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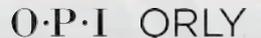
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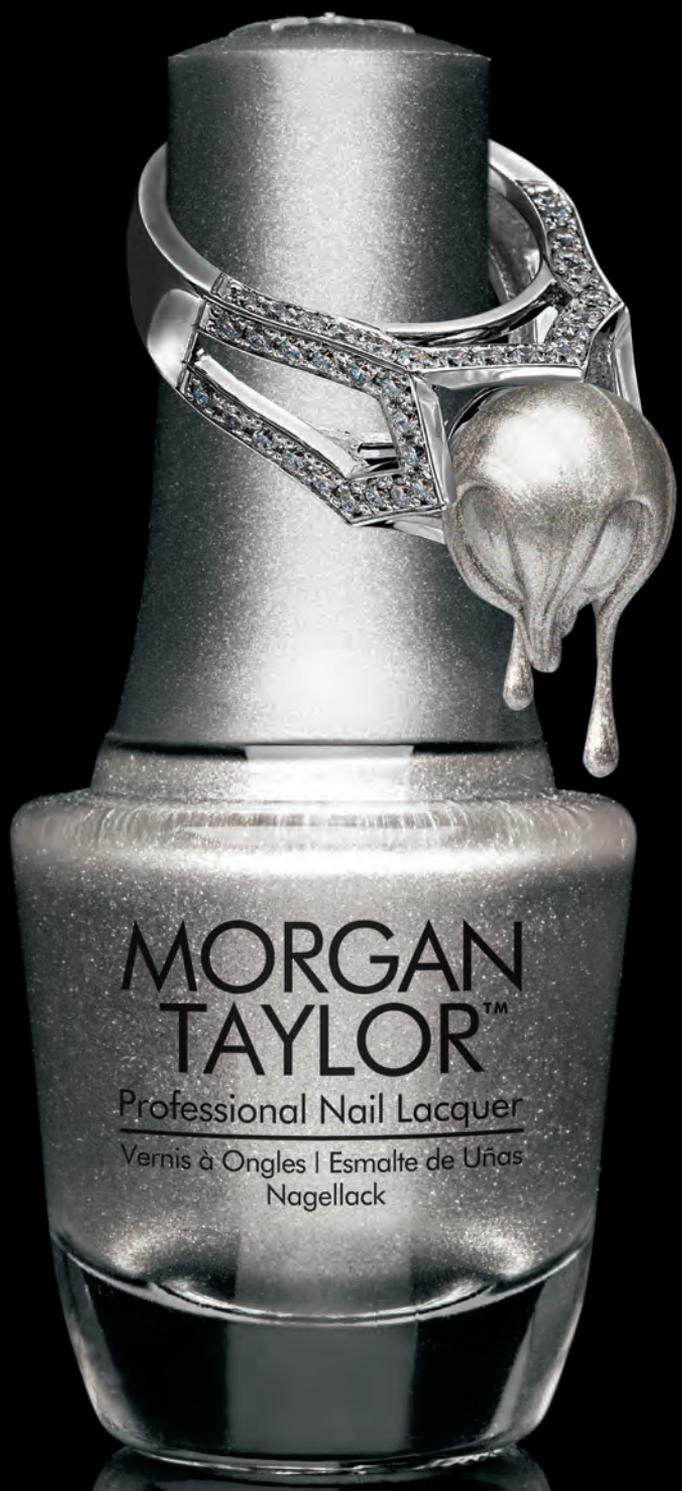
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Check out the behind-the-scenes video of our cover shoot at nailpro.com.



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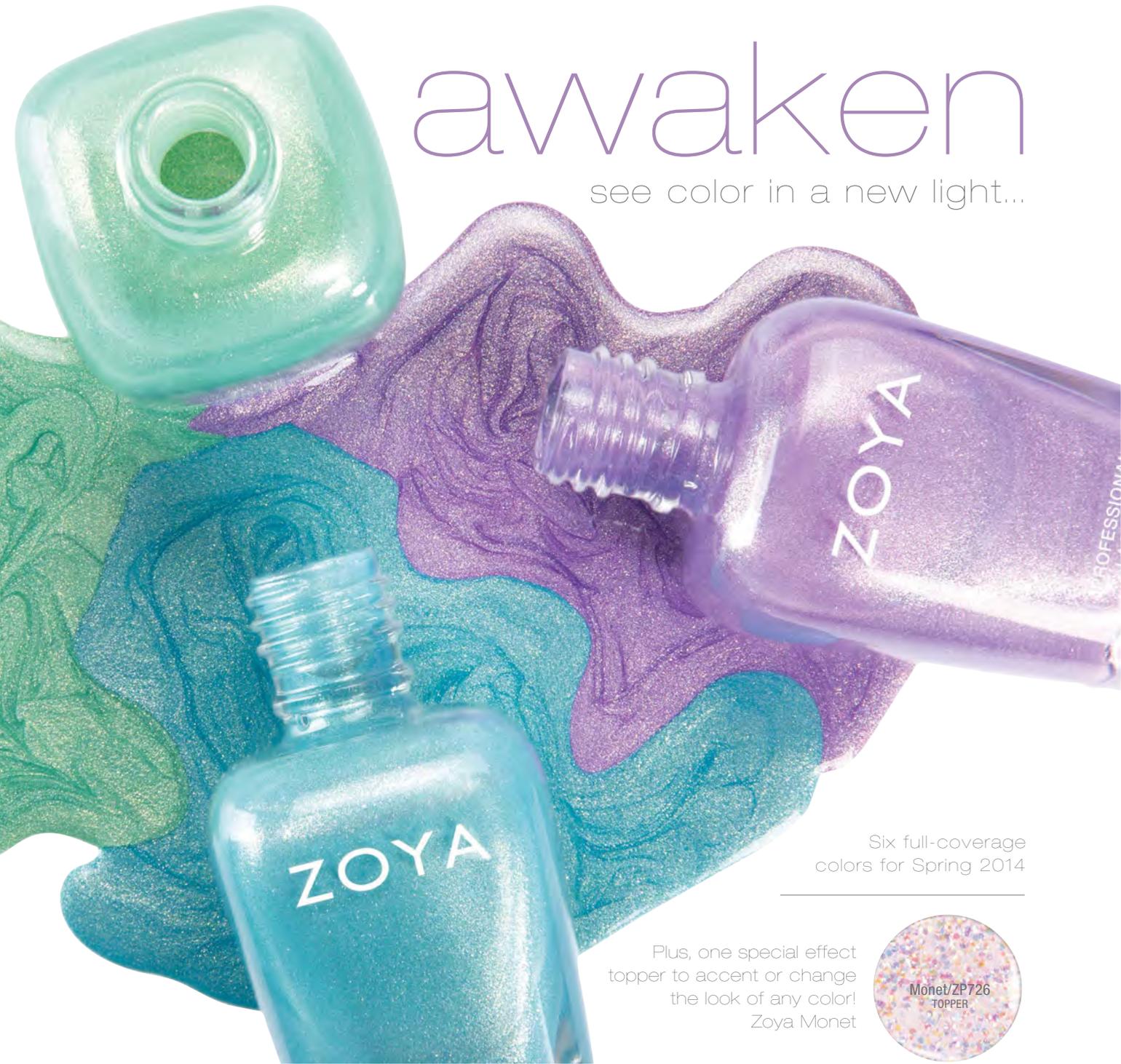
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Shown above clockwise from top Dillon, Hudson and Rebel.

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Neat as a Pin

If anyone walked into my office, she would most likely be overwhelmed with the sheer amount of *stuff* everywhere. The walls are papered with inspiration photos; there are boxes overflowing with nail products stacked against a wall; and literally hundreds of bottles of nail polish littering tables, ledges, my desk and even blanketing the floor (I've been sorting through the spring collections for March). My bulletin board and desk look like a pack of yellow sticky notes threw up all over them. On my desk, amid the lacquers and rhinestones, Post-It notes and stapler, there are five distinct piles—and I know *exactly* what's in each of them. My office, and desk in particular, is what I like to call "organized chaos."

Fortunately, not too many outsiders visit my neat freak's version of torture. But if they do, there's definitely a lot to look at and even more to play with (I still have the first edition of OPI Shatter in a corner of my desk, among other cool nail stuff!). I think seeing where a person works tells you a lot about her. I would hope that when people walk into my office, they think creative and inspirational. When I step into a coworkers' office that is completely neat and tidy, I'm always impressed at their organization (and secretly wonder where they hide everything). Of course, others look as though a bomb went off in their workspace, with papers and notes scribbled with writing scattered across every spare surface. But we're editors; we deal

with papers and product all day long and are, for the most part, left to our own devices.

Nail technicians, on the other hand, are sharing their "office space" with countless clients throughout the day, so the outside world sees *yours*. What does your desk say about you? Creative, organized, sanitary? Perhaps more importantly, what does it say to your clients? I am certainly not one to point fingers at messy desks, but then again, I don't often bring important people into my office (that's what conference rooms are for, thank goodness!). A well-organized nail table is not only about a client's perception of your skills, though; it also makes for a productive tech. If you don't have to dig for tools and supplies because everything is properly laid out and labeled, then you'll be able to get through your service in a much more timely manner. And after all, time is money.

This month we bring you a comprehensive guide to organizing your own workspace ("How to Set Up Your Nail Table," page 110). We not only give you suggestions for what to have on your tabletop but the reasons why. In addition, we'd love to see what your desk looks like! Share your photos with us on facebook.com/NailproMagazine and @NailproMagazine on Instagram with #nailtable. I'm already getting ready by taking pictures of mine!

Stephanie

Stephanie Lavery
NAILPRO Executive Editor
slavery@creativeage.com



Stephanie in New York...

While recently in the Big Apple, I had the opportunity to meet with veteran nail artist Tracy Lee Percival, who is also the Sally Hansen Education Ambassador. While the brand is consumer-based, she uses her professional perspective and experience to educate the masses and media about the importance of great nail care. She's definitely one to watch!

Behind the Nail Pros...

When John Hauk was visiting the West Coast, he popped into NAILPRO to do his take on Valentine's Day-inspired nails for our cover. He used a combination of acrylic and gels to create this salon-friendly style. Check out the how-to on page 70!



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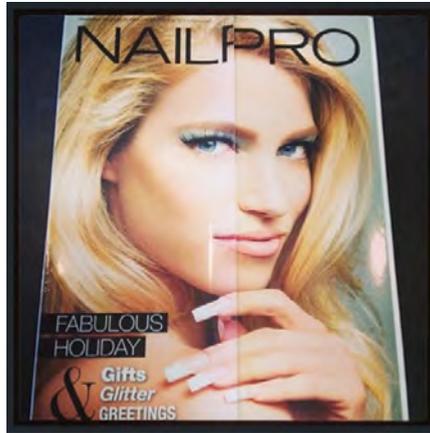
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BACKFILLS



▲ **Art's Desire** Oh yeah! It's hump day and my favorite magazine came! #nailpro #nailpromagazine #getnailedetc #nails #nailsalon #pretty #information #nailaddiction #happygirl #humpday #Wednesday

Melissa @melkayeh33
Via Instagram

▼ **Talent Showcase** This is suuuuuper awesome! #nailpromagazine #impumped #ilovemyjob #soexcited

Veronica Andrade
Via Instagram



More Than a Mani Regarding your article "Life Lessons Learned From Clients," the best one ever covers both my personal and professional life. My client/friend Betty Abernathy Dils taught me that you can't want something

more for someone than they want it for themselves, meaning if I'm putting more time, thought and energy into making something good happen for someone else than she is, then it's time for me to stop, take a step back, and let that person run her own life.

Jill Wright
Bowling Green, KY
Via Facebook

▼ **A Fine French** Hope you like the way I did my French sculpted technique. Hugs from Mexico City!

Marcela Ortiz Gallardo
Via Facebook



Kudos I like this magazine! So informative!
Christopher X Nguyen
Via Facebook

▼ **Wall of Fame** Thought you might like to see how I display the NAILPRO certificates I've received over the last 15 years. This is just some of them... they go all the way to the floor!

Karyn Jones-Sicker
Via Facebook





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▼ Stockpile Magazine magazine!

Love them!

Anky Nails
Via Facebook



▼ **File Frenzy** Thank you for another inspirational article, "Electronic File Nail Art" in your November issue. This was a look that I accomplished [from reading it]. I always enjoy reading the Workshop articles and trying them out for myself to see what I come up with. The Dots were so fun to make! My only problem was choosing the color I wanted. I even tried to make the squiggly lines. Thanks again!

Janice Cortez
Nails by Janice
Clovis, CA



Inspired I'm a nail technician student and I really like all of the nail art that you feature in your magazine!

Lori Evans
Green Bay, WI

Duped I have just opened a salon. A new guest came in and received an eyebrow service. I complimented her on her polish color and she said it was OPI French Cognac, but it's unavailable. Can you direct me to a replacement color or to whom may have inventory of this color?

Congrats on your new salon! Unfortunately, OPI does discontinue certain colors from time to time to make room for new collections. You might want to try your local OPI distributor; sometimes they have leftover bottles. If you're desperate for that exact shade, you can always search on Ebay or Amazon. Otherwise, you can go to opi.com and search for similar burgundy colors. You might want to check out OPI Malaga Wine. We think it's quite similar to French Cognac.

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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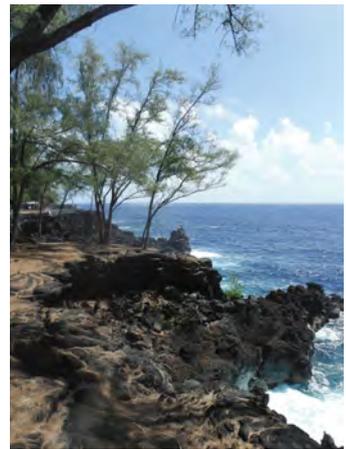


Magic in Mexico

JESSICA VARTOUGHIAN, CEO AND FOUNDER OF JESSICA COSMETICS INTERNATIONAL, WAS RECOGNIZED BY *GLAMOUR MAGAZINE MEXICO* at its 15th Anniversary Gala at Casino Del Bosque in Mexico City on October 10, 2013. The Glam Award was presented to “The First Lady of Nails” along with fellow honorees, including Eva Longoria and Demi Lovato at the invitation-only red carpet event.

The award recognizes the achievements of industry leaders who inspired *Glamour Mexico* readers, leaders who share a passion for life and who have worked hard to achieve their dream.

“*Glamour Magazine* has always been a fashion and beauty bible for young women,” says Vartoughian. “They have championed the Jessica brand since my distributors, Mario Del Duca and Ioanna Alvarez, launched the range in Mexico in 2010. What made this a heartfelt moment was that the readers voted! It was such a magical evening.”



SAIL AWAY

Nail techs took to the seas on September 13, 2013, as the annual Nail Those Profits (NTP) cruise departed from Vancouver, Canada, for sunny Hawaii. Between exploring the districts of Hilo, Kona, Maui and Honolulu, attendees enjoyed invaluable education led by Jess Hoel, Tami Schmidt, Holly Schippers and Vicki Peters, and received goodie bags that included products from NTP sponsors: Akzentz, Cácee, CND, ENP, INM, KUPA and Famous Names.

The next cruise sets sail on January 17, 2015. Secure your spot and make a reservation at: vickipeters.com.



A CONVERSATION WITH CUCCIO



TONY CUCCIO, FOUNDER AND CEO OF CUCCIO NATURALÉ AND STAR NAIL INTERNATIONAL,

was a featured speaker at the Summum Beauté International 25th Anniversary Gala, held on November 10 and 11, 2013, in Quebec City, Quebec, Canada. His 90-minute seminar addressed an audience

full of beauty professionals, and focused on the state of the nail industry as well as insight into increased revenue and income.

“A down economy is a great time to reevaluate your business and focus on the areas where you can save and make money,” advises Cuccio. **“Most techs are shocked to learn that artificial nail services generate less income per hour than a manicure with soak-off gel.”** He also recommends pushing gift certificates all year long so that clients can purchase them for friends and family—a piece of advice that any salon can follow!



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Media Focus

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

Harper's Bazaar • To complete a holiday look, the mag named **Essie** Twin Sweater Set as a classic red.



Lucky • **Essie** Need a Vacation was listed as the perfect edgy-yet-girly pink.



Cosmopolitan for Latinas

Zoya Charisma and Darcy were among the polishes used to transform a plain necklace into colorful statement piece.



W • A curated list of apres-ski gifts included the ethereal **OPI** Ski Slope Sweetie.



People StyleWatch
Glittery hues sparkled across the page, featuring **Cuccio Colour** Vegas Vixen, **Only** Lavish Bash, **OPI** Liquid Sand Silent Stars; **Zoya** Get Even Ridge Filling Basecoat was suggested to help glitter stick to the nail.



Allure • Among the mag's must-have holiday beauty products: **Essie** Penny Talk.



Marie Claire
Metallics were out in full force, including **OPI** Wonderous Star, a speckled gold hue.





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California LOVE



Voluminous lashes and brightly colored tips were out in abundance on November 10, 2013, as China Glaze Nail Lacquer and Ardell Lashes were announced as official sponsors of the Miss California USA and Miss California Teen USA competitions. The pageant season kicked off with a Long Beach glam-athon that drew in more than 300 contestants from across the state. In addition to clueing these young women in to the latest polish and lash trends, China Glaze and Ardell treated attendees to expert lash applications and goodie bags filled with the season's most popular shades—a must-have for that trademark pageant hand wave!



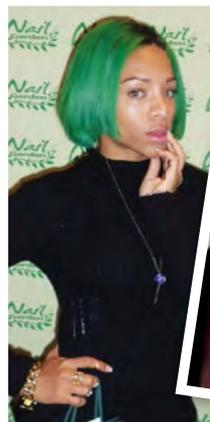
Photos (clockwise from top left): Miss California Teen USA 2013 Chloe Hatfield (far left) and Miss California USA 2013 Mabelynn Capeluj (far right) with China Glaze brand managers; Miss California USA contestant bats her newly-applied Ardell lashes; Capeluj (far left) and Hatfield (far right) with the Ardell marketing team; Miss California USA 2014 hopefuls stop by the China Glaze booth.

POP STARS & POLISH



The latest beauty stop before award shows: nail parties, of course!

Jordin Sparks, Casper Smart, Dot Jones and Corbin Bleu were some of the lucky celebrities who stopped by the Nail Garden booth and received complimentary mani/pedi treatments and POP Beauty nail polish at the KIIS FM American Music Award pre-party event in Los Angeles on November 25, 2013. POP Beauty polish was the perfect accessory to take home before getting glammed up for the show.



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**WE ARE
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Read All About It!

The Nail Superstore released its first newsletter in January, and twice a month the Nail Superstore will be sending out informative newsletters filled with how-to videos, its best products, nail art trends, important information on the nail industry for salon professionals and small business tips. The bulletin will also offer coupons and discounts for its subscribers.



