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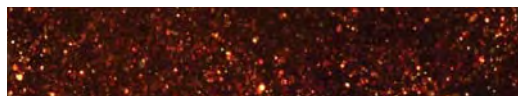


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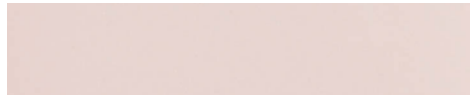
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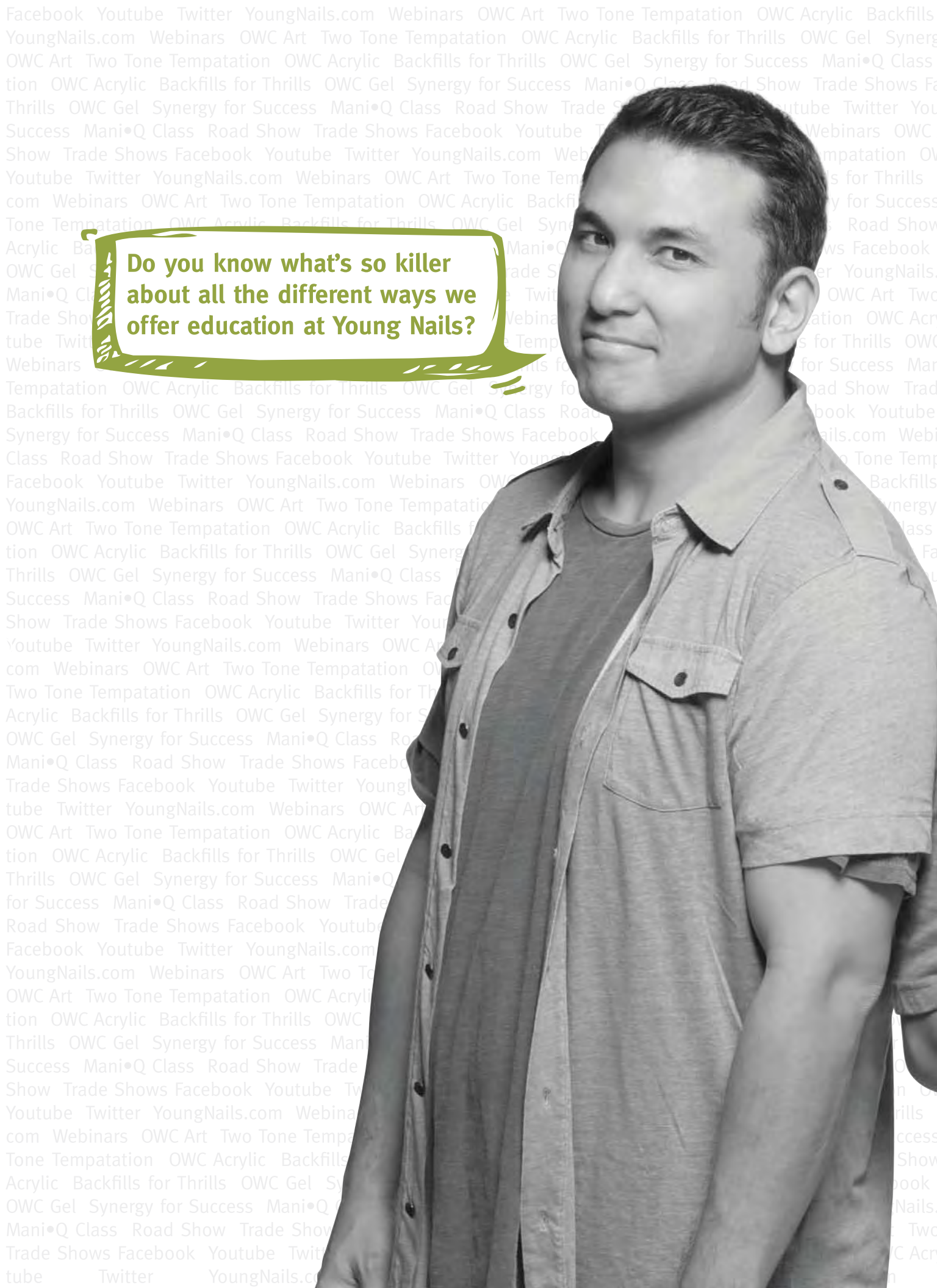


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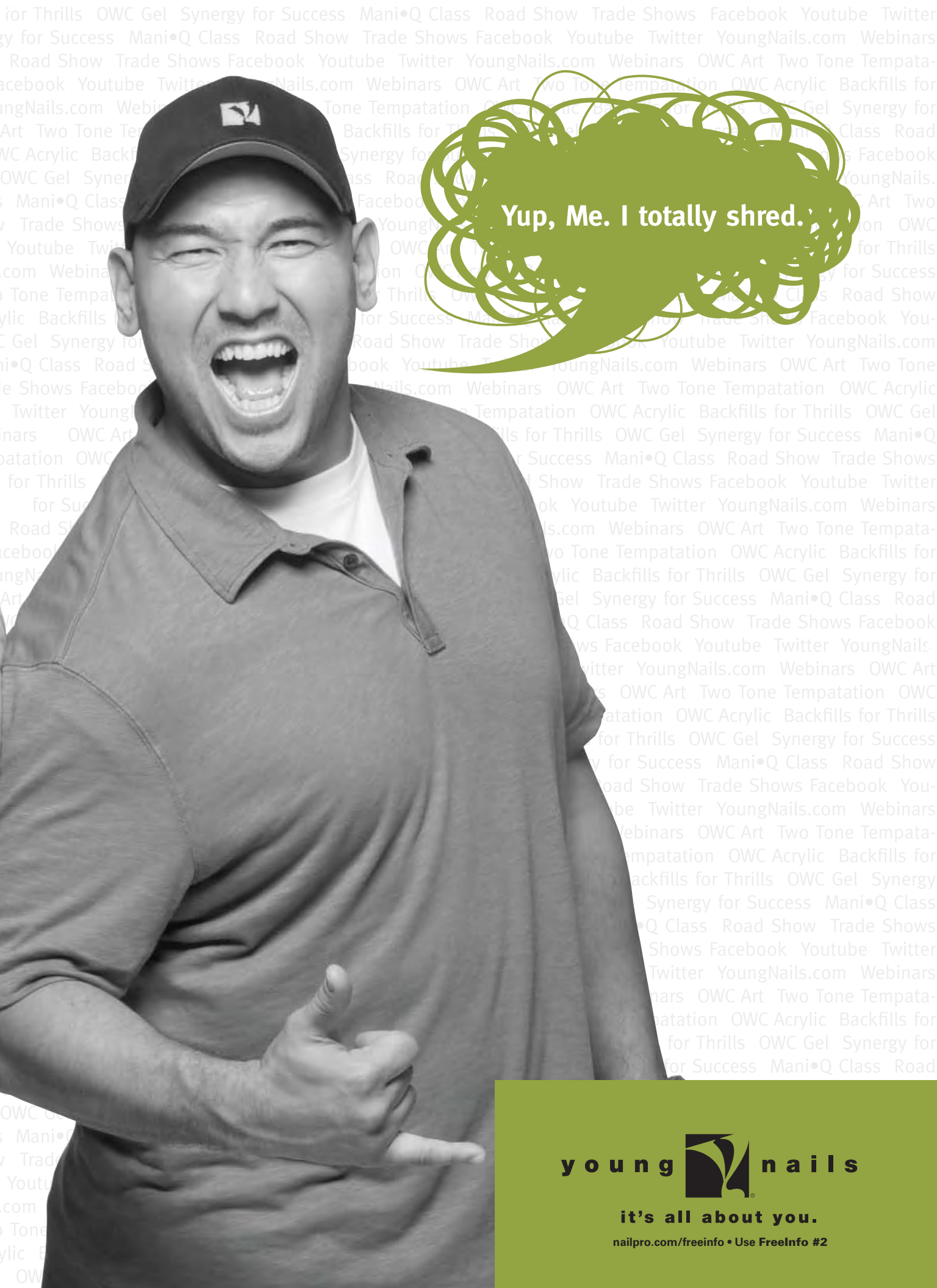
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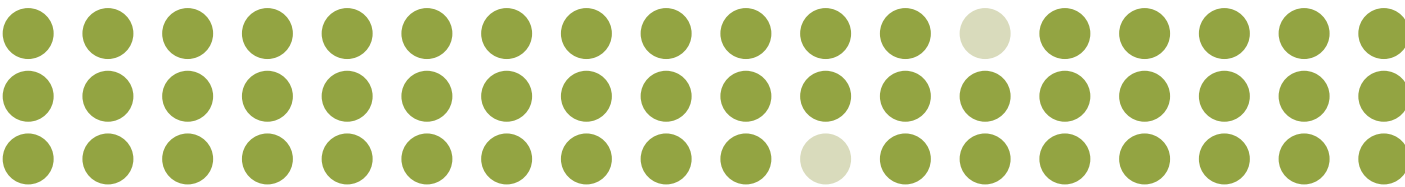
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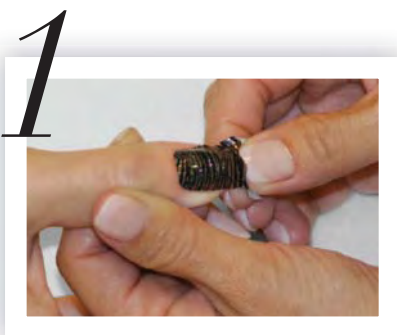


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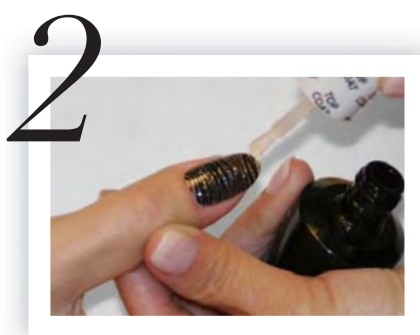
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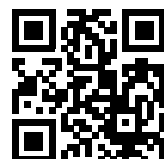


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Pay Attention to the (Wo)man Behind the Curtain

I often write about technology—the way it helps expand business and makes our lives easier (although certainly busier). Thanks to Facebook, we can keep in touch with old friends and casually stalk ex-boyfriends. The ease of email and texting allows us to respond to twice the number of requests in the amount of time it would take to speak on the phone. And the Internet provides us with the latest breaking news stories without ever having to worry about smudgy black fingertips that come from holding an actual newspaper.

Of course, with this ease of communication comes a generation of people whose heads are perpetually down looking at their phones. I recently witnessed five people in line outside of Sprinkles bakery waiting to buy cupcakes. Instead of engaging in conversation with each other, every single one of them was on their phone. These technological devices, as small as they are, are creating giant walls among us.

It's too soon in this high-tech age to tell what detrimental results may come from a disengaged society who lack face-to-face communication skills. But one thing we can see is how many people use their computers, tablets and smartphones as a curtain behind which they can hide. Have you ever noticed the vehemently nasty comments that pop up on websites? I'm talking about the over-the-line

remarks in a political debate or below-the-belt commentary on someone's personal photograph. It's as if these computer screens provide anonymity where the rules of decency and compassion don't exist. Because of this wall, no one is held accountable for his/her pronouncements.

For example, the other day I was driving and a car cut me off, so I honked. When I eventually pulled up beside the offending car, the man in it gave me the finger. I was completely blown away. I would bet anything that if this same situation occurred on the sidewalk—a 50-something man bumped into me and I said "hey!"—he would *not* have engaged in the same offensive gesture or comment. But the car provided him with a protective shield where he could wield his dishonorable aggravation without consequence. It is, in effect, the same thing with the computer.

As technology continues to grow, it's going to make it even harder not to fall prey to that divisive wall. But I urge you to make a concerted effort to be the better person. Before you write a snide comment, remember that there is an actual person on the other side of that username. Of course, being good is never easy. If it were, celery would taste like chocolate cake.

Stephanie

Stephanie Yaggy
NAILPRO Executive Editor
syaggy@creativeage.com



Stephanie with Kathy Kaehler...

I had the opportunity to meet and exercise with fitness expert/celebrity trainer Kathy Kaehler at an ICMAD event in Newport Beach last



month. She is a great source of information for staying fit and planning ahead for healthy meals. I was so inspired, I invited her to send us good-for-you tips to help get you going. Make sure to look out for them every month in Nailing the News!

Behind the Nail Pros...

The lovely and engaging Sam Biddle once again graced us with her talent and enthusiasm for the artistry of nails for this month's cover. Her gorgeous butterfly nail art is actually quite simple, and can easily be recreated in the salon. See how on page 70.





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BACKFILLS

Re: Never Too Old for Nails [February 2012 Letter] Hurray for Dorothy! I too decided to attend beauty school in middle age—which at the time was 53—and have owned and operated my own natural-nailcare studio for the past 10 years! I caught the manicure bug when I began having regular manicures to help deal with my nail biting habit. It was such a pampering experience and I wanted to treat others to that very same bit of “it’s all about me” time. But life and careers got in the way and it took 22 years for me to finally attain my dream of becoming a licensed manicurist/pedicurist.

This is my third career and truly my favorite. My clients and I receive instant satisfaction as we watch the transformation that occurs while I groom their hands and feet. But my biggest thrill is working with nail biters and cuticle pickers. As they go through my three week therapy they “shed the shame,” understand their challenge, and learn how to groom their nails and cuticles. It’s empowering!

Yes! I think there may be quite a few seasoned citizens out there who finally found their niche in the nail care profession. I would love to hear their stories! Thank you, NAILPRO, for providing us with such an entertaining and educational magazine.

Evonne Maxwell
Natural Nails Organic
Manicures & Pedicures
Albuquerque, NM

I’m writing because of the story by the 67-year-old nail tech who wrote in to the February 2012 issue. I received my manicurist’s license in April 2010. I’ll be 61 this year. I love nails and I do manicures and pedicures every chance I get. I have a salon setup in my home, but I’m still working at my regular part-time job to pay the bills. I left school feeling inadequately prepared, and I went

into a salon alone where I was intimidated by the different demands. I was too slow and too new. I would love to get into a spa location where I could get some structure and back-to-back clients to work on, or find a mentor to work with in a salon. I have just completed the Medical Nail Technician training, and will start approaching podiatrists to do an internship. Pedicures are my passion, but I love every aspect of this exciting, fulfilling career. My dream is to perfect my skills and do nails when I retire. I’m determined. I won’t give up.

Rita J. Olds
Yorba Linda, CA

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Omg! Isn’t that Reina off America’s Next Top Model? :O
Itsromanzolanski



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renewals. It seems as though we nail techs should get CEUs from the things we learn from your articles and taking your tests. It is ironic that we don't because I have been licensed for over 10 years and I always learn from your magazine!

Ricky Shick
Yorkville, IL

Nipping No-Shows in the Bud

I've been working in a salon for less than a year and I have a few faithful clients. But how do I handle no-shows and get clients to reschedule after their services instead of calling in later? Thanks in advance for your help. I just LOVE this magazine and all the other helpful advice you provide.

Terri Toler
Robersonville, NC

Thanks for your letter, Terri. We know this is a common concern, which is why we did a story on how to counter this problem with *The Disappearing Act* in the September 2011 issue of NAILPRO. Go back through your archives or read the digital edition on our website for some great, easy to employ tips! —Ed.

Want to Represent I have been trying to find an agency to represent me and not having luck in my Google searches. I was wondering if you might know of any in the Las Vegas area. I would like to do more editorial work, covers, etc. Any help would be great!

Amanda Lenher
Las Vegas, NV

We're not that familiar with agencies there, as we're based out of Los Angeles, but look for agencies in your area, even if they appear to represent

mostly hair and makeup; agencies are gradually adding manicurists to their rosters these days. It might be worth doing a little research and perhaps trying to set up a meeting. My other rec-

ommendation is to look at *Las Vegas Magazine*, *Las Vegas Weekly* and any other local magazines to see who is doing the hair/makeup on the covers and inside editorial shoots. Then you can look into those agencies. The last bit of advice is that before you contact any of them, make sure you have a book put together that you can show perspective agents. That means editorial-type

shots that are composed, always with a model (even if it's just her hands). If you don't have shots like this already, it's quite common to work together with local photographers, makeup artists, etc. who are also looking to build their books to do test shots. Everyone generally works for free and leaves with images that are great for their books. Good luck! —Ed. 📷



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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FAST FACT

Today's fifth generation gel systems have been deemed clean, safe and easier than ever to use by the Expert Panel on Cosmetic Ingredient Review. **Paint on!**

Lacquer d'Escargot

No, we're not talking about the slimy variety. Safe Nails (**Snails**) is the first toxin-free nail polish designed for children and moms-to-be. Comprised of only three ingredients—water, acrylic polymer and non-toxic colorants—the Snails Kids collection comes in 12 loveable colors and requires only soap and water to remove. An optional top coat is available as well, and uses oxygen technology to give nails a high-gloss finish. Children can pick from fresh-scented shades like Lollipop, Mrs. Carrot Head and Secret Diary, while expectant mothers are offered three soothing polishes: Meditation, Relaxation and Yoga Nidra.

"I think children should be allowed to express themselves through age appropriate dress-up and role play but we have a responsibility as parents to keep them safe," explains Jeanette Sklivanou, founder of Snails and a mother of two. For more information on satisfying your kindergarten clientele, go to safe-nails.com.

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Media Focus

Your favorite fashion magazines give beauty manufacturers recognition in the March issues.

InStyle • The mag gave props to hot pink **Butter London** Disco Biscuit and **OPI** Kiss Me on My Tulips.



Glamour • **OPI** Thanks a WindMillion and **Zoya** Maise were featured among a sea of green shades.

Marie Claire • Celebrity makeup artist Andrew Sotomayor named **OPI** Red Lights Ahead a beauty bargain.

Cosmopolitan • Fly, Did It On 'Em and Pinky Friday from the **OPI** Niki Minaj collection and **Essie** Meet Me at Sunset represented spring's neon polishes.



People StyleWatch

The issue highlighted pink pastels, including **Essie** A Crewed Interest, **Sally Hansen** Satin, **OPI** Pedal Faster Suzi!, **Chanel Le Vernis** May and **Only** Artificial Sweetener.

Allure • The romantic hues of **Chanel Le Vernis** April, May and June made the Editors' Favorites list.



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True Blue

"There's no better way to do that than with blue toes!"

SOMETIMES IT'S GOOD TO FEEL BLUE. On April 10, Essie Cosmetics teamed up with TOMS to support **One Day Without Shoes**, a global campaign established by the footwear company to raise awareness for the millions of children growing up without shoes. To help bring a little color to barefoot events held across the world, Essie designed a limited edition lacquer, **BAREFOOT IN BLUE**, and gave out free bottles to 15,000 lucky winners.

"We wanted to come up with something that would really spark conversation and bring attention to the campaign—a new rally cry for an important cause,"—**Essie Weingarten, founder and creative director of Essie Cosmetics**

Rarely does a story about the power of a manicure make it to the big screen. But *Touch*, a nail salon inspired film, has already made a splash, winning awards at the Boston, Vietnamese and Atlanta Asian Film Festivals. The film officially opened in San Jose, California, on May 9, where moviegoers received a complimentary gift bag, including products from

Cácee. *Touch* centers around a Vietnamese manicurist named Tam, who takes on an unlikely customer at her salon,



V.I.P. Nails. Her client, Brendan, is a mechanic with oil-stained fingers in need of a vigorous clean-

The Magic Touch

ing to help rekindle the romance with his wife. As Tam attempts to restore both Brendan's cuticles and his marriage, the two find themselves fighting a growing attraction towards one another. "For the first time, we have a film about the hidden lives of women working in a typical nail salon, told from their point of views," explains director Minh Duc Nguyen. "But the movie also touches on universal themes such as love, loss and the importance of human contact."

For more information, visit touchthemovie.com.



Two Companies Take to the Web



Miss Professional Nail has tackled the world of E-commerce, offering 100 colors from their revamped

Sation collection in an easy-to-use, online format. Lacquers are divided by color and best sellers, and showcase favorites like Pecan Frost and Midnight Blue. Fans of Miss products can order online at misspn.com.



Stocking up your salon? The DeEnterprises redesigned website, dnails.com, now offers unique online bulk pricing for acrylic powder

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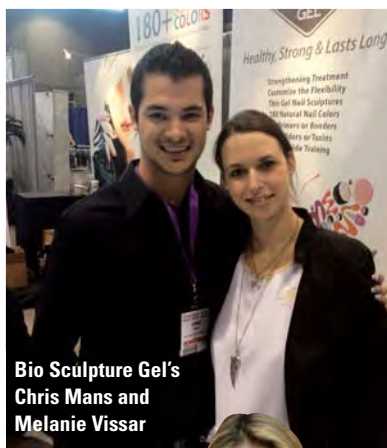
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ABS Chicago

Despite the freezing winter weather (although locals called it mild), hoards of beauty afficianados swarmed **McCormick Center on March 3-5** to discover new products and techniques. From **runway shows to educational classes**, there was something for everybody!



Bio Sculpture Gel's
Chris Mans and
Melanie Vissar



China Glaze



Michelle Huynh at CND



Patricia Freund at
Cuccio Naturalé



Dashing Diva



Famous Names' Linda Nordstrom



OPI



LeChat's Kanika Ashford



MaeLing Parrish at Hand & Nail Harmony



Arlene Budge and Charity Zeigler at NailTek



Carla Collier with Orly



Lexy North and Lezlie McConnell at Light Elegance



Julia Tucker, Sarah Burel and Malinda Haggerty at NSI



Adrienne Schotler at Young Nails

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Healthy HEALING

The Independent Cosmetic Manufacturers and Distributors (ICMAD) celebrated the launch of its first fitness and lifestyle event, **Get With**

It...Get Healthy,

on February 17 at the beautiful and picturesque Balboa Bay Club in Newport Beach, California. Guests were treated to a day of exercise, healthy eating and pampering beauty treatments. The



morning began with a user-friendly workout, courtesy of celebrity fitness expert and trainer Kathy Kaehler. She took guests through a series of one-minute exercises for a full-body workout that left everyone sweating. Post-workout appetites were satiated with a delicious—and healthful—meal, culminating with a decadent chocolate cake packed with secret good-for-you ingredients (believe it or not, the cake was made with black beans and the chocolate icing used avocado as its base!). Throughout lunch, Kaehler offered her notable tips for creating a healthy kitchen and making smart food choices. After exercise and eating were checked off the list, attendees visited the Beauty Bar, which provided discounted services from powerful

beautifiers such as Orly, Young Nails, Murad and Temptu, as well as the opportunity to bid in a silent auction. A portion of the proceeds from the services and auction benefited **Look Good...Feel Better**, a national organization that provides care for female patients undergoing chemotherapy.

