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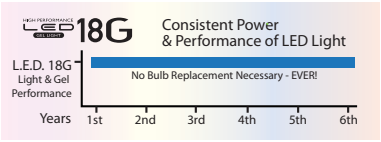
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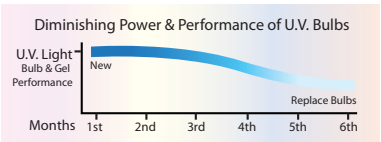
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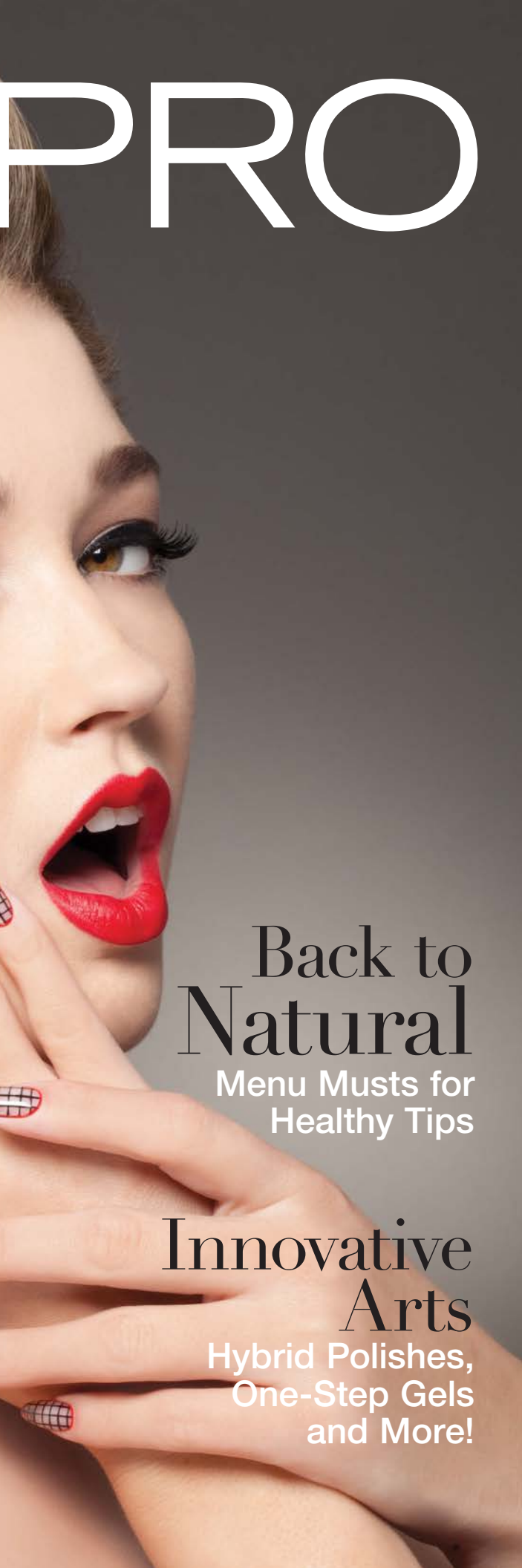
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114



60

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Nails: Natalie Minerva, nail-swag.com; Hair: Judd Minter, Aim Artists; Makeup: Camille Clark, Aim Artists; Photography: Cory Sorensen, corysorensen.com; Model: Heather Depriest, Wilhelmina; Digital Imaging: Jaison Duell Wilson; Art Director: Patricia Quon-Sandberg

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

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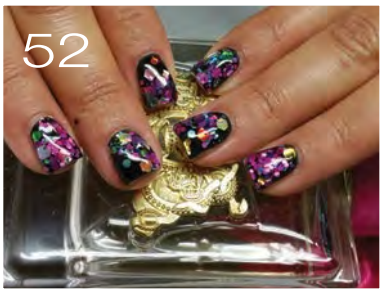
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Paying Dues



In 2010, I went to Washington, D.C., with the Professional Beauty Association to lobby for a tip tax break for salon owners. Thanks to that trip, I learned so much about the importance of reporting gratuities and how it affects all beauty professionals—employees, independent contractors and salon owners alike.

Of course, when it comes to accurately reporting tips to the IRS, it's sort of akin to that age-old question: Would you do the right thing even if no one were looking? You know, like when you pay for something with a $10 bill, but the cashier gives you change for $20. Or when you notice that one of the items you bought didn't ring up on the register. Do you say something? Of course we know that we *should*, but sometimes we just ... don't. We convince ourselves that we didn't really notice, or it that was the cashier's mistake, which gets us off the hook. In fact, a similar situation recently happened to me: After dinner at an Italian restaurant, complete with appetizers, dinner, wine and dessert, I noticed that the bottle of wine was missing from the bill. On the one hand, dinner was expensive enough even without the wine. But we *did* order and drink the entire bottle. What's a girl to do?

The thing is, when it comes to being honest, being good isn't easy. If it were, carrots would taste like chocolate cake. (And they *really* don't, no matter how hard I try to convince myself otherwise.) What's more, being truthful isn't just about you. There are other people involved: the small business owner who will have to make up the change for the $20, the waiter who will have to pay for the bottle of wine and the nail technician who can't get a loan for the house she wants to buy because of her underreported income. And when it comes to techs misreporting income, the entire beauty industry can suffer. If the government sees the beauty business as a low-wage industry, it could affect the amount of federal student aid that's granted to cosmetology students.

To help you figure out the who, what and when of tip reporting, be sure to check out "Tipping Point$" on page 92. It will walk you through getting your tips in order—just in time for tax season!— whether you're an independent contractor, employee or salon owner. As for me, ultimately I alerted the waiter to the error. I didn't want him to suffer for the mistake. Plus, it's just bad juju!



Stephanie Lavery
NAILPRO Executive Editor
slavery@creativeage.com

House of Polish... The recently opened House of Polish in Beverly Hills welcomed industry insiders for a night of champagne and nail art. (From left) NAILPRO beauty director Karie Frost, House of Polish co-owners David Ngo and Robert Nguyen, NAILPRO managing editor Jennifer Carofano and Simcha Whitehill, aka New York-based nail artist Miss Pop.



Behind the Nail Pros…

Celebrity nail artist and blogger Natalie Minerva (aka Nail Swag) joined us for the day to create her take on Valentine's Day nails. Check out the behind the scenes of our shoot on page 62.





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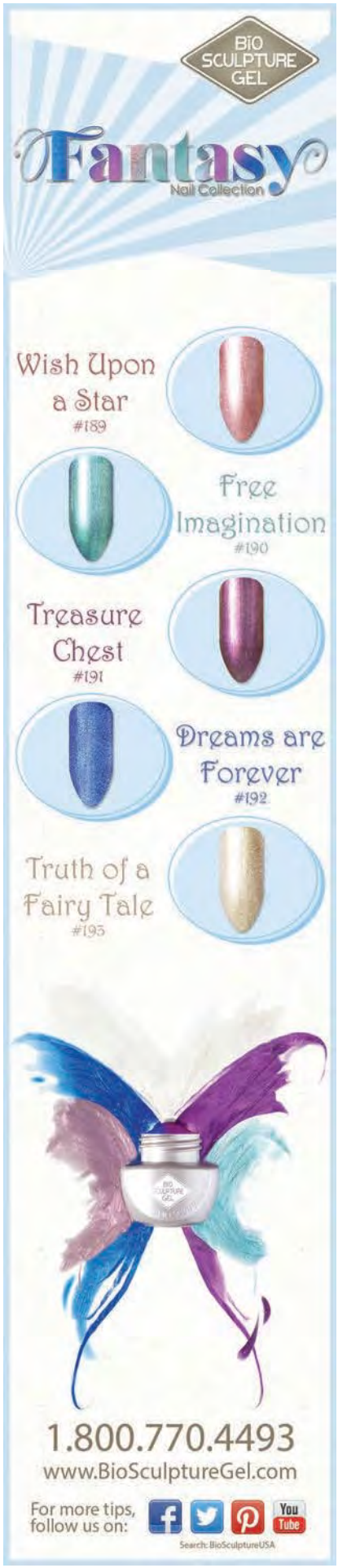
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▲ Kitty Approved
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Tatiana Ramos, @shadyxella



▲ Brushing Up
I have had problems finding the right brush in the past, so it was great to see the article "Brush Breakdown" in the November 2014 issue. Thank you!
Lesha Gibbs

▼ Mani Motivation
You've published a lot of my nail art over the years, and every time I see my name in print, it encourages me to work harder! I love you guys and your magazine is the best!
Kim Barksdale



Love this!
Ravit Reitman





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Q What's the best part about being a nail tech?

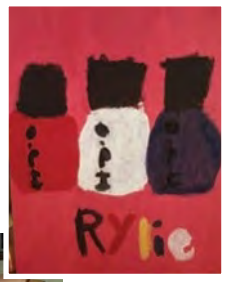
I love being self-employed, working Monday to Friday and creating beautiful nails for my customers!
Susan Compton

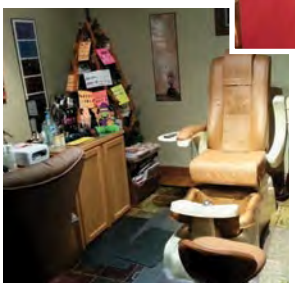
I love making people feel good. It's the best feeling in the world!
Ldiana Tisdale

I get paid to hang out with clients all day and create epic nail art!
Jamie Duffield

I can wear cute shoes and my feet don't hurt at the end of the day!
Summer Meagher

▶ Child's Play
This painting is from my 7-year-old daughter!
Samantha MacGregor





▲ Accent Furniture
I wanted to share a picture of my nail studio. It has a customized nail polish display and a nail art tree with designs for every occasion!
Hyoson Albert



CORRECTION: The name of the Zoya collection on page 134 of the January 2015 issue is Delight. In that same issue on page 116, the website for Gena MRX Antiseptic should be genaspaproducts.com. We sincerely apologive 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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The Glossies WINNERS Announced!

The results are in for our third round of competitions: Inspired Artistic Genius (Theme: Champions!) and Mixed Media (Theme: Country Fair). Congratulations to the winners!

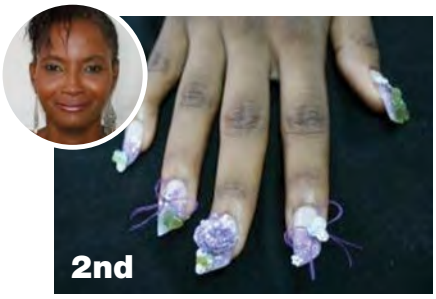
That's a WRAP!

The deadline for the fourth and final round of competitions (Design Sculptured Nails and 3-D Nail Design) was January 20, 2015. Winners will be announced in the April 2015 issue, and the grand prize winner of all four rounds of competitions will be announced at IBS Las Vegas on June 22 and in the June 2015 issue of NAILPRO.

INSPIRED ARTISTIC GENIUS

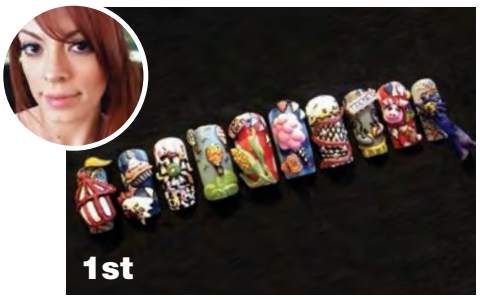
1st Deanna White
2nd Sandra Britton





MIXED MEDIA

1st Deanna White
2nd Bella Martinelli
3rd Dulce Ma Zapien Alor







Delight

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ZP772 Rayne

ZP773 Lillian

ZP774 Tiana

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Media Focus

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



Cosmopolitan ● A budget-friendly beauty roundup included **OPI** Unfrost My Heart as the perfect hue for the tinsel-heavy holidays.



Bazaar ● Reporting on the "look-at-me" nail trend seen on the fashion runways of Burberry Prorsum and Carolina Herrera, the mag suggested a bold manicure with **Essie** E-Nuff Is E-Nuff.



Real Simple ● A holiday party style guide featured ritzy fashion and beauty recommendations, including a two-tone manicure using **Essie** No Place Like Chrome.

Elle ● To achieve shimmering pop-star nails, readers were pointed to the Gwen Stefani for **OPI** polishes, Rollin' in Cashmere and First Class Desires.



InStyle ● A roundup of festive reds included **CND Vinylux Weekly Polish** Crimson Sash.





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Luxe for Life

The future is looking bright for Boston-based nail and beauty care chain **MiniLuxe**. In October 2014, the company announced that it received $23 million in expansion capital. "When my partners and I founded MiniLuxe, we had a vision to transform an industry—to 'Starbucks' the nail salon—and this is just one more step towards that goal," says Tony Tjan, chairman of MiniLuxe, which currently has eight company and franchised stores operating in the greater Boston area. Each location prides itself on the use of eco-friendly products, clean and consistent store design and medical-grade hygiene. Says MiniLuxe CEO Sue Thirlwall, "Our innovations flow from our purpose, which is to celebrate self-care."



Mama Mia!