To start receiving the newsletter in your inbox, sign up at nailsuperstore.com.

D-I-Why?

CND RECENTLY RELEASED A CONSUMER STUDY THAT PROVES WOMEN AREN'T LEAVING PROFESSIONAL SALONS FOR DIY BEAUTY ANYTIME SOON.

The study, conducted by Harris Interactive, reported more than a few promising statistics:

- 91% of women feel better about themselves after visiting the salon
- 74% of women value the relationship they have with their salon professional
- More than half of women have been disappointed with DIY results

What's more, 8 in 10 women agree that they get better results at the salon than when they perform their own service—proving that professionals are still highly valued by their clients. But of course, we already knew that!

GO WITH A PRO!

PROFESSIONAL TOUCH

- 91% of women feel better about themselves after visiting the salon
- 8 IN 10 women agree that they get better results at the salon than when they perform their own service
- 74% of women value the relationship they have with their salon professional
- 1 IN 2 women have been disappointed with DIY results

SAFETY FIRST

Women who love the accessibility of a long-term manicure can rest easy when it comes to UV safety. A recent study conducted by Dr. John Dorey and Dr. Robert Saper has revealed that:

- The UV light used in nail salons is only 1/10th as strong as the UV light used in tanning beds.
- The UV light used in nail salons is only 1/10th as strong as the UV light used in tanning beds.

HEALTHY HANDS THE 3 C'S

CONDITION: Daily conditioning, keeping the natural moisture and oils in your skin, and using a moisturizer with SPF will help keep your skin healthy and hydrated.

CARE: Regular care with professional products, including cuticle oil, will help keep your hands healthy and hydrated.

CURE: The correct curing time is essential for a long-lasting manicure. Make sure your technician is using the correct amount of product.

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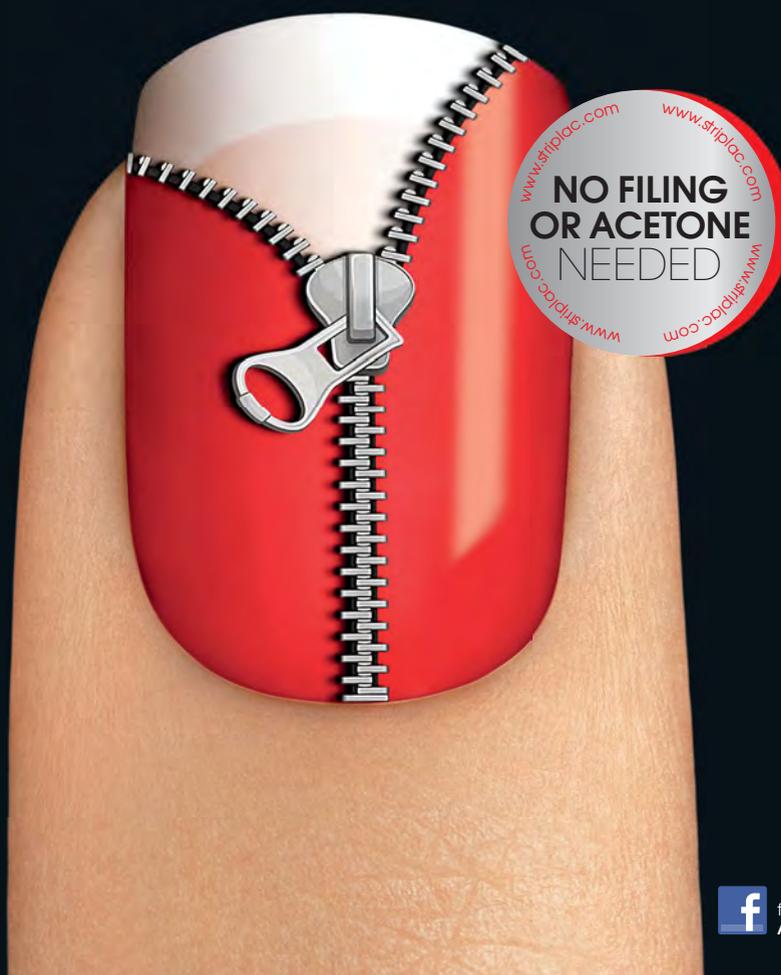
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Cosmo GEL

Cosmopolitan en Español voted Perfect Match from LeChat Nail Care Products as the “Best Gel Polish” in the *Cosmopolitan* Beauty Awards 2013 feature. Congrats to LeChat!

DEFINED

Delamination: A process that involves the separation of two or more layers, such as the separation of the natural nail plate into thin sheets or layers. — *Nail Structure and Product Chemistry, Schoon*

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INTERNATIONALLY LICENSED AND ACCOMPLISHED NAIL ARTIST MAMI GRIFFIN has picked up all kinds of unique and wonderful pieces of nail art throughout her travels that have brought her much success.

Now, she is opening up her treasure trove of nail art products to you with the launch of her new e-shop. Griffin describes it as “a private collection of my favorite, hard-to-find, awesome nail art products. I just got my little store up and running—it’s a little empty, so please be patient while I fill it up!” Given Griffin’s talent and knack for nail art, undoubtedly beautiful and one-of-a-kind pieces await! **Visit mamigriffin.com to start shopping.**

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TURN UP THE HEAT

IN THE MIDST OF CHILLY NOVEMBER, THREE TALENTED NAIL ARTISTS WERE NAMED WINNERS OF THE 2ND ANNUAL SUMMER FUN NAIL ART CONTEST. The contest, run by It's So Easy, invites nail artists from across the country to submit their summer-themed designs using only polish, paints and stripers. The top 50 finalists are chosen through online voting, while the It's So Easy Nail Art Team picks the final three. **CONGRATULATIONS TO THE WINNERS!**

1ST
Martha A., Central Falls, RI



2ND
Mary R., Wabash, IN



3RD
Pamela K., West Mifflin, PA



Newsfile



Jamie Kern Lima

Congratulations to Jamie Kern Lima, **IT Cosmetics** co-founder and CEO, who was one of 12 women recently honored for the Ernst & Young Entrepreneurial Winning Woman of 2013. The award is part of the Ernst & Young Entrepreneur of the Year Awards, a national leadership program designed to bring attention to and accelerate growth of businesses founded by female entrepreneurs.

Kern Lima launched IT Cosmetics in 2008 after spending several years as an award-winning TV news anchor. The cosmetics company has won multiple industry awards, proving that this multi-talented woman brings the magic touch to all of her endeavors.

"I feel so blessed and honored that Ernst & Young is recognizing me and all of the incredible growth and potential of IT Cosmetics, and I am just humbled at the caliber of the fellow women honored this year," says Kern Lima. "I dedicate my life to creating innovative and effective solution-oriented makeup and skincare products that are laser focused on problem-solution, and truly giving women the power to look and feel their most beautiful."

Interested in adding IT Cosmetics to your retail shelves? Visit itcosmetics.com to check out the variety of products available.



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Tips & Pieces

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SOMETHING'S FISHY...

Gloria Williams just brought a whole new meaning to the term "catfished."

The Footnanny CEO and founder, who also happens to be Oprah Winfrey's personal nail technician, stopped by the home of *The Heat* co-star Spoken Reasons (aka John Baker Jr.). While the actor settled in for a relaxing pedicure, Williams had other plans: a bowl of catfish, meant as a gentle jab towards the controversial fish pedicure. When asked to lower his feet into the fishy water, Baker was understandably tepid about the request.

"Spoken Reasons was a good sport about the prank. He had no idea that his pseudo 'Footnanny' treatment would include a tub of catfish!" Williams exclaims. Check out the hilarious video on All Def Digital's YouTube channel.



SNAPSHOTS



Pantone announced the Color of the Year 2014, and it's the delightfully feminine Radiant Orchid. Here are some of our favorite finds using this year's hottest hue!

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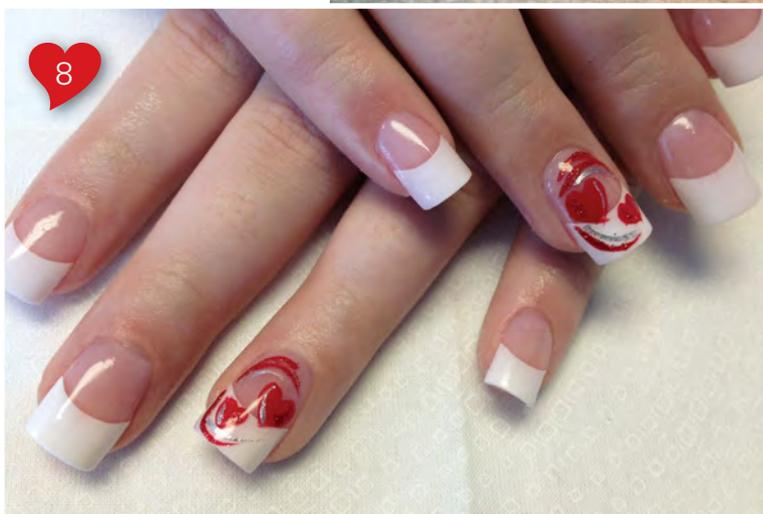
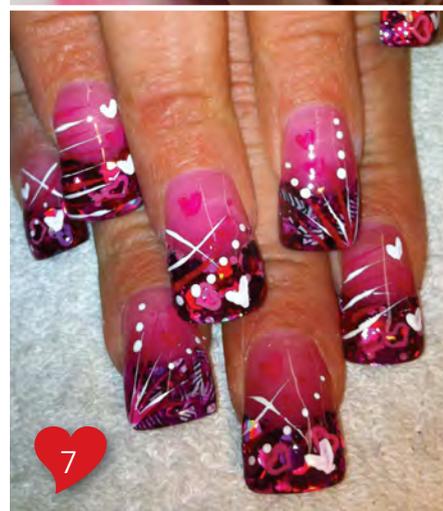
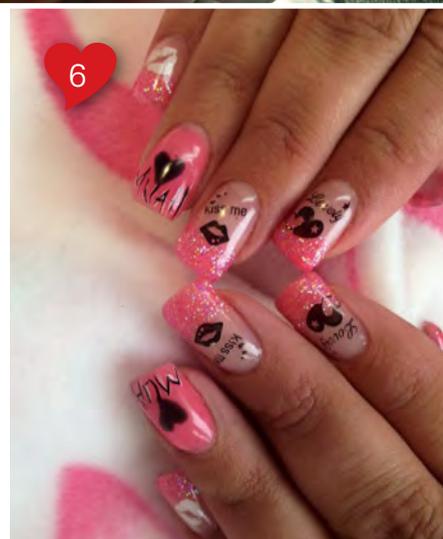
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READERS NAIL ART

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 Angela Scott** Glamour Style Nails, Mount Pearl, NL, Canada
- 2 April Hanh Tran** Lilly's Nails, Fairfield, CA
- 3 Ashley Upshall** Synthetic Nails, Witless Bay, NL, Canada
- 4 Emily Hill** Bella Si Salon & Spa, St. Clair, MO
- 5 Kaesi Ashden Ortega** Nails by Kaesi, Caldwell, ID
- 6 Kim Hanzlik** Nails, Hands, Feet and Toes, Winnemucca, NV
- 7 Oval Eldridge** Central Nails & More, Ceres, CA
- 8 Susan Wood** Serenity Salon & Nails, Deer Lodge, MT



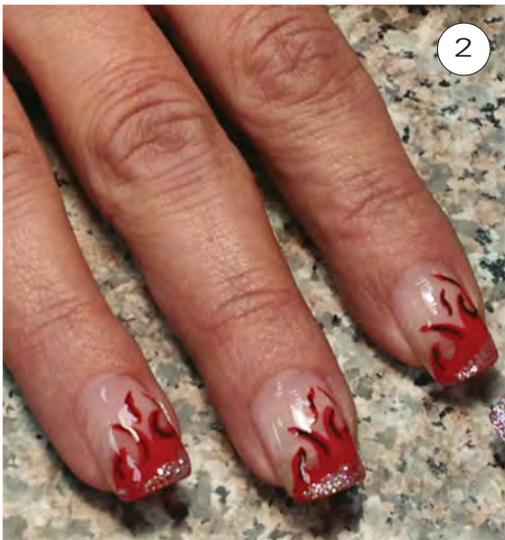


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PORTFOLIO

5



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1 Amanda Rossi Nails by Amanda, Cape Coral, FL **2 Andrea Dorsett** Da Vi Nails, Spearfish, SD **3 Jalissa Parle** Caliber Salon, Reno, NV **4 Jamaica Musquiz** Candy Nails, Nampa, ID **5 Jeannette Alfaro** iLuvUrNailz!, Bay Shore, NY **6 Jenny Meek** Classy Nails by Jenny, Fletcher, OK **7 Kari Barnes** Classy Claws Nail Salon, Las Vegas, NV **8 Kayla Rochester** Rumors Hair & Nails, Homedale, ID



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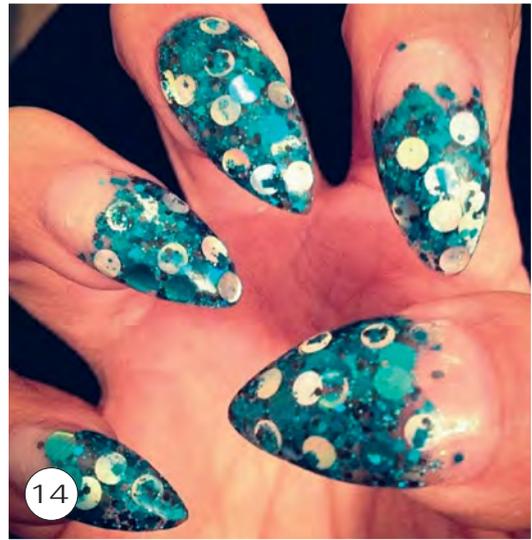


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10

9 Kim Henry S.A. Nails by Kim, West Melbourne, FL **10 Lorena Cruz** Academy of Nail Technology, Phoenix, AZ **11 Luis Martinez** Illusions, West Plains, MO **12 Renée Turner** Kydo Nails, Moncton, NB, Canada **13 Morgan Merlini** Painesville, OH **14 Marinela Santos** Spa Nails, Coopersburg, PA **15 Nancy Moua** LG Nails, Marshall, MN **16 Samantha Meter-Rogers** Hair & Nails by Sam, Fort Myers, FL



14



11



15



12



16



17



21



18

17 Nadia Rosales Lawrence, KS
18 Amy Payne Cutting Corner Salon, Tecumseh, MI **19 Chelsea Minley** St. Peters, MO **20 Jerri Mabe Tuck** Simple Splendor Salon, South Boston, VA **21 Heather Sheppick** Le Couture Salon and Day Spa, St., George, UT **22 Cathy Ruggiero** Venoras Salon, Glastonbury, CT **23 Michele Rohelier** Warren, MI **24 Hanna James** B & L Salon, Johnson City, TN



22



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25 Sandy Le Hotnails Salon, Passaic, NJ
26 Stephanie Andersen Belle's Lasting Impression Salon & Spa, Sonora, CA **27 Syreeta Aaron** Nail Studio, Montgomery, AL **28 Zoey Lee** MO Nails & Spa, Springfield, MO **29 Tracy Schmelzer** Kenneth's Salon & Spa, New Albany, OH **30 Tachyon Garwick-Nelson** Minnesota School of Beauty, Lakeville, MN **31 Yvette Pitt** The Lacquer Beauty Lounge, Watsonville, CA **32 Van Tran** Botanic Nail Salon, Redlands, CA



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If you'd like to submit your own nail art for NAILPRO's Portfolio, send an email to nailpro@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

Pattie Yankee has over 25 years of experience in the nail industry, including education and leading teams at Fashion Week. Her most recent venture: the launch of nail polish line Patricia by Patricia Yankee.



The Holy Grail of Nails

WHEN KATY PERRY HIT THE MET GALA RED CARPET LAST YEAR SPORTING TALONS INSPIRED BY HER DOLCE & GABBANA DRESS, WE SWOONED. The ruby gems and gold studs collectively captured the interest of everyone. The tech behind the gorgeously gilded nails was Pattie Yankee, who found her artistry front and center. We loved these nails so much that we tasked Yankee with creating four more nail art designs based off of the sumptuously beaded dresses from Dolce & Gabbana.

Feeling inspired by Byzantine and Venetian mosaics as well? Create Old World appeal through gold leaf or nail art foil and choose studs with a slight patina. Source gems that glow but aren't too sparkly.



FASHION PHOTOS: ANDREA ANGELESQU;
NAIL ART PHOTOS: ARMANDO SANCHEZ

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THE MAKING OF OUR COVER

VETERAN NAIL TECH JOHN HAUK CREATED A SWEET TAKE ON VALENTINE'S DAY-INSPIRED NAILS for the cover of our February issue. But instead of using the traditional colors of the holiday (pink and red), Hauk switched it up, opting for a variation of baby blue and light lavender accented with white. For this salon-friendly set, he used stiletto tips to create the shape and length that's become so popular among the more daring nail clientele. The combination of tips and free-edge fade technique makes this a quick and easy French for anyone looking for a heart-stopping design!

“Many techs are afraid of combining acrylics and gels in the same set—but they shouldn’t be! Using both allows you to create so many more designs.”

—John Hauk

Creating the Cover Nails



1 Hauk prepped the model's nails before fitting them with tips, carefully rocking the tip onto the nail and pressing firmly until the glue dried.



2 Using cover pink acrylic, he created an extended nail bed.



3 Then, switching mediums, he used blue gel paint to create the smile line, fading the color out as he moved down the extension.



4 On the free edge, he applied lavender gel, fading it as he neared the blue.



5 Hauk then used a soft white gel to blend the blue and purple together, then cured the nail.



6 He capped the entire nail with finishing gel and cured. After filing and shaping, he picked up the liquid and powder again to sculpt tiny 3-D hearts on the nail.



Nails
John Hauk



Photography
Cory Sorensen



Makeup
Lindsey Martins



Hair
Judd Minter



Nurtured Nails

Learn how to bring your clients' nails into tip-top shape.

February celebrates love, so what better time to pamper holi-dazed clients who have been harsh with their nails? Nail art is perennial, but some clients go a little overboard with glitter, glue, crystals, studs and enhancements without taking the time to properly care for their nails during the busy holidays. A little TLC from you will have them ready for spring and summer nail trends in no time.

Start from Scratch. Safely remove any product from your client's nails by using the appropriate removal method. If you are soaking off gels or acrylics, follow these steps to help prevent dehydration and re-nourish the nails:

1 Discuss with your client whether she wants to keep the length of her nails or if she wants to shorten them a bit. If she wants them shorter, file down all 10 nails first. This will prevent wasting time working on free edges that will be removed anyway. Plus, it will break the capping at the free edges.

2 Follow the next steps with one hand at a time. If directed by the manufacturer, lightly buff (by hand or with an e-file) the top surface of the nail just to break the seal. Avoid touching the natural nail with your abrasive. (**Note:** This step is optional—use your judgment and product knowledge to know whether this is necessary or recommended.)