NAILPRO was so inspired by Kaehler's food and exercise regime that we've invited her to provide good-for-you tips. Make sure to look out for Kathy's Quick Tips every month in Nailing the News!



KATHY'S QUICK TIP

Alter Your Commute

If you take a subway, train or bus to work each day, don't use the stop closest to your home. Walk to one that's a few extra blocks away. Similarly, get off earlier than you normally would and walk the rest of the way. If you drive to work, park in the furthest spot from the entrance, this way you can use that time to squeeze in additional steps. Exercise is cumulative and each step counts; the more you walk the more you burn.



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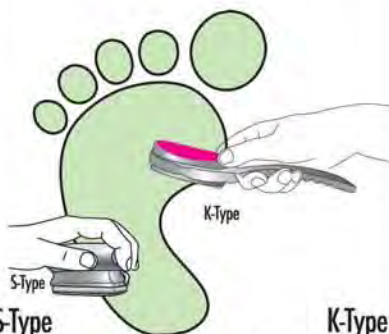
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Spilo Awards Honors Top Sales Reps



Now celebrating its 70th anniversary, **Spilo Worldwide** took the opportunity to recognize its top sales representatives of **2011 at the Western Buying Conference in Las Vegas.** Awards were handed out by Marc Spilo, CEO of Spilo Worldwide, to (pictured from top left) Susan Durbin, Barbara Seacrest, Gerry Udell, Brian Garrett, Chuck Greenspan, Dick Zurchauer, Charlie Coleman, Kevin Van Nest and Steve Simon.

"It was a pleasure to be able to recognize these outstanding reps for going above and beyond to contribute to Spilo's success."

—Marc Spilo, CEO of Spilo Worldwide



Newsfile

Dawn Holz was recently appointed president of **E Touch Holding Company** after working 11 years for the European Touch brand.

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Model is wearing Sensational Siren (Available Soon)

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Moving On Up

After 30 years of successful expansion, Tony Cuccio, CEO of Star Nail International, has acquired an additional building to support the rapid growth of Cuccio Naturalé. The 40,000 square foot building is located in the Valencia Commerce Center, home to Cuccio's original corporate office. "This is a proud moment because our global distributors and our



new lines have forced the need for more square footage," says Cuccio. The new lines include Veneer, a soak-off LED/UV gel color; Nail Solutions, a collection of eight nail treatments; a hydrating line of pedicure and manicure products;

and Cuccio Colour, a new lacquer collection featuring pigment-perfected technology. With plans to double their sales in 2012, Cuccio will need all the space it can get!

Is That Your Final Answer?

The popular Italian game show, L'Eredità, recognized an important member of the nail industry during one of February's episodes. Host Carlo Conti posed the following question: **"Jeff Pink invented the French Manicure. Can you tell us in which year? 1934, 1952, 1975, 1994."** In case you weren't sure: Pink, founder and president of Orly, invented the revolutionary style in 1975. ↓



Just so easy to match



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Model is wearing Sargasso Sea (Available Soon)

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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 Sarah Payne
Sarah's Nail Studio
Victoria, BC, Canada

2 Tess Williams
Glamorous Nailz Studio
Boca Raton, FL

3 Kim Hanzlik
Nails, Hands, Feet and Toes
Winnemucca, NV

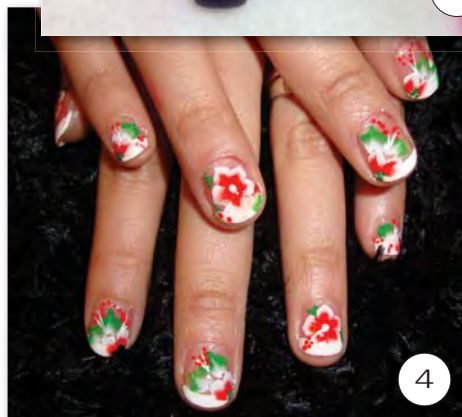
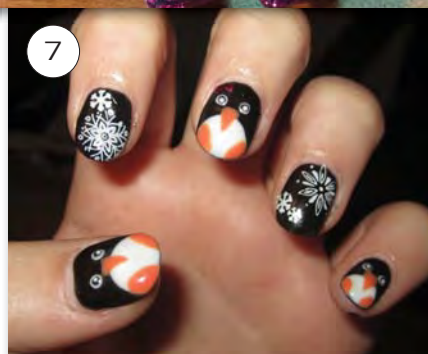
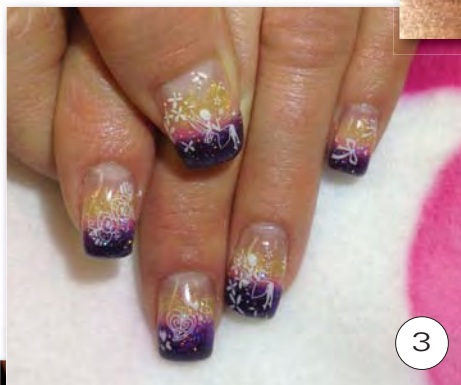
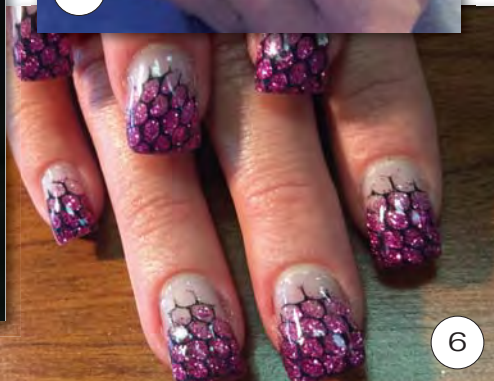
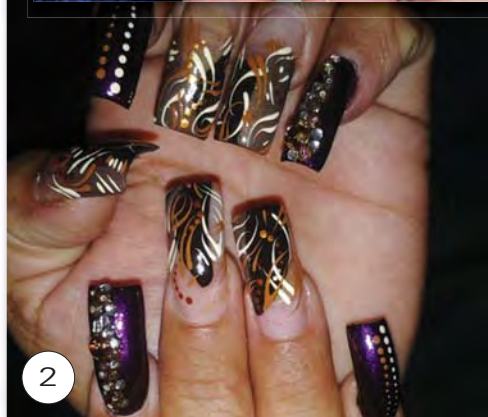
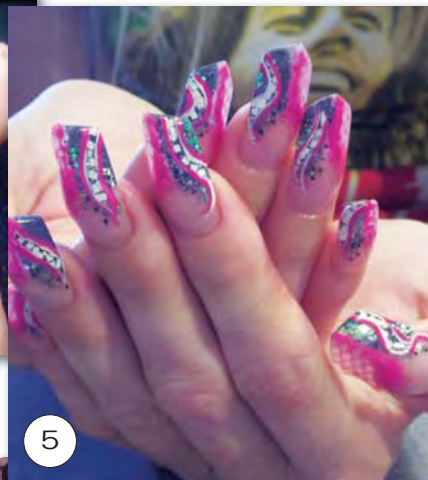
4 Tony Nguyen
Universal Nails Studio
Mount Joy, PA

5 Samantha Anderson
ProFiles Salon 4
Ft. Myers, FL

6 Tina Mechling
Tan Yer Hide
Kittanning, PA

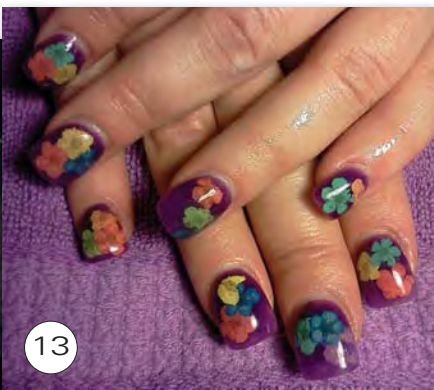
7 Megan Gollop
Newfoundland, Canada

8 Syreeta Aaron
The Nail Bar
Montgomery, AL

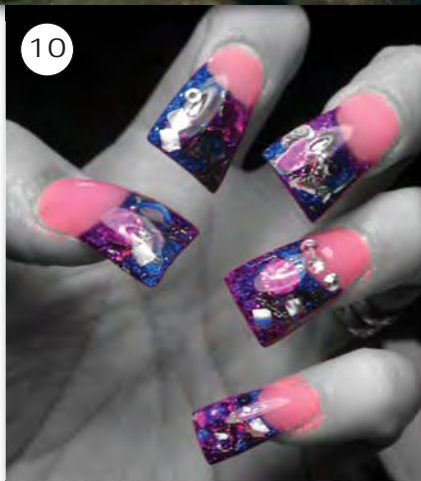




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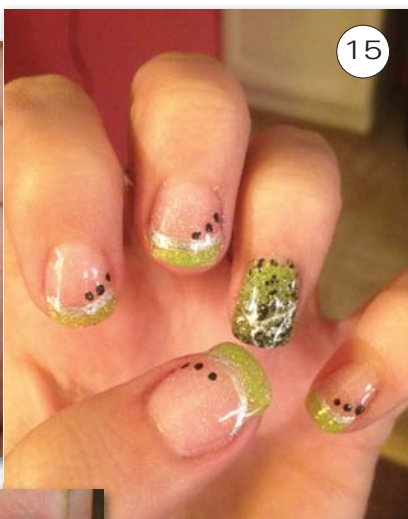
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14



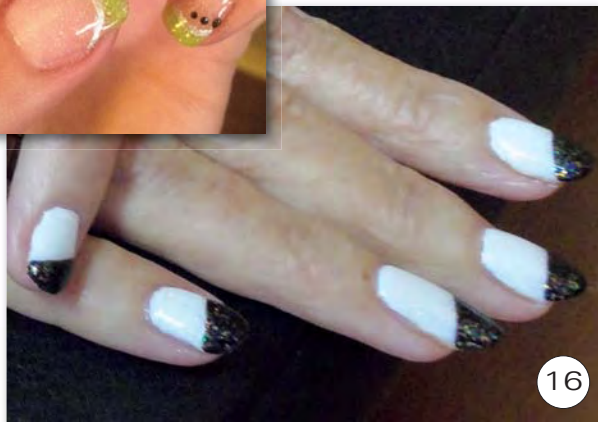
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15



12



16

9 Falelua Lealaitafea
Mild to Wild Hair Design
Clearfield, UT

10 Tonya Babb
Visalia, CA

11 Natasha MacIntyre
Silver Spring, MD

12 Amanda Galitz
Sunset Boulevard Day Spa
Riverton, WY

13 Hollie Jeffrey
Lazelle Le Salon
Sturgis, SD

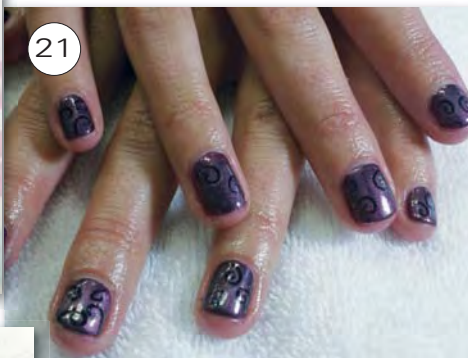
14 Nichole Rogers
The South Range Hair Studio
North Lima, OH

15 Lauren Fossen
Itz a Gurl Thang
Lander, WY

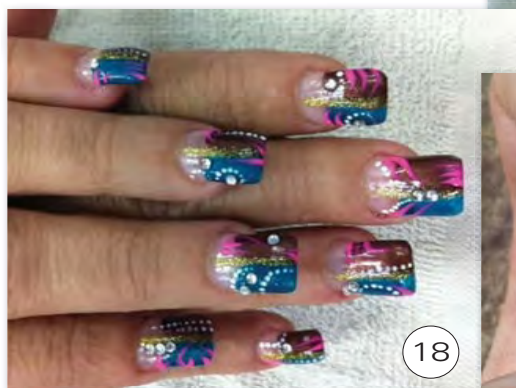
16 Trish Oliveto
Edge Salon
Oviedo, FL



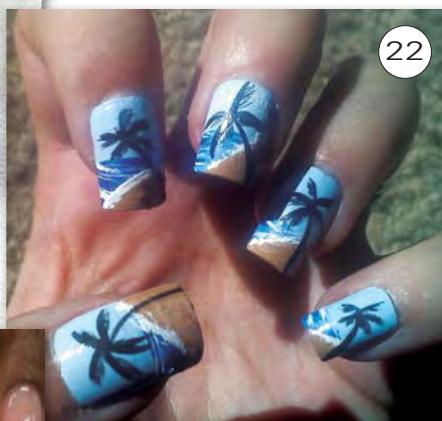
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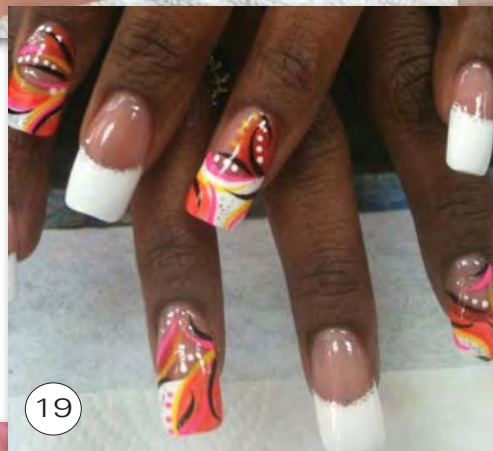
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19



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17 Lauren Moyer
Glendale, AZ

18 Tracy Huynh
Austin, TX

19 Tran Smith
Elite Nails & Tan
Mobile, AL

20 Takasha Taylor
Taylor Kutz
Bessemer, AL

21 Cheri Fulton
Pretty Nails by Cheri
Post Falls, ID

22 Lisa Sauter
Nails by Lisa
Hackettstown, NJ

23 Rosa Vargas
Palm Springs, FL

24 Sophia Pham
LA Nails
Georgia, GA

If you'd like to submit your own nail art for NAILPRO's Portfolio, send an email to syaggy@creativeage.com that includes your name, salon, city and state along with your high-resolution photos. We no longer accept photographs by mail. To see more Portfolio art, log on to nailpro.com.

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Guest Artist

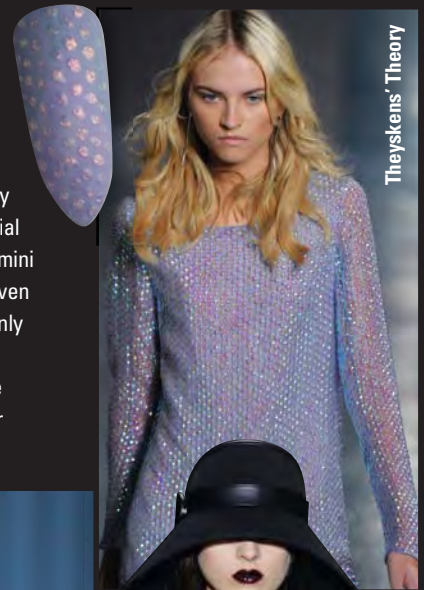
Tracy Lee is a national educator, beauty consultant/writer and celebrity nail artist who specializes in eco-friendly nail services. She has worked with A-listers, such as Natalie Portman, and shot with *Harper's Bazaar* and *Vogue*.



The Illusionists

Designers are employing some sartorial slight of hand this season, tricking-out wares in science-fiction-worthy textiles that seem light years ahead. Sequins—a fairly common fashion accouterment—go futuristic, filigreeing pieces with either a mash-up of full-body patterned placement (Givenchy) or in pools of trippy opalescence (Chanel). Cellophane-like material cut into layers of wispy tinsel whoosh on a spectral maxi skirt at Balenciaga. At Paco Rabanne, a mini dress constructed solely of prismatic metal disks appears suited for a modern-day Judy Jetson. Even flashing holographic finishes, like a pair of foiled green pants at Theyskens' Theory, serve to not only trick, but also attract, the eye.

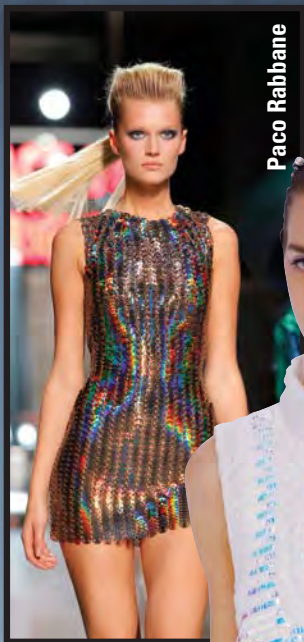
Looking to conjure a little optic verve in your nail art? Try mixing finishes by using a matte base mottled with glitter-polish polka dots. Or create hyper texture by fleecing the entire nail with Mylar flakes, and then painting over it with pearlescent polish.



Theyskens' Theory



Balenciaga



Paco Rabanne



Chanel



Givenchy



Theyskens' Theory

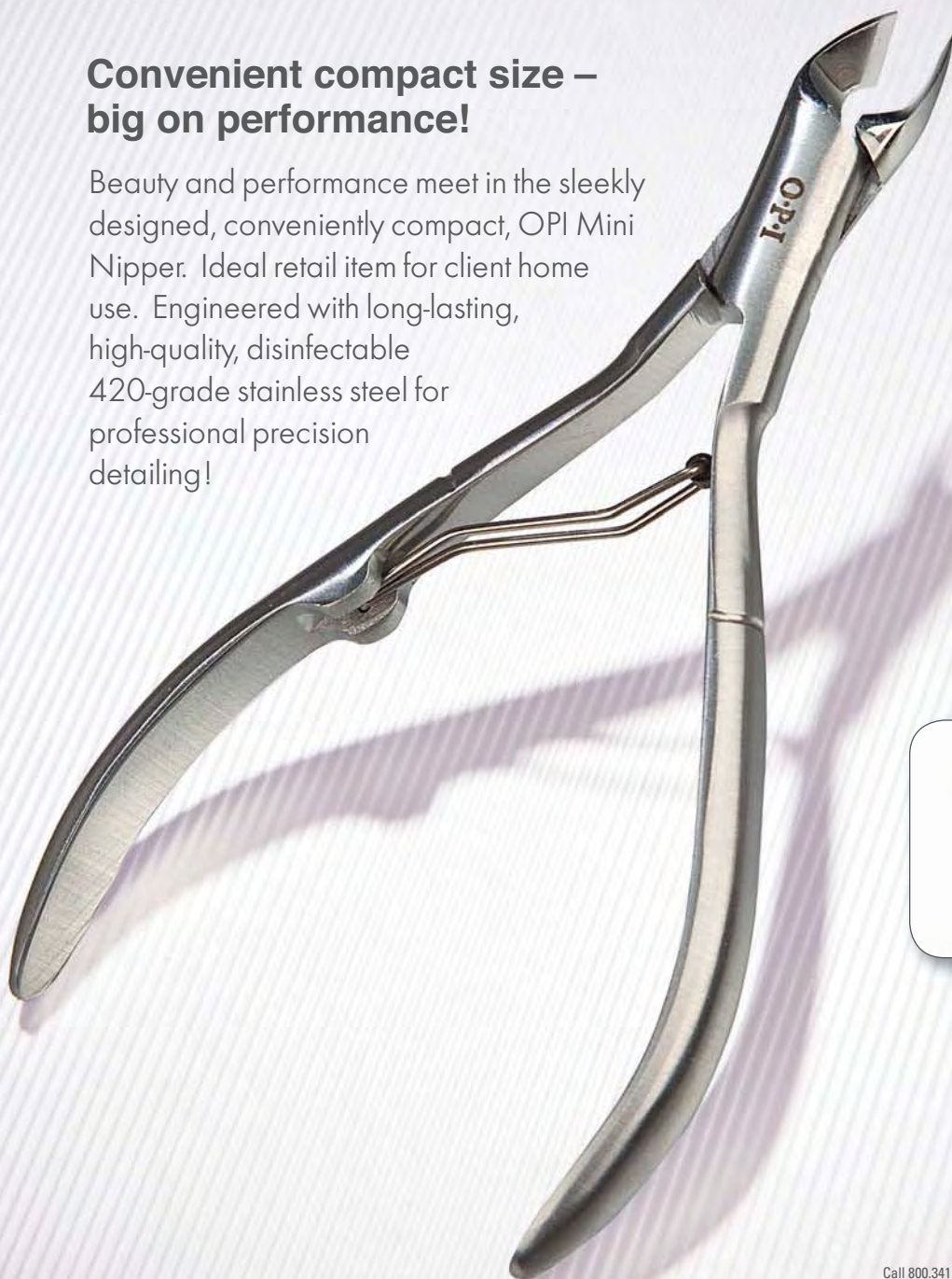
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The Making of our Cover: Haute Hippie

When dazzling talent arrives on your doorstep, you'd be foolish not to invite her in—particularly if she comes all the way from England. So when nail artist Sam Biddle returned to the States, we simply had to bring her back for "NAILPRO Cover: Part 2." While her first visit involved construction of intricate inlaid designs, the second focused on painting. She used various gel paints for the multi-colored background, then topped them with hand-drawn butterfly-wing detail. The end result was quite spectacular, but the best part is that it's an extremely user-friendly technique that virtually anyone can employ in the salon. While the model's nails were taking flight, makeup artist Camille Clark gave her a moody summer glow and hairstylist Judd Minter left her hair hippie tousled. To set the mood for our springtime butterflies, we wanted it to look like the cover was shot outside. Photographer Cory Sorensen (who's now used to our outlandish demands) didn't pause, and transformed the shoot into just what we were looking for!



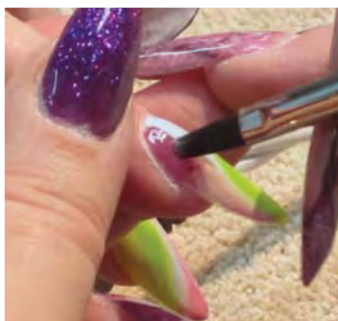
Nail Artist

Sam Biddle hails from England and has made a name for herself in the industry as a competition winner, salon owner, judge and educator.

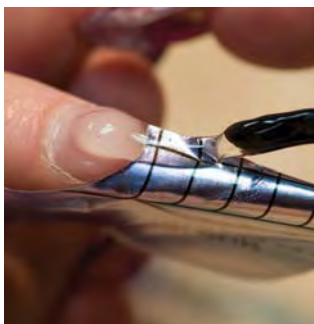


Photographer

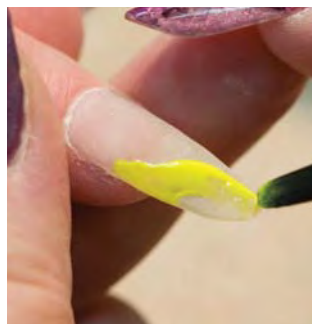
Cory Sorensen approaches his work with a combination of seriousness and humor. His work has been featured in magazines such as *Shape* and *Men's Fitness*.



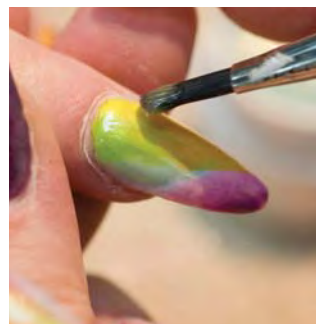
Creating the Cover Nails



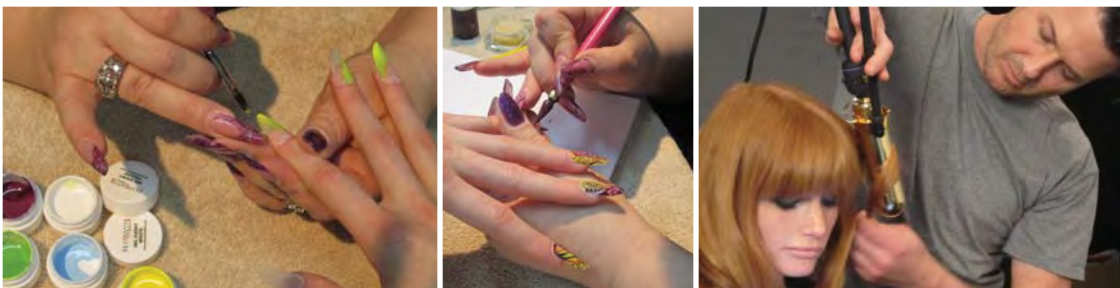
1 Biddle began by applying forms and extending the model's naturally short nails with clear gel.



2 After filing and refining the nails into an almond shape, Biddle added different color gel paints to each nail.



3 There was no distinct pattern to the color and she made it up as she went along, ensuring that the colors blended together nicely before curing.



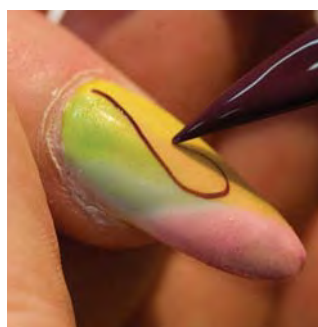
Hair Stylist

Judd Minter believes that his job is to uncover a woman's beauty, leading him to success in the film and TV worlds.

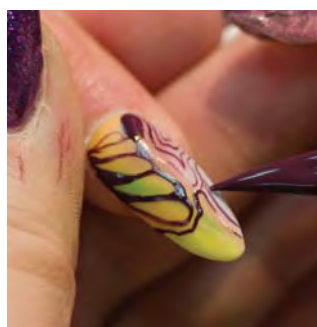


Makeup Artist

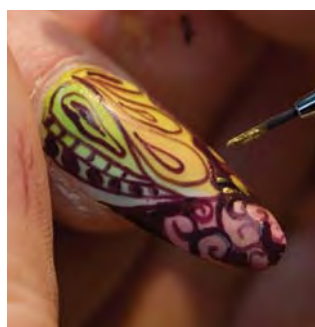
Camille Clark has worked as a makeup artist for more than a decade for magazines, advertisements and celebrities.



4 Using a nail art pen—that works similarly to a fountain pen—filled with maroon paint, she began drawing the outline of the butterfly wings.



5 Biddle had a print out for reference, but mostly painted by memory, explaining that it's often easier to let the design come naturally rather than focusing on copying something exactly.



6 After the butterfly design was mostly finished, she used a tiny paint brush to add more color and refine her work.



7 A coat of super-shiny clear gel finished off the nails.

Opposites Attract

Conventional black/white color combos add a touch of class with a modern twist.

There's something wonderful about nails that don't quite match. And of course, the yin and yang of color, black and white, prove to be a stunning combo. You can easily go through your design repertoire and simply change the colors to black, grey and white, completely modernizing the look. With all of the new textures and crackle polishes on the market, there's virtually no end to the possibilities. Some of the best designs are the simplest.

One such design comes from Janel Lucas from Euclid, Ohio. She incorporated rhinestones and glitter to make her design special. Liliya Saxon from Ontario, Canada, uses an animal pattern to dress up her grey polish. Two more fun designs come from Tami Toft-Hobson from Manning, South Carolina. She uses black tips on both designs for a sophisticated take on two simple colors.

Add one or all of this month's designs to your display and don't forget to go through and transform some of your colorful flower art into a contrasting option. The difference is amazing!

Submit to Art Gallery

Submit your nail art to NAILPRO for consideration for future installments of Art Gallery. Visit our website at nailpro.com for all the details.

Pam Minch hails from Parker, CO, and specializes in nail art. 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: Black Beauty



- 1 Polish the nail black.
- 2 Sponge random sections of grey glitter polish on the nail.
- 3 Repeat with silver glitter. Glue on sequins or rhinestones. Finish with top coat.



Nail Design: Janel Lucas

Average Time: 2 minutes per nail • **Suggested Price:** \$2 per nail

Intermediate: Seeing Spots



- 1 Polish the entire nail with silver shimmer polish.
- 2 Feather dark grey shimmer polish or paint to the free edge in a diagonal pattern.
- 3 Paint spot outlines in black. Fill them in with grey paint.
- 4 Finish with glitter top coat on the free edge only, and regular top coat on the base.



Nail Design: Liliya Saxon

Average Time: 5 minutes per nail • **Suggested Price:** \$3 each nail or \$15 per set

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Advanced: Getaway



1 Polish the base of the nail with grey glitter polish. Paint the free edge with a cream grey polish.

2 Add a thin black tip.

3 Paint a hut and palm trees. Finish with top coat.



Nail Design: Tami Toft-Hobson

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

French: Black Tie Optional



1 Polish the entire nail with grey glitter polish.

2 Paint a St. Tropez-style free edge.

3 Paint a black tie. Glue on a clear stone at the center of the bow. Add several small black rhinestones or paint black dots for buttons. Finish with top coat. ↓



Nail Design: Tami Toft-Hobson

Average Time: 2 minutes per nail • **Suggested Price:** \$3 per nail

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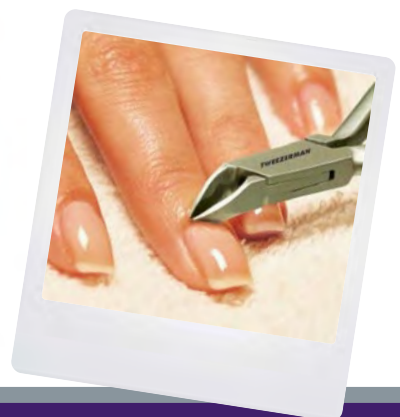


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Katie Cazorla

Owner of the Painted Nail and reality TV star.

What was your first job?

I had to dress up as a giant taco when I worked at Taco Bell in high school. Since I'm petite, it was miserable! I couldn't even see out of the eyeholes and the costume smelled sweaty from everybody else who wore it before my shift. I will say, though, that job instilled a good work ethic and I learned a lot about running a business.

What was your childhood ambition?

From day one I have always wanted to own a business. My first business was a pear stand when I was 6 years old. My sister and I took pears from our backyard and sold them in front of our house. I would also sing and do cartwheels for customers. My poor parents!

What is your favorite type of food?

Oh gosh! I'm a food weirdo. I'm always craving anything coconut. I'm obsessed with all things raw. I live for cotton candy and marshmallows! I also eat spaghetti at least three times a week. I love sour cream, Greek yogurt, anything peanut butter and everything pickled. Pickled eggs and a beer! Hi, my name is Katie and I'm gross!

What's your guilty pleasure?

Going to the gun range, anything sparkly or covered in glitter, Taco Bell and reality TV!

What are you most afraid of?

I'm really not afraid of much. I've definitely built up a thicker skin owning a business and being in the public eye more, but I'm sometimes afraid of the Internet. People can write pretty awful things on there—and anonymously, too! It makes me cringe sometimes thinking that someone may read a false review or a hateful blog and actually believe what she reads. That scares me, but I have no control over things like that. I do my best to block it out, think positively and remember that being a success is the best form of revenge.

I can't discuss nails without...

looking at the person's hands!



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Top 10 Ways to Grow Your Clientele

- 10 PRINT YOUR SALON INFO ON A foot-shaped FLYER with the heading, "Isn't it time to get your feet in my salon?"
- 9 Wear awesome NAIL ART ON YOUR OWN NAILS and always carry your cards with a handwritten note on the back giving the recipient \$5 OFF HER FIRST SERVICE.
- 8 Ask the LOCAL NEWSPAPER to come to your salon during October when you give away free pink ribbon nail art for Breast Cancer Awareness Month. They MAY WRITE A STORY about you!
- 7 Post BUSINESS CARDS ON LOCAL BULLETIN BOARDS and drop them off at neighboring businesses.
- 6 Many homeowners associations have monthly newsletters that offer very inexpensive advertising; PLACE ADS in all surrounding neighborhoods.
- 5 Take your cards and flyers to SCHOOLS AND CORPORATE OFFICES and place them in break rooms.
- 4 Give the hairdressers in your salon cards with deals designed specifically for their clients in mind. For example, "FREE MANI WITH PEDI WHEN YOU GET COLOR."
- 3 OFFER NAIL ART at local fairs and craft shows.
- 2 Offer FREE NAIL ART on all nail services ON A GIVEN DAY. If you are inexperienced at nail art, rhinestone designs are wonderful and easy to do.
- 1 Give each client three business cards with their names on them. For each one that comes back by way of a NEW CLIENT, give your client \$10 OFF HER NEXT SERVICE. (This is a tried and true method. In fact, I had a client who didn't pay full price for six months!)

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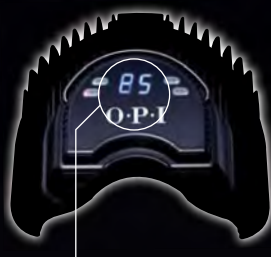
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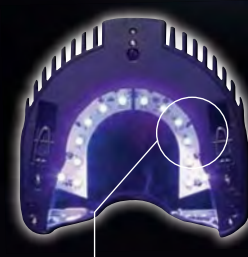
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Elizabeth Adam Salon & Day Spa

Amid the fancy storefronts and chic boutiques that line Michigan Avenue lies Water Tower Place—a soaring structure housing more shops, offices, residences and, at the top, the Elizabeth Adam Salon & Day Spa. The eponymous owner started her business in 1987, where she rented a single room in a nail salon in Chicago. Mostly through word of mouth advertising, her one-woman business grew into what it is today: an 8,000-square-foot, family-owned salon and day spa with over 40 employees who provide nothing but indulgent services.

5 Reasons Why We Think It's Fabulous

1 The care and attentiveness the staff provide all of the clients.

This full-service salon finds gratification in the attention it's stylists, artists and estheticians put into their clients. "We pride ourselves in delivering the ultimate in spa and salon services," says Adam, "and our reputation relies on what our clients say about us." The clientele is a mix of visitors and regulars; in fact, Adam notes that the salon and day spa is a household name in many circles around Chicago. "We feel that we must be doing a lot right to have been in business for 25-plus years!"



2 Services are catered to the climate.

Everyone knows that Chicago is the Windy City, and those harsh winters bring clients in desperate need of moisture. Therefore, the salon selects its top services and retail with that in mind. For example, clients request the PerfectSense Paraffin Infusion service, which protects rough, dry hands and feet with a combination of heat and hydration. And the top retail item, NouveauDerm moisturizing gloves (which, incidentally, were featured on the *Oprah Winfrey Show*) allow clients to take care of themselves when away from the salon.

3 A quality staff means quality services.

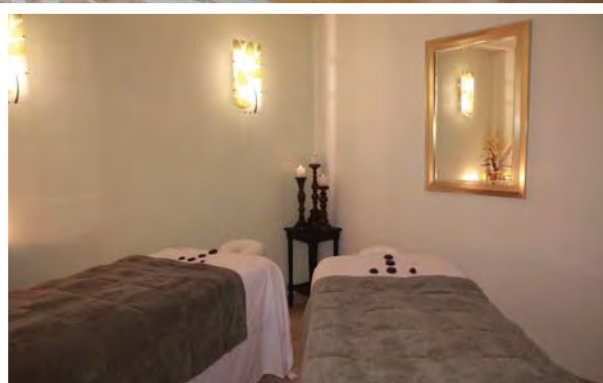
A successful spa relies on a staff that is well trained, confident in what they do and have space to grow. "We build clientele for new technicians and make sure there is room for personal growth in our spa," explains Adam. "Nail techs start with an hourly salary and progress to commission." In addition, continuing education is encouraged and a family-like environment is promoted. For instance, Renata S. has been working at the salon for 20 years; she grew from a nail tech to the manager of the front desk and the salon.

4 Location, location, location. Naturally, where the salon is located is also important when it comes to setting yourself apart. "Being in the famous Water Tower building, in the heart of Gold Coast, attracts exciting clientele from politicians, actors and models to moms and students," says Adam. "Our view alone is panoramic and celestial." Plus, the building is connected to the Ritz Carlton Hotel and is in close proximity to the Drake as well as many other famous hotels, which keeps the spa busy.

5 It's a family owned business.

The salon/spa is a family-owned business and it treats its employees and clients like they are one of them. This nurturing quality makes everyone feel as though they are special instead of a number that must get checked off. Many of the staff have been there for years, and the clients seem to know each other as well. Entering the Elizabeth Adam Salon & Day Spa feels like you're visiting a family's home.





Salon Statistics

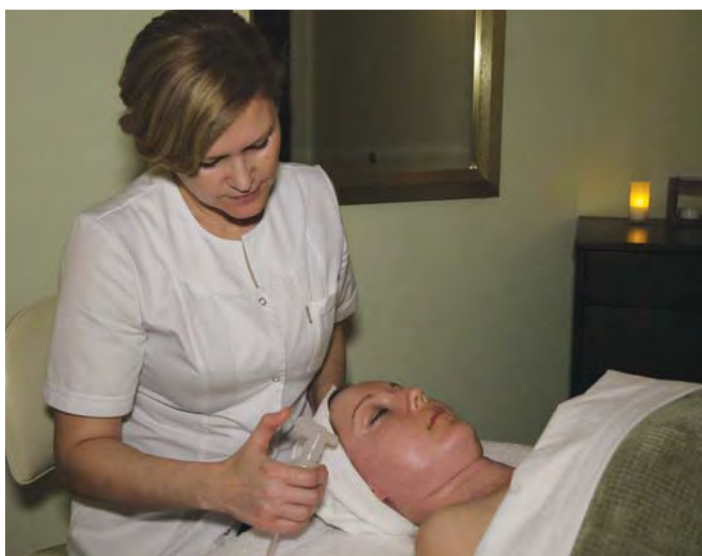
Year Founded: 1987

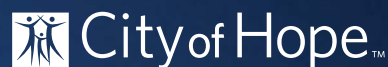
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Website: elizabethadamssalon.com

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Selling Power

By Tracy Morin

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Active Ingredients:

Oxyl (oxyl dimethyl ammonium chloride)	3.250%
Doxyl (doxyl dimethyl ammonium chloride)	1.302%
Dicod (dicod dimethyl ammonium chloride)	1.302%
Alcal (C14, 50%, C12, 40%, C16, 10%) dimethyl benzyl ammonium chloride	4.340%
Other Ingredients	88.150%
Total	100.000%

**KEEP OUT OF REACH OF CHILDREN
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FIRST AID INSTRUCTIONS LOCATED ON BACK LABEL.

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DANGER. Corrosive. Causes irreversible eye damage and skin burns. Do not get in eyes, on skin, or on clothing. Wear protective eyewear (goggles, face shield or safety glasses), protective clothing and protective rubber or chemical resistant gloves. Harmful if swallowed or if absorbed through the skin. When thoroughly with soap and water after handling. Remove contaminated clothing and wash clothing before reuse.

OPI SpaComplete

Cleaner • Sanitizer • Fungicide • Mildewstat • Virucide* • Deodorizer
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Staphylocidal • Pseudomonacidal • Bactericidal • Salmonellacidal • Fungicidal • Virucidal*

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Other Ingredients	88.150%
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**KEEP OUT OF REACH OF CHILDREN
DANGER PELIGRO**

On panel for Precautionary Statements and First Aid

IN COMPLETE

with non-acid disinfectant and cleaning

action in an economical concentrate.

concentrated one-step hospital use disinfectant

is effective against a broad spectrum of

including HIV-1, the AIDS virus and Hepatitis B Virus and Hepatitis C Virus, fungicide, and

the growth of mold and mildew, and their odors, when used as directed.

First Aid Instructions Located on Back Label.

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CONTROL DIRECTIONS: Apply use-solution to hard, nonporous surfaces, thoroughly wetting surfaces with a cloth, mop, sponge, sprayer or by immersion. Treated surfaces must remain wet for 10 minutes. Wipe dry with a cloth, sponge or mop or allow to air dry. For heavily soiled areas, a preliminary cleaning is recommended.
For sprayer applications, use a coarse spray device. Spray 8-10 inches from the surface, rub with a brush, sponge or cloth. Do not breathe spray. Rinse all surfaces that come in contact with food such as countertops, appliances, tables and stovetops with potable water before reuse. Do not use on utensils, glassware and dishes.
Prepare a fresh solution daily or more often if the solution becomes visibly dirty or diluted.
For fungicidal activity: OPI SPA COMPLETE is an effective fungicide against Trichophyton mentagrophytes (the athlete's foot fungus) when used on surfaces in areas such as locker rooms, dressing rooms, shower and bath areas and exercise facilities.
OPI SPA COMPLETE is a one-step fungicide at 1 oz. per gallon in 250 ppm hard water and 5% solum.
At 1 oz. per gallon in 400 ppm hard water, OPI SPA COMPLETE will effectively on pre-cleaned surfaces.
For mold and mildew: As a 1 x 1 x 1 gallon, OPI SPA COMPLETE must be applied to hard, nonporous surfaces. Follow disinfection instructions. Repeat treatment every seven days, or more often if new growth appears.
DISINFECTION OF WHIRLPOOL BATHS, FOOT SPAS: After using the whirlpool bath or foot spa, drain and fill with fresh water to just cover the intake valve. Add 1 oz. of OPI SPA COMPLETE for each gallon of water added. Start the pump to circulate the solution. Wash down the bath or foot spa with a wet cloth. When on the bath or foot spa, add 1 oz. of OPI SPA COMPLETE for each gallon of water added.

Preparing to Sell

HOW DO I KNOW IT'S THE RIGHT TIME TO SELL?

"I always advise my clients that there are four times to sell:

1 When you've lost your passion for the business (you'll damage the value if you continue to run it without your heart being in it).

2 When you're approached by a serious buyer willing to pay your asking price.

3 When new opportunities for personal and business growth present themselves.

4 When it's time to move on to another phase of your life."

—Neil Ducoff, founder and CEO, Strategies, Centerbrook, CT

"Most sell because of personal reasons—they want a career change, are moving or have health issues. However, the ideal time to sell is when the market is very hot or when the business is doing very well. Also, it's not time to sell just before your lease expires; if your lease is up in the next year, it adds complexity to the sale. Make sure the landlord will keep the lease if that's the case." —Sally Anne Hughes, partner, Hughes Klaiber, New York

"The best times to sell a business are actually the times you least *want* to sell the business. When your profits are increasing, your company is very valuable; if profits are decreasing or your revenue is flat, purchasers aren't looking to buy. Ideally, your company has a consistent revenue stream that's increasing over time and your costs are not increasing with your revenue. That's when you'll get the best offers for your business." —Tripp Watson, attorney, The Watson Firm, Birmingham, AL

WHAT PREPARATIONS OR IMPROVEMENTS SHOULD I MAKE BEFORE SELLING?

"Sellers have to be prepared to provide business tax returns, financial statements, proof of ownership of equipment, proof of payment of employment and sales taxes, as well as disclose any current or prior audits by governmental bodies or third parties. Due diligence is the process where the potential buyer gains access to all of the business records and information, and the best way to handle these matters is to do a mock due diligence review *before* any buyers come along—like doing a tune-up before trading in your car." —Clint Costa, attorney/CPA, Shaheen Novoselsky Staat & Filipowski, Chicago

"Selling a business is different than selling real estate. Of course, you'll want to buff up the physical condition of the business with fresh paint, replace worn carpet, and make sure all equipment and utilities are working properly. But look more at the state of the business itself, especially three critical areas:

Financials Owners should be proud to present their balance sheets and profit and loss statements. The business's financials should be accurate and timely, and communicate that the business is financially viable, profitable, not burdened with debt and in a healthy cash position.