There was a lot to celebrate when City of Industry, California-based **Mia Secret** participated in the prestigious TV Nails Awards in Mexico City on October 27, 2014. Exclusive Educator Viviana Cabezas (pictured, left) won third place in the one stroke category, as well as third place in the low-relief sculptor category, while Exclusive Educator Luisa Gonzalez (pictured, right) took second place in the low-relief sculptor category. "We believe we accomplished the purpose, which was to motivate and encourage our Exclusive nail techs to succeed in the nail industry and try to become International Master Educators," says Mia Secret CEO and founder Roberto Mejia.



Additionally, Mia Secret Master Educators Eva Montelongo and Blanca Martinez were among the judges in attendance. "Our educators are constantly developing new nail techniques, trends, nail systems and innovating ideas, which encourages and helps nail techs and beginners to succeed in the nail industry, develop a professional career and get better income," Mejia notes. "Having Eva and Blanca as judges is the result of the great work we have been developing in many countries in Latin America and in many cities in the U.S."

Whole Loxa Love



NAIL TECHS AND SALONS CAN NOW EARN COMMISSION WHEN CLIENTS PURCHASE **CND** PRODUCTS ONLINE. The Vista, California-based brand recently partnered with e-commerce platform **Loxa Beauty** to offer several of its bestselling at-home offerings, including Vinylux Weekly Polish (shown), SolarOil cuticle oil, Scentsations hand and body lotions and nail treatments Stickey, Super Shiney and Speedey. These items can be viewed on the CND website at cnd.com/vinylux, where a "Buy Now" option will link consumers directly to Loxa Beauty. When using this retail option, the customer is prompted to provide the name of a salon or beauty industry professional of their choice, who then receives a commission on the purchase. Bonus: If nobody is specified, the Loxa Local program ensures that a salon or professional within the customer's area receives the commission. "At CND, elevating the nail professional is and always will be our top priority," says Marty Flaherty, general manager of Revlon Professional Brands, USA. "With online shopping becoming the new norm, our partnership with Loxa Beauty allows us to meet the retail product needs of our consumers while still supporting the professional nail community."



The *Fastest* In The Industry

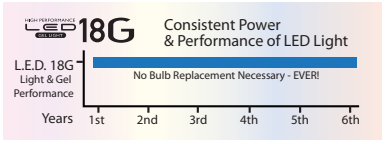
{LED, *accelerated*}

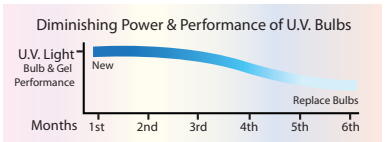
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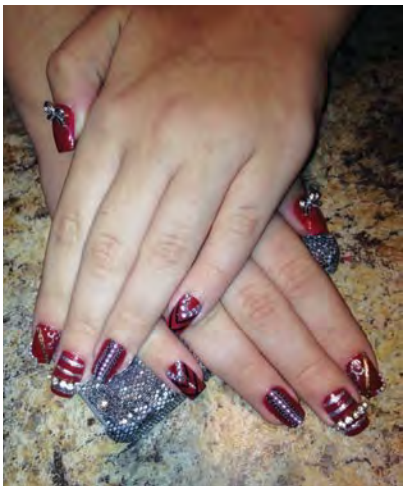
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BACK TO SCHOOL

THE FUTURE OF THE NAIL INDUSTRY MAY JUST BE IN BIDDEFORD, MAINE. As part of the Biddeford High School (BHS) Career Expo held in November, alumna Elaine Watson, Star Nail vice president of marketing and director of education, spoke to students about her career, including her role as a judge on Oxygen's reality series, "Nail'd It!" The students also had the opportunity to showcase their own artistic talents. "A week before the event, the school showed excerpts of 'Nail'd It!' during the morning announcements and invited students to compete in a nail art contest," Watson says. They then had one week to submit their designs and Watson chose four lucky winners: Trang Nguyen and Sabrina Kheang tied for third place, Ngan Ho came in second and sophomore Skye Kendrick was awarded first place honors.



(From left) Skye Kendrick, Sabrina Kheang, Elaine Watson, Tran Nguyen and Ngan Ho.


The first place entry created by Kendrick.

At the evening event, each winner received a gift basket of Star Nail products as well as a T-shirt featuring Watson's nail art and autograph. What's more, first place winner Kendrick revealed that she's interested in pursuing a career in nails, and Watson is now trying to help bring a beauty program to BHS. "I'm really happy that the current superintendent is focusing on what kids can do when they graduate," Watson says. "[The students learned] so much about the many facets of the nail industry at the career night. Most people don't know that you can be an educator, travel the world or even join an agency and work with celebrities."

Beacon of Hopefuls

THE PROFESSIONAL BEAUTY ASSOCIATION (PBA) IS NOW ACCEPTING APPLICATIONS FOR BEACON 2015. It costs $50 to apply for the invitation-only program, which takes place this summer, July 11-14, during PBA Beauty Week in Las Vegas, and is open to all students enrolled in an appropriate program (cosmetology, esthetics, nail technicians, etc.) in the U.S. or Canada who have not been a previous Beacon winner or honorable mention.

The top 100 entrants selected by a panel of beauty experts will be invited to attend Beacon with free tuition. The next 200 entrants with the highest scores will be invited as honorable mentions and pay a reduced fee of $199. Cosmetology instructors and administrators are also encouraged to attend in support of their students and will be offered discounted tuition to attend PBA Beauty Week with their winning students.

To apply, entrants must submit a professional résumé, a letter of recommendation, a portfolio of images and a professional marketing piece. Those invited to attend will have the opportunity to network with top salon owners and attend industry events, such as the PBA Business Forum, the North American Hairstyling Awards (NAHA) and Cosmoprof North America. Beacon also features specialized educational sessions that give students training in resume writing, interviewing, leadership and entrepreneurial strategies within the professional beauty industry. All entries must be submitted online by 11:59 p.m. EST on March 19, 2015. Beacon winners will be announced May 4, 2015, on the Beacon Facebook page (https://www.facebook.com/pbabeacon). For event dates, application tips and an entry checklist, visit probeauty.org/beacon.



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GET READY FOR THE ROYAL TREATMENT!

To celebrate the release of Walt Disney Pictures' live-action film, *Cinderella*, opening nationwide on March 13, Brea, California-based Morgan Taylor and Gelish are releasing new color collections. "For this classic story, we really wanted to create an iconic selection," says CEO and creator of Gelish, Danny Haile. "Drawing inspiration from the movie, we developed colors and statement glitters in soft, playful shades." The Morgan Taylor collection features six shades, including If The Slipper Fits (shown), while the Gelish collection showcases nine new hues, including matching shades for Two of a Kind with Gelish and Morgan Taylor polish duo packs. Both collections are available for a limited time beginning in February—so be sure to get them before the stroke of midnight! For more information, visit morgantaylorlacquer.com and gelish.com.

Newsfile

Stephen Pirtle has joined **Belava** as the Canoga Park, California-based company's new vice president of sales. Pirtle has a wealth of experience, having spent 22 years in the beauty and tanning industry. In his new role, he will be developing and managing regional and national accounts. "I am excited to start a new challenge within Belava and look forward to working with the team to further develop their already extensive product line," Pirtle says. "I am fortunate to be joining such a respected company that prides itself on top quality products and services."



Stephen Pirtle

Made in the Shades

Talk about a title that's just, well, screaming to be parlayed into a nail polish collection. With the ***Fifty Shades of Grey*** movie premiering February 13, **OPI** has released six limited edition lacquers that celebrate E.L. James' bestseller-turned-blockbuster. "The ***Fifty Shades of Grey*** book series is one of the greatest publishing sensations of all time," says OPI co-founder and brand ambassador Suzi Weiss-Fischmann. "Fans have fallen in love with the characters and are eager to see them translated onscreen. The collection bottles the film's passion, luxury and power in six beautiful nail lacquers ideal for expressing sensuality through beauty." Indeed, the polishes, which were released last month, include a deep cream red called Romantically Involved, as well as five different gray hues with names such as Dark Side of the Mood, My Silk Tie and Cement the Deal.





To learn more about our product collection, visit **MyContinuumPedicure.com**, contact your local distributor or call Continuum Pedicure Spas at **877 255 3030**

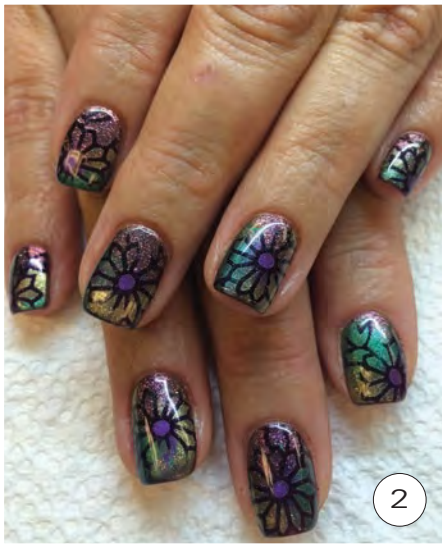


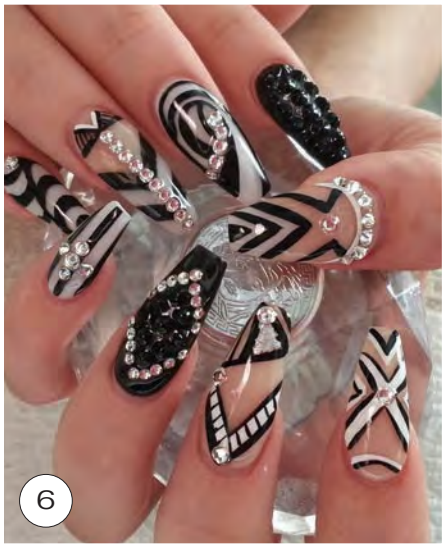


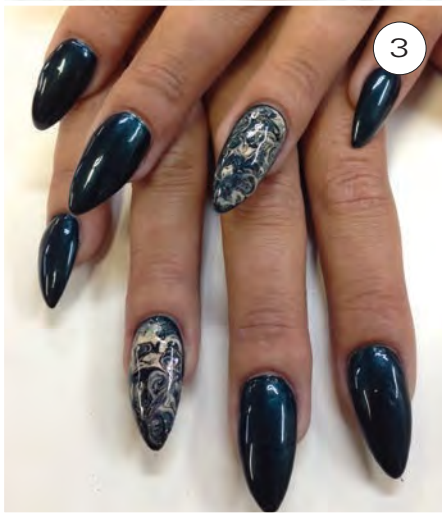
READERS NAIL ART

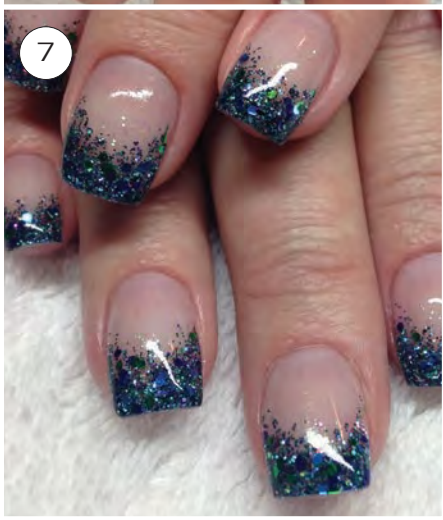
Take a look at what NAILPRO readers are creating! From acrylics to gels to paints, they've done it all. Submit your own original nail art and share it with your fellow techs.