3 Prepare the nails for soaking by slathering the entire fingertip area with a heavy moisture balm (a pedicure cream will work, too) or cuticle oil. The cream will not prevent the acetone from working, and will protect the skin from the dehydrating effects of acetone.

4 Apply soak-off wraps or substitute with a small ball of cotton saturated in acetone. If using cotton balls, place them on top of the nails and wrap each nail with foil. If available, dip each finger in a small cup of paraffin, completely covering the foil wrap. The warmth will safely speed up the process.



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Model is wearing **GelColor by OPI AmazON...AmazOFF**



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5 While one hand is soaking, begin the buffing, moisturizing, wrapping and soaking steps on the other hand. By the time you get the second hand ready, the first hand should be ready for the removal process.



6 Back to the first hand: gently grasp, then twist and massage the wrap or cotton off the nail. The product you're removing should look "fluffy." Using a shallow spoon pusher, you should be able to gently flick the product off of the nail. Do NOT dig at the natural nail. If there is a stubborn place, simply re-wet the cotton or wrap with acetone and replace it for a few more minutes as you move to the next fingers.

7 Complete all 10 fingers in this fashion until the nails are completely free of product.

Feed and Nourish

The next steps are all about repairing damaged cuticles, renewing the skin, nourishing the nail plates and moisturizing the surrounding skin.

1 Apply an exfoliating cuticle remover to the entire nail area. Choose one that has a "sloughing" effect. Use a cuticle pusher to gently push back the cuticles and remove dehydrated cuticle or non-living tissue. Reapply remover as needed to keep the cuticles moist. Remove or neutralize the remover as required.

2 Use a fine-grit file to finish shaping and smoothing the free edges. A glass file is ideal for soft natural nails.

3 Apply a high-quality, botanical-based cuticle oil to the entire fingertip. You may gently buff (no more than a couple of strokes per nail with a very soft sponge

buffer) to work the oil into the nail plate.

4 Apply a moisturizing (water-based, not oil based) lotion to the entire hand—lower arm is optional. This is the time to really pamper your client with a great hand massage.

5 Add heat with a warm towel, warm mittens or a paraffin dip. Adding heat will open the pores in the skin, deeply hydrate, and stimulate skin and nail cell growth. Allow at least 8 to 10 minutes of your manicure time for this treatment to be fully effective.

6 Remove the heat treatment and cleanse the nail plates thoroughly with a good nail



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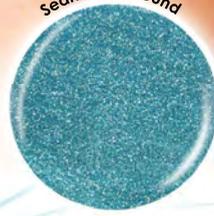
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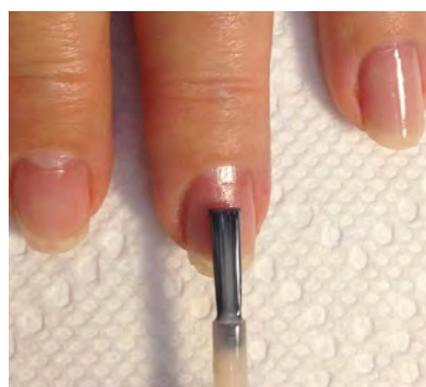
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“Any damage to the natural nail can be camouflaged by one thin coat of sheer polish sandwiched between two coats of nail treatment.”



scrub. Try to avoid getting the product on the cuticle or skin.

7 Rather than using a traditional base coat, opt for a nail treatment designed to nurture the natural nail. Choose one that is best for your client's current nail situation. Two coats of this nail treatment can finish the nail, but if she prefers color, then use the nail treatment, her color coat(s) and a traditional top coat for longer wear.

8 Rebook her next nurturing manicure in a week to 10 days for optimum results. ↓

Create a special promotion for your clients by offering a prepaid series of three to four nurturing manicures with an additional one added as your treat. After this series, their hands and nails will be back to their original healthy state. Having them prepay will ensure their commitment to you and help stabilize your income so that you can provide a nice discount with less of a pinch to your pocket.

Karen Hodges is based in Fort Myers, FL, where she is a nail technician/salon owner, consultant and freelance writer with 16 years in the industry.

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Sweet Shoppe

Delectable desserts take the cake as nail art.

There's a snarky saying for messy diners: "Eat it or wear it." Now you can do both with this month's Art Gallery theme focusing on desserts. With the help of Olivia Gordon from Lancaster, California, you can treat your clients to delicious nail art desserts as a finishing touch to their nail services.

Cupcakes are all the rage at the moment—now you can have your cake and eat it, too! Your clients will love Gordon's lollipop design, a blast from the past that can be customized with any color for your favorite flavor. You can also offer clients a "sweet" candy heart French design. Want to make a real impression? Fashion a 3-D ice cream cone that will melt hearts.

The best thing about these nail designs is that you can wear them all year long. And remember, always save room for dessert!

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: Lollipop, Lollipop



- 1 Polish the nail red.
- 2 Paint a black stick. Add short lines of candy colors in a swirl pattern.
- 3 Add black accents on the candy and a white line on the stick. Finish with top coat.



Nail Design: Olivia Gordon
Average Time: 5 minutes • **Suggested Price:** \$5

Intermediate: Cupcake Heaven



- 1 Polish the nail red.
- 2 Paint a light pink cupcake and white frosting.
- 3 Paint a red heart and dots on the frosting, then outline the heart and cupcake in black. Finish with top coat.



Nail Design: Olivia Gordon
Average Time: 10 minutes • **Suggested Price:** \$5



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Advanced: I Scream for Ice Cream



- 1 File the nail to a stiletto or almond shape and polish it cream.
- 2 Paint brown and black cone lines.
- 3 Sculpt the ice cream scoop and drip with mint green acrylic.
- 4 Paint black chocolate chips on the ice cream. Finish with top coat.



Nail Design: Olivia Gordon
Average Time: 20 minutes • **Suggested Price:** \$7

French: Candy Hearts



- 1 Polish the nail shimmering pink.
- 2 Paint a white free edge and pink smile line. Add a yellow heart.
- 3 Paint "Love U" on the heart in red and then outline the smile line and heart in black. Finish with top coat. ↓



Nail Design: Olivia Gordon
Average Time: 10 minutes • **Suggested Price:** \$3



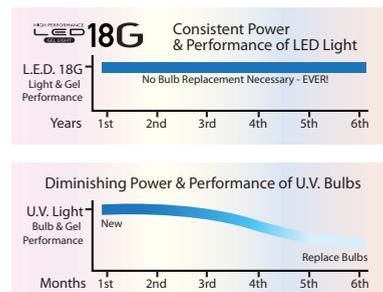
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SCAN NOW!



Roberto Mejia

Founder of Mia Secret and international businessman.



What was your first job ever?
Painting pillows.

What was your first job in the industry?

I was a sales rep for a cosmetic company before I started to sell nail products part-time on my own.

Describe the **best set of nails** you've ever seen.

A great set of French acrylic tips. The nail technician used a beautiful cover pink for the nail bed and a pure white for the French. She did a half-moon with the white. They looked impeccable; they looked gorgeous and they were perfect.

Who would you like to work with?

Bill Gates.



If you could be anybody famous, who would you be?

Nobody else; I just want to be me.

What inspires you?

I set short and long-term goals and I push myself to achieve them. I like to read stories about people who started their business from zero and now have empires.

My proudest accomplishment is...

Being the founder of Mia Secret and selling its brand in over 50 countries.

Describe your perfect day.

Getting up, praying, having a good breakfast with my family at home,

taking my daughter to school, getting to my office, talking to my clients and working on new projects. I love to challenge myself to do something better than what I did yesterday, and at the end of the day, I go to church.

My most treasured possession is ...

My faith in God.

I can't discuss nails without ...

A cup of coffee.



What is your guilty pleasure?

Sweet bread.

What are you wearing on your nails right now?

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"I get my inspiration from all sorts of things, like wrapping paper, holiday decor, party stores and clip art found online."

—Olivia Gordon



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Ask Elaine

Star Nail vice president of marketing and director of education Elaine Watson joins NAILPRO for the next three months to provide you with answers and advice to *your* nail questions.

Q Is there such a thing as gel powder? If so, how does it work?

Lauren Hurst via email

A To my knowledge there isn't (yet) gel in powder form. There are, however, some systems out there that incorporate polymer powder in addition to their gel application. I believe both Star Nail and LeChat have such a system. The addition of the polymer powder helps to slow down the self-leveling of the gel and give you more control as you're applying it. This is helpful for acrylic users who are crossing over to gels and are looking for more control.

Q Can you "sandwich" acrylic paint, regular nail polish or stamped art between gel layers? If the answer is yes, do you have to first remove the tackiness of the gel base and will this affect the adhesion of the gel top coat?

Cindi (Ward) Livingston via email

A The chemically correct answer is: Always be to consult the manufacturer of your gel before you try any experiments. However, I understand that we are all curious techs and tend to try out our own experiments. Now that I have experience in our own labs, I fully understand why these

experiments can be dangerous. Some chemicals just don't belong together. With that said, I do know, by experience (with our own brands) that it is possible to use acrylic paint with Cuccio Colour Veneer. I remove the sticky layer before I paint my design. I would suggest that you keep some areas of the nail void of paint. This will allow the top coat gel to bond to the background color gel.

Q I am about to start nail school, so I have not learned this yet: I have been trying acrylic nails. Every time I do them, some of the tops of the nails (from the tips to the middle of the nail bed) start to bow out. I don't understand what I am doing wrong because it only happens on some of the nails.

Tiffany Salazar via Facebook

A I really wish I could ask you for more information on what you mean by "bowing," so I'm going to do my best with a guess. Every nail, finger-to-finger and client-to-client, is different. Like a sponge, nails can absorb more or less liquid. In the case of acrylic, some nails behave differently from the monomer. And, being that you are new to the industry, you may be applying the product a bit wetter (more liquid than powder). New techs tend to do this because it gives them more work time when they are slower. The unfortunate part is that the excess liquid can absorb into the nail plate

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on a few (or all) nails and create future problems, for example, a pocket of lifting at the center of the nail but all of the surrounding edges are sealed down. Bowing can also be a result. When the nail gets filled with liquid, it flattens out because it's now softer, and when the liquid finally evaporates, it causes the nail to bow.

Q For any nail techs that have ideas for products or tools—either new ideas or improving existing ones—how would you suggest they approach it?

Lydian Flash via email

A We love innovative ideas from technicians in the field! That's how improvements are made to what or how we do things. If you think that you have a super awesome idea, investigate patents. Or even what's called a "poor man's patent." Getting that much done could ensure you get a licensing agreement on your idea and protect you from it being stolen. Once you have your idea protected, call around to your favorite companies and ask if they'd be interested in it. I constantly get these calls. But not every idea is a winner, so don't be disappointed if you have a few misses before you get a hit.

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DISTINCTION

We are the first and only nail shop for guys. I've spent seven months making sure that our salon is the ultimate man cave and the most welcoming, relaxing environment in which men can receive nail care.

THE LOOK

The decor can best be described as vintage meets sexy auto shop. The inspiration was this huge vintage "Auto" sign I saw on the wall of one of my favorite home furnishing stores (Cisco Home). The piece was weathered and bold, yet understated and elegant. I loved it. I knew that if I could create a nail shop where this Auto sign would look like it belongs, I'd have a place that looked like no other nail salon in the world.

INSPIRATION

I intentionally tried not to take any

examples from any other salons. I wanted this shop to be the antithesis of a salon. Other salons are terrific at what they do, but I wanted mine to be as different as it could be.

SOCIAL MEDIA

We use social media organically. We post captivating articles, trending stories, news segments covering our shop and salon updates. We allow our customers and potential customers to find and interact with us on Facebook and Twitter.

THE GOODS

We use SPA Organics Mandarin/Mango Sugar Scrub, Lemon-grass/Green Tea Dead Sea Salt Scrub and Experience Massage Oil because of the natural ingredients. We also use single-use files, buffers and orangewood sticks in disposable sanitization pouches, and disposable liners in our pedicure bowls.





IN-DEMAND SERVICE

Our most popular service is the HAMMER & NAILS Foot Repair Pedicure. It includes nail trimming, filing and shaping, cuticle oil and grooming, HAMMER & NAILS sea salt scrub, hot towel wrap, callus softening, paraffin treatment, therapeutic massage oil, six-minute foot and leg massage, all in front of a personal flat-screen TV with headphones and a complimentary beverage.



PRAISE

My best compliment was actually in the form of a question. About a month before HAMMER & NAILS opened, a female member of the cleaning crew looked around and, after about a minute, asked me what this place was. I chuckled. The fact that a woman didn't realize that she was in a nail shop meant that I had achieved my objective—and I took it as the ultimate compliment!

ADVICE

Don't underestimate the value and power of marketing and establishing your salon's brand. 📌



Competition CORNER

BY AMY BECKER

Model Mayhem

PLACING IN A COMPETITION IS CERTAINLY ABOUT SKILL, BUT YOU ALSO NEED A MODEL TO SHOW OFF YOUR WORK. One of the biggest mistakes a new competitor can make is waiting until the last minute to find a model. Secure your competition model before you leave home! If you can't afford to have your model travel with you, contact nail schools in the area of the competition and let them know who you are and what type of hand model you are looking for. You can also look for models through social media and Craigslist, and let people know you're looking by posting regularly on Facebook, Twitter, Instagram and nail networking sites. Include photos of your work and a description of what you're looking for in a model. Make sure to provide your contact information, including email address, so that potential models can send you pictures of their hands. Ask for models to take photos of their hands flat on a table without nail enhancements or polish on. If they pose their hands in another way, you may not notice a crooked finger or short nail bed. Although that may not be important for an art competition, it's vital for Sculptured Nails and Salon Success.

Ask for models to take photos of their hands flat on a table without nail products or polish on. If they pose their hands in another way, you may not notice a crooked finger or short nail bed.

When choosing a model for any pink-and-white competition, look for women with young-looking hands. The ideal model will have long, narrow nail beds. If all of the nail beds are long except for one, you will have to make all of the nail beds as short as the shortest one so that they all look alike. The only exception to this is if cover pinks are allowed (check the rules!). Next, make sure all of her fingers are straight; if one is crooked, it will throw off your set.

When competing in art competitions, what you need in a model is very different. For nail art competitions where you have to prepare your art ahead of time, hands and nail beds are less important than in a sculptured nail competition. Still, if you haven't used the model before, ask her to send you pictures of her hands. If the nail art competition requires a costume and you're not traveling with your model, you'll need to get her dress size first and, if possible, make her costume adjustable. I've faced this challenge, as well. I entered a Fantasy Nail Art competition and found a model who lived in a city near the competition. She emailed me her measurements

ONLINE COMPETITION TUTORIAL: **Don't miss this month's competition video tutorial for preparing a tip!** Go to nailpro.com/videos.

TIP OF THE MONTH!

Believe it or not, education is the No.1 goal of most nail champions.

This theme has been repeated over and over among the world's top nail competitors. They all compete to learn more and work better. I've been competing for over 20 years for the exact same reason—there simply isn't a class you can take that will teach you what competing can.

LOOKING FOR A MENTOR?

Mentors are key in sidestepping many of the pitfalls that go along with competing. They take the unknown elements out of competing and can help you perform at a higher level than if you decided to go it alone. If you need help finding a mentor, visit nailprocompetitions.com.

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so that I could custom-make her costume. When we finally met up, her bust size was off by 4 inches! It was impossible to zip up the dress. Fortunately, I was able to create camouflage over that area and pin her into the costume, but it was not the best situation. I did learn a valuable lesson in making costumes, though: Adjustable clothing is always better if you're traveling without your model!

Don't forget to give your model an incentive to show up. Some competitors pay their models for the day, while others pay per competition. If you are using a client, consider offering her a limited amount of complimentary services. If you're an educator and your model is in nail school or a newly licensed nail tech, you could offer her free training. Providing some sort of compensation not only helps ensure that she won't flake, but it's also a nice way of saying thank you.

Here's a picture of one of my models. You can tell that she has really long, narrow nail beds, but I had to stop using her because her pinky bent inward. One of the judges commented on it when I asked her to critique my work. It was sad because the model had really beautiful hands.

PHOTOS: (TOP) AMY BECKER; (BOTTOM) CATHERINE WONG



Catherine Wong

Competitor Spotlight

CATHERINE WONG IS A WORLD CHAMPION COMPETITOR FROM SINGAPORE. ALTHOUGH SHE'S BEEN DOING NAILS PROFESSIONALLY FOR

10 YEARS, SHE ONLY STARTED COMPETING 8 YEARS

AGO. She says, "Competition improves technique, time management and precision. It pushes you to think outside of the box and also to work toward perfecting your craft." Finding the time to practice is one of Wong's biggest struggles when competing (a common issue among even the best competitors). But when she does, it allows her to participate among many competition leaders in top competitions worldwide, including NAILPRO competitions in the U.S. and the Global Nail Cup in Korea that represents more than 32 countries.

Wong was extremely excited when she competed with her idol,

"Competition improves technique, time management and precision. It pushes you to think outside of the box and also to work toward perfecting your craft."



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ENTITY

Trang Nguyen, at her first U.S. competition. She didn't know him personally at that time, but was aware of his fame and reputation. During the competition, she and her friends had an electrical malfunction with their adaptors and all of their bulbs blew. As Wong panicked that they wouldn't be able to finish the competition, Nguyen had his staff bring them three table lamps from his booth to use in the competition. Wong was in awe; she couldn't believe a world champion would be so kind to people he didn't really know. Wong ended up taking second place behind Nguyen in that event. It was one of the happiest competitions of her life. From there, she went on to join Nguyen to win the NAILPRO Cup Championship as part of his team ONS.

As a result of her creative gifts with nails, Wong has been exposed to great talents and amazing opportunities. In fact, she credits her nail career for her new venture as a clothing designer. It's pretty amazing how the competition arena can launch and expand your career. It will take you in directions you may never have imagined! These days, competing allows Wong to move out of her daily routine and brush up on her creative skills. Plus, she enjoys the challenge. ♡



PHOTO: CATHERINE WONG

Do you have a competition question? Send it to Amy at info@MasterworksByAmyBecker.com

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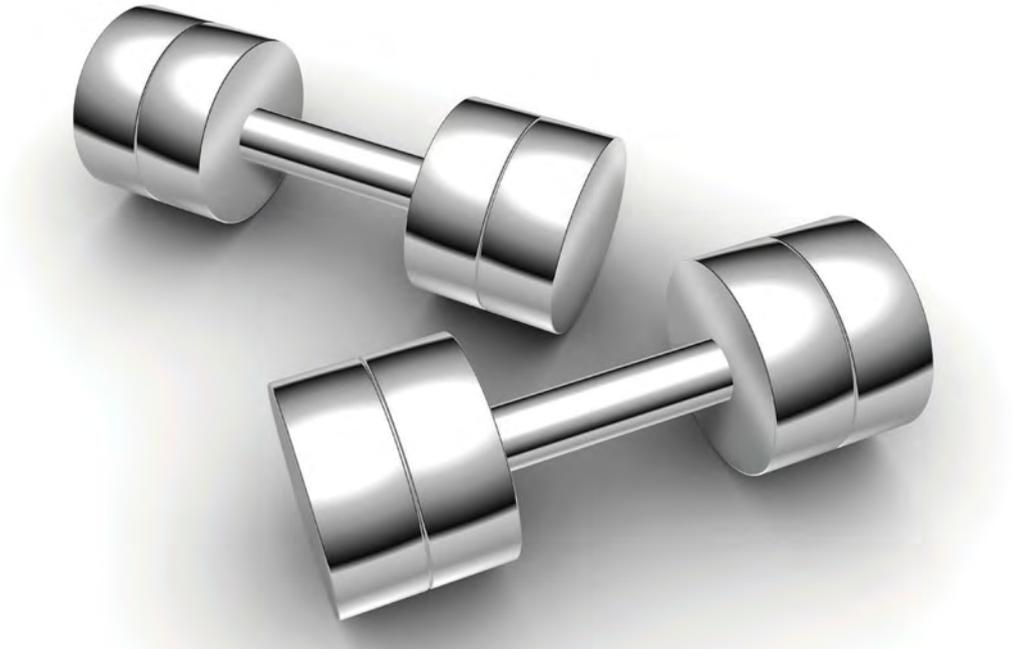
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THE BLOG LOG

LOG PART 2

THE SETUP: Quality over quantity (but quantity counts, too).

BY LESLIE HENRY

Maybe you're a small operation of nail techs tucked away in an isolated, rural area.

Or maybe you're a one-person unit working out of your home. Wish that you could show the world that there are big-time things happening in your small-town salon? You can! Blogging is a great way to expand your market and strut your stuff, yet so many techs are overwhelmed with questions about how to make it happen that they don't even start. In this series, I'll provide a clear, step-by-step guide for leveraging the blogosphere to share your passion, build a following and attract new customers. I'll also give you examples from my own journey so that you can see it in action. This month, we'll cover how to develop content for your blog.



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LAST MONTH WE DESCRIBED THE PROPER WAY TO BIRTH A BLOG.

If you followed those steps, you should have a beautiful, organized blog. Now comes the heart of any blog: the content. What should I write about? What makes a good post? How often should I post? These are all excellent questions that I get asked frequently. This month, I'll give you tips and examples on what makes quality content, from topics to photography to posting frequency.

Post What You KNOW

Blog readers want authenticity. Regardless of your motivation for blogging—whether it's to create a community around your current clientele, build your business or showcase your talent and gain recognition for your work—your collective body of posts should position you as an expert in your field. Your blog posts can be about a number of topics, but they should always be about what you know. Readers won't hesitate to point out if you've posted something inaccurate or incomplete. The good news is that you can truly curate and focus your content to fit your specific talents and skills. Blog posts can be informative, entertaining, educational, engaging or provide your expert opinion, so give readers variety. Below are some ideas for each type of post.

Readers won't hesitate to point out if you've posted something inaccurate or incomplete.

MY EXPERIENCE: I created a series about The Mani Cave, the room in my home where I store my polish and run my blog. The posts are informative, educational and a little entertaining, too. Every time I blog about The Mani Cave, the post goes viral. But those posts take a lot of time. Generally, there's a project involved, like painting, organizing or hanging shelves. Because I'm so busy, I have to make a concerted effort to set aside the time required to complete these types of posts.

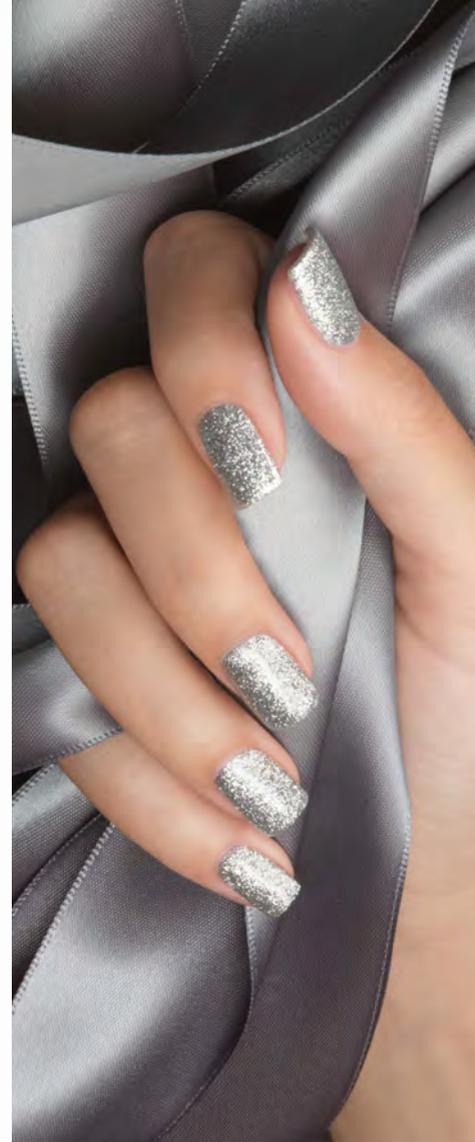
TIP!

Not all posts will be equally insightful, instructive and amusing. Doing shorter posts about easy topics helps keep material fresh on the site. Creating a well-rounded, well-researched and highly visual post a few times a month is a good goal. These in-depth posts establish credibility and give your visitors some meatier material.

INFORMATIVE	ENTERTAINING	EDUCATIONAL	ENGAGING	OPINION
New nail polish collections / press releases	Salon "bloopers"	Nail art tutorial	Nail art contest	Nail polish review
Details about an upcoming salon promotion	Your nail art "fails"	Nail polish organization	Giveaway	Tool review
Nail industry news	A personal recap of an industry event	Nail anatomy and proper nail care	Survey (sharing the results in a follow-up post)	Advice on technique



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ANATOMY of a BLOG POST



Mischo Beauty Fashion Week Collection Swatches and Review

PRESS SAMPLES

It's not often that a new luxury lacquer line comes on the scene. So I was super excited to get the press release for Mischo Beauty (see it here). Founder Kitiya King is both a chemist and a licensed cosmetologist. She set out to create fashion forward colors that were also 5-free. If you've read my blog for awhile and know my struggle to be work appropriate and "cool" at the same time...you can probably see why the seven shades in her debut Fashion Week Collection made my heart flutter.



Today I have two shades to show you, #NYFW and The Tents. Before I get to the swatches, here's a French mani I wore last weekend where I combined the two shades. Sophisticated, no? I wore this out to dinner and two people stopped at my table to ask about it. I love it!



Here's #NYFW. It's a beautiful deep, creamy indigo. My swatch is two flawless coats. I'm not exaggerating. Flaw-less.



And here's the second, called, appropriately, The Tents. It's a very slightly sheer peachy neutral. The effect is really clean and simple. This swatch is also two coats.



The polishes come in short, 15ML heavy-glass square bottles with a nice grippable lid. The brush stem seems really short, but it's easy to control and has a nice brush. Application was perfect with both shades. The formula is creamy (but spreads nicely), stays exactly where you put it, is ultra shiny even before topcoat and dried quickly. At \$18 each, they're pricey...but based on my experience, they are worth the splurge! Dare I say they may even be Dior-ish? (gasp) It's the ultimate endorsement!

The Fashion Week Collection is available online only at www.shopmischo.com. Each polish retails for \$18US for a 15ML bottle. For news and info, follow Mischo Beauty on facebook, twitter and instagram.

Disclosure: Products in this post were provided by Mischo Beauty PR for my consideration. All opinions are my own. For more information, please see my disclosure policy.

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Relevant title :

Mischo Beauty Fashion Week Collection Swatches and Review

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press samples

Quick lead-in with purpose of the post:

It's not often that a new luxury lacquer line comes on the scene. So I was super excited to get the press release for Mischo Beauty (see it here). Founder Kitiya King is both a chemist and a licensed cosmetologist. She set out to create fashion forward colors that were also 5-free. If you've read my blog for awhile and know my struggle to be work appropriate and "cool" at the same time...you can probably see why the seven shades in her debut Fashion Week Collection made my heart flutter.

First photo near the top of the post

Original content with personal perspective:

Today I have two shades to show you, #NYFW and The Tents. Before I get to the swatches, here's a French mani I wore last weekend where I combined the two shades. Sophisticated, no? I wore this out to dinner and two people stopped at my table to ask about it. I love it!

Clear photos

Good ratio of photos to text

Summary and/or opinion:

The polishes come in short, 15ML heavy-glass square bottles with a nice grippable lid. The brush stem seems really short, but it's easy to control and has a nice brush. Application was perfect with both shades. The formula is creamy (but spreads nicely), stays exactly where you put it, is ultra shiny even before topcoat and dried quickly. At \$18 each, they're pricey...but based on my experience, they are worth the splurge! Dare I say they may even be Dior-ish? (gasp) It's the ultimate endorsement!

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CAPTURE the Reader

Browse a few nail blogs and you'll see that it only takes a moment to decide if you want to read a post. A good post starts with an interesting and relevant title, which

leads to truly unique content. Even if you're simply reporting on a topic, put your own spin on it. Add something that hasn't been said before.

TIP!

It seems silly, but using a number in your headline is a great way to attract attention. Readers love lists. Titles like "5 Surefire Ways to Make Your Polish Last Longer" or "My 10 Favorite Nail Products" are big draws.

Pay close attention to your formatting. Long stretches of text will make your readers' eyes glaze over. Break up your text into paragraphs and use subheads and bullets so that the material is easier to digest. Use related photos and graphics to enforce a point. Add bold text to highlight key sentences and use block quotations to draw attention to essential information. Check that fonts and styles are consistently applied. Random changes in font or a sudden switch from center to left-justified text can dissect the flow of your post. And, most importantly, proofread your work for correct grammar. These are all small details that can have a big impact on your visitor's experience.

MY EXPERIENCE: When I started my blog, I thought it would be eye-catching and fun to name each post with a clever title. For instance, I called a post showing a manicure with a variety of metallic dots "Pocket Change." Bad idea. Readers didn't know if the post was about nail art or banking tips. I eventually changed my early post titles to include the polishes I used in the look—and my views on some of my archived content almost doubled!



Take GREAT Pictures

I cannot stress enough how important photography is to any blog. If you're using a blog as a personal or salon marketing tool, don't tell readers you're awesome—show them. There's a spectrum of blogs out there,

from the ultra-refined with studio quality photographs to the "in the moment" blogs with real life snapshots. Both are great and serve a purpose. The key is to remain consistent with your own personal style and follow a few simple steps:

Develop a few go-to poses. We've all seen the dreaded claw hand on nail blogs. If you're featuring your own nails in a post, it's difficult to find a hand position that you can photograph that looks natural. Practice makes perfect. If you're taking photos of clients' hands (be sure to get permission in writing to use the pics on your blog), take the pictures with the same camera settings each time.

Optimize photo clarity. This goes without saying, but the sharper the image, the better. Make sure you have adequate lighting and, if available, use a macro lens or macro mode on your camera to get close shots. Most photo editing programs have a sharpening function, which you can apply after the fact. Play around with your camera settings and tools until you find a setup that works for you.

Adjust colors. Different polish colors can reflect the light in different ways and create unexpected results. It's important to tweak colors in order to replicate reality, especially if you're posting a review of a nail polish upon which readers may base a future purchase. If you're unfamiliar with your editing tools, start with the built in "Auto Color" function and tweak the photo from there.

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TIP!

You don't need a fancy setup and camera to take great photos. I follow some incredible nail bloggers who use their iPhone to take their pictures. Lighting can be the most frustrating aspect of photography. If you're a newbie, take your photos outside in indirect sunlight. Your photos will be bright and clear and your skin tones will be more accurate.

Crop out any extras. I chuckle every time I see a nail photo and someone's lunch or a pile of used cotton balls is in the shot. Before you post anything on the Internet, examine the picture closely to ensure that there's nothing in it that would be better left out.

Watermark your work.

Most photo programs give you the ability to add text or even a logo to your photograph. Watermarking gives you credit for your work even after the photo has been pulled from your site and pinned on Pinterest or posted on Instagram.

Resize the finished product. Today's cameras produce huge file sizes, which can slow down blog download times considerably. After editing, make sure that JPEG is selected for your image's file format. I recommend resizing the photo width at 800 to 1000 pixels with "Constrained Proportions." Set the resolution at 72.

By far, the most important component of a good photograph is a good subject. If you're showcasing a manicure, moisturize the skin, clean up polish (I use a makeup brush dipped in acetone), and ensure the finish is free of dents and streaks. Your blog is your online portfolio and you want to put

MY EXPERIENCE: In keeping with the clean and conservative design of my blog, I aim to produce as close to studio quality photos as I can at home. While I prefer natural sunlight, I'm not able to blog during the day, so all of my photos must be taken indoors at night. I use a Canon Rebel T3 camera in manual mode with a fixed light source and a custom white balance. I turn off all other lights in the room so I'm not "mixing" light sources, which can affect colors.

your best foot (or hand, in this case) forward!

There's one more important item to mention concerning photography. If you'd like to use someone else's photo(s) on your blog, you must get permission from the owner of the photograph or you'll risk legal implications. As you can imagine, this isn't always straightforward when you find photos through Google or Pinterest. I recommend always using your own photos anyway. It adds to the authenticity of the blog and prevents any inadvertent misuse of a copyrighted work.



Be CONSISTENT

Steady, frequent posting is paramount for blog growth. Finding the right posting frequency is really a personal decision based on the purpose and goals of your blog and the amount of time you have to devote to it. There's also a balance you must find between posting too often (potentially flooding your readers with content) and not posting enough (possibly losing your readers' interest).

I recommend setting up a schedule and doing your very best to stick with it. Readers will visit the blog regularly in anticipation of new material and will come to know you as a trusted resource. If you can't post often, then steady wins the race. Some breaks are inevitable, but repeatedly starting and stopping won't cultivate regular readers. In addition, regular new posts increase the chances that new visitors will find your blog through search engines and other links. For stable growth, I recommend minimally posting two to three times per week. For strong growth, you may need to post daily.

I recommend setting up a schedule and doing your very best to stick with it.



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An editorial calendar is a great way to organize your content and keep ideas fresh. Rather than stifling creativity, it serves as a structure for your posts and can actually encourage new ideas and reduce anxiety. A sample editorial calendar may include a new promotion the first day of every month, a nail art tutorial every Monday, polish reviews on Fridays, etc.

MY EXPERIENCE: I need to heed my own advice. I work full-time in addition to running my blog. In the beginning, I tried very hard to post every day, but that quickly became unmanageable. If I'm reviewing an entire collection with swatches, for example, that single post can take six or more hours to complete. It's impossible to keep that up and still have a life. I've settled into a routine of posts at least every Monday, Wednesday and Friday. I also aim to do at least one nail art look each week.

TIP!

Be realistic! Holding yourself to an unworkable posting schedule will only set yourself up for failure and burn you out quickly. Perhaps you can only, reasonably, get two posts completed during the weekend. Just make sure that the posts are excellent quality and published at predictable intervals during the week.

Track your SUCCESS

Tracking your effectiveness is essential for creating quality content.

How else will you know what makes a successful post and what doesn't? The focus of your blog determines which metrics are important to watch. If you're blogging at Wordpress.com, you'll have to rely on their limited traffic statistics, such as page views, referrers and links clicked. If you're using the Blogger platform or running a self-hosted Wordpress installation, you can use Google Analytics. This tool will give you wide

MY EXPERIENCE: Beyond the numbers, there are other reasons to check your stats. For instance, I check my referrals daily. At one time, I started getting a number of referrals from a foreign site. When I dug a little deeper, I found that someone was translating my blog into another language and using it to generate income. Fortunately, I was able to get it resolved quickly.

visibility at who is visiting your blog, how they got there and their behavior while they were on your site. You can then use this information to tweak your content. Maybe one type of post is performing poorly compared to the others. Or maybe visitors are only looking at one page and leaving. For someone who is new to the Internet, metrics will provide important basic insights into

the effectiveness of certain content.

Monthly Pageviews This metric isn't tremendously meaningful at face value, but it's the easiest to wrap your brain around and a good way to quickly gauge your growth. Put simply, it's the total number of pages viewed in a month. All pageviews count—even if the same person visits the same page multiple times.

Monthly Unique Visitors (MUV) This is the number of new browsers that visit your site. If several people who are using the same computer visit your site at multiple times, it counts as one unique visitor. This is because the MUV tracks your computer's cookie ID and identifies each visit to your blog as coming from the same browser. MUV is a number that brands will often ask for if they're interested in having you review their products on your blog. MUV indicates your blog's reach.

Traffic Sources These numbers will tell you how your readers are reaching your site: direct, referred or from a search engine. Direct means a person knows your blog's URL and types it directly into the address bar. Referred is when another website (partner site, social media, email, etc.) refers your blog to its readers. Search Engine stats are based on organic searches (your blog's popularity determining how often it will organically come up) and paid searches (you pay to have your blog found easily) from software systems like Google or Yahoo.

Bounce Rate Bounce rate measures the

Maybe one type of post is performing poorly compared to the others. Or maybe visitors are only looking at one page and leaving. For someone who is new to the Internet, metrics will provide important basic insights into the effectiveness of certain content.

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If you've created your blog as a direct marketing tool for your salon in your local area, then additional metrics may be helpful.

number of people that enter and exit a single page on your site. If your bounce rate is high, then readers aren't finding additional content that captures their interest or your site design isn't giving them clear opportunities to navigate around. Aim to get this number below 50 to 60 percent.

Time on Site This refers to the total time a visitor spends on your blog. If your content is compelling, readers will stick around.

If you've created your blog as a direct marketing tool for your salon in your local area, then additional metrics may be helpful, such as:

- Number of new customers who made an appointment because of the blog
- Number of customers taking advantage of advertised promotions
- Additional services requested, such as nail art that was showcased on the blog

Now you know the basics of creating good content. My

best advice is to just start posting instead of waiting until everything is perfect. Over time, you'll get into a groove and your content will improve. I actually take solace in knowing that I didn't have many readers in the early days! Don't be afraid to change things up if something isn't working. And remember, it's your blog: Do things the way you want them to be done. ↓

Leslie Henry will cover maintaining and promoting your blog in the March issue of NAILPRO. Stay tuned!

Leslie Henry is a business development executive, published nail artist and blogger at workplaypolish.com. She holds a master of business administration (MBA), is a Certified Internet Webmaster (CIW) and has been a licensed nail tech since 1995.



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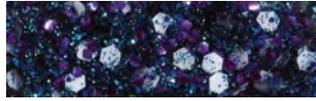
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How to Set Up Your NAIL TABLE

Optimize productivity, customer satisfaction and space with an organized nail station.

BY ILONA FRENCH

You may not realize it, but your nail table plays a pivotal role in your business. With limited square inches at your disposal, your table features prime real estate. It's the hub for manicures, enhancements, polish application and other services—and because you spend the bulk of your time there, comfort is key. All products, tools and implements must be within reach so that you never have to leave your client during a service. Her time is valuable and so is yours, so it makes sense to utilize your table in order to maximize productivity instead of wasting time rummaging around for missing items.

“When setting up a nail table, think about the client's comfort and the quickest way to complete her service while still providing exceptional work,” says Diane Albright, certified professional organizer, productivity consultant and motivational speaker at dianealbright.com in Allentown, Pennsylvania. “Productivity for you [leads] to money. For clients, it equates to the best possible experience.”

To get the client's perspective, sit in the chair as if you're the customer. What do you see? A mish-mosh of dusty items scattered about or a neat and tidy nail table full of professional necessities? “The customer experience is not only about receiving excellent service, but is also about enjoying the view,” says Albright. “Anything that is not exceptional is kept out of site. ... The nail table should be professional, touting only items used for nail services.”



Keep nail art paints, brushes and embellishments in one drawer.



Tuck away clean implements, files, buffers and cuticle sticks in labeled containers inside a drawer.



Include an organizer with labeled bottles of your frequently used items, like acetone, cuticle remover and lotion, on the left side of your table.

Place your electric file on the right.



Keep monomers, powders, gel, gel polish and prep products together.



Stash scrubs, masks and mitts in the bottom drawer.



Keep nail forms tips and adhesives in one spot.



Use plastic dividers for glitters and pigments to keep your art drawer organized.



Got Ya Covered

Avoid wasting valuable time during manicure services by clearing your tabletop of chaos, which means having a place for everything. “Get in the habit of putting each item back into its place after use,” says Monica Friel, president of Chaos to Order, with offices in Chicago and Atlanta. “This is the one sure way to avoid clutter building up.”

To maintain a neat tabletop, only display items that you use 80 percent of the time. The other tools should be kept in drawers. Perform a usage test to differentiate between supplies. “To do this, make a list of all the items and tools that you use,” says Albright. “After each client leaves, quickly view your list and keep a tally of used items. At the end of the day, total the tally for each individual item and divide it by the number of clients you saw. The answer will provide the percentage of how many times you used the item during the course of the day. If you don’t have room to keep out what you use 80 percent of the time, consider adding organizers that provide vertical storage, which maximizes space.”

Adjust items according to whether you’re right- or left-handed. “I am right-handed, so my electric file needs to be on the right side of my table,” says Melodie Hand, owner and nail tech at Tickled Pink Salon in Clayton, North Carolina. “I don’t like a lot of clutter, so I put the rest of the

items on the left side. This creates a more balanced and organized appearance and makes everything accessible.”

At all times, Hand’s tabletop includes the following items: On the left side, an organizer with labeled bottles containing acetone, cuticle remover, lotion, alcohol, cotton swabs, acrylic and gel primers, pH balancer, base coat and top coat. On the right side, an electric file. Directly behind her table is a shelf unit that stores all of her other supplies, equipment and tools that may be needed during a service, such as files, LED light, acrylic and gel products, and nail art supplies. “It is set up this way because it not only allows me to provide service to a last-minute client, but it also allows me to provide any type of service to any client at any time,” she says. “All services from manicures to acrylic and gel to nail art can be provided with this setup.”

Laura Merzetti, owner/nail stylist at Scratch My Back Nail Studio in Ajax, Ontario, Canada, shares that the items she uses most are on the right-hand side of her table, since she’s right-handed. “I have two flat-top UV lights on my table (one for each hand),” she says. “On top of the right one are my prep products and cuticle oil in a small plastic basket. On top of the left one are my lotions and any glitters or pigments that I am promoting at the time.”

Do You See What I See?

What harm could come from adding a little flair to your nail table?

DO YOU HAVE ANY OF THE FOLLOWING ITEMS ON YOUR STATION?

- Pictures of your incredibly adorable children, grandchildren and/or pets—oh, how you miss them while at work.
- A giant bucket of peanut butter pretzels, cookies, candy or other treats—for clients, of course.
- Flowers, plants or other greenery—too bad that money tree hasn’t produced yet.
- A picture you snapped on your last vacation—where you wish you were at this very moment.
- Fluorescent pink sticky notes—your memory isn’t as good as it used to be.
- Holiday or seasonal trinkets—because everyone loves this time of year.

If you answered yes to displaying any of these knickknacks, consider ditching them immediately.

Set up your station for services, not decor. A client’s experience should be all about them, not you. “Don’t keep out family photos,” says Diane Albright, certified professional organizer, productivity consultant and motivational speaker. “If family photos are out, the experience becomes about you and not them, as the client will gravitate toward asking you questions or commenting on your photos. You want to make your client feel important. Additionally, family photos distract you. If you look at photos of your children or a loved one, it might spark a list of things you have to do for them. This takes the focus off of your client, making you less productive and less connected with her.”

Avoid keeping snacks or other food on the table as well. “[You don’t want to mix] food items with nail filing dust, chemicals and tools,” Albright says. “If you only keep what you need or what promotes your business on the table, the atmosphere is professional. And when the atmosphere is professional, it provides the client with confidence in you.”

If you can’t stand to be without personal items nearby, stash or display them away from the table to reduce clutter. For instance, Laura Merzetti, owner/nail stylist at Ajax, Ontario, Canada-based Scratch My Back Nail Studio, says, “These items are placed on a cabinet beside my desk within reach.”



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Tucked Away

Drawers come in handy for those additional items that you always need but don't always belong on your tabletop. To organize drawers, arrange items so that, if necessary, someone else could easily find things without instruction. "Think about how easy it would be for you to find something," says Albright.

When storing items in multiple drawers, keep each drawer exclusive to a category. "For instance, a disinfected implement drawer should only have disinfected implements," says Hand. "A specialty product drawer should only have those products that are not used in most services. Keep similar items in a single drawer."

Label drawers so that you can find and return supplies effortlessly. "Use a label maker for professional looking labels and only use laminate label tape that upholds to drips and spills," says Albright, who recommends using a P-touch electronic label maker from Brother. "Also, consider using P-touch label tape with gold print on black tape (add a decorative frame to it by selecting the 'frames' option). This will look super professional."

Dividers are a must when multiple items come into play. "Taking time to organize the drawers with dividers and containers for each and every item will help to avoid the drawer becoming a stashing place," says Friel.

Merzetti has six drawers in her nail desk and another cabinet with six drawers. "I use little plastic baskets I bought at the dollar store to store my glitters and pigments," she says. Other items kept in drawers include nail art paints, brushes, nail forms, nail tips, adhesive, implements, monomers, powders, gel, gel polish, nail art products and prep products.

"The first drawer in my table is where I keep my glasses and face masks," says Hand. "The second drawer is on the shelving unit behind me and it contains clean/unused files, buffers and cuticle sticks."

Hand utilizes drawer organizers to stay neat. "I have one that is next to my table," she says. "It has three drawers." The top drawer includes specialty products that are not used in every service, such as scrubs and masks. The middle drawer includes additional files, toe separators and pedi slippers. The bottom drawer includes mitts and booties used for paraffin treatments.

Ergonomics

When setting up your table, consider not only what items you use, but also in what order you use them.

"Having products lined up according to use will help things run smoothly," says Friel. "Having a comfortable space for work allows you to do your job better. These are all of the things to consider when setting up your space: height of table and chairs, ease of opening drawers and access to other tools. Making use of vertical space near the table can also be helpful. Towels or products on nearby shelves can help make the process run more smoothly."

Hand sets up products on one side of the table and implements/tools on the other. "This prevents damage to your equipment and tools if products happen to accidentally spill or leak from their containers," she says.

After a lot of trial and error, Merzetti has all the products and tools that she uses in every service on the right side of her table. "I refill all alcohol, acetone and prep products at the beginning of the day, which is enough to get me through all of the services for the day," she says. "About the only thing I'll need to replenish during the day is my nail wipes, and I keep a sleeve handy in a drawer close by so I don't have to get up to get them in the middle of a service."

Save Time; Earn More

IT'S NO SURPRISE THAT A NEATLY ORGANIZED NAIL TABLE SAVES TIME.

"Not only can you be more productive servicing clients, but it eliminates time wasted looking for things you know you have," says Diane Albright, certified professional organizer, productivity consultant and motivational speaker. Her **"Small Changes, Big Impact"** chart demonstrates how much more time you can save just by being organized.

SMALL CHANGE

Save 49 Seconds/Hour (6 1/2 Minutes/Day)

Save 90 Seconds/Hour (13 Minutes/Day)

Save 7 1/2 Minutes/Hour (1 Hour/Day)

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"Having a comfortable space for work allows you to do your job better. When setting up your space, consider the height of table and chairs, ease of opening drawers and access to other tools."



To Your Health

Each day, you provide services—and experiences—for clients; however, never overlook your own comfort and health when setting up your nail table. "I have worked with both regular height tables and tall, bar height tables," says Hand. "For the last five years my table has been bar height. I have found that this is not necessarily the most comfortable setup for clients—and not the best for a tech's health. Due to this setup, I have developed blood clots in my legs (it is suspected that this is due to my feet being tucked up 'underneath' me on the chair rest for long periods of time) and my posture is not the best with this high of a table. Since switching back to a table where my feet are flat on the floor, the problems I was having with the clots, sore legs, aching feet, backaches, etc. have started to disappear. In addition, clients seem to be more comfortable and feel more stable in the lower seating chairs."

Setting up a clutter-free station so that both you and your clients are happy is a win-win situation. Take it from Merzetti: "My clients just really appreciate how clean, professional looking and streamlined everything is."

Ilona French has been an industry professional for more than 17 years. She also launched the beauty column, VenusVixen.com.

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DESIGN YOUR DREAM

JOB



Industry experts dish on how to impress with a professional resume and portfolio.

BY SARAH PROTZMAN HOWLETT

While a resume alone won't land you a dream job, your on-paper persona still matters to the interviewer. What you put on the page determines how much you'll stand out to a potential employer. So, whether you're looking for your next salon job, editorial exposure or position as an educator, here's what agencies, manufacturers and salon owners have to say are the must-haves for your resume and portfolio.

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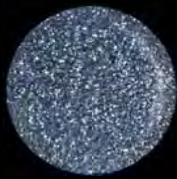
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The Cover Letter

IF THE IDEA OF PROMOTING YOUR PROFESSIONAL STRENGTHS ON PAPER MAKES YOU NERVOUS, YOU'RE NOT ALONE: A COVER LETTER CAN BE ONE OF THE MOST DREADED PARTS OF APPLYING FOR A JOB. It is, however,

the perfect complement to a well-executed resume. This letter—a few short paragraphs at most—should demonstrate that you are not only a qualified candidate, but also a diligent professional, says Julie Mahloch, CEO of Bloom.com, a social media site that also offers resume and portfolio help to beauty professionals. “A cover letter tells me if someone has done her homework, has a passion for what she’s doing and why her skill set will make a good fit,” Mahloch says, adding that including personal touches, like why you first became interested in doing nails or your favorite thing about being a nail tech, “shows that you are motivated and have put thought into your career path. That gives you an edge.”

A basic cover letter should be three paragraphs: The first details why you’re writing and what position you’re applying for. If possible, call or email the front desk to find out the name of the person in charge of hiring instead of the generic “To Whom It May Concern.” If you were referred by someone and have her permission, mention her name. The second paragraph explains why you’d be best for the job, from the specific experiences you’ve had to your individual passion for the work. Steer

clear of clichés like “team player” and “excellent interpersonal skills”; your own way with words will have far more impact. Always read and re-read your cover letter for typos, especially if you’re sending similarly phrased letters to several different companies.

Alisha Rimando Botero, executive vice president and creative director of Artistic Nail Design and contributing author of *Milady Nail Technology* textbooks, says that a tone that conveys excitement always grabs her attention:

“A cover letter tells me if someone has done her homework, has a passion for what she’s doing and why her skill set will make a good fit.”

“I love doing nails,” “I love your product,” or “I’m currently doing something I’m really passionate about,” are phrases she likes to see. And don’t underestimate the importance of correct grammar and spelling. “It really tells us a lot about who you are,” Botero says. “We probably get 20 to 30 emails each month from people who want to take on positions with us, and the first thing we look for is if the letter is grammatically correct.”

In the last paragraph, thank your prospective employer for his or her time and mention when and how you plan to follow up. (Two to three weeks is standard and, these days, many companies prefer emails over phone calls.) “That greasy wheel is going to get the attention,” says Charnelle Smith, owner and agent of Aim Artists Agency in Los Angeles. “I love [when

people] follow up; I love when they email back and remind me what they sent—and then send something else, or something they did that they were inspired by.”

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The Resume

THERE REALLY IS A RIGHT AND WRONG FORMAT WHEN IT COMES TO TYPING UP YOUR QUALIFICATIONS (SEE SAMPLE ON P. 123), SO KEEP IT AS STREAMLINED AS POSSIBLE. Stick with classic fonts

such as Arial, Times New Roman or Georgia; fancy or cute typefaces can be distracting or look unprofessional. Many nail technicians include a career objective or summary beneath their contact information. This may address things such as your creative strengths (maybe you excel at sculpting gels and creating nail art) or personality traits that make you a strong addition to any team. Three or four short sentences will do.

Below your career objective, list jobs that you've held and the length of time that you've held them. Positions both inside and outside of the beauty industry can be included, depending on your experience level, and your most recent employment should always be at the top. (For instance, a tech with several salons under her belt doesn't have to mention her bartending stint, but if you're seeking your first job, it's fine.) Don't let your lack of relevant experience make you feel inferior. Juli Miller, a 30-year veteran of the nail industry and former director of education for INM, says she's received resumes from people who've only had their license a year or two, "but they're throwing out nail art that blows my mind!"

Under each job, add detailed bullet points that explain your responsibilities and successes. In many cases, a description of your job and duties can be really helpful because the same

In many cases, a description of your job and duties can be really helpful because the same job title can vary widely at different companies.

job title can vary widely at different companies. Additionally, it's always crucial to emphasize whether you've had any work published "even if it's local," Miller says. "Those are eye-catching points."

Next, list your education, including high school, college, cosmetology school and any continuing education classes. Botero notes that getting a job with a manufacturer isn't always about the experience level but the enthusiasm; she's hired many educators right out of school. "It's more your passion for what you're doing and the quality of your work," she says. "I always tell my educators, 'I can teach you to do nails, but I can't teach you to be a good person.' I always go for personality over everything else."

Beneath your education details, consider adding contact information for both professional references (former bosses, colleagues or even clients) and character references (people who know you socially). "Both types are equally important,"

Botero says, and three or four is plenty. Always ask your references for permission before you include them on your resume.



The Portfolio

THE MODERN NAIL TECH SHOULD HAVE AN ONLINE PRESENCE. "You can hardly get a job these days unless you have a website where people can view your work," Botero says. Adds Miller, "I really don't see any hard copies anymore. Everybody has websites or Instagram." If you don't have a professional website, photo-driven social media sites—such as Instagram and Facebook—can be used in lieu of a standard portfolio. For something a little more professional, paid members of Bloom.com can create custom profiles that are made just for the beauty industry as opposed to general photo-based sites like Facebook.

Sample Resume

Camilla J. Ingraham
1205 Marshall Lane, #316
Chicago, IL 60007
773-279-5380
camilla@gmail.com

Career Objective

I am a certified nail technician who is passionate about the beauty industry. I have five years of experience as a licensed cosmetologist and manicurist, and in that time have grown my talent for manicures and pedicures as well as my customer-service skills. I was trained by OPI and Tammy Taylor, and am proficient in gel services, natural-nail manicures, and paraffin treatments. I am looking to “pay it forward” by teaching budding manicurists through obtaining an educator position with a manufacturer.

Work Experience

Manicurist

Nail XPress, Chicago, June 2009–present

- Clean, cut, and shape nails for both hands and feet
- Polish, buff, decorate and color nails; recognize skin tone for polish selection
- Sanitize/disinfect tools and equipment
- Apply and remove acrylic nails
- Provide paraffin treatments
- Converse naturally with clients and comply with their requests

Manicurist and Receptionist

Falling Water Spa, Boston, March 2007–June 2009

- Used both hands to grab small objects used for nail treatments
- Analyzed condition of clients' hands and identified proper treatments
- Scheduled appointments and answered phone calls
- Developed cooperative relationships with coworkers, and earned a stable of regular clients
- Oversaw supply inventory and client records; promoted/sold nail-care products

Hostess

Country Kitchen, Oak Park, Ill., June 2004–May 2007

- Greeted customers, showed them to their tables
- Provided beverage service until server arrived
- Supported server with deliveries of extra plates, bread, utensils, etc.
- Took reservations via phone and maintained computerized records

Education

Cornerstone High School, Boston, Class of 2007

Nail Technician License, Unique Beauty School, 2007 (Licence #26347)

Cosmetology Degree, August Air Beauty School, New York, 2005

References

Mary Constant, owner, Nail XPress, 618-331-5566

Alana Robbins, lead instructor, August Air Beauty School, 212-339-2121

John Brown, volunteer coordinator, YMCA of Bellevue, 618-333-7777



Bloom.com also offers a smartphone app where you can “capture the work you do every day and save it instantly to your look book,” Mahloch adds. Another option, while pricey, is to hire a Web designer, but tech-savvy nail techs can DIY a site with Wix or Wordpress. No matter which way you go, “make sure people can Google you,” Smith says.

When it comes to the photos you include in your portfolio, make sure they feature your absolute best work. Miller likes to

see a variety of styles in a portfolio; ideally a set of pink-and-whites, flat art and 3-D nail art will make a well-rounded book. Botero’s must-have list includes a natural-nail manicure and pedicure, and nail art with regular or gel polish. “From there, maybe design sculpture, extensions or 3-D,” she says. “Have a full range to show off your best work.” Smith prefers to see simple looks and a good sense of color.

When building your portfolio, simple snapshots of your clients are unlikely to impress. You might have to do test shoots if you haven’t yet done enough professional work to fill a portfolio. (A test shoot is when a group of creatives—photographer, nail artist, makeup artist, hair stylist and model—get together to do a photo shoot to build their portfolios, not for a paying client.) It doesn’t have to be a full-fledge production, though. “You can get a professional looking image at home these days,” Botero notes. “Just make sure that it’s not flat hands against a paper towel.” And when it comes to showing off your work, it’s all about the beautiful hands on which they’re displayed. “Find someone with great nail beds that you can do great work on,” she emphasizes.

To get inspiration for hand poses, look at images online and mimic the poses. Shutterstock, for example, boasts something like 35 million images. “Type in ‘nails’ and you’ll get 30,000 images,” Botero advises. “Two years ago, there weren’t nearly that many.”