Salon Culture A salon's business culture is the collective behavior of all employees. Salons that command the best selling price are structured, focused and goal-oriented.

Payroll If your commission structure is sucking the financial life out of the business, it's time to rethink your pay system." —Ducoff

"Look at all aspects of your business. Are you legally compliant? If you don't declare all cash on tax returns, that income won't get recognized. Access the past three years of tax returns; use an accountant to prepare financial statements; gather legal documents such as a copy of the lease and articles of formation, and any information on any lawsuits or disputes; and ensure all client records are up-to-date." —Hughes

"The most important thing is to put your feet in the shoes of the buyer. Before you go to market, make sure the business is buyer-ready. Get your profit and loss statements and tax returns in order, and make sure the business looks attractive. Have people come in and give their impressions. How do the inside, outside and signage look?" —Andrew Rogerson, owner, Rogerson Business Services, Sacramento, CA



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“In many ways, selling a business is not a science; it’s an art.”

“You need to have an accurate picture of your company’s profits and pitfalls. A valuation from professionals can help you get a grasp on your company’s true value, which can help you in negotiations. Unless you make this your first priority, you could be focusing on areas that need little improvement while failing to address practices that need your attention the most.” —**Perry Sheraw, executive vice president, eBusiness Appraisals, Vienna, VA**

“Equity in one’s business is an owner’s most valuable asset. A business entity should have current, updated minutes for the meetings of its board of directors and owners; records should be formalized and document all significant transactions; financial statements must be accurate and correlate to the business’s tax returns. Identify and protect your intellectual property—brands should have trademarks, and products should have patents. Have agreements with key employees to prevent them from competing, soliciting clients or other employees, or using your business’s confidential information when they leave. Write down your business’s policies

and procedures; create a procedure manual that documents exactly how to best run the business, including any undocumented policies and procedures. If your business has supplier and/or client contracts, make sure the terms and conditions will not expire or require renegotiation upon a sale.” —**Ben Skjold, attorney, Skjold Parrington Business Attorneys, Minneapolis**

“Typically, improvements to the physical design do not change much. When someone buys a business, she is buying a combination of assets: hard assets (real estate, equipment, inventory, etc.), employees, clients and/or intellectual property. The best improvement any business can make prior to a sale is to institutionalize and stabilize these assets. Make sure your equipment is taken care of, your vendor agreements are attractive, you have a method of getting new clients and keeping existing clients, and you have policies and procedures for the business to run itself without a manager having to be on the floor full-time. The more your business can run itself without an owner directly involved, the better.” —**Watson**



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The Selling Process

WHAT EXPECTATIONS SHOULD I HAVE WHEN SELLING?

"Selling a business is a long process, especially if you're trying to sell a business that isn't doing well. Time is a valuable negotiating tool for a buyer, so don't get upset if the process drags out. Most importantly, do not take the sale process personally. Owners take personal pride in their businesses, but don't let that pride become a factor in selling because a potential buyer can use emotional

attachment against you. If you approach the situation dispassionately, ready to walk away at any minute, you carry a lot more weight in negotiations." —Watson

WHAT DOES THE SELLING PROCESS ENTAIL? WHAT OPTIONS DO I HAVE?

"The process of selling, from a legal standpoint, begins when the seller has a due diligence request from the buyer. The buyer signs a confidentiality agreement, and the seller allows the buyer access to information. If the buyer is still interested, she will make an offer by presenting a letter of intent, which states all of the materials of the offer. The seller accepts those terms by signing the letter of intent. At that point, usually the seller's attorney drafts purchase agreements. The lawyers negotiate terms and come to an agreement, and the transaction is closed. It's also vital to structure the deal in the best way for the seller's tax purposes; usually the buyer will go along with the seller's preferred structure if negotiated early. Sellers should consult with an estate planning counsel. The other terms of the deal are also important, like the buyer's wish to have the seller sign a noncompete agreement; these are generally 100% enforceable, so the seller needs to think before signing." —Costa



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“Make sure the buyer is qualified before you disclose any business information.”

“Never begin without the buyer signing a nondisclosure agreement. The seller’s attorney should do the negotiating—it avoids the emotions that can get in the way of effective negotiations. Insist that the buyer has the financial means to complete the sale. Have your attorney prepare a letter of intent, which should spell out the timeline for closing the deal. Demand a nonrefundable deposit with the letter of intent. Then get the deal done and move on!” —**Ducoff**

ARE THERE ANY POTENTIAL PITFALLS TO AVOID WHEN SELLING?

“My biggest warning is for sellers to avoid owner financing—you don’t want to agree to be the buyer’s bank. If you have to provide financing for the owner, I urge the following: Negotiate a higher selling price; get a down payment at closing that is substantial enough that if the buyer defaults in a year or two, you won’t experience severe financial loss; and get a collateral mortgage on a piece of property that has sufficient equity to cover what you’re financing. However, I advise avoiding owner financing at all costs.” —**Ducoff**

“If the buyer needs financing, that’s a big deal, because banks are not freely lending right now. The buyer should have experience in the industry to make it easier for a loan to get approved. Make sure the buyer is qualified before you disclose any business information.” —**Rogerson**

“Don’t tell employees or clients that you’re selling the business. Talk to a number of business brokers in your market; ibba.org has a directory of brokers, who help negotiate transactions and obtain a higher price for the business.” —**Hughes**

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

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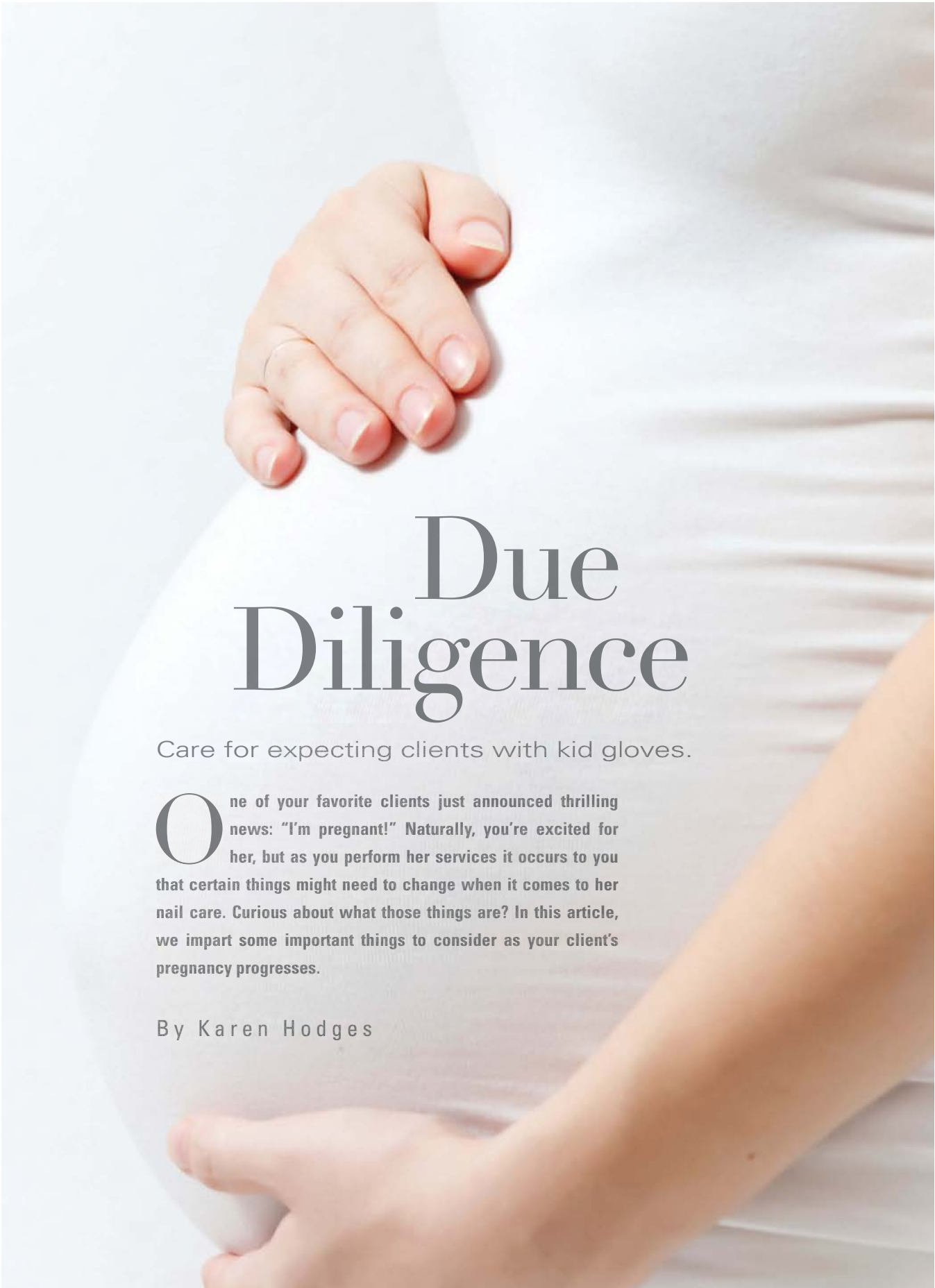


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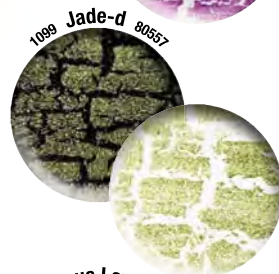
Care for expecting clients with kid gloves.

One of your favorite clients just announced thrilling news: "I'm pregnant!" Naturally, you're excited for her, but as you perform her services it occurs to you that certain things might need to change when it comes to her nail care. Curious about what those things are? In this article, we impart some important things to consider as your client's pregnancy progresses.

By Karen Hodges



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High Risk?

After the initial excitement settles down, one of the first things you should tactfully determine is whether or not your client's doctor has considered her pregnancy "high risk." And if it is, an awareness of what, exactly, makes it high risk will help you create services that are healthy and beneficial for her. It's imperative that you get as much information about your client's condition before you continue with your regular service. Some questions you might ask are: Has your doctor told you to be careful doing anything? Are there any concerns you have about your hands or your feet? Is there any reason you couldn't continue with your manicure or a pedicure today? You may find that a client in her late 30s has a family history of high blood pressure, which means that deep tissue massage should be avoided for the time being. Or you might have a client who has developed gestational diabetes, which generally occurs later in the pregnancy. To monitor her blood sugar levels, she may have to prick her fingertips with lancets, and these tiny wounds might cause her fingertips to be sore or tender, not to mention acetone in a fresh wound is certainly uncomfortable.

Beyond her own needs, it's always best to check with her doctor as well, so have your client ask her obstetrician specifically about continuing with her manicures and pedicures—particularly if she wears enhancements or loves an intense massage with her pedicures.

Nine Months and Counting

Open dialogue is key when it comes to a pregnant client. Speak candidly with her and consider adjusting her regular appointments over the next few months—longer or shorter, as the case allows. She may require more time for her service as it becomes more difficult for her to move around, and the need for bathroom breaks increases. Or you may have to make her appointments shorter, performing more express-type services, particularly if budget



becomes an issue. Additionally, her nails may very well change; it's quite common for pregnant women to experience faster nail growth during this time. Continue checking in with her as she progresses. Bottom line: Make yourself as flexible as possible; even she may not be able to anticipate some of the issues that arise over the course of her pregnancy.

During pregnancy, there are some predictable changes in the body that you should be aware of, as they may influence your services:

1st Trimester: Hormonal changes cause nausea (aka morning sickness, misnamed as it can happen at any time), sensitivity to odors, frequent need for urination, fatigue and dizziness.

2nd Trimester: Rapid baby growth can bring about changes in her center of gravity, alter the texture of her skin, cause circulation issues and create painful leg cramps. Sensitivity to temperature can also occur.

3rd Trimester: As the end of the pregnancy approaches, she'll experience more weight gain, backaches, Braxton Hicks contractions, increased need for urination, varicose veins and swelling.

Being aware of your expectant client's needs at every stage will make your appointments go smoother. Incorporate these accommodations into your routine:

- Allow extra time for her appointments.
- Take breaks as needed.
- Look for lotions and scrubs with low or no fragrance.
- Offer her peppermint or ginger herbal tea for her queasy stomach.
- Assist your client into and out of chairs, especially chairs that roll.
- Keep a small pillow handy for her to put behind her back to ease discomfort.



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Doctor's Orders

No matter what your experience is, the best practice is always to abide by any instructions given to your client by her OB. Rochelle Watson, a medical nail technician (MNT) in Sugarland, Texas, had a client who was instructed by her doctor to remove all of her nail products because she wanted to be able to see the blood circulation in her natural nails in the event of an emergency. This might seem strict to you, but it's not your job to question the doctor's directive. Natural nail manicures with a buffed shine or clear coat are a great alternative. After all, she's already glowing beautifully; she doesn't need much more!

Exposure

The first thing to pop into anyone's mind when it comes to a pregnant client: Is it OK for her to wear enhancements? "There is no reason to believe that wearing any type of nail enhancement is harmful during pregnancy," says Doug Schoon, chief scientific advisor for Creative Nail Design. "These types of products polymerize (harden) within three minutes, practically eliminating the chance of penetration beyond the topmost layers of the nail plate. Also, the level of exposure to salon chemicals while receiving nail services is minuscule and will not create a risk to a pregnant client," he says.

Due to the popularity of soak-off color products, there's an increased use of acetone in nail services. Schoon steadfastly believes that acetone is one of the safest solvents used in salons when used correctly—this means in a well-ventilated area, away from any heat or flame source. Using a wrap method, rather than open bowls of acetone, for soak-off removal will help prevent excess acetone entering the breathing zone and reduce skin exposure to it.

Reflexology: Is It Safe?

Reflexology is a hot topic when it comes to services for pregnant clients. Inevitably, someone will declare that this type of massage or pressure on the feet can bring on a miscarriage. Trained and experienced in maternity reflexology for pregnancy, Sarah Finch, registered advanced reflexologist and author of serendipity-therapy.co.uk, explains, "There is a lot of uncertainty around whether or not it is safe to receive reflexology during pregnancy. My advice to pregnant clients is that reflexology is a holistic therapy that works in harmony with your body; it cannot make your body do something that it doesn't want to do. There is no evidence to suggest that having reflexology can provoke a miscarriage." Around 98% of all early miscarriages are caused by chromosomal abnormalities in the fetus. In this situation, a miscarriage is sadly inevitable and will not have been caused by reflexology.

"The only situations where treatment is contraindicated is if the client has a DVT (deep vein thrombosis), and placenta previa or hydro amnios after 32 weeks," Finch says. "If [your client's] obstetric caregiver has advised her not to receive reflexology on medical grounds, then respect her wishes."



Foot Massages?

Sam Sanandaji, DPM, board-qualified podiatrist and foot and ankle surgeon with offices in Los Angeles and Encino, California, created (together with a group of other concerned medical professionals) mommyfeet.com specifically for foot concerns affecting pregnant women. "Your feet are under a tremendous amount of pressure during pregnancy, and foot massage is particularly beneficial," assures Sanandaji. That being said, the site notes that there is a group of people who believe that certain pressure points or touch points on

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Remember, be wary of any risk factors and honor the doctor's wishes.

the foot can induce labor and, therefore, foot massages should be avoided during pregnancy. "However, this assertion is not backed by rigorous scientific study," he says.

Mommyfeet.com goes on to say, "The labor process is fundamentally affected by hormones and muscle relaxation. While it may be possible that the massage process could aid in relaxing muscles or release of hormones, there is a lack of empirical evidence to suggest that pregnant women should avoid a relaxing foot massage or a pedicure."

Remember, be wary of any risk factors and honor the doctor's wishes. But, if all is well, your client would probably love a gentle foot massage to relieve the pressure that the added weight has put on them. And let's not forget the fear of every shoe lover out there: swollen pregnancy feet. Mild massage is sure to make these mommies-to-be at least *feel* a bit better for the moment. Of course, if either of you or your client is concerned that there might be an issue with massage, simply avoid it. You can still provide a wonderful nail service without it.

As with every client and every service, communication is your best tool. The more you know about her physical changes and her particular needs, the better you will be able to take care of your pregnant client during her appointments. ↓

Karen Hodges is a nail technician and esthetician and has worked as an employee, booth renter and salon owner for 14 years.

Basic Safety

Beautify soon-to-be-mommies with these healthy and safe tips.

- Approach beauty treatments with common sense.
- Check with the client's healthcare provider before performing any services.
- Make sure there is good ventilation.
- Avoid strong odors.
- Use caution in your touch, whether filing, buffing, trimming or massaging.
- Be sure there is either a safety rail near your table or be ready to assist her.
- Plan for extra time and allow for breaks.
- Err on the side of caution. If in doubt, don't.



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No matter how cute your client's winter boots were, this spring, she's ready to kick them off and trade them in for her favorite warm-weather footwear. "As temperatures rise, clients want to flaunt fabulously pedicured toes," says Roxanne Valinoti, CND education manager from Islandia, New York. "Proms, weddings or summer vacations are all great reasons to showcase feet in summer heels, flip-flops and sandals."

In order to prepare for these clients, let's get to the nitty-gritty of pedicures. We'll review important basics and take a look at essential pedicure products that revive feet and help provide your salon's upkeep.

By Ilona French

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Posh Pedis

There are seemingly endless possibilities when it comes to pedicure services. Before you craft your menu for the coming months, try different angles to spruce up your packages from last year. Remember, for many clients, getting a pedicure is a time to catch their breath; for others it is a time to energize and refresh. "Transforming your services to meet each client's unique needs is key to success," says Valinoti. "True custom servicing allows salons to stand out from the rest and enables professionals to charge a premium price. Try to incorporate all the senses into the pedicure service so it becomes a complete body experience and beautiful toenails are the take-home gift." First, set the stage. For example, for an energetic environment,

MARKETING STRATEGIES

Eager to book more pedicure services this season? Here are some marketing strategies to help you get started:

Network "Do not leave it up to someone else to make your services known," says Shari Nirschl, educator/sales rep for Dazzle Dry, Auburn, WA. "Hand out postcards with a complimentary add-on service, such as nail art, masque or a massage upgrade." Set yourself apart from others, get excited about it and run with it. "The more you are excited about something, the more confident you are in talking about it, so the more people you will attract," she says.

Showcase Model your work on yourself. "I keep my own nails polished using several different colors and nail art and always have my business cards in my purse ready to hand out, for example, to bank tellers who invariably ask me where I get my nails done!" says Nirschl.

Cross Promote "Pair up with a local shoe business and perform a cross promotion advertising sandals and pedicures," says Mindy Biggar, education director for Haken Professional in Ontario, Canada. "This can be very successful for both businesses."

Social Media "Use your website, direct mailings, email blasts and social media," says Biggar. "These reach a wide number of clients in a short and direct amount of time and it's free." Don't forget to "tweet" on Twitter; gain "likes" on Facebook; blog and post your work on different sites that provide images that attract onlookers, like Tumblr or Pinterest.

Eye-Catching Displays "Create a visual display in-house with sandals, bright and cheerful polish

colors, and home care products, such as foot files, moisture masques, scrubs and foot butter," says Biggar. "One of our most successful displays in spring is our fake grass with the polishes nestled in it. It looks like the colors are growing out of the grass. Clients love how fresh it looks and they begin asking about pedicures."

Display before-and-after photos of feet. "Have you ever met a woman that doesn't wish she could have a makeover?" asks Jennifer Swan, director of import and distribution for LCN USA and pedicurist at LaBella Salon in Glastonbury, CT. "Well, it's not just hair and makeup that can make us feel like a diva. Showcase your talent for bling'd out toenails; nail art is not just for fingernails. These pictures placed throughout the salon will entice customers to get a pedicure."

Relationship Marketing "Focus on making existing customers better customers," says Susan Perreault, president of Innovative Beauty Concepts, Longs, SC. "Increased customer retention can be achieved through exceeding customer expectations by improving the quality of the service. Customer retention is improved by maintaining

customer relationships through programs such as loyalty or frequency programs and cross-selling."

Give loyal clients a deal they can't resist. "If you have clients with standing appointments [for other services], you can offer their first pedicure for free if they pre-book a pedicure once a month from May through September during one of their regular standing appointments," says Swan.

"Offer a deluxe spa pedicure service with some extra pampering and include a pair of Pedi-Sox in the service," says Pamela Berryhill, inventor of the pedicure sock brand Pedi-Sox, Beverly Hills, CA. "Costs can be built into the price of the pedicure ... and customers love to get something for free."

Referral Programs "This will bring new clients to the salon while giving a reward to the person who is boasting how great you are," Swan says. "For every third client they refer for pedicures, they'll get a free manicure."

Pedicure Memberships "Tanning salons and yoga studios do it, so why not offer a membership for pedicures?" Swan suggests. "It keeps them committed and your schedule booked."





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Valinoti suggests using brightly colored towels; playing upbeat music; offering refreshing beverages; including products containing stimulating peppermint, eucalyptus or citrus; and utilizing invigorating massage techniques during product application. "Keep pedicure services fresh and change them with each season so the client doesn't get bored," she says. By just adding a special scented product, you makeover the service and boost the mind and body.

Reinventing your pedicures isn't just about changing up your products. "Technicians should take the time to learn a new technique," says Jennifer Swan, director of import and distribution for LCN USA and pedicurist at LaBella Salon in Glastonbury, Connecticut. "Many technicians have regular clientele and if you've been doing their pedicures for years without mixing it up, your clients begin to anticipate the steps, making their

service seem shorter and less luxurious. If you don't use hot towels, incorporate them after you apply a mask, or use hot stones when you are massaging. Reflexology is also a great add-on that not all technicians/salons can offer."

Creating a pedi bar is another great way to excite clients. "They pick their polish color by what they see on the shelf; why not let them pick their scent from a selection they can actually smell?" says Swan. "Not to overwhelm the client or add extra expense to your overhead, just select a few of the most popular scents. Picture a candy shop, the colorful candies are displayed in a row of see-through containers ... waiting for your personal selection."

Upselling

A pedicure is a perfect service for upgrades, as packages can be tailor-made for each client. "Our experience tells us that it is easier to upsell a client with a package," says Heather Applegate, business development manager at Long Beach, California-based Bio Creative Labs. "For example, you could say that you have a special pedicure package for spring using a Dead Sea salt soak, a cane sugar scrub, a vitamin E foot mask and 10-minute massage. Explain the benefits to her and that it only costs \$10 more than her

continued on page 106



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KEY ELEMENTS

According to Roxanne Valinoti, CND education manager, every pedicure should include these toenail tweaking steps.



Soak 'Em The foot soak should contain skin softening and purifying ingredients, such as tea tree oil, eucalyptus oil or vitamin E. "The goal is to cleanse feet but also soften calluses, toenails and cuticles, making it a breeze to pedicure." This is also an opportunity to briefly discuss your client's needs and then for her to relax as you prepare for the service.



Scrub Down Feet and legs should always be a part of the exfoliating process. "This allows for additional massage time with the scrub and also helps to prepare skin for the callus smoothing. Choose a scrub that is ultra-fine and contains AHAs." (Valinoti loves CND Sea Scrub). "Never use a 'credo blade,' as they are illegal in most states and can shave off too much skin, causing discomfort and sometimes pain. They can even cause calluses to build up faster."



Hydrate and Massage Foot and leg masques aren't always necessary but they are an excellent way to add luxury and boost hydration. "Apply a masque to one foot and leg while working on the other to save time. Hot towels are a great way to remove masques and feel great." Always massage a nourishing lotion to the client's legs and feet prior to polish.

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continued from page 104

regular pedicure. Everyone loves a deal. Make any package for a limited time and you will sell more. Also, people want to know up front what it will cost, but don't blurt out the total of \$65. Instead, tell her it will cost only X amount of dollars more than what she usually pays. Let her see that it's a bargain."

"Upselling allows you to give the very best service to your client the first time," says Shari Nirschl, educator and sales rep for Dazzle Dry in Auburn, Washington. "Even if I can't upsell my client the first time on a foot masque, I'll do a complimentary masque with electric booties. This service alone has brought me some life-long clients. (I apply a warm cream with a paint brush, put the feet in a plastic bag and put electric booties on for about 10 minutes.)"

To encourage a client to receive a foot masque upgrade, Nirschl plants a seed in the client's mind to get her thinking about it. "I tell her that the foot masque is everyone's favorite part of the pedicure," she says. "Also, it's good for the improvement of circulation, so after a hard day's work, it's the best thing you could treat yourself to."

Rather than upgrading the client's service right there in the spa chair, Mindy Biggar, education director for Haken Professional, based in Owen Sound, Ontario, Canada, finds that the easiest route is to ask the client if she'd like the classic service



or the signature treatment before beginning the service. "Often she is not aware of the differences so she will ask. This is a perfect way for the technician to describe the signature treatment or make recommendations for add-ons, such as exfoliating scrubs, paraffin, moisture masques or specialty massages," she says.

Whether you have a frontline staff that books appointments or you're booking the services yourself, the scheduling of an appointment offers another opportunity to upsell. "Often the client on the phone booking the treatment states that she would like to book a pedicure," says Biggar. "The front line staff [or you] should ask, 'Which of our pedicure treatments are you looking to book—our classic or signature treatment?' Again, 9 times out of 10, the client will ask what the difference is. Train your front line to use enticing lingo to make upgrades easy."



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Tweezerman • 800.645.3340 • tweezerman.com

Sole Mates Dual Sided Foot File features two specialized tools for expert pedicure maintenance: a safe-to-the-touch stainless steel micro-file and finishing file to help achieve soft feet. The **Ingrown Toenail File** works to relieve the pressure of stubborn ingrown nails and helps to prevent them. And even the toughest nails can be cut with the **Combo Clipper**, featuring stainless steel blades with wide grip handles designed for precision.

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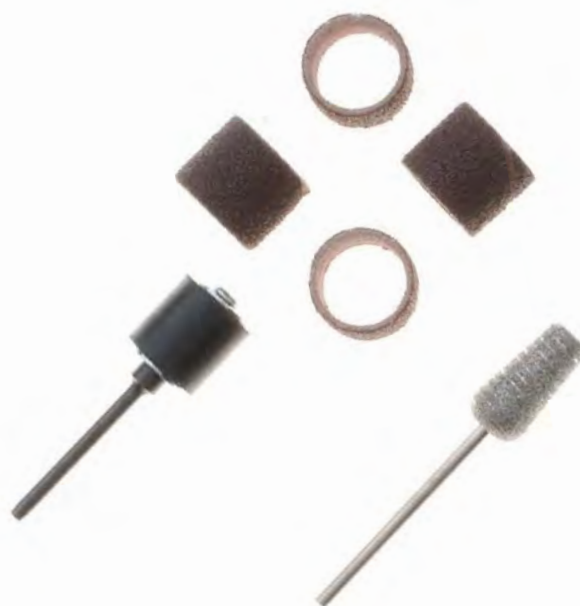
Quickly reduce and smooth calluses with the **Super-Pro SP6 Black Ice Dual-Sided Pedicure File**, featuring a non-lifting plated surface. Ergonomically designed for comfort, the **Super-Pro 3-in-1 Nickel File** offers three file surfaces for the price of one: coarse for thick calluses; medium for heels and toes; and fine for natural toenails.

Bio Sculpture USA • 800.770.4493 • biosculpturegel.com

The **Pedi Paddle Handle** is a professional-grade file with an easy-to-grip handle and disposable Replacement Patches. **Bio Toeseez Toe Separators** fit snugly between toes helping speed up gel or polish application during a pedicure service. The **Multi Use Metal Tool** can be used as a cuticle pusher or gel remover tool to remove wet gel from the cuticle during application or to place silk in wet gel for free form sculptures; and the **Cuticle Finisher** has one side for light cuticle exfoliation and a sturdy brush on the other.

Light Elegance • 800.275.5596 • lightelegance.com

The **Cuticle Nipper** from Light Elegance is made of durable stainless steel and features a one-fourth-inch jaw with a wishbone spring for easy handling. The **Duster Brush** is perfect for pedicure cleanup, removing debris from nails and around cuticles prior to polish.



Flowery • 800.347.7456 • spilo.com

Flowery offers the original red **Swedish Clover Fot Fil**, a deluxe foot file with a rigid structure that requires less pressure to remove calluses. For the ultimate in salon safety, the **D-Fot Disposable Foot File System** features the Swedish Clover rigid unbreakable handle with interchangeable, disposable abrasive pads to smooth away calluses and rough skin.

OPI Products • 800.341.9999 • opi.com

Avoplex Exfoliating Cuticle Treatment replenishes cuticles with alpha hydroxy acids, while the **AccuNip Titanium Precision Cuticle Nipper** and **Pro Stainless Steel Mini Cuticle Nail Nipper Cutter** give you ultimate control and accuracy to clean up the nails—an easy task after using the **PusherGuard Titanium Sensitive Cuticle Pusher** to minimize discomfort and prevent harm to the nail matrix.

Spilo Worldwide • 800.347.7456 • spilo.com

Many Mehaz tools are staples when performing a pedicure: the **Professional Toenail Clipper** with wide jaw is great for cutting thick toenails. The **Curette** has a tiny scoop at each end for cleaning under and around the nail. The **Combination Pusher/Curette** provides two-in-one convenience with a 9 millimeter pusher to gently push back cuticles and a curette to clean. The **007 Toenail Nipper** has a sturdy jaw and smooth barrel spring operation, while the **392 Pedicure Nipper** features a podiatrist-style jaw for extra strength.

Kupa • 800.994.5872 • kupainc.com

The **Pedicure Mandrel** holds the **Pedicure Sanding Bands** firmly with easy removal. The bands are barrel shape with a cloth sleeve for use in wet environments. The **Pedicure Diamond Bit** is specifically designed for smoothing the rough skin and calluses on the feet with diamond material to keep the filing cool.



Barielle Cosmetics • 800.248.803 • barielle.com

Ensure that clients enjoy total relaxation with the following pedi items: **Luxurious Total Foot Care Cream** conditions and helps eliminate cracks and calluses; rich **Rejuvenating Foot Treatment** renews cell growth; **Intensive Foot Cream** features deep ocean clay loaded with minerals that relieve dry, cracked feet; and **60 Second Mani-Pedi** nourishes and moisturizes nails and feet with grapeseed, avocado and soybean oil.

CND • 800.833.NAIL • cnd.com

Excite, energize and refresh tired, achy feet with the **CND SpaPedicure** line. **Marine Mineral Bath** is a cleansing, hydrating foot soak that softens and hydrates feet while natural fragrances provide aromatherapeutic benefits. **Marine Hydrating Oil** is a light, naturally fragrant oil that provides the perfect balance of glide and grip for massages. **Marine Cooling Masque** is a cooling, mineral clay foot masque with hydrating sea extracts and botanicals for soft, exhilarated feet.

FarmHouse Fresh • 888.773.9626 • farmhousefreshgoods.com

Citrus Honey Blossom pedicure uses **Nectar Powder Milk Bath Soak** with sweet almond oil to moisturize and soften skin, while chicory root soothes irritations and reduces inflammation. **Honeysuckle Blood Orange Custard Body Cream** smells delicious with natural blood orange oil and sweet cream. Soothing **Agave Nectar** is a powerful anti-aging massage oil that's non-greasy, so clients can leave it on after their treatments.

Haken • 800.553.3022 • hakenusa.com

Infused with essential oils to soothe and relax the mind, body and soles, the **Eucalyptus & Peppermint Spa Pedicure** includes **Foot Massage Butter**, a nutrient-rich foot massaging butter made with real cocoa butter; **Foot Massage Oil** with vitamin-enriched oils; **Mineral Spa Foot Soak** to help relieve stress and release toxins from the body; and creamy **Yogurt Mud Mask**, formulated to draw out the toxins and impurities of the skin.



LCN • 800.86.NAILS • lcnusa.com

The **Urea 10% Foot Series** offers optimum care for very dry and sensitive skin. Soak Spray callus softener with 17% urea and lactose preps the feet for care. Urea 15% Foot Bath is a wellness cocktail for stressed feet, with essential oils from oranges, pine needles and mountain pine. Urea 10% Foot Mask contains 10% moisturizing urea, almond oil, vitamin A and E and shea butter. Urea 40% Chapped Skin Cream reduces calluses with the help of fruit acids. Urea 10% Foot Cream provides intense moisture and has an anti-inflammatory effect, and Urea 10% Express Foot Spray is ideal for quick care in between or to round off a treatment.

Bio Creative Labs • 562.988.9490 • biocreativelabs.com

Create a luxurious, all-in-one organic spa treatment with **Spa Organics Dead Sea Salt Soak, Moisture Mask and Massage Cream**. The collection is available in purifying Lemongrass + Green Tea, which helps relieve tension and enhances the skin's appearance, and anti-aging Mandarin + Mango, which deeply soothes and nourishes skin.

Cuccio Naturalé • 800.762.6245 • cuccio.com

The **Pomegranate & Fig Scentual Spa Signature Service Kit** is a pedicure haven waiting to happen, which includes two Aqua Leaves discs, exfoliating salts, scented spa elixir, body butter, pedicure fizz balls, Deep Dermal Transforming Wrap, an application brush and a technique DVD.

Bio Sculpture USA • 800.770.4493 • biosculpturegel.com

The **Pedicure Spa Line** includes a variety of goodies to treat feet: Potpourri Aqua Soak features a special blend of rose petals for a refreshing aqua soak; Mint Mask offers a cool sensation with botanical oils; Heel Balm is a cooling and hydrating foot balm that includes natural plant extracts and peppermint essential oil; Hand & Body Butter is a rich massage cream that features soothing ricini oil; and Anti-Fungal Pre-Treatment helps prevent fungal infection.



Cácee • 800.951.6245 • caceeinc.com

Clients will love the succulent **Sheer Butter Body Cream** in scents like Blue Velvet, Dragon Fruit and Berry Valentine. The cream moisturizes the skin without leaving an oily feel. To add to the spa pedicure experience you can also incorporate the **Tangerine Sweetie Honey Butter Crème** and **Soap Spa Refreshment**. The delicious duo leaves skin luscious and buttery.

Galaxy Nails • 800.229.6245 • galaxynails.com

Get cuticles in tip-top shape with hydrating **Almond Cuticle Oil**, which helps nourish and soothe dry or irritated cuticles. Featuring a light, creamy consistency, **Cuticle Remover** professional grade softens cuticles and excess skin on the nail plate for easy removal.



Body Drench • 800.621.9585 • bodydrench.com

Fruity Treats Bodycare is a fun, new line of skin products from Body Drench. The colorful, fragrant essences come in mouth-watering fruit fragrances that will gratify your need for a fresh spring-themed pedi service and nourish your client's skin from head to toe while invigorating the senses.

Pedi-Sox • 888.536.1577 • originalpedisox.com

Enhance, extend and luxuriate the pedicure experience with **Pedi-Sox** brand pedicure socks, which keep feet comfy, cozy and clean. Designed to work in conjunction with **Pedi-Sox, Concentrated Luxury Foot Cream**.





VB Cosmetics • 866.398.9357 • vbcosmetics.com

Renew and restore aching legs and feet with the **Minty Invigorating Gel**. Aloe vera, green tea, horse chestnut, menthol and peppermint soothe, moisturize and cool the legs and feet and improve blood circulation.

NSI • 877.354.8130 • nsinails.com

Nurture Lotion is a gentle yet effective moisturizer available in six intoxicating fragrances, including new Amber & Sandalwood and Green Tea & Ginger. Featuring therapeutic emollients, like grapeseed oil and jojoba oil, the lotion is extremely moisturizing and allows for better control of skin's moisture retention

Medicool • 800.433.2469 • medicool.com/nails

Designed to make pedicures simple and easy, **PediNova** is a professional electric foot care and nail care filing system. It comes complete with specially designed tools for virtually any foot care and nail care procedure.

Christrio Corporation • 800.574.4252 • christrio.com

The anti-fungal solution **Clean-the-Green** gets rid of unsightly green stains on enhanced nails. **Cuticle Oil** adds moisture, sheen and softness to troublesome cuticles with a delightful pineapple scent. ♡



This Just In ...

Learn how to
get the media to
notice your salon.

By Melisa Wells

Getting the word out to the public about what's going on in any business can be difficult. Often, money is spent on marketing that doesn't reach as many people as intended or, worse, doesn't seem to reach anyone at all. Wouldn't it be great if you could get a news crew or journalist to broadcast your grand opening or charity involvement to a wider audience? Good news: *You can*. Employ the media to create buzz for your latest success and solidify your salon as *the* place to be by crafting the perfect press release.

PHOTOS: THINKSTOCKPHOTO.COM/@ISTOCKPHOTO.COM



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Newsworthy?

CATCHING THE EYE OF THE MEDIA TAKES PRACTICE AND FORETHOUGHT.

Journalists get countless pitches daily but a majority of them are discarded because they're clichéd, overdone or unoriginal. Alexander Irving, public relations strategist and partner at Esche & Alexander Public Relations, advises that you "choose occasions for their uniqueness. The word 'news' contains 'new.' That's important to remember because people keep writing press releases about boring things." Really noteworthy and exciting occasions for a press release would be the opening of a second location or a celebrity appearance in conjunction with a charity event; a change in operating hours or a retail product sale would not be.

Chris Reed, public relations representative for T & C's Nail Salon in San Antonio, Texas, agrees. "Of course you want people to know your location and your hours of operation, but a one-page blurb promoting your salon can get dull, a little commercial, and even defeats the purpose of writing a press release." Reed adds that if you decide to do a press release about hot-button topics like the dangers of UV lights or sanitizing methods, you should make sure to avoid hype. "It's important to stay honest and understand that not everyone takes nails as seriously as manicurists do. [Most wouldn't] scare potential clients intentionally, but it's possible." Instead, approach problematic topics with an informative, neutral tone and focus the press release on what your salon is doing about the issue to stand out from the rest.

Building the Perfect Press Release

Garnering the attention of the press is more involved than typing a quick paragraph and sending it off. Though templates can vary slightly, there are certain components that should be included in every press release.

Release Time: A bold line at the top of the page tells the media contact when the news can be released. In most cases involving a salon, this line will read "For Immediate Release" because you want your news out quickly. (The main reason you would use "Embargoed Until" a certain date or time is when you're trying to keep something a secret and maintain a controlled time release of information.)

Title/Subtitle: The title should be a short summary of the news item you are trying to convey. It is usually typed in bold and all caps. The subtitle goes right under the title and gives a little more detail or acts as a teaser for the story.

Dateline: Always include the date of the release and location (city/state) from where your release was distributed.

Main Body: This is the part of the press release in which you actually give the news. Use the inverted pyramid technique of writing in the body of the release. In other words, place the most important information in the first paragraph, followed by less significant information and so on. Using this journalistic method ensures that you will get your message across faster by considering the who, what, when, where, why, and how first, before adding details that might not be of value to the media reporting your story. Try to include quotes in the main body of your press release, if possible. Pictures are optional but include them if you can; they'll make your release stand out and might make the difference between the reporter covering your story or not.

PR Quiz

ThePRCoach.com recommends asking yourself these four questions before sending a press release:

- 1 Do I have "real" news or is my announcement a marketing message better issued through other channels?
- 2 What social media elements such as audio, video, photos, links and info graphics can I include to gain more interest?
- 3 Is my headline and lead paragraph strong enough to get a reporter or editor's attention?
- 4 Have I done everything possible to write an interesting release that delivers news and valuable information, insight, or an interesting angle for reporters?

If you have difficulty answering these questions, it might behoove you to wait until you are able to answer them clearly before alerting the press.

*Questions originally posted at <http://theprcoach.com>

Use Letterhead if you have it; it gives the press release a polished look.

Serenity Nail Spa

FOR IMMEDIATE RELEASE

Centered and bold to show urgency.

SERENITY NAIL SPA RECEIVES TOP HONORS FOR SECOND CONSECUTIVE YEAR

Best of Boston Awards Presented By Your Time Magazine

Title is bold and all caps.

Boston, MA – April 16, 2012

Provide city and state of origin plus the date.

Subtitle gives a little more detail.

In an elaborate ceremony at the Boston Harbor Hotel on Friday, April 13, *Your Time Magazine* presented local businesses in fifteen categories with their annual "Best of Boston" awards in a ceremony hosted by television personality Jennifer Silver. Serenity Nail Spa, last year's winner in the Best of Boston Salon and Spa category, won the award—which is determined by reader vote—for the second year in a row.

Use the "inverted pyramid" technique with the most important information in the first paragraph.

Serenity Nail Spa owner Sarah Fontaine, who is a familiar face in the community as a result of hosting regular "nights out" at the spa to benefit Susie's Kids, acknowledged her staff for making Serenity Nail Spa the choice of *Your Time Magazine* readers. "I couldn't do it without my staff. They not only uphold the standards I set when I opened Serenity five years ago, but they keep raising the bar. With teamwork, we have achieved the greatest goal: creating an environment that pampers our clients above and beyond what they expect, every single day."

Provide more detail in the second paragraph; include at least one quote if possible.

Fontaine will place the crystal award on a shelf behind the reception desk at Serenity Nail Spa, next to its predecessor. She says, "It's inspiring to be able to see a tangible example of our clients' appreciation, and it's also our way of sharing the award with our clients."

The least important information (or "fluff") goes in the third paragraph.

Serenity Nail Spa has been the authority on nails in the South End neighborhood of Boston since 2007. The company offers regular continuing education classes to its employees and other local beauty professionals. The salon has earned numerous honors in addition to the *Your Time Magazine's* Best of Boston Salon and Spa award, including "Boston's Top Spa 2010" by Channel 4 viewers, "Best Bridal Nails" from *Boston Bride Magazine*, and *InStyle* magazine's "Top Nail Salons in the United States". www.serenitynailspaboston.com

The boilerplate in a standard paragraph that includes general information about the business or person featured and can be included at the end of any press release.

For more information, contact:
Leslie Brown, Salon Coordinator
leslie@serenitynailspaboston.com
617-867-5309

Call to action: Be sure to include full contact information for interviews or further questions.

###

Three hashtags (pound signs) indicate the end of the press release and let the recipient know there are no further pages.

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“When you do get coverage, don’t forget to call the writer and say thank you!”

Boilerplate: The boilerplate should appear after the main body and can include background information about the business, person or group written about in the press release.

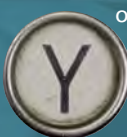
Call to Action/Contact Information: Ending your press release with a line such as “For more information, contact...” with your contact information or your media relation’s contact information is very important because reporters will often want more material with which to fill a story. If they cannot easily locate information on how to reach your salon, it’s likely they will toss your press release in the trash. Reed adds that you can build yourself as a source

of valuable information by answering questions before they’re asked. “During your rewrite process, ask yourself what questions the less-nail-savvy person might have.” Answer them thoroughly in the press release to save time and effectively deliver your message.

Closing: Typing three hashtags (or pound signs) at the end of a press release tells the recipient that they have reached the end of the document.

By ensuring your press release contains these building blocks, your chances of getting the media coverage you seek are much greater than they are for someone who has sent incomplete material.

Where to Send the News



our press release is written; now what? Consider what media outlets serve the area where your salon is located. Local television stations, newspapers, magazines and websites are all good options; you can send your press release to every one of them. Alexander Irving, PR strategist and partner at Esche & Alexander Public Relations, suggests that you “think bigger than what you think you are. Think like a winner.” Don’t avoid sending your press release to a larger media outlet because you think they won’t pay attention to it; as long as it serves your target audience and your press release is compelling, you have a shot. How do you know whom to contact specifically? It depends on the size of the organization. Often, in the case of larger news organizations, it’s more effective to send your news to assistant editors or associate producers because they are typically less overwhelmed with pitches than executive editors and producers.

No matter who is on the receiving end of your press release, Irving says there is one thing you should never forget, particularly if they follow through with your story: a thank you. “When you do get coverage, don’t forget to call the writer and say thank you! [By doing so] you will distinguish yourself as a professional, and they just might remember you when you send them the next news item.”

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How to Be Ignored

“If your
press
release
isn’t well
crafted,
nobody
will pay
attention
to it.”



here is one sure way to get your press release deleted immediately—send a poorly written one. Irving says that this is the most common error he sees from salons who are doing their own media outreach. It's an excellent idea to ask someone to proofread your release before hitting “send.” If you can't write a proper release yourself, Irving recommends that you search for a local writer to do it for you. “If your press release isn't well crafted, nobody will pay attention to it.”

Irving also warns against pestering editors to ask if they received your information. “If you don't hear from them, they're either busy or uninterested. If it's a good release and they're just busy, they'll put it in a file and may use it later.”

A quick Internet search for “bad press releases” can provide many concrete examples of what not to do and why. Being able to see ineffective versions can help define the dos and don'ts. After all, the end result is to garner the highest return on investment when it comes to seeking media attention.

Writing good press releases takes practice, but it gets easier over time. If your first announcement doesn't get you the attention you want, don't get frustrated; keep trying until someone bites, as long as you have something valuable to say. Working with the media is very much like fishing: You have to cast a lot of nets to catch a few fish. But spending some quality time on this aspect of your business is something that will become worth the effort when *you* are the star of today's big story! ↓

Melisa Wells is a freelance writer and the salon coordinator at Nail Dimensions in Wheaton, IL.

PRISMATIC

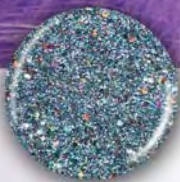
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Model is wearing Prism.

www.chinaglaze.com

THE NAILS OF NEW YORK Fashion Week

With less emphasis on detailed nail art and more on carefully calibrated color, the nails seen at Fall 2012 Mercedes Benz New York Fashion Week are next season's hottest accessories.

By Karie L. Frost

ESSIE

Tackling 18 shows with polish hues that run the gamut, from As Gold As It Gets at Pamela Love to black Licorice layered with forest green Going Incognito at Rachel Roy, Essie laid down fall polish trends that were equal parts light and dark. Case in point: Taking the pale route, Essie celebrity nail artist Elle blended two coats of Glamour Purse (a warm beige) with one coat of Man-E-Cure (for a subtle matte finish) on the Richard Chai Love nails, citing "the gorgeous wool and cashmere clothing" as her inspiration. Shoot to backstage at Jenny Packham,



Richard Chai Love



Jenny Packham

Essie Wicked

Essie Cherry Pop



Rebecca Minkoff

where lead nail tech Gina Edwards ventured to a darker dimension, layering two coats of noir-tinged maroon Wicked with sheer candy-red gloss Cherry Pop for "a dimensional feel that really spoke to the collection's embellishments and 1940s Old Hollywood glamour," Edwards says. Or, light and dark blended: Haven Spa for Essie crafted a double reverse French at Rebecca Minkoff, painting two coats of taupe Jazz as the base, and tipping the nail with a stripe of both Midnight Cami and Wrapped in Rubies.

PHOTOS: (REBECCA MINKOFF) RACHEL SCROGGINS; ALL OTHERS COURTESY OF ESSIE



Rachel Antonoff

CND

CND drove nail trends on the runways, and with 19 New York shows for fall, the company had plenty to say about what you'll see

next season. Putting a fresh spin on matte neutrals, lead nail tech Candice Manacchio crafted mattified

Trend Alert!

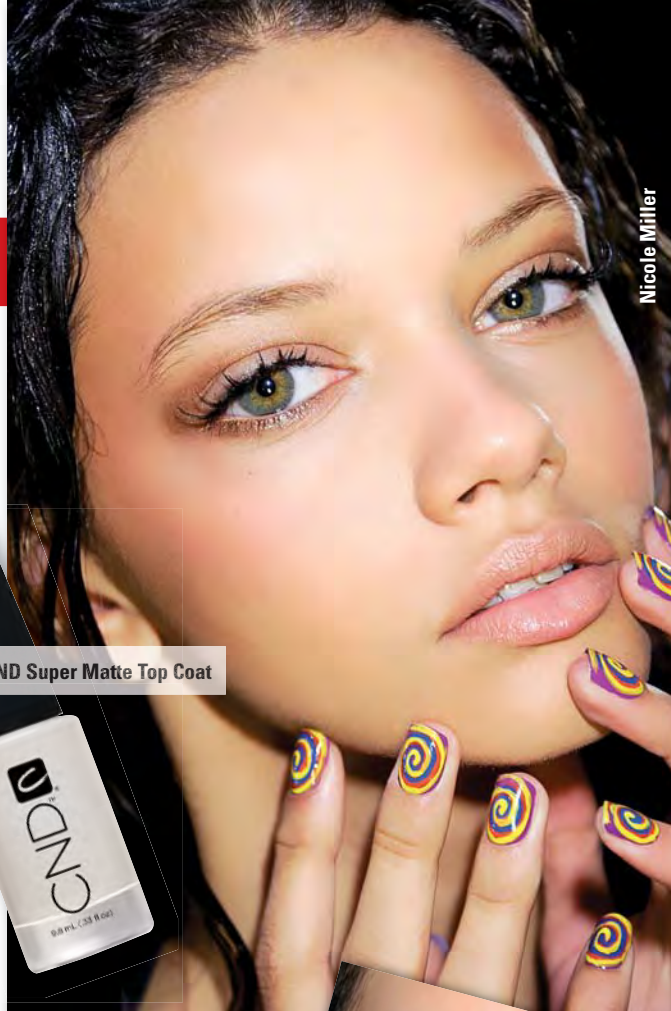
Fine Edges Nails edged in the skinniest of lines gives the French mani a delicate feel. **Seen at: 3.1 Phillip Lim, Badgley Mischka, Donna Karan and Katie Gallagher.**

terracotta ombré nails at Christian Cota using CND Colours Chocolate Milk and Putty topped with Super Matte Top Coat. Digging its heels into the nail art movement, CND dreamed up some masterpieces that leave us breathless: Lead tech Wanda Ruiz dazzled onlookers with a swirling

"time machine" manicure at Nicole Miller, while Manacchio fashioned two outstandingly modern takes on French manis: a clear tip overlaid with black fishnet at the free edge (Joy Cioci) and a playfully vibrant tropical flower on the nail bed tipped with a bold, red free edge (Rachel Antonoff).



CND Super Matte Top Coat



Nicole Miller



Christian Cota

COLOR CLUB

Subtle detailing: For Color Club, this idea drives the nails at both L.A.M.B. and Katie Gallagher. At the former, lead nail tech Alicia Torello purposely—and chicly—"chipped" the nails. First, she taped off half of the nail bed, painting the rest in vampy Killer Curves. After the lacquer dried, she removed the tape and capped the entire nail with Super Shiny Top Coat. At the latter, lead tech Fleury Rose framed the almond-shape nail tips. Nails were lacquered in a custom evergreen hue, then the perimeter was edged in gorgeous gold. The final touch? A finishing of matte top coat, of course.



Katie Gallagher



Bibhu Mohapatra

ZOYA

Of the 15 shows Zoya tackled (Rachel Zoe! Whitney Eve!), two produced exclusive designer collaborations with tons of buzz: Bibhu Mohapatra and Peter Som.

At Bibhu Mohapatra, the designer paid homage to his homeland and his mother: Rekha (red), Parveen (liquid-glass beige) and Zeenat (liquid-glass pewter) are all named after famous Indian actresses, while the way the models wore the polish—the left hand painted in Rekha, the right in Parveen—mirrored the way his mom

dons her polish.

For Peter Som's collaboration, the designer called on his muses for color inspiration. "Audrey, a soft pink, doesn't translate white, so it doesn't look chalky," says Rebecca Isa, the developer of Zoya's color palettes. "Evvie, a smoky evergreen, has a gray to it that makes it really earthy." And though the third color, Katherine, a sheer eggplant "jelly base," didn't make the catwalk cut, Isa was most excited about its transformative powers. "You can layer it over any polish color to deepen and richen it; it instantly makes any color more 'fall,'" she says.



Whitney Eve



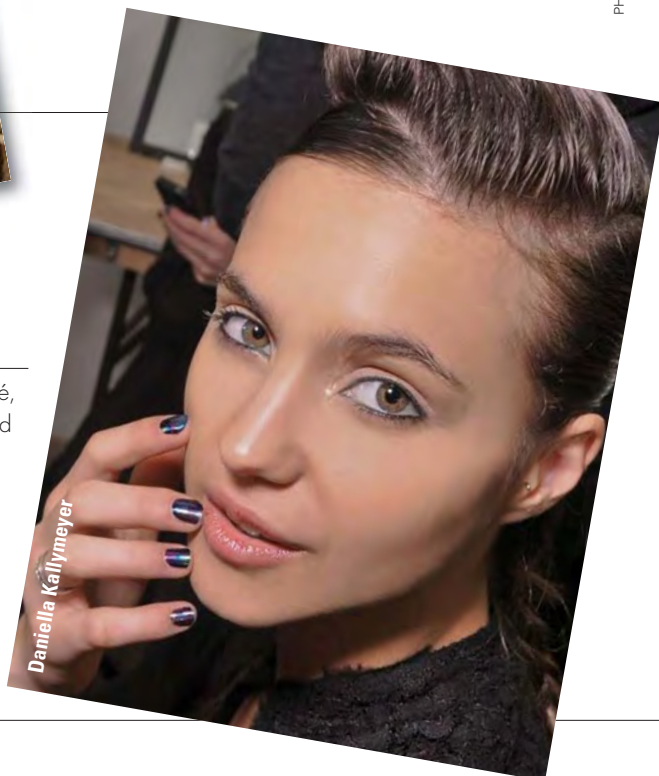
Zoya + Peter Som Collaboration: Audrey, Evvie and Katherine



Rachel Zoe

MINX

Delivering on the whims of designers, from sublime to outré, Minx worked three shows: Calla, Daniella Kallmeyer and Odilon. An exact match of the dizzying prints at Calla looked fashion-forward on a squared-off natural nail; at Odilon, simple crimson on rounded natural nails complemented the *Twin Peaks* vibe. Top tech Lisa Logan, who led the backstage nail team at Daniella Kallmeyer, says of the oil-slick-inspired Minx design, "It creates the effect of stardust on the models' nails; it's fun and not over the top, but just right."



Daniella Kallmeyer

PHOTOS: (DANIELLA KALLMEYER) BECKY YEE; ALL OTHERS COURTESY OF ZOYA



Rebecca Taylor

OPI



OPI Road House Blues

Crisp and clean: OPI's five catwalk forays were either about calibrated color or barely-there beauty. The nude nail prevailed at Hervé Léger and BCBG Max Azria, where sheer pink Passion painted digits to sublime effect. A little bit more noticeable: San-Tan-tonio tidied the nails at Jason Wu. *Extremely* noticeable: Squoval nails at Lauren Moffatt went peppy orange with a few coats of A Good Mandarin Is Hard to Find, while purple-tinged navy Road House Blues gave Rebecca Taylor's girls "a gorgeous dark neutral nail," says lead tech Lorraine Alvarado.

Trend Alert!

Pale Matte-rimony Matte neutrals are the clear texture story for fall. **Seen at:** Altuzarra, Christina Cota, Monique Lhuillier, NAHM, Richard Chai Love and Rodarte.



Jason Wu



OPI San Tan-Tonio

DASHING DIVA

Proving that ombré has a lasting shelf life, Dashing Diva director of education Pattie Yankee darkened the fade at Kohl's Launch Rock and Republic show, creating rounded natural nails with black Limo Service dissolving into silvery gray Penthouse Views at the free edge. At Dashing Diva's three other shows, solid color reigned supreme, with the boldest being the bright white nails at Tibi. "We used NYC Fleet Week because the designer wanted a clean look, but also a color that demanded confidence," Yankee shares.

Dashing Diva Penthouse Views

Dashing Diva Limo Service



Tibi

Deborah Lippmann Fashion



Deborah Lippmann Single Ladies



DEBORAH LIPPMANN

Backstage nail veteran Deborah Lippmann tackled nine shows, crafting “duet-style” nails for several. At Bill Blass, she coated nails in bordeaux red Single Ladies and edged the tip with a thin line of custom dusty nude. At Donna Karan, we saw the reverse: nail beds flocked in taupe Fashion and tipped with Single Ladies. For Badgley Mischka, Lippmann shares, “We created a rounded gold tip (Dark Side of Moon as the base, Nefertiti on the tip); it was like they had jewelry dripping from them.” Turning toward a more playful guise, Lippmann polka-dotted longer nails at Kate Spade, speckling peach I’m Not Innocent over “vinyl-record-black” Fade to Black.

Trend Alert!

Matchy-Matchy Matching nail polish to pouts—and even clothes—is a definite “do” for the colder months. **Seen at: Kaelen, Prabal Gurung, St. John and Tadashi Shoji.**

BUTTER LONDON

While brazen Altuzarra designer Joseph Altuzarra opted for a matte nude nail consisting of two coats of Nail Foundation topped with Matte Finish to play against his gypsy-chic wares, Butter London’s two other NYFW shows took a trip to the dark side. At Kevork, nail tips filed to a squoval received two coats of Royal Navy, while at Kaelen, two coats of Union Black Jack completed the gothic, androgynous vibe. Nail tech Priscilla Parker described it as “sleek and classy for fall. You can’t go wrong with black!”



Butter London Union Jack Black



Butter London Royal Navy



PHOTOS: (BADGLEY MISCHKA AND KATE SPADE) RACHEL SCROGGINS; ALL OTHERS COURTESY OF RESPECTIVE COMPANIES

OBSESSIVE COMPULSIVE COSMETICS



Obsessive Compulsive Cosmetics doled out custom-blended lacquer hues for three of its four shows: Zero + Maria Cornejo opted for darkened gunmetal frost Double Barrel; Assembly New York chose terra-cotta Assembly; and VPL took two hues—mustard yellow Turmeric and greened-down taupe Molten.

But it was the inky ombré at Erickson Beamon, crafted by editorial nail artist Honey, that proved to be the real showstopper. “We did light into dark,” Honey says. “So it was the reverse of a typical fade; the tip was black Tarred and the base was either Vintage (dark burgundy) or Blackboard (forest green).”



Erickson Beamon

Obsessive Compulsive Cosmetics Assembly

CHINA GLAZE

Inky reds proved to be the titular fall hue for China Glaze. At Porter Grey, Prey Tell, a blackened burgundy, adorned squared-off natural nails, accenting the boyish femme fatale collection. Lead tech Joy A. Johnson matched nails to the lips at Tadashi Shoji, blending burnished crimson Heart of Africa with deep maroon Call of the Wild, both part of the yet-to-be-released Safari Summer 2012 collection.

China Glaze Heart of Africa

China Glaze Call of the Wild

Trend Alert!

Layered Dimension Whether creating “jelly” coats or thin layers of differing polish tones and finishes, the customized multidimensional polish is making a comeback. **Seen at:** *Creatures of the Wind, Jenny Packham, M. Patmos, Rachel Roy, Rachel Zoe, St. John, Tadashi Shoji and Whitney Eve.*

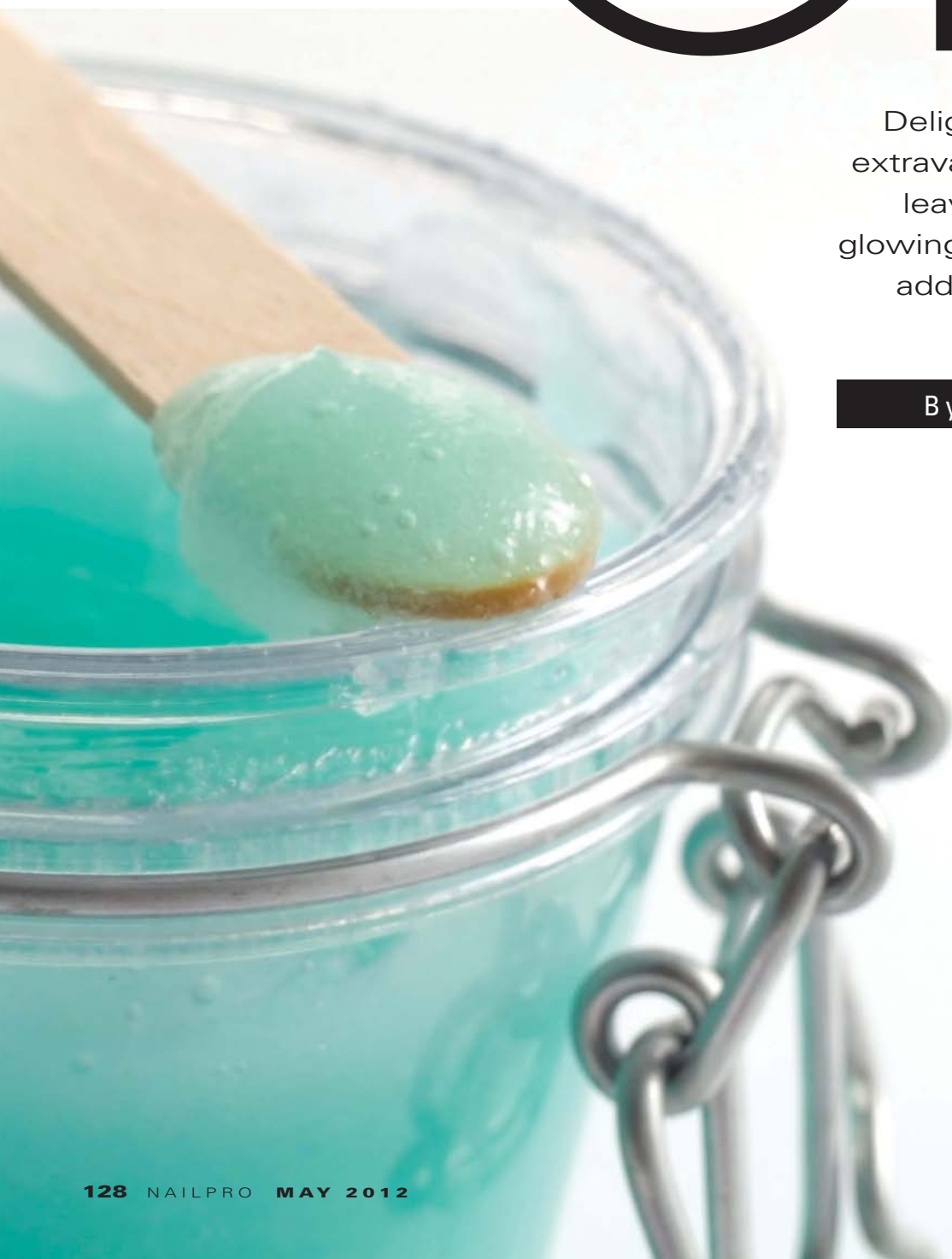


Porter Grey

Gratifying Grit

Delight clients with extravagant exfoliators, leaving their skin glowing and your service add-ons growing!

By Liz Barrett



Buffer Breakdown

There are hundreds of scrubs on the market, so it's important to choose ones that offer a mix of ingredients that work for both you and your clients. No matter what you choose, most scrubs include three elements: exfoliating ingredients to 'scrub' with; oil that holds the mixture together and helps moisturize; and fragrance.

The exfoliants can be comprised of many different types of grainy substances, such as salt, sugar, rice bran, jojoba beads, apricot kernels, coffee grounds, various seeds of fruits and finely ground stones or pumice. The oils are derived from a plethora of available natural lubricants, including macadamia oil, kukui nut oil and sweet almond oil. Lastly, the scent should be made from high-quality essential oils.

"Ingredients such as antioxidants are great to look for in a scrub such as pomegranate and vanilla bean," says Patricia Freund, vice president of marketing at Cuccio Naturalé. "Techs should also look to make sure there is not a large separation of oil between the [ingredients]."

"Choose the proper scrub for the job," says Suzi Weiss-Fischmann, OPI executive vice president and artistic director. "Thicker skin areas (such as callused feet) can benefit from a coarser scrub, while thin areas of skin (such as the back of hands) will need a much finer scrub. Scrubs should contain soothing, nourishing and protecting oils that leave skin moisturized after use."

Mare Horak, national director of education for Nailite, says "Salt scrubs are great; they exfoliate beautifully. Sugar isn't as harsh and will do the same thing as a salt scrub but in a softer way that won't cause any issues with thin-skinned clients."

In fact, Mindy Biggar, a Haken educator and nail tech at The Spa West 9th Street in Owen Sound, Ontario, Canada, says that all salt scrubs, including Dead Sea salt, should be used with caution. "Due to the larger grain of the salt, it is often more jagged and can cause microscopic cuts on the skin when used in an aggressive manner," she says. "This can often cause a stinging sensation." Still, Biggar says that Dead Sea salt should be the ingredient of choice when using a salt scrub. The moisture content is greater in Dead Sea salt and it's also beneficial for reducing toxins and swelling. "When choosing a sugar scrub, look for a scrub containing sugar cane," says Biggar. "This is the most beneficial to the skin as it is from the glycolic acid family and will provide the most effective exfoliation. Sugar scrubs in a paste consistency are easier to use as they are less messy, do not fall apart and will have the most admirable sensation."

"Sugar and salt scrubs both exfoliate dry, dull skin for better skin tone and texture, and both help skin more efficiently absorb treatment lotions," says Weiss-Fischmann. "However, while both salt and sugar crystals dissolve in water, sugar is non-stinging to skin, especially on freshly-shaved legs."

Fact: Skin feels smoother and silkier after a good scrubbing. Hand and foot scrubs provide skin softening, mood enhancing and detoxing benefits. But how? We asked around and got the answers to frequently asked questions regarding all the different body polishers out there.

"Sugar and salt scrubs both exfoliate dry, dull skin for better skin tone and texture, and both help skin more efficiently absorb treatment."



"Micro algae—which has existed on this planet for billions of years—contains substances with surprising anti-microbial, anti-bacterial and regenerative properties. In keeping with the caché already associated with Footlogix Pediceuticals, we selected this unique, natural ingredient as the core foundation of our new product in order to offer a truly efficacious alternative to the current, purely cosmetic options," states Footlogix founder, president and CEO, Katharin Von Gavel.

Jessica Cosmetics is another company using botanicals and in their purifying scrub, the polish combines papain and mixed fruit acids with natural conditioners to create a non-abrasive scrub.



Adding On by Sloughing Off

Scrubs are one of the easiest add-on services for manicures and pedicures. It all comes down to educating your clients. "Enhancing services and retailing becomes more profitable when clients understand the benefits and importance of a scrub," says Freund. "Scrubs are a perfect add-on service because exfoliation is so important for the skin. Most people are not aware of the fact that when dead skin cells are removed, the skin is smoother and can absorb moisture much better. This creates healthier skin and a youthful glow."

Upselling your clients to a spa mani/pedi using a scrub can be as easy as letting them see the difference on their skin, according to Horak. "Just use a drop

of scrub on the back of one hand and let them see and feel

the difference," she says. Weiss-Fischmann agrees, noting that scrubs are fast and easy to apply. "[Your clients will experience] visibly improved skin tone and texture in minutes. Combine the scrub with a soothing massage for a luxurious spa treat."

"Exfoliating treatments are a great add-on service that are usually low cost to the technician and take very little time to implement," says Biggar. "The easiest way to introduce the client to something new is to offer it as a value-added treatment for the first time. Educate the client on what you are using and why. Let her know that if she wishes to add it to her next service, it will cost X dollars."

Biggar recommends creating a monthly or seasonally themed service to keep clients and technicians excited about the service while providing added value and heightened client expectations.



Sweet as Sugar



1 Juicy ingredients inside **Tangerine Sweetie-Honey Sugar Scrub** from Cácee gently remove dead skin cells, leaving skin luscious and smelling delicious. **800.951.6245, caceeinc.com**

2 **CND Earth Warming Scrub** is a warming, water-activated foot scrub with alpha hydroxy acids (AHAs) and raw cane sugar. Vitamins A and E; grape seed oil; and evening primrose oil help eliminate free radicals associated with premature aging while citric acid exfoliates and ylang ylang, lavender and geranium oils create soothing scents. **800.833.NAIL, cnd.com**

3 **Haken Sugar Cane Scrub** offers a dye-free and paraben-free blend of soothing botanical extracts and ground sugar cane, which helps to retexture dry skin and assist in improving moisture retention. The scrub easily dissolves during the treatment and leaves skin soft and moist. **800.553.3022, hakenusa.com**

4 The **LCN Sugar Cane Foot Scrub** is a moisturizing and exfoliating product designed to create silky smooth feet. The sugar crystals gently remove dead skin cells and moisturize while mint oil cools and deodorizes feet. **800.866.2457, lcnusa.com**

5 **Nubar Skin Essentials Konna Latte Foot Scrub** is made from pure organic sugar, which plays a vital role in proper skin health and rejuvenation. Gentle enough for use on knees, legs and feet, and it smells as good as it sounds. **800.552.4769, bynubar.com**

6 **Nailite Cocoa Sugar Scrub** is a delicacy enriched with aloe vera and vitamins A and E to help soften and polish the skin. **800.222.4472, nailiteinc.com**

7 **Manicure/Pedicure by OPI Skin Renewal Scrub** is formulated with natural sugar crystals to awaken the dermis and banish dry, rough skin. Triple action fruit-derived AHAs leave hands and feet silky smooth. **800.341.9999, opi.com**

8 **Orly Citrus Sugar Fix** is a moisturizing scrub containing brown sugar, a powerful exfoliant and humectant that draws moisture to the skin. The rich combination of organic nutrients in this exclusive formula revitalizes hands, feet and body, leaving skin soft and silky smooth. The scents of mandarin, tangerine and key lime create a uniquely aromatherapeutic spa experience. **818.994.1001, orlybeauty.com**

9 **Qtica Smart Spa Exfoliating Sugar Scrub** helps to reveal softer, younger-looking hands and feet with gentle exfoliation. It goes on like honey and removes dead skin cells with delicate sugar crystals that dissolve completely, leaving behind soothed, softened skin. The Sweet Citrus, Mandarin Honey, Exotic Mango and Colada Sparkle scented blends are perfect for the spa or shower as they don't clog drains or whirlpool jets and never leave difficult-to-clean residue. **800.659.6909, qticasmartspa.com**

10 **Young Nails Lomasi Sugar Scrubs** are formulated to work exclusively with all Lomasi cremes and lotions. Each scent is a combination of essential oils and emollients in a creamy sugar base that exfoliates and softens clients' skin without damaging yours. Available in Cucumber Aloe, Lemon Grapefruit, Pomegranate and Mango Coconut. **800.777.9170, youngnails.com**

Natural

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1 **Luxury Foot Scrub** from Pedi-Sox pampers the skin by restoring skin's natural condition with four exfoliators: earth mineral clay cleanses and tones; lava pumice thoroughly sloughs away dry skin; ground almond actively scrubs calluses away; and eucalyptus and peppermint relaxes muscles, relieves tension and stimulates circulation. **888.536.1577, originalpedisox.com**

2 Brown sugar and strawberry seeds help improve circulation, cool muscles and energize tired skin. The delectable **Brown Sugar Strawberry Gel Scrub** softens skin while providing a rejuvenating and luxuriously relaxing experience. **866.398.9357, vbcosmetics.com**

3 SpaRitual **Affirming Scrub Masque** is made with Indonesian ginger essential oil to energize the solar plexus chakra or one's power and will. Micro-algae smoothes rough areas and sloughs off dead skin cells, preparing the skin to receive the benefits of Ginger. **877.SPA.RITUAL, sparitual.com**

4 Bio Sculpture Gel **Apricot Kernel Scrub** is a mild skin polisher containing botanical oils, pumice and urea. The combination gently works to whisk old skin cells away while promoting new cell growth. Over time, the exfoliation helps rid skin of fine lines and wrinkles. **800.770.4493, biosculpturegel.com**

5 CND **Almond Moisture Scrub** is a thick, luxuriant hand treatment made with sweet almond oil, jojoba oil, shea butter and vitamin E to polish and condition the skin. The results are radiant, younger-looking hands. **800.833.NAIL, cnd.com**

6 Essie **Essiespa Exfoliating Foot Scrub** is specially formulated to effectively eliminate dry and flaking skin, and stimulate circulation to give your clients a fresh step. **800.232.1155, essie.com**

7 Cuccio Naturalé **Pomegranate & Fig Daily Skin Polisher** is packed with sugar cane extracts and jojoba micro beads to softly remove dead skin cells on hands, feet, forearms and elbows. The gentle exfoliant complex is safe to use daily. **800.762.6245, cuccio.com**

8 Purify Enzyme Scrub from Jessica Cosmetics combines papain and mixed fruit acid with natural conditioners jojoba oil and aloe vera to create a non-abrasive scrub that gets rid of calluses, corns and dry skin, revealing fresh, healthy skin. Gentle enough to be used from head to toe. **800.582.4000, jessicacosmetics.com**

nders



9 The **Exfoliating Seaweed Pedi-Scrub** from Footlogix utilizes organic sea botanicals blended with micro-grain natural pumice to invigorate and exfoliate skin. The lightly foaming formula leaves feet and legs hydrated and glowing. **888.442.4408, footlogix.com**

10 Keyano **Mango Scrub** is an oil-free exfoliating treatment for hands, feet and body. Great for juicy manicures and pedicures with a punch of ultra moisturizing benefits. **800.800.0313, keyano.com**

11 Americanails.com **Nouveau Spa Remove Scrub Gel** treats clients to a bountiful blend of tropical fruit fragrances while it exfoliates, soothes and replenishes the skin. **877.764.4447, americanails.com**

Special Salts

1 Pure Salt SaltGlow from Salt of the Earth naturally reveals satin skin with crystals from the Great Salt Lake and moisturizing grapeseed oil, rich in vitamins A and E. **877.582.4241, saltearthspa.com**

2 Farmhouse Fresh delivers Fine Body Scrub with the tagline "Smooth as a Duck's Butt," complete with fine-grain salty goodness, alfalfa root and vitamin-rich rice bran oil to leave skin silky smooth and buff as a baby's tuff. **888.773.9626, farmhousefreshgoods.com**

3 Bio Sculpture Gel Potpourri Salt Scrub contains delicate rose petals and is perfumed with geranium. The luxurious exfoliating scrub is gentle enough to use all over. **800.770.4493, biosculpturegel.com**

4 CND SpaPedicure Marine Salt Scrub is a blend of mineral and Dead Sea salts that helps to mildly exfoliate skin while sunflower seed oil softens and conditions. Vitamin E neutralizes free radicals, hydrates and moisturizes. **800.833.NAIL, cnd.com**

5 Cuccio Naturalé Body Sea Salt offers a softer, smaller grain of sea salt great for the entire body with a suspended salt crystals formula that doesn't require pre-mixing. Natural Dead Sea salts are infused with essential oils that dissolve quickly and leave skin feeling velvety soft. The scrub is available in rejuvenating Milk & Honey or anti-aging Pomegranate and Fig. **800.762.6245, cuccio.com**

6 Haken's Exfoliating Sea Salt Scrub is dye-free and paraben-free. Its nutrient-rich oils work together to remove the outer layer of skin, leaving feet luxuriously soft. Circulation is stimulated while dead skin is scrubbed away. **800.553.3022, hakenusa.com**

7 For tougher calluses, Perfection Natural Salt Polish from Jessica Cosmetics offers a unique texture of essential oils and oat bran that buffs the driest of feet to create a natural, polished finish. **800.582.4000, jessicacosmetics.com**

8 Keyano Coconut Lime Scrub's signature sea salt-based scrub stimulates and exfoliates the skin, improves texture, unclogs pores and prepares the skin for improved penetration of butter creams and lotions. The oil-free exfoliating treatment is ideal for hands, feet and body. **800.800.0313, keyano.com** ↓



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The Generation Gap

Cater to a diverse following by understanding the differences among your millennial and boomer clients.

Generational Facts*

The term “millennial” refers to people born after 1980.

- Nine in 10 millennials say that they currently have enough money or that they will eventually meet their long-term financial goals.
- Thirty-seven percent of 18- to 29-year-olds are unemployed or out of the workforce.

The term baby boomers refer to the population born between 1946 and 1964.

- By 2030, when all baby boomers will have turned 65, 18% of the nation's population will be at least that age.
- The typical boomer feels nine years younger than his or her chronological age.

***Source: Pew Research Center, U.S. Census Bureau**

Some client demands are going to be consistent across the board: a clean facility, top-notch customer service and great value. But there are also noticeable differences in what clients of different ages might expect from their nail techs and how they themselves behave as a client. You've probably noticed certain characteristics that are typical of women and men in their 20s and 30s, while clients who are over 60 will often have completely different needs and concerns. We spoke to nail techs and salon owners across the country to gather tips on how to handle both younger and older clients.

The Bloom of Youth

Younger clients first and foremost want access to the latest styles, trends, products and polish colors, so when you're faced with a younger clientele, make sure you're familiar with the latest industry developments and techniques. "These clients want someone to advise them on how to use the newest products, seek out interesting packaging, and want vivid colors, glitter, and funky-color French manicures," opines Michelle Gruver, acting director of education at American Beauty Academy in Lancaster, Pennsylvania. "They're somewhat more demanding in their expectations."

Jeni Garrett, founder and CEO of The Woodhouse Day Spa, headquartered in Victoria, Texas, with 26 locations in 13 states, has also noticed the younger client's demand for the latest and greatest. "Whether it's trendy polish or the hottest sandals, younger guests are pickier and more demanding of the

goods," she explains. "They also ask more questions about new services, like gel nails, and want the hippest colors that wear well for a girl on the go." To encourage your client's sampling of nail art or new designs, Millie Haynam, owner of MDBeauty+Wellness in Cleveland, advises techs to keep a look book at their stations to stimulate interest, and keep up with celebrity nail looks that a younger client might request. Also make sure you stock and display the newest polishes that are on-trend for the current season.

Another major concern for younger clients is time; they often juggle careers, families, college and social events, so they want their services to be convenient and efficient. "Most women in their 20s are in a rush or on the go; they have no time to talk and are usually running behind," says Donna Marri, lead nail tech at Lali Lali Salon in New York. "With these women, speed is always a plus, but they

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don't want to be cheated out of their full service, so keep the conversation short but still pamper them and make sure they leave with beautifully manicured nails." Haynam has found that scheduling appointments with younger clients can be more challenging because they usually require evening appointments. Allison Vannoy, general manager at Joseph

Michael's Salon and Spa in Chicago, adds that 20-somethings tend not to prebook, as their schedules are so often in flux—so be prepared to be flexible with your scheduling to create a lifelong client.

With greater awareness than previous generations, thanks to the Internet, and being in the most educated generation in history, younger

clients are also well-informed and often ask questions. Marci Walcott, owner of 1033 Main Salon & Spa in Mumford, New York, notes that these clients tend to be more concerned about sanitation in the salon. "Recently, a client asked whether I use an autoclave to sterilize my implements, and that opened up a great conversation about the steps we take to keep our services sanitary," she recalls. Also, take time to study up on the products and services you offer. Patreisha Richey, a nail tech student at Raphael's School of Beauty in Boardman, Ohio, has noticed that younger clients tend to ask about different services and their benefits, and often want to be advised on what service best fits their needs.

Aging Gracefully

The boomer generation is bringing about massive changes in past understanding of how older people



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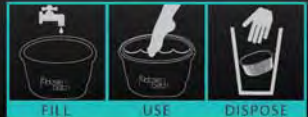


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are “supposed” to live or act; they’re active, want to keep their looks up-to-date and are staying in the workforce longer. “First of all, 60 is really the new 40 or 50,” laughs Margie Billian, owner of The Studio of Colour and Design by Margie Billian in Rockville, Maryland. “These clients want to look young and hip and have today’s look—just toned down.”

Hence, you shouldn’t assume that your older clients wouldn’t be open to trying a new product or service. For example, many techs and owners have found that gels, though popular with younger clients, tend to be embraced by older clients as well. “I’ve gotten a lot of my older clients into gel polish, and it’s been a big hit,” says Brooke Gilliam, owner of Salon Cosabella in McKinney, Texas. “I’ve been surprised at how many of my clients who are 60-plus wear gel enhancements with embedded glitter, Mylar and crazy colors.” Haynam suggests that gel polish can also be a great option for older clients to camouflage less-than-perfect

Younger clients are well-informed. These clients tend to be more concerned about sanitation in the salon.

nail beds or ridges that occur with age.

Indeed, older clients may require different accommodations due to nail and skin changes, but a few simple tweaks can go a long way toward making them feel more at ease. “Older guests want to feel welcomed and comfortable,” relates Garrett. “A turned pedicure chair, the right amount of pressure during a foot massage, soft music and help with getting

keys out of her purse after a manicure—these little things accomplish that goal.”

Haynam agrees that older clients may require special attention, both during and between appointments. “Their nails tend to be more dry and brittle, so they need recommendations for home care, such as oils, and techs must be on the lookout for nail disorders as clients age,” she says. “Some clients can be forgetful and need reminder calls before appointments; or they may become limited in mobility, so stairs can be a challenge.” Walcott stresses accessibility and safety at her salon—watching for loose rugs, making steps low and having stable furniture in place.

Though today’s older clients are often willing to try new things, many tend to stick with tradition—keeping regular appointments and wanting their nails to be natural-looking and well cared for. “Older clients tend to appreciate consistency, often wearing the same color of polish regularly or selecting from a narrow range

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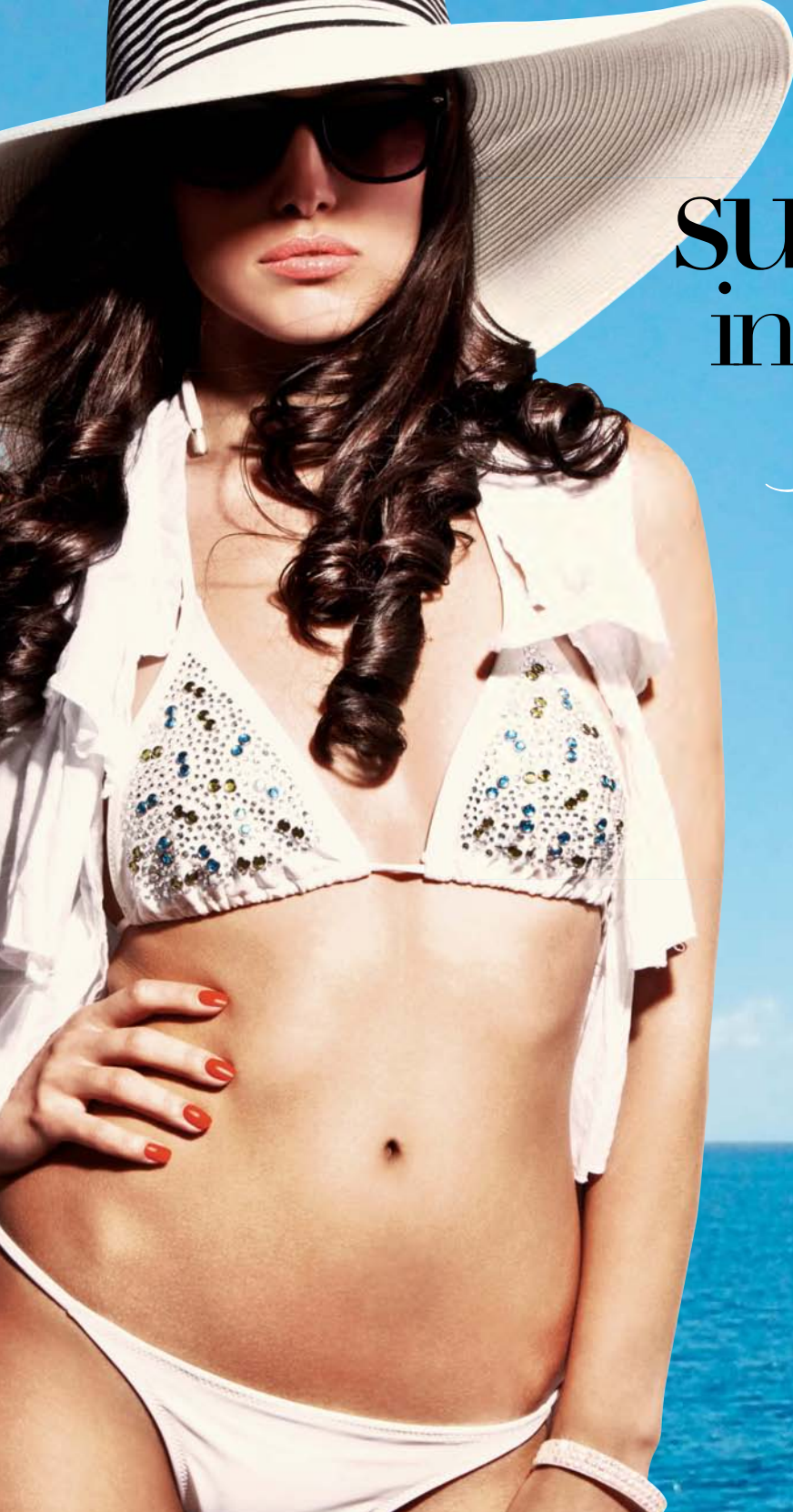
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of neutral colors," says Walcott. "I find that older clients are more concerned about keeping their hands in good condition—the cuticles being cared for and the nails being shaped and cleaned." Richey recommends trimming older clients' nails to a safe length (especially toenails, as they may not be able to reach them) and

lightly buffing the nail plate to smooth any ridges in the nails. Marri adds that women in their 60s pay attention to detail and clean work, so ensure that clients' cuticles are kept in check with no rough edges that can snag, and clean the nail plate before polishing to help reduce chipping. Furthermore, don't overlook the

potential for upselling through anti-aging add-ons. These clients want to feel and look young, and they have money to splurge on these treatments. "Their anti-aging needs alone will ensure that you have cross-promotional opportunities in your salon and on your retail shelves," asserts Vannoy. "With their expendable income, an older clientele is your bread and butter!" Offer and promote upgrades that tackle common concerns of aging such as hyperpigmentation, wrinkling and dryness, and feature these products prominently (perhaps grouping them together) in your retail area.

Education is also important when dealing with a more mature clientele. "Older clients respect and trust you when you inform them of the proper products; they love to see before-and-after photos and receive education on all of their concerns," says Denise Taylor, owner of Great Looks 4 Less in Lawrenceville, New Jersey. "Our salon hosts events to attract this age bracket, with education on different products, proper nutrition and more." Be aware of the changes that occur through aging—such as thinning skin or thickened nails—and offer solutions that can help. Sheila Fredriksen, Minneapolis-based nail tech and CEO and creator of Nontoxique, points out that these clients expect results-based treatments and drive the wellness revolution, so they seek health benefits at salons and spas in addition to basic nail care.

Finally, older clients want to feel relaxed at your salon. "They usually have fewer demands on their time, so they appreciate when I spend more time on them, giving a lengthened hand massage or having patience when they're settling in or selecting a polish," explains Walcott. "Also, older people may be isolated, so their time with me is especially valuable social contact, and this is part of my service to them." Not rushing your mature clients and taking the time to engage them in conversation will make them feel appreciated and pampered—and make them more apt to return again. 📌



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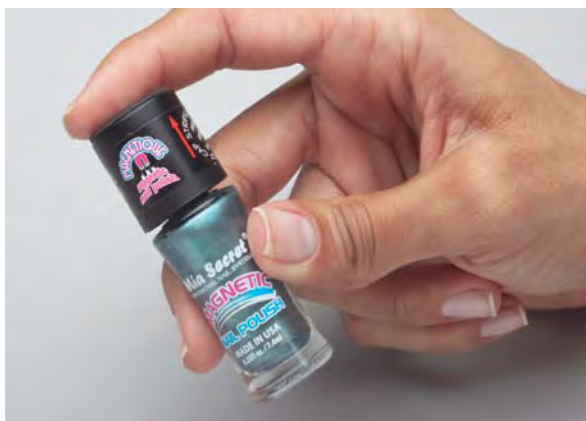
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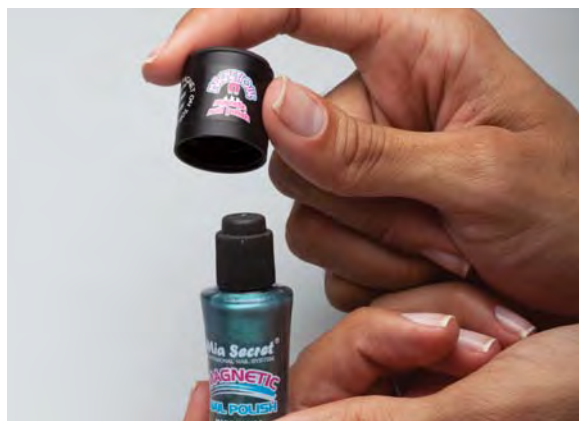
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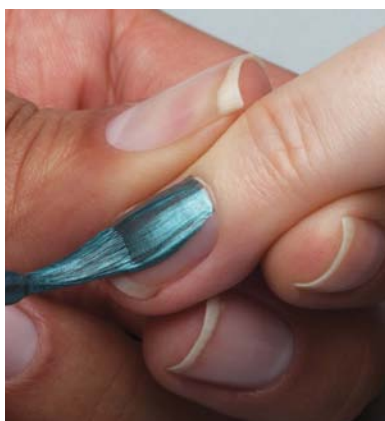
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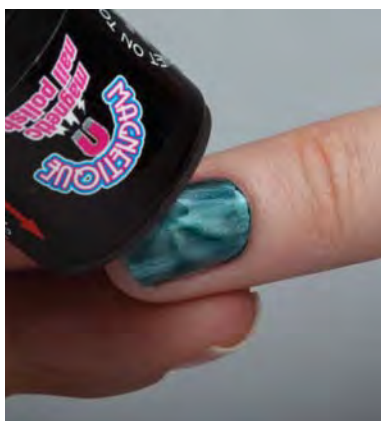
1 Shake the bottle well before using.



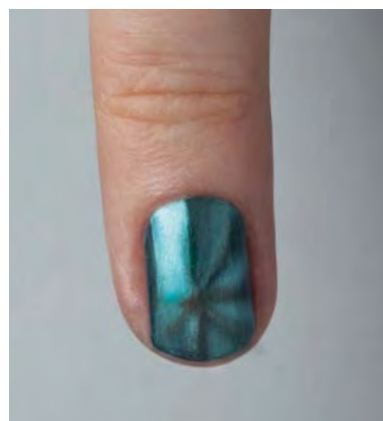
2 Pull outer cap straight off and set aside. The magnet is on the top of this cap.



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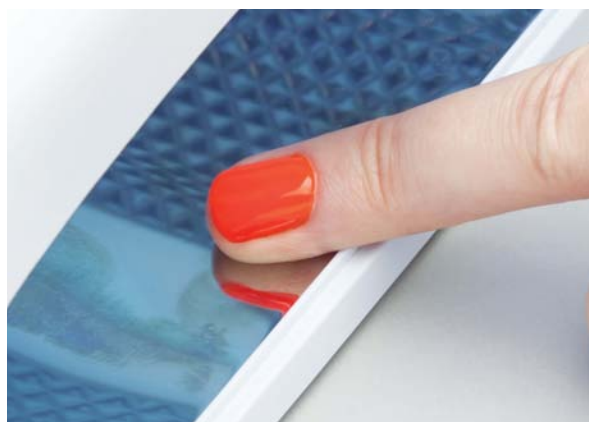
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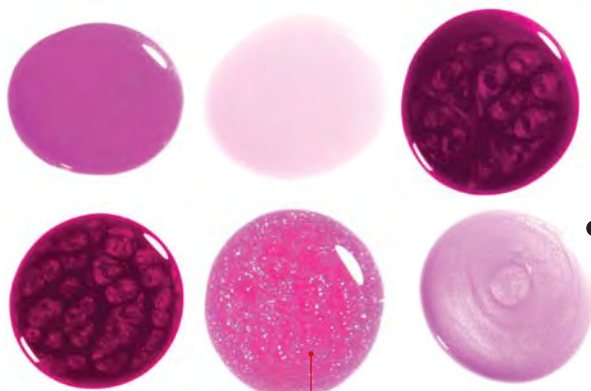


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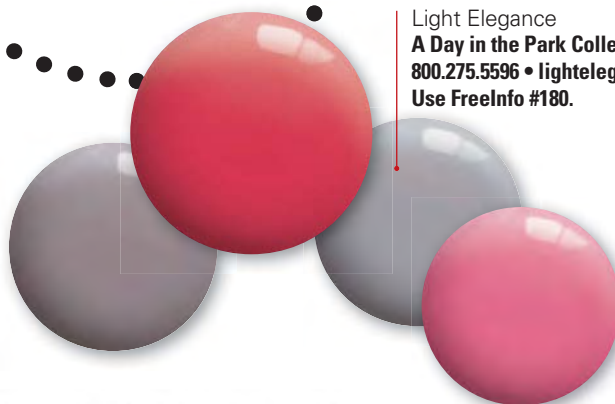
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August

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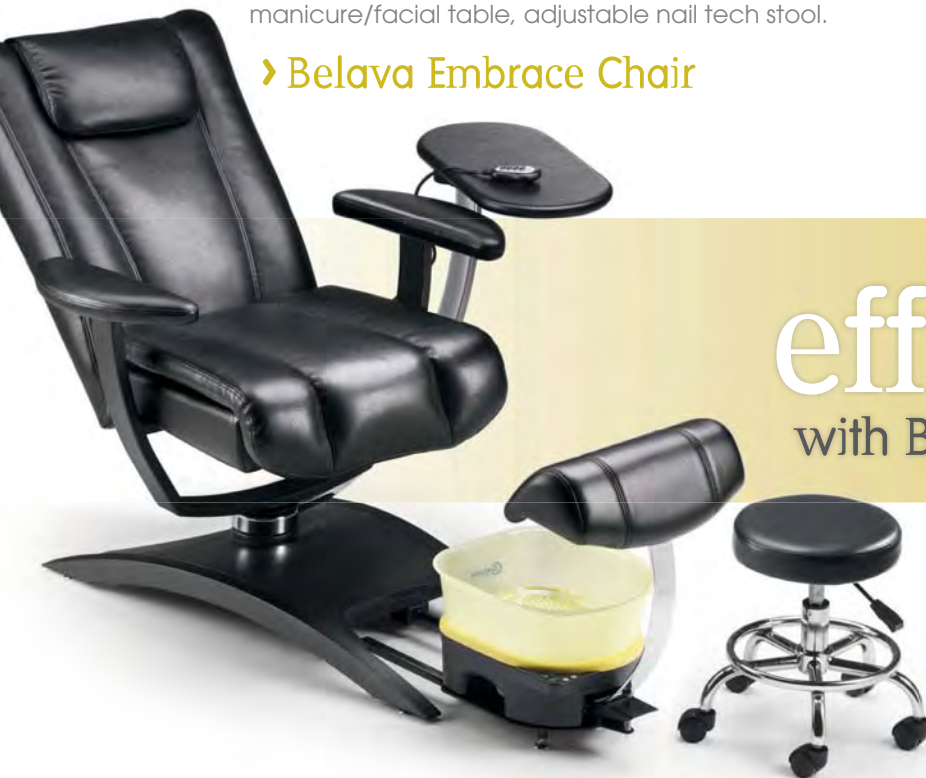
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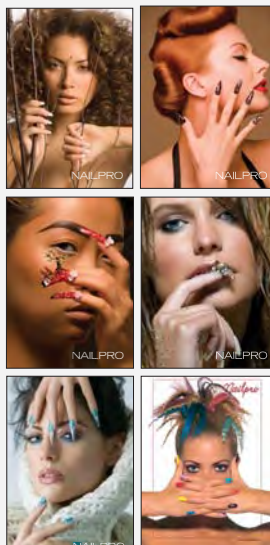
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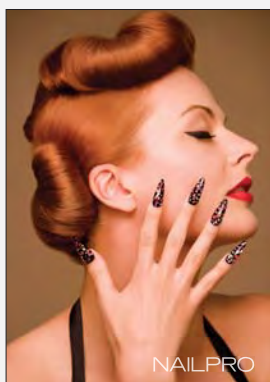
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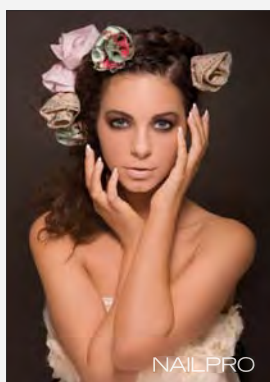
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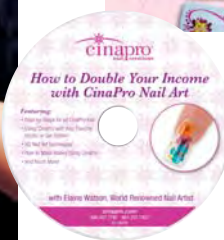


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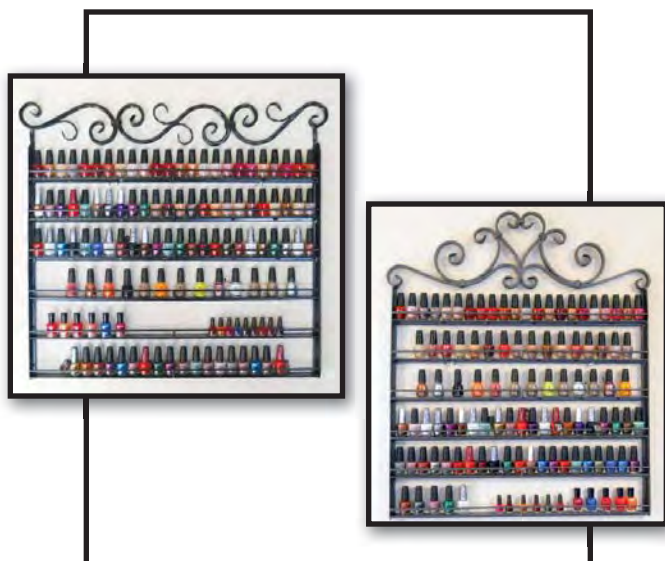
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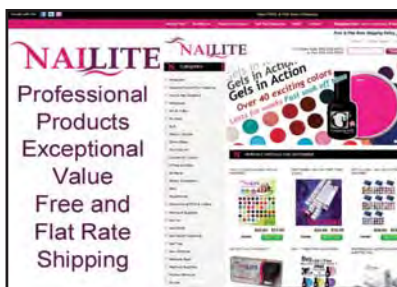
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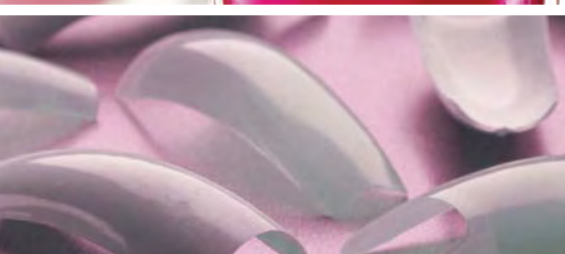
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Hunger Games

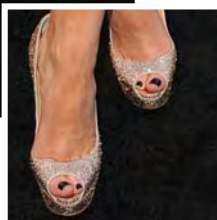
The anticipated *Hunger Games* film debuted March 12 at the Nokia Theatre in Los Angeles. The Hollywood event was livestreamed on various websites for insatiable fans, where the enthusiasm for this project was finally indulged. And thanks to the China Glaze *Hunger Games* Collection, everyone is paying extra attention to nail styles!



Actress Garcelle Beauvais paired her vibrant dress with a fashion-forward and fiery manicure that matched her frock.



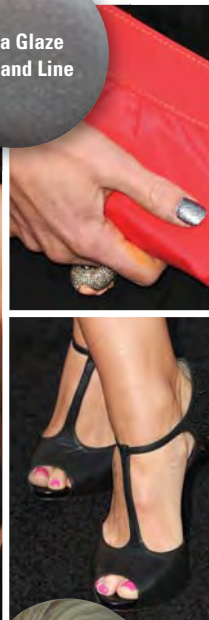
Kylie Jenner shows off her not-just-a-little-sister fashion with a reverse French manicure and vampy pedicure.



The star of the film, Jennifer Lawrence, graced the audience with a gilded gown offset by her deep wine manicure



Country music artist Miranda Lambert arrives with a silvery mani and sweet pink pedi.



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25¢ each \$23.95 100-ct. \$99.95 Case (500)

SANITIZABLE BLOCKS EA. 100-PK CASE
Purple Med/Coarse NB0001 NB0001P NB0001C
Orange Med/Fine NB0002 NB0002P NB0002C
Blue Fine/Super Fine NB0003 NB0003P NB0003C
20¢ EA. • 100-PK \$18.95 • CASE (500) \$89.95

ARCTIC BLOCKS™ NB0034 NB0034P NB0034C

FLEX TAPE
Waterproof Material
Black #NB0035 • Pink #NB0036 per roll **\$1**

Double Spring Cuticle Nipper
Spoon Pusher #NB0201
Spoon Pusher / Pterygium Remover #NB0202
2-Sided Straight Pusher #NB0203
Straight Pusher / Cleaner #NB0204
Toe Nail Clipper #NB0207
Trapper Clipper #4727
Curved #NB0213 / Straight #NB0214

Assorted Cuticle Pushers
Your Choice **\$2.95**

Sterilizer Tray
#NB0302 **\$4.95**

Sterilizer Jars
Small \$1.50 #NB0301
Medium \$7.95 #NB0302
Large \$6.95 #NB0303

Chastide Hospital Grade Disinfectant
16 oz. #PN114B \$3.50
GAL. #PN114G \$12.95

3-PC BRUSH PEN SET
#NB0116
SHORT MEDIUM LONG
SALE! \$4.75

Round Sable Acrylic Brush
#NB0405
Flat Sable Acrylic Brush
#NB0406
Nylon Gel Brush
#NB0407
ALUMINUM ACRYLIC BRUSH
#NB0117
Brush stores in handle!
\$3.95 #NB0408

PURE KOLINSKY Acrylic Brushes
100% KOLINSKY SABLE BRISTLES
ACETONE RESISTANT CLEAR HANDLES
#8 • \$5.95 • #NB0400
#10 • \$7.95 • #NB0401
#12 • \$9.95 • #NB0402
#16 • \$12.95 • #NB0403
#18 • \$14.95 • #NB0404
#20 • \$17.95 • #NB0411

NAIL BASIX™ \$6.95 500-ct. SIZES 1-10
NAIL BASIX™ \$1.95 / 50-ct. refills

Split Second Nail Glue
BRUSH-ON 10 GM. \$2.95
1, 2, 3... DRY!™
2 GM. \$1.00 #SSNG2
3 GM. \$1.50 #SSNG3

Extra Strength Bullet Glue
#NC0305 20¢
BOX OF 250 \$39.95
Twist-Off Nozzle!
Dries in Seconds!

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Rectangular Forms \$2.95 #NB0307
Horseshoe Forms \$2.50 #NB0308

REUSABLE FORMS
SALE! \$3.95 5-CT.
NON-STICK #NB0310

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Shaping Tools
For A Perfect C-Curve Every Time
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Spoon Pusher / Pterygium Remover #NB0202
2-Sided Straight Pusher #NB0203
Straight Pusher / Cleaner #NB0204
Toe Nail Clipper #NB0207
Trapper Clipper #4727
Curved #NB0213 / Straight #NB0214

Assorted Cuticle Pushers
Your Choice **\$2.95**

Sterilizer Tray
#NB0302 **\$4.95**

Double Spring Cuticle Nipper
Spoon Pusher #NB0201
Spoon Pusher / Pterygium Remover #NB0202
2-Sided Straight Pusher #NB0203
Straight Pusher / Cleaner #NB0204
Toe Nail Clipper #NB0207
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Nylon Gel Brush
#NB0407
ALUMINUM ACRYLIC BRUSH
#NB0117
Brush stores in handle!
\$3.95 #NB0408

PURE KOLINSKY Acrylic Brushes
100% KOLINSKY SABLE BRISTLES
ACETONE RESISTANT CLEAR HANDLES
#8 • \$5.95 • #NB0400
#10 • \$7.95 • #NB0401
#12 • \$9.95 • #NB0402
#16 • \$12.95 • #NB0403
#18 • \$14.95 • #NB0404
#20 • \$17.95 • #NB0411

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Bright White \$2.95 7.5 oz. \$4.95 2 oz. \$9.95
Pink \$2.95 7.5 oz. \$4.95 2 oz. \$9.95
Bright Pink \$2.95 7.5 oz. \$4.95 2 oz. \$9.95
Natural \$2.95 7.5 oz. \$4.95 2 oz. \$9.95
French Dip \$2.95 7.5 oz. \$4.95 2 oz. \$9.95

ACRYLIC LIQUID VIOLET MONOMER
2 oz. \$2.95 4 oz. \$4.95 8 oz. \$6.95
#NB1053 #NB1054 #NB1013
#NB1101 #NB1102 #NB1103
#NB1104 #NB1105 #NB1106
#NB1107 #NB1108 #NB1109
#NB1110 #NB1111 #NB1112
#NB1113 #NB1114 #NB1115
#NB1116 #NB1117 #NB1118
#NB1119 #NB1120 #NB1121

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#NB1056 #NB1019 #NB1020 #NB1021

UV CURABLE ACRYLIC LIQUID
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Brush-On Activator \$1.95 1/2 oz. #NB1023

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Clear \$4.95 1 oz. NB1026
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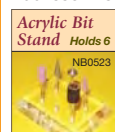
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- Cone #NB0503
- Footpick #NB0504
- Football #NB0505
- 4-wk Backfill #NB0506
- 2-wk Backfill #NB0507

\$4.95 EACH

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- Small Barrel #NB0509
- Cone #NB0510
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- Football #NB0512
- Footpick #NB0513

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- 1000 ct. **\$29.95**
- 100 ct. **\$3.95**
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- #NB0519 Medium
- #NB0520 Coarse
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\$2.95

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- Includes 6 bits, 3 sanding bands and convenient carrying case.

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- Includes 3 bits and no-hassle warranty.

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- 15,000 RPM

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Barrel #NB0515

Cone #NB0516 **\$1**

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- Blue #NAB0003
- Gold #NAB0004
- Green #NAB0005
- Iridescent #NAB0006
- Light Blue #NAB0007
- Pink #NAB0008
- Purple #NAB0009
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\$1 144-CT.

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- \$1.95** 10-CT.
- CHOOSE FROM 15 STYLES

\$1 PER PACK

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NAIL BASIX

- LACQUERS .5 OZ.

\$1

ArtClub

- STRIPER LACQUERS
- \$1.95**

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color CLUB

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china glaze.

- LACQUERS .5 OZ.

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CND

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Holds All Popular Brands

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china glaze.

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CND

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ibc

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with 20 abrasive pads **\$9.95** #SB0418

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- \$3.95 per pound**
- 6 lb. Box **\$17.95** (\$5 S&H)

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Electric Mittens

- OR Booties SB0212

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\$1

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- Black #SB0409
- White #SB0410

\$1.95 **\$2.95 pair**

Pumice Sponges

- 55¢ each

\$11.95 #SB0408

Manicure Scrub Brushes

- BOX OF 72 **\$9.95**

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- 49¢** #SB0412

\$19.95

NEW! SPA FIZZ™ BUBBLE BOWL

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- (Paraffin, Mittens or Booties)

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PEDICURE FIZZ

- WHITENING
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- Manicure Balls 10-ct. **\$1.00**

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Soothing Lavender #SB0103

Lemon-Lime #SB0104

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Peppermint Pedicure Collection

- Gentle Exfoliating Sloughing Crème
- Crème Mask
- Pedicure Scrub
- Rock Salts
- Ice Cooling Gel

5 Gallons \$59.95 (\$10 S&H)

Gal. \$14.95 (\$5 S&H)

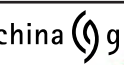
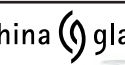
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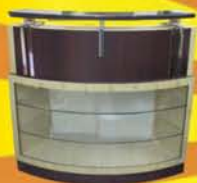


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The Generation Gap

Earn Certificates of Achievement as you test your skills with Nailpro's Professional Participation Program. In each issue, you'll find a multiple-choice test that will allow you to demonstrate what you've learned from one or more articles in the issue. For answers to this month's test, see "The Generation Gap" on page 138. 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 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 Older clients offer the potential for upselling through _____ add-ons.

- A. Celebrity-inspired
- B. Nail art
- C. Anti-aging
- D. All of the above

2 Younger clients tend to request the latest polish colors and techniques.

- A. True
- B. False

3 The term "Millennial" refers to people born after _____.

- A. 1955
- B. 1980
- C. 1999
- D. 2000

4 Older clients may require different accommodations due to nail and skin changes.

- A. True
- B. False

5 Younger clients tend to _____.

- A. Be more concerned about sanitation
- B. Ask about the benefits of services
- C. Prebook appointments
- D. Both A and B

6 Younger clients tend to want lengthier services.

- A. True
- B. False

7 Which of the following nail changes may occur with older clients?

- A. Dry, brittle nails
- B. Nail disorders
- C. Faster nail growth
- D. Both A and B

8 Which of the following is true of older clients?

- A. They're often in a rush
- B. They have less disposable income
- C. They like techs to spend more time with them
- D. All of the above

9 Which of the following can help encourage a younger client to frequent your salon?

- A. Displaying the season's polishes
- B. Keeping a look book of nail art
- C. Keeping up with celebrity nail trends
- D. All of the above

10 Older clients expect results-based treatments.

- A. True
- B. False

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., "The Generation Gap") 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/test-yourself. Submissions must be postmarked or received online by May 31, 2012. Answers will appear in the July 2012 issue.

Answers to March Test

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

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