1 Celina Delorme The Jagged Edge, Regina, SK, Canada **2 Anna Rodriguez** Colours Hair Salon, Harwood Heights, IL **3 Rosa Vargas** Palm Springs, FL **4 Lori Ryan** Bentley Place Hair Design, Bullhead City, AZ **5 Eli Waters** Eligirl Nails, Virginia Beach, VA **6 Cinthya Gutierrez** Fort Worth, TX **7 Deborah Regan** Kelowna Nails, Kelowna, BC, Canada **8 Monica Russo** Figueira da Foz, Portugal















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9 Henry Ly Forever French Nails & Organic Spa, Wichita, KS **10 Kenya Moore** Thomas Maxwell Salon, Fayetteville, NC **11 Natasha Wall** Natasha's Nails & Spray Tanning, St. John's, NL, Canada **12 Sara Griffith** Nail Candy, Chico, CA **13 Angela Blaisdell** Perfectly Polished Inc., Williamsburg, VA **14 Nipha Vongsoury** Glitz Nail Boutique, Franklin, WI **15 Nellie Lawson** Nellie's Nails, Eugene, OR **16 Jazmine Romero** Touch Salon, Milltown, NJ











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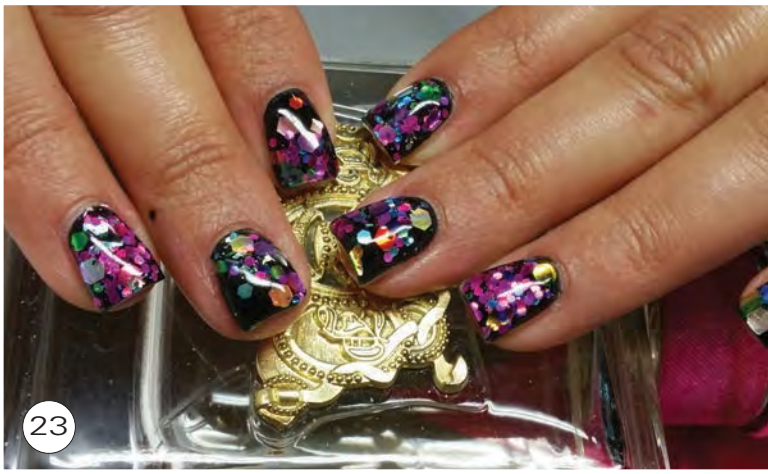


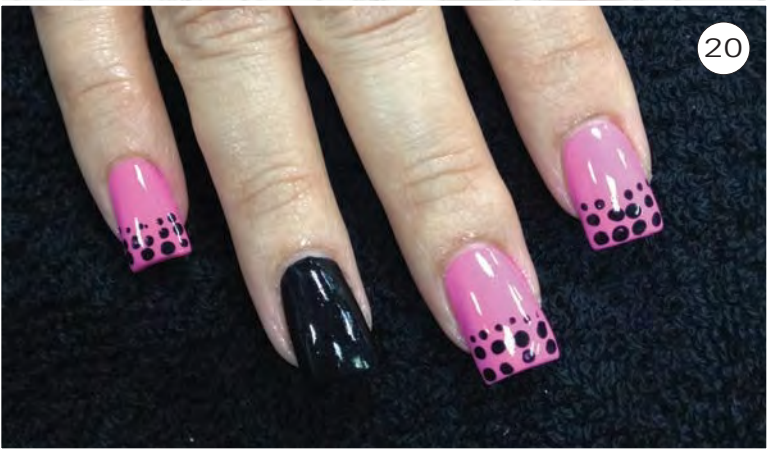


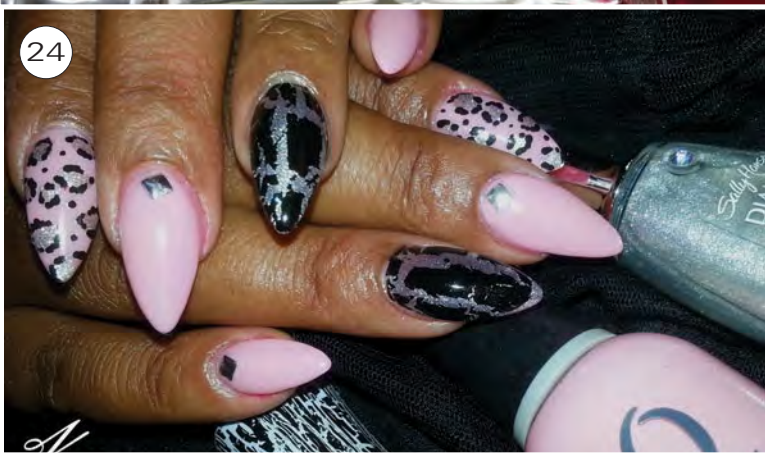
17 Stephany Safronovich Lovely Nails by Steph, Drayton Valley, AB, Canada **18 Marinela Santos** Bethlehem, PA **19 Taylar Hillman** Studio Designs by Taylar, Anaconda, MT **20 Isha Martinez** Dayvid Henry Salon, Bakersfield, CA **21 Shane Smith** Rifle, CO **22 Jodie Morris** Highcliffe, England, UK **23 Tiffanie Rodriguez** Nail Couture Studio, Tulare, CA **24 Yolanda Ortiz** Tampa, FL











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Guest Artist
Rose Velez-Miggins is a celebrity nail artist, professional educator and owner of doorBella Creative Concierge Service. Her work can be seen on the runways at New York Fashion Week.



Fringe Benefits

There's something about swishing fringe that feels so *fun*—and designers definitely took part, trimming and even coating wares in layers of swinging strands. While fringe typically goes the way of Woodstock, this time around the trend is all about elegance and advancement. Take, for instance, the gathered swags of thread strips on a Stella McCartney dress or the artfully contained plastic ribbons on a Chalayan tunic. The looks are less about swing, more about swagger.

Can fringe work as nail art? Rather than simply affix loose threads to tips, nail artist Rose Velez-Miggins was inspired by the shapes and movement that fringe conjures. Mimic layers of fringe using everything from bugle beads to thin pieces of shell to, yes, embroidery thread.



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

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THE MAKING OF OUR COVER

DESPITE THE FACT THAT HER CALENDAR WAS PACKED WITH APPOINTMENTS, celebrity nail artist and blogger Natalie Minerva (aka Nail Swag) happily changed her schedule around in order to do a set of modern Valentine's Day nails for our February cover.

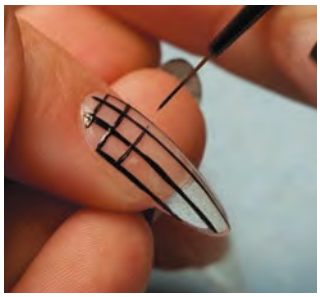
When Minerva arrived on set, she already had a vision for her cover-worthy tips: a more sophisticated take on the heart-stopping holiday theme, with a limited color palette of red, black and white, negative space and clean lines. Minerva created those lines with a heavily pigmented art gel, a super-fine nail art brush and an amazingly steady hand, saying, "I can't have coffee when I do nails like these!" This simple yet chic set is extremely salon-friendly in its entirety or perfect for a subtle accent.

"I wanted to create a set of nails that was more 'grown-up' Valentine's Day; sort of like bondage nails!" —**Natalie Minerva**

Creating the Cover Nails



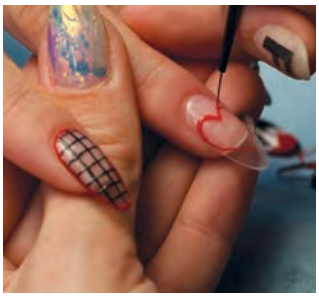
1 Minerva began by fitting the model with clear tips and coating them with two coats of clear hard gel.



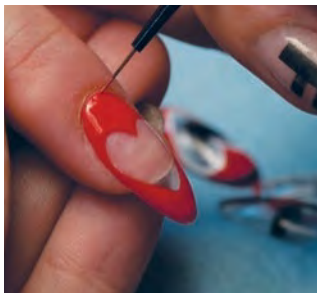
2 For the lattice-style nail, she used a fine-tip brush and black gel paint to create the lines. Before curing, she painted vertical lines down the nail and then horizontal lines.



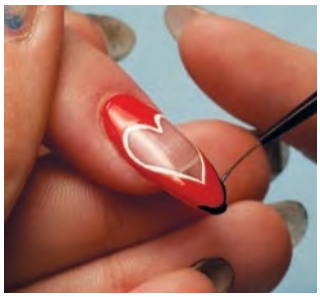
3 Next, Minerva outlined the lattice pattern with red gel paint and cured.



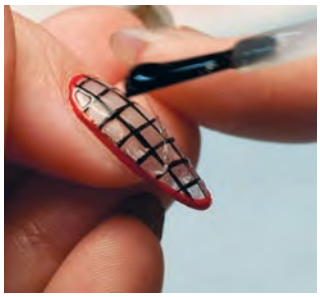
4 For the heart nail, Minerva painted the outline of a heart on the center of the nail with red gel paint.



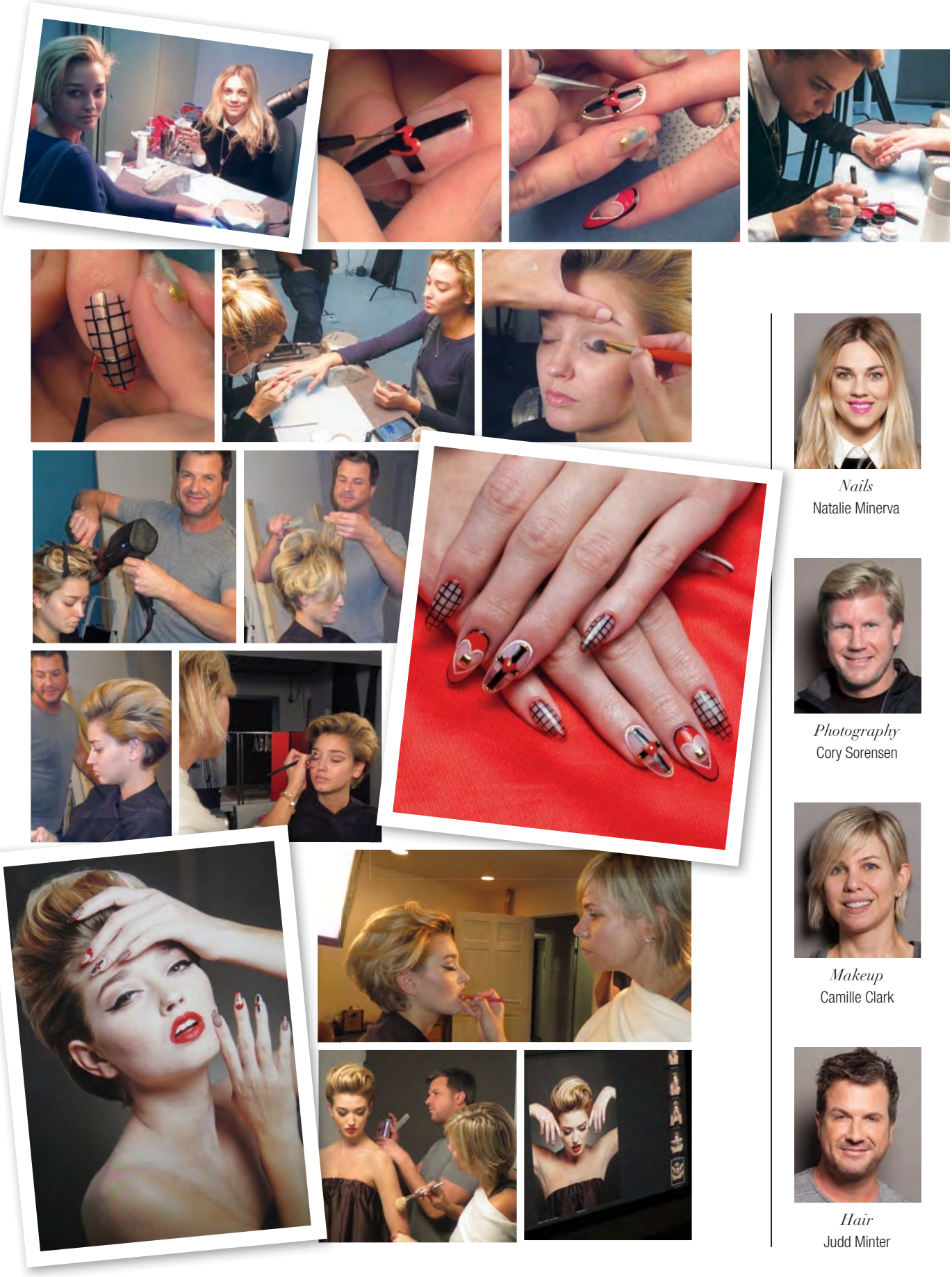
5 Then, she filled in the area outside of the heart with red, leaving the center void of color.



6 Next, Minerva outlined the heart with white gel paint and then outlined the whole nail with a thin line of black.



7 To finish off the set, Minerva sealed the designs with clear top gel for super high shine.



Nails
Natalie Minerva

Photography
Cory Sorensen

Makeup
Camille Clark

Hair
Judd Minter



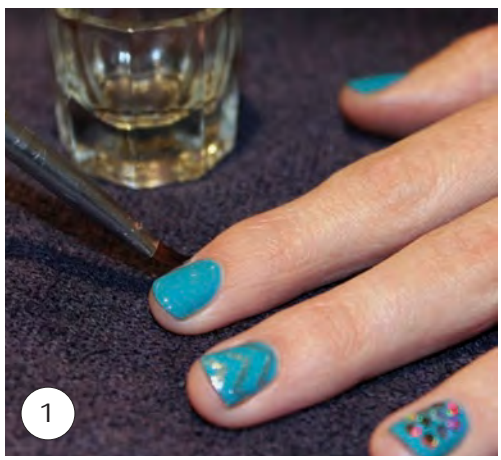
Take Your Best Shot

No fancy camera? No light box? No problem. You can take professional-looking photos without ever leaving the salon.

Social media is fast becoming a "must-do" for every tech who wants to grow her business—and for good reason. It's an extremely cost-effective (practically free!) way to advertise your work and gain a following. As a licensed tech who also runs a nail blog, I've taken thousands of nail photos. I quickly discovered it's not enough to simply post good work. Amidst social media's endless sea of nail images from both pros and DIYers, your photos need to be exceptional. Fortunately, you don't need an elaborate setup or expensive equipment to shine. Just grab your phone, switch to camera mode and follow these easy steps for taking amazing photos that will showcase your best work and, ultimately, drive clients to your chair.

Photography How-To

1 **Make it perfect.** Use a makeup brush dipped in acetone to clean up your work, being sure to watch for clear top coat that may have flooded the cuticle because it will reflect light. Moisturize your client's hands and cuticles thoroughly, but don't leave them oily, which can look messy in photos.



2 **Create a backdrop.** If taking photos at your station, clear dust and remove tools and trash. Ditch the terry cloth towel and use something creative, such as glittery paper or print your own backdrop with your salon logo and name. Just be sure your setting isn't so busy that it competes with the nails.