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Timing

HOW CAN YOU MAXIMIZE YOUR CHANCES AND KNOW WHETHER YOUR RESUME AND PORTFOLIO WILL LAND IN SOMEONE'S INBOX AT THE RIGHT MOMENT? Consider calling the company's main number to inquire about

the timing of its hiring sprees (or lack thereof). If a salon or manufacturer isn't hiring, ask when you might try again—and remember to get the name of the hiring manager while you're at it.

When Miller started at INM, she only had a couple of educators; since then, she has slowly built the company's entire education team. She scouted online and at trade

When building your portfolio, simple snapshots of your clients are unlikely to impress. You might have to do test shoots if you haven't yet done enough professional work to fill a portfolio.

shows, so if you're looking for a new position, always be ready. Botero says that she has some educators who don't even work in a salon: "They've just been educators for 20 years," she says. "Sometimes we'll have two or three educators in the same city, too," so don't be discouraged if you discover there's already one near you.

For nail techs seeking an agent, Smith recommends taking cues from what's already on agency websites: "See if they have a manicurist heading, [then you can glean] what they're looking for based on who is already represented. You get an idea what you're up against and what you're striving for."

Looking for a job is one of the hardest and most time consuming things you can do, but just keep at it; eventually something will open up. And always strive to put your best face forward. "I am always looking to find that one superstar who's going to take us to the next level," Miller says. 📌

Sarah Protzman Howlett is a freelance writer and editor based in Boulder, CO.

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Five Star Style

Compete with top-notch salons by adopting these five-star techniques.

BY MELISA WELLS

Salon competition is fierce these days, and standing out from the pack can be difficult. Contrary to what you might think, you don't have to have a quirky niche or a bag of tricks up your sleeve to keep your clients coming back. Five-star salons have a tight grip on client loyalty by virtue of the high-end, total experience that they consistently provide. Emulating that level of service will catapult your salon into a top-tier category, no matter what your budget looks like. After all, it's all about the attitude. Like the saying goes, "Dress for the job you want, not the job you have."





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More Sense than Dollars?



Professionals in any service-related industry need to remind themselves on a regular basis that the ability to keep their clients happy can make or break their current and future earnings.

ELEVATING SERVICES DOESN'T REQUIRE SPENDING A DIME OR RAISING MENU PRICES; IT'S MORE A MATTER OF TAKING A HARD LOOK AT CURRENT OPERATIONS FROM A CLIENT'S POINT

OF VIEW.

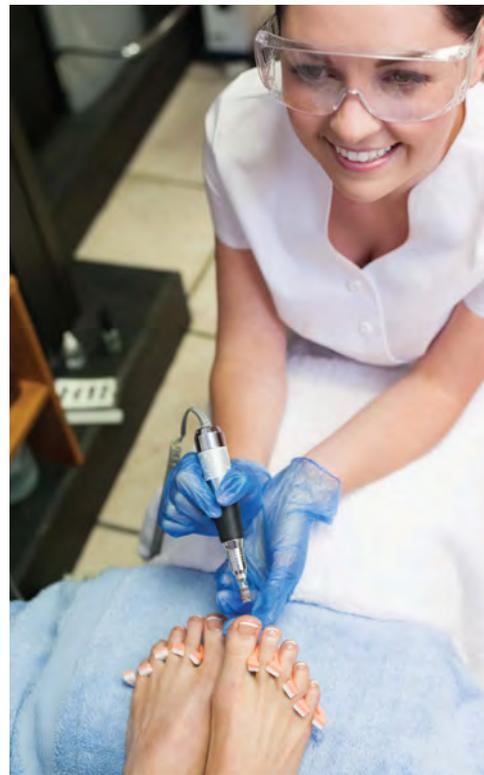
Where do you stand on proper sanitization and customer service? Are you

merely meeting expectations in every category? Minimally meeting clients' expectations—or, much worse, not meeting them at all—does little to impress your clients. After all, anyone can perform at a basic level; it's time to shine!

What you need to know is that clients notice just about everything these days. When asked if they've ever experienced anything disappointing at an otherwise wonderful salon, clients were more than happy to speak out. Danna Lee, a stay-at-home mom in Naperville, Illinois, says, "Too much talking between employees always annoys me. I like a quiet, relaxing atmosphere." Noise is also an annoyance for Stacey Hoffer Weckstein, lifestyle blogger in Chicago. "The best way for a salon to ruin my experience when I'm receiving a treatment is when there is loud background noise. Loud music instead of relaxing spa music is bad, but the worst is when salon employees are talking (to each other)." Excessive conversation among salon employees in any area that is open to clients is a big no-no, because it can hinder clients' ability to focus on their own relaxation.

Overlooking common courtesies is also a client pet peeve. Liz Thompson, a freelance writer in Aberdeen, New Jersey, says, "Going to a salon has become a luxury for me, so if the staff is acting bored or unprofessional, their lack of appreciation for my business is a huge buzz kill!" Thompson's daughter Holly, an assistant sales manager also in Aberdeen, New Jersey, agrees. "[At one salon I visited] the ambiance was amazing, but they were very rude. When I had a question or tried to talk with [the staff] they seemed annoyed. It made my experience very uncomfortable and I didn't leave happy even though my nails looked great."

Professionals in any service-related industry need to remind themselves on a regular basis that the ability to keep their clients happy can make or break their current and future earnings. Treat



them courteously so that they'll not only want to come back, but will also tell all of their friends about you. Michelle Waranoski, a fitness studio owner in Aurora, Illinois, wishes her patronage had been valued during a change in staff at her salon. "I was disappointed to discover (by accident) that my favorite tech left. I feel like this is something that should have been communicated to me in advance since I'm a regular client."

Cleanliness and equipment are two more areas that often need vast improvement. Erin Margolin, a writer and non-profit founder based in Fairway, Kansas, says, "Cleanliness is next to godliness; I can't stand seeing dirty bathrooms, dirty linens and nasty jet tubs that you know have not been cleaned well or regularly." Diane Lang, a social media manager in Columbus, Ohio, had a poor experience with non-working equipment. "One time my chair wouldn't move back for a pedicure. I have long legs and had to curl them up instead of stretching out comfortably." Although Lang says she remembers a simple apology, this is a great example of a situation during which a salon could have offered a discount or upgrade on that service, or perhaps something for a return visit to make up for the inconvenience. Amping up your general customer service can do more than you might think when it comes to leaving a good lasting impression on your clients.



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Five-Star Expert Advice

Who better to provide tips for creating outstanding client experiences than members of management at a couple of America's finest salons?

Guests at Zano Salon and Spa in the Chicago suburbs are not only offered a beverage upon arrival, but in many cases, says education director Sara Provenzano, "their favorite beverage is ready and waiting for them when they arrive." Little touches like "warming up a towel to put on their neck if it's cold outside or adding ice to their coffee on a hot summer's day" are normal and expected at Zano, she says.

Enhancing your services will impress your clients and keep them coming back. Adeline Sarino, director of nails at Elizabeth Arden's Red Door Spas says, "If you are on a tight budget but still want to give your nail guests a rich, five-star service, don't fret; there are budget-friendly wows that you can offer." Sarino recommends a simple addition like warm cream as a luxurious touch. "Purchase a crockpot and fill it half-way with water. Then set it to a steady, warm setting and place a lotion bottle with a pump inside. Allow 15 minutes for the lotion to reach a comfortable temperature. You will have warm cream all day! Lotions with a low melting point and high shea butter content work best."

Another way to leave clients wanting more is with the use of warm towels at the end of the service. "Dampen some towels with hot water and add one to two drops of an essential oil; a little goes a long way. Keep the towels warm by placing them in a hot cabbie. No hot cabbie? No worries. You can tightly wrap the hot towels in a larger



dry towel and keep them near your treatment area. When you're ready to use, simply unwrap and pamper away," says Sarino.

NAILPRO Facebook fans were also extremely vocal on this issue. Deb Clarke says, "Five-star service means a personalized bag of tools for each client, a clean environment, hospital-strength disinfectant and a friendly, empathetic technician who treats every client with care and concern." Michelle Johnston-Dugan believes that "services start with the atmosphere as soon as the client walks in the door." Matina Soursoo adds, "a big smile, passion for your work and a mug of hot coffee or chocolate" makes all the difference in the world. Amy Henderson gets personal: "I get to know my clients and make each one of them feel welcome, like they are sitting in their own living room." Lauren Torres knows that clients appreciate a professional's opinion. "Education and proper technique attribute to client satisfaction. As you demonstrate the proper way to operate, the client takes notice. Also, explain why one service over another would benefit her. Just because one type of service is what they're used to, doesn't mean that it's the most beneficial." Kristi Nika says, "Understanding your clients' needs is the key."

Going above and beyond is "a no-cost service initiative that any salon can take on to really give its clients a five-star service," says Provanzano. "Mostly, it boils down to anticipating your clients' needs before they even have to ask."

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Give the Lady What She Wants

If you think that you're doing all that you can to provide a high-end experience from start to finish but feel like it's still not enough, ask your clients for their sugges-

tions. Clients who know what they want may open your eyes to simple fixes that will help bring your business to the next level. You might consider trying a client survey, but be ready for honesty—because you'll get it! Tami Ederer, a speech pathologist in Naperville, Illinois, regularly visits a salon that she describes as “not a high-end luxury spa but they treat their customers as if they are.” She says, “Clients all have their own box of tools which feels cleaner, and the techs remember your preferences.” Colleen Hayes, a marketing technologist in Milwaukee, loves being recognized. “If I've visited more than a few times, the fact that they call me by name is huge. It costs nothing, but it shows that they value me as a client.”

Erica Roberts, a technology coordinator in Carol Stream, Illinois, enjoys the beverages and shoulder massages provided to clients at her salon, and their courtesies extend beyond the front door. “When I leave the salon, they take my keys, start my car and buckle my seat belt for me!” Weckstein says, “I feel like I am getting a five-star experience whenever I'm happily surprised by little details.”

It may seem like an obvious suggestion, but salon owners and management teams should brainstorm to make a list of the special



touches that they enjoy; after all, we can be our own toughest critics. Imagine what kinds of services make a five-star experience for you, and then do your best to implement those elements in your day-to-day operations for your clients.

Perhaps Holly Thompson sums it up best: “Your staff can be phenomenal, the look of the salon may be incredible and your products could be of the highest quality, but that will mean nothing if the customer you service doesn't feel welcomed. I could have an amazing treatment, but what will keep me coming back is the total experience. The way people feel when they leave a salon is what sets salons apart. If you make clients feel unwanted, I can guarantee you that they will find another salon that treats them with care and respect, no matter what the rating.”

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

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Be Mine!

Red-hot Valentine's Day products make you irresistible to clients.

BY TAYLOR GIATTI

Jewelry, a box of chocolates or roses are traditional **Valentine's Day** gifts. But an attention-grabbing manicure may be another item on her V-Day **wish list**. That's where you come in. From sweet pink and sultry red polishes to adorable nail art decals, these **passionate products** are guaranteed to break the heart of any potential suitor and leave clients **smitten with you!**

PHOTOS: ARMANDO SANCHEZ

Offer **Zoya Nail Polish** in *Valentina* and *Isla* to clients looking to show off their sultry side. The full-coverage lacquers offer the slightest hint of shimmer to add to their mysterious allure. 800.659.6909, zoya.com

Christrio Heart Rhinestones are an ideal, easy-to-use 3-D accessory to include in a Valentine's Day-themed manicure. Scatter them on an accent nail or give each tip its own little heart. 800.574.4252, christrio.com

OPI Nail Lacquers prove that the perfect shade can say it all. Whether your client opts for classic red *Red Hot Rio* or bubblegum pink *Kiss Me, I'm Brazilian*, these feminine shades are guaranteed to bring out their flirty side. 800.341.9999, opi.com

What do *Pink Smoothie*, *Make You Blink Pink* and *Tickle My Heart* have in common? They're all fabulous **Gelish Soak-Off Gel Polishes** that can turn any client's drab nails into date-worthy digits. 714.773.9758, gelish.com

CND Shellac Power Polish includes two red-hot hues—*Wildfire* and *Ruby Ritz*—for a manicure that lasts long after Valentine's Day is over. 800.833.6245, cnd.com





For clients wanting a sweet, feminine manicure, opt for pink **Color Club Nail Lacquer** in *Femme a la Mode*, *Endless* and *He Loves Me*, or go bold with sparkling red *Art of Seduction*. 800.221.8080, cosmeticgroup.com

Swap your basic top coat with **Wet Paint Top Coat Glaze** for a fun Valentine's Day twist! These sheer glazes are designed to intensify your nail color with each layer applied and will help ensure polish doesn't chip or fade. 323.938.2984, wetpaintednails.com

Young Nails Imagination Art Confetti Platinum Hearts are perfect for adding eye-catching glam to your enhancements. The reflective pieces can be encased within acrylic or gel for endless possibilities. 800.777.9170, youngnails.com

Art Club Nail Art Duo Pen and Striper allows you to incorporate intricate details into your designs. And with festive reds and pinks to choose from, these pens are a must-have in any Valentine's Day tool kit. 800.221.8080, cosmeticgroup.com

Create flirty nail art with **Omega Labs USA Nail Art Striper Brush**. The precise application and quick-dry formula helps you enhance a standard mani with a cute heart or sweet saying. 800.783.9969, omegalabsusa.com

Gel II Soak Off Gels include alluring red shades, like *Unmasked Madame*, *Femme Fatale*, *Sparkling Love* and *Remix*, that are just begging to be used on Valentine's Day. 316.425.2500, geltwo.com



Nubar Nail Lacquers are designed to fulfill any Valentine's Day request. No matter what shade of crimson clients fancy, they will fall in love with the quick-drying formula and smooth, glossy finish. 818.241.0519, bynubar.com



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Light Elegance UV Gels are built to last longer than any bouquet your client will receive this Valentine's Day. Available in a variety of pink and red shades, these color gels offer fantastic coverage over hard gel or acrylic. 800.275.5596, lightelegance.com



Don't forget to show feet a little love this month with Valentine's Day-themed **Original Pedisox**. Perfect for pampering after a luxurious pedi, these socks keep polish in place and are too cute and cozy to pass up! 888.536.1577, originalpedisox.com



Backscratchers Divine Designs include delicate glitters, decals and flakes to add a touch of glitz to any nail art. 800.832.5577, backscratchers.com



Set up a date between your client and **China Glaze Nail Lacquer**. The selection of swoon-worthy red and pink polishes is enough to make her heart melt! 800.635.8966, chinaglaze.com

Duri Cosmetics Polishes have everything it takes for clients to fall head over heels: a full-coverage formula, glossy finish and a selection of shades from which to choose. 800.724.2216, duri.com



Cuccio Colour Veneer LED/UV Nail Colours are available in a range of shades, including luminous pinks, purples and reds that are perfect for a romantic date night. 800.762.6245, cuccio.com

With names like *BBF Best Boyfriend*, *Lovie Dovie* and *Long Stem Roses*, it's no wonder that **Essie polishes** are a must-have in every nail tech's Valentine's Day kit. 866.313.7845, essie.com

LeChat Dare to Wear Nail Lacquers in *Seduction* and *Obsession* are alluring alternatives to the classic red polish and make a sultry statement for whatever amorous affair your clients have in store for the evening. 800.553.2428, lechatnails.com

Galaxy Nails Colorific Powder in *Very Red* is a vibrant hue that is perfect for acrylic art or a fiery French, while *Electric White* is ideal for accents or a soft pearl free edge. 800.229.6245, galaxynails.com

True to its name, **EZNails That's IT? Instant Nail Art** is a breeze to apply. Simply "rub on" the hearts, lips, rose and flower designs, seal with a top coat and send your client on her way! 855.396.2457, eznails.com

Express your love of nail art with **It's So Easy Stripe Rite Paint**. The bold pinks and shimmering reds are just the right shades for the occasion, while a precise striper brush allows you to design with ease. 800.635.8966, itssoeasynails.com



For a heart-stopping manicure, reach for **LCN Cupid's Arrow Pro Box**. This kit features a variety of color gels in holiday hues that provide exceptional coverage and superior shine. 800.866.2457, lcnusa.com

Whether your client is searching for *The Man of the Moment* or the *One and Only*, **Morgan Taylor Nail Lacquer** has a matching hue to fit. The 3-free formula offers impeccable shine, a smooth finish and a decadent feel that's irresistible! 714.773.9758, morgantaylornailacquer.com

Does your client prefer a timeless French manicure? **Mia Secret French Manicure Nail Polish** adds a sweet and flirty spin on the classic look, with deep reds and bright pinks just in time for the month of romance. 626.581.4444, miascretnails.com



Sweeten your clients' tips with **EZ Art Colour Collection Foil Hearts**, available in 10 shimmering hues to match any color scheme. 800.727.1119, americanails.com

The limited edition **NSI Perfectly Yummy Kit** features a Purely Pink Masque that hides imperfections and flatters every skin tone. Paired with the Radiant White and Totally Clear powder, your acrylics are bound to impress. 877.354.8130, nsinails.com



One swipe of **Orly Flash Glam FX** and you've instantly created 3-D nail art! Mix and match glittery pink hues like *Embrace* and *Cupcakes* and *Unicorns* to add a playful punch to any mani. 800.275.1111, orlybeauty.com

So Romantic, *Lipstick Kisses* and *Cupid's Arrow* from **SuperNail ProGel** are perfect for Valentine's Day. The long-lasting formula cures in minutes under a LED or UV lamp and soaks off easily without filing. 800.635.8966, supernailprofessional.com

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Gel manicures are everlasting with **ASP Soak Off Gel Polish** in heart-racing hues like *Rendezvous in Red*, *Lighten the Mood*, *Reveal Everything Red* and *Passionate Pink*. 800.762.6245, aspnaill.com



Discover four of the most romantic **Alessandro International Nail Polishes**: *Love Secret*, *Girly Flush*, *Pink Emotion* and *Secret Red*. 800.645.3340, alessandro-international.us



Celebrate love with **Cácece Nail Lacquer**! From light pink *Rachel* to deep maroon *Jeanne*, your clients will be over the moon with their feminine manicure. 800.951.6245, caceeinc.com



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Reality Bites

Learn the psychology of nail biters and the steps that you can take to rehabilitate these habitual offenders in your salon.

Nail biting is addictive and can be dangerous to your overall health. According to Lawrence E. Gibson, a Mayo Clinic dermatologist based in Rochester, Minnesota, nail biting (also called onychophagia) can have several potential side effects. It contributes to skin infections, aggravates existing conditions of the nail bed, and increases the risk of colds and other infections by encouraging the spread of germs from the nails and fingers to the lips and mouth.

On a more superficial level, nail biting also decimates your client's perfect manicure and leaves her nails in a perpetually ragged condition. In this month's Nail Clinic, we'll examine the psychological motivation behind this addictive behavior and show you how to usher your clients into a "nail biter rehab" program, making this unsightly quirk a thing of the past.

