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
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Nails: Elaine Watson; Hair/Makeup: Nancy Jambazian, nancyjambazian.com; Photography: Kimberly Metz, kimberlymetz.com; Stylist: Zoë Battles-Moore, zoebattles.com; Model: Daria Zhemkova, Photogenics Media; Art Director: Patty Quon-Sandberg. Fashion Credits: Jacket: Linda Stokes for Dress of the Week Club, dressoftheweekclub.com. Bracelet (page 32): Glyneth B., glynethb.com. Dress: (page 28): Sue Wong, suewong.com.

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

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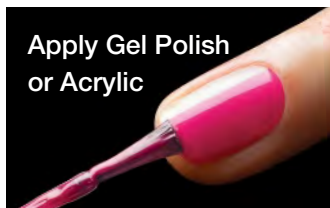
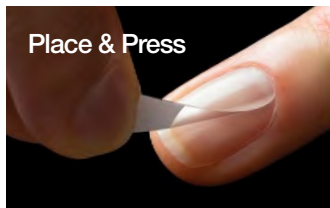
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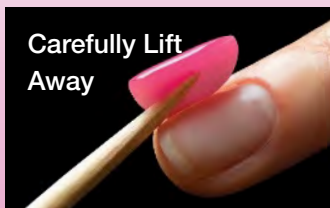
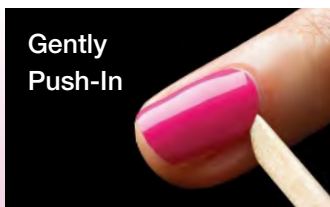
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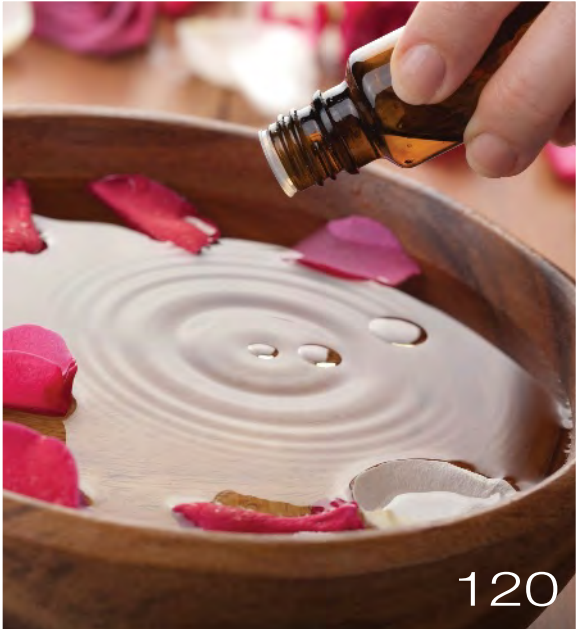
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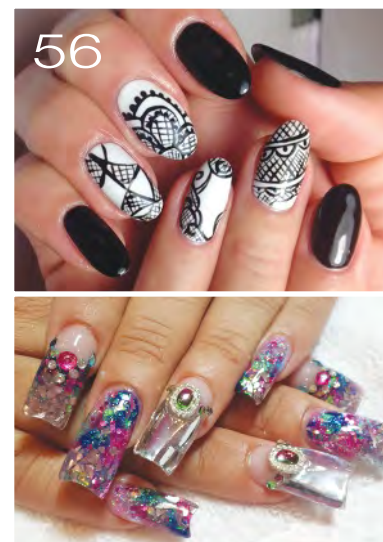
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New Year Done Right

Every January 1 I come up with a list of resolutions—and I'm not alone. While researching the topic, I discovered that 45 percent of people make New Year's resolutions (and 38 percent of people "absolutely never" do). But what I found most interesting is that while only 8 percent of people are actually successful in achieving their resolutions, those who explicitly make them are 10 times more likely to attain their goals than people who don't. While you may not achieve everything you're after, you're far more likely to make some headway if you actually put in the effort to come up with some big and small goals. To help you become a part of the 8 percent, here are a few tips:

Write It Down The first step in explicitly making resolutions is to record them. Take the time to reflect on the previous year: What did you achieve? What do you wish that you had accomplished? Then, pull out a piece of paper and pen your resolutions. A friend of mine does this with her husband every year; they make note of their hopes for the year ahead and seal them in an envelope. Then, on New Year's Eve, they open the envelope to see what they accomplished (and, sometimes, what they totally forgot about!).

Don't Do It All in January Ever notice how crowded the gym or yoga class is after January 1? Most of us try and accomplish everything in the New Year by starting the very next day, but by February we're either burnt out or have already forgotten our intentions. So spread out your resolutions. Start working on one in April

or May. Perhaps early summer is good for another. Spacing out your goals allows for more realistic expectations.

Take Baby Steps Don't start too big! If your resolution is to save money to buy a house, you're not going to be able to set aside \$10,000 right out of the gate (at least most of us aren't). And that's OK! Start small. Put away \$50 here, \$100 there. The point is that you're taking strides to meet your ultimate goal.

When I make my resolutions, I always include some easily achievable goals amid the loftier aspirations. That way, I feel like I'm completing *something*. So, while you start thinking about *your* goals for 2015, both personal and professional, take a look at our January issue for some ideas that are instantly achievable. The New Year is always a great time to assess your kit, so be sure to check out "The Right Stuff" on page 106. Learn what to toss and discover new, helpful tools. Additionally, maintaining a healthy salon will keep you ahead of your competition. Turn to "To Your Health" on page 114 for simple ways to keep your space germ-free, especially through the extra-sneezy flu season. And even if we (me included) become the 92 percent of people who fail at all of our resolutions, here's to a happy and healthy 2015!

Stephanie

Stephanie Lavery
NAILPRO Executive Editor
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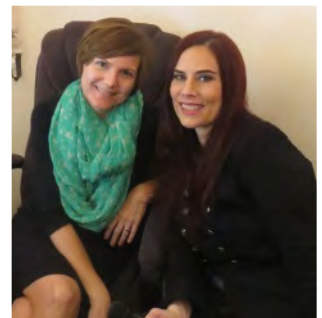


Stephanie at The Painted Nail

I walked the red carpet with celebrity manicurist Katie Cazorla for the opening of **The Painted Nail's** latest location at the W Hotel in Hollywood. For more industry insider sightings at the big event, turn to page 54.

Behind the Nail Pros...

NAILPRO managing editor Jennifer Carofano was on set with Star Nail vice president Elaine Watson for this month's cover shoot. Watch Watson create the cover nails and learn her top tips for working on set in our Behind the Nail Pros video at nailpro.com.



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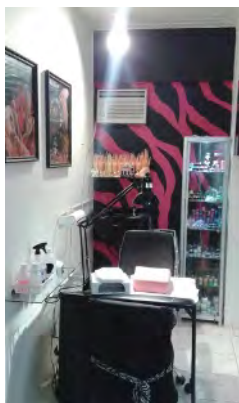
BACKFILLS



▲ Five-Star Service

Nails have been my passion since I was a child and I have always dreamed of owning a salon. In 2012, I took a leap of faith and opened All Doll'd Up Nails in Peterborough, Ontario, Canada. The past two years have been amazing! I cherish my time in the salon and love when I can make my clients smile. I pride myself on running an extremely clean salon and use only top quality products to sanitize my instruments and equipment. I hold myself to a very high standard and I let my clients know that their safety is my number one priority. I absolutely love when my clients bring in ideas and pictures for me to recreate—I am always up for a challenge!

✉ **Krystal McNutt**



◀ Salon Style

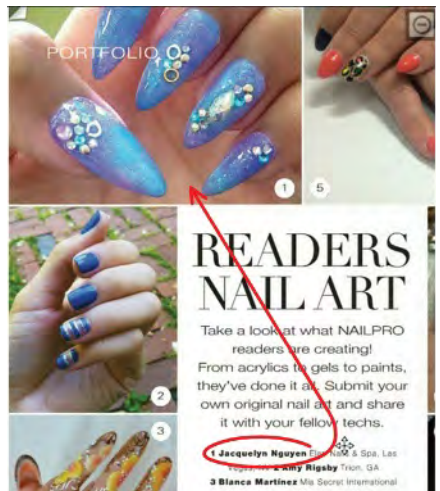
Hard work is the real key to success. Keep your eyes on the goal and take the next step toward accomplishing it. #lovelyjob

f **Anky Solognier**

▼ Stick to It

So very honored to be featured in NAILPRO's November 2014 issue! Hard work always pays off! #nailpro #nailpromagazine

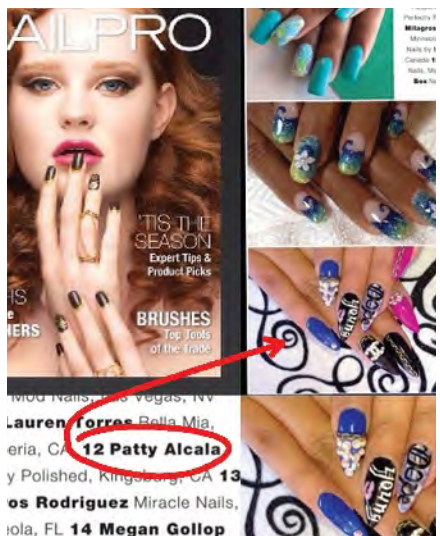
📷 **Jacquelyn Nguyen, @jxlyn.nails**



▼ Passion for Polish

OMG! Words cannot explain how it feels to have been selected for the November 2014 issue of @nailpromagazine! I'm so excited that my hard work paid off! I love what I do! #nailtech #nailpromagazine #happy #accomplished

📷 **Patty Alcala, @omg_itss_patty**



A FEW THINGS

Everyone should know about
Soft Hands & Feet



- **Weather matters!** In general, your skin is driest in winter, when temperatures and humidity levels plummet. But the reverse may be true if you live in desert regions, where temperatures can soar, but humidity levels remain low.
- **Heat.** Central heating, wood-burning stoves, space heaters and fireplaces all reduce humidity and dry out your skin.
- **Hot baths and showers.** Taking long, hot showers or baths can dry your skin. So can frequent swimming, particularly in heavily chlorinated pools. Limiting your bath to 5 to 10 minutes and using warm water instead of hot will help preserve moisture in your skin.
- **Harsh soaps and detergents.** Many popular soaps and detergents strip moisture from your skin. Deodorant and antibacterial soaps are usually the most damaging. It's best to use cleansing creams or gentle skin cleansers and bath or shower gels with added moisturizers.
- **Callus removers.** These products work by increasing the amount of moisture in the skin and dissolving the substance that causes the skin cells to stick together, making it easier to shed the skin cells. Negative side effects to typical callus removers are slight burning, skin redness, and peeling.
- **Use a natural callus remover.** More natural removers, such as BCL's Natural Remedy™ Callus Exfoliator, minimize these negative effects. Not only is this product safer to use than traditional callus removers, it even contains additional moisturizing elements promoting softer and silkier hands and feet.
- **Apply moisturizers immediately after bathing.** Gently pat your skin dry with a towel so that some moisture remains. Immediately moisturize your skin with an oil or cream to help trap water in the surface cells.
- **Don't forget a finishing cream!** Moisturizers such as BCL's Natural Remedy™ Critical Repair Cream provide soothing relief to skin suffering from excessive dryness, stress and exposure to harsh environments. Apply not only to hands and feet but also to any area of the body needing a boost!



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▲ Job Satisfaction

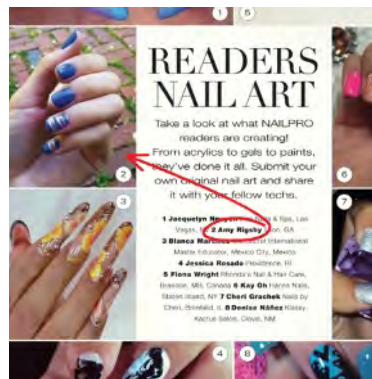
As a certified educator who has been involved in the industry for over 20 years and teaching nail technology for seven years, I agree with the importance of knowing your craft and how rewarding it is to share your knowledge with others to help them achieve their goals. As techs, we cannot stop educating ourselves; we need to be aware of current trends and developments in order to stay competitive in this industry. I highly recommended this career as it has been so rewarding to me on both a professional and a personal level.

Cathy Elmore

▼ Just Getting Started

Excited to see my nails featured in the November 2014 issue! This is only the beginning! #nailpro #naturalnails #nextstopcoverphoto

Amy Rigsby, @amy_rigsby



Correction

The name of the NSI product featured on page 219 of the November 2014 issue is Go Color. Additionally, on page 55 of *Essentials: 2014 State of the Industry*, the link for Born Pretty should be bornprettystore.com. We sincerely apologize for these errors and any confusion they may have caused.



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

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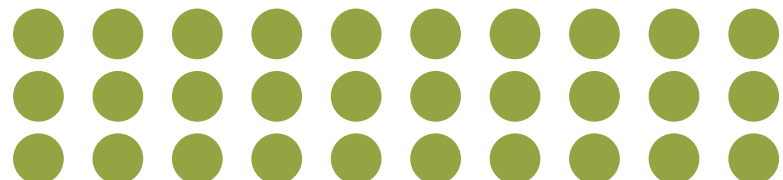
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The 2014 GLOSSIES



NAILPRO Nail Competitions continues **The Glossies**, an entry-level nail competition!

FOR ALL OF THE CREATIVE, ARTISTIC AND MOTIVATED TECHS who have wanted to compete but have been too nervous to take the plunge, this is your chance to enter a professional nail competition! There's no need for travel plans, entry fees or time clocks; all of the work is done on your time, in your space. Entries are submitted by photograph to be judged by our team of NAILPRO Competition judges.

COMPETITIONS There are four sets of competitions—with two unique challenges each time—for a total of eight competitions. (Participants can enter one, two or all eight—it's entirely up to you!) Winners from the first two competitions were announced in the October 2014 and December 2014 issues of NAILPRO, and winners from round three will be announced in the February 2015 issue. Now we're on to the fourth and final round! Each competition will award a first, second and third place winner based on the NAILPRO Nail Competition points system. At the end of the competition series, the competitor with the most points will be awarded the Grand Prize. In other words, the more points you rack up, either through stellar work or by the number of competitions you enter (or both), the better your chance of winning.

WINNERS Competitors who place first, second and third in the individual competitions will each receive a winning certificate, plus have their photos featured in NAILPRO magazine.

The grand prize winner will be announced in June 2015 at the International Beauty Show in Las Vegas and will receive:

- A two-page story in NAILPRO magazine
- \$1,000 in products
- A year of mentoring by the NAILPRO Cup Winner
- Free entry into any NAILPRO Nail Competition for the next year

To learn how to submit your work and for a full list of rules, go to nailpro.com/the-glossies.

COMPETITION #4

The fourth round of the competition will consist of the following two categories:

➔ **Design Sculptured Nails** • Must complete a set of 10 competition-style nail enhancements using forms and colored acrylic products in original and artistic ways. **NOTE:** Tips and adhesive are not allowed. You may only use acrylic liquid-and-powder products. Pre-existing color or color additives are allowed. No paint or nail polish of any sort may be used. Glitter powder may be used but must not be included in more than 10 percent of the design. Embellishments of any type are not to be used. The theme for this competition, Avant-Garde, must be followed on all 10 nails.

➔ **3-D Nail Design** • Must consist of a set of 10 individual manufacturer tips, no longer than 2" and no wider than 3/4" if they were to be flattened out. **NOTE:** Tips must be graduated in size and design must be wearable. The design may not protrude more than 1" in height from the tip surface. Tips must remain individual and not be secured to one another. The theme for this competition, Camping Trip, must be on all 10 tips. Competitors must also submit a written statement in two parts: the first, detailing the products and processes, and the second, your interpretation of the theme.

Be sure to read all of the rules for each competition before you begin, as well as details for photographing your finished nails. Find the full list of rules and regulations at nailpro.com/the-glossies.

WINNERS WILL BE ANNOUNCED IN THE APRIL 2015 ISSUE OF NAILPRO.

DO YOU QUALIFY? The Glossies are open to all beauty professionals licensed or qualified to perform nail services who have not placed first in a nail competition. Current students and beauty professionals who reside in states or countries in which licensing is not required are also eligible to compete. Proof of licensure or qualification (such as school enrollment certificate or letter confirming salon employment) may be required.

DATE TO REMEMBER Competitors' entries must be received prior to or by the deadline date. Late arrivals or entries will not be accepted, so be sure to mark your calendar and give yourself enough time to do your best work! Go to nailpro.com/the-glossies for more information.

SUBMISSION DEADLINE:

January 20, 2015

- Design Sculptured Nails (Theme: Avant-Garde)
- 3-D Nail Design (Theme: Camping Trip)

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Media Focus

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

Cosmopolitan • A roundup of budget-friendly beauty buys called **Essie Bahama Mama** a “buzzworthy polish that’ll take you from work to weekend.”



Allure • Golden plum was touted as the “color of the moment,” with nail lacquer nods to **Zoya Sansa**, **OPI First Class Desires** (shown) and **Jinsoon Farrago**.



InStyle • Manicurist Jin Soon Choi got cover model Taylor Swift to trade in her usual nude nails for shimmering green and gold ones courtesy of **Jinsoon Epidote** and **Gala Nail Topping**.



Marie Claire • News about the debut of the **Smith & Cult Nailed Lacquer** collection featured the brand’s **Fauntleroy** shade.

Essence • Highlighting rose gold as a hot hue that flatters dark skin, the mag recommended textured tips using **Cuccio Colour Higher Grounds**.



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SCHOLARSHIP CHANGES LIVES

Ten new students are headed to nail technology school, thanks to the Beauty Changes Lives/CND/Tippi Hedren Nail Scholarship.

Covering full tuition fees (up to \$5,000 each) for prospective and newer students entering a nail program at a qualifying school, the scholarships are awarded each spring and fall. The program, which is funded by Vista, California-based **CND** and its partners, honors actress and humanitarian **Tippi Hedren**, who has served as an advocate of the professional nail care community for decades.

The latest crop of winners (below) was selected in a formal application process that included a digital video or essay and an inspiration board. “The passion of these individuals came across vividly in their inspiration boards, essays and videos, which connected their passion for nail care with their love of family, nature, travel and art,” says Lynelle Lynch, president of the Scottsdale, Arizona-based **Beauty Changes Lives Foundation**, a non-profit initiative of the **American Association of Cosmetology Schools**. To learn more, including details of the next competition round opening January 12, 2015, visit beautychangeslives.org/scholarships.