3 **Light the scene.** Natural light is best, so try to take photos near a window under indirect sunlight. If that's not possible, place your client's hands directly under your table light to prevent harsh shadows. Also, be sure to turn the flash on your phone to "auto." If the flash goes off, you don't have enough light, so add supplemental indirect light until the photo can be taken without the flash. If the flash just can't be avoided, make sure it doesn't create a glare that obstructs the view of your handiwork.





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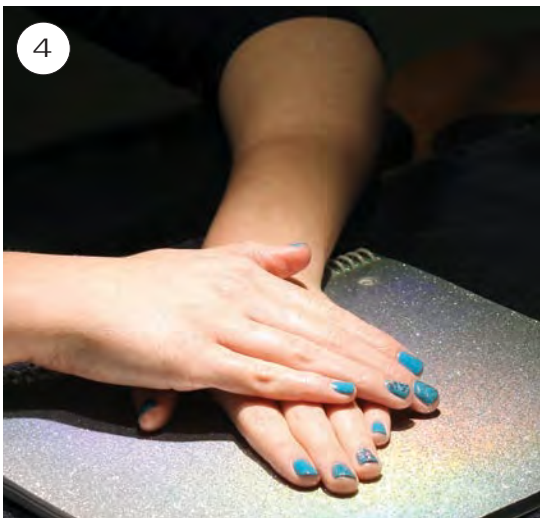


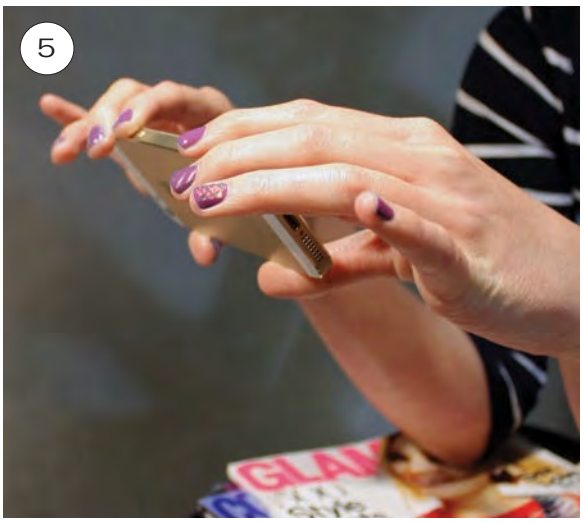




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4 Pose naturally. Simply pose your client's hands resting on a surface (not in mid-air) to keep them from moving. Develop a few go-to poses so followers will begin to recognize your work.

5 Frame your shot. Rest your elbows or phone on a flat, makeshift base while taking the photo to avoid shaking and keep your images crisp. Center the client's hands in the frame and don't zoom in. Phone cameras use digital zoom that will degrade the clarity of your photos. Plus, it's better to have extra space that you can crop out later. When shooting, take multiple shots. It only takes a minute and gives you a lot to choose from.

6 Correct color and crop. If something is "off" in your photo, you'll recognize it. There are free or inexpensive smartphone photography apps (see "Photo Shop," below), which can adjust the brightness, tone and color of your photos. Experiment with the settings until you're satisfied. (Hint: It's helpful to have something white in the shot that can be cropped out later. Watch the white item as you make color or lighting adjustments to make sure it's adequately bright and doesn't have an odd color cast.) Then, crop out any unnecessary space. Square dimensions are an easy way to keep photos consistent and it's perfect for Instagram.

7 "Sign" your work. It's impossible to prevent photos from being shared (which isn't a bad thing!). But make sure that the credit stays with the pic by "signing" your photo with a watermark. Placing a business card in the shot will also work.

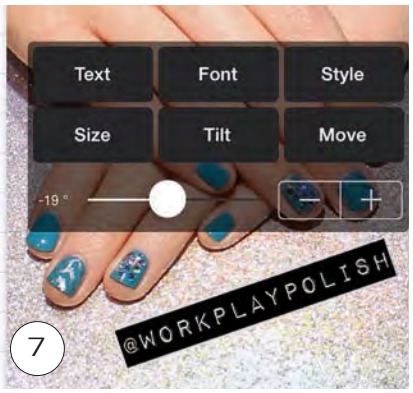


Photo Shop

Make every shot perfect with clever apps designed to do just that. Here, Sarah Waite, the nail artist behind chalkboardnails.com, recommends five of her favorite apps to up your nail photography game:

Afterlight is great for basic photo editing. Change the tone of highlights, midtones and shadows separately for the perfect color. For Android and iOS.

Curvegram allows you to place curved text on an image. Curving your name along the cuticle line is a subtle, classy way to watermark. For iOS.

Phonto lets you add text, such as your name or social media handle, to each photo. This is important if your photo gets separated from your account. You want fans of the work to be able to find you. For Android and iOS.

PicPlayPost enables you to combine still photos and videos in a collage. For Android and iOS.

Moldiv creates photo collages. If, for example, you've done some special nail art on the thumbs, but you don't want to post a separate photo to show them off. It's also useful for curating a set of related manicures. For Android and iOS.

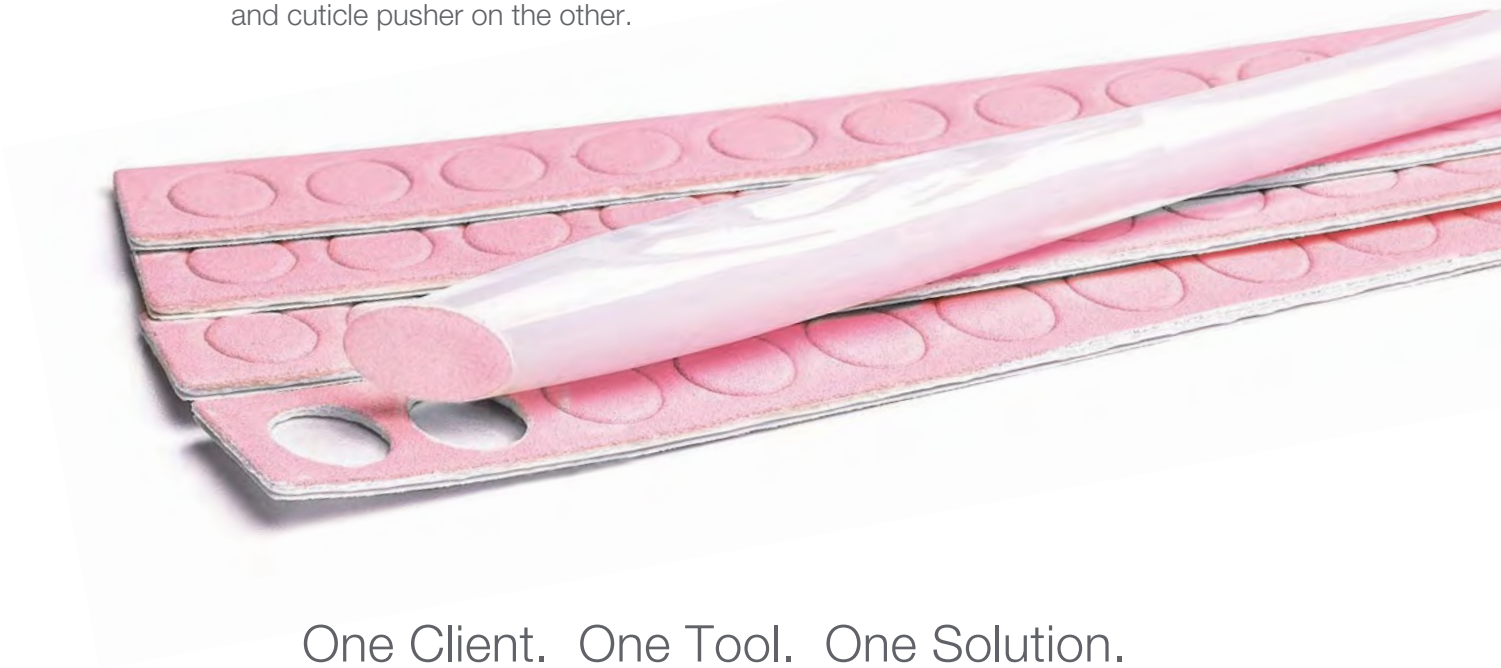
Leslie Henry is a business development executive, licensed nail tech and the blogger behind workplaypolish.com

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Nails That Rock

Get into the groove with music-inspired manicures.

Music means different things to each of us. Listening to a favorite song can be a source of inspiration that fires you up, or it can transport you back to a favorite time or place, evoking great memories. Likewise, nail art can give you a boost, reflect a specific passion or serve as an extension of your personality—and just as recording artists express themselves through their work, so do we as nail artists. For all of these reasons and more, it seems fitting to combine music and manicures.

The designs I've created here pay tribute to a variety of genres and can be a great way for clients to show off their musical preferences. For classic purists, a vinyl record makes the ideal French tip. If your client wants something edgier, an electric guitar on a glittery canvas may be more her speed—or crank it up another notch with a skull and flames. I also created a keyboard design for a more versatile look. As you explore these options, why not throw on a favorite album and see what it inspires *you* to create?

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: Keyed Up



1 Polish the nail diagonally, half black and half white.

2 Add thin black lines with a striping brush to create the white piano keys.

3 Paint black keys and finish with topcoat.



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

Intermediate: Guitar Hero



1 Polish the nail gray. Add glitter top coat.

2 Paint a black guitar shape.

3 Add white accents and finish with top coat.



Nail Design: Pam Minch
Average Time: 3 minutes • **Suggested Price:** $3

***All prices are per nail unless otherwise noted.**

PHOTOS: ARMANDO SANCHEZ

BEYOND GEL TECHNOLOGY.



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Advanced: Great Balls of Fire



1 Polish the nail white. Add two banners using beige and blue; outline them in black.

2 Paint a black skull, using white to create the eyes, nose and teeth.

3 Add yellow, orange and red flames. Paint "Rock & Roll" on the banners with black. Finish with top coat.



Nail Design: Pam Minch
Average Time: 20 minutes • **Suggested Price:** $10

French: Classic Rock



1 Polish the nail Silver. Paint a black semicircle on the tip.

2 Add a blue circle with a black dot at the center of the free edge. Then add thin white lines to the black to represent record grooves.

3 Paint several black music notes or use a nail art stamp and finish with top coat.



Nail Design: Pam Minch
Average Time: 5 minutes (full set) • **Suggested Price:** $5 (full set)

***All prices are per nail unless otherwise noted.**

AIR IT OUT.



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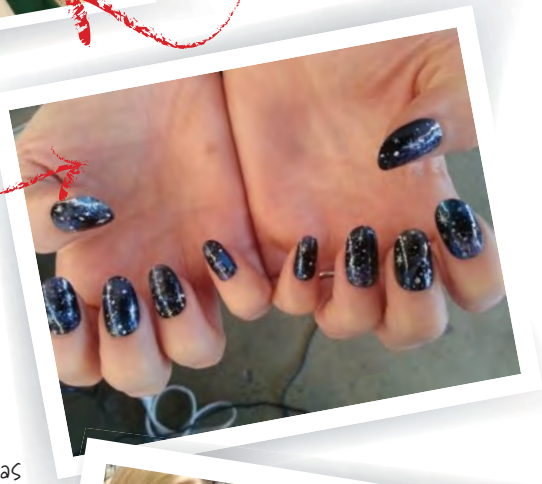
Fleury Rose

Celebrity Manicurist





Chillin' on set.



Galaxy nails for Anne Hathaway.



Working with youth at The Door.

What was your first job in the industry?
Seventeen magazine asked me to do an entire nail art story using my own designs! I was so nervous, but the photos came out so beautifully that I still use them in my portfolio.

Who would you like to work with?
Sophia Coppola. She's such an inspiring director and I love all her movies!

What inspires you?
I teach nail art to underprivileged youth at The Door in SOHO twice a month. I have met so many young people there who are bright, passionate and talented in the face of adversity. I always leave with my heart full and I am inspired by their stories. It grounds me and teaches me to be grateful and patient.

What is your proudest accomplishment?
This year, *Fast Company* magazine named me as one of the top "100 Most Creative People" in business in the world! I got to go to Montreal to receive the award, and had a two-page spread in their MCP issue alongside people like Jerry Seinfeld, Anna Kendrick and Mike Will Made It!

My most treasured possession is...
My Boston Terrier Yoshi! I love animals and he keeps me laughing.

Are you a morning or night person?
I was never a morning person until I began doing nails. Hello 6 a.m. call times! Getting up early is great because you get so much accomplished during the day!

My favorite type of food is...
Indian food, particularly dosas.

What was your most recent impulse buy?
I got an adorable black fascinator at Artists & Fleas in Chelsea Market. Fabulously impractical!

Describe the best set of nails you've ever seen.
I am always blown away by anything Nagi San from Disco nails in Japan does. She is definitely my nail crush!.

My guilty pleasure is...
Taking a day off! When you are an entrepreneur there is ALWAYS something you could be working on 24/7, but it's also important to rest and make time for friends and family.

RELENTLESS POLISH.



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Street Smarts

Bold, graffiti-inspired designs echo the urban jungle.



"I incorporated the different types of street art I see in Los Angeles. I wanted to replicate the way graffiti overlaps with remnants of the old art sticking out from behind the new art." —Fariha Ali



Fariha Ali, aka NailJob, is a Los Angeles-based nail artist with a background in art history, graphic design and studio art.













PHOTOS: GETTY IMAGES; NAIL ART: ARMANDO SANCHEZ


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Ask Vu

OPI global artist Vu Nguyen joins NAILPRO for the next three months to provide you with advice and answers to *your* nail questions.

HAVE A QUESTION FOR VU?
Email it to nailpro@creativeage.com

Q What is the best way to remove gel from the sides of the nail after it's cured?
Noreen O'Brien, via Facebook

A Once gel is cured, you're in trouble, as it will eventually lift in that area. The best way to avoid this is to double-check your sides *before* putting your client's hands under the lamp. Clean off any gel that has settled in the sidewalls with a nail wipe and alcohol. If the gel is cured and it's a minor amount, you could use a 240-grit file to remove the excess. Buff with a 220-grit buffer, then reapply top coat.

Q What e-file is best for cleaning the cuticle area?
Veronica Caballero, Aurora, IL

A The nail plate can be softer at the cuticle, so using an electric file is risky. Always prep natural nails using a hand file and no pressure. However, when I do use my e-file, I use a carbide bit to quickly take down the product.

Q No matter how thin I apply color gel, it ripples. What am I doing wrong?
Laura Barber, via Facebook

A When gels ripple it is most often due to the product not being fully cured. Try placing the nails closer to the UV or LED bulb in your lamp. If you're using a UV light and you're still having this problem, try replacing your bulbs.

Q I'd like to work for OPI naming polishes. How do you come up with the lacquer monikers?
Brandi Ghanoo, Orlando, FL

A Suzi [Weiss-Fischmann] and her team [choose polish names]. I would like to come up with a few names too!

Q In your career, what has been your most challenging set of nails, and why?
Jessica Rosado, Providence, RI

A The hardest acrylic set I ever had to do was on my mother. I did my very first set on her, but she doesn't like wearing nails. I remember that the nails were about an inch thick and the acrylic was all over her skin. They were a disaster! My mom ended up prying them off that night.

Q I'd like to start using acrylics and gels. What OPI products do you recommend?
Diedre Wardrett, Newport News, VA

A I use the OPI Absolute Acrylic system. It doesn't set too fast or too slow, making it very forgiving, and it offers a great range of shades to meet all of your clients' needs. For gels, I like the OPI Axxium Gel System. Overall, I still prefer acrylics to hard gels.

Q I want to learn jewel techniques that I can use with the OPI Gel Polish line. What do you recommend?
Victoria Williams, Alabama School of Nail Technology & Cosmetology, Leroy, AL

A In 2015, OPI launched Trend Focus and Trend Tour events, both of which feature an entire seasonal design library for nail art techniques. OPI's top artists travel the nation showing some of the trendiest art techniques, including jewels. This is a great way to learn gel nail art. For information on upcoming events, visit pro.opi.com.

PHOTO: COURTESY OF OPI

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GEL DURABILITY.
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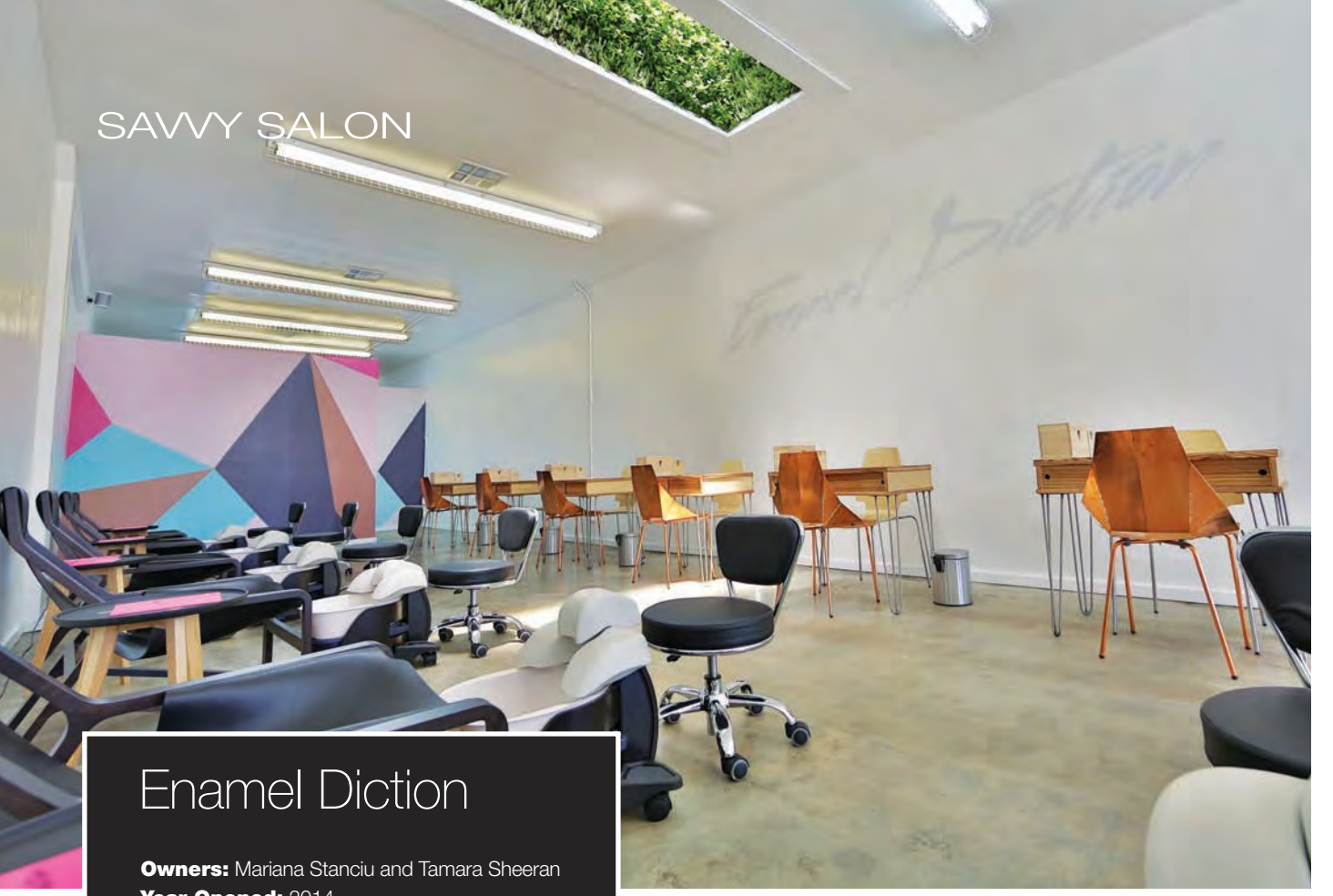
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Enamel Diction

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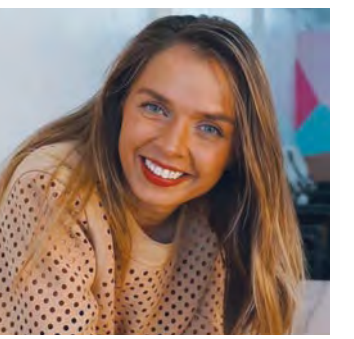
DISTINCTION

Our color astrology service is what sets us apart from every other nail salon. It's based on the success of *Enamel Diction*, a color astrology book written by Australian design duo and color experts Tamara Sheeran and Sean Morrison. It explores how we express our personalities through nail polish. Sheeran and I teamed up to bring a new kind of enamel culture to the U.S. by opening Enamel Diction, the salon. Astrologer Rose Theodora works in collaboration with our enamel specialists to create personalized nail designs, specific to our clients' astrological charts, to either strengthen their already existing attributes or to bring about more balance and positivity in their lives, depending on the clients' goals.

Our service menu comprises the latest in color consultation, as well as nail care products and solutions, deep conditioning treatments for hands and feet, hot stone massage and waxing—all housed in an environment that offers professional advice and unsurpassed customer service. Our studio is meant to inspire and be a welcoming, creative environment. We offer several different month-to-month membership packages, but you don't have to become a member to be a customer.

IN-DEMAND SERVICE

We specialize in customized nail art and our most popular service is our Gel Manicure with Full Set Nail Art, which starts at $65.



Mariana Stanciu, co-owner of Enamel Diction







THE LOOK

The nail studio has a white cube gallery feel with Danish mid-century modern decor and a living garden in the skylight, which is extremely popular.

GOODS

We love Japanese products and use Presto Gel and Uka, as well as USLU Airlines—a super hip polish brand out of Berlin—and our local RGB brand. We also offer CND Shellac and Vinylux services. On the retail side, we just launched our own enamel collection inspired by color astrology, and we sell Footlogix transformational foot care products as well as Uka nail products.

CLIENTELE

Our customer base is extremely diverse. We have a large group of entertainment industry insiders, actors and actresses who live in the area and love the salon, but we also have young professionals and L.A. hipsters in their twenties as well as established career women in their thirties and forties. There are a ton of creative types in this area who are fashionable and love nail art. Around 15 percent of our clientele is male, and that's increasing by the week; they love to get their toenails colored.

SOCIAL MEDIA

We are extremely active on Instagram and post daily pictures of our nail designs. It's a great way for us to promote the amazing nail art our resident artists design for our clients, as well as our in-studio events and weekly promotions. We actively use Instagram, Facebook and Twitter to offer daily color and astrology tips for clients and followers as well.

PRAISE

Clients love our nail artists and the color consultation process we take them through upon arrival. We've been reviewed as having one of the most diverse groups of nail artists around. Clients love the warm and friendly environment and are so excited to be able to engage and effectively communicate with our technicians. They also love the clean and minimal yet modern approach we've taken with the decor, and the variety of products and color selections.

ADVICE

Don't focus too much on volume and pumping clients in and out of the salon. Offer clients a unique experience and engage with them as much as possible. They really love it when we hold their hands through the process and educate them on the products and services.









Competition CORNER

BY AMY BECKER

Just Rewards

You might think that trophies are the ultimate prize when you start competing, but there are so many other rewards you reap along the way. For instance, competing helped me build my visibility and reputation, which opened a lot of doors. From the time I laid eyes on my first NAILPRO, I wanted to do a cover—and competing not only gave me the skills necessary to achieve cover-quality nails, but enough of a reputation that when I contacted the magazine to do a cover, they knew who I was and the kind of nails that I could produce. My newfound visibility connected me with nail manufacturers, too. When you prove your work in the arena, you open yourself up to sponsorships, educational opportunities and media work with top manufacturers.

"I honed my skills so much by competing that I was able to set the going rate for nails in my area. Other salons would actually call ours to find out what we charged before they increased their prices!"

Meanwhile, people began to recognize my work in public. It was the best compliment when our clients would come in and say, "I was at the store and the lady behind me asked if I got my nails done at Masterworks." As a salon owner, I also found that this attracted nail techs to our salon. I was able to pass on the benefits and skills I learned competing to many nail techs and, in turn, grew our business to a level other salons in our area had never achieved.

I honed my skills so much by competing that I was able to set the going rate for nails in my area. Other salons would actually call ours to find out what we charged before they increased their prices! Being able to charge a higher price for my services also allowed me to reduce the hours I was working in the salon so that I could spend more time with my husband and kids. My family has always come first, and competing has allowed me what money and trophies can't buy: time. So keep your eyes on the prize, but know that the trophy is far from the only thing you stand to walk away with when you compete.

Q&A

Q How do you get a perfect C-curve?
—Alisha Merritt, Renton, WA

A Whether you use gel or acrylic, how you prepare your form is crucial. If you put a small cut on each side of the form where it comes straight out at the sidewalls, you will prevent the skin from stretching the form flat under the nail.

Then, when applying acrylic, make sure you pinch your C-curve before the acrylic completely sets—but be careful not to pinch it too soon or you will mash your smile line. Hold the pinch until the acrylic has hardened, or apply a pinching tool to hold it while you work on the next nail.

If you're sculpting with gels, you may want to work with aluminum forms or flash cure the gel for 10 seconds before putting on a pinching tool and reinserting the nail into the UV light. You will need to do this with every layer.

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TIME: 60 Seconds



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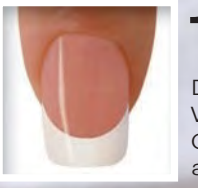
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Competitor Spotlight

Allie Baker-Bennett

ALLIE BAKER-BENNETT HAS BEEN DOING NAILS PROFESSIONALLY FOR 17 YEARS. For the longest time, I would see her at competitions, but only sporadically. Then a few years ago Baker-Bennett jumped in with both feet. This last year I was absolutely in awe of the art she created. Looking at her artwork now, you would never know that she used to be a strictly pink-and-white competitor!

Even with almost two decades of experience in the industry, Baker-Bennett will tell you that there is *always* room for improvement. Case in point: The Salon Success competition was always her nemesis and, one year, after coming in third place, she got her score sheet and discovered that she had received a 5-point deduction for not having her model remove her watch—and those five points were the difference between third and first place. The silver lining was realizing that she had finally created nails worthy of winning. This gave her a great boost of confidence in that category. She says, "I knew then that I had it in me to win that event and did so in the NAILPRO season opener in Sacramento."

"A lot of pople don't realize how much goes into competing. But it's all so worth it in the end. Whether I walk away with a trophy or not, I learn something. Just seeing my work improve time and time again is satisfaction enough."

But Baker-Bennett has also discovered the rewards that outweigh the trophy. "I've made some great friends through competing," she says. "Even though we compete against each other, we have formed, in a way, a competition family." Baker-Bennett adds that she has developed amazing friendships with her models, Ronni and Rebecka, and she emphasizes their crucial role in her success. Plus, her reputation and skills have taken her around the world as an educator. She has trained nail technicians in 25 different countries. (For those of you who love to travel, this is a terrific benefit!)

After a competition, trophies may sit on a shelf and collect dust, but the knowledge gained from the experience lasts your whole career. "A lot of people don't really realize how much goes into competing," says Baker-Bennett. "It takes training, practice, having the right model and long hours spent on nail art entries. But it's all so worth it in the end. Whether I walk away with a trophy or not, I learn something. Just seeing my work improve time and time again is satisfaction enough."

(From top) Allie Baker-Bennett; stiletto tips; her winning entry in a Salon Success category; competition-worthy 3-D nail art celebrating the "perfumes" of nature.

PHOTOS: COURTESY OF ALLIE BAKER-BENNETT

ONLINE COMPETITION TUTORIAL

Learn how to apply a form for a flawless C-curve. Go to nailpro.com/competition-technique-how-to-pre-shape-c-curve.

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Polish: The Next Generation

Quick drying, long lasting and super shiny, hybrid lacquers are a boon for clients and techs alike.

By Jillian Gordon

FROM CARS TO DOGS TO FOOD FUSION, WE ARE LIVING IN THE ERA OF THE HYBRID. So it shouldn't come as a surprise that manufacturers are taking notice and incorporating a best-of-both-worlds approach into their latest lacquer collections. Designed to offer all of the benefits of gel—long wear, high shine, chip resistance and quick dry time—these new hybrid polishes are also faster and easier to apply and remove. "We felt that there was a void in the professional market with traditional nail polish," says Young Nails co-founder and president Greg Salo of his Anaheim, California-based company's new hybrid collection Caption Nail Polish. While gels offer chip-free wear and glossy shine, the application and removal process can be time consuming and clients can become bored with their nail color before their next salon visit. "It's been difficult for clients to adjust attitudes towards the commitment part of wearing gel polish," says Salo. Of course, traditional varnish offers quick application and removal, and is ideal for color-change chameleons—but chipping a nail within days of an appointment is always a risk.



PHOTO: GETTYIMAGES/FOTORINCE





Formulated using specialized ingredients for durability and new proprietary technology, these no-cure options offer similar chip-free results to gels—typically a week, and sometimes more—but are ideal for clients who like to change their polish often.

Hybrid polishes are an attempt to bridge the gap between gel polish and lacquer. Formulated using specialized ingredients for durability and new proprietary technology, these no-cure options offer similar chip-free results to gels—typically a week, and sometimes more—but are ideal for clients who like to change their polish often. "We developed Vinylux Weekly Polish to cater to women who want to change their nail color every week or on-demand, but also want long-wear and high-shine manicures and pedicures," says Jan Arnold, co-founder and style director of Vista, California-based CND. That's because no-cure hybrids pack the benefit of easy self-removal—a major win for those who've had their fill of the foil-wrapped fingers that accompany soak-off gels. What's more, application is quick. "It dries fast and lasts forever," says Kristina Saindon, a CND education ambassador based in Colorado. "My clients love having Vinylux Weekly Polish pedicures since they can slide their socks and shoes on in eight and a half minutes and head to the ski slopes."

One-Step Wonders

If your client prefers gel, but is short on time, one-step gels are the perfect compromise. These formulas function like gel polish in that they require curing, but they don't need a base or top coat. What's more, the tack-free finish of one-step gels saves time (and hassle) for techs and clients.



Christrio Q-Gloss is available in 50 colors and cures in less than 1 minute. 800.574.4252, christrio.com

Once nail prep is finished, applying **Crystal Nails ONE STEP CrystaLac** takes just 10 minutes to complete. Plus, the formula includes vitamins A and E for extra nourishment. 949.228.2419, crystalnails.com

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Integrating Hybrid Services

WONDERING WHERE HYBRID POLISHES FIT ON THE SALON SERVICE MENU? Nearly all manufacturers are quick to point out that these products are in no way a replacement for gels or traditional lacquers. "They're ideal for clients looking for weeklong wear with easy removal," says OPI educator and global artist Vu Nguyen. In general, salon professionals charge an extra 20 percent to 30 percent for a hybrid OPI Infinite Shine manicure, says Nguyen, but adds: "I would give my clients their first application without additional charge to promote the product."

Hybrid services are also a great way to up your retail game, especially if your salon offers a gel service by the same brand. "Include a bottle of Vinylux Weekly Polish and Vinylux Weekly Top Coat into the menu price, and then clients will be able to fix emergency repairs on their CND Shellac manicure or polish their toes at home," says Saindon, who notes that she has doubled her retail sales since the launch of Vinylux in 2013.

"Nail category growth is driven by innovation and technology," says American International Industries public relations director Tori Matt of the Los Angeles-based company's new hybrid debut China Glaze EverGlaze. "There is a category gap between traditional polish and gel polish, and hybrid polishes give the consumer the best of both worlds."

PHOTO (TOP): GETTYIMAGES/LISA GAGNE

Top to Bottom

Some brands have tapped into the hybrid market by offering enhanced base and top coats that grant a similar durability and look of gels. These products work with traditional polish, upgrading basic manis to gel-like status.



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Product Picks



China Glaze EverGlaze

Launched Early 2015
Colors 48 (with plans to launch more shades this year)
Hybrid Helpers This nail lacquer system delivers up to 10 days of color and shine in just two easy steps, sans UV/LED light or base coat. 800.645.8966, chinaglaze.com



OPI Infinite Shine Gel Effects Lacquer System

Launched October 2014
Colors 30 (with plans to launch more shades this year)
Hybrid Helpers Infinite Shine Lacquer formula and Gloss Top Coat contain gel oligomers that cure under natural room light. 800.341.9999, opi.com



Dazzle Dry

Launched July 2007
Colors 166
Hybrid Helpers The non-yellowing formula dries in five minutes, sans UV light, to a thin, flexible finish. Bonus: It's hypoallergenic, vegan and cruelty-free. 866.398.9357, dazzledry.com



CND Vinylux Weekly Polish

Launched May 2013
Colors 76 (with plans to launch more shades this year)
Hybrid Helpers Self-adhering color coat eliminates the need for a base coat, while the top coat utilizes ProLight Technology designed to enhance durability with exposure to natural light over time. 800.833.6245, cnd.com



Young Nails Caption Nail Polish

Launched September 2014
Colors 60 core colors and 18 top effects (seasonal collections will launch this year)
Hybrid Helpers Caption's LacQ3 technology, which includes plant-based plasticizers, volcanic glass and shellac, enables manicures to last three times longer than traditional polish and dries completely in less than 20 minutes. 800.777.0170, youngnails.com

Jillian Gordon is a feature writer, editor and self-confessed beauty junkie in Los Angeles.

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Tipping Point$

Reporting *all* of your income to the IRS is essential for reasons beyond simply following the letter of the law. We reveal the nitty-gritty on gratuities.

By Virginia I. Pelley



One of your regulars is in a generous mood and leaves you a fatter tip than usual—in cash. No one else needs to know about your sudden good fortune, right? The Internal Revenue Service (IRS) would disagree, naturally. In fact, several years ago, the IRS warned that they had the beauty industry in their sights and would be watching for underreported income. Although a massive crackdown never materialized, thanks in part to employers participating in the Tip Reporting Alternative Commitment (TRAC), a voluntary tip income reporting agreement with the IRS, there are still plenty of reasons to report your tip income accurately—and not just to avoid an audit (although that's obviously a big factor).

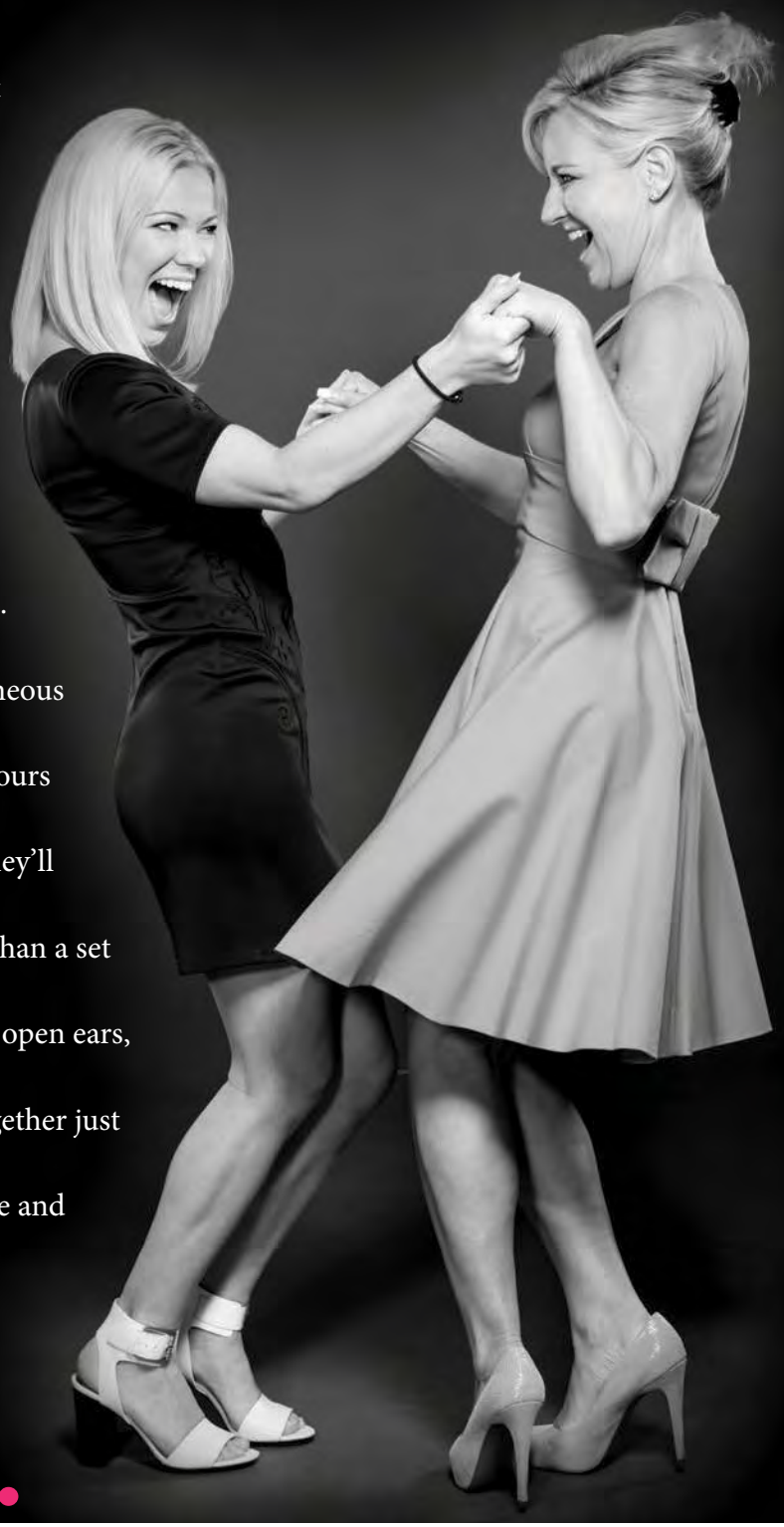
For starters, employees and independent contractors who downplay the numbers could restrict their upward mobility. "You're at a disadvantage not showing your real income if you want to buy a house or car," points out Gina Silvestro, owner of Gel Essentialz in Cranston, Rhode Island. In other words, it's unlikely you'll be approved for much of a loan if you've been pretending you only earn, say, $20,000 a year. Meanwhile, employees who get laid off won't be entitled to as much unemployment compensation—and those hurt on the job will be looking at less workman's compensation as well. Years of underreporting chips away at the money you'll receive for retirement, too.

Failure to report tips also harms the industry as a whole, says Bridget Sharpe, government affairs manager of the Professional Beauty Association (PBA). "If nail techs are not honest about what they're really making, the government assumes it's a low-wage industry, and that affects job outlook and employment industry wide," she explains. "It also lowers the Bureau of Labor Statistics figures for the cosmetology industry, which impacts the amount of federal student aid that's granted to cosmetology students." Of course the rules of reporting vary, depending on your professional role, so we've broken it down according to independent contractors and employees—as well as addressing the issues that affect salon owners. Scrutinize the section that applies to you to find out how to get your tips in order as tax season approaches.

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Get a Jump Start on Tax Season

For more tax resources, check out the library at probeauty.org/irs, which offers information specific to independent contractors, employees and employers. You can also download Publication 4902, which features tax tips for the cosmetology industry, at IRS.gov.



Independent Contractors

The booth renter/independent contractor setup is huge in the industry and still growing in popularity for many reasons, not the least of which is that you set your own hours, charge clients what you decide you're worth and keep all your profits. But as an independent contractor, you are a small business in the eyes of the IRS, so you're responsible for accurately reporting your total income—including tips—and paying income tax and Federal Insurance Contributions Act (FICA) taxes (Social Security and Medicare), either on a quarterly or annual basis.

Although the salon doesn't take a percentage of your income, nor deduct taxes on your behalf, the owner is expected to report your income (not including tips) on a Form 1099, which is mailed to you and the IRS annually, says Mark Luscombe, J.D., L.L.M., C.P.A., principal federal tax analyst at Wolters Kluwer, CCH. Booth renters are also expected to give shop owners 1099 MISC forms reporting the rent money they paid for the space that year (if the amount exceeds $600).

How can you and the salon ensure an accurate account of your earnings—especially if clients tend to pay in cash? "I find the easiest way to keep track of everything is on my phone," says Jess Alexander, an independent contractor at Chi Nail Bar in Beverly Hills, California. "I've bookmarked every email that I've ever gotten about payments and payroll. That way, I can go back and say, 'OK, my paycheck was big this week, how much of it was from tips?'" Alexander adds that the spa uses a system called Booker (booker.com), previously known as SpaBooker. "It keeps track of everything," she notes. "Our schedule is accessible from anywhere (phones, iPads, computers), and there is a daily breakdown of our services, including our tips. At the end of the pay period—every two weeks—the owner will email us a breakdown that includes a client's name, the service performed and what they tipped. It also breaks it down on the bottom, listing our hours, tips, total take home pay, commission from products that we sold, etc."

Square (squareup.com) is another popular way to track payments and is easy to set up quickly, says Silvestro who, as a salon owner, operates much like an independent contractor. However, she uses Vagaro (vagaro.com), an online booking system. "I have an account that allows me to easily keep track of my total income—including tips—as well as expenses," she notes. At the end of the year, an independent contractor can then give all those records to her accountant and have a crystal-clear breakdown of what she's made, tips included, says Silvestro.

Of course, your accountant may recommend that you make estimated tax payments to the IRS on all your income, tips included, to ensure that you don't get hit with a huge annual tax bill. Although Alexander has historically done her taxes annually because it's easier, she adds that this year she'll be setting up a system at her bank where she puts aside a percentage of her income for taxes. "I highly suggest this for any independent contractor," she says. "It makes tax season less stressful."

Employees

If you earn a salary at the salon, the owner should keep track of any wages you're paid and report that income to the IRS. However, you're required to report all other income, which includes any tips you receive totaling more than $20 per month, to your employer. As far as the popular industry chestnut that cash tips don't really need to be declared, keep in mind that the IRS can—and does—figure out how much you're probably making based on reported sales, and can audit you according to their estimates. They also might compare your average credit card tips to your cash tips; if the latter is significantly lower, it's a red flag. Further, even gifts or services given to you as tips must be reported based on their estimated value.



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You can report the tips you receive daily, weekly or monthly—but technically, the IRS requires that you report all tips from the previous month to your employer by the 10th of the following month. If you neglect to do this, and only report tips on your annual tax return, you might be penalized for not reporting them in a timely manner. "The penalty is 50 percent of the Social Security and Medicare taxes that were not paid because the tips were not reported, plus the payment of the taxes themselves must be made," says Luscombe.

What's the best way to track the extra income so you don't get dinged? "We use Salon Transcripts software, or STX (salontranscripts.com), which keeps track of tips for us," says Sherrie Boyd, a licensed manicurist employed at Precision Nails in Carmel, California. Yes, that includes cash tips, according to Jaime Schrabeck, Ph.D., owner and licensed manicurist at Precision Nails. "Every employee records the entire amount collected from the client in STX, whether it's cash, check, gift card and/or credit for service(s), retail product(s) and/or tips," she explains. "Tips have a separate field so the STX database can track and report. Employees are tipped out in cash at the end of each workday, and those amounts are reported as cash advances as part of payroll on a biweekly basis."

If your employer doesn't supply you with an internal method of reporting your tips, you can use IRS Form 4070, *Employee's Report of Tips to Employer* or Form 4070A, *Employee's Daily Record of Tips*. So long as you do this, you should have an easy time ensuring that your total income is reported accurately to the IRS—and doing your taxes should be fairly easy.

Bear in mind, however, that despite the perception that independent contractors in the nail industry are more likely to underreport their income, salons are the ones that get hit with audits more often, according to Sharpe. "The reason for this is that salons are easier to get a hold of," she notes. That's because, unlike contractors, businesses tend to have set hours during which the IRS can investigate full-time employees versus independent contractors who may only work a few days a week, Sharpe says. "It just seems it is easier for the IRS to target large salons with several employees or locations rather than independent contractors renting a [booth]," she says. So if you get the urge to throw out your receipts and records tracking your income once you've filed your taxes, don't. The IRS can audit you for any return you filed in the last three years. However, it's a good idea to keep your documentation for at least seven years after filing and always keep a copy of all tax returns you file.

Virginia I. Pelley is a freelance writer in Brooklyn, NY

TIPS FOR SALON OWNERS

If you're a salon owner, tips need to be handled with care. Here are the biggest issues to keep in mind, whether you have salaried employees or run a business full of booth renters:

1 **Clearly distinquish your staff.** Establish a written contract with your staff that makes it clear whether your workers are salaried employees or independent contractors. The distinction is important, since you pay taxes on tips collected by employees but *not* booth renters. Worth noting: The IRS might decide an independent contractor is in fact an employee if you, for example, set her hours or supply her with products, says Mark Luscombe, JD, LLM, CPA, principal federal tax analyst at Wolters Kluwer, CCH. Check out the details at https://probeauty.org/docs/advocacy/irs_cosmetology_brochure.pdf to make sure you're operating appropriately and won't get hit with a tax bill for your booth renter!

2 **Track *all* employee tips.** For employees to whom you pay wages, you must withhold income tax and FICA taxes, forward that money to the IRS and give employees a W-2 form at the end of the year, Luscombe says. The kicker: Your employees' tips are considered part of their income, so it's imperative that they give you an accurate accounting of what they're earning so that you can pay taxes on the full amount. "The employee may have to return a portion of the tips to help pay her share of the taxes, or the employer can offset that against other wages due," Luscombe notes. If you don't have an established system for employees to report their tips at the salon, they can use Form 4070, *Employee's Report of Tips to Employer* or Form 4070A, *Employee's Daily Record of Tips*. You can also direct them to IRS Publication 1244 for more information regarding income reporting compliance. You also need to keep an accurate record of your independent contractors' income (but not tips) in order to file a 1099 form for them.

3 **Demand a break.** Beauty professionals are the second highest tipped employees in the United States just after restaurant servers, according to the Professional Beauty Association. But unlike restaurant owners, who get a dollar-for-dollar tax credit on tips, the average salon or spa owner pays $11,000 in FICA taxes on employee tips each year. The good news: That could all be changing with the Small Business Tax Equalization and Compliance Act, also known as the FICA Tip Tax Fairness Legislation. If passed, salon owners would finally get the same dollar-for-dollar credit for taxes paid on employee tips. At press time, the legislation had been introduced in Congress and the PBA was optimistic about its prospects. Visit probeauty.org to find out how you can support this positive change for salon owners.



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Weather Wise

By Meghan Rabbitt



Extreme climate conditions—cold, hot and humid—can take a toll on the products you use as well as your clients' hands and nails. Our guide to weather-specific concerns and solutions will help ensure your services are always top-notch, in spite of the elements.

From the comfortable confines of your temperature-controlled salon, it can be tough to imagine Al Roker's forecast affecting your work. After all, you probably keep the thermostat at an ideal range, with the heat cranked during chilly months and the air conditioning blowing when the weather gets warmer. However, your products and services can still suffer in spite of your best efforts to adjust the indoor air.

According to Sandy Borges Combs, dean of education at Hand and Nail Harmony in Brea, California, weather conditions can have a tremendous effect on your products. For example, soak-off gels can harden if they're exposed to direct sunlight, since UV light cures the polish—so storing those products away from windows is essential on bright days, Combs says. (For more on this, see "Eternal Sunshine of the Least Helpful Kind" on page 100.) The climate can also affect the state of your clients' hands and nails: while heat and humidity lead to puffiness and perspiration, bitter cold can cause nail breakage and dryness. "I once worked in Eastern Oregon where the winters could be quite cold, and I learned how crucial it is to adjust your services, as well as the way you store your products, based on the weather," says Combs. Here, she and other leading industry experts pinpoint climate-specific issues that could affect your work, and offer their top tips for making the situation more manageable for both you and your clients.

PHOTO: GETTY/CASARSA

The Big Chill

If the weather outside is frightful, the temperature of your salon is also likely to dip overnight. After all, there's no need to keep the heat blasting during the hours that nobody is there. However, while turning down the thermostat can be better for your bottom line, cold temperatures could make your products too stiff to use on clients, says Joy A. Johnson, global educator for Los Angeles-based American International Industries. Combs agrees: "Product viscosity is likely to thicken at cold temperatures, which can affect application."

What's more, changes that can take place in the product may happen after your patrons depart. "If your client goes from room temperature to a freezing cold environment for more than a few minutes without protecting the nails from the temperature change, brittleness of the product can occur, making it more likely that the polish will chip," says Combs. Cold weather also zaps all moisture from the air, drying out skin and cuticles. "You know the temperature is low when you see chapped, cracked skin on the hands and feet as well as dry, peeling cuticles," says Johnson.

Product Pointers Be sure to store products at room temperature (typically about 70 degrees Fahrenheit). If you know the salon will get chilly overnight, keep products away from the exterior walls, which will be colder than the interior ones. If you find the product viscosity has thickened or, say, a methacrylic acid primer has frozen overnight, which can happen in very cold weather, warm up or thaw the product by placing the bottle in a cup of warm water for a few minutes, advises Combs. Then give it a good stir or shake to make sure it's the right consistency.

Client Considerations Johnson likes to place a heating pad under the layers of towels on her workstation when it's cold outside. "This way my clients' hands warm up before I'm asking them to soak their fingers in water," she explains. "If a client's hands are especially cold, I might even ask her to rest her hands on the heating pad for a few minutes before we get started." You could also wrap your client's hands in a warm towel. Since acrylic product tends to run into cuticles and take longer to dry when hands and the product are cold, warming things up will be especially beneficial before this particular service. You might also suggest a paraffin hand and/or foot treatment if it's on your service menu. "Doing this before starting the manicure or pedicure is a wonderful, warming and pampering treatment," says Johnson.

Wrap your client's hands in a warm towel or suggest a paraffin hand and/or foot treatment if it's on your service menu. Doing this before starting the manicure or pedicure is a wonderful, warming and pampering treatment.

Eternal Sunshine of the Least Helpful Kind

SUNSHINE STREAMING INTO YOUR NAIL SALON IS SUCH A CATCH-22: You and your clients love the cheery atmosphere—but your products definitely do not. Direct sun exposure won't just alter the colors of nail polishes, but it can also accidentally cure UV/LED gel products if they become exposed. To avoid these issues, apply a UV-blocking film to the windows in your salon or store UV/LED products in a box near your workstation, suggests Sandy Borges Combs, dean of education at Hand and Nail Harmony. You might also consider moving polish racks away from windows that get a lot of light, or adding shades that you can pull down during the sunniest parts of the day.



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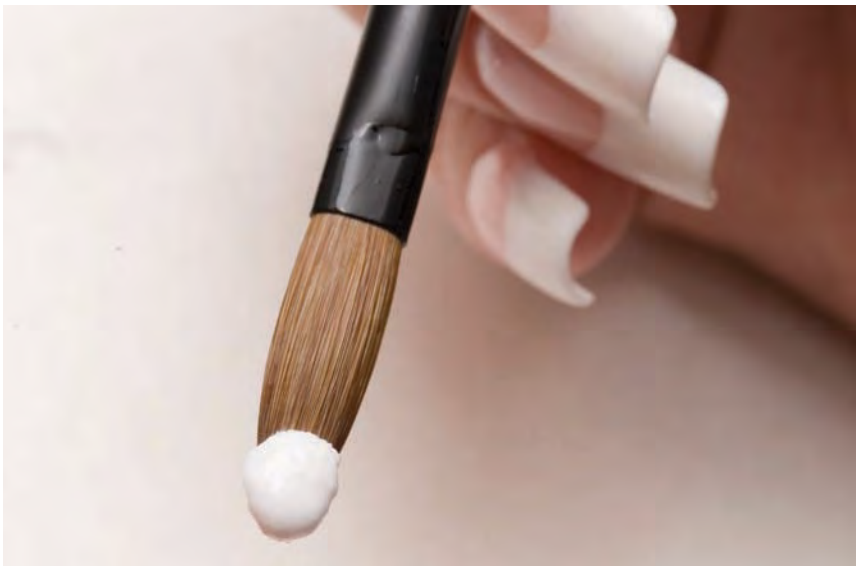


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solvents are more likely to evaporate at different rates, leaving some of them behind as the polish dries, causing a sticky, gummy finish. A hot nail bed can also cause polish to thin too much and run into cuticles. Meanwhile, extra time outdoors in scorching temps can burn your clients' skin, which is especially common on the tops of feet. What's more, if they live in flip-flops or sandals, near-constant exposure to the elements can lead to dry skin and more calluses around the toe pads and heels.

Product Pointers Consider using an acrylic system with a slower-set time if temps are high or your client's hands are especially hot, which will give you more time to work. To sidestep issues affecting UV/LED gels, Combs likes to place the gel in a refrigerator for a few minutes to lower its temperature. "I suggest doing this at the start of the manicure, which gives the nail tech some time to work while the gel cools down to room temperature," she says. If your client's hands are sensitive to heat, you'll also want to make sure to provide her with a drying lamp turned to the lowest setting. Of course, your goal with all products should be to store them in a cool, dry place.

"Heat may cause some product viscosity to be thinner. It's similar to what happens to a jar of honey: In colder temperatures, that honey will thicken and take forever to come out of the jar, whereas in hot temperatures it gets too runny."

When it's time to leave the salon, advise your clients to wear mittens. "Many gel and acrylic products actually continue to polymerize for a full 24 hours after the product has been applied, so these are much more affected by freezing temperatures than, say, regular nail polish," says Combs.

The Heat Is On

When temperatures soar, so do problems for products as well as clients' hands. "Heat can affect both acrylic systems and UV/LED gel systems," notes Combs. "Heat may cause some product viscosity to be thinner. It's similar to what happens to a jar of honey: In colder temperatures, that honey will thicken and take forever to come out of the jar, whereas in hot temperatures it gets too runny. The same is true of many nail products." Most UV/LED gels are also heat sensitive. So if the salon temperature is very hot, the gel will be more self-leveling, leading to uneven application, says Combs.

Nail polishes don't usually perform as well in scorching temperatures, either. Lacquers are made up of solvents, resins, pigments and additives—and as polish is applied, the pigment leaves a color and the solvents evaporate, creating a vapor, explains Greg Salo, president of Young Nails in Anaheim, California. "In an ideal climate, those vapors dissipate into the air so that the surface of the polish can dry completely," he says. In warmer weather, those

Client Considerations If you have a client who comes in with hot, sweaty hands, ask her to wash them before you get started—a practice that's smart to get



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Climate Control



KEEPING YOUR SALON AT A COMFORTABLE TEMPERATURE IS CRUCIAL FOR TECHS, CLIENTS AND PRODUCT ALIKE. After all, you want everyone in the salon to feel comfortable—and the right environment will help all of your products work most effectively, and prevent the need to toss those destroyed by weather extremes. The ideal temperature is anywhere from 68° to 72° Fahrenheit, with plenty of ventilation to ensure clients and techs aren't exposed to chemical fumes from products. Another bonus of keeping the salon at the optimal temp: You'll boost employee efficiency, says Joy A. Johnson, global educator for American International Industries. "Technicians are constantly moving when they're performing services, which means that if they become overheated and uncomfortable, their productivity will go down," she explains.

into the habit of doing with all of your clients, anyway, as it will reduce your exposure to germs, notes Johnson. Alternatively, offer your client a cold, damp towel. "You can also lightly powder your client's hands if they're still sweaty or clammy, which can help absorb some of the moisture and ensure that your products go on smoothly," Johnson adds.

You might also consider cooling off the temperature of the soaking water for manicures and pedicures, and switching to a moisturizer with SPF 15 or higher to protect clients' skin from the sun. For dry, callused feet, use an exfoliating and/or heavy lotion and consider offering extra filing or callus softening if needed.

Prior to letting clients leave the salon, make sure their polish is completely dry. The best way to do this is to use a lamp with a warm fan, which helps complete the drying process, says Salo. "This helps prompt more of the solvents to evaporate, which means none of those will be left on the surface of the nail—which keeps the nail partially wet," he explains.

Sticky Icky

Humidity is nobody's friend—and this is particularly true for nail techs working with products that perform best in perfect conditions. Of course, a temperature-controlled salon will go a long way toward helping to eliminate many of the issues that can arise when the air gets sticky.

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However, when clients leave the salon and walk out into warm, moisture-dense air, it can wreak havoc on perfectly polished nails. The problems are similar to those that pop up in hot weather—only worse. If your client leaves the salon too early, before polish has had a chance to dry completely, the vapors in the polish won't have any possibility of evaporating and this can lead to polish that stays wet for upwards of two hours!

"Warming up hands and feet with a towel or heating pad can actually help regulate body temperature no matter what the temperature is outside, which eases the sweating, clammy feeling in someone's hands,"

Also, when you're using traditional liquid-and-powder acrylic systems, humidity can cause them to polymerize more quickly, notes Combs. "High humidity makes it more likely that you'll pick up the incorrect ratio bead when you begin working, which will alter the finish," she notes. The good news about humidity? It's usually pretty good at keeping skin and cuticles nice and hydrated, so you won't see the same kind of dry, chapped and cracked skin as you do in extreme cold and heat.

Product Pointers Unfortunately, there's no quick fix for issues affecting acrylic systems, so Combs recommends practicing the ratio of liquid-to-powder to fine-tune exact measurements, as well as figuring out how much time you have to work with the polymer before it begins the molding stage of the curing process. If your client's hands are clammy, you may need to work on one or two nails at a time, cleaning excess moisture off each finger and nail plate as you go. Beyond that, your best bet during humid weather is to simply store products in the coolest, driest place you can find.

Client Considerations While it may sound strange to warm up a client's hands when the weather is sticky, Salo says it can be a surprisingly effective way to curb clamminess. "Warming up hands and feet with a towel or heating pad can actually help regulate body temperature no matter what the temperature is outside, which eases the sweating, clammy feeling in someone's hands," he notes. As with hot weather, having her wash her hands is also a good idea. When it's really sticky outside, you'll want to switch to a lighter-weight moisturizer for most of your clients. If you use a heavier lotion or cream in high humidity, your clients could complain that their hands and feet feel "greasy." Again, as with the hotter temps, be sure your client lets her polish dry completely (meaning at least 10 minutes under the drying lamp). If she leaves the salon too early, there's a much greater chance of a sticky, gummy finish or even chipping.

Meghan Rabbitt is a freelance writer in New York.

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GOING UP

Increasing the cost of services on a consistent basis is a necessary part of any successful business. Here's how to do it in a way that keeps your customers as happy as your cash register.

By Tracy Morin

THE THOUGHT OF RAISING PRICES CAN STRIKE FEAR AND PANIC EVEN IN THE MOST BUSINESS MINDED AMONG US. How much is too much? When's the best time to do it? What if it sends your clients straight for the cheaper salon down the street? While these are all valid concerns, salon employees are too often "afraid of talking about money and notorious for not recognizing their true value," says Jason Backe, CEO at the Ted Gibson salon in New York, where Gibson himself famously charges $1,200 for a haircut.

Of course, raising prices requires a solid strategy, which is why we tapped industry experts for their best advice on boosting those numbers. From the specifics on numbers to communicating with clients, their insights will help to ensure that you keep the cash—and the customers—coming in.

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Naming Your Price

Finding your sweet spot when it comes to price increases might seem a delicate balancing act, but there are several ways that you can approach the issue. At Rocco Donna Salon in Miami, owner Leonardo Rocco limits increases to 20 percent per year, and he's most apt to up the bucks on high-gross-margin and exclusive services. Meanwhile, Larry Oskin, president of Marketing Solutions, a Clermont, Florida-based marketing, advertising and PR agency specializing in professional beauty, suggests raising prices 5 percent per year, or 10 percent every second year.

Melissa Georgianna, a 20-year veteran tech and owner of Who Did Your Nails in Hollywood, Florida, usually raises prices by roughly $5 per service every other year, depending upon how long it takes her to perform. She also bases increases on the competition's prices in her area. Meanwhile, at Karma-Phia Hair and Nail Studio in Plantation, Florida, co-owner Caroline Koger raises service prices similarly—in $5 increments, or $3 for lesser-priced services, like waxing or a basic manicure—once every year or two, based on demand.

Ultimately, Backe believes, raising prices depends on what the market can bear—at his salons, 20 percent to 25 percent—but the decision to raise prices is determined by hard evidence: service sales, retail sales, client count and prebook average. When those benchmarks are met, the employee can move to the next price level, which impacts all of her services equally. "When we removed emotion and went straight to the numbers, we changed the way our salon operates," recalls Backe. "Our team is rarely insecure about an increase [in price]—this system removes fear and encourages them to work smarter, not harder."

TIME IS MONEY

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KNOW WHEN YOU'RE WANTED. Although you may have a steady stream of morning and afternoon appointments during the week, a lot of clients tend to prefer weekends and nighttime services, says Larry Oskin, president of Marketing Solutions. "Many salons today are closed nights and Sundays, but to stay ahead of the competition and become the preferred salon or nail technician, you must accommodate your client's schedules more than your own and stay open," Oskin notes.

STAFF UP. To accommodate clients on the weekends, you'll either need to be available yourself or hire techs who can fill in those time slots. If everyone on staff wants weekends off, it's a good idea to rotate schedules and take turns with weekend hours, says Oskin. Melissa Georgianna, owner of Who Did Your Nails, says that she really wanted to keep her weekends clear, but still works on Saturdays until 5 p.m. "I also stay late Mondays through Thursdays," she notes. "Nail technicians are not usually 9 to 5 workers; most work 10 hours a day, three to four days a week, plus another eight-hour day."

PRICE SERVICES ACCORDINGLY. Your customers may be happy to pay a premium for evening and weekend appointments. "I find that clients are willing to pay for your services and products if you can accommodate them at the times that will work best for them," says Georgianna. Caroline Koger, co-owner of Karma-Phia Hair and Nail Studio, agrees: "If you don't want to work on Saturdays, you may want to add a slight surcharge for Saturday services."

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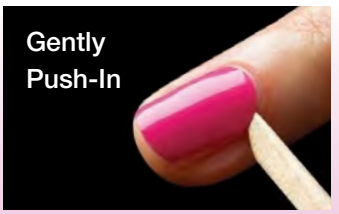
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"You can post counter cards by your front desk, in your front windows and on your website, noting your price adjustments."



Delivering the News

Experts agree: Price increases must be thoroughly and confidently communicated to clients. Rocco utilizes emails, texts and even app-driven push notifications. At Ted Gibson, six weeks before the switch, a sign is posted at the employee's station: "Help us congratulate [name] on her promotion! As of [date], her prices will increase to [amount]." This enables the employee to retain clients by explaining why (i.e., talking up her achievements, like continuing education). "It's a great opportunity to let guests know we're the experts," explains Backe. "If a client thinks she can negotiate your price, you're not the expert."

Oskin agrees that techs should never apologize for a price increase and should be straightforward in their approach. "You can post counter cards by your front desk, in your front windows and on your website, noting your price adjustments with the distribution of your new salon service menus," he suggests. "There's no need to post this on social media or via email, but you should personally advise your clients one or two months in advance, alerting them of the need to make a change for the sake of your business."

Koger believes that letting clients know about price increases is best done face-to-face. "We verbally inform them when they are scheduling their next appointment so they're not surprised, and they always appreciate the personal, up-front approach," she explains. "We usually start to inform them one full month and/or two appointments ahead of time."

Georgianna announces her January price increases in November to give clients two months' notice and posts a list of the new prices with a "January 1 increase" notice at each nailcare station. "We also personally consult with each client about the price adjustments so they're fully aware of our plans; we have developed strong personal relationships with our clients and feel the need to personalize this message to ensure they're comfortable," Georgianna explains. "We are always prepared to handle any challenges and concerns, and we don't announce anything via email." By taking the time to fully explain the rising costs of quality services, products and business, she has never experienced issues with a price increase—and her professionalism, openness and honesty help ensure clients' continued loyalty.

Timing It Right

Of course, there are more favorable times to raise prices than others. Rocco banks on price increases right before the high season, tempered with extra promos or specials in slow seasons; Georgianna raises prices in January, to start the new year. "I suggest that you raise prices just before your busiest season—for most salons, in the fall," advises Oskin. "Your loyal clients won't want to change salons before their holiday parties and family events." Koger adds that demand should dictate raising your service prices, i.e., when you're booked solid with appointments for two to three weeks in advance and have a standby list. "Here in Florida, after the slow summer season, we usually raise our prices in September or October," she says. Finally, keep in mind the economic climate of the time; even at the high-end Ted Gibson, increases were put on freeze during the recession of 2008. "You have to make adjustments to satisfy guests," concedes Backe. "But you should never let others' perceptions hold you back from the success you deserve."

Making Exceptions

It's natural to have a soft spot for your longtime or most loyal clients, but proceed with caution when it comes to doling out price breaks. "If really needed and on a rare case-by-case basis, you can offer to keep the old price for one or two visits, which will allow her a little extra time to get used to your new service prices," says Oskin.

Koger points out that she has rarely upset a client over a price increase, but in very rare cases she might offer a complimentary service or two (for example, to help a longtime client who lost a job look professional for an interview). "I have made exceptions for the select few who are longtime, loyal clients and truly cannot afford a price increase," she admits. "But because I work very hard to develop long-lasting, strong relationships and top-quality, personalized services, