declined to appear! Frantically, we recruited a new model—who arrived far later than we anticipated but in high spirits—and the artists began the painstaking task of creating amazingly intricate butterfly-inspired nails. Luckily, the entire team, including makeup artist Anthony Merante, hairstylist Jeremy Clark and photographer Cory Sorensen, was able to reach into their bag of tricks—even when the shoot ran into the wee hours of the morning—to bring together an unprecedented cover, in spite of the setbacks.



## Makeup Artist

Anthony Merante has an innate creativity that was born in painting, but his real love is makeup, which is where he excels.



## Hair Stylist

Jeremy Clark began by styling coloring and styling mohawks; he now creates gorgeous styles for fashion, editorial and celebrities!





### Nail Artist

Viv Simmonds hails from Victoria, Australia. She is a salon owner, educator, competition champion and specializes in 3-D nail art.



### Nail Artist

Gina Silvestro is an award-winning nail artist who has been in the industry for almost 20 years. Her mastery is in the art of gels.



### Nail Artist

Catherine Wong went to school for economics but ended up as a nail artist. Dubbed the Nail Queen, Wong shares her talent through education.



### Photographer

Cory Sorensen approaches his work with a combination of seriousness and humor. His work has been featured in magazines such as *Shape Magazine* and *Men's Fitness*.

# Creating the Cover Nails



**1** Silvestro started the process by prepping the nails and applying extra-long forms. Then, using a light pink gel, she extended the nail plate. She used other spring colors to build the extension.



**2** To enhance the extra-long free edge, Silvestro added more color and glitter.



**3** On some nails, Silvestro applied a chunkier glitter to the nail plate to add variety, as each nail was intentionally a little different.



**4** Once the nails were capped with clear gel, filed and shaped, Wong took over. Using a fine-tipped nail art brush and acrylic paint, she added butterflies and flowers to the nails.



**5** Wong also created a 3-D butterfly on a form that was later attached to one of the nails. Using acrylic, she carefully sculpted a wing.



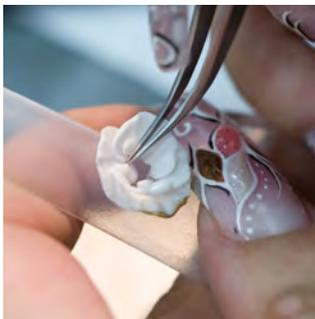
**6** Once the acrylic was set, Wong added rhinestone details to the butterfly wing.



**7** When the nails were ready for the 3-D embellishments, Wong gently placed the wing on the UV top-coated nail with a bit of acrylic.



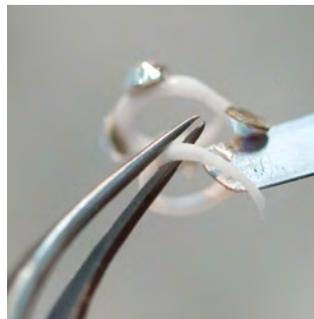
**8** Next, it was Simmonds' turn to take over. She sculped a flower with white and yellow acrylic directly on the nail extension.



**9** For a larger, more intricate flower, Simmonds built it on a form, one petal at a time. While the flower set, she also sculpted two white leaves.



**10** Simmonds went back to the flower and attached a clear rhinestone to the center. Using gold acrylic, she gilded the edges of the petals and the leaves.



**11** Simmonds also sculpted a coil of acrylic to enhance the larger flower. Using dry beads, she carefully molded the acrylic around a straw. Once it was set, she applied rhinestones.



**12** The final step was to attach the flower, leaves and coil to the nail with the butterfly. Talk about needing a steady hand!



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# The Electric Slide

Don't get burned; learn how to properly utilize your electric file when backfills take a seat at your station.

**F**or those techs dedicated to their electric files, imagining working without them is a nightmare. Filing fatigue and the need to constantly replace hand files (or send them home with your clients) are side effects that many e-file users were only too happy to leave behind. And while we could dispute hand file vs. e-file for hours, one thing isn't debatable: Electric files make backfills way easier. Of course, with the precision and convenience comes a few tricky details, so we turned to the reigning experts with your most asked about electric-file questions.

## Electric File Q&A

**Q** What is the best bit to use when performing backfills?

**A** "Definitely a flat-topped carbide bit, whether it be a barrel or a backfill bit. Slim circumferences in both the carbide barrels and carbide backfill bits give the tech more room to cut precisely." —**Vicki Peters**

"I have found the best bit for doing backfills is a coarse carbide barrel shape with a sharp edge to cut a precise smile line; this removes the enhancement quickly and easily." —**Bruce Atwood**

## HELPFUL HINT

"A majority of carbide bits sold in the marketplace today will vibrate. Vibration is a no-no. If you experience vibration, return the bit from where it was purchased."

—**Bruce Atwood, president, Atwood Industries.**

## Industry Experts



**Vicki Peters**  
president, Vicki Peters, Inc.

**Bruce Atwood**  
president, Atwood Industries

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PHOTOS: ARMANDO SANCHEZ

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**Q What is the proper way to hold the hand piece when using an electric file for a backfill?**

**A** “[Hold the hand piece] almost flat to the nail at a slight 10-degree angle so the flat edge of the bit makes a cut that is almost straight. Holding the bit with more of an angle creates a V-shaped cut. Always balance your hands on the table with the fulcrum finger for precision control.”

—Vicki Peters

“The proper way to hold your hand piece is the same as you would a pen or pencil. It’s very important that you keep the file/bit parallel to the nail plate. For this reason, many nail techs prefer to use bits that are tapered and round at the tip.” —Bruce Atwood



**Q What is the optimal speed for an electric file while performing backfills?**

**A** “This varies with each tech, however, too slow of an rpm will cause the bit to bog down, even if there is high torque in the hand piece’s motor. Using the backfill bit at a medium to slightly high speed gives the tech more cutting power and allows them to work faster—although, this takes practice and confidence.” —Vicki Peters

**Q What are the key elements to consider when choosing an electric file?**

**A** “First, the tech must determine what she is going to use the electric file for. Is she going to use it consistently for all her filing or just for backfills? A high-quality machine will give you better performance and much less vibration. So when choosing an electric file, do some comparison shopping and make sure you have plenty of torque and 20,000 rpm or higher. Decide if you need a foot pedal adapter and if you need it to be stationary or portable. It should also have a forward and reverse option.” —Vicki Peters

“You should look not only at the maximum rpm that the machine can run, but also the amount of torque that is put out. I would suggest attending a trade show and sampling different models... In addition, make sure that if you are not completely satisfied, you may return or exchange.” —Bruce Atwood

**Q What and how many different bits does a nail tech need at her station to be prepared for a backfill and other acrylic work?**

**A** “To start, you need three to four bits: a carbide barrel for shaping; a carbide safety bit for cuticle work; a sanding band and mandrels for removing gel sealants; and a carbide backfill bit if you’re doing backfills on a regular basis.” —Vicki Peters

**Q How do you clean and disinfect bits properly once you’ve finished your backfill service?**

**A** “I have found the best bit cleaner and disinfectant is pure acetone. Please be aware that after cleaning and disinfecting your bits, it’s essential to dry your bits thoroughly prior to inserting it into your hand piece. Otherwise, you risk rusting your hand piece.” —Bruce Atwood

## HELPFUL HINT

“A tech should have at least two or three of the same bit, so that when one or more is being disinfected, the other is being used on the next client.” —Bruce Atwood

## Step Right Up

Study these guidelines for performing a pink-and-white backfill with an electric file, courtesy of Lysa Comfort, president, Charisma Nail Innovations.

**1** Follow proper sanitation procedures for cleaning hands.

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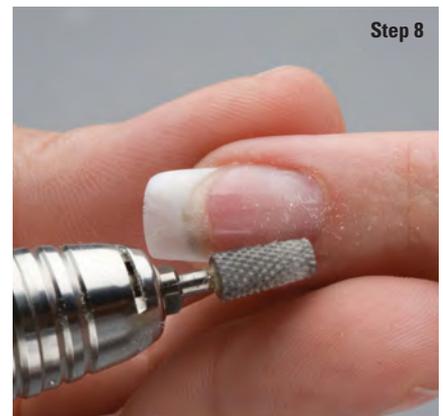
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Holding the bit parallel to the natural nail, create a new smile line by trenching out the pink acrylic.

**2** Remove any polish from the sculpted nail.

**3** Push back the cuticle using a cuticle pusher. **Note:** Do not remove the pterygium.

**4** Begin with a speed of approximately 8,000-10,000 rpm. Holding the bit parallel to the natural nail and starting on the right side, place the edge of the bit at the enhancement smile line. With a medium amount of pressure, create a new smile line (which should not be lower than the natural smile line) by trenching out the residual pink acrylic. Make sure that at least 75% of the product has been removed.

**5** Lower the speed to approximately 5,000 rpm and go over the smile line to make sure it's smooth and has no inconsistencies.

**6** Using a medium carbide bit at a minimum speed of 10,000 rpm, hold the bit parallel to the outermost portion of the free edge and begin removing the remaining white acrylic.

**7** After the free edge has been thinned out, lower the speed to approximately 6,000 rpm and continue to remove any extra product that remains close to the smile line.

**8** Using a round-top, tapered carbide bit with a speed of approximately 6,000-8,000 rpm, begin thinning the product closest to the cuticle by shaving the product laterally from right to left. **Note:** If there is any loose or lifted product surrounding the cuticle area, it should be removed after thinning is finished to reduce excess work and micro-shattering.

**9** Using a prep bit at 2,000 rpm (or at your machine's slowest speed) remove the shine from the nail plate by gently allowing the bit to work its way up the sidewall, around the cuticle area and down the other sidewall with the bit at a 10-degree angle directly against the cuticle, without making contact with the skin. After the cuticle area has been prepped, continue to remove the shine

from the natural nail by keeping the bit parallel to the natural nail plate. Work the bit in a lateral motion from side to side, and use light pressure.

**10** Apply dehydrator and primer to the natural nail, if necessary. Apply a ball of white acrylic to the free edge as you normally would for a backfill. Gently pinch the product into a C-curve with pinching tongs.

**11** Apply a ball of pink acrylic at the cuticle area and continue with your backfill, shaping the enhancement as usual.

\*Special thanks to experts who contributed to the article: Bruce Atwood, president, Atwood Industries; Lysa Comfort, president, Charisma Nail Innovations; Richard Hurter, president, Kupa; Vicki Peters, president, Vicki Peters, Inc. ↓



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# New Arrival

Help clients welcome the stork with these petite nail designs.

**P**eeek-a-boo! It's time for the pitter-patter of a whole new nail art theme: babies! This month's designs are little bundles of joy that your ladies-in-waiting will love. To start us off, Sonya Veloz from Palmdale, California, brings us two special deliveries: a simple rubber ducky nail and an intermediate footprint design to delight moms-to-be. In addition, I've created both a French nursery rhyme theme as well as a "baby on board" nail that will excite future mommies counting down to the big day. When you're counting fingers and toes, try your hand at these precious nails and watch your clientele grow!

### Submit to Art Gallery

Submit your nail art to NAILPRO for consideration in future installments of Art Gallery. Visit the Nail Art tab on [nailpro.com](http://nailpro.com) for all of the details.

Pam Minch specializes in nail art at Elysium Day Spa in Parker, CO. Her art has been featured in *Sports Illustrated* and several other publications. She has been a top nail art competitor, competition judge and an educator for a major manufacturer.

## Beginner: Rubber Ducky



- 1 Polish the nail baby blue.
- 2 Paint a yellow duck. Add an orange beak.
- 3 Add a tiny white dot for the eye. Add several more white and glittery dots throughout the entire nail. When the white eye has dried, add blue to it. Finish with top coat.



**Nail Design:** Sonya Veloz

**Average Time:** 3 minutes per nail • **Suggested Price:** \$3 per nail

## Intermediate: Footprints



- 1 Polish the nail light pink.
- 2 Paint two purple footprints.
- 3 Add purple, green and dark pink polka dots on the entire nail. Finish with top coat.

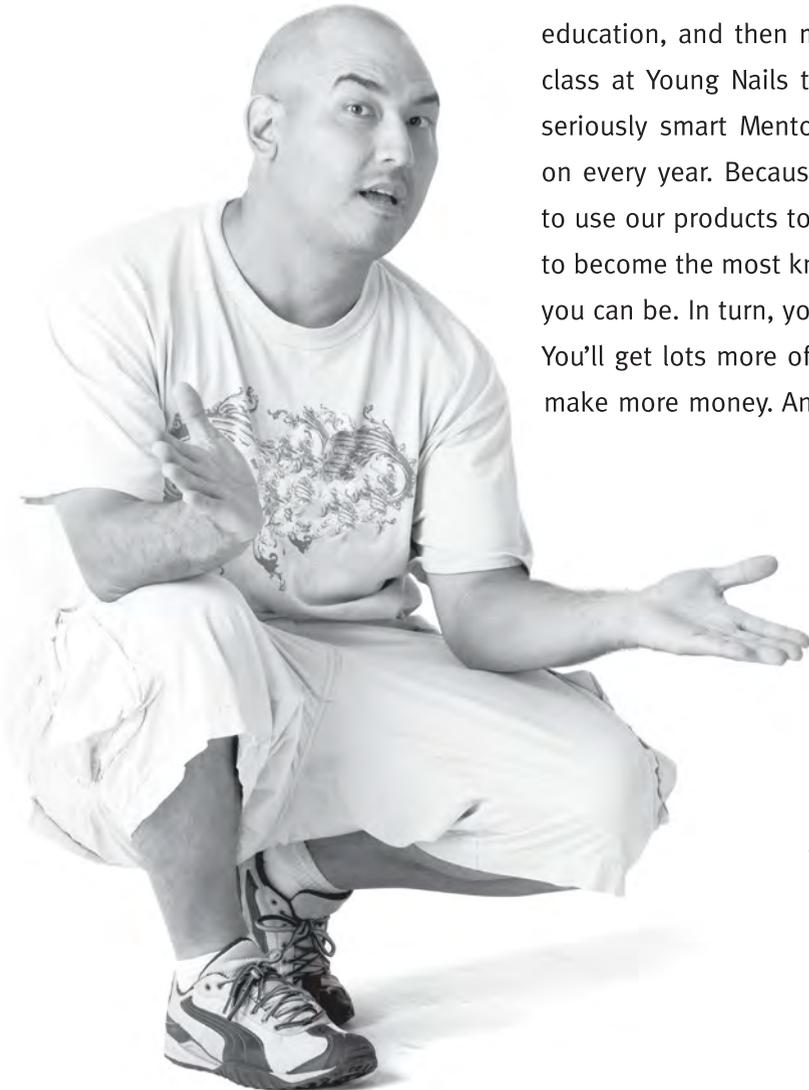


**Nail Design:** Sonya Veloz

**Average Time:** 3 minutes per nail • **Suggested Price:** \$3 per nail

## “it’s not the tools that do the damage, it’s the fools.”

It’s one of Greg’s favorite phrases, with good reason. The worst thing that can happen to a client’s nails is the damage caused by a nail tech that wields an e-file like a jack hammer. Our solution to that is the same answer we always give: education, education, and then more education. Whether you’re taking a class at Young Nails tech, or out in the field with one of our seriously smart Mentors, we’ve got over 1,000 courses going on every year. Because we want to make sure you know how to use our products to get the results you want. And learn how to become the most knowledgeable, skilled, awesome nail tech you can be. In turn, your clients will be happier and more loyal. You’ll get lots more of those all-important referrals. Plus you’ll make more money. And there’s nothing foolish about that.



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## Advanced: Moonstruck



**1** Polish the nail purple. Paint a white cow and yellow moon.

**2** Paint a pink nose on the cow and cheeks on the moon. Add a white tail. Paint black spots, hooves, eyes, nostrils and horns on the cow.

**3** Paint the moon's eye and tiny lavender stars in the sky. Finish with top coat.



**Nail Design:** Pam Minch

**Average Time:** 7 minutes per nail • **Suggested Price:** \$5 per nail

## French: Special Delivery



**1** Polish the nail light blue. Add a white French tip. Paint a white stork.

**2** Using orange paint, add legs and a beak to the stork. Paint a pink or blue line at the smile line, and a pink or blue bundle. Paint two pink stars on the tip.

**3** Add a tiny head and feet to the bundle. Paint an eye on the stork and multi-colored stars on the tip. Finish with top coat.



**Nail Design:** Pam Minch

**Average Time:** 7 minutes per nail • **Suggested Price:** \$5 per nail



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# Lulu's by Travis Parker

The mantra behind this San Diego-based salon—the belief that luxury services (that don't cost a small fortune) can be provided in an ultra-clean, hip and comfortable environment—is what sets Lulu's apart from the crowd. Guests can escape in the quaint South Park village with deliciously seasonal services provided in a funky tattoo art-meets-vintage glamour boutique atmosphere. "It's like being in a jewel box," touts a regular client. The salon has built its client list based on the fact that the techs know the difference between a manicure and a manicure that's done well.



## 5 Reasons Why We Think It's Fabulous

### 1 The husband and wife owners are beauty industry pros.

Keri and Travis Parker are professional beauty industry veterans. Travis has a resume that boasts legendary names such as TIGI, Privé and L'Oreal Professionnel, and top-tier designations, including ambassador, national Portfolio Artist and "hippest and cutest"

salon owner in San Diego. While Keri has spent the last 10+ years in hair care and skin care, from service to sales. The Parkers have taken their impressive reputations and revolutionized them into a luxury brand. Lulu's is their first foray into the nail world, and they pride themselves on a premier experience.



### 2 Services aren't just for the ladies.

While women may be the primary visitors of this charming salon, Lulu's encourages the owners of the roughest of man hands and tiniest of toes to enjoy a sweet retreat as well. The menu specifies services catered to men in the form of Executive Hand/Feet Detailing, and at the opposite end of the spectrum is the section for Little Lulus, where services include an ice cream-flavored soak for pedis!

### 3 The techs value their time.

Dedicated to customer service, the nail technicians provide the utmost care for their clients. As such, the salon requires that guests arrive a few minutes early so they enjoy the full treatment scheduled. However, if clients are late, they enforce

time restrictions and will provide the best service they can in the time allowed. While the receptionist will call to confirm appointments the day prior, no-shows and less than 24-hour cancellations will be charged for the full price of the service. Lulu's employees respect their time and, as a result, so do the clients.

### 4 It encourages nails to have a high-fashion flair.

From Japanese nail art to the hottest polishes in consumer magazines, Lulu's loves its nail design as much as we do. And while they, naturally, accommodate the simple lacquer ladies, they are more than happy to outfit the nail fashionista in nail art that is *tres chic*.

### 5 We love anything "boutique."

We've all vacationed amid the hustle and bustle of a large-chain hotel—the rooms are countless and personalized service is practically nil. But at a boutique hotel things are smaller, customized and have a flair that is lost in the overwhelming yards of chain hotel carpets. It is similar with nail salons; the large ones, while able to provide for the masses, miss the charm that oozes from the boutiques. Lulu's prides itself on the fabulous "little" touches, like vintage sewing tables-turned-nail tables, amazingly talented and education-minded nail techs, and its dedication to sanitation and disinfection.



## Salon Statistics

**Year Founded:** 2005

**Owner:** Keri and Travis Parker

**Website:** [lulusbytravisparker.com](http://lulusbytravisparker.com)

**Address/Phone:** 2348 30th Street, San Diego, CA 92104; 619.521.2026.

**Hours:** Mon., 12 p.m.-5 p.m.; Tues.-Wed, 10 a.m.-7 p.m.; Thurs., 10 a.m.-8 p.m.; Fri., 10 a.m.-7 p.m.; Sat.-Sun., 9 a.m.-6 p.m.

**Signature Treatment:** "A specialty pedicure that we change every two to three months. They are always relevant to the season, and we have yet to repeat one! It really keeps things fresh and exciting, and clients cannot wait to see what the next one will be. Oftentimes, we will tie the specialty pedicure with a local charity and a portion of the proceeds will go to that organization," enthuses Keri.

**Best Selling Products:** Butter London nail polishes and a foot paddle imported from Japan.



# Creative Drawing

Three different nail artists were given the exact same Cina Nail Art Pens, and came up with three very different designs.



**Crystal Ngo** • Lila Nail Spa • Garrett, IN



I started by polishing the nail with a shimmering burgundy color. Once it dried, I used the Cina Nail Art Pens in black and white. For the polka dot design, I created white polka dots across the nail with two larger dots at the corners. After they dried, I painted smaller black polka dots inside the white dots, except for two of them. I accented the bigger white dots on the corner with a few tiny black dots. I let it dry and applied top coat.



**AnnMarie Parrotte**  
Plainville, CT



I used everything for my design! To create this pink flower nail, I used the pink and white Cina Nail Art Pens. I let the pink paint pour out of the base of the tip and run down the nail. I figured out that I could use the decorations and make flowers out of them. I also used the little yellow beads and made one of the flowers from the decals. I pulled another decal apart and used the pieces as accents to the flowers.



**Amber Burnett** • Hendersonville, NC



I used a gray polish for the base color, and then the white Nail Art Pen at the diagonal. I attached a Twilight Twinkle decal in one corner and then added random lines and dots with the black and white Nail Art Pens. I finished my design with top coat.



## CinaPro Nail Creations

- 1 Cina Nail Art Pen in pink
- 2 Cina Nail Art Pen in white
- 3 Cina Nail Art Pen in black
- 4 Nail Art Decals in Twilight Twinkle
- 5 Nail Art Kit in Pink Cosmo



▶ pedicuring with disposable liners



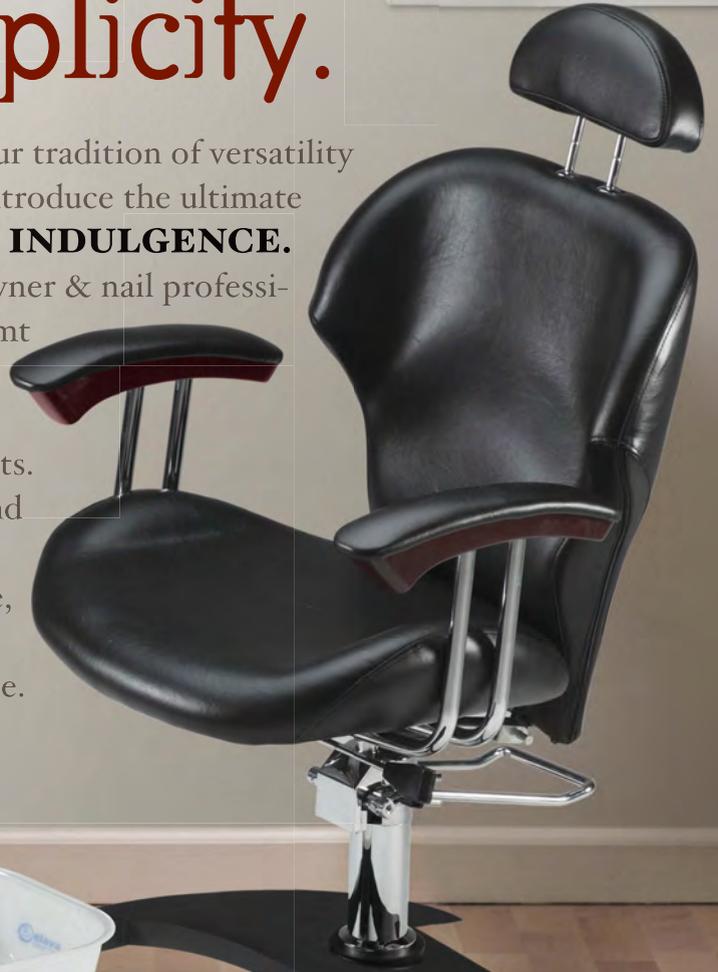
▶ manicuring



▶ facial

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▶ heating & massaging



# Get with the Program

A loyalty program allows you to reward your best clients while boosting your bottom line.

By Tracy Morin

**Q**uick: How many loyalty cards are in your wallet right now? In recent years, a bevy of companies—supermarkets, drugstores, hotels, restaurants—have cashed in on the client retention that accompanies loyalty cards, but many in the beauty industry have been reluctant to jump on board. That's unfortunate, because salon loyalty programs not only attract and retain clients, but they also increase retail sales, client referrals and, yes, even tips. "Loyalty programs are a must right now; with the economy changing, customers are also changing, and they're looking for more bang for their buck," explains Pamela DiRenzo-Knight, partner at Studio RK Salon in Fort Myers, Florida. "We also find that a loyalty program adds an enhanced customer service aspect to the salon."

While you have obvious benefits to reap, before you leap blindly into launching a loyalty program, consider this: How many loyalty cards do you have stashed away in a drawer because they weren't beneficial? After all, rewards programs *are* ubiquitous, so yours can easily get lost in the shuffle if it offers minimal value to the client or becomes neglected over time. Starting a loyalty program doesn't have to be complicated, but you do have to commit to implementing, actively promoting and maintaining your program—all while making sure that new and repeat clients alike recognize its worth.

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BY OPI



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## What's My Type?

Considering the variety of loyalty program setups available, choosing the right one for your salon requires some thought about your clients and their purchasing habits.

**Punch Cards** Larry Oskin, president of Fairfax, Virginia-based Marketing Solutions, an agency that specializes in marketing for the beauty industry, explains that many salons choose punch cards for the simplicity and inexpensiveness. Clients benefit by physically seeing how they're progressing toward rewards. Oskin further stresses that cross-marketing is a snap when using punch cards: Instead of offering a client a free manicure after purchasing 10 manicures, offer a free pedicure or waxing service. Or offer a matching service, but with a free upgrade that the client hasn't tried,

such as nail art or a paraffin dip. She may love the new service

so much that she adds it to her regular routine.

Some owners point to the potential drawbacks of these cards: When setting up her salon's loyalty program, Niki Konkol, owner of Hairadise in

manicures, get one free), will you also reward clients for referrals or product purchases? If you choose to provide punch cards for clients, adopt a clear and simple policy that outlines all of the ways in which a client can earn a

## Credit card-style loyalty cards have the benefit of being difficult to duplicate, and they easily fit into a wallet.

Sun Prairie, Wisconsin, passed on punch cards because she feared that clients might lose or forget them. She was also concerned that unless she purchased a one-of-a-kind puncher, clients would punch their own cards. Depending on your program's structure, these cards may also limit flexibility: For example, if the card is punched per service (i.e., buy 10

card punch, including services, referrals or retail expenditures.

**Plastic Cards** Credit card-style loyalty cards have the benefit of being difficult to duplicate or transfer due to their magnetic strips, and they easily fit into a wallet. As with punch cards, clients will need to tote them around; however, they offer greater loss protection (your computer system will retain the account history), and you can use them to track clients' purchasing habits. "Unlike with punch cards, these can accommodate different rewards and identify the rewards clients have used in the past," notes Oskin. "For salons that are computerized, these can effectively integrate service, retail and loyalty program records, and can even



## Before You Begin

A loyalty program, though ideal in the salon setting, is also a serious commitment. Lois Geller, author of *Customers for Keeps and Response! The Complete Guide to Profitable Direct Marketing* and owner of Lois Geller Marketing Group in Hollywood, Florida, offers some thoughts for salon owners and techs to consider *before* they begin a program:

**1 There's no turning back.** Once you launch a loyalty program, it's difficult to cancel. People may come in with the card years later and still want it honored. Meanwhile, your customers will begin to think your program is an entitlement and not a reward. They believe they've earned those points,

so if the program expires or is canceled, your clients get upset. In that respect, these programs need careful consideration.

**2 Watch the bottom line.** Real costs are connected to any loyalty program. You may think a punch card will cost you very little, but you still need to pay for printing the cards and awarding the free service, plus calculate the time it takes to explain the program, handle complaints if someone loses a card, etc. Especially with a software program, it takes time for someone to input the information with email addresses and service history. You may not have the personnel to do this,

and the information can get scrambled. Finally, if there's a question or disagreement from a client about her reward, is it worth the time to research it or should you just give her what she's asking for?

**3 Gauge the true value.** Obviously, once your program has been implemented, you need to measure and analyze the results. But how will you do this? Your system should have an accurate way of determining outcome. Once you've quantified your findings, ask yourself this important question: Are you building "share of customer" (i.e., is the client now spending more money with you)? If not, your program could use some tweaking.

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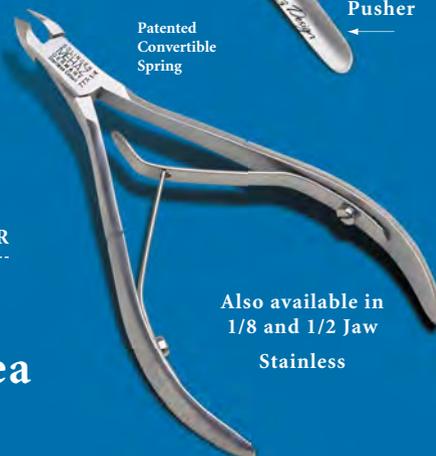
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# How Do They Do It?

Salon owners who have implemented successful loyalty programs explain how they structured theirs and what potential pitfalls to avoid along the way:



"At first, we enrolled only guests who had been with our salon for one year or more, while new guests could pay \$25 to enroll; today, we enroll all new guests automatically. Each dollar spent at the salon on services or retail earns

one point; after 750 points, the client receives a \$25 gift card, which she can use herself or give to a friend as a gift. Most importantly, for the sanity of both staff and clients, keep your program as simple as possible."

—**Pamela DiRenzo-Knight, partner, Studio RK Salon, Fort Myers, FL**



"We award one point for every \$20 spent on retail or services, or for trying a new product or service. We give two points for prebooking an appointment—additional points if a client's ticket is over a certain amount—

and 10 points for a client referral. For each 20 points a client receives, she gets \$5 off a product or service. Our loyalty program has gone over better than I ever thought it would, but we've created a few restrictions along the way: We limit clients to redeeming no more than 40 points per visit, we don't give referral points for large parties and we don't allow clients to transfer points to others. My advice is to do the research and think through all of the potential scenarios. You'll learn over time, but make sure to put any restrictions in writing!"

—**Niki Konkell, owner, Hairdise, Sun Prairie, WI**



"At our salon, every 1,000 points equals a \$1 credit. A first-time client who prebooks her next service gets 5,000 points to redeem on her next visit, a referral gets the client 10,000 points and points are also given for each retail purchase. This is a transaction-based system, so the client can't be rewarded the points until she comes back and checks out. We also have a VIP program available for purchase, which enables clients to receive double points."

—**Shannon Stickman, co-owner, Seven Salon, Omaha, NE**

facilitate targeted email promotions for members." For example, if you notice a client always requests gel services, you'll know to email her when your latest shipment of seasonal gel polishes arrives or when you're running a promotion on gel pedis.

What are the downsides of magnetic strip cards?

You'll have to absorb the cost of designing and purchasing them, which includes replacing any that are lost, as well as purchasing a machine to read the cards and a system to process the transactions.

**Software Solutions** Some salons find that doing away with cards altogether works best; they simply track clients through their salon's software. "We have a points-based system integrated into our software, and our clients are told at checkout the number of points they have," says Shannon Stickman, co-owner of Seven Salon in Omaha, Nebraska. "This allows clients to rack up points without the inconvenience of carrying a punch card or loyalty card," she adds.

Like Stickman, DiRenzo-Knight also employs a software-based system that tracks clients' rewards automatically, though she provides clients with keychain tags as a reminder of the program. Positioning the tags on the checkout counter piqued the interest of curious clients, leading to increased signups when she initially introduced it. (Today, new clients are automatically enrolled when they come in for a service.) With software tracking, clients can easily obtain their point accumulation before, after or between services—you can even go the extra mile by integrating the program with your website so that clients can log in and review their progress at any time. Of course, a



potential pitfall, as with any technology, is a system glitch or failure that wipes out your records. If you depend solely on software, make sure to regularly back up any stored information.

Once you've determined the best type of loyalty program for your salon, tag it with a special name that will resonate with your clients, suggests Oskin. Seven Salon calls its VIP option "Celebrity Status" and Studio RK promotes its club with the tagline "savings made simple." Loosen up and have fun with it. An inventive name is sure to stick in your clients' minds, making it easy to remember and use.

## The Follow Through

When you launch your program, encourage clients to enroll with some simple strategies. "Create a complete marketing and promotional campaign with fliers, posters and in-salon counter cards to announce the special benefits of your loyalty program, and send a series of email blasts to existing clients," Oskin recommends. "Ask prospective members to fill out a membership application that gathers the client's contact information, birthday, email address and favorite services and products." He adds that you could jump-start your program by offering an incentive upon signup, such as a percentage off a service or a product the client wouldn't normally try.



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After the initial marketing push, keep the program thriving by catering to both new and repeat clients. After all, each group requires different retention tactics. Stickman, who introduced her salon's program through email and Facebook, found that once regular clients received and redeemed points, they immediately craved more rewards. Meanwhile, new clients are enticed into becoming regulars at their first visit when the salon offers points to redeem just for prebooking a second service. You can also keep your program at the forefront of clients' minds by posting the program on your website, business cards, ads, menus and other printed material you distribute.

Continue to maintain your program by keeping clients informed about their reward status to ensure that they remain interested in your services and keep coming back for more. "When we tell a client she's getting \$25 off that day [because of accumulated points], she's more apt to purchase that retail product she's been meaning to try or tip the nail tech a little extra," relates DiRenzo-Knight. "And when you tell someone, 'Spend \$XX today and receive your \$25 reward,' the program turns into a great upselling tool." Similarly, if you notice

that a client hasn't come in for a while, you can send an email to remind her how many points she has already accumulated, encouraging her to return.

Konkel explains her maintenance and use of the loyalty program: "We use the system in so many different ways. For example, in slower months, like January or February, we can tell clients that we're offering double loyalty points for the month or week; if we have a new product in stock, we can tell clients, 'Buy this product and get extra points for a limited time.'"

In any service industry, the goal is to make the client feel special, and nothing says thank you more effectively than a reward. Used correctly, a loyalty program is a powerful marketing tool that can be used to influence purchases, cross-market within the salon and fill appointment slots at nonpeak times.

And as DiRenzo-Knight points out, "Guests are so appreciative that you recognize them. There's nothing like the smile on a client's face when you tell them they've just earned their next reward." ↓

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Tracy Morin is a freelance writer and editor based in Oxford, MS.



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By Stephanie Corbin-Mills

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Dioctyl dimethyl ammonium chloride .....	1.953%
Allyl (C14, 50%, C12, 40%, C16, 10%) dimethyl benzyl ammonium chloride .....	4.340%
Other Ingredients .....	89.150%
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dimethyl ammonium chloride .....	1.953%
Allyl (C14, 50%, C12, 40%, C16, 10%) dimethyl benzyl ammonium chloride .....	4.340%
Other Ingredients .....	89.150%
Total .....	100.000%

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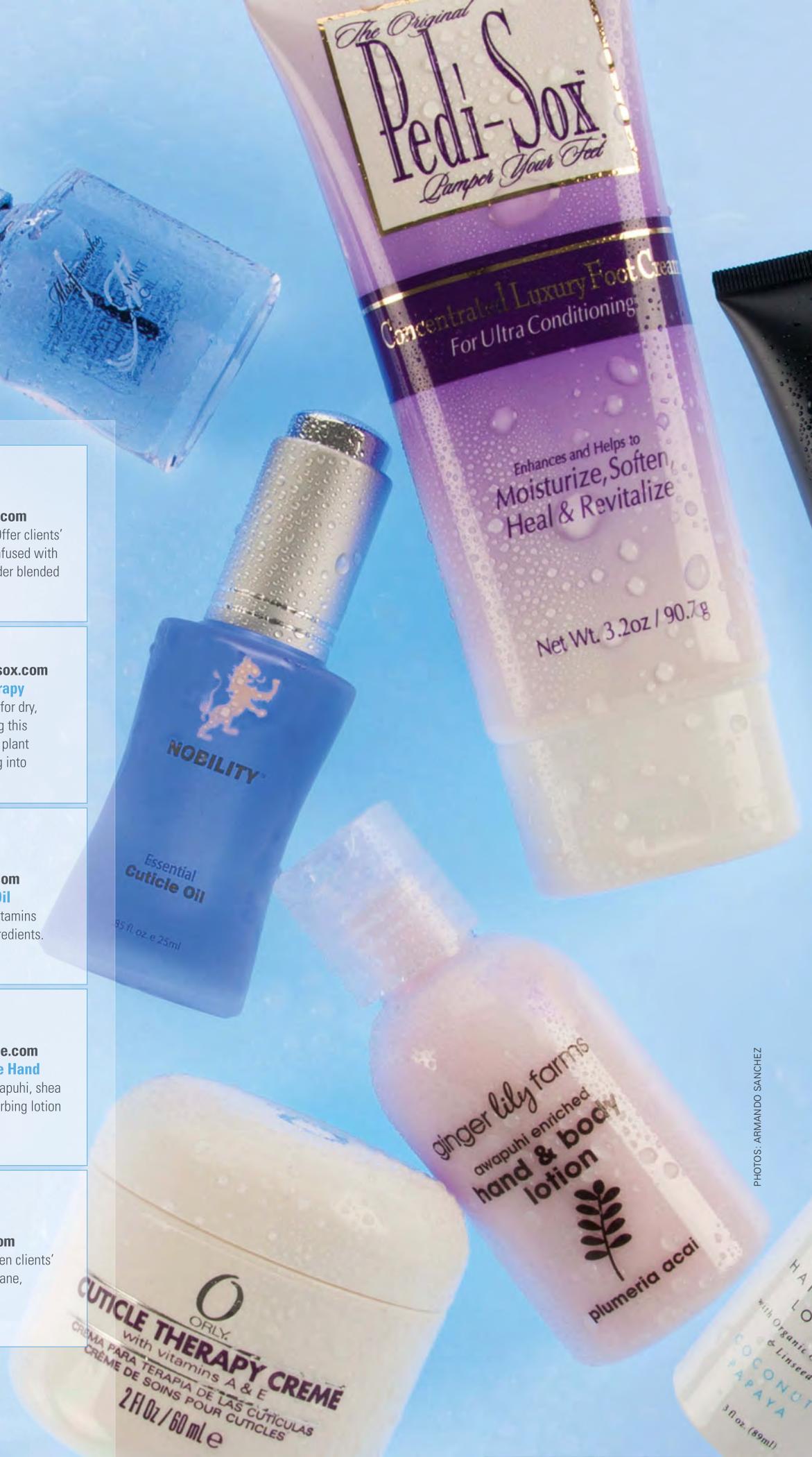
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# Life, Business and Nail Tips

A nail tech with a knack for listening combines the two for a super-successful business.

By Natasha Goyette

The simple act of getting a manicure often puts clients at ease. And it doesn't take a mind-reader to tell if your client is having a rough day. Naturally, you'll listen and attempt to help her feel more lighthearted. After all, it's just part of the job for hardworking nail techs—so much so that it can feel like you have a sign reading "free advice" hanging from your station. It's not uncommon for the phrase "How are you?" to turn juicier than an episode of *Jersey Shore* before you've even removed your client's old polish. One entrepreneur and peer took this daily job ritual and went the extra mile, reworking her sympathetic ear into an innovative career opportunity—and her advice for you is free!

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Donna Davis, creator of Mindful Manicures and The Manicure Coach, saw an opportunity five years ago to combine her 20 years of psychiatric clinical nursing experience with licensed nail technician skills to create a unique service merging cosmetology and therapy for clients. "I always wanted to find a different twist on counseling,"

Davis explains. "I wanted to take away the stigmatism that comes with mental illness."

Her epiphany came while counseling a visibly distraught patient. When Davis took the woman's hand, she immediately calmed down. The combination of touch and talk therapy garnered a better result for her patient and prompted Davis to acquire her nail

technician certification and earn life coach certification through the Fowler Wainwright International Institute. "The whole mind, beauty, body connection just came to me, and the rest is history," she muses.

"Donna came to me about a year and a half ago with the idea of being a life coach and nail technician—because she liked the look and reputation of the salon," remembers Bernie Kolva, owner of Mirage Hair Design in Camp Hill, Pennsylvania. "She is such a go-getter with an outward personality that I couldn't see where we could go wrong, and I agreed to give it a try." With her entrepre-

The girls received a manicure and talked about everything from fashion to friends, and from pimples to mom.



—Donna Davis

neurial zest and tireless networking, Davis built a loyal clientele as The Manicure Coach at Mirage Hair Design.

Since then, Davis has trademarked Mindful Manicures and is in the early stages of creating franchise opportunities for other nail technicians looking to diversify their careers. Debbie Doerrlamm, founder of BeautyTech.com, a comprehensive website for the beauty industry, points out that Davis' "idea of combining nail services with life coaching sessions is absolutely a natural extension of what we are and what we do." The natural bond that happens in the salon between tech and client forges a closer relationship than, say, one between accountant and client. "Among beauty professionals, it is most commonly agreed that we have an extremely close relationship with our clients," reveals Doerrlamm. "Over the years, there have been many [conversations] about how we should be paid psychiatric wages. The difference with what Donna is doing is the fact that she is trained and licensed to actually give qualified advice."

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## Enhancing Services

Nails are central to the work that Davis does, but her setup mimics the comfort and nature of a counseling space. Davis works in a private, soothing room Kolva created specifically for her services in the full-service salon, offering clients complete confidentiality during their sessions. With soft yellow walls, healthy green plants and optional spa music, clients enter the room, choose from five nail polish colors (Davis does not want this to be a big decision when starting a coaching session) and sit for a session of hand pampering and increased personal wellness. To ensure open communication, Davis doesn't wear a protective mask and only performs natural nail services for optimal concentration on her client.

"The first step I take with a new client is establishing goals; what does she hope to accomplish?" Davis explains. "Then the following meetings are touch-up sessions [for mind and nails]."

A few months back while Davis was performing a pedicure, the client noticed an article featuring Davis' coaching services hanging on the wall. The woman confessed, "Boy, does my daughter need you." She went on to explain that they were arguing over insignificant issues and not getting along in general. Her daughter scheduled an appointment with Davis, "not knowing what to expect." Davis introduced herself, asked the client to choose a polish hue and went on to discover that she was acting out because her parents were fighting excessively at home. After establishing goals and continuing with a few touch-up sessions, mother and daughter were back on track.

Not all of Davis' services take place in her private room, however. Like many other techs, she takes her business on the road for special events. Recently, Davis was hired to host a self-esteem/mani slumber party for a group of teenage girls. She began the night with an introduction of herself and the party's agenda. For \$20 each, the girls received a manicure, hand massage and a private talk with Davis about everything "from fashion to boyfriends, and from pimples to mom," she shares. But this was a departure from her usual cost: Davis offers 50 minute sessions, charging \$60 for a manicure coaching session and \$70 for the pedicure equivalent. (Davis also offers manis and pedis without counseling for a lower price.)

## Hanging Your Shingle

For those nail technicians who recognize that informal therapy is inevitably part of the job but are not quite ready to become a certified life coach, Davis has some tips to help with your next client's crisis. Most importantly, she suggests using encouraging communication during a treatment. "People love to talk about themselves, so try asking your clients what's new and exciting in their lives. Pump them up and praise them for any accomplishments," she advises. Be genuinely interested in what they are talking about and show it by repeating what they say or asking them to tell you more. Asking for personal or professional goals is another way to positively focus the conversation, Davis explains.



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# Dos and Don'ts

Whether renting a booth or starting your own new business, **The Manicure Coach** and creator of the **Mindful Manicure** Donna Davis has tips for making your services run smoothly and keeping your clients rebooking.

## DO

- Make eye contact while introducing yourself
- Extend your hand and address your client by name
- Look for verbal and nonverbal cues to assess your client's mood, including body language, fidgeting, quick or slow movements, positive or negative talk, sighing, laughing and crying
- Be genuinely interested in what your client is talking about
- Mirror back what your client is saying, nod and use prompting phrases like "go on" and "yes, I'm listening"
- After a client leaves, take note of names of family members and pets, job title, recent accomplishments or hardships
- Review your notes before the next "touch up" session with your client
- Market yourself locally, through word of mouth, using social media and networking
- Stay up-to-date with new products, new techniques and industry news
- Offer customized mobile mani/coaching parties, for example, teen slumber parties or office pampering parties
- Be confidential with the conversations you have with your clients

## DON'T

- Get involved with salon drama, gossip or any other inappropriate behavior
- Talk unless the client seems interested in having a conversation
- Encourage negative conversations
- Allow clients to smell lingering smoke odor or strong food on your breath, fingers or clothes
- Have chipped or dirty nails
- Wear clothing that exposes too much skin, especially cleavage
- Engage in sideline conversations if you are not in a private room
- Give up on your dream

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If you're unsure how to stimulate the conversation, it's insightful to gage your client's frame of mind by observing verbal and nonverbal cues, Davis notes. Nonverbal communication comes from facial expressions, hand placement, body language, calmness or nervousness. Verbal communication is more overt. Davis asks, "Is what they are saying negative or positive?" From these cues, guide the conversation in a helpful and positive direction. "If a client is revealing things in conversation that make you uncomfortable either tell them so or change the topic, since you may not be qualified to advise them," Davis warns.

With all this advice right at your fingertips it may be time to hang that "free advice" sign after all. ↓

For more information about **Mindful Manicures** and updates on Davis' franchise development visit [www.themanicurecoach.com](http://www.themanicurecoach.com).

Natasha Goyette is a freelance writer based in Portsmouth, NH.



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# Hip to Be Foursquare



This new mobile phone-based strategy is just what you need to encourage adventurous clients to explore their neighborhood salon.

By Liz Barrett

Part city exploration tool, part friend finder and mostly geo-social game, Foursquare.com takes social media to the next level by making it a competition. Launched in 2009 and currently counting more than 5 million users, the website's main purpose is to encourage consumers to explore their surrounding neighborhoods, find friends and share tips about locations, which offers an obvious advantage for savvy businesses. While the application is still in its infancy, the marketing potential grows as more and more users jump on the bandwagon. Though results vary depending on the business, some analysts see geo-location applications as the future of loyalty programs, and as a great marketing tool for your salon.

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## Rewarding Check-Ins



Searching for ways to reward your Foursquare guests? Here are a few suggestions.



**Free polish change for every new check-in**

**A 15% discount for every check-in after the first one**



**Free manicure when a Foursquare user brings a friend with her**

**A 50% discount on a pedicure when a Foursquare user refers five friends on Foursquare**



**Free manicure and pedicure combo when a client becomes your salon's mayor**



## Just Checking In

Foursquare's main function is allowing users to "check in" to businesses and locations using a smartphone application or text message that works with satellites to pinpoint where the user is located. This gives their friends real-time updates—not just on Foursquare, but on Facebook and Twitter as well—as to where they are, what they're doing and how often they do it. Large companies, such as Starbucks, have been known to report more than 100,000 Foursquare check-ins per week. While salons may not generate that volume of visits, the stats give a peek into how many people use the tool.

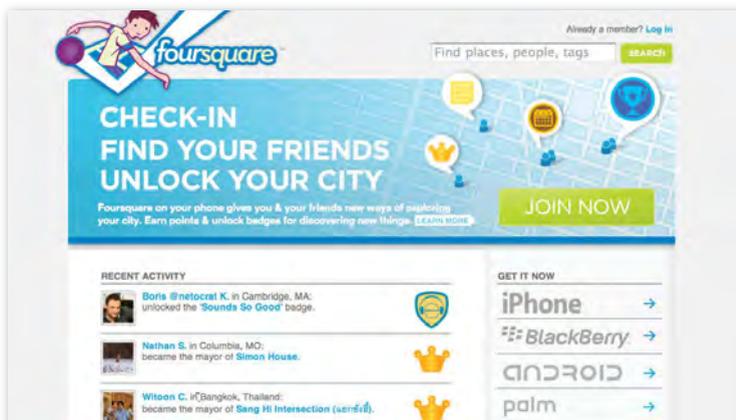
Foursquare's check-in feature is what makes this social network a partial game: Users earn points for checking in at various venues. Depending on how many times a person checks in to an individual business—the goal being more check-ins than any other customer—they can become the "mayor," granting them bragging rights as well as special perks or discounts from participating business.

In addition to mayor status, Foursquare users also unlock badges based on how many times they've checked in at a certain type of business. Up for grabs are badges such as Adventurer (checked into 10 different venues), Local (checked into the same venue three times in one week) and even a Hair Aware badge for regular visits to the hair salon. (I guess we're still waiting for a nail salon badge.) Recently added features include the ability to comment on friends' check-ins and add photos. This means your client can upload a photo of her fresh manicure and her friends can comment on how great she looks!

## The Set Up

**You don't need a ball or court for this Foursquare, but a little setup is required before you get in the game.**

1 Creating your salon's account starts with the large, green button asking you to "Join Now" on the Foursquare.com home page. Once you've clicked through, Foursquare asks for basic information: First name, last name, email address, phone number (optional), location, gender and birthday, plus the option to upload a profile picture. Once you've entered all those fields and uploaded a photo of your salon, select "Join."



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# Leading the Crowd



Running a quick search for nail salons in different areas of the country, we can see that clients are checking in, leaving tips and becoming the mayors of many nail salons. If you're looking for an example of how to maximize your salon's Foursquare capabilities, check out these leaders of the pack:

## Polished Nail Salon, Los Angeles



TOTAL PEOPLE  
**43**

TOTAL CHECK-INS  
**92**

### Ashley G.

This is the best place to get your nails done in LA! All the girls are very good at what they do! Ask for Tiffany if you're getting acrylics!! She is amazing!

## Clinton Nail Salon, New York



## Castro Nail Salon, San Francisco



## Bora Bora Pedi Spa and Nail Salon, Houston

If a Foursquare user is a few doors down from your salon, she is alerted to your Foursquare specials.

2 Next, you'll be able to connect Foursquare to your other social accounts, such as Facebook, Twitter and Gmail. If you'd prefer to keep your whereabouts private, skip the Facebook and Twitter connectivity for now. If you choose to connect with Facebook and Twitter, every time you check in, it will be posted on your social media page. If you're a Gmail user, you can find friends who use Foursquare through your email contacts. Or you can simply add friends as you go by using the "Friends" tab at the top of your profile page and search for your friends.

3 On your profile page, click the "Me" tab under the Foursquare logo and search for your salon in the search field. If it pops up on the results, great! Your clients are already checking into your business with no additional incentive, which will help you promote Foursquare specials. Click on the result link; on the right side of the page will be an orange horizontal ribbon asking, "Do you manage this venue? Claim here." Click the ribbon to get started using Foursquare for your business. Click "Let's Get Started" at the bottom of the overview page. In Step 1 of the process, confirm your salon information, continue claiming your venue and hit "yes" that you're authorized to claim it. Foursquare will ask you to enter your business phone number to verify it's a real business.

4 After you claim your salon, you'll be able to create your first special promotion. Consider awarding discounts and specials to frequent visitors who check in with Foursquare. Another promotion is the mayor special: a discount designed for the person who holds the title for the most check-ins to your salon. Play with the options and find what works best for you.

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5 You're now ready to download the Foursquare app for your iPhone, Android, BlackBerry or Palm smartphone and show your clients where you're frequenting—classes, trade shows, local businesses, etc. Don't carry one of those smartphones? Use the Foursquare mobile website ([m.foursquare.com](http://m.foursquare.com)) or text updates (example: @ [Salon name]. Getting a mani/pedi.) to 50500. You're ready to check in for the first time and earn a badge!



## Promoting from Within

If you're already using Facebook and Twitter, it's easy to promote the fact that you've added Foursquare to your lineup. In the salon, you can add a tent card to your table or your counter, send out an email blast, mention it during mani/pedis or text it to your clients. Foursquare will even send out official window clings to businesses that request them. As with any marketing venture, the word usually spreads like wildfire, especially if you're offering discounts for repeat visits, referrals, mayor status, etc. A particularly unique feature of the application is the fact that if a Foursquare user is a few doors down from your salon, she is alerted to your Foursquare specials, potentially helping you gain new clients who otherwise wouldn't have known about your salon.

Finally, as with any new technology or service offered at the salon, make sure everyone on staff is up to date and on board with any specials or discounts that are offered through Foursquare. There's nothing worse than the mayor of your salon coming in for her discount and being turned away because a new employee doesn't know you're running promotions on Foursquare.

Facebook, Twitter, Foursquare—none of them are the same, but they share a common end game: keeping your salon relevant in the world of technology. With so many social-networking capabilities (and the ease with which they operate), it's easier than ever to interact with your clients and form loyalties. So go out and explore the World (Wide Web, that is). And don't forget to update your status! ↓

Liz Barrett is an Oxford, Mississippi-based freelance writer and editor.

## Who's Checking In?

**A**ccording to a December 2010 report from Forrester Research analyst Reineke Reitsma, only 4% of U.S. adults have used location-based social networks such as Foursquare on their mobile phones. However, that 4% could be a very influential—and growing—group. The report went on to note the following points about geolocation users.

- Geolocation users are 38% more likely than the average U.S. online adult to say that friends and family ask their opinions before making a purchase decision.
- They are far more likely to search for information about businesses and products, as well as read customer ratings/reviews of products and services.
- The average age of those who are checking in is 32 (compared with 44 for U.S. online adults overall); their average yearly household income is \$105,000, and 70% have college degrees.

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## The Operative Word:

# Acrylic

**W**hen it comes to classic nail products, liquid and powder take the cake. But, believe it or not, many nail professionals don't feel comfortable around these traditional enhancement products, which is why we've brought you this back-to-basics guide. You asked the questions, and we've answered them.

By Stephanie Corbin-Mills and  
Stephanie Yaggy

# lic

# A Application

## Acrylic Application

**T**he standard acrylic system is composed of liquid monomer and powder polymer. A good quality sable-hair brush is first dipped into the liquid and then into the powder. The acrylic can then be applied to the natural nail, over a plastic tip or sculpted on a form.

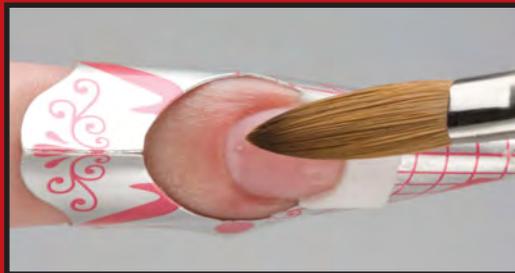
A ball of acrylic is formed when a monomer-dampened brush is immersed into the powder. Depending on the length of the nail, many professionals practice the three or four ball/zone method. First, a medium-sized ball of acrylic is applied to the free edge. This could be done in clear or natural pink acrylic, or white acrylic for a “permanent” French look. The second ball is placed about halfway down the nail, just behind the smile line. The third smaller, wetter ball is placed at the cuticle area. Finally, a small, very wet ball of pink or clear acrylic is placed in the area between the second and third ball. This will reinforce the stress area of the nail.

While this may seem like an overly simplified explanation, it is, in fact, the basic instruction of acrylic use. However, any nail technician will tell you it takes a lot of practice—and trial and error—to get your application just right. A few tips to take note of when refining your acrylic application:

**Observe the temperature of the room before you begin.** “If the room is cool, it will take forever for your acrylic to set, and it will be hard to create a C-curve,” explains Lysa Comfort, president of Charisma Nail Innovations. In this case, it will help to use a dryer ball. After picking up the powder, Comfort recommends pressing the back side of your brush on a towel to remove any excess liquid. Conversely, if the room’s warm, the product will set up quickly, so work with a wetter ball, “but not too much that you can’t control the product,” she notes.

**After you place the ball on the nail, leave it!** Once you place the ball on the nail, pick up your brush. You’re going to want to start playing with it immediately, but don’t. Rather, wipe your brush off on your towel to remove the excess liquid and reshape the brush, then you can manipulate the ball. “This will help you maintain control of the acrylic,” offers Comfort.

**Apply the cuticle ball close enough to touch the cuticle area, but not so close that it floods the cuticle.** The possibility of flooding the cuticle is why it is essential to work with a small ball in this area. If you use too much product, it will run into the cuticle area, which, aside from being unattractive, will also encourage lifting later.



# C Color



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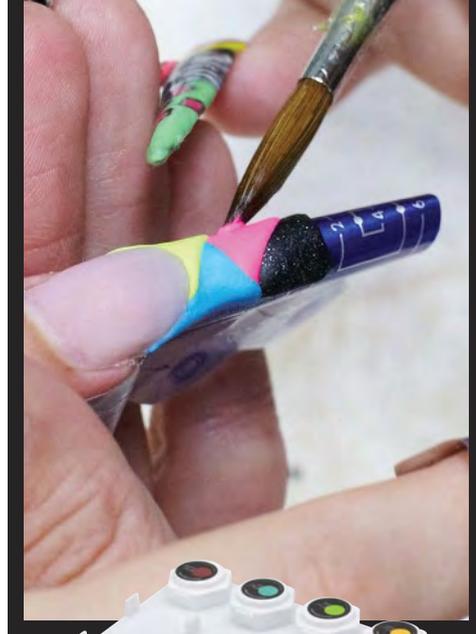


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The invention of colored acrylic opened the door for endless creativity. One popular use is to create the illusion of an elongated nail plate in French designs for clients who have short nail beds. “The key to elongated nail plates is matching the colored acrylic to the client’s skin tone,” reveals Rachel Mouritsen, director of education at INM. If you happen to come across a shade of opaque pink that works for many skin tones, hold on to it! However, it’s important to note that even with the perfect cover pink, “if you don’t have the proper consistency (i.e. you use too much monomer) you will not get the proper coverage you need to create the elongated illusion,” stresses Mouritsen.

If you are working with a cover pink that needs a bit of tweaking, Mouritsen offers this basic tip: Add warm-toned pastel peach for darker skin tones and cool pastel pink for lighter skin tones. Play around with different color combinations until you get just what you need. Speaking of playing, don’t get too bogged down in finding the exact color tone. “If you’re having a tough time, just remember that you can always use a little translucent pink with glitter over your cover pink to help camouflage and add a little fun,” muses Mouritsen.

When it comes to brightly colored acrylic, there’s really no physical difference between it and pink or white. “Red, blue, green is, simply put, acrylic with pigment in it,” explains Elaine Watson, Global Education Director and vice president of marketing and sales for Star Nail International. “All of the benefits are from



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a visual aspect.” However, techs have one significant benefit of doing a set of nails with colored acrylic: You can charge more for “custom, permanent artwork.” You may find that you can do a set of colored acrylic nails in less time than it takes to sculpt pink-and-whites, as Watson does. “But the kicker is, I can charge *more* money because it’s permanent art!” she enthuses. “Then, in two weeks, I just fill in the design accordingly.” Whether you’re sculpting or applying 3-D art, there’s no time like the present to start sampling colored acrylic—your bottom line with thank you.

## Q

Is there a secret technique for proper ventilation during application of acrylics?—Christie Shively

### ANSWER:

■ There is no secret for ventilation; it really comes down to the type of filtration system you choose. There are many things to consider, but the best question to ask is, does the system work for the application you need it for? The first thing to keep in mind is that an “at-the-source” filtration system is needed to get the most absorption of chemicals and dust removal.

Another very important thing to consider is what type of filter

is used in the system. The filter you choose should be a carbon activated charcoal filter. The activated charcoal filter acts like a sponge, trapping and absorbing airborne dust and chemicals.

I prefer a steel-constructed filter that has a powder-coat finish to insure the system is properly sealed. This also assures that you will only receive pure air while the system is running. Purifiers made of plastic can give off fumes due to the plastic housing heating up after it’s been running for a period of time.

—David Diloranzo, CEO/founder, Valentino Beauty Pure

■ When it comes to reducing toxic gases and odors caused by popular salon processes, such as acrylic nails, the ideal solution is a portable, commercial grade air cleaner that can be placed

# Powder to Liquid Ratio

## Perfect Consistency



## Too Wet



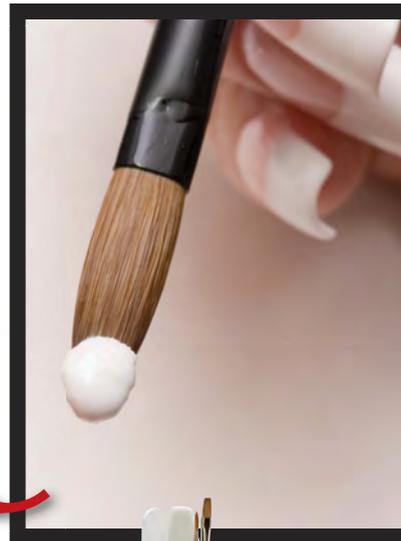
## Too Dry



close to the source. Costly ceiling ventilation systems simply aren't built to pull gases from the air, and they don't adequately reduce odors.

Our system uses a durable, customized filter solution that was researched and developed specifically for the salon environment. The key to the effectiveness of this filter is charcoal treated to adsorb the chemical odors and gases caused by nail applications. The system's primary benefit is that it helps to create a safer, healthier environment for salon clients and especially employees, who are exposed to the harmful pollutants for extended periods of time. —Bob Kaminski, Health-Mor, makers of Restorer Salon Air Cleaner

# R Ratio



**F**inding the correct ratio between liquid and powder can be difficult, as it often varies a bit among different products.

The basic rule, however, is two-parts liquid to one-part

powder. You want your ball of acrylic to look shiny on your brush; if it's too dry, it will appear frosty, and if it's too wet, you will notice that it's runny or you'll have a ring of liquid surrounding the ball when you place it on the nail.

Achieving that sweet spot in mix ratio is important, not just in terms of being able to work with the product correctly, but also in regards to the wear of the enhancement. If you work too wet or too dry, you could encounter product breakdown in the form of weak nail structure, breakage and lifting. It's actually quite common that techs new to acrylic work too wet. Jan Arnold, co-founder of CND in Vista, California, recalls getting asked by numerous techs why their clients were having product breakdown, so CND decided to set up a scale at their show booth. (Part of the lab science that goes into product development at CND includes knowing exactly how much a perfect ratio ball of acrylic should weigh.) "I would ask techs to pick up a ball of acrylic and then we'd weigh it," she says. More often than not, they were working with way too much monomer.

Unfortunately, many professionals will tell you that finding the correct ratio is a matter of feel and, therefore, practice. But the more you do it, the less scary it will be!

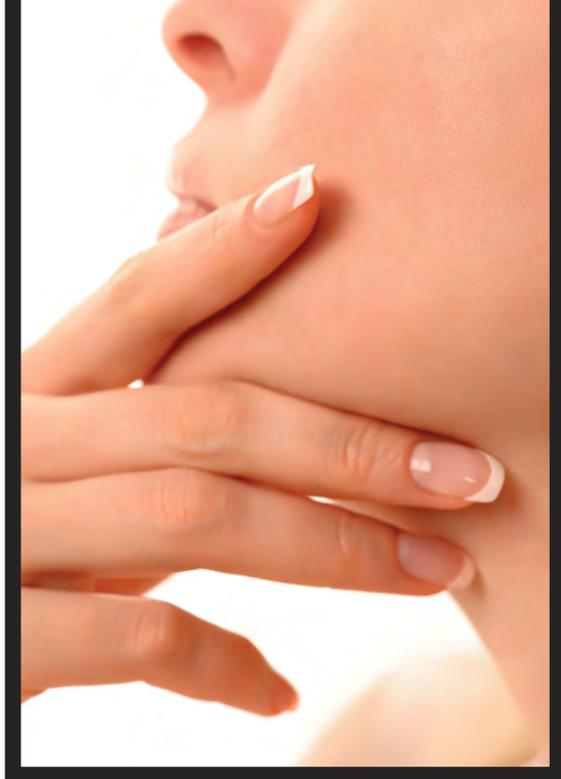


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# Y Yellowing



**Q**

It burns me how a lot of nail techs convince everyone that acrylic is so bad for you. Can you explain the differences between acrylic and gel? —Melissa Messmer-Golia

## ANSWER:

Both acrylic and UV gels are based on ingredients from the identical chemical family called “acrylates,” and there are no exceptions. The physical differences between these two types of products are quite obvious, but they are very similar from a chemical point of view. There are many myths claiming that one type is safer than another, but the facts are that both are safe when used properly and manufacturer’s precautions are heeded. Don’t believe the myths and misinformation. All artificial nail products can be used safely. —Douglas Schoon, chief scientific adviser, CND

**W**hen it comes to yellowing acrylic, it’s mostly a phenomenon of the past. Today’s formulations are created with much better raw materials so yellowing won’t occur. However, if you find that your clients are coming in without the brightest whites and pinkest nudes, you should look at a few other things: First and foremost, the clear UV top coat you use to seal your acrylic. “Some UV sealers can continue to yellow if they are over-cured,” declares Watson. “This happens a lot with people that use tanning beds or lay out in the sun. The gel sealer gets over-exposed, resulting in yellowing.” You will know if your sealer or topcoat causes the yellowing when you remove it; if the acrylic underneath is just as bright as it should be, then you have discovered the culprit. However, if you’re sure it’s the acrylic yellowing, Watson points out, “you may want to reconsider your acrylic product.”



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# Lifting

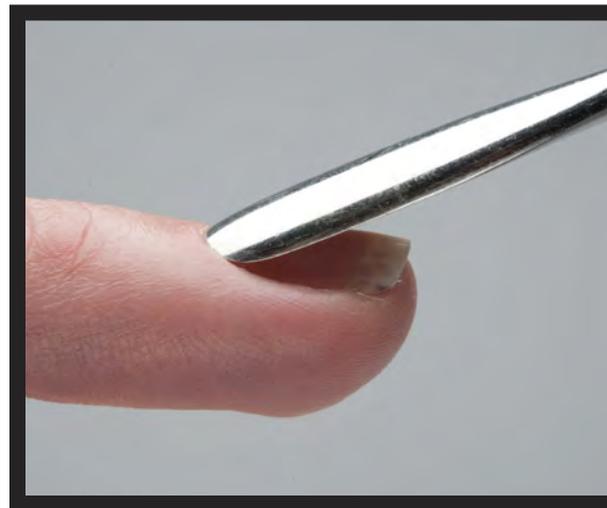


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One of the most common complaints of acrylic wear-and-tear is lifting. This occurs when the product comes away from the nail plate, usually around the cuticle. Most often, the cause for this is improper nail prep (of course, incorrect mix ratios, as noted above, could also be the problem), and some clients are simply more prone to lifting than others. In order to help combat this nasty obstacle, CND educator Roxanne Valinoti offers these P.R.E.P. tips:



**P**ERFORM a manicure to ensure that there is no cuticle left on the nail plate that will act as a barrier between the nail and the enhancement. Gently slide a cuticle pusher along the nail plate toward the cuticle to remove any non-living tissue. Use a curette to remove any other non-living tissue up to the eponychium and along the lateral edge.



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**R**EMOVE the shine from the natural nail plate. Lightly buff the surface of the nail with a 240-grit buffer in the direction of the natural nail growth to remove the shine. Filing back and forth will remove layers and weaken the nail.

**E**ELIMINATE surface contaminants on the natural nail, such as oil and debris, with a nail prep solution, such as CND Scrub Fresh, which cleanses and temporarily dehydrates the nail plate. Scrub the nail thoroughly (as you would if you were removing red nail polish) with a lint-free pad to make sure all areas are completely clean.

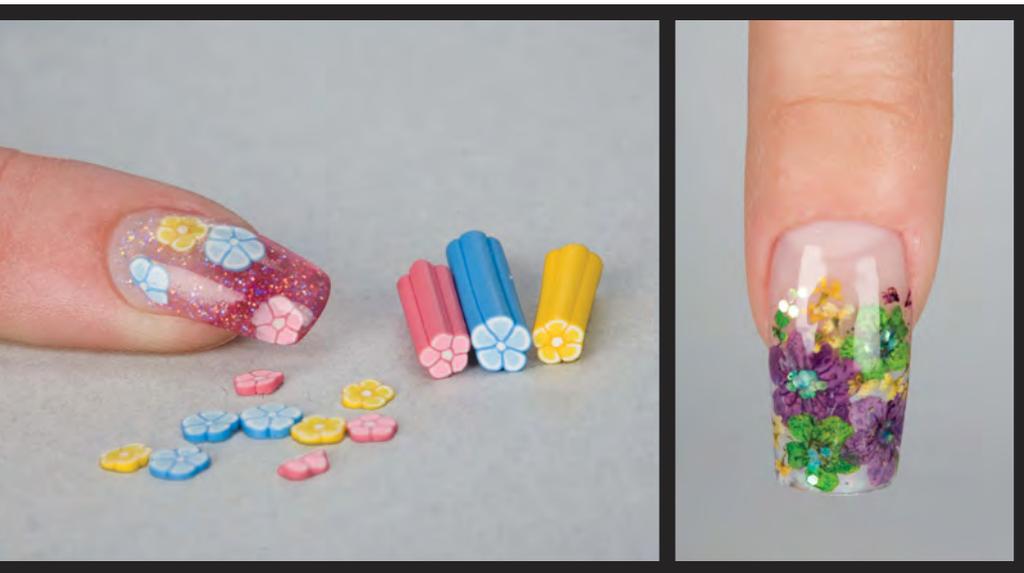
**P**URIFY the nail plate layers to remove any bacteria and oil on the nail plate. For clients especially prone to lifting, apply a primer or bonder to further encourage adhesion.

# Q

What's the chemical difference in a quickset acrylic versus a regular, slower-curing acrylic? —Kathie Kirkpatrick

## ANSWER:

Monomer liquids contain an ingredient called a catalyst. Its purpose is to control the speed of the chemical reaction. The additional catalyst speeds up the reaction and causes the product to set up more quickly, but there are downsides to using too much. All artificial nail products release a small amount of heat when they harden. If the nail hardens too quickly, the excess heat may burn the client's nail bed and lead to onycholysis—nail plate separation from the nail bed. Also, excessive levels of catalyst can discolor the artificial nail, increase brittleness and will dramatically shorten the shelf life of the product. —Douglas Schoon, chief scientific adviser, CND



# Inlay

Q

Could you show us some more information on maintaining acrylics nails

with a hand file?

—Renee Silbaugh Wisenauer

**ANSWER:**

Absolutely! We asked expert filer Lysa Comfort to provide some guidance. Log on to [nailpro.com](http://nailpro.com) to get all of her tips and watch a video detailing her hand-filing technique!

When you want to take a set of acrylics from great to glam, consider inlaying. You can add anything, from flashy glitter to fruit-shaped Fimo, to create a customized look for your client. Here, Rachel Mouritsen—a pro at inlaying designs—offers these tips:

- 1 Start with a thin base of acrylic over the nail, tip or form.
- 2 Opt for art that isn't too bulky, such as mylar pieces, crushed mother of pearl, dried flowers, tiny beads or pieces of lace or other fabric. A new, popular addition to this list is using a very sheer type of paper. If you use an art element that is too large, you'll create thick nails.

3 When placing your inlayed art on the nail, it's best to stay away from the cuticle area and focus on the middle of the nail, the smile line and free edge. Because acrylic tapers toward the cuticle, if you place a lot of beads there, for example, it will make the nail appear bulky.

4 When applying the art, pick up a small amount of acrylic first and use that to pick up the art and place it on the nail. This will hold the art in place and help to keep a thin application.

5 When you're happy with your design, cap it with enough clear acrylic to encase your design.

6 Again, be sure to keep your inlayed product thin. If you add too much art, when refining the nail, you could file through the product and expose the nail art.



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# C-Curve



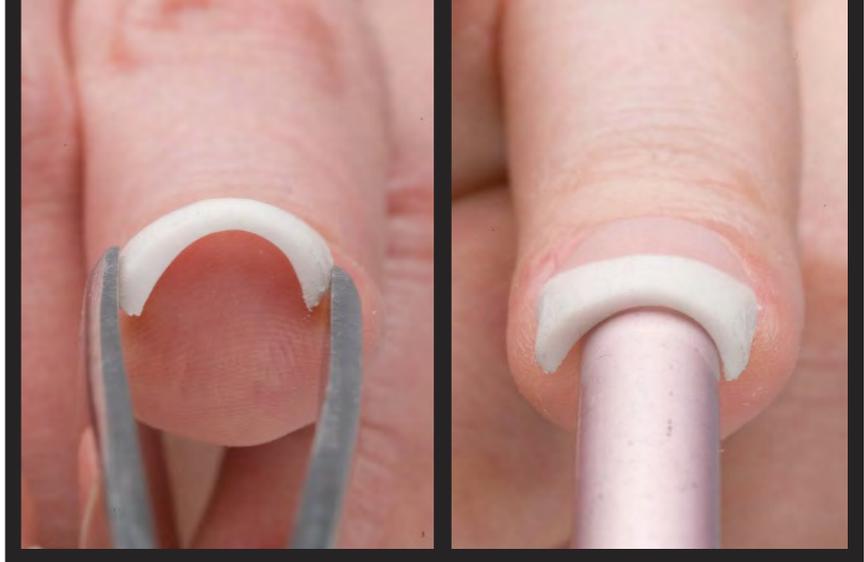
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While some may argue this point sighting creative differences, we stand by the fact that nail enhancements should do just that: enhance the natural nail. Therefore, the application should mimic the shape of the natural nail. And that's where the importance of pinching a C-curve comes in. If you've ever seen nails that look wide and flat, and you can tell at first glance they're not real, then these nails haven't been shaped to enhance the C-curve. If your nails are always kept at fingertip length, then you may not notice that the natural nail, when it grows long, will begin to curve. In addition to making a more natural-looking nail, a C-curve will give the illusion of a longer nail and more slender fingers.

Creating a proper C-curve begins with the application. "Make sure that you apply the acrylic past the sidewalls on the form," advises Comfort. "Otherwise you'll over-pinch and narrow the nail." Imagine the acrylic is a piece of paper; if you bend it length-wise, you'll get a much shorter curve than if you curved it width-wise. "The application will look wide, but that's OK," reiterates Comfort.

Once the acrylic has been applied but before it has completely set, use pinching tongs or a C-curve stick to bend the acrylic into an upside-down U-shape. Press firmly and evenly on both sides to ensure an even curve. There is a small window of opportunity to form the C-curve before the acrylic sets, otherwise pinching can be painful to the client—and you definitely don't want to cause your client discomfort. "If all else fails, you can also use your thumbs to press a C-curve," notes Comfort, "but it's best to use a tool." ↓



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How long can you store different acrylic products before you have to throw them out? —Karlana Walters

## ANSWER:

The shelf life of these types of products depends two things: storage temperature and age. Shelf life is maximized if the products are stored in a cool location and out of direct sunlight. Monomer liquids typically have a much shorter shelf life than polymer powders. Properly stored, the monomer liquid is probably useful for up to 18-24 months from the date of manufacture (not the date of purchase), while powders will last for up to five years from the date of manufacture.

—Douglas Schoon, chief scientific adviser, CND

# A Pregnant Pause

Whether you're pregnant or simply anticipating a pregnant client at your station, a few simple adjustments can keep services safe and comfortable.

With the possibility of the U.S. experiencing a second baby boom, childbirth has become the stuff of tabloid fodder: How long did it take Heidi Klum to lose the baby weight? How did "Octomom" give birth to eight children? What methods did Brooke Shields use to cope with postpartum depression? Your clients may not be celebrity moms, but they experience the same difficulties that make the headlines, and with a lot less coddling—that is, until they step into your salon. Of course, if you're the one who's pregnant, you likely have plenty of your own questions: Is it safe to continue working? What precautions should I take at work to guarantee the safety of my baby? In this month's Nail Clinic, we explain how to make sure that you and your clients are kept as comfortable and safe as possible during this often-tumultuous time in a woman's life.

## Pregnancy Statistics\*

- There are about 6 million pregnancies every year
- An estimated 11,018 women give birth daily
- Every year, 875,000 women experience one or more pregnancy complications
- From 1980 to 2000, the number of twin births increased 74%, and the number of higher-order multiples (triplets, quadruplets, quintuplets, etc.) increased fivefold
- Every year, 60 million women are considered to be in their childbearing years (ages 15 to 44)

(Note: Statistics refer to the United States only)

\*Source: American Pregnancy Association

## Station Accommodation

Pregnant women are likely to revel in salon services at a time when they may often feel less than their best. According to HealthyWomen, a Red Bank, New Jersey-based organization that acts as an independent source for women's health information, common side effects of pregnancy include frequent urination, lower abdominal pain, carpal tunnel syndrome, leg cramps, heartburn and general achiness. In addition to these ailments, Brad Imler, Ph.D., president of the American Pregnancy Association in Irving, Texas, points to a myriad of skin-related changes: stretch marks, acne, skin tags, varicose and spider veins, linea nigra (a dark line that

appears on the belly), darkening of freckles or moles and dry, itchy skin. Thankfully, your services can alleviate some of your client's physical symptoms while simultaneously restoring her self-confidence and providing a much-needed respite from these everyday stresses.

In general, as you would with any client, ask if she feels any particular discomfort before a service; you'll find that her



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most common pregnancy complaints are easily remedied. "Salons seeking to serve mothers-to-be should make certain that clients are comfortable without placing any undue stress on the abdomen; providing additional back support may prove

doctor before indulging in services that involve massage.

Despite enjoying relaxing services that provide relief, many expecting clients may express concerns about their regular manicures or enhancement services; if

"If you're experiencing the symptoms of improper ventilation—watery eyes, congestion, coughing—your salon isn't properly ventilated."

helpful," suggests Imler. "It may also be helpful to create the opportunity for the mom-to-be to stand and move around during any breaks in the service." Imler adds that techs can combat a client's nausea (a common pregnancy side effect) by placing ginger-scented air fresheners around the salon or offering caffeine-free ginger tea during services.

Another concern for pregnant women is their feet and the added weight they're carrying. Even if your client doesn't normally request pedicures, you may find that she'll indulge in them during pregnancy. (This is especially true during her last trimester when reaching her feet becomes difficult.) Massage during pedicures combats many of the negative symptoms of pregnancy: Studies show that massage provides all of the usual benefits—such as overall stress relief and relaxation—for pregnant clients, while reducing swelling in the extremities, decreasing blood pressure and relieving varicose veins. For example, to battle uncomfortably swollen ankles, Imler advocates gentle massage and supporting the feet to help stimulate blood flow and provide tension release. However, the American Pregnancy Association recommends certain women—those with a high-risk pregnancy, pregnancy-induced hypertension, preeclampsia or other risk factors—get approval from their

they wish, they may clear the services with a doctor beforehand, but most experts agree that nail services won't harm a developing child. "Nail products don't penetrate through the nail plate into the nail bed," asserts Doug Schoon, chief scientific adviser for CND in Vista, California. "Any vapor exposures in such a short amount of time are trivial, so unless a doctor tells the client not to have nail services, there's no reason not to continue with them." In fact, adds Schoon, because nails grow much more quickly when a client is pregnant, she may even require more frequent services.

## When You're Expecting

What if you are the one who's pregnant? Imler notes that expecting techs can take several simple steps to ensure safety on the job. First, you must wear protective gear, such as gloves, to keep your skin from coming in contact with chemicals. Second, refrain from eating in the salon to avoid contaminating your food. Otherwise, the products you use while you work are generally considered safe. According to a 2006 report from the University of Connecticut Health Center, few studies have been done on prenatal exposure to nailcare products, and risk may depend on factors such as length and amount of exposure, trimester of

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pregnancy and ventilation systems at the salon. The report confirms that the level of exposure in most nail salons shouldn't cause complications, but keep in mind the following tips as you work:

- Small table fans and air purifiers don't provide proper ventilation; open windows are recommended, if possible
- Keep product containers and trash bins covered, especially when disposing of cotton balls or wipes soaked in acetone or enhancement products
- Wearing a dust mask can be helpful when filing nails (electrically or manually)
- Even if you wear gloves, wash your hands frequently to avoid prolonged chemical contact

Schoon suggests that the best step you can take when you find out that you're pregnant is to bring the material safety data sheets (MSDS) for the products you use to your doctor. "Probably 98% of doctors don't know what's involved with doing nails, but the MSDS will provide information so the doctor can give the appropriate advice," he explains. "Furthermore, make sure you're using all of the products in the manner prescribed by the manufacturer." Schoon also

stresses remedying the common salon problem of improper ventilation—a must for pregnant nail techs. "If you're experiencing the symptoms of improper ventilation—watery eyes, headaches, irritation, congestion, coughing, etc.—your salon isn't properly ventilated," he asserts. Finally, to stay comfortable throughout the workday, take time for frequent exercise or stretching breaks.

For many women, pregnancy is a time that is simultaneously joyous, stressful, uncomfortable and celebratory. While pregnant, women cope with a range of side effects, from weight gain and raging hormones to heartburn and other physical changes, so it's no wonder they sometimes feel depressed, flustered or simply worn-out. Whether you're a pregnant tech or servicing an expectant client, the best advice is to simply practice the art of patience, maintain an open dialogue and keep your sense of humor intact. In other words, because every woman responds differently to pregnancy, expect the unexpected when dealing with the expecting! ↓

Tracy Morin is a freelance writer and editor based in Oxford, MS.



## Prenatal Dos and Don'ts

Experts recognize that a newborn baby is only as healthy as its mother, so they stand by certain across-the-board advice for all pregnant women. According to Brad Imler, Ph.D., president of the American Pregnancy Association in Irving, Texas, healthy moms should follow some basic rules:

- Avoid smoking, drinking alcohol and using illicit drugs
- Avoid caffeinated beverages
- Eat well-balanced meals, supplemented with prenatal vitamins, omega-3s and calcium
- Commit to plenty of rest, relaxation and exercise, and stretch each day

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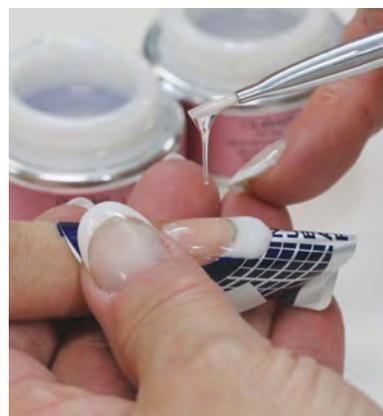
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**1** Gently push back the cuticles, remove shine from the nail plate and apply UV Gel Prep to remove the nail's natural oils. Once dry, apply one coat of Prime and let it dry for 30 seconds. Fit forms to nails, and use the Infinity Gel Brush to apply White Builder Gel to create a thin free edge.



**2** Pre-light for 30 seconds to help the white cure properly, and then cure for 3 minutes.



**3** Overlay the entire nail and extension with a thin layer of Clear Builder Gel. Cure for three minutes. Repeat this step until you have reached your desired thickness.



**4** Add more builder gel across the stress area horizontally and let it self-level, creating an arch. Cure for 90 seconds. Remove the tacky layer with the Nail Cleansing Solution and a lint-free pad.



**5** File and shape the nails with the 150/180 Shaper File.



**6** Repeat with a Nubar Diamond Buffer to refine the shape and surface of the nails. Remove dust and apply one coat of UV Cure Top Gel (UV503) and cure for 90 seconds. The UV Top Gel will cure to a hard, shiny finish.

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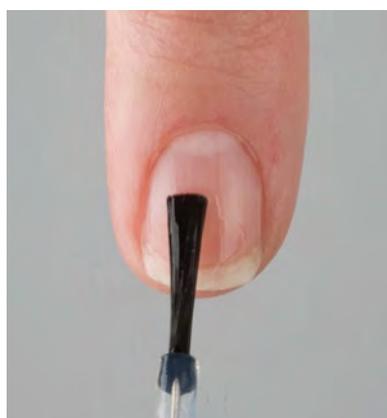


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877.263.6245 • [cnd.com](http://cnd.com)

Pack a one-two punch for high impact nails with the new Colour and Effects duo from CND. The shimmery Effect swipes on easily over the neutral blush Colour hue for barely there spring nails.



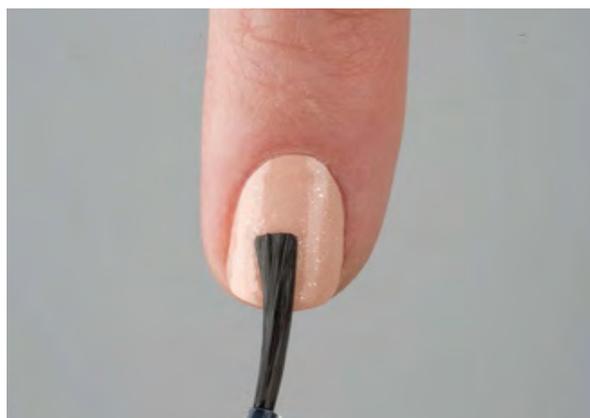
**1** Start by prepping the nail plates for a manicure service. Apply a CND base coat to the clean, dry nail.



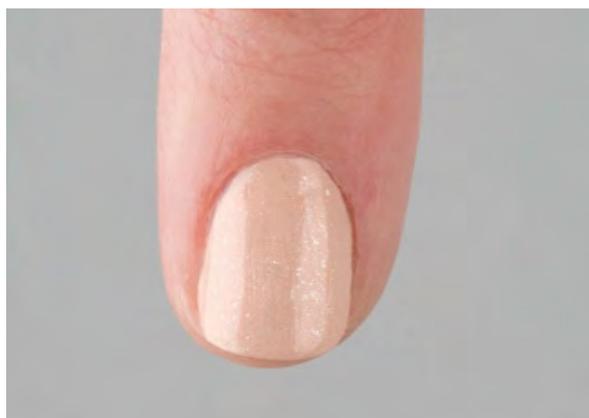
**2** When the base coat is dry, apply two coats of Perfectly Bare Colour, allowing time for it to dry between coats.



**3** Top the polish with a coat of Perfectly Bare Shimmer Effect.



**4** Finish with a coat of CND top coat to give the nail a brilliant shine.



**5** Repeat steps on every nail. ♣



# THE DO-IT-ALL SYSTEM

As the Inventor of: **Soak Off Gel, Color Gel, Gel Nail Sculptures**, and **Customizable Flexibility**, Bio Sculpture leads the nail industry in all categories: Appearance, Health, Durability, Simplicity and Ease of Application and Removal.

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## Natural Nail Extensions

Gel gives you the ability to sculpt strong, thin, natural-looking nails. Bio Sculpture Gel can perform miracles on problem nails that other products cannot accomplish.

## Over 170 No Chip Colors

The "first Color Gel" was launched by Bio Sculpture in 1990 and was called Pillar Box Red. Now you can choose from a myriad of colors that last for 4-7 weeks

[nailpro.com/freelInfo](http://nailpro.com/freelInfo) • Use **FreeInfo #47**

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**makeup** Wanda Alvarez of Aquage  
**fashion stylist** Patric Chauvez  
**assistant** Carly Campbell  
**production** Don Wismer



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photo: CND

## SHOWCASE

Showcase is designed to help nail technicians learn about new products of interest. If you would like more information about any of the products described in this section, simply go to FreeInfo on page 153 of this issue to find out how to use the online program. Or go straight to your computer and log on to [nailpro.com](http://nailpro.com), highlight the Resources tab and click on Free Product Info.

Christrio • 800.574.4252  
[christrio.com](http://christrio.com) • **Gelacquer** Nine new effervescent colors—from vibrant purples and reds to subtle pinks—join the Gelacquer line, providing the perfect palette for spring.  
**Use FreeInfo #165.**



Cinapro Nail Creations • 800.762.6245  
[cinapro.com](http://cinapro.com) • **Nail Art Pens** Let your imagination run free with these multipurpose Nail Art Pens. The thin-tipped nib is ideal for intricate designs or French tips and the quick-dry formula allows for easy layering.  
**Use FreeInfo #161.**

Pedicure Bowls • 800.SPA.1408  
[pedicurebowls.com](http://pedicurebowls.com) • **Tangerine Pedicure Bowl** Add a shock of color to your salon decor with the lightweight, easy-to-carry, resin pedicure bowls.  
**Use FreeInfo #164.**



Tweezerman • 800.645.3340  
[tweezermanprofessional.com](http://tweezermanprofessional.com)  
**Satin Etched Zebra Print Collection** Bring safari style from Africa to your tool kit with the zebra print etched implements in this collection. What's more, the slant tweezer, stainless steel clipper set and cuticle nipper are all autoclave-friendly.  
**Use FreeInfo #172.**



SpaRitual • 877.772.7488 • [sparitual.com](http://sparitual.com)  
**Truth Collection** Revelations come in the polish bottles of a new collection from SpaRitual. Six colors profess to uplift your spirits, including true blue Circle of Life, fuchsia Knowledge is Power and bright yellow Enlightened Soul. **Use FreeInfo #160.**



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[www.ibdbeauty.com](http://www.ibdbeauty.com)

Model is wearing "SPIRITED"



Cuccio Naturalé • 800.762.6245 • [cuccio.com](http://cuccio.com) • **Lytes** Lighten up your lotion in the warmer months with Cuccio Lytes. Renowned for 24-hour hydration without the heavy feeling of body butter, the luxurious lotions come in four refreshing scents: Guava & Mangosteen, Pomegranate & Acai, Tuscan Citrus with White Tea and Soy Milk & Honey. **Use FreInfo #154.**



Essie Cosmetics  
800.232.1155 • [essie.com](http://essie.com)  
**Spring 2011 Collection**  
Feel the allure of 1960s French glamour with Essie's spring collection. Look lovely in lavender Nice is Nice, or ravishing blue Coat Azure—ooh la la!



LCN • 800.86.NAILS • [lcnusa.com](http://lcnusa.com)  
**Glass Gel** You'll be blown away by the strength and endurance of this translucent sculpting gel. The colors, which can be used individually or thinly layered, create a beautiful stained-glass effect. **Use FreInfo #169.**



CND • 877.263.6245 • [cnd.com](http://cnd.com) • **Shellac 2.0** CND heard your cries for more and doubled the colors available for Shellac enthusiasts. Say hello to 12 new hues of the popular soak-off gel, including bubblegum Hot Pop Pink and dark purple Rock Royalty.



OPI Products • 800.341.9999  
[opi.com](http://opi.com) • **Axxium Soak-Off Gel Lacquer** Break into the eight new colors added to the illustrious soak-off gel collection, including cappuccino San Tan-Tonio and pearlescent blush Italian Love Affair.



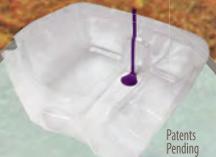
Orly International • 800.275.1111  
[orlybeauty.com](http://orlybeauty.com) • **Orly Pro** The delightful citrus scent entices the senses while this manicure and pedicure prep line exfoliates, moisturizes and detoxifies skin. **Use FreInfo #159.**

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Color Club • 800.221.8080 • [cosmeticgroup.com](http://cosmeticgroup.com) • **Alter Ego**  
 Create high-fashion looks for every identity with the spring color collection. Featuring two palettes, Reveal Your Mystery includes creamy pastels, such as Incognito and Sheer Disguise, while alter ego Keep It Undercover shines brightly with shimmering jewel-toned shades like Secret Agent and Ulterior Motive. **Use Freelfno #163.**

NSI • 800.354.6741  
[nsi.com](http://nsi.com) • **Nurture**  
**Lotion** Finish your manicure service with either of the two new scents added to this lotion line. Green Tea & Ginger and Amber & Sandalwood are both infused with grape seed and jojoba oils for an uber-moisturizing experience. **Use Freelfno #157.**



Young Nails • 800.777.9170 • [youngnails.com](http://youngnails.com)  
**mani-Q color** Embrace versatility with this 18 soak-off colored gel collection. Use tantalizing turquoise Green 101 to top acrylics, or metallic wine Red 103 over natural nails. Whichever you choose, get moving because each layer of these gels cure in just 30 seconds with an LED light! **Use Freelfno #162.**



European Touch • 800.626.6912  
[etspa.com](http://etspa.com) • **ElleSpa** This elegant pedicure spa has full body massage and folding manicure trays. The base comes in black, silver or ivory, and the choice of cappuccino or black cushions. **Use Freelfno #166.**



Lumos • 858.779.1513  
[famousnamesproducts.com](http://famousnamesproducts.com)  
**Instant Impact Bottom Coat and High Speed Top Coat** Durability and speed combine with this base and top coat duo. Fast-drying Bottom Coat bonds polish to nail, and High Speed Top Coat seals the deal; it can even be applied to wet lacquer! **Use Freelfno #175.**



CHI • 800.237.9175 • [farouk.com](http://farouk.com) • **Girls Weekend Getaway** Girls just want to have fun with six lacquers that inspire an escape: Think cheeky pale peach, bold crimson or flirty sky blue. **Use Freelfno #167.**

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### Basic Colors

- |             |                |                   |                   |
|-------------|----------------|-------------------|-------------------|
| 1 Cristal   | 2 Jet          | 3 Black Diamond   | 4 Light Peach     |
| 5 Rose      | 6 Fuchsia      | 7 Hyacinth        | 8 Light Siam      |
| 9 Siam      | 10 Olivine     | 11 Peridot        | 12 Emerald        |
| 13 Jonquil  | 14 Light Amber | 15 Golden Amber   | 16 Amber          |
| 17 Yolk     | 18 Tea         | 19 Blue Zircon    | 20 Light Sapphire |
| 21 Sapphire | 22 Montana     | 23 Light Amethyst | 24 Amethyst       |
| 25 Lavender | 26 Iris        |                   |                   |

### AB Colors

- |                |                   |                      |                      |
|----------------|-------------------|----------------------|----------------------|
| 1 Cristal AB   | 2 Jet AB          | 3 Black Diamond AB   | 4 Light Peach AB     |
| 5 Rose AB      | 6 Fuchsia AB      | 7 Hyacinth AB        | 8 Light Siam AB      |
| 9 Siam AB      | 10 Olivine AB     | 11 Peridot AB        | 12 Emerald AB        |
| 13 Jonquil AB  | 14 Light Amber AB | 15 Golden Amber AB   | 16 Amber AB          |
| 17 Yolk AB     | 18 Tea AB         | 19 Blue Zircon AB    | 20 Light Sapphire AB |
| 21 Sapphire AB | 22 Montana AB     | 23 Light Amethyst AB | 24 Amethyst AB       |
| 25 Lavender AB | 26 Iris AB        | 27 Hematite AB       |                      |

### Special Colors

- 1 Silver
- 2 Gold
- 3 Antique Gold
- 4 Hematite



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Antoine de Paris • 800.222.3243  
 antoinedeparis.com • #215 **Curette Scoop** Clean out unwanted debris and product from under finger- and toenails with this cobalt stainless steel double-sided scoop. With 1- and 2-millimeter sides, it's designed to get close. **Use FreeInfo #151.**



Mehaz • 800.347.7456  
 spilo.com • **Tweezer Catty** Protect your purse—and hands!—from damage with the polka dotted tweezers catty. Inside lies a bright stainless steel slanted tweezers made for precision plucking.

China Glaze • 800.624.5776  
 chinaglaze.com • **Anchor's Away** Twelve nautically-inspired colors make up the spring polish collection from China Glaze. Set sail with multidimensional White Cap and catch a head wind with First Mate, a rich navy shade.



LeChat • 800.553.2428 • lechatnails.com  
**Perfect Match Clear Base Gel and Top Gel Sealer** The clear base gel provides a protective layer for natural nails and the top gel sealer creates a durable finish for gel polish colors. **Use FreeInfo #168.**



Nail Harmony • 562.623.4203 • nailharmony.com • **Gelish** Need another reason to make people Gelish of your nails? How about the new assortment of soak-off gel polishes, ranging from multi-hued holographic glitters to Easter-egg pastels and quintessential summer brights. **Use FreeInfo #173.**



Live Industries • 917.902.3768 • **Nail File Card** Don't leave a potential client hanging: Hand them this business card that doubles as a nail file! **Use FreeInfo #170.**



Kupa • 714.956.9805 • kupainc.com  
**UPower Acrylic Case** Protect your electric file without sacrificing convenience with this case from Kupa. It fits the UPower 200 and allows the cord and front panel to be accessible. **Use FreInfo #174.**



Broadway • [broadwaynails.com](http://broadwaynails.com)  
**Nail Dress Kit** New nail designs are a quick in-and-out-the-door proposition with the latest wraps from Broadway. Apply the self-stick strips with ease, file the excess away and effortlessly remove with polish remover. **Use FreInfo #171.**



Pacific Instruments • 805.526.4675 • [Surgical101.com](http://Surgical101.com)  
**Professional and Pocket Tweezers** Why tout plain tweezers when these pluckers will add personality to your decal applications? Sport May flowers using this blossom-covered tool, complete with hand-filed slant tips for precision work. **Use FreInfo #177.**



Sula • 416.961.1234 • [sulabeauty.com](http://sulabeauty.com)  
**Nature Buff** Nobody wants to show off lackluster nails, and thanks to this buffer block, your clients' nails will never be dull. The easy-to-use, color-coded sides make a shining example in just a few simple steps: 1. File; 2. Buff; 3. Polish; 4. Shine. **Use FreInfo #179.**



Galaxy Nail Products  
 800.229.NAIL • [galaxynail.com](http://galaxynail.com)  
**One System Cover Pink Powder** Create the illusion of an elongated nail plate with this opaque pink acrylic powder. Simply sculpt the nail bed all the way to the free edge, and the full-coverage color won't show nail growth and spoil the mirage. **Use FreInfo #178.**



Seche • 800.621.9585  
[seche.com](http://seche.com) • **Perfect Nail System** Treat common nail ailments with the three products: Retain keeps nails strong and protected; Rebuild reinforces weak, thin, soft or peeling nails; and Recondition provides extra moisture for nails that are hard, dry and brittle. ↓

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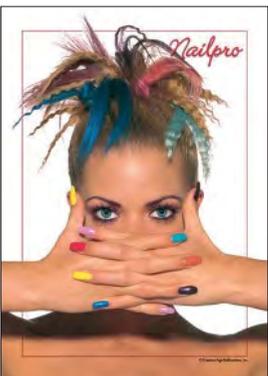
Gentle Garden-001  
**\$10.95**



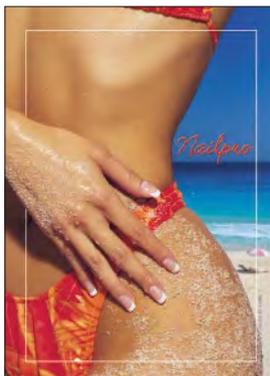
Sophisticated Rita-003  
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## HAPPENINGS

Check **NAILPRO's website—[nailpro.com](http://nailpro.com)—  
for an expanded list of Happenings.**

### UPCOMING SHOWS AND EVENTS

#### May

##### **Global Beauty and Wellness Exchange**

May 1-4  
Four Seasons Palm Beach, Palm Beach, FL.  
Contact Global Beauty Exchange, 203.202.2576;  
[jjamison@exchangeevents.com](mailto:jjamison@exchangeevents.com);  
[exchangeevents.com/beauty](http://exchangeevents.com/beauty).

##### **Beauty UK**

May 8-9  
National Exhibition Centre, Birmingham,  
United Kingdom.  
Contact BeautyServe, Guild Press, 3 Charnwood  
St., Derby, DE1 2GT; 01332.227690;  
[beautyserve.com](http://beautyserve.com), [info@beautyserve.net](mailto:info@beautyserve.net).

#### June

##### **Premiere Orlando**

June 4-6  
Orange County Convention Center, Orlando, FL.  
Contact Premiere Show Group, 1049 Willa  
Springs Dr., Ste. 1001, Winter Springs, FL 32708;  
800.335.7469; [premiereshows.com](http://premiereshows.com).

##### **IBS Las Vegas**

June 18-20

Las Vegas Convention Center, Las Vegas, NV.  
Contact IBS Las Vegas, 757 Third Ave.,  
5th Floor, New York, NY 10017; 212.895.8200;  
[ibslasvegas.com](http://ibslasvegas.com).

##### **3rd Annual Nail Techs Talk Workshop**

June 25-26  
The Wyndham Garden, College Park, GA.  
Contact Poochiez Nails, 2905 Campbellton Rd.,  
Atlanta, GA 30311; 404.423.4460;  
[poochieznails.com](http://poochieznails.com).

##### **4th Annual Nail Tech Networking Event of the Smokies**

June 26-27  
River Terrace Resort, Gatlinburg, TN.  
Contact Jill Wright, Jill's—A Place for Nails, 720  
Chestnut St., Bowling Green, KY 42101;  
[jjnails1@hotmail.com](mailto:jjnails1@hotmail.com).

#### July

##### **Cosmoprof North America**

July 24-26  
Mandalay Bay Resort & Convention Center,  
Las Vegas, NV.  
Contact Professional Beauty Association,  
15825 North 71st St., #100, Scottsdale,  
AZ 85254; 800.557.3356;  
[cosmoprofnorthamerica.com](http://cosmoprofnorthamerica.com).

#### September

##### **Premiere Birmingham**

### 2011 NAILPRO Cup Standings



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### AS OF ISSE LONG BEACH

September 18-19  
 Birmingham-Jefferson Convention Complex,  
 Birmingham, AL.  
 Contact Premiere Show Group, 1049 Willa  
 Springs Dr., Ste. 1001, Winter Springs, FL 32708;  
 800.335.7469; premiereshows.com.

## October

### NAILPRO Sacramento

October 2  
 Sacramento Convention Center, Sacramento, CA.  
 Contact NAILPRO, 7628 Densmore Ave., Van  
 Nuys, CA 91406; 800.442.5667; nailpro.com.

### Global Beauty Distributor Exchange

October 9-11  
 Location TBD  
 Contact Global Beauty Exchange, 203.202.2576;  
 jjamison@exchangeevents.com;  
 exchangeevents.com/beauty.

### Premiere Beauty Classic

October 23-24

Greater Columbus Convention Center,  
 Columbus, OH.  
 Contact Premiere Show Group, 1049 Willa  
 Springs Dr., Ste. 1001, Winter Springs, FL 32708;  
 800.335.7469; premiereshows.com.

## CLASSES

### April

#### Bio Sculpture Gel

800.770.4493  
**4** Bio Boot Camp: San Clemente, CA;  
 Flowery Branch, GA; Chicago, IL; Memphis, TN.  
 Bio Advanced Color Overlay: Novi, MI;  
 Las Vegas, NV.  
**11** Bio Boot Camp: Chicago, IL. Bio Advanced  
 Color Overlay: Pasadena, MD; Austin, TX; Parker,  
 CO. Bio Advanced Extension: Parker, CO. Flowery  
 Branch, GA.  
**18** Bio Boot Camp: Monterey, CA; San  
 Clemente, CA; Greensboro, NC; Las Vegas, NV.  
 Bio Advanced Color Overlay: Chicago, IL.  
**25** Bio Boot Camp: Miami, FL; Austin, TX;  
 Issaquah, WA. Bio Advanced Color Overlay: New  
 York, NY. Bio Advanced Extension: New York, NY.

### LCN USA

800.866.2457  
**3** Level I: Hickory, NC; High Point, NC; St.  
 Petersburg, FL. Level II: Raleigh, NC.  
**4** Level I: East Hartford, CT; Eau Claire, WI;  
 New Berlin, WI; Staten Island, NY; Tucson, AZ;  
 Wayne, NJ. Level II: Bay Head, NJ; Monaca, PA;  
 New York, NY. Transfer: Cape May, NJ.  
**10** Level I: Asheville, NC; Ronkonkoma, NY.  
 Level II: Allentown, PA; King of Prussia, PA.  
**11** Level I: Augusta, GA; Encino, CA; Marlton,  
 NJ. Level II: Frederick, MD; North Dartmouth,  
 MA. Transfer: Bay Head, NJ; Woodbridge, NJ.  
**17** Advanced Workshop: Forest Hill, MD.  
 Level I: Washington, PA. Level II: High Point, NC;  
 St. Petersburg, FL.  
**18** Advanced Workshop: Bloomington, MN;  
 Woodbridge, NJ. Level I: Cape May, NJ. Level II:  
 Auburn Hills, MI; East Hartford, CT; Eau Claire, WI;  
 New Berlin, WI; Staten Island, NY; Tucson, AZ.  
 Transfer: Egg Harbor, NJ; Wayne, NJ.  
**25** Advanced Workshop: New Berlin, WI; Wayne,

continued on page 150

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# A Crowning Moment



**W**ill she go bold, bejeweled or bare? That's the million-dollar question for nail devotees when it comes to Kate Middleton's royal-wedding nail style. Here at NAILPRO, we take enormous pleasure in pondering over what the princess-to-be will don on her nails.



FOR HER WIDELY TELEVISED WALK DOWN THE AISLE, will Middleton show respect for royal tradition by opting for plain, unpolished nails? We hope not. An acceptable (to us!) classic look would be **natural-looking pink-and-whites—perhaps adorned with glitter**. Bold Bonus: Nail art on her pinky finger!



LET'S NOT FORGET ABOUT THE GROOM. We find it difficult to imagine Prince William guiding his bride with rough cuticles and hangnails. Still, we wouldn't want him sporting shiny nails that outshine his bride. **We'd love to see his manicured man hands boasting a matte finish.**



WHILE THIS PRINCESS-TO-BE MAY SEEM PRIM AND PROPER, we've heard that she's had her bouts as a wild child; could it be that she'll turn her back on tradition with a daring nail style at the wedding? Unfortunately, we doubt it, but how fantastic would it be if Middleton rocked **silver glitter on short manicured nails paired with uber-popular soak-off gel toes in an ultra-glam dark color—CND Shellac in Rock Royalty of course!**



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**NAIL BASIX BLOCKS** EA. 100-PK CASE  
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#NB0101 V Cut Out  
#NB0102 Tapered  
#NB0104 X-Long Curve  
#NB0105 Half-Well Clear  
#NB0106 Half-Well  
#NB0107 French White  
#NB0108 No-Well White  
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XN302 Xtreme Cut-Out Curve  
XN303 Xtreme Cut-Out White  
XN304 Xtreme "V" Cut Out  
XN305 Xtreme Cut-Out Clear  
XN306 Xtreme Curve XL  
XN308 Xtreme Square  
XN406 Xtreme Welless Natural  
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**Acrylic Nipper** **\$4.95**  
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**Trapper™ Clipper** **\$1**  
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2-Sided Straight Pusher #NB0203  
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<p><b>NAIL Art BASIX</b></p> <ul style="list-style-type: none"> <li>Clear #NAB0001</li> <li>Black #NAB0002</li> <li>Blue #NAB0003</li> <li>Gold #NAB0004</li> <li>Green #NAB0005</li> <li>Iridescent #NAB0006</li> <li>Light Blue #NAB0007</li> <li>Pink #NAB0008</li> <li>Purple #NAB0009</li> <li>Red #NAB0010</li> </ul>	<p><b>Rhinestones</b></p> <p><b>\$1</b> 144-CT.</p>	<p><b>Rhinestone Shapes</b></p> <p><b>\$1</b> 100-CT.</p>	<p><b>ArtisticStickers™</b></p> <p>Nail Art Stickers <b>\$1 PER PACK</b></p> <p>Choose from many styles at <a href="http://premiernailsources.com">premiernailsources.com</a></p>	<p><b>DRIED FLOWERS</b></p> <p><b>\$1</b> PER PK</p> <p>3 varieties • 8 colors • 1 variety and color per pack</p> <p>TAHITI BORA BORA FIJI</p>	<p><b>NAIL ART FOIL</b></p> <p>GOLD #NAB0227 \$1</p> <p>SILVER #NAB0228 \$1</p> <p>DOTTING TOOL #NAB0115 \$1</p>	<p><b>Rhinestone Wheels</b></p> <p>240-CT. \$1.95</p> <p>1200-CT. \$4.95</p>	<p><b>NAIL ART BRUSHES</b></p> <ul style="list-style-type: none"> <li>Striper Brush #NAB0111</li> <li>Detail Brush #NAB0112</li> <li>Angled #NAB0113</li> <li>Fan Brush #NAB0114</li> </ul> <p><b>\$1 EACH YOUR CHOICE!</b></p>
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Promotes adhesion to natural nails. Low odor. Safer alternative to acid primers for natural nails. Works with any gel or acrylic system.

**ONLY \$6.49** 1/2 oz.



### THIN GEL COAT

Fast drying soak off UV topcoat. Curing in a 9 watt lamp will produce a high finish shine in 60 seconds. Toluene and Formaldehyde Free.

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### HIGH GLOSS TACKLESS SEALER

The ultimate sealer over any product - gels or acrylics. Hard shiny tackless finish!

**\$8.99** 1/2 oz. | **\$24.99** 4 oz.



### GENTLE GLOSS

Newly reformulated soak off top coat, cures in 2 minutes with a high shine.

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### GENTLE GEL

New state of art formula. Great for sensitive skin. Durable, Flexible and easy to use. Soaks off in 10 minutes or less! One Step Self Leveling Gel. Available in Clear, Pink or White.

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### STYLUS GEL

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Removable Top. 120 Second Timer.

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Works with any powder!

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### COLORED ACRYLIC POWDER

**ONLY \$5.99** 1/2 oz.  
**\$14.99** for 3



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2 GR GLUE **\$2.39** 12 ct.  
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### REGULAR ACRYLIC LIQUID

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**\$18.49** 16 oz.  
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Traditional set acrylic system. EMA formula made in the USA. Non Yellowing.

### REGULAR ACRYLIC POWDER

**ONLY \$9.99** 4 oz.  
**\$15.99** 8 oz.



Traditional set acrylic system. EMA formula made in the USA. Non Yellowing.

### ACRYLIC GEL DUO

**ONLY \$14.99** 1 oz. Clear Gel, 1 oz. Clear Powder.



### COLOR ADDITIVE DROPS

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**\$9.99** 8 oz.  
**\$18.49** 16 oz.  
**\$34.99** 32 oz.



### SUPERIOR POWDER

Fast Set System. EMA based, made in the USA. Will not yellow, crack or lift.

**ONLY \$10.99** 4 oz.  
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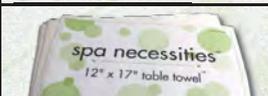
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# STARTER GEL KIT OR STARTER SOAK OFF GEL KIT

## Starter UV Gel Kit Contains:

Professional 9 Watt UV nail Gel Lamp, 1/2 oz ea. of Clear Stylus UV Gel, Pink Stylus UV Gel, White Stylus UV Gel, Something Wonderful Acid free Primer, High Gloss Tackless UV Gel Sealer, Marble handle gel brush, Nailite Pro Zebra Half Moon File 150/150 grit, 3 Way Shiner Block

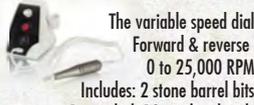
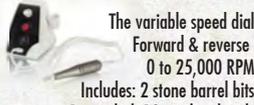
## Starter Soak Off UV Gel Kit Contains:

Professional 9 Watt UV nail gel lamp, 1/2 oz ea. of Gentle Gel Clear, Gentle Gel Pink, Gentle Gel White, Something Wonderful, & Gentle Gloss, Marble Handle Gel Brush, Nailite Pro Zebra Half Moon File 150/150 grit, 3 Way Shiner Block



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Promotion Only Valid From: 4/1/2011 to 4/30/2011

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\*(Package based off TB Signature Line. Package includes Curve Technician Stool, Curve Manicure Stool, Marble Top Nail Table & Customer Chair)

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Small and light weight only 5.8 ounces

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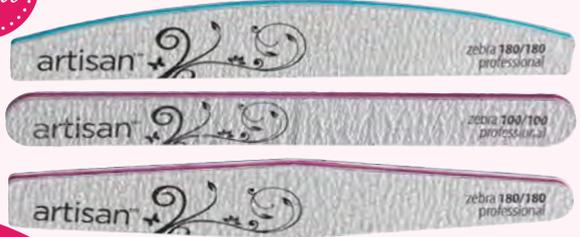
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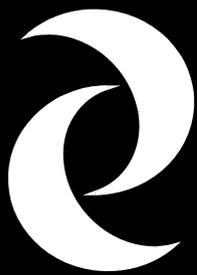


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# April



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85154	85155	85156	85157	85178	85179	85180	85181
85158	85159	85160	85161	85182	85183	85184	85185
85162	85163	85164	85165	85186	85187	85188	85189
85166	85167	85168	85169	85190	85191	85192	85193
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**gel-on Builder Gel** Clear \$18/2oz

**gel-on Color gel** \$7

1 2 3 4 5 6 7 8 9 10  
 11 12 13 14 15 16 17 18 19 20  
 21 22 23 24 25 26 27 28 29 30  
 31 32 33 34 35 36 37 38 39 40

**Bmi Nail Liquid** NoMMA \$125/gal (buy 2 get 1 free)  
 \*Non-Yellowing, Guaranteed if used with Bmi Advanced Powder

**Salt Glow** \$30/gal (Purple, Yellow) \*\*\*Min. 4gal

**Mineral Mask** \$25/gal (Chocolate, Rose, B. Gum, Lavender) \*\*\*Min. 4gal

**Pedi-Scrub** \$19/gal (Rose, Lavender, Mint) \*\*\*Min. 4gal

**Clear Gel** \$40/8oz (buy 2 get 1 Free)

**gel-on Sealer No-Wipe** \$7/1.5oz (B2G1 FREE)

**gel-on UV Top Seal** \$40/8oz (Get .5oz FREE)

**Bmi Liquid monomer** \$48/1gal, \$45ea./4gals, \$38ea./8gals

**CS Nail Liquid** \$45/1gal, \$40ea./4gals, \$35ea./8gals

**Pedi Slough** \$19/gal (Min. 4gal)

**Foot Mask** \$19/gal (Min. 4gal)

**Cooling Gel** \$40/gal (Min. 4gal)

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**Sea Shore Spa Solution** \$40/25lbs (Non-Staining)

**SALE \$60/24oz** Nail Gel Powder (Free .5oz UV Gel Top Seal)

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**SALE \$35/24oz** S. Mixed Very Clear (Buy 6 jars minimum)

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**SALE \$38** UV Lamp (With 60 & 120 Sec. auto timer)

**SALE \$45** Velvet 336 (With 180 & 120 Sec. auto timer)

**SALE \$119** Velvet 354 (Up to 9 min. auto timer, w/fan)

**LED 125** \$69

**Crystal Rhinestones** \$5 (Min 6 bags)

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**CS Nail Powder** \$45/24oz, \$36ea./6 jars, \$31ea./12 jars

**ProBond** \$20/16oz

**Primer** \$20/16oz

**Green Base** \$16/16oz

**NoChip Base** \$20/16oz

**Non-Yellow** \$25/16oz

**UV Cured** \$25/16oz

**Fast Dry** \$20/16oz

**M** \$8

**3200pcs** \$145

**ALL PURPOSE** \$19

**French Brush** \$6 each

**Art Brush** \$6 each

**Glitter dust** \$10/3 Jars

8040 8057 8055 8044 8043 8034 8033 8032 8062  
 8044 6060 6059 6058 6057 6054 6052 6050 5051

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Promotion ends May 31, 2011

NP0411



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# A Pregnant Pause

**E**arn Certificates of Achievement as you test your skills with Nailpro's Professional Participation Program. In each issue, you'll find a multiple-choice test that will allow you to demonstrate what you've learned from one or more articles in the issue. For answers to this month's test, see "A Pregnant Pause" on page 124. Simply circle the correct answers and mail the page to the address below. You can also access the article and submit the test via our website at [nailpro.com](http://nailpro.com) under Articles. If you earn a score of 80% or higher, you'll be awarded a framable Certificate of Achievement. A perfect score earns a Certificate of Achievement With Honors.

**1** Common side effects of pregnancy include \_\_\_\_.

- A. Leg cramps
- B. Lower abdominal pain
- C. Plantar warts
- D. Both A and B

**2** Clients should always discontinue nail services while pregnant.

- A. True
- B. False

**3** Which of the following items should a pregnant tech use to protect herself in the salon?

- A. A dust mask
- B. Gloves
- C. Goggles
- D. Both A and B

**4** Providing extra back support for a pregnant client can help ensure her comfort.

- A. True
- B. False

**5** Which of the following symptoms may indicate poor ventilation in a salon?

- A. Skin rashes
- B. Hair loss
- C. Congestion or coughing
- D. Both A and B

**6** More than \_\_\_\_ women give birth daily in the United States.

- A. 11,000
- B. 20,000
- C. 100,000
- D. 200,000

**7** Nausea is a common side effect of pregnancy.

- A. True
- B. False

**8** Which of the following can help provide proper ventilation in the salon?

- A. Air purifiers
- B. Table fans
- C. Open windows
- D. All of the above

**9** Nails grow more quickly when a woman is pregnant.

- A. True
- B. False

**10** Massage can help a pregnant client by \_\_\_\_.

- A. Providing stress relief
- B. Relieving varicose veins
- C. Stimulating blood flow
- D. All of the above

NAME \_\_\_\_\_

SALON NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

Photocopy this form or write your answers (for example, 1 A; 2 B) on a postcard along with the issue date and the name of the quiz (i.e., "A Pregnant Pause") and send it to: NAILPRO, Professional Participation Program, 7628 Densmore Ave., Van Nuys, CA 91406-2042. You can also take the test online at our website, [nailpro.com](http://nailpro.com). Submissions must be postmarked or received online by April 30, 2011. Answers will appear in the June issue.

**Answers to February Test**

- 1) A 2) A 3) A 4) B 5) A 6) D 7) D 8) B 9) A 10) A



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