Quatish Allen



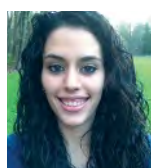
Kadee Brown



Sarah Waite



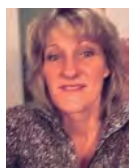
Maria Godinez



Kristina Rodriguez



Shelly Zook



Tracey Stone



Taniesha Locke



Sunday Ross



Lauren Hole



NAHA Moment

For the first time in the history of the North American Hairstyling Awards (NAHA), which will be held July 12, 2015, at Cosmoprof Las Vegas, the nail industry will be recognized with a new award category: **Nail Professional of the Year**. “As with makeup, nails have helped to support the nominated images to achieve their success, and we felt it was time for these talented and deserving nail professionals to have their own time in the spotlight,” says Michael Shaun Corby, Global Creative Director for Alterna Professional Haircare and 2015 NAHA committee chair. The artist who wins this prestigious honor must demonstrate excellence and artistry across a range of skills, such as embellishments, nail art and salon nails, as well as the harmony between world-class hairdressing and nail artistry. The deadline to enter is February 19, 2015. To learn more, visit probeauty.org/enternaha/nail.



FUTURISTIC FINGERTIPS

JUST WHEN YOU THOUGHT YOU'D SEEN IT ALL IN THE WORLD OF NAIL ART, ALONG COMES A TRULY POSTMODERN MANICURE.

At the pop-up Sensor Salon, created by Los Angeles design students Jenny Rodenhouse and Kristina Ortega, nail artists work alongside technology experts and even doctors and therapists to create electronic nail art, such as flashing lights, sensors that open car doors and mini alarms that help smokers kick the habit. “One client wanted a tiny light-up screen to message to people around her to ‘Back Off’ when she was jogging, so we also made a spiked nail for defense and one that reported her GPS location so she could chart her run,” says Whitney Gibson, a Los Angeles celebrity, editorial and commercial nail stylist. “I’ve long fantasized about nails with LEDs for editorial shoots, so I was totally on board.”

The designs are installed with soft gel and last about three weeks, says Rodenhouse, who adds that the electronics are relatively inexpensive (e.g., \$1 for 5 LED lights). “It’s comparable to when salons charge per nail for specialty art, and the electronics can be salvaged and used again,” Rodenhouse notes.

The salon is still in the proposal phase—so not technically open for business just yet—but it wowed the judges at Microsoft Research Design Expo 2014, as well as plenty of test patrons who can’t wait to see what they do next.

PHOTO: COURTESY OF SENSOR SALON

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Learning JAPANESE

Discovering the latest nail art techniques coming straight out of Tokyo just got easier, thanks to the recently launched website, **Neiru** (which is the pronunciation of “nails” in Japanese). Founded by Jasmine Oshima, an international Japanese Nailist Association certified nail artist now based in Canada, the



site offers techs at all levels access to a rapidly expanding library of streaming nail art tutorials, as well as a thriving and supportive

online community. “As the main instructor, I teach weekly lessons and issue monthly challenges,” says Oshima. “Our members also share advice and tips with other nail artists just like themselves.” Membership fees start at \$20, but Neiru is offering NAILPRO readers a free two-week trial now through May 30, 2015. Visit neiru.me, choose a membership plan (monthly, quarterly or yearly) and enter NAILPRO2015 at checkout.

A League of Their Own

FOR THE SECOND YEAR IN A ROW, NAIL ARTISTS SHOWCASED THEIR POP CULTURE-INSPIRED DESIGNS AT NEW YORK'S COMIC CON, HELD OCTOBER 9-12, 2014. The League of Lacquer booth offered attendees mini manicures courtesy of industry pros such as Raquel Nevarez, Mimi Wilson and Jane Moate. “People walked by our booth, took a look at our art and were blown away by what we could do with such a tiny canvas,” says Wilson, who estimates that about 150 people dropped by to get their digits done during the four-day event. “The artists get so inspired by the attendees and vice versa.” The next New York Comic Con is scheduled for October 8-11, 2015, and Wilson says, “We’ll definitely be back!”



PHOTO: COURTESY OF MIMI WILSON

Networking in New England



Sixty nail techs and fourteen professional companies came together on October 26, 2014, for the 8th annual **New England Networking Event for Nail Professionals (NENE)** in Manchester, New Hampshire. “People were really connecting this year!” says event coordinator and host Darlene Donovan, owner of Salon Bellamy in Derry, New Hampshire. “I saw nail techs from previous years greeting each other, chatting about products and sharing helpful hints. We filled the room to capacity so next year we’ll have to move to a larger space.” To learn more about the next NENE, scheduled for October 25, 2015, visit newenglandnetworkingevents.webs.com.



JOIN THE CULT

A new lacquer line from Dineh Mohajer and Jeanne Chavez, the creative forces behind revolutionary cosmetics company Hard Candy, is taking salons by storm. The luxury collection of 5-free polishes, dubbed Smith & Cult Nailed Lacquer, launched in October 2014 with 30 shades, including Dirty Baby (pictured). "Nails have evolved from a grooming necessity to an off the charts artistic, fashion-fueled and design-driven beauty service," says Mohajer of her reasons for launching a professional brand. "More than ever, women are taking risks and experimenting with their nail lacquer, and nail pros are at the center of this movement, setting the nail trends with their uniquely artistic designs." To partner with the brand, visit smithandcult.com or call 855.768.4258.



Sweet Retreat

MORE THAN 100 NAIL TECHS CONVENED AT CAMP BURTON ON VACHON ISLAND, JUST OUTSIDE OF SEATTLE, WASHINGTON, TO ATTEND THE NORTHWEST NAIL TECH RETREAT FROM OCTOBER 17-20, 2014. In addition to classes and workshops, the event honored its "Pay it Forward" theme by raising nearly \$2000 for this year's charity, Polished Girlz, and donating product to nail schools in the area. A lifetime achievement award was also given to master nail technician Vicki Peters for her efforts to pay it forward in the industry. Plus, the top three competitors in both novice and veteran categories were awarded medals and prize money, and a crown was bestowed upon KUPA star educator Yire Castillo for best overall score. The 2015 retreat will return to Camp Burton from October 16-19. For more information, visit nwnailtechs.com.



The HALO Effect

ALANNA WALL, THE AMAZING TEENAGER BEHIND DAYTON, OHIO-BASED NONPROFIT POLISHED GIRLZ, WAS RECENTLY HONORED BY THE 6TH ANNUAL NICKELODEON HALO AWARDS—A STAR-STUDED SHOW THAT RECOGNIZES REAL-LIFE KIDS WHO ARE "HELPING AND LEADING OTHERS" (HALO) BY DOING EXTRAORDINARY THINGS IN THEIR COMMUNITIES. Wall certainly fits the bill: Her volunteer youth organization, which she founded at the tender age of ten, brings trendy nail parties and free manicures to girls with special needs or long-term hospitalizations, while also teaching them the importance of hand washing to reduce infection rates and repeated hospital admissions. "I was so excited to be a HALO Award honoree," says 14-year-old Wall (pictured, second from left, along with her fellow honorees, pop star Jessie J, center, and HALO Awards founder and host Nick Cannon, far right). "Winning this award means Polished Girlz can continue to serve our wonderful clients and add more volunteers and organizations." The HALO Awards show premiered on the Nickelodeon network on November 30, 2014, and included musical performances by Jessie J, Nick Jonas and The Roots.



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Climb the **CORPORATE LACQUER**

NEW YORK-BASED **MANI-CUBE** HAS BIG PLANS FOR THE COMING YEAR, FOLLOWING A ROUND OF FINANCING LED BY BAIN CAPITAL VENTURES LAST SPRING. The beauty technology company, which partners with HR managers of corporate clients to coordinate weekly 15-minute in-office nail services as a perk for employees, has expanded from New York to Boston and Chicago since beginning operations in 2012. Now, they're in the process of branching out to other major cities, as well as adding new products and services, including offerings to individuals and small groups—and they'll be busy hiring more mobile manicurists. "Manicube is a fantastic employment opportunity for licensed nail technicians," says the company's cofounder, Elizabeth R. Whitman. "We offer high compensation and flexible scheduling while working for an innovative, high growth national nail company." For more information, visit manicube.com.



Become an IBX Master

If you've been hoping to add **Famous Names IBX** professional-grade nail strengthening treatment to your service menu, there's a class for that. Spearheaded by industry education expert and Famous Names cofounder Linda Nordstrom, two training and certification courses are now being offered globally: The 75-minute introductory course and three-hour certification course feature instruction on product application, the science behind its results and effective service

marketing. "I thought I knew all that there was to know about the IBX system, but in three hours I learned so much more about the way the product works, how to apply it properly and, best of all, how to make lots of money using this innovative product as a time- and cost-effective add-on service," says Nail Talk Radio's Braden Jahr (pictured), who got certified at the Northwest Nail Tech Retreat on Vachon Island, Washington, in October. For information on upcoming course dates and locations, visit ibxnails.com.



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Painted Premiere

Katie Cazorla, celebrity manicurist, "Queen of Nails" and star of the TV Guide Network reality show "Nail Files," premiered THE PAINTED NAIL's latest location at the W Hotel in Hollywood, California. Among the industry A-listers at the red carpet grand opening were Tom Bachik of Oxygen Network's "Nail'd It," Naja Rickette of WE TV's "L.A. Hair" and Essie Director of Education Gino Trunzo. The new salon features luxurious pedicure



chairs and chandeliers, as well as polishes and treatments stocked in the largest illuminated Essie wall to date. Cazorla also debuted new products, including Nail Gelli gel top coat, Swatch Strips and the Steam Off Gel Removal system, an alternative to soaking and scraping that removes gel polish in under five minutes.

—Sarah Emick

(Top to bottom) The Painted Nail sign welcomes guests; Katie Cazorla raises a glass; (left to right) NAILPRO competition director Jewell Cunningham, celebrity manicurist Tom Bachik and NAILPRO publisher and CEO Deborah Carver celebrate the opening.





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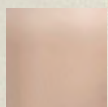
Jessica



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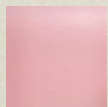
Gossip Queen



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Rumor Mill



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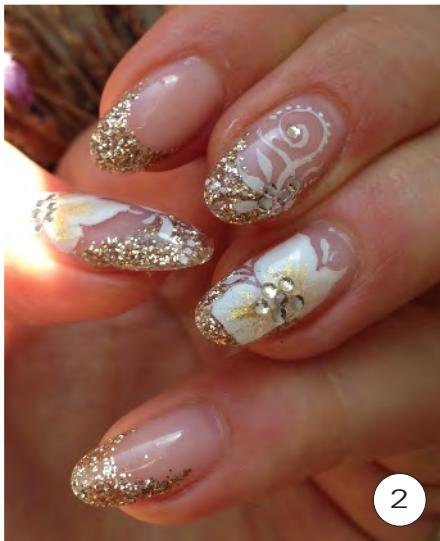
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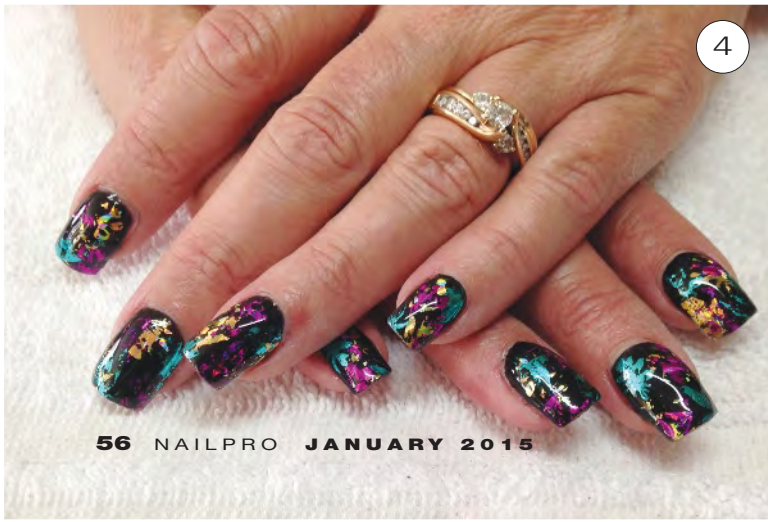
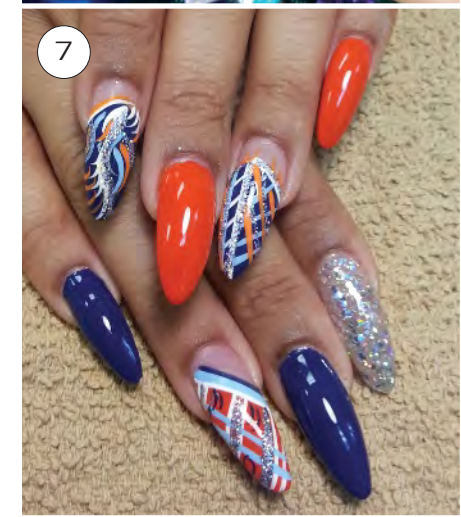
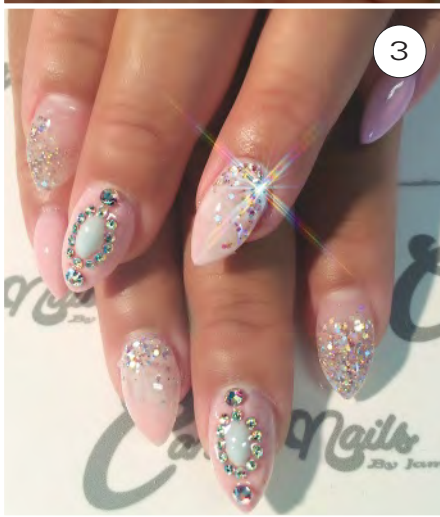
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READERS NAIL ART

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 techs.

1 Alison Nicole Bustillos Merced, CA
2 Helen Sandor Dan Vie Nails, New York, NY
3 Jamaica Musquiz Candy Nails, Nampa, ID
4 Jenny Meek Classy Nails by Jenny, Fletcher, OK
5 Jen Fetty Confetti Nails, Middleton, ID
6 Jen Giovannetti Nails by Jen, Regina, SK, Canada
7 Jana Morris The Sole Fetish Nail Parlour Inc., Hazel Crest, IL
8 Jenny Soderman Shimmer Just Nails, Rohnert Park, CA





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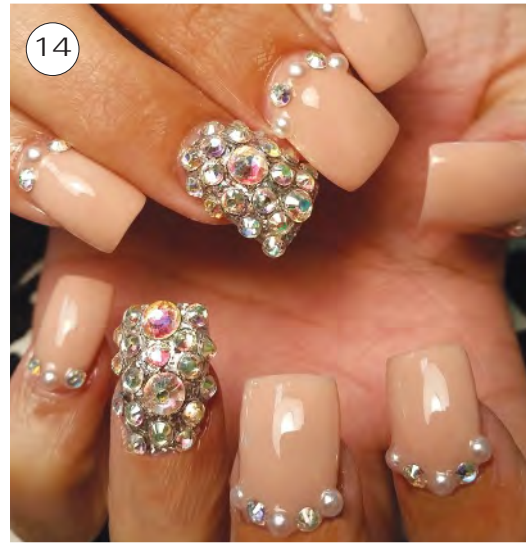


13



10

9 Jessie Scott-Turner Petit Papillon Nails, Johannesburg, South Africa
10 Kimberly Baughan Be Glamorous Day Spa, Redding, CA **11 Kara Clark** Salt Lake City, UT **12 Lauren Fossen** The Cutting Edge Salon, Lander, WY
13 Lauren Watson Mad About Beauty, Grantsville, UT **14 Maggie Bryan** El Shaddai Maggie's Nails and More, Fresno, CA **15 Meegan Roxx** She Roxx Nailz, Trail, BC, Canada
16 Melissa Thun Studio Four, North Bend, OR



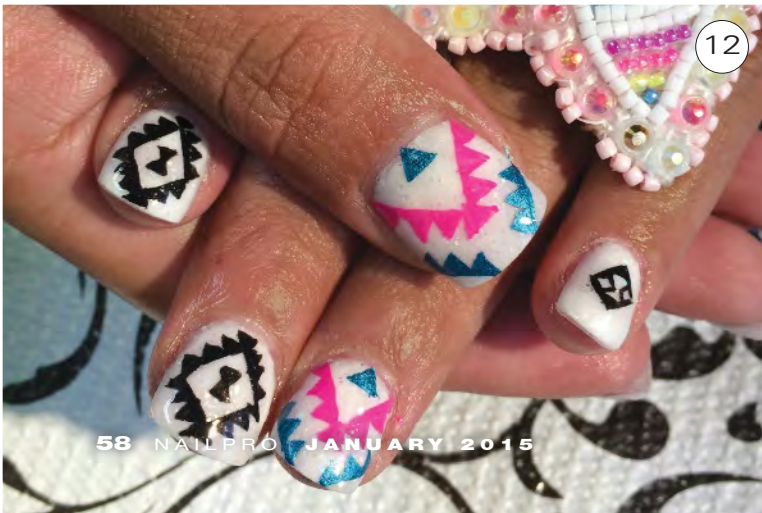
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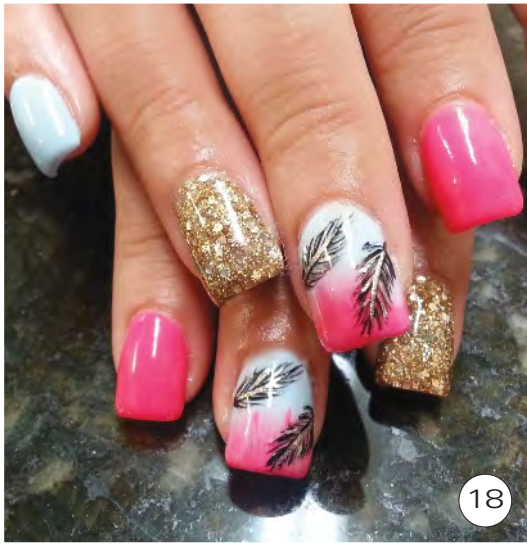


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17 Misty Staiert Beauty First, Omaha, NE **18 Sarah Banks** #Nailed It CDA, Coeur d'Alene, ID **19 Sandy Billick** A Nail Detail, Grants Pass, OR **20 Shannon Bridges** Hair Odyssey Salon, Oklahoma City, OK **21 Sonia Williams** Kelly Pod, Doncaster, England **22 Sharon Rollins** Esthetics by Sharon, Welland, ON, Canada **23 Stacey Loughlin** The Little Nail Boutique, Leyland, England **24 Star Gautier** Ana Molinari Salon, Sarasota, FL





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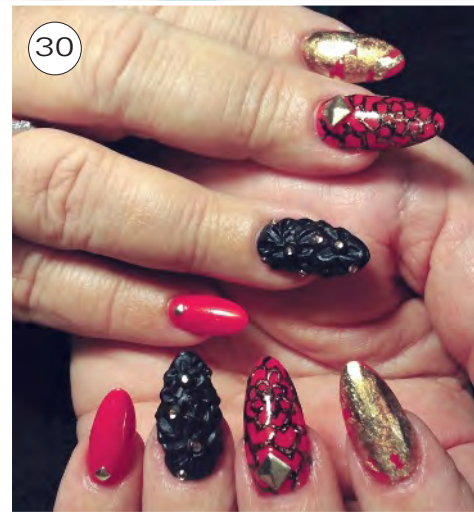


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25 Suzy Chandler Primp Full Service Salon, Winter Park, FL **26 Stephanie Horner** Bliss Salon and Spa, Albuquerque, NM **27 Sylvia Werner** Romantic Nails, Hassloch, Germany **28 Tiffani Cordoza** B' Polished Salon, Lebanon, OR **29 Tess Williams** Glamorous Nailz Studio, Boca Raton, FL **30 Tania Gunn** Fabulous Fingertips, Port Elizabeth, South Africa **31 Tina Boyd** Creatively Yours Nail Salon, Baltimore, MD **32 Torie Bastian** The Polished Pinky, Crown Point, IN



30



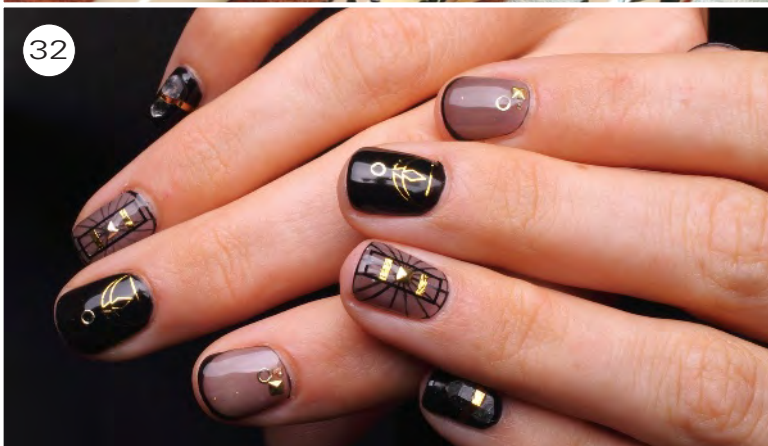
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32

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
 Danalynn Stockwood is a manicurist at Genesis Salon in Fitchburg, Massachusetts, and regularly contributes her nail art creations to *NAILPRO*.



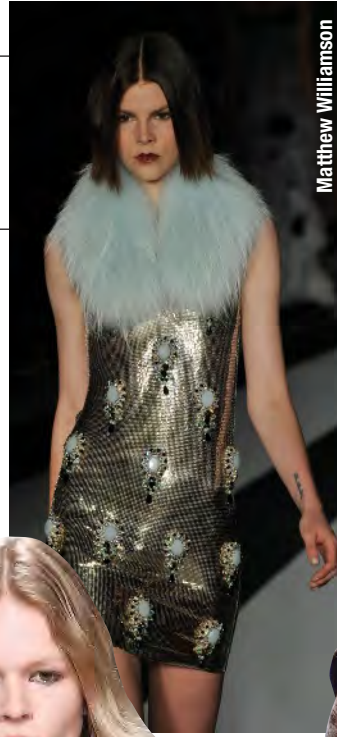
The Bauble Bunch

Sure, all-over shimmer is striking, but fashion's finest took a page from jewelry designers by embellishing frocks with clusters of awe-inspiring gems. Whether a bevy of beads highlighted specific areas (like at Carolina Herrera) or dotted dresses top to bottom (like at Matthew Williamson), the effect is so statement-making that the need for additional accessories is unnecessary.

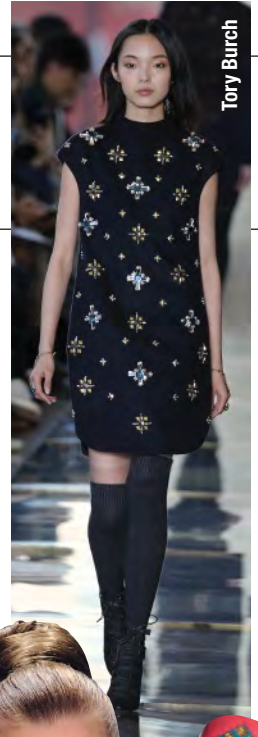
That being said, nails should *always* be dressed to the nines, and these glistening stunners by guest artist Danalynn Stockwood take their inspired beauty from the season's best bijou-encrusted looks. Stock up on flat-back rhinestones, pearls and studs, and then bejewel nails to your client's content!



Erdem



Matthew Williamson



Tory Burch

FASHION PHOTOS: ANDREEA ANGELESCU; NAIL ART PHOTOS: ARMANDO SANCHEZ



Peter Pilotto



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THE MAKING OF OUR COVER

BABY, IT'S COLD OUTSIDE. To help capture the cool mood of the season we invited Elaine Watson, Star Nail vice president of marketing and director of education, to the NAILPRO offices to work some winter magic for our January cover. After looking at the ultra-feminine wardrobe picks, Watson decided to put a girly twist on winter white with a marbled mix of white, pink and silver. She then added shiny rhinestones and pearls for a ladylike finish. To complement the nails, hair and makeup artist Nancy Jambazian styled pretty, long locks and shimmering lips and eyes. The result? A look that's both chic and totally chill.

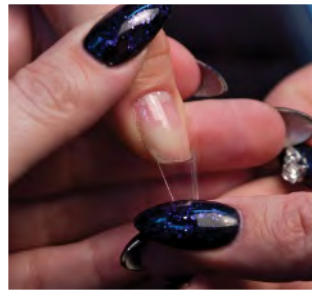
“I used a few different shades of pink on the nails. The look is very feminine and girly.”

—Elaine Watson

Creating the Cover Nails



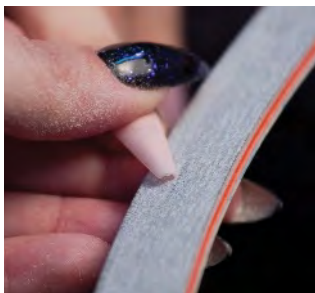
1 To start, Watson placed an adhesive coating on the nails to protect them and to allow for easy removal.



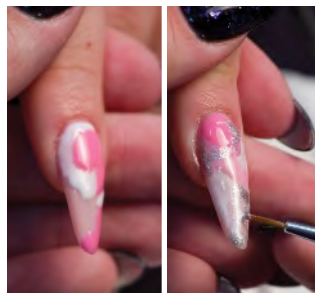
2 Next, she glued tips to the model's nails to give them some length. She then filed them to an almond shape.



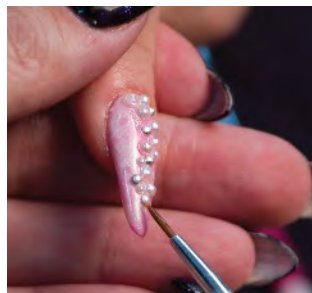
3 Next, Watson brushed on a coat of opaque pink gel. She applied the gel heavily at the base and in a thin layer at the tip.



4 After curing, Watson used a hand file to smooth and shape the nail.



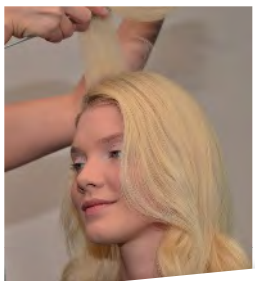
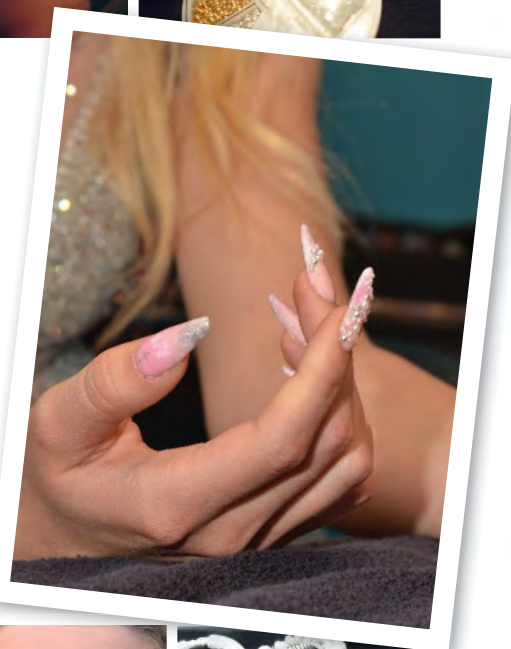
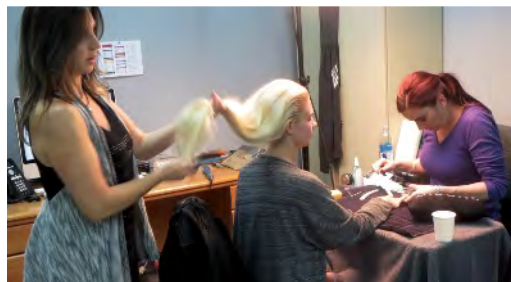
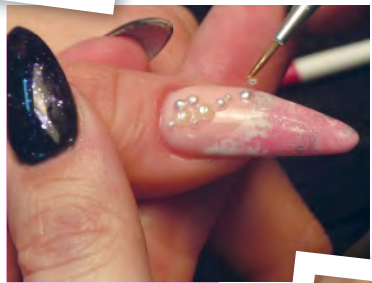
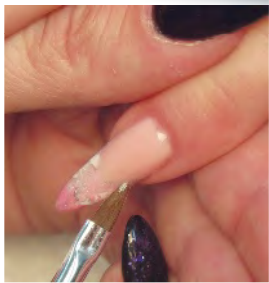
5 Next, she placed small blobs of color on the surface in shades of pink, silver and white, and swirled them together with a brush.



6 After curing, Watson applied a top coat and then added rhinestones, pearls and small metal domes to the nails.



7 She finished by curing the nails and removing the tacky layer.



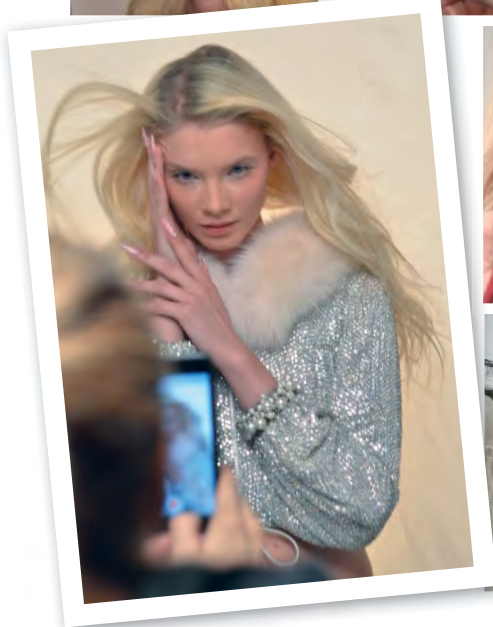
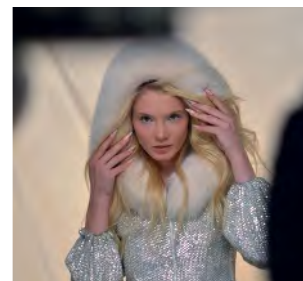
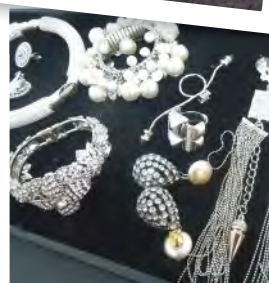
Nails
Elaine Watson



Photography
Kimberly Metz



Hair/Makeup
Nancy Jambazian



Fashion Stylist
Zoë Battles-Moore



Built to Last

Give charms staying power using gel and acrylic.

Nail designs that feature charms and crystals are more popular than ever, but getting these 3-D accessories to stay in place for more than a few days can be challenging. To tackle this task successfully, techs need to bypass a single layer of top coat and reach for gel and acrylic instead. The thick consistency of these products helps to both bolster and secure the charm so it stays put during a client's daily tasks. For even more staying power, apply charms and crystals close to the cuticle, rather than the free edge, and opt for the ring finger over other digits. In addition, choose charms that are curved to fit the nail and use good quality crystals; plastic rhinestones will melt when used with glue or gel. Here, step-by-step directions for adhering charms and crystals so they stay put.

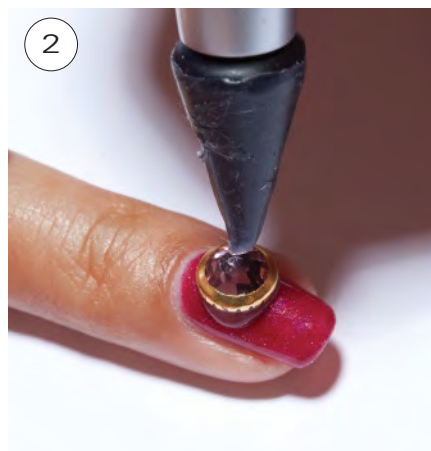
Acrylic Application

1 Prep and paint the nail, but don't apply top coat. It's important to make sure the polish is almost completely dry before applying the charm. Next, pick up an appropriate size dry ball of acrylic. Drain the brush slightly on a paper towel, then place the ball on the nail near the cuticle.

2 When the ball begins to turn opaque, place the charm on top to "set" it onto the acrylic.

3 Next, use a brush to push the acrylic under and around the edges of the charm. It's important to work quickly so the product doesn't harden before you've tucked all the acrylic out of sight.

4 Then, further secure the charm with a gel top coat, being sure to go around and not over the charm. Cure, and finish the nail.



BEYOND GEL TECHNOLOGY.



caption

NAIL POLISH

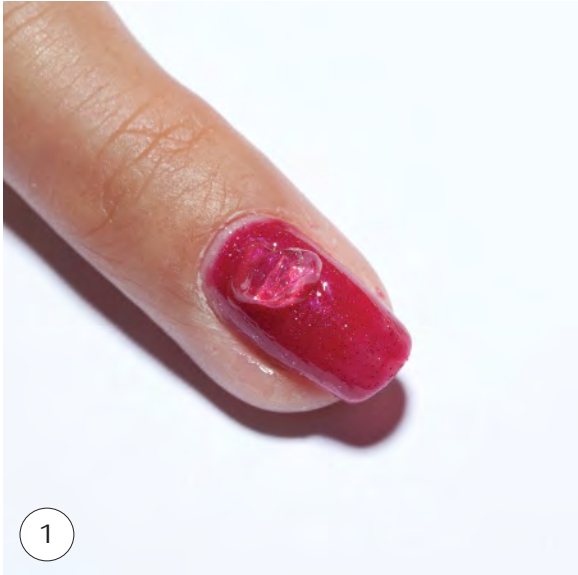
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Gel Application



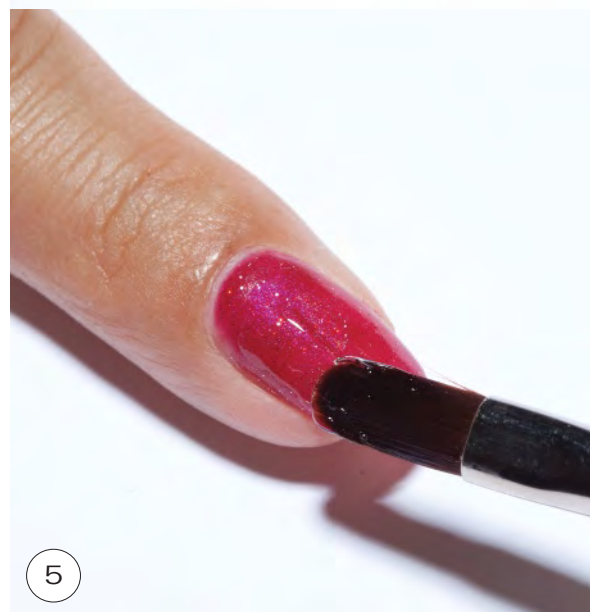
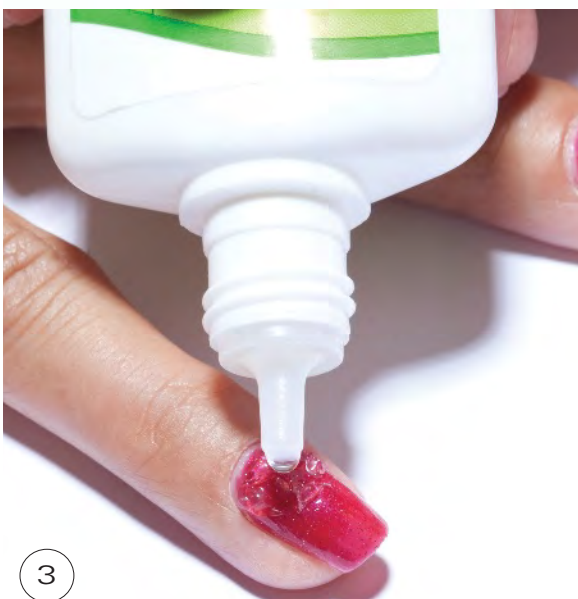
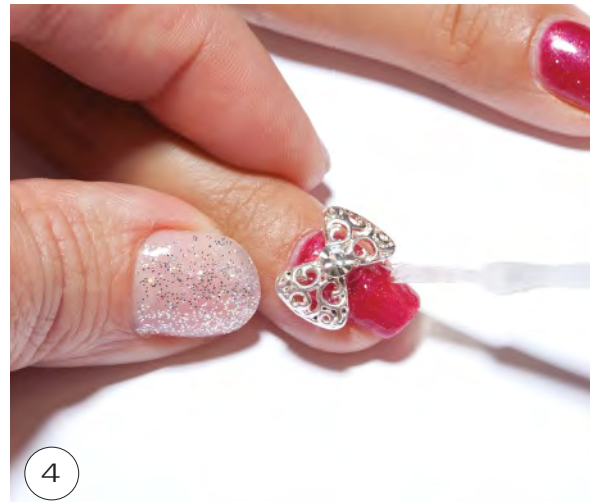
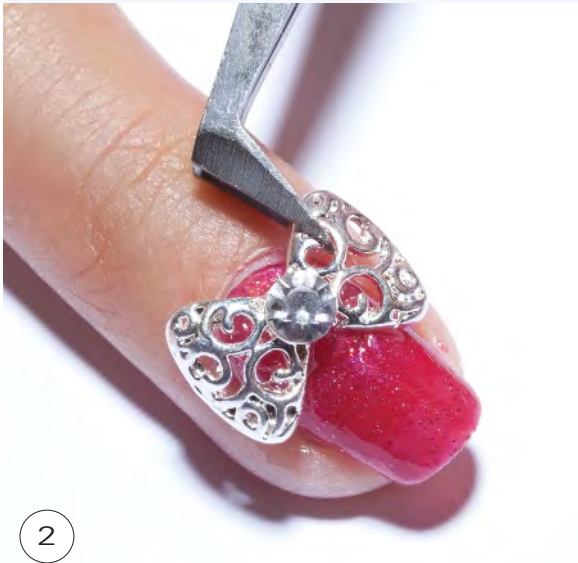
1 Prep the nail with base coat and two coats of color, curing per manufacturer directions. Do not apply top coat. Pick up an appropriate size bead of gel and place it near the cuticle.