Nail Biting Facts*

- About half of all children between the ages of 10 and 18 bite their nails at one time or another.
- Nail biting occurs most often during puberty, though some young adults (ages 18 to 22) bite their nails.
- Most people stop biting their nails on their own by age 30.
- Boys bite their nails more often than girls after age 10.
- Nail biting may occur with other body-focused repetitive behaviors, such as hair pulling or skin picking.

*Source: WebMD

Behind the Behavior

When is nail biting a problem? According to Fran Walfish, a Beverly Hills, California-based psychotherapist and author of *The Self-Aware Parent*, an issue arises when the habit becomes out of a person's control and takes on a life of its own. "It's on the spectrum of obsessive-compulsive habits, and all obsessive-compulsive habits or traits are rooted in anxiety," she explains. For example, an individual might feel anxious about a job interview and impulsively bite her nails—even though she might not be aware of the root cause. "This is different from obsessive-compulsive disorder (OCD), which [some say] is a fancy term for perfectionism," adds Walfish.

Walfish notes that nail biting is similar to an infant sucking on a thumb or pacifier, or compulsive eating; it begins as a way to distract one from an uncomfortable feeling, offering self-soothing and temporary relief. Unfortunately, though the anxiety might diminish, the tell-tale evidence—short, raw nails—becomes a worry in itself. "The learned behavior (pathological grooming) reduces the anxiety momentarily; it's a way of not dealing directly with uncomfortable feelings," says Walfish. "The pathological grooming behaviors then become habits."

Though Walfish notes that nail biting is more common in young people and in males, this habit, once established, may not go

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away by itself. She has found that wearing gloves or mittens can be an effective way of treating the problem by encouraging behavioral changes. "It seems silly, but this has been very successful with my patients because it provides a behavioral interruption to the habit," says Walfish. "When a person automatically reaches a hand to her mouth and finds cloth instead of nails, she retrains herself."

Ultimately, when trying to overcome an obsessive-compulsive behavior, like nail biting, Walfish advises a three-pronged approach: Raise awareness within the individual (notice when the urge occurs); provide a behavioral interruption (such as wearing gloves, chewing gum or stopping to think before biting); and instill a reward system (such as a weekly spa manicure for resisting the urge). "Obsessive-compulsive behaviors are best treated with behavior modification or cognitive behavioral therapy," notes Walfish. "Once someone gets the behavior under control, it might help for the person to talk about underlying reasons for her anxiety—in therapy, or with a trusted religious leader or friend." Or, if she's a longtime client, perhaps even with her favorite nail tech!

Nail Biter Rehab

Addressing the psychological issues behind nail biting can prove helpful, but when you're faced with an avid nail biter at your station, how should you proceed? Gerry Holford, a New York-based editorial manicurist and contributor to *Pedicure.com*, knows this concern all too well—on a personal level and through her work. "I've been a nail biter all of my life, and it's something I struggle with a lot," she confesses. "Plus, in my line of work, I come across a lot of models with really compromised, bitten nails."

Holford adds that a biting habit can easily spiral out of control, as clients will often bite into sidewalls, leading to hangnails and ragged cuticles that can eventually cause the entire nail area to suffer. To combat nubby nails, Holford came up with her "nail biter rehab" program, which includes the following steps:

1 Keep the nails moisturized and hydrated at all times; nails that are cracked and broken are more likely to get bitten. Have the client keep a moisturizer (preferably oil

as opposed to cream) and a fine-grit file by her bedside to hydrate nails and clean up any rough edges each night.

2 Start a program of gel manicures to help the nails grow out and prevent the tendency to bite. "You can't bite your nails with gel on top, because the gel melds with the nail and becomes flexible with the nail. It's like a strengthener," says Holford. "Gel nails don't chip or break, and they're protected

"When a person automatically reaches a hand to her mouth and finds cloth instead of nails, she retrains herself."

in water, so the natural nail is able to grow out underneath."

3 Recommend gel manicures every two weeks to maintain the nails' condition and length. Properly remove the gel so that the nails don't weaken; don't scrape the nails or leave on drying products, like acetone, for a long time. Avoid buffing the surface of the nails, which can also weaken them.

4 If your client decides to switch to traditional polish manicures, use a light color or a clear glitter formula when the natural nails grow out. "Never apply a dark color; when it chips, the client won't care anymore and won't be able to resist biting," notes Holford. Don't forget to apply a quality base coat or nail strengthener underneath the polish.

With the steps outlined above, nail biters can soon be on their way to recovery—and, hopefully, they'll be able to quit the habit for good. "Once clients start seeing results, they're more motivated to keep going," says Holford. "Having great nails may seem like a small thing, but people *always* notice your nails. Taking care of them is the ultimate in self-love!" ↓

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

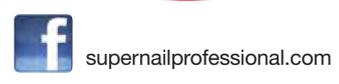


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3 After buffing skin with a pumice stone, apply a thin layer of Clay Foot Mask to the foot, stopping before reaching the nails. Wrap the foot in a warm towel and let the client sit for no longer than five minutes. Wipe off the mask with the towel.



4 Apply a quarter scoop of Massage Cream to the foot and lower leg. Massage thoroughly. Continue with your pedicure service. ♣

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March 1-2

California Market Center, Los Angeles, CA.

Contact The Makeup Show, 123 W. 18th St., 8th Fl., New York, NY 10011; 212.242.1213; themakeupshow.com.

IBS New York

March 9-11

Javits Convention Center, New York City, NY.

Contact IBS New York, 757 Third Ave., 5th Floor, New York, NY 10017; 212.895.8200; ibsnewyork.com.

Beauty International Düsseldorf

March 21-23

Exhibition Centre Halls 9, 10, 11, 12, Düsseldorf, Germany.

Contact Messe Düsseldorf North America, 150 N. Michigan Ave., Chicago, IL 60601; 312.781.5180; info@mdna.com; beauty-international.com.

America's Beauty Show

March 22-24

McCormick Place, Chicago, IL.
Contact Cosmetologists Chicago, 330 North Wabash Ave., Suite 2000, Chicago, IL 60611; 800.648.2505; americasbeautyshow.com.

The South Florida Beauty Show

March 30-31

Fort Lauderdale Convention Center, Fort Lauderdale, FL.
Contact 954.563.6188; ibeautyshow.com.

April

Cosmoprof Worldwide Bologna

April 4-7

Bologna Fairgrounds, Bologna, Italy.
Contact cosmoprof.com.

NAILPRO Pasadena

April 13

Pasadena Convention Center, Pasadena, CA.

Contact NAILPRO, 7628 Densmore Ave., Van Nuys, CA 91406; 888.491.8265; nailpropasadena.com.

May

Premiere Orlando

May 31-June 2

Orlando/Orange County Convention Center, Orlando, FL.

Contact Premiere Show Group, 1049 Willa Springs Drive, Suite 1001, Winter Springs, FL 32708; 800.335.7469; premiereorlandoshow.biz.

CLASSES

February

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800.242.6953, opi.com
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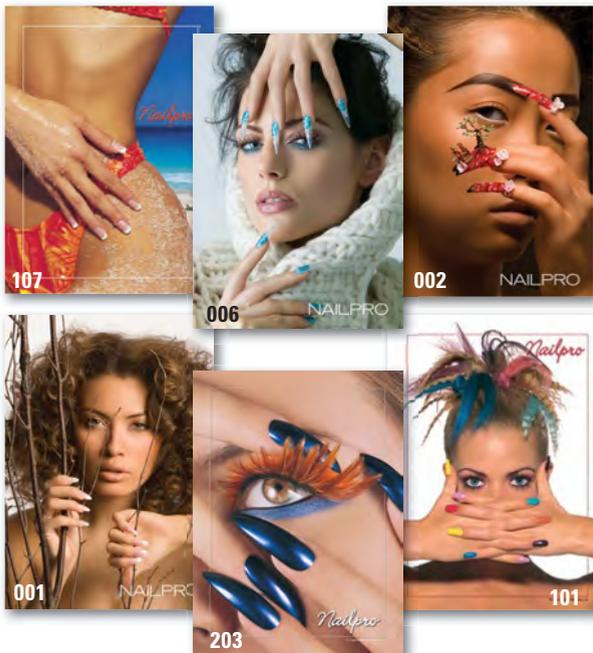
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Insider Secrets



Actress Margot Robbie plays Jordan Belfort's wife—a woman who recognizes the value of a stellar set of acrylics—in *The Wolf of Wall Street*.



A close-up of '90s-perfect nails on set.

Period movies demand authenticity and this idea extends all the way to the nail extensions in Martin Scorsese's '90s-era flick *The Wolf of Wall Street*. The lead makeup artist for the film, Mindy Hall, reached out to famed nail artist Gina Eppolito to bring her expertise to the set; after all, not only does Eppolito craft nails for some of today's biggest celebrities, but she also grew up in Long Island, New York, during the '90s "when authentic acrylics were at their best," giving her the upper hand in sourcing credible designs. "As a teenager, I was naturally obsessed with long, square-tip acrylic nails," she shares. "When I would get my nails done, I would study how they were applied!" She admits that she kept a collection of her broken nails from when she was a little girl—no doubt helpful for sparking ideas for the more than 100 nail looks she and her team created for the movie, ranging from traditional French to rhinestone-speckled. To achieve many of the looks, Eppolito used Kiss Square Tips and OPI Absolute Acrylic Liquid and Powder, finished with Seche Vite Top Coat and Qtica Half Time Drying Accelerator.

Lest you think the nail priming was exclusively for the women of *The Wolf of Wall Street*, think again: Eppolito confides that the men couldn't get enough of their weekly high-shine buff manicures, a staple of any Wall Street bigwig. "Most of the male cast had never even had manicures before!" she laughs, adding that they quickly fell in love with the service. "I loved that era ... men were always impeccably dressed. My boyfriend at the time was a stockbroker—he may have even worked at Stratton Oakmont," she says wistfully.



Eppolito created everything from traditional French manis to bold brights for the nails.



Even the film's leading men, including Leonardo DiCaprio, indulged in weekly manicures.

Gina Eppolito's Top 3 *Wolf* Nail Looks

Naomi (Played by Margot Robbie) "She wears a classic, thick white tip French manicure. To achieve this look, I used Red Carpet Manicure (RCM) gel polish in Candid Moment as the base color along with RCM White Hot on the tips, finishing off with RCM Brilliance Top Coat. I used RCM gel polish so that I could polish over this look with a bold nail polish color and quickly change back to the French manicure, which stayed perfect underneath. This is a great tip if you need to make several quick changes."

Chantalle (Played by Katarina Cas) "She has coral nails with rhinestone diagonal ring fingers. This look fit her promiscuous character to a T!"

Hildy (Played by Mackenzie Meehan) "This character was married to Donny (Jonah Hill's character); they're a very bold couple. We always had fun picking nail polish shades, like fuchsia, to enhance the gaudiness of Hildy."

PHOTOS (CLOCKWISE FROM TOP LEFT): JAMES DEVAINEY/WIREIMAGE; COURTESY OF GINA EPPOLITO; COURTESY OF PARAMOUNT PICTURES

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	Slim Orange Blocks 10-pk. \$1.50	Yellow Manicure Blocks 10-pk. \$2.50	Pink Pedicure Blocks 10-pk. \$2.50	Mini Arctic White Blocks 10-pk. \$1.50	Arctic White Blocks 10-pk. \$2.00	Mini Orange Blocks 10-pk. \$1.50	Orange Sani Blocks 10-pk. \$2.00	Purple Sani Blocks 10-pk. \$2.00	Blue Sani Blocks 10-pk. \$2.00	STAR NAIL Mini Buffing Blocks 126-pk. \$4.95
TIPS - BRUSHES	NAIL BASIX™ Professional Tips 500-ct. \$6.95 50-ct. \$1.95			Extra Strength Bullet Glue \$0.20 EACH	Split Second Brush-On Nail Glue 10 gm. \$1.95	Rectangular Nail Forms 500-ct. \$2.49	Reusable Nail Forms 5-ct. \$2.95	Double Spring Cuticle Nipper \$2.50	Toe Nail Clippers \$0.79 EACH	Stainless Cuticle Pushers \$2.95 EACH
	Sterilizer Tray \$4.95	Sterilizer Jar \$7.95	KING RESEARCH® Barbicide® 16 oz. \$5.50	Chastity™ Chasticide® 16 oz. \$3.50	Brush Cleaner Holder \$2.95	Brush Cleaner 4 oz. \$2.95	Aluminum Handle Acrylic Brush \$3.95	French Manicure Brush \$4.95	Pure Kolinsky Acrylic Brushes \$3.95	Acetone Resistant Clear Handles
NAIL ENHANCEMENTS	Mushroom Pump Bottle 6 oz. \$1.50	Stainless Steel Pump Bottles \$2.95	Jumbo Ceramic Dappen Dish \$5.95	Porcelain Dappen Dish with Lid \$1.00	Glass Dappen Dish \$0.19	Practice Finger \$0.35	Practice Hand \$2.95	Practice Hand with Platform \$6.95	Dust Mask 100-ct. \$4.95	Dust Brush \$2.95
	Latex Gloves \$4.95	NAIL BASIX™ Dehydrating Anti-Fungal Prep Spray 8 oz. \$3.95	NAIL BASIX™ Primer .25 oz. \$1.95	NAIL BASIX™ Violet Acrylic Liquid 2 oz. \$2.95	NAIL BASIX™ Acrylic Powders 2 oz. \$4.95	NAIL BASIX™ Single Process UV/LED Gels 1 oz. \$6.95	NAIL BASIX™ Resin 1 oz. \$3.95	NAIL BASIX™ Brush-On Resin 10 gm. \$1.95	NAIL BASIX™ Ultra-Strong Fabric Strips 1" x 36" 2-ct. \$2.95	NAIL BASIX™ Split Second Activator Spray 8 oz. \$4.95
MECHAT Gel and Gel Polish Thinner 1 oz. \$11.95		nsi Line Out .5 oz. \$12.50	nsi Attraction Liquid 8.1 oz. \$33.95	nsi Attraction Powders 1.4 oz. \$11.95	STAR NAIL Starlite UV Gels 1 oz. \$18.50	STAR NAIL T3 Fibergels 1 oz. \$24.95	STAR NAIL Acrygels 1 oz. \$24.95	STAR NAIL Acrygel Powders 1.6 oz. \$9.95	STAR NAIL Natural Nail Dehydrant 1 oz. \$2.95	STAR NAIL X-Strength Primer .25 oz. \$4.75
Stikr Resin .5 oz. \$10.95	Kikr 2 oz. \$17.10	Glazed Glass 2 yds. \$5.60	Extreme Base or Top Glaze 8 oz. \$27.75	Extreme Powders 1 oz. \$12.25	Extreme Glaze Dryer 6 oz. \$14.85	Extreme Glaze Sealer .5 oz. \$7.95	Little Dipr's 10-ct. \$9.95	Stop-It Primer Burn Soother 1.25 oz. \$5.95	No Lift Primer .75 oz. \$11.95	No Lift Primer .75 oz. \$11.95

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SE HABLA ESPAÑOL

*Prices in this ad valid January 1 through February 28, 2014. Certain items and case pricing may be subject to additional shipping costs. See website or call for details.



Rock Starlets Mini Pack
 4-ct. \$6.95

Signature Shade Display
 Each package includes: "Over & Over A-Gwen" Nail Lacquer, Swarovski Elements (Studs & Crystals), Nail Glue and Nail Art Designs
 8-ct. \$64.00

Gwen Stefani Retail Display
 12-ct. Nail Lacquer \$52.50



Push and Shove lacquer with complimentary "Lay Down that Base"
 Use together for an incredible mirror chrome finish!
FREE!
 \$4.50

Brazil Collection Retail Display

12-ct. Nail Lacquer \$53.95
 Life is a Carnival of Color... Sizzling, Spirited and Elegant.

SHIPPING FEBRUARY 5TH

GelColor Add-On Kits
 6-ct. \$79.95 each



The Glamazons GelColor Kit #1

The Glamazons GelColor Kit #2

All You Need

Care for your cuticles with blissful moisture whenever you desire.
 Buy One .25 oz. Avoplex Cuticle Oil to Go Pen, Get One **1/2 OFF!** \$6.75



Cute Couple

These two sweeties will inspire your most romantic love letters.
 Buy 2 Nail Lacquers (5.0z.), "OPI Red" & "ElePhantastic Pink", Get 8 Notecards **FREE!** \$8.50



Dry Ideas

DripDry Nail Lacquer Drying Drops 6-pc. Counter Display
SAVE 20%
 6 x 3 OZ. \$29.95



Smooth Savings **SAVE 45%**
 Buy One OPI Foot File with Disposable Grit Strips, Get One N.A.S. 99 4 oz. **FREE!** \$14.95 (\$26.90 VALUE)

OPI Lacquers .5 oz. \$4.50
 Over 200 iconic shades, offering two-coat coverage in a long-wearing formula.



Expert Touch Lacquer Remover

Strong enough to remove even the darkest shades without staining the nail or skin. Also removes OPI GelColor.
 4 oz. \$2.95
 16 oz. \$7.95
 32 oz. \$14.95
 Gallon \$52.50



RapiDry Spray

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



RapiDry Top Coat

Dries to a tough, long-lasting, non-yellowing, high-gloss shine in just minutes.
 .5 oz. \$6.50



DripDry
 Dries lacquer in five minutes while treating cuticles to soothing jojoba and Vitamin E.
 .3 oz. \$6.25
 1 oz. \$12.50
 4 oz. \$29.95

OPI Nail Treatments

Natural Nail Strengthener Ridgefiller
 Natural Nail Base Coat
 High-Gloss Top Coat .5 oz.
 Matte Top Coat \$4.50



Avoplex

Nail & Cuticle Oil
 Exclusive Avocado Lipid Complex restores essential moisture for smoother, stronger nails and cuticles.
 .5 oz. \$7.50
 4 oz. \$39.95



Nail Envy

Nail Strengtheners
 • Original Formula
 • Soft & Peeling Formula
 • Dry & Brittle Formula
 .5 oz. \$8.50

Fungus Fix

A clinically-tested professional salon formula designed to help with unsightly nail problems.
 1 oz. \$8.95



OPI GelColor .5 oz. \$14.95
 features the latest advancements in gel polish technology. Each coat cures in just 30 seconds under LED and features a custom brush for fast, polish-on application.



GelColor Base Coat
GelColor Top Coat
or GelColor Matte Top Coat
 .5 oz. \$14.95

GelColor Intro Kit "The Icons" \$129.95
 Everything needed to offer up to 80 full GelColor services!



GelColor Add-On Kits \$79.95
 Each kit contains six .5 oz. GelColors. Choose from 14 available Add-On kits!



OPI GelColor LED Light

Cures OPI GelColors in 30 seconds without ever having to change a bulb!
 • 4-Setting Timer
 • 67,000 Hour Lifetime **SALE!** \$199.95



OPI TruView LED Work Station Lamp \$49.95

Attaches to OPI GelColor LED light. Lasts 25x longer than traditional bulbs!



Expert Touch Remover Wrap Dispenser

\$24.95



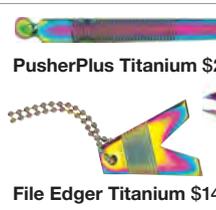
OPI Avojuice Skin Quencher Lotions

are filled with natural extracts and nourishing ingredients designed to give skin a hydrating drink of moisture.
 6.6 oz. \$3.95
 20 oz. \$7.95



OPI Titanium Tooling

Crafted with high-quality 420 stainless steel and coated with lustrous, ultra-hard titanium for unsurpassed precision and corrosion-resistance!



OPI BondAid

.5 oz. \$4.95
 1 oz. \$7.95
 4.2 oz. \$24.95



OPI BondEx

.25 oz. \$7.95



OPI Absolute Acrylic Intro Kit

• smooth application
 • exceptional adhesion
 • bubble-free results
 \$49.95



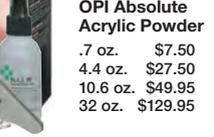
OPI Absolute Acrylic Liquid

4 oz. \$16.95
 8 oz. \$29.95
 32 oz. \$74.50
 Gallon \$199.95



OPI Absolute Acrylic Powder

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



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Nails. Fashion. Beauty.

CND Shellac™ Open Road Spring Collection .25 oz. \$15.95



CND Additives Open Road Collection



\$39.75

\$59.75 VALUE

FREE!

5 Pigments & Effects with FREE Logo Smart Phone Wallet!

FEBRUARY PROMOTIONS



CND Shellac™ Perfect Pair

\$31.90

Limited Edition "Ruby Ritz" is the perfect Valentine's Day match to "Wildfire" (.25 oz. each)

CND Vinylux™ Open Road Spring Collection .5 oz. \$4.95



CND Vinylux™ Open Road Retail Display

\$49.50

Includes (5) Vinylux™ Open Road Spring Weekly Polish Shades and (5) Weekly Top Coats (.5 oz. each)

ScrubFresh®

in a new retail size
2 oz. \$3.00



Brisa™ Lite Smoothing Gel
in a larger, more economical size

SAVE 17%



Clear 1.5 oz. \$54.75

CND Shellac™ - The Original Power Polish™

delivers 14+ days of flawless wear, superior color and a mirror shine with zero dry-time and no nail damage.



Professional UV Lamp \$149.95



Remover Wraps
250-ct. \$24.95

Nourishing Remover
8 oz. \$4.95
32 oz. \$16.95



UV Lamp Bulbs
4-pack \$39.95

CND Vinylux™ Weekly Polish

is a two-step polish system, consisting of a weekly polish and a weekly top coat, that offers durability, high-gloss shine and week-long wear.



Weekly Polish or Top Coat
.5 oz. \$4.95

CND Nail Treatments

Begin and end every manicure with treatments from CND.



SolarOil™
Nail & Cuticle Conditioner
.25 oz. \$3.75
.5 oz. \$5.75
2.3 oz. \$16.95
4 oz. \$24.95

Solar Speed Spray™

Conditioning Polish Dryer
4 oz. \$9.95
32 oz. \$46.95



CND Scentsations™

turn ordinary manicures into a spa experience.



Scentsations™ Washes
8.3 oz. \$4.95
Scentsations™ Lotions
8.3 oz. \$4.95
31 oz. \$17.50

CND Nail Prep

Essential products for ensuring successful adhesion and removal of enhancements.



NailFresh™
1 oz. \$8.25
Cuticle Away
6 oz. \$5.25
NailPrime
.5 oz. \$11.25
ScrubFresh®
8 oz. \$11.25
32 oz. \$25.75

CND Liquid & Powder System

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



Retention+™ Sculpting Liquid
4 oz. \$22.75
8 oz. \$38.25
16 oz. \$59.95
32 oz. \$84.95
Gallon \$235.25
Superior Adhesion
Retention+™ Sculpting Powders
.8 oz. \$10.95
3.7 oz. \$32.75
32 oz. \$146.75

Retention+™ Powders

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



Perfect Color Powders

feature superior workability and extensive color and coverage options.



Perfect Color Sculpting Powders
.8 oz. \$10.95
3.7 oz. \$32.75
16 oz. \$79.25
32 oz. \$146.75

CND Brisa™ Sculpting Gel

is a wearable, workable, flexible nail enhancement that goes beyond traditional gels.



Brisa™ Bond
.25 oz. \$11.25
Brisa™ Sculpting Gel
.5 oz. \$19.75
1.5 oz. \$51.75
4 oz. \$109.75
Brisa™ Gloss Gel Top Coat
.5 oz. \$19.75
4 oz. \$109.75

CND Brisa™ Lite Removable Gel System

Removable Sculpting and Smoothing Gels



Removable Base Coat or Top Coat .5 oz. \$24.95
Removable Smoothing Gel or Sculpting Gel .5 oz. \$21.95

View the complete range of CND products and promotions online at premiernailsources.com.

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AMERICAN INTERNATIONAL INDUSTRIES

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EZFlow Silky Soft Lotions 8 oz. Buy Two, Get One FREE! \$4.95



Buy One Grand Artist Oval Acrylic Brush, Get One Q-Monomer 4 oz. FREE!
\$38.95

FREE!

BUY 2 GET 1 FREE!

ProLinc



BUY 1 GET 1 FREE!

BUY 2 GET 1 FREE!

BUY 2 GET 1 FREE!

Callus Eliminator 4 oz. \$10.95

Cuticle Eliminator 4 oz. \$8.95

Diamond Dry Top Coat .5 oz. \$6.50

-ibd- Intense Seal .5 OZ. \$9.95



SAVE \$4

\$13.95 VALUE

NailTek \$6.00

Buy One Nail Tek Xtra .5 oz., Get One Nail Tek Renew Oil .5 oz. FREE!



FREE!

Seche

Seche Vite Top Coat .5 OZ. \$4.95 EACH



BUY 5 GET 1 FREE!

EZFlow

Q Monomer 8 oz. \$29.95 32 oz. \$49.95

EZFlow's exclusive color-stabilizing, strengthening, bubble-resistant liquid monomer



SALE!

A Polymer Acrylic Powders

.75 oz. \$7.95
4 oz. \$21.95
16 oz. \$69.95



An easy way to perfect nail enhancements in classic, gotta-have-it colors!

Boogie Nights Glitter Acrylic Powders

.75 oz. \$11.95



Designed Color Acrylic Powders .5 oz. \$8.95

-ibd- Just Gel Polish

BUY 2 GET 1 FREE!
.5 oz. \$13.95

The pure IBD gel you love in an easy to polish application.



Just Gel Polish Base Coat or Top Coat .5 oz. \$9.95



SALE!

IBD Clear Gel BUY ONE GET ONE FREE 16 OZ.

.5 oz. \$11.95
4 oz. \$39.95
8 oz. \$97.50



Intense Seal .5 oz. \$9.95

SAVE \$4

IBD Builder Gel .5 oz. \$14.95 2 oz. \$29.95

SALE!

NailTek Natural Nail .5 oz. Treatments \$5.50



Nail Tek I Maintenance Plus For strong, healthy nails.

Nail Tek II Intensive Therapy For soft, peeling nails.

Nail Tek III Protection Plus For dry, brittle nails.

Nail Tek Xtra For difficult, resistant nails. .5 oz. \$6.00



Nail Tek Pro Packs 4 x .5 oz. \$13.95 Available in 8 varieties.



china glaze lacquers • quick drying • glossy finish



SALE!
.5 oz. \$2.95

Strong Adhesion Base Coat or No-Chip Top Coat .5 oz. \$4.50



Fast Freeze Quick Dry Super-fast drying liquid dries all layers of nail polish in seconds.



.5 oz. \$4.95
2 oz. SPRAY \$7.95
4 oz. REFILL \$14.95

Seche

Seche Vite Top Coat Patented fast-drying top coat. .5 oz. \$4.95



SALE!

Seche Vite Pro Kit .5 oz. & 4 oz. refill \$16.95

Ultra-V Top Coat .5 oz. \$4.95

SAVE 10%

The ultimate UV curable top coat.

Gena Tea Tree Oil .5 oz. \$6.95



natural antiseptic and pure essential oil combats everything from nail fungus to athlete's foot

Pedicure Gallons \$19.95 (\$5 S+H)



SALE!

PEDI SCRUB
PEDI CARE
PEDI ICE
PEDI SOAK
PEDI SOFT

ProLinc



Cuticle Eliminator Removes cuticles in SECONDS from fingers and toes.
2 oz. \$4.95
4 oz. \$8.95
18 oz. \$24.95

Callus Eliminator Breaks down calluses in 3-5 minutes, then simply buff them away.



4 oz. \$10.95
18 oz. \$28.50
34 oz. \$47.95
Gallon \$99.95

SALE!

Dry Heel Eliminator Daily therapy for heels prone to drying and cracking.



4 oz. \$7.95
16 oz. \$24.95

GiGi

GiGi Mini Pro Kit \$49.95



SAVE \$15

SALE!

GiGi Waxes 14 oz. \$9.95

clean+easy Original or Sensitive Pot Wax



SALE!

14 oz. \$7.95

ARDELL Natural Looking Lashes



DuraLash Flares or Naturals Lashes \$2.50 MIN: 6
LashTite Adhesive .125 oz. \$2.50 MIN: 6

body drench



QuickTan Salon quality sunless tanning in a bottle. 6 oz. \$13.75

BUY 2 GET 1 FREE!

Original Lotion Deeply hydrating and fast absorbing for soft, smooth and healthy looking skin.

16.9 oz. pump \$8.95 \$5.95
Gallon \$36.95

Exotic Oils Lotions Enjoy the cool relaxation of an exotic vacation with exotic oils from around the world.



16.9 oz. MOROCCAN ARGAN OIL
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SPA FIZZ™ Bubble Bowl™ Bonus
\$19.95

Combine the effervescent action of Spa Fizz Effervescent Manicure Balls with the soothing bubbles of the Spa Fizz Bubble Bowl for the ultimate spa manicure experience!

FREE!
 MANICURE BALLS 10-CT.



EZ Art™
 Master Artist's Brush Set
 15-pc.

SAVE \$10
\$9.95



ProFiles™

Zebra Sanding Bands
 100-ct.

NEW!
\$4.95



NV™
 NOUVEAU NAIL PROFESSIONAL USA

**PURCHASE A MACH I LED CURING LAMP FOR \$49.95
 GET A NOUVEAU NAIL UV/LED GEL STARTER KIT FREE!**

SALON VALUE \$104.90



FREE!

Single process gel cures in **LESS THAN 30 SECONDS** under LED and 2 minutes under UV light. **Easy application, glossy finish and unmatched strength and durability.**

RAPIDCURE™
 MACH III LED LIGHT

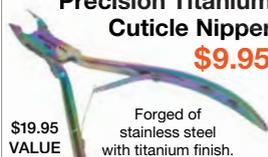
- Sleek Modern Design
- Three Timer Settings
- 50,000 Hour Lifetime
- 30 Second Cure



SAVE \$50

\$149.95
 \$199.95 VALUE

Precision Titanium Cuticle Nipper
\$9.95



\$19.95 VALUE

Forged of stainless steel with titanium finish.

SAVE \$10

NV™
 NOUVEAU NAIL PROFESSIONAL USA

NV™
 NOUVEAU NAIL PROFESSIONAL USA

Super Seal™ Pro Pack
 (4 oz. Refill + .5 oz.) \$49.95

Super Seal™ UV/LED Gel Sealer

#1 SELLING
 Super Glossy Gel Top Coat!

.5 oz. \$11.95



Nouveau Nail Treatments

.5 oz. \$4.95 • 2.5 oz. \$14.95
GLASS SEAL™ leaves a glass-like finish on enhancements. Air dries in 60 seconds!
SUPER SPEED™ Fast Dry Top Coat bonds with polish to minimize chipping and maximize longevity.
LINE ELIMINATOR™ - One quick swipe blends tip seams and erases fill lines.



Extra Strength Primer

Acid Formula or Acid-Free
 .25 oz. \$4.95



Defense Anti-Spray

Refreshing Mint or NEW! Soothing Vanilla
 8 oz. \$6.95
 Prep spray with natural tea tree oil dehydrates nails prior to application of lacquers and enhancements.



Defense Disinfectant Concentrate

4 oz. \$6.95
 Makes 4 gallons of hospital grade disinfectant solution!



Sandy™ Ultra-Premium Washable Nail Files



BLACK 100/100 GRIT
 ZEBRA 100/180 GRIT
 WHITE 180/180 GRIT
\$0.69 EACH
 MINIMUM: 12

Dual Shape Nail Forms

500-ct. \$9.95
 SQUARE & OVAL

Advanced Retention Nail Liquid

Superior adhesion primer-optional violet monomer formulated with UVA and UVB inhibitors to help prevent yellowing.
 4 oz. \$11.95
 8 oz. \$19.95
 32 oz. \$49.95
 Gallon \$179.95

Advanced Formula Sculpting Powders

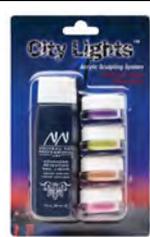
14 VARIETIES AVAILABLE
 Triple sifted acrylic powders uniquely formulated to combine the adhesion properties of a hard polymer with the flexibility of a soft polymer.
 .75 oz. \$6.95
 2 oz. \$11.95
 4 oz. \$19.95
 48 oz. \$149.95
SALE!



City Lights™

Neon, Glitter & Bold Sculpting Powders
48 SHADES AVAILABLE
 .75 oz. \$9.95
 .125 oz. \$2.95
BUY 2 GET 1 FREE!

City Lights Acrylic Kits
 Four .125 oz. Acrylic Powders
 2 oz. Nail Liquid
\$19.95
12 MINI KITS AVAILABLE



One-Step UV/LED Gels

Easy application, glossy finish and unmatched strength and durability. Cures in 30 seconds under LED.
 .25 oz. \$9.95
 .5 oz. \$14.95
 1.75 oz. \$34.95



Finishing Wipe

4 oz. \$3.95

Xtreme Nail

Top selling treatments, top coats and cuticle oils.

.5 oz. \$2.95
 2.5 oz. \$4.95
 16 oz. \$19.95



Xtreme Nail Professional Tips

500-ct. \$9.95
 50-ct. Refill \$2.95

RAPIDCURE™

Original UV Tunnel Lamp
\$69.95
\$49.95



SAVE \$20

RAPIDCURE™ UV BULB™

9 WATT UV BULB
\$4.95



Mini LED Light
\$24.95

- Battery Operated
- Extra Small Footprint
- One-Touch Operation

ProFiles™

PNI12 "The Bullet" E-File Kit
\$39.95



PNI25 Classic E-File System

\$149.95
\$99.95



SAVE \$50

- 25,000 RPM,
- FWD/REV Operation
- Twist-Lock Handpiece Includes 3 Free Bits

EZ Art™

Colour Collections™

Each collection contains 10 vials of nail art necessities in 10 vibrant colors.

Choose from Foil Hearts, Foil Stars, Glitter Strips, Micro Glitter, Glass Beads or Crushed Shells



Artistic Gems™ Rhinestone Wheels

240-ct. \$2.95
 1200-ct. \$6.95



Polish Stencils

10-ct. \$1.50



15 STYLES

Glow-in-the-Dark 3D ArtStickers™

\$1.50 10 STYLES



SPA FIZZ™

Effervescent Manicure Balls
 10-ct. \$1.50

Fresh Scent Pedicure Tablets
 5-ct. \$1.50



Softens cuticles, whitens nails, and releases an invigorating scent-salton!

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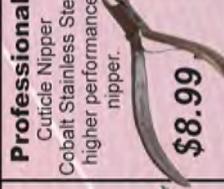
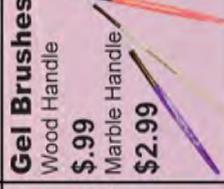
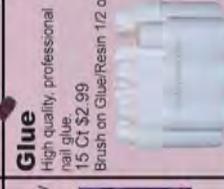


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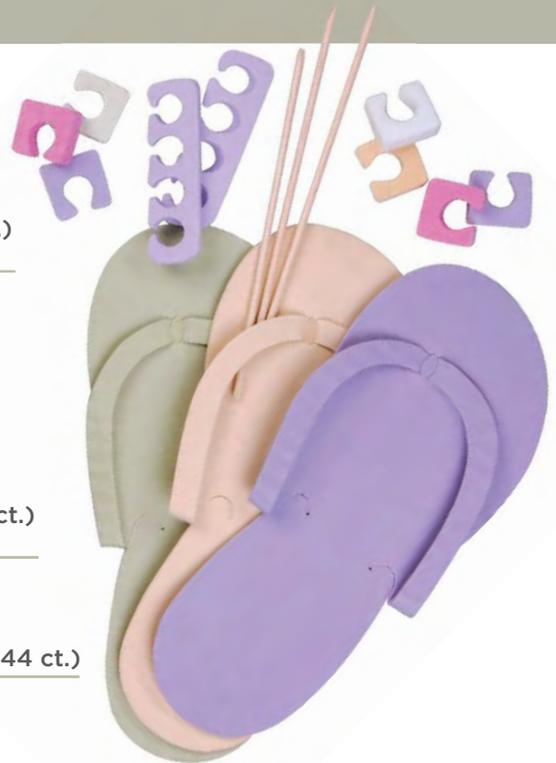
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Reality Bites

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 "Reality Bites" on page 146. 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 Test Yourself. If you earn a score of 80% or higher, you'll be awarded a framable Certificate of Achievement. A perfect score earns a Certificate of Achievement With Honors.

1 Techs should apply dark-color polishes on nail biters.

- A. True B. False

2 Nail biting may occur with other body-focused repetitive behaviors, such as ____.

- A. Hair pulling
B. Skin picking
C. Fasting
D. Both A and B

3 Most people stop biting their nails on their own by age 30.

- A. True B. False

4 Which of the following should a nail biter keep by her bedside?

- A. Hand cream
B. A fine-grit file
C. Cuticle scissors
D. None of the above

9 Obsessive-compulsive behaviors like nail biting are best treated with behavior modification or cognitive behavioral therapy.

- A. True B. False

5 Gel manicures can help bitten nails grow out and prevent the tendency to bite.

- A. True B. False

6 Obsessive-compulsive habits or traits are rooted in ____.

- A. Fear
B. Shame
C. Anxiety
D. None of the above

7 Which of the following side effects may occur as a result of nail biting?

- A. Skin infections
B. Nail bed conditions
C. Increased risk of colds
D. All of the above

8 Nail biting is more common in ____.

- A. Young people
B. Men
C. Elderly women
D. Both A and B

10 Which of the following should you do when removing gel from a nail biter's nails?

- A. Scrape off the gel
B. Soak in acetone for a lengthy period
C. Buff the nails' surfaces
D. None of the above

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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., "Reality Bites") 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 February 28, 2014. Answers will appear in the April issue.

Answers to December Test

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



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