2 Then, position the charm on the bead of gel and cure.

3 Next, remove the charm and clean off the sticky layer as well as any uncured gel with gel cleanser and a lint-free wipe. Then, put a small amount of gel or resin in the space, or “setting,” where the charm will go.

4 Place the charm into the “setting” and let dry. Then, further secure the charm by applying top coat around the base of the charm with a small nail art brush. Cure, and finish the nail.

5 To create a crystal design with multiple stones, rather than using a bead of gel as directed in step 2, apply the gel in a thick layer where you want to put the stones.



AIR IT OUT.



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6



7



8

- Then, place the stones on the nail and cure.
- Next, brush a thin line of gel around the crystal design, being sure to go around the base and not over the top of the crystals.
- Cure, and finish the nail. ↓

Carla Collier is a 29-year industry veteran and a working nail tech at Glamour Salon in Tehachapi, CA. She is an international educator and competition judge, former salon owner, retired competition champion and NAILPRO cover artist.

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Seeing Spots

Designing with dots is hot, hot, hot.

Polka dots are one of the season's trendiest looks—and because they're also easy to paint, you should have no trouble giving your clients fashion-forward fingertips. Dotted designs are also incredibly versatile: whatever the client's age and preferred polish color, you can create a spectacular style that complements just about any look.

The simplest way to paint perfect dots is with a stylus or "dotting tool," which you can find at your local beauty supply or craft store in a variety of sizes. Just dip the tool into the lacquer and you're ready to go. It's that easy!

The options I've created here include a fun, Disney-inspired French manicure, two modern art designs using bigger circles and a lightly splattered surface with white spots. You can further enhance any of these with glitter polish or rhinestones for a flashier look.

Once you get started, you'll discover all sorts of ways to create your own signature style. The options are endless and dots make for a very quick add-on to any service.

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, Colorado, and specializes in nail art. Her work has appeared in *Sports Illustrated*, among other publications, and she is a top nail competitor, competition judge and educator.

Beginner: Hot Spots



- 1 Polish the nail black.
- 2 Paint several medium-sized blue and purple dots.
- 3 Add tiny white dots and finish with top coat.



Nail Design: Pam Minch
Average Time: 2 minutes • **Suggested Price:** \$2

Intermediate: Dazzling Dots



- 1 Paint the nail turquoise.
- 2 Dip the bristles of a dry toothbrush into white acrylic paint and splatter the nails by running your finger over the bristles. Be sure to protect your client's fingers with scotch tape or blue painter's tape.
- 3 Dot white polish all over the nail and finish with topcoat.



Nail Design: Pam Minch
Average Time: 5 minutes • **Suggested Price:** \$5

*All prices are per nail unless otherwise noted.

BACKSPACE, DELETE.



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Advanced: Circle Time



- 1 Polish the nail white.
- 2 Paint five circles of varying sizes in dark grey.
- 3 Add smaller light grey circles inside the larger ones, then pink centers inside those. Finish with top coat.



Nail Design: Pam Minch

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

French: Minnie Cure



- 1 Paint the nail white.
- 2 Add red tips and then small white dots on top.
- 3 Paint black polish along the smile line, add a black bow and finish with top coat.



Nail Design: Pam Minch

Average Time: 15 minutes (full set) • **Suggested Price:** \$10 (full set)

*All prices are per nail unless otherwise noted.

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Yire Castillo



Star Educator
for KUPA

What was your first job in the industry?

I worked at One O One Beauty Supply and Salon (like the 101 freeway) in Thousand Oaks, California.

Who would you like to work with?

Hayley Williams from Paramore, Amy Lee from Evanescence or Muse.

What inspires you?

Color! When I don't have a clue what I should do for a special photo shoot or competition, the moment I get the right colors it makes the little imagination machine in my brain start working again.

What is your proudest accomplishment?

When I went from novice to veteran, winning first place in both categories in NAILPRO Competitions.

My favorite type of music is...

Alternative rock.

My favorite movie is...

Tim Burton's version of *Alice in Wonderland*.

My most treasured possession is...

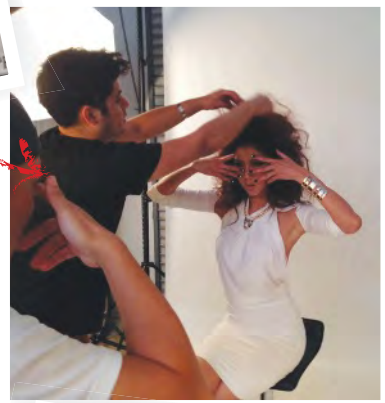
My YouTube channel. It's growing really fast and it's a way for me to reach people around the world. One of my goals is to show people the artsy side of nails so they can learn to appreciate and love nails as much as I do!

Are you a morning or night person?

Definitely a night person. I think I have some owl genes!



Placing at NAILPRO Competitions in 2014.



Getting creative at a KUPA photo shoot.

My guilty pleasure is...

A really long afternoon nap. It helps me get my creative juices going so I can do my best nail work at night!

What are you most afraid of?

Failing in life, but I also have a big fear of snakes.

I can't discuss nails without...

Losing track of time.



With my fellow techs at Kamp KUPA in Las Vegas.



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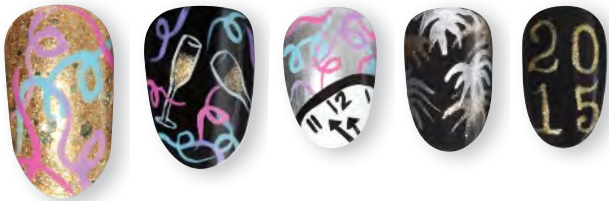


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Stroke of Midnight

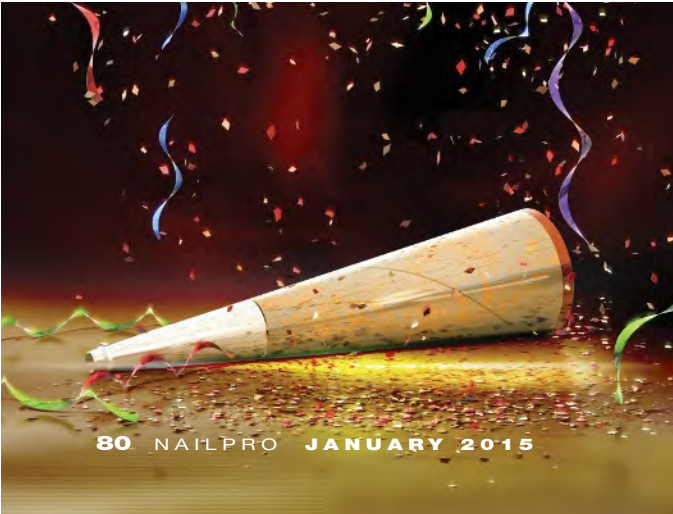
Celebrate a new year of nail art with metallic shades and glitter-packed designs.



"I wanted to capture the different aspects of New Year's Eve—the clock striking midnight, confetti, champagne and fireworks—and add in a few pops of color." —Chelsea King



Chelsea King is a Los Angeles-based nail artist and the blogger behind chelseaqueen.com.



PHOTOS: GETTY IMAGES; NAIL ART: ARMANDO SANCHEZ

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Ask Jan

CND co-founder and style director Jan Arnold joins NAILPRO this month to provide you with advice and answers to *your* nail questions.

Our next guest editor is Vu Nguyen, OPI Global Artist. Have a question for Vu? Email it to nailpro@creativeage.com.

Q How do you get neat cuticles for close-up photos without cutting them?

**Chloe Singer
England**

A Cutting cuticles opens the nail bed to unwanted pathogens that could lead to infection. In addition, with each cut, the skin grows out in a ragged and uneven pattern, which then demands continued cutting. Eventually, the skin will harden after repeated abuse and look or feel like a callus. Prevent the vicious cycle by tightening and conditioning the cuticle area. I recommend what I call “The 3 C’s:” Care, Condition and Coat. Regular care prevents the development of hangnails and dry, uneven areas. It’s also important to condition nightly with SOLAROIL Cuticle Oil (which features lightweight jojoba oil designed to carry vitamin E deeper than it can alone) and daily with Cuticle Eraser (which will micro-exfoliate the cuticle area to prevent dry skin from building up). Finally, you should coat the nail with a protective and

appropriate product based on the natural nail condition: L&P for cursed, weak and thin nails; gel for challenged nails needing a little help; or CND SHELLAC brand 14+ day nail color for blessed nails wanting to stay that way. If your clients practice all three C’s, they will be assured of healthy and beautiful nails and cuticles!

Q Does CND RETENTION+ Sculpting Liquid really have “primer” in it—and if your client is a problem lifter, is it ok to use primer with CND RETENTION+ Sculpting Liquid?

**Kendra Budjenska
Mesa, AZ**

A I am very lift-prone and with Retention+ Liquid and Perfect Color Powder I get the adhesion abilities needed to prevent pocket lifting, and the protection to be able to push the design and length the way I like. We didn’t actually add primer to Retention+ Liquid, but our chemists did add “adhesion promoters” that act like little suction cups to clean dry nails for superior

adhesion. You don’t need to use primer with Retention+, as it could actually break the bond of the adhesion promoters to the natural nail, but maximizing the technology requires a thorough P.R.E.P of the natural nail before application (P: Perform the manicure and remove all cuticle from the nail plate; R: Remove shine that could impair adhesion with a light 240 grit; E: Eliminate surface contaminants; and P: Purify nail layers with Scrub-Fresh on a fiber-free pad, and really scrub thoroughly!). Learn the right mix ratio and use CND Perfect Color Powder for a tight, light, protective surface or turn to Retention+ Powders for a harder, shinier end result.

Q I use BRISA Gloss after filing the surface, but I don’t get the nail as super shiny as it should be. What can I do to solve the problem?

**Marlies Groot Lipman
Holland**

A Finish the BRISA Gel enhancement with a 180 grit file and make sure the entire surface is dull. Once this is done, wash

the client’s hands and nails thoroughly with soap and water, towel dry, then scrub the surface with Scrub-Fresh to be sure it is squeaky clean before application of BRISA Gloss. Using these steps will assure a crystal clear, bright shine.

Q Can I use CND SHELLAC brand 14+ day nail color Top Coat over regular nail polish or nail art for a no-chip finish?

**Heather Aquino
Bradley, IL**

A For optimal results, use CND SHELLAC brand 14+ day nail color as a system, including the Base, Color and Top Coats with the CND UV Lamp. The system was designed to work together to garner long-lasting wear, high shine and easy removal, and will not produce the same results when used with other products. With nail polish, I suggest you try VINYLUX Weekly Polish and Top Coat. The system produces amazing adhesion, shine and lasting wear.



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Competition CORNER

BY AMY BECKER

The Support Factor

The most difficult competitions I participated in were the ones I went to by myself. As if competing isn't daunting enough, going it alone is both emotionally and physically challenging. Bringing along a supportive friend or fellow nail tech is one of the most important things you can do during the competition season. The models and co-workers I have traveled with to events

have done a lot for me. They have been there when seemingly nothing was going right—and I needed some reassurance that everything would be okay. On the day of the competition, they've helped me set up, found or purchased things for me that I forgot, and even helped me stay on track during an event. For example, a model with whom you've been working closely can help you watch the clock while competing, let you know if you've forgotten a step or if something doesn't look quite right. Plus, it's always more fun at the awards ceremony if you have people around you who have been rooting for you all along.

The same support group philosophy applies outside the competition arena as well. Tell your clients you're competing and share your progress with them. Long before I became a championship competitor, I built a very strong client list. When I started competing, my clients were excited for me and would ask to see pictures of my work or what I was doing next. Plus, they were just as excited about my winning as I was. What's more, they were also there to encourage me when I came back empty-handed. Win or lose, my work as a nail technician improved, which was good for me—and for my clients.

Tell your clients you're competing and share your progress with them. When I started competing, my clients were excited for me and would ask to see pictures of my work or what I was doing next.

Q&A

Q "How do you know when you are ready to start competing?"

—Gracie King, Austin, TX

A If you are asking this question, you're ready! Desire is the most important indicator of whether or not you should take the plunge into the competition arena. Remember: Most champion competitors didn't start out winning. They just had the drive and dove in. Prepare for your first event as best as you can and just do it!



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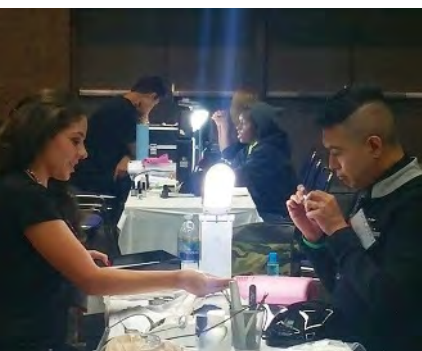


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Competitor Spotlight

Sukura McLawson



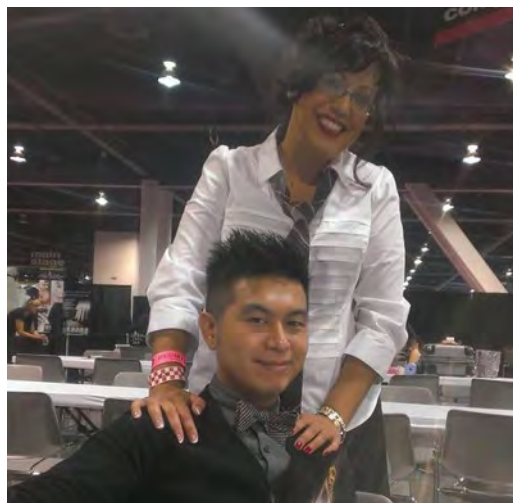
“It was inspiration that led me down the road to competitions. The great nail champions encourage everyone to compete to improve themselves.”

SUKURA McLAWSON ENTERED HIS FIRST NAIL COMPETITION IN 2013, JUST WEEKS AFTER GRADUATING FROM NAIL SCHOOL. After registering for the Soak Off Gel category at the Nailpro Cup in Las Vegas, Lawson admits to being intimidated when he discovered it was a non-divisional competition that included both novice and veteran competitors. “The thought of me, a recent nail school graduate, competing against the best nail competitors scared me and made me want to cancel the whole trip,” he says.

While preparing for the competition, McLawson didn’t have anyone to show him what competition nails should look like, so he used pictures of past winners’ work as a template during his practice sessions. Lawson also made the bold decision to ask past winners for advice. “[The veteran competitors] told me the most important thing I could do was read the rules because they outline what the judges look for,” he says. McLawson also asked his nail teacher and mentor, Katrina Bernal, to be his nail model at the competition. According to McLawson, having a familiar face sitting across from him helped calm his competition-day jitters.

“Although I didn’t place, a lot of the veteran competitors gave me great advice. Some commented on the transparency of the red polish I chose, while others told me to work on making my smile lines more consistent,” he says. “It opened a whole new world to me.” McLawson continues to seek out wisdom from fellow competitors. He networks as often as he can, even contacting me before the 2014 Nailpro Cup to introduce himself. I encouraged him to find me at the show and, after he finished his first competition, that’s exactly what he did.

Today, McLawson has a strong desire to share his passion for nails with others.



He regularly posts pictures of his newest nail designs on social media, hoping to inspire others. “It was inspiration that led me down the road to competitions,” says McLawson. “The great nail champions encourage everyone to compete to improve themselves.”

(From top) Sukura McLawson; McLawson competing at NAILPRO Pasadena in 2014; McLawson with his mentor, Katrina Bernal, at his very first nail competition. Bernal was McLawson’s hand model—and his biggest cheerleader!

TIP OF THE MONTH!

While it’s important to have the support of someone you know while competing, you’ll want to present your work on the best canvas you can. When choosing a model, don’t use your friends if they don’t have great hands and nail beds. Be sure to seek out individuals with competition-worthy digits.

Send your competition questions to info@MasterworksByAmyBecker.com

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#1 FANS

In any business, success can be attributed to a variety of factors. For these talented techs, having a specific supporter in their corner was crucial.

By Francesca Moisin

Pursuing a career in the nail industry can be a labor of love as well as the ultimate opportunity to showcase your business savvy and creative talents. As with any career, it requires a tremendous amount of hard work and dedication. But perhaps due in part to the fact that it's often a highly artistic endeavor, having someone there to offer encouragement and support—much like patrons of the arts throughout history—can also be a determining factor in just how far you go. Whether you call that person a #1 fan, cheerleader or your own personal manicure muse, one thing's for sure: all you have to do is call on them, period, and they'll be there in good times or bad. Here, we take a look at how the unwavering faith of a friend, family member or mentor gave some of the best in the business an extra boost, and helped them come that much closer to realizing their dreams.

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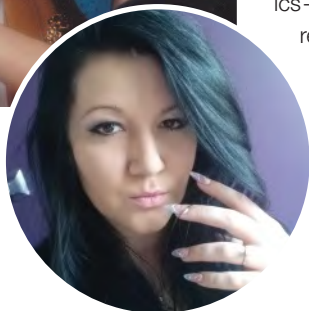
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Alecia Mounixay

Home base: Wilmington, North Carolina

Current role: Owner of Wilmington's White Koi Nail Studio

Road to success: Mounixay still remembers the first polish her grandmother purchased for her at age 13: OPI Pompeii Purple. But her obsession with nails peaked when her mom, a former manicurist, crafted her daughter's first set of acrylics—long, squoval and lacquered deep red—for a school ball. Although

Mounixay later rose to a profitable position at a rehabilitation center, she ultimately opted to pursue her dream of becoming a manicurist.

#1 Fan: Mom, Candace Hoover. Mounixay credits her mother with encouraging her to make the leap and attend Dudley

Beauty College in Charlotte at night, while working days at the nursing home. "She helps me not give up," says Mounixay. A 30-year beauty industry veteran, Hoover showers her daughter with nail art swag, plus invaluable advice on how to best treat clients.

Mounixay's obsession with nails peaked when her mom crafted her first set of acrylics.

Chelsea King

Home base: Long Beach, California

Current role: Nail artist and blogger

Road to success: Currently a senior majoring in psychology at the University of California, Irvine, King always considered nails an entertaining hobby rather than a viable career. But uniquely kooky digit designs made her website, chelseaqueen.com, an instant hit, so she headed to Garden Grove, California's Advanced Beauty College in 2013.

"Family and friends were overwhelmingly enthused," King reports. Now represented by the Celestine Agency, the pro works freelance gigs and continues to blog about talon trends.

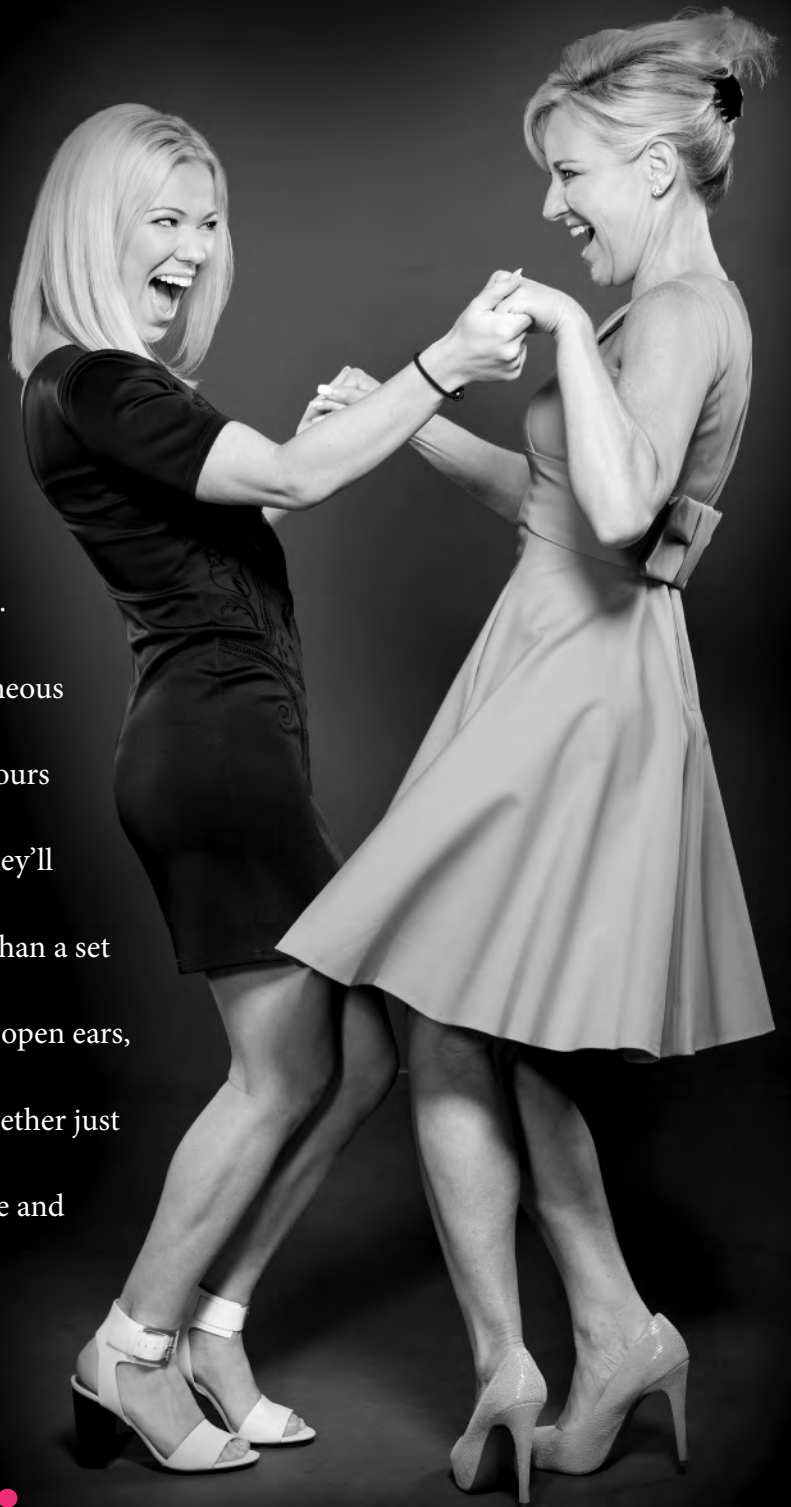
#1 Fan: Mom, Tricia King. "She likes to call herself my mom-ager," says King. "From opinions on nail compositions to advice with major career decisions, her input is essential to all aspects of my life."



"She likes to call herself my mom-ager."

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Jessica Washick

Home base: Brooklyn, New York

Current role: Editorial nail stylist specializing in on-set work

Road to success: With a BFA in fashion from New York's Parsons School of Design, Washick worked for companies including Coach and Marc Jacobs. "I only began doing nails after a painful breakup, but quickly adopted a rallying cry: You don't need a man, you need a manicure," she laughs. After receiving her license from Manhattan Nail School, Washick started working with celebs by assisting Deborah Lippmann.



Washick's dad attends all of her events, sometimes turning up as a surprise.

After receiving her license from Manhattan Nail School, Washick started working with celebs by assisting Deborah Lippmann.

#1 Fan: Dad, Robert Washick. "My parents support me in everything I do," Washick enthuses. "If I said I wanted to live on a hill with 35 cats, they'd ask if I need help feeding them!" Among Dad's exuberant suggestions: "Look at Michelangelo to get inspired, or visit a museum and try those colors on your digits." He attends all of Washick's

events (like when she sculpted nails at MoMA with Vanity Projects), sometimes turning up as a surprise.



Madeline Poole

Home base: New York, NY

Current role: Sally Hansen Global Color Ambassador

Road to success: Poole worked a wide variety of jobs while based in L.A., including ice cream truck employee, nanny and prop and food stylist. "I was jumping around to figure out what I liked best," she notes. While assisting on a Nordstrom catalog fashion shoot, the art school grad got bit by the nail bug.

#1 Fan(s):

Girlfriends Jenna Hipp, Vanessa Gualy (not pictured) and Stephanie Stone. After graduating from Glendale, California's Moro Beauty College in 2011, Poole met the rad gals of Nailing Hollywood, an agency representing nail stylists who specialize in celebrity and editorial manis.

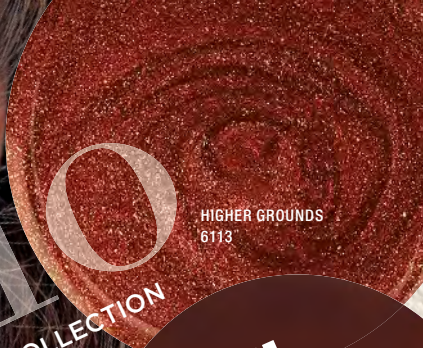
"They imparted specific details about the on-set experience, like how to properly adhere a fake nail."

"They imparted specific details about the on-set experience, like how to properly adhere a fake nail," says Poole. The gang also served as hand models, PR team, editors and agents, helping spread the word about her blog, mpnails.com.



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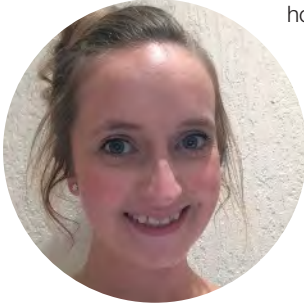


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Stacey Loughlin

Home base: Leyland, England

Current role: Owner of a bustling home-based nail salon



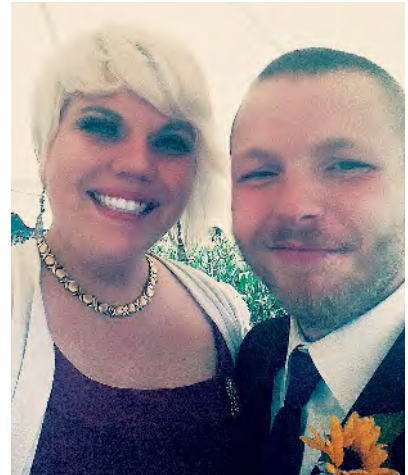
Road to success: When posed the question, “What do you want to be when you grow up?” Loughlin always answered, “vet”—until she starting working at Heaven and Earth Hair and Beauty Salon and fell in love with painting human paws. A young mom at age 16, she struggled to attend cosmetology courses at Runshaw College in Lancashire, eventually supplementing with online classes to earn a degree in acrylics and nail art.

#1 Fan: Sister, Janene Burnett. Although her husband wasn’t entirely thrilled with her opening up shop at home, Loughlin’s big sis Janene more than made up for his lack of enthusiasm. From enduring lumpy practice acrylics to regular scaldings while Loughlin trained in gel extensions, Burnett was a constant source of steady encouragement.

“She even accompanied me when I booked my first client because I was so sick with nerves,” Loughlin marvels. “Without her backing, I wouldn’t have persevered. She still comes for fills, and gamely serves as guinea pig for all my wacky designs!”



“Without her backing, I wouldn’t have persevered. She still comes for fills, and gamely serves as guinea pig for all my wacky designs!”



Veronica Cox

Home base: Florence, Kentucky

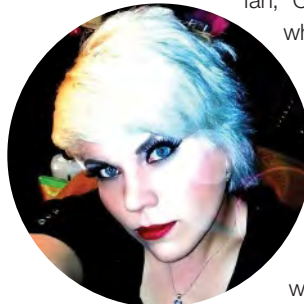
Current role: Full-time nail tech specializing in design at Mi Salon Spa in northern Kentucky

Jacob motivated his wife with his motto: “Love what you do, and no day will ever feel like work again.”

Road to success: A lifelong love of manis led Cox to seek out YouTube instructional videos on a gamut of topics, from basic acrylics to advanced nail art. But mastering the techniques was strictly a pastime while Cox worked at a senior care facility—

until her eureka moment. “Surrounded by all my brushes, polishes and paints, I felt so peaceful, creative and happy,” she explains. “I realized I wanted to share that joy with others.” So in 2012, she enrolled at Empire Beauty School, graduating the following year with degrees in Cosmetology and Applied Science.

#1 Fan: Husband, Jacob Cox. “He’s my rock, and my biggest fan,” Cox enthuses. Recalling tough times when they had to rely heavily on her husband’s income as shift manager at a supermarket, she marvels: “We moved in with his parents, but even then he never wavered in his support.” On nights when she was tempted to skip class, he motivated her with his motto: “Love what you do, and no day will ever feel like work again.”





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Sonny Albert

Home base: Saint Anne, Illinois

Current role: Owner of Sonny's Nail salon, open since 2010

Road to success: After seven years owning The Station Street Pub, a historic Saint Anne landmark built in 1905, the Alberts sold the establishment in 2010. "I looked for jobs at numerous shops, but couldn't get work even though I had extensive retail experience,"

"Scott didn't want me taking the train alone, so every evening he drove to pick me up."

says Albert. When her husband asked what she most wanted, she revealed her heart's secret desire: to become a nail tech. The response from everyone was of resounding support. "Restaurant patrons were happy they'd get to spend time with me again, in a new setting," says Albert. "They became my first clients."

#1 Fan: Husband, Scott Albert. A lack of local cosmetology institutions meant Albert had to commute to Tricoci University of Beauty Culture in northwest Chicago. "Classes convened at night and Scott didn't want me taking the train alone, so every evening he drove to pick me up," Albert remembers. Now he cooks dinner when his wife works late, and brings coffee pick-me-ups if she's booked back-to-back customers. A violin maker and artist in his own right, he also lends a critical eye to new techniques.





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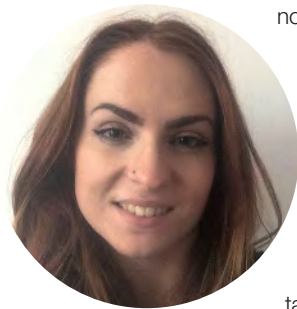
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Sally Sanderson

Home base: Milford Haven, Wales

Current role: Mani maven at Chic International Hair Design in Haverfordwest and Diamond Beauty in Pembrokeshire

Road to success: After giving birth to her third son, Sanderson was in search of a fun hobby to pursue during maternity leave. "I started a nail services course at Pembrokeshire College in 2012, and had no idea how seriously I'd end up taking it," she says.



#1 Fan: Beauty school instructor, Michelle Jennings. Just a few weeks into school, Jennings encouraged Sanderson to enter a nail art contest—where the budding pro placed third. "That's when my career took off, as I gained confidence to enter more events," Sanderson recalls. Winning gold at the World Skills Wales Intermediate Nail Art Tournament introduced prospective clients to her talent with hand-painted patterns. "Michelle pushed me to change my life," marvels Sanderson, who adds that her husband, Matthew, has also supported her passion from the start and is great about staying home solo with the kids when she travels for competitions. ↓



“Michelle pushed me to change my life.”

Francesca Moisin is a New York-based journalist and the author of *Phasmantis: A Love Story*.



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Happy Hydrating

Expert tips and product picks
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parched skin.

By Meghan Rabbitt

Winter is one of those seasons that's easy to spot, with its steaming cups of hot chocolate and cozy sweaters, dry cuticles and scaly, flaky skin. (Yes, we went there.) It simply cannot be denied that along with the many joys of the season come some beauty snafus that are highly annoying, particularly

When the air is cold, it doesn't hold moisture very well.



That leads to very dry air, which in turn causes water to evaporate from our skin.

because they can be so tough to treat. "I think one of the main reasons so many people deal with dry skin that doesn't seem to go away is that they don't know what causes it—and why it's so much more prevalent in the colder winter months," says Janet Prystowsky, M.D., a dermatologist in New York City.

Here's the deal: When the air is cold, it doesn't hold moisture very well; that leads to very dry air, which in turn causes water to evaporate from our skin. In fact, skin loses its ability to hold moisture by more than 25 percent when the temperature drops, says Prystowsky. When water evaporates from the skin, the surface skin cells dry out—causing the telltale signs of dryness, such as cracked, scaly or flaky skin. "Once you understand this backdrop as to why skin gets so dry this time of year, it's easier to understand what works to cure it," says Prystowsky. Her top salon tip: Apply products to your clients' skin that actually block the moisture evaporation that happens when the air is so dry. "These products tend to be heavier, goopier and even greasier than the lighter formulations you use during the summer months," says Prystowsky.

Heather Davis, education ambassador for CND, says she knows first hand how



crucial it is to spot the signs of dry skin—and make product adjustments accordingly. "I only use emollient-rich oils and creams to help soothe and replenish chapped skin, and I never soak a client's hands or feet in water if I see the signs of dry skin," she says. "Soaking only makes the problem worse, causing even more dryness in many cases." Instead, Davis recommends soaking in warm oil, which helps replenish some of the lost moisture in the skin.

Prystowsky says that while soaking in water isn't a total no-no, it is crucial to dry hands and feet completely if you are going to have your clients soak in warm water—and to slather on a product that won't cause any further moisture evaporation. Reach for products that contain petroleum jelly, lanolin or urea—all water-resistant ingredients that



won't disappear the next time your client washes her hands or takes a shower, says Prystowsky. Davis adds that her favorite moisturizing must-haves are professional products that contain shea butter and hydrating oils, such as jojoba, sunflower and grape seed. Here, top picks to add to your winter product arsenal.

Mia Secret White Honey Body Lotion is packed with fresh white honey, vitamin E, aloe vera and shea butter to nourish and hydrate skin. **626.581.4444**, miascretnails.com

Nordic Care Foot Care Cream combines the skin's own natural moisturizer—urea—with the water-binding properties of lactic acid and glycerin. The result? Soft, supple, callus-free skin that's as smooth to touch as it is pretty to look at. **877.588.3700**, nordiccare.com

Essie Many Many Mani Intensive Hand Lotion is formulated with a nourishing and hydrating blend of coriander oil and glycerin that leaves skin super-soft, while still being incredibly lightweight. **800.232.1155**, essie.com

The proprietary blend of sunflower seed, grape seed, sesame seed and aloe vera oils in **Artistic Nail Design Revive Nail & Cuticle Oil** effectively penetrate within the nail bed to protect and moisturize both nails and cuticles. **714.773.9758**, artisticnaildesign.com

Young Nails Lomasi Pomegranate Body Crème spreads smoothly, absorbs quickly and leaves skin feeling hydrated and silky-smooth for hours. It also contains powerful antioxidants that help protect skin from the harsh winter elements. **800.777.9170**, youngnails.com

Footlogix Cracked Heel Formula

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Body Drench Deep Moisture Nourishing Body Lotion is loaded with shea butter and jojoba oil to relieve dry skin and lock in moisture all day. **800.635.8966, bodydrench.com**



Alessandro Hand Spa Cream Royal Nourishing Hand Treatment is a super-nourishing and intensive hand mask that contains concentrated royal jelly, as well as shea and mango butters, to restore smoothness. **800.645.3340, alessandro-international.us**



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The protective butters in **OPI Avoplex High-Intensity Hand & Nail Cream** envelop dry, overworked hands. A deeply penetrating hydrolyzed protein binds with skin and nails to lock in moisture for softer hands and more flexible nails. **800.341.9999, opi.com**



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The rich, velvet-like texture of **SpaRitual Instinctual Body Butter** feels as luxurious as it is hydrating: In addition to organic fair trade shea butter helping to moisturize and condition skin, Indonesian Ginger stimulates circulation, detoxifies and invigorates with a sweet, spicy fragrance. **877.772.7488, sparitual.com**



En Vogue Spa Renew & Repair Cuticle Oil contains natural plant extract oils from sunflower, grape seed and jojoba, along with essential oils of bergamot, eucalyptus and lavender to heal and soothe dry, cracked or stressed skin as well as to help treat (and prevent) fungus. **888.659.5559, envoguenails.com**

Pedi-Sox SofSpa Softening Cream Concentrate contains natural plant extracts—including calendula, geranium, myrrh, primrose and rose hip—as well as deeply hydrating olive, macadamia and sesame oils to hydrate dry, rough skin. **888.536.1577, originalpedisox.com**

Brush **Nail Magic Thai Essence Hand & Cuticle Oil** onto the cuticle area and gently rub in, then reapply as needed to keep nails and cuticles well hydrated. With a blend of moisturizing oils, such as safflower seed, sunflower, linseed and olive, this formula works fast. **800.547.1843, nailmagic.com**

Qtica Smart Spa Luxury Lotion goes on silky, absorbs quickly and locks in intense hydration thanks to a balance of vitamins, nutrients and essential oils that repair dry skin. **800.659.6909, qtica.com**

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FarmHouse Fresh Body Milk is a delicate moisturizer that's infused with a blend of natural oils that provide lasting softness to skin, such as vitamin E-rich rice bran, jojoba seed, sweet almond, avocado and sesame. **888.773.9626, farmhousefreshgoods.com**



BioSculpture Gel Hand & Body Butter contains ricini oil, a deeply hydrating ingredient that is especially healing when massaged into dry or cracked skin. Bonus: it smells like geraniums. **800.770.4493, biosculpturegel.com**



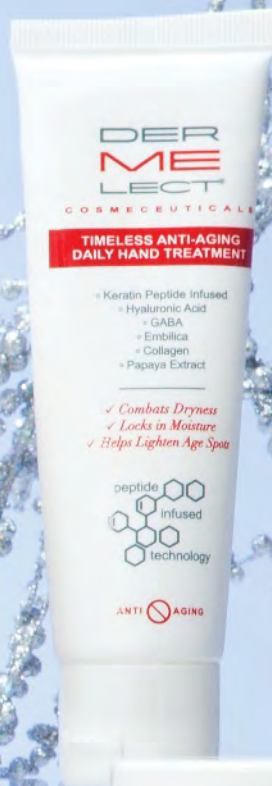
Orly Rich Renewal Hydrating Crème is a non-greasy formula that contains shea and cocoa butters to deeply hydrate, and vitamins A and E to help protect skin from the harsh winter environment. **800.275.1111, orlybeauty.com**

Loaded with aloe vera, vitamin E and other soothing, moisturizing ingredients, **La Palm Healing Therapy Massage Lotion** comes in a wide range of scents to suit everyone's taste, including lavender, mandarin pear and wild orchid. **316.425.2500, lapalmproducts.com**

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THE RIGHT STUFF

Expert tips for stocking and streamlining your professional kit, so it's always up to date and organized.

By Leslie Henry
Illustrated by Anne Keenan Higgins

WHETHER YOU'RE A NEW TECH OR A SEASONED PRO, ONE OF YOUR MOST EXCITING—AND POTENTIALLY STRESS-INDUCING—TASKS IS ASSEMBLING YOUR KIT AND THEN KEEPING IT CURRENT, NOT TO MENTION CLUTTER-FREE. While you likely have a handle on the basics (polish and remover? Check. Hand files? Check.), specifics regarding the quality and quantity of the products you'll need can often be confounding. Add to that the big question mark of what your growing list of clients may require—be it manis or pedis, gels or acrylics, the latest in nail art or classic pink-and-whites—and it's easy to get overwhelmed. That's why we asked top techs for their best tips on keeping your kit well stocked and streamlined. Their suggestions will help ensure that you've always got what you need to deliver the services your clients want as efficiently and effectively as ever.

and Non-Acetone Polish Remover



Lotion, Cuticle Remover and Oil

STEP 1

Invest in the essentials.

IT'S IMPORTANT TO START WITH A SOLID FOUNDATION.

All services have basic products and tools in common, and you shouldn't skimp on these when assembling your kit. "It's worth making an investment in high-quality products," says Vu Nguyen, OPI global artist. "You're a professional, and clients will see the difference."

Must-have items include:

- **A complete sanitation system.** It should contain everything you need to disinfect implements, tools and your workstation before and after each client. Sometimes disposable items, such as orangewood sticks, can be the best way to ensure products are always sanitary, but more durable tools may be more cost-effective and easy to clean.
- **Implements.** Cuticle nippers, cuticle pushers and nail clippers are critical for proper nail prep. Having two sets will allow you to work on a client with one while disinfecting the other. Additionally, the better the quality, the less frequently they'll need to be replaced.
- **Files and buffers.** Used to shape and smooth, files and buffers should be available for use on every type of nail (e.g., natural, acrylic) that you service. Keep extras on hand in case you drop one mid-service.
- **Acetone and non-acetone polish remover.** Acetone makes quick work of polish removal (especially glitters) and soaks off gel and acrylic, while non-acetone remover is necessary for cleaning polish off enhancements.
- **Cotton or lint-free pads.** Used to remove polish and the gel inhibition layer, cotton balls may be the cheapest option, but lint-free pads eliminate pesky stray fibers and are easier to stack and store.
- **Cuticle remover.** This softens and dissolves the cuticle and is especially useful for services that don't recommend soaking prior to application.
- **Lotion and cuticle oil.** Used for hand and foot massages, as well as softening skin and hydrating cuticles post-service. Be sure to stock options that aren't too fragrant for sensitive clients.
- **Towels.** From protecting surfaces to wiping acrylic from your brush, towels are needed at many points during any service. Both cloth and disposable towels are useful.



STEP 2

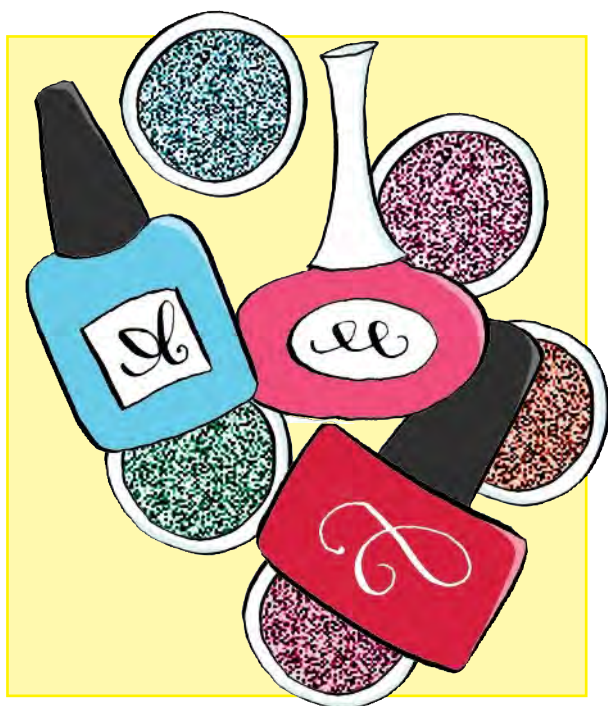
Stock up for services.

ONCE YOUR FOUNDATION IS SET, ADD THE PRODUCTS AND TOOLS YOU'LL NEED TO PERFORM BASIC SERVICES—BUT BE CAREFUL OF GOING OVERBOARD.

“You don’t want to invest in products you don’t end up using,” says Emily Draher, owner and nail artist at Body Spa Banquet Nails in Canton, Ohio. “After a few weeks behind the manicure table, you’ll know exactly which products work best for you and your clients.”

Consider all of the services you do, including manicures, pedicures, gel polish, acrylics, hard gels, overlays and nail art. Then, make a comprehensive list of everything you use during a service. To do this, run through each service from beginning to end and document everything you touch as you go, i.e., brushes, lamps and bulbs, forms, base and top coats, and even trash bags and extension cords. (For specific suggestions, see “Service Essentials,” page 110.) To determine the correct product quantities to stock in your kit, include enough supplies to cover the number of clients you’ll see between kit restocks or salon orders, plus some extra for client surges and emergencies.

“After a few weeks behind the manicure table, you’ll know exactly which products work best for you and your clients.”



STEP 3

Add in extras.

WITH THE BASICS COVERED, IT'S TIME TO PERSONALIZE YOUR PRODUCT SELECTION.

New techs often ask how many options they should keep in their kits. The answer depends on your clients' expectations. Celebrity manicurist Naja Rickette's kit includes bags dedicated to colored powders, gels and embellishments. “I think of my kit as a beauty supply store and a craft store,” she says. “If a celebrity client wants feathers or glass, I need to have it available on the spot.”

For most techs, however, it's not practical or necessary to take everything with you. “If your client doesn't have a color in mind, there's no need to bring 10 different reds. However, if she says 'I want red' when booking, then bring an ample amount, but make sure you have a small assortment of other colors with you,” says Rose Velez-Miggins, owner of doorBella Creative Concierge in Philadelphia. “And always carry an extra selection in the car in the event she changes her mind!”

Vicki Ornellas, global educator for ibd, stocks her kit with gel polish in black and white for classic designs, as well as red, pink, bronze, silver and an assortment of neons, and leaves the rest behind unless a specific color is requested. The key is to let your kit evolve over time. As you build and understand your client base, and develop specific skills, you can adjust the contents accordingly.



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<ul style="list-style-type: none"> • Finger bowl • Soap • Nail brush • Base coat • Top coat • Nail polish 	<ul style="list-style-type: none"> • Pedicure bath • Foot files • Exfoliant • Callus eliminator • Toe separators 	<ul style="list-style-type: none"> • Natural hair brush • Tips • Nail glue • Tip cutters • Primer • Dappen dishes • Monomer • Pink, white and polymer • Sculpting forms • Files or electric files and bits • Brush cleaner • Aluminum foil (for removal) 	<ul style="list-style-type: none"> • Natural or synthetic brush • Tips • Nail glue • Tip cutters • Base gel • White, pink and clear builder gel • Sealer gel • Gel wipes/ cleanser • UV or LED lamp • Replacement bulbs
<p>If offering gel color:</p> <ul style="list-style-type: none"> * Gel polish base (if required) * Gel polish * Gel top coat * UV or LED lamp * Replacement bulbs 			



CLEVER EXTRAS

While not essential, there are a lot of everyday items that make useful additions to your kit.

- ❖ Plastic wrap can be placed on a container before reattaching the lid to prevent leaking.
- ❖ Sticky notes make easy, disposable nail art palettes.
- ❖ Quart-size resealable bags are great single-service "trash bags."
- ❖ Toothpicks, bobby pins and sewing needles double as simple nail art tools.
- ❖ Squeeze ketchup bottles are perfect for dispensing acetone right where you want it.



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STEP 4

Get organized.

HOW YOU ORGANIZE YOUR KIT IS JUST AS IMPORTANT AS WHAT IT CONTAINS. When building your kit from scratch, collect your contents first, then buy your storage solutions, recommends Tina Alberino, an independent educator based in Tampa, Florida. There are a lot of excellent professional choices on the market, but cases don't have to be fancy. In fact, Alberino recommends a tackle box from your local sporting goods store. "It's inexpensive, has a lot of compartments and wipes clean," she says. Scrapbooking cases from the craft store and traditional luggage make great cases, too. Here, more ways to stash your stuff:

● **Make it modular.** Many techs organize their kits by service, i.e., acrylic products in one area, gel products in another, etc. This makes it easy to find things, with the added benefit of being able to easily streamline. If you know in advance the services you'll be providing on a particular day, you can easily remove the unnecessary items and supplement your kit for a particular service. For example, if you'll be doing only natural nail manicures, you can quickly remove the enhancement products and add more bottles of nail polish and nail art items.

● **Play with partitions.** Compartmentalized storage is a great way to keep things orderly. "My kit has several layers and drawers, but some are too deep for what I need. So I've supplemented it with smaller organizational trays," says Katy Parsons, a mobile nail artist in Boulder, Colorado. Pencil cases, makeup boxes and craft organizers are good options and can also be pulled out of your kit and placed on your station to work. Brenda Skermont, Global Educator for EzFlow, uses sturdy, plastic containers and stores similar products together. Be sure to use separate containers for sanitized and unsanitized items.

● **Break it down.** Maximize your real estate by siphoning the contents of larger containers into smaller ones. Velez-Miggins uses acrylic starter kit containers and refills them as needed. Product packaging, like boxes and bags, can take up a lot of space, too, so take items out of their packages when it makes sense to do so.

● **Watch your weight.** It's tempting to keep every imaginable item at your fingertips, but prioritizing is important. An absolutely comprehensive kit doesn't do you any good if it's too heavy to move. Cases with spinner wheels and retractable handles can help; just be sure your completed kit fits in your car.

● **Reevaluate regularly.** Get into a consistent routine of taking inventory, replenishing supplies and tidying things up. Denver-based tech and nail blogger Hanna Pearlman is constantly tweaking her kit as she gains experience. "It's not only important to add to my kit when I discover a new and useful product, but also to recognize when stuff that's taking up valuable space isn't working and needs to go!" 🗑️

Leslie Henry is a business development executive, licensed nail technician and the blogger behind workplaypolish.com.

"It's not only important to add to my kit when I discover a new and useful product, but also to recognize when stuff that's taking up valuable space isn't working and needs to go!"



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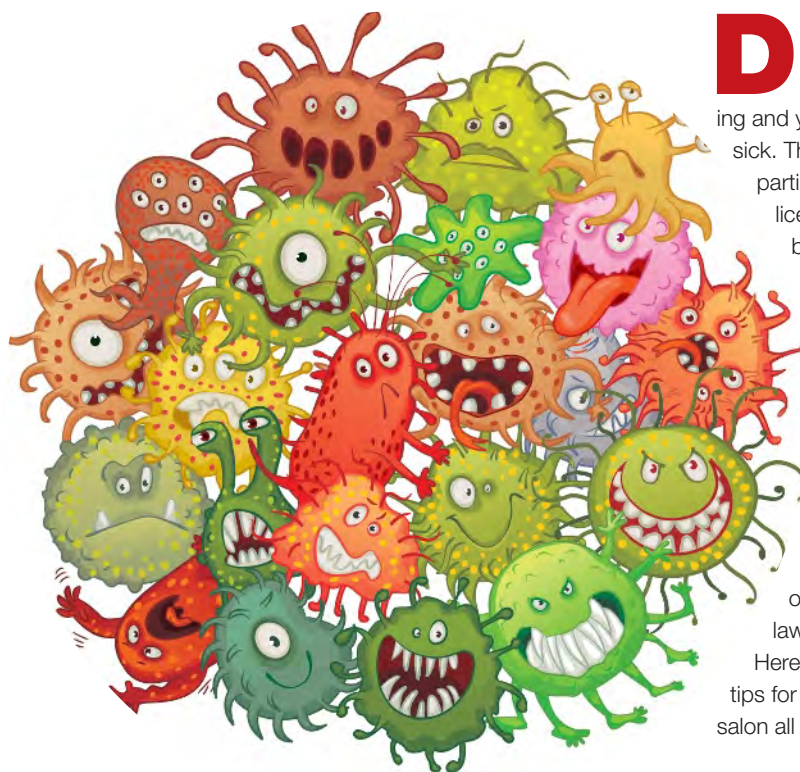
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TO YOUR Health!

Keeping your salon germ-free is always important, but requires extra effort during cold and flu season.

By Tracy Morin



During the winter months, a salon can feel like it's been transformed into a germ factory: Clients are coughing or sneezing and your fellow techs are constantly calling in sick. That's why rigorous cleaning practices are particularly important at this time of year. "As licensed techs we should look to raise the bar and go *beyond* the minimum requirements set forth by the state," stresses Jessica R. Taylor, senior instructor at Honolulu Nail Academy in Honolulu, Hawaii, who tries to instill a sense of duty in the techs she teaches. "Treat your clients like you would your own family members: Keep them safe." After all, you don't just want to make sure that your customers stay healthy, but that you don't wind up in the middle of a PR nightmare or even subject to client lawsuits or fines from regulatory boards. Here, Taylor and other experts share their top tips for preventing the spread of sickness in the salon all season long—and beyond.

ILLUSTRATIONS: GETTY IMAGES/KHARLANOVA



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1 Set schedules and standards. According to Douglas David, owner of Douglas Carroll Salon & Spa in Raleigh, North Carolina, the most important way to keep your salon germ-free is to establish a protocol so that everyone is held accountable—and let clients see it. “Everyone’s sense of ‘clean’ varies, so it’s really important to set those standards,” he says. At his salon, clipboards are posted in germ-prone areas—both to note cleaning procedures and for employees to log cleanings (which satisfies clients as well as the state board). “We train all staff on our expectations for cleanliness,” David says. “Our clients really recognize and appreciate that commitment.” The salon also requires that new towels and sterilized tools are used for each client, along with using disposables (including nail files, cuticle pushers and pumice stones) whenever possible. Additionally, the floors are mopped nightly and then the mops are disinfected. Each state sets standards for sanitation and disinfection, notes Taylor, but techs must use a disinfectant registered by the Environmental Protection Agency (EPA) and follow the manufacturer’s instructions for mixing and use. When it comes to tools, techs are required to first sanitize, then disinfect (and, in some states, sterilize) their multiuse tools after each client, or use disposables. “For tools, a solution such as Barbicide should be used to sterilize them before they’re used again,” says David, who also recommends an ultraviolet sanitizing machine to kill germs and bacteria on multiple-use tools such as clippers and nippers.



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Hospital-grade and EPA-registered, **OPI Spa Complete** can be used on hard surfaces, tools and pedicure equipment to combat bacteria, viruses, fungi and odor. The concentrated cleaner is also non-acid and pipe-safe, and helps dissolve hard water residue. 800.341.9999, opi.com

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2 Select powerful products. Not all cleaning supplies are created equal, notes Robert Urfer, owner of Lucas Products, a cleaning solutions manufacturer in Toledo, Ohio, who adds that the ones used in salons need to be particularly potent. "Salons are very similar to doctors' offices, with one difference: Doctors' offices have records of what patients have and what they're exposing office employees to," he explains. "Salons do not have medical



records and clients that walk in may not tell you they have something that could potentially put someone at risk." Urfer

notes that there's a long list of illnesses and infections that can be spread at salons—so look for products with a broad spectrum of pathogen-killing power, and choose disinfectants designed specifically for use in salons. "If a disinfectant says it kills 99.9 percent of pathogens, ask [the manu-

facturer] for a list of the specific ones it kills," Urfer advises. (For salon-approved products, see "Safety First," page 116.)

3 Be aware of hotspots. Germs tend to thrive in specific areas of the salon. "The seats people sit in are the dirtiest," says Urfer. "Even though clients are wearing clothes, germs are transferred from surface to surface." Coming in a close second? Pedicure areas and tubs. "Dead skin is

NAME CALLING

Cleaning/sanitizing, disinfecting and sterilizing:

What's the difference? "We throw all of these words around and have no clue about their meaning or how to properly accomplish them," laments Jessica R. Taylor, senior instructor at Honolulu Nail Academy in Honolulu, Hawaii. Here, she explains how they differ and the steps each requires:

- **Cleaning/sanitizing:** The process of reducing (not killing) pathogenic organisms to safe levels on inanimate objects, thereby reducing the likelihood of cross-infection. Be sure to wipe down surfaces with soap and water or alcohol.
- **Disinfecting:** Eliminating many or all pathogenic (harmful) microorganisms, with the exception of bacterial spores. After cleaning, use an EPA-registered disinfectant and read the label; product directions must be followed exactly to be effective.
- **Sterilizing:** The complete elimination or destruction of all living microorganisms on an object. This can be accomplished by any of various methods, including heat, gas, irradiation or a bactericidal chemical compound.



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rubbed off in these areas, and if wounds are open on the legs or feet, bacteria can then be transmitted to the next client if the footbath is not cleaned and disinfected properly," Urfer says. Taylor agrees, noting that clients can contract a wide range of illnesses or infections if footbaths aren't cleaned properly. In addition to following the cleaning instructions that come with the product, disinfect the brushes you use to scrub the tubs, Taylor advises. If you're using jetted tubs, Urfer recommends using a disinfectant between each client. "Let the jets run for 10 minutes in order to kill all of the germs in the system," he adds. (The EPA offers additional guidelines at epa.gov/opp00001/factsheets/footspa_disinfection.htm.) Other infection hotspots that should be sanitized frequently include manicure tables and the areas around them, as well as any common surfaces that are touched by clients and techs alike, including door handles, armrests, counters and floors, notes Urfer. "Spray surfaces, such as door handles, at least once per day, if not more often," he advises. "Let the disinfectant sit on the surface for 10 minutes to allow it to kill bacteria between clients."

4 Protect surfaces. Tools should not be placed on a bare table, especially if the surface is not disinfected.

Instead, techs should place tools in a paper towel-lined basket or on a paper or terrycloth towel. (Also note that during a service, any implement, material or towel that falls to the floor must be replaced with a clean one.) Any surfaces that aren't properly covered should be wiped clean and disinfected between clients, says Taylor. David recommends using a water-and-bleach solution after each client leaves to ensure all surfaces are clean and safe.

5 Go the extra mile. It's imperative that you wash your hands between clients, as well as have clients wash their hands prior to a service, notes Taylor—but scrubbing up is only the beginning. David also provides receptionists

with a disinfectant spray for keyboards so germs aren't spread behind the front desk. "Keeping a bottle of hand sanitizer at each station also helps to keep employees free of germs and bacteria," he adds. Salon employees are even encouraged to stay healthy when they're not at work by taking daily vitamins and/or immune boosters, as well as ensuring that they get an adequate

amount of exercise and proper nutrition each day, David says. When all of these steps are followed, the number of sick days is minimized and clients can feel comfortable knowing that their health has been made a top priority. ↓

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

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Good Scents

Learn about the power of fragrance, and how you can use the science behind it to boost your clients' health and wellness.

There's no denying that scent is an integral part of a wide range of salon services—from invigorating peppermint foot soaks and scrubs used in a signature pedicure to the soothing lavender lotion incorporated into a pre-manicure massage. In fact, just as beauty treatments can enhance your clients' health and wellness, so too can aromatherapy, which the National Institutes of Health (NIH) defines as “the use of essential oils from plants (flowers, herbs or trees) as therapy to improve physical, emotional and spiritual well-being.” The NIH also notes many cultures have long used fragrant plants in their healing practices, and that methods for extracting essential oils were first developed during the Middle Ages. Here, we explore how specific scents can boost the benefits of your salon services, for truly healing treatments your clients won't soon forget.

Fragrance Facts*

- A Spafinder Wellness 365 report named aromatherapy as one of its top 10 global wellness trends for 2014.
- Sales of aromatherapy and body oil products in natural supermarkets grew more than 15% annually over the last two years.
- The majority of women (64%) and men (51%) who use any scented item say they would be interested in fragrances that can be worn at night to help them sleep.
- 60% of consumers would like to try a scent that could help relieve colds and headaches.
- 48% report interest in fragrances that offer a cooling or heating sensation.

*Source: Mazur Group

Fragrant Medicine

In a salon, there are myriad ways in which you can incorporate scents to enhance your client's mood. “When you breathe in an aroma or essential oil scent, it travels to nerves in the olfactory part of the brain—which is part of the limbic system, where emotions and memories are stored,” notes Peter Friis, founder and CEO of Santa Monica, California-based Essio Shower, maker of essential oil aromatherapy products. “A pleasing aroma goes straight to a part of the brain at one's emotional core, signaling a good feeling to the body.” Different aromas send different signals, however. For instance, says Friis, scents including peppermint, cinnamon, eucalyptus and rosemary can be mentally stimulating, refreshing and energizing, while lavender, sage and sweet orange/

citrus are all useful for relaxation and decreasing anxiety.

Aromatherapy boasts physical benefits as well: Lavender reduces muscle pain and spasms, helps relieve migraines and other headaches, and improves circulation, notes Beachwood, New Jersey-based speaker, author and stress relief expert Khadi Madama. “Jasmine is excellent for use in relieving depression and also known to help balance the thyroid, which is why it's been used in saunas for decades,” she adds. “And vanilla is the perfect scent to inhale to build confidence, reduce pent-up anger and encourage a sense of comfort during times of stress.” Essential oils can also be used to moisturize skin, and many are antibacterial, antiviral and/or antifungal. “Peppermint and eucalyptus are even expectorants and can clear the sinuses,”

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“Individual care to each client—going that extra step to make her experience special—can do wonders.”

notes Friis. (To learn about all the effects of various scents—and which ones can enhance each other when blended—check out the National Association for Holistic Therapy at naha.org.)

Client Concerns

When using fragrance, keep in mind that one scent does not fit all. Madama recommends having individual aromatherapy diffusers at your nail station, which allow you to customize aromas according to your client's needs as well as the service. Talk to clients and find out what their goals are for the service or what they're doing that day: Are they visiting to relax and unwind, or simply squeezing in an appointment on their lunch break and returning to work afterwards? “Individual care to each client—going that extra step to make her experience special—can do wonders,” says Madama. “If you need to offer an all-around scent for the entire salon, though, lemon would probably be best; it's the least offensive for those with allergies or who are sensitive to various odors.”

Friis also emphasizes that essential oils should always be diluted, as many pure essential oils can burn skin. For services that include massage, combine essential oils with a carrier oil, such as almond or jojoba; for foot baths, add a couple drops into the heated water, he suggests. Diluting the oils will ensure you're working safely—and allow you to provide many scented services with minimal investment.



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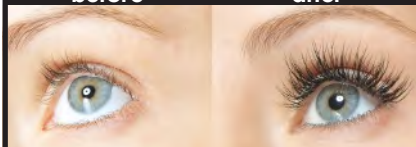
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Products with a signature scent can be good for business.

Personalizing Products

One of the surprising benefits of incorporating specific, even customized, scents into your salon services: If a client smells that scent at home, she will likely think of you and your brand since our sense of smell is a powerful trigger of memory and emotion, says Sue Phillips, CEO and founder of New York-based Scenterprises, a company that produces bespoke fragrances for businesses and individuals. That strong and involuntary connection is what many companies are banking on by creating signature scents—and it's a good idea for salons to get in on this practice by doing so themselves and then retailing associated products containing that fragrance. "Over the years, I've seen a rise in this trend," says Sherri Sebastian, owner and perfumer at Sebastian Signs Fragrances in Los Angeles. "It's a great way to brand a location with a lasting impression. Think back to your earliest memories, and most likely you'll have a few that are marked by a specific scent."

Sebastian suggests that salons work to create a signature scent—and then incorporate it into a product or treatment—by first looking at the products the salon currently carries, taking into account how a new aroma would enhance or create a desired ambience, or improve the client's experience during a service. Also, offer samples of different scents to your clients and ask for their feedback. "This type of input can be priceless when launching a

scent to a highly targeted audience," notes Sebastian. "Most of all, have fun with the process—you'll be surprised at what you discover about your clients and yourself!"

Taking Notes

You've likely heard of perfumes described in terms of "notes" to highlight specific aspects of a scent. But what do those terms actually mean? "Top, middle and bottom notes refer to the various phases of a fragrance, based on the volatility of the individual notes," explains Sherri Sebastian of Sebastian Signs Fragrances. "Citrus notes are top notes; florals typically comprise middle notes; and sweet, musky and woody notes are part of the bottom, or base, notes. They can also be classified by fragrance 'family,' which refers to dominant characteristics of a scent, including floral, fougère, floral, citrus, woody and gourmand."

In other words, says Sue Phillips, CEO and founder of Scenterprises, most fragrances have a beginning, middle and end—top notes are the most uplifting, bright notes and remain on skin for 15 to 20 minutes; middle notes last for one to two hours; and base notes emerge last as the scent develops on the skin.

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

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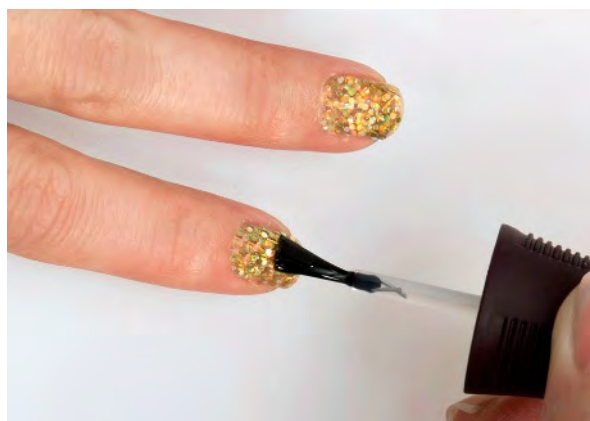
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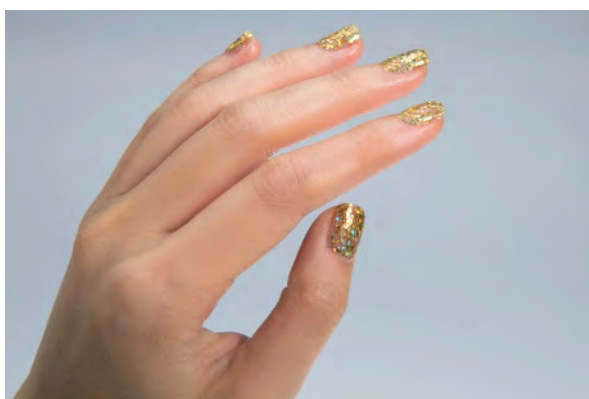
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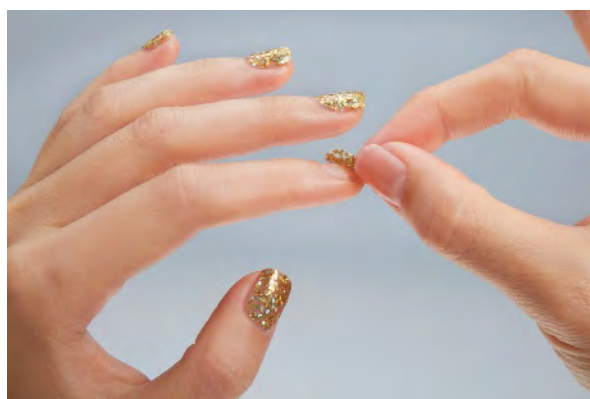
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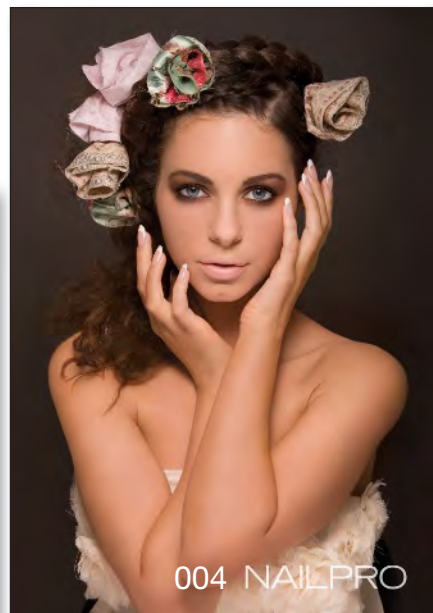
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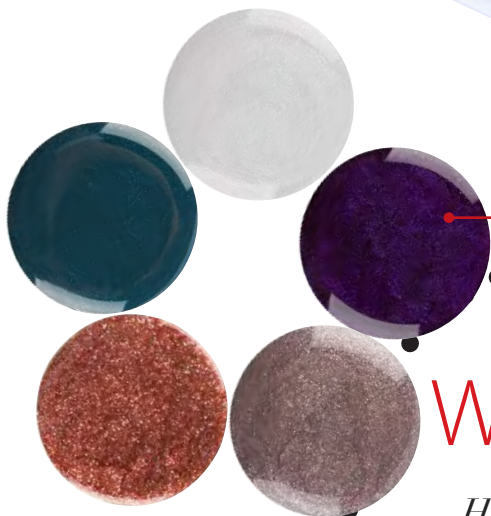
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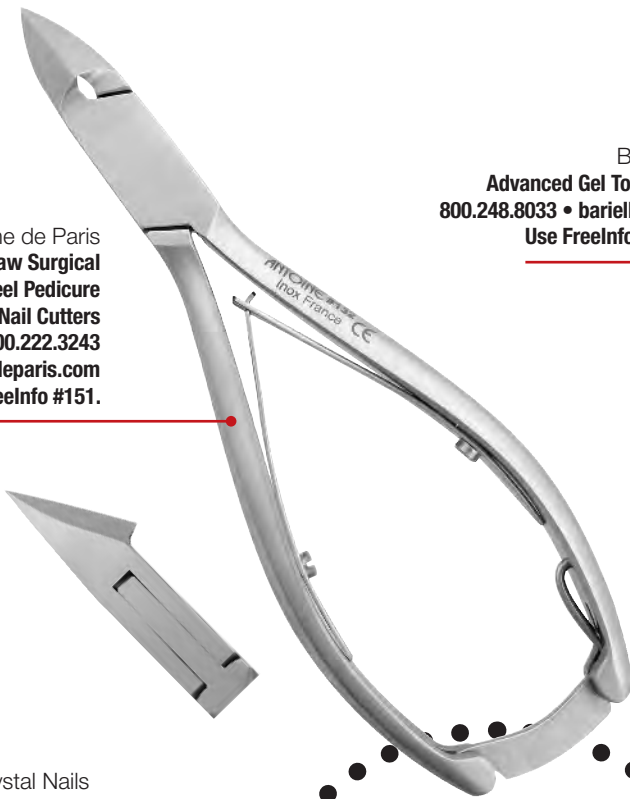


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January 24-26
Long Beach Convention Center, Long Beach, CA.
Contact Professional Beauty Association, 15825 N. 71st St., Ste. 100, Scottsdale, AZ 85254; 800.468.2274; probeauty.org/isse.

February

The South Florida Beauty Show

February 1-2
Fort Lauderdale Convention Center, Fort Lauderdale, FL.
Contact South Florida Beauty Show, 954.318.9787; ibeautyshow.com.

Canada Nail Cup

February 15-16
Esthétique Spa International Show, Vancouver Convention Center, Vancouver, BC, Canada.
Contact Canada Nail Cup, P.O. Box 45618 Sunnyside RPO, Surrey, BC, Canada V4A 4N1; 604.542.NAIL; canadanailcup.com.

March

The 18th Beauty Expo USA

March 8-9
Hyatt Regency O'Hare Convention Center, Rosemont, IL.
Contact Beauty Expo USA, 10725 Midwest Industrial Blvd., St. Louis, MO 63132; 314.426.6333; beautyexpousa.com.

IBS New York

March 8-10
Javits Convention Center, New York, NY.
Contact IBS New York, 757 Third Ave., 5th Floor, New York, NY 10017; 212.895.8200; ibsnewyork.com.

America's Beauty Show

March 21-23
McCormick Place, Chicago, IL.
Contact Cosmetologists Chicago, 330

North Wabash Ave., Chicago, IL 60611; 312.321.6809; info@americasbeautyshow.com; americasbeautyshow.com.

The Makeup Show LA

March 28-29
L.A. Mart, Los Angeles, CA.
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April

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April 26
Pasadena Convention Center, Pasadena, CA.
Contact NAILPRO, 7628 Densmore Ave., Van Nuys, CA 91406; 888.491.8265; nailpropasadena.com.

Canada Nail Cup

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Esthétique Spa International Show, Downtown Metro Toronto Convention Center, Toronto, ON, Canada.
Contact Canada Nail Cup, P.O. Box 45618 Sunnyside RPO, Surrey, BC, Canada V4A 4N1; 604.542.NAIL; canadanailcup.com.

CLASSES

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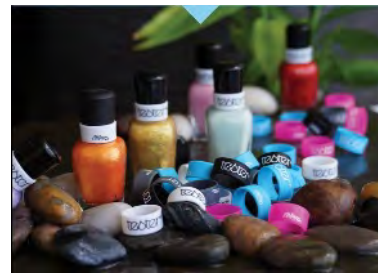
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Good Scents

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 "Good Scents" on page 120. 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/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 Top notes of fragrances emerge last as the scent develops on the skin.

- A. True B. False

2 Developing a signature scent can help salons _____.

- A. Strengthen the brand
B. Encourage clients to return
C. Enhance the ambience
D. All of the above

3 Peppermint and eucalyptus are considered energizing scents.

- A. True B. False

4 Aromatherapy is defined as the use of _____ from plants as therapy to improve physical, emotional and spiritual well-being.

- A. Essential oils
B. Seeds
C. Petals or flowers
D. None of the above

5 Which scent is the least offensive for those with allergies?

- A. Rosemary
B. Cinnamon
C. Lemon
D. Jasmine

6 Essential oils should always be diluted, as many pure essential oils can burn skin.

- A. True B. False

7 Which of the following is recommended for a salon creating a signature scent

- A. Sampling among clients
B. Considering ambience

- C. Examining scented products used in the salon
D. All of the above

8 Which of the following scents is commonly considered relaxing?

- A. Lavender
B. Sage
C. Eucalyptus
D. Both A and B

9 Essential oils can be _____.

- A. Antiviral
B. Antifungal
C. Antibacterial
D. All of the above

10 Our sense of smell is a powerful trigger of memory and emotion.

- A. True B. False

NAME _____

SALON NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____

Photocopy this form or write your answers (for example, 1 A; 2 B) on a postcard along with the issue date and the name of the quiz (i.e., "Good Scents") 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 January 31, 2015. Answers will appear in the March issue.

Answers to November Test

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

Manufacturer Deals and Promotions

Your complete monthly guide to the latest deals, promotions and specials on the industry's *hottest* products!



151 Premier Nail Source
Buy one Infinite Color Palette Gel + Laquer Kit and one Base + Top Coat Kit, and get the Color Display Rings for free! For more deals, see pages 146-151.



152 Lexor
Purchase the 2015 Infinity Spa Pedicure Chair for \$2,995 and receive a \$500 instant cash rebate. For more deals, see page 152.



153 All Season Professional
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154 NAILPRO
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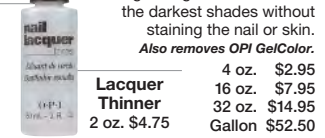


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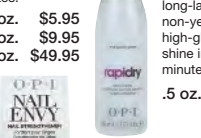
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 A clinically-tested professional salon formula designed to help with unsightly nail problems.



1 oz. \$9.50

Infinite Shine
 1) Prime **NEW!**
 2) Lacquer
 3) Gloss
 Your Choice .5 oz. \$6.25

Nail Treatments
 Natural Nail Strengtheners
 Natural Nail Base Coat
 Ridgefiller
 High-Gloss Top Coat
 Matte Top Coat
 .5 oz. \$4.75

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

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

Fungus Fix
 A clinically-tested professional salon formula designed to help with unsightly nail problems.
 1 oz. \$9.50

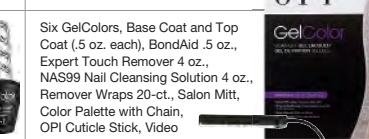
Fungus Fix
 A clinically-tested professional salon formula designed to help with unsightly nail problems.
 1 oz. \$9.50

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

OPI GelColor Starter Kit \$99.95
 Everything needed to offer up to 80 full GelColor services!



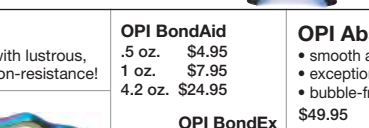
GelColor Add-On Kits \$79.95
 Each kit contains six .5 oz. GelColors. Choose from 14 available Add-On kits!



OPI GelColor LED Light
 Cures OPI GelColors in 30 seconds without ever having to change a bulb!
 • 4-Setting Timer
 • 67,000 Hour Lifetime **\$299.95**



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



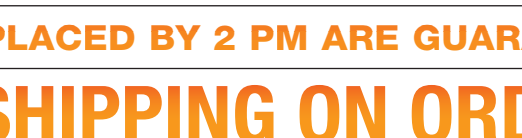
OPI Avojuice Skin Quencher Lotions
 with smooth, rich moisturizers plus avocado and aloe extract.
24 HOUR HYDRATION
New Formula & New Look!
 8.5 oz. \$4.95
 32 oz. \$17.50

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

PusherPlus Titanium \$24.95

AccuNip Titanium Cuticle Nipper \$39.95

File Edger Titanium \$14.95



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



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



Acrylic Liquid
 4 oz. \$16.95
 8 oz. \$29.95
 16 oz. \$47.95
 32 oz. \$74.50
 Gallon \$199.95

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

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CND Vinylux™ Flora & Fauna Collection .5 oz. \$5.25



Dandelion Fragrant Freesia Thistle Thicket Salmon Run Blush Teddy Wild Moss Creekside Field Fox



CND Flora & Fauna Vinylux™ Retail Display
20-ct. \$89.10

CND Flora & Fauna Additives 5-pk. \$29.75



CND Shellac™ Flora & Fauna Collection
.25 oz. \$15.95



Dandelion Fragrant Freesia Salmon Run Wild Moss Creekside Field Fox

CND Essentials Promotion 20% OFF ALL ITEMS SHOWN!
The secret to every successful nail service is proper nail prep and maintenance. Ensure lasting adhesion, beautiful wear and protected, healthy nails.

See website for complete details!



Brisa® Gloss & Brisa® Bond
Buy One Brisa Gloss .5 oz., Get One Brisa Bond .25 oz.
FOR 50% OFF



SAVE 50%
on Brisa Bond
\$25.38 FOR BOTH

CND Shellac™ Offly Fast™
Safely Remove CND Shellac at Home in 8 Minutes!

NEW!

- NEW! Offly Fast™ Replenishing Remover 2 oz.
- Foil Remover Wraps (2) 10-pks.
- SolarOil® .125 oz.
- Manicure Stick



\$6.95
Removes up to two sets.

CND Shellac™ Power Polish™
.25 oz. \$15.95



Base Coat or Top Coat .25 oz. \$15.95
.42 oz. \$24.95
Nourishing Remover 8 oz. \$4.95 32 oz. \$16.95

Shellac™ Chic Trial Pack

Each Trial Pack includes: Base Coat .25 oz., Top Coat .25 oz., Four Shellac .25 oz., ScrubFresh 2 oz., Shellac Nourishing Remover 2 oz., IPA Alcohol 2 oz., SolarOil .25 oz., CuticleAway 8 oz., Kanga File, Orangewood Stick, Shellac Brochure, Shellac Pro Certification Flyer, Shellac Lamp Cling

Shellac™ Trendy Trial Pack

Your Choice \$85.00

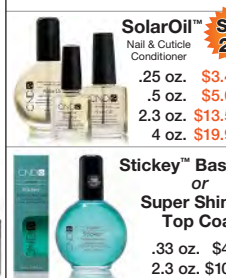


CND Vinylux™ Weekly Polish
is a two-step polish system, consisting of a weekly polish and a weekly top coat, that offers durability, high-gloss shine and week-long wear.



Weekly Polish or Top Coat .5 oz. \$5.25

CND Nail Treatments
Begin and end every manicure with treatments from CND.



SolarSpeed Spray™
Conditioning Polish Dryer 4 oz. \$7.96 32 oz. \$37.56
SAVE 20%
SolarOil™
Nail & Cuticle Conditioner
.25 oz. \$3.40
.5 oz. \$5.00
2.3 oz. \$13.56
4 oz. \$19.96

CND Scentsations™ 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. \$4.76
NailPrime .5 oz. \$11.25
ScrubFresh® 8 oz. \$9.00 32 oz. \$22.36
SAVE 20%

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

Retention+™ Powders
feature superior adhesion, color stability and provide super strength and durability.



Retention+™ Sculpting Powders
.8 oz. \$10.95
3.7 oz. \$32.75
32 oz. \$146.75

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

Brisa™ Gel
Sculpting Gel .5 oz. \$19.75 1.5 oz. \$51.75 4 oz. \$109.75



Special Offer Above!
Gloss Gel Top Coat .5 oz. \$19.75 4 oz. \$109.75



Brisa™ Bond .25 oz. \$11.25

CND Professional UV Lamp
\$149.95



UV Lamp Bulbs 4-pack \$39.95

ProSeries Gel Brushes #6 Oval or Square \$16.50



Performance Forms Clear 300-ct. \$22.75

CND Brisa™ Lite Removable Gel System

Removable Base Coat or Top Coat .5 oz. \$24.95



Removable Sculpting Gel .5 oz. \$21.95

Removable Smoothing Gel .5 oz. \$21.95 1.5 oz. \$54.75

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\$64.95 VALUE



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body drench
QuickTan 6 oz. Salon quality sunless tanning in a bottle.



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\$9.95
\$13.75 VALUE



Original Lotion Deeply hydrating and fast absorbing lotion with original baby powder fragrance.
SAVE \$3
\$5.95
\$8.95 VALUE

NailTek THE NATURAL NAIL EXPERTS



SAVE 25%
Nail Tek Xtra .5 oz. **\$4.50**
Maximum Strength For Difficult, Resistant Nails

Buy One Nail Tek II Intensive Therapy 4 oz. Refill, Get One Nail Tek II Intensive Therapy .5 oz. FREE!



\$23.95
SAVE \$5.50
FREE!

Double Up On Q Monomer!



EzFlow
Get 16 oz. Q Monomer for the 8 oz. price!
SAVE \$20
\$29.95
\$49.95 VALUE

-ibd-
Intense Seal Non-cleaning, mirror glass finish.



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

ProLinc Removes Cuticles in Seconds!
Cuticle Eliminator



Buy One Cuticle Eliminator 4 oz., Get One Cuticle Eliminator 2 oz. FREE!
\$8.95
SAVE \$4.95

ProLinc Breaks Calluses Down in 3-5 mins.
Callus Eliminator 4 oz.



BUY 1 GET 1 FREE!
ORIGINAL OR ORANGE FRAGRANCE
\$10.95



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**



IBD Clear Gel .5 oz. **\$11.95**
8 oz. \$49.95
SALE!



Intense Seal .5 oz. **\$13.95**
BUY 2 GET 1 FREE!
IBD Builder Gel .5 oz. **\$14.95**
2 oz. **\$46.95**



NailTek Natural Nail .5 oz. **\$5.50**
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**
SALE! \$4.50



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



Gelaze china glaze. Gel-n-Base in One **NEW!**
Gel-n-Base .5 oz. **\$14.95**
Top Coat .5 oz. **\$14.95**



china glaze lacquers • quick drying • glossy finish
.5 oz. **\$2.95**
SALE!



Fast Freeze Quick Dry Super-fast drying liquid dries all layers of nail polish in seconds.
.5 oz. **\$4.95**
2 oz. **\$7.95**
4 oz. **\$14.95**
REFILL



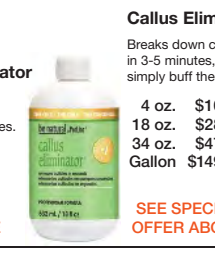
Seche Vite Patented fast-drying top coat. .5 oz. **\$4.95**
Seche Vite Pro Kit .5 oz. & 4 oz. **\$21.35**
Ultra-V Top Coat .5 oz. **\$4.95**
The ultimate UV curable top coat.



Gena Pedicure Gallons **\$19.95** (\$5 S+H)
SALE!
Tea Tree Oil .5 oz. **\$6.95**
\$4.95
100% natural anti-septic and pure essential oil combats everything from nail fungus to athlete's foot



ProLinc Cuticle Eliminator Removes cuticles in SECONDS from fingers and toes.
2 oz. **\$4.95**
4 oz. **\$8.95**
18 oz. **\$24.95**
SEE SPECIAL OFFER ABOVE



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 **\$149.95**
SEE SPECIAL OFFER ABOVE



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



GiGi Wax 14 oz. **\$9.95**
SALE!
All Purpose Wax
SALE!



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 6 oz. Salon quality sunless tanning in a bottle.
SAVE \$3.80
\$9.95
\$13.75 VALUE



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 16.9 oz. **\$8.95**
Enjoy the cool relaxation of an exotic vacation with exotic oils from around the world.
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INDIAN NEROLI OIL
TAHITI MONOI OIL

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Buy One Gel + Lacquer Kit and One Base + Top Coat Kit

Get Color Display Rings 50-ct.

FREE!



\$19.90
SAVE \$4.95

XtremeTM
Nail

Buy One Intense Speed Quick Dry Top Coat 16 oz., Get One Intense Bond Tacky Base Coat 16 oz.

FREE!



BUY 1 GET 1 FREE!

\$19.95

NW
NOUVEAU NAIL PROFESSIONAL USA

Buy One Foil Remover Wraps 100-ct., Get A Second Box **FREE!**



BUY 1 GET 1 FREE!

\$9.95

ArtisticTM Stickers 49¢ EACH



SplitTM Second Nail Glue

1, 2, 3... **DRY!**TM



Extremely rapid drying
Strong bonding
Moisture resistant

49¢ EACH

Clearly KolinskyTM
Professional Gel Brushes



BUY 1 GET 1 FREE!

Square or Oval GET TWO FOR **\$9.95**

NW Super SealTM Pro Pack (4 oz. Refill + .5 oz.) \$49.95

NOUVEAU NAIL PROFESSIONAL USA

Super SealTM UV/LED Gel Sealer

#1 SELLING Super Glossy Gel Top Coat!

BUY 1 GET 1 FREE!

\$9.95

Nouveau Nail Treatments .5 oz. \$4.95 • 2.5 oz. \$14.95

GLASS SEALTM leaves a glass-like finish on enhancements. Air dries in 60 seconds!

SUPER SPEEDTM Fast Dry Top Coat bonds with polish to minimize chipping and maximize longevity.

LINE ELIMINATORTM - One quick swipe blends tip seams and erases fill lines.

4 Varieties Available

Extra Strength Primer Acid or Acid-Free .25 oz. \$4.95

4 Varieties Available

Defense Anti-Spray Refreshing Mint or 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!

SandyTM Ultra-Premium Washable Nail Files

4 Varieties Available

BLACK 100/100 GRIT
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WHITE 180/180 GRIT

\$0.69 EACH
MINIMUM: 12

Dual Shape Nail Forms 500-ct. \$9.95

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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

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. \$199.95

14 VARIETIES AVAILABLE

City LightsTM Neon, Glitter & Bold Sculpting Powders

48 SHADES AVAILABLE

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

XtremeTM Nail

Treatments, top coats and cuticle oils.

.5 oz. \$2.95
.5 oz. \$6.95
16 oz. \$19.95

Xtreme Nail Professional Tips 500-ct. \$9.95

50-ct. Refill \$2.95

RAPIDCURETM 36W UV Tunnel Lamp

~~\$69.95~~ \$49.95

BUILT-IN TIMER
Mirror panels surround hand for rapid, even curing.

9 Watt UV Bulb

SAVE \$20

BUY 1 GET 1 FREE!

\$4.95

RAPIDCURETM 24W LED Tunnel Lamp

~~\$149.95~~ \$99.95

Mirror Panels for Rapid, Even Curing
Rugged Durability
Built-in Timer (30 or 60 seconds)
Up to 50,000 Hr. Lifetime

LED Bulb Strip

SAVE \$50

BUY 1 GET 1 FREE!

\$19.95

ProFilesTM Zebra Sanding Bands

SALE!

\$6.95 \$4.95 100-CT.

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

Compact, Transportable
One-Switch Operation

Includes A/C Adapter, 3 Bits, and 6 Sanding Bands

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 ArtTM Colour CollectionsTM \$3.95

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

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Master Nail Artist Brush Set \$9.95

15 PIECES

SPA FIZZTM Softens cuticles, whitens nails, and releases an invigorating scent-sation!

Effervescent Manicure Balls 10-ct. \$1.50
Fresh Scent Pedicure Tablets 5-ct. \$1.50

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All New 2015 Infinity!

New

- Ultraleather Cushion Design

New

- Neck Rest Pillow (removable)

New

- Spa Base in Espresso color

New

- Adjustable Calf Support

New

- Redesigned Foldable Manicure Tray

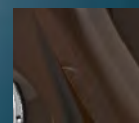
New

- Pureflo Magnetic Jet used with liner

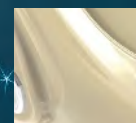


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Packaging!

PROFESSIONAL NAILS STYLED BY YOU™

Great Deals For the New Year

ASP™ Soak Off Gel Top Coat and Base Coat SALE!

\$6⁹⁹ (each)

TOP COAT

Final coat to seal and leave
a high gloss shine.

BASE COAT

Secures the Gel
Polish to your nail.



SALE
\$6⁹⁹



ASP™ Aspire Acrylic Powders SALE!

2 for \$22⁰⁰



SALE
2 for
\$22⁰⁰

ASP™ Aspire Acrylic Powders 1.6 oz.

SHADES: INTENSE PINK,
PINK, WHITE, CLEAR

Perfect color, perfect pick up, perfect
flawless blending to create beautiful
sculpted nails. Easy to use & apply.

ASP™ Aspire Acrylic Liquid SALE!

\$23⁹⁵

Aspire for perfection

Aspire Bonding Acrylic Liquid 8 oz.

Aspire Bonding Acrylic Liquid is the highest
quality formula for creating professional
acrylic nails. ASPIRE™ produces crystal clear
finished nails. Does not require a primer.



SALE
\$23⁹⁵

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NEW

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Reusable Tumbler with matching lid and straw

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NEW! Diamond Tumbler 6 rows of bling rhinestones, Acrylic double wall 20 oz.

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Long **\$24.95** Short **\$19.95**

Aprons

T-SHIRTS

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\$24.95

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Skull Belly Ring **\$12.00**

Rhinestone Peace Ring **\$11.95**

Skull Ring **\$10.95**

Peace Charm Bracelet **\$10.95**

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Prep Squad

For techs who deck out celeb digits as their day job, gearing up for the year's biggest awards shows is no easy feat. Stars are expected to debut sensational nails at every event and the popularity of the mani-cam leaves little room for error. So, with awards season around the corner, we asked top celebrity techs to give us the inside scoop on what it takes to nail it on the red carpet.

MEET THE MANICURISTS:	 STEPHANIE STONE	 KAREN GUTIERREZ	 MIHO OKAWARA	 KIMMIE KYEES
Celebrity clients:	Miley Cyrus, Lea Michele and Kelly Osbourne	Zoe Saldana, Selena Gomez and Naya Rivera	Jessica Alba, Zendaya and Kesha	Ariana Grande, Iggy Azalea and Adele
How do you prepare for an event?	"I look at what my client is going to be wearing and how her hair and makeup will be done, then I pick a color or design that will best complement the look. I want everything to be chic, classy and cohesive."	"I love to pull ideas from the outfit or accessories the client will be wearing and incorporate those elements into the design. I also make sure that their nail look is appropriate for the event."	"I talk to the wardrobe stylist, makeup artist and hairstylist to get as much information about the look as I can. Then I decide on a theme that goes with all those elements."	"Fashion is a huge factor! I am always inspired by the colors, jewelry and accessories that the client will be wearing."
What's your creative process with the client?	"I want as much input as my client is willing to give. The client and her team usually tell me what kind of look they're going for and, occasionally, they will suggest an exact color and polish brand to use. I carry over 300 bottles of polish with me to every job."	"Most of my clients love when I give them my input, but it's important that I meet my clients' needs and create a nail look that fits their personality. If they have something in mind, I usually prepare a design in advance on a nail wheel or press-on nails."	"I like to get an overall idea of the type of look the client is going for. A color concept helps out a lot. If a client wants something unusual or complex, I will take time before the appointment to prep the design, but usually not much preparation is needed."	"Most of the time, the [nail] design is determined right then and there. But sometimes, I have custom wraps made and bring them with me to the event. I also make sample designs on nail tips so I can show my clients a visual example. They love that!"
What's your most memorable mani?	"Any of my designs on Demi Lovato."  	"Crystal pyramid accent nails for Shay Mitchell."  	"3-D sushi nails for Katy Perry."  	"Yellow smiley face nails for Rihanna."  

PHOTOS (LEFT TO RIGHT): LOVATO/PAUL ARCHULETA/FILMMAGIC; NAILS: ALLEN BERZOVSKI/GETTY IMAGES ENTERTAINMENT; (MITCHELL) KEVIN MAZUR/WIREIMAGE; NAILS: JASON MERRITT/GETTY IMAGES ENTERTAINMENT; (PERRY) AMY SUSSMAN/GETTY IMAGES ENTERTAINMENT; (RIHANNA) SAMIR HUSSEIN/GETTY IMAGES ENTERTAINMENT; NAILS: JON FURNISS/WIREIMAGE



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and For Audrey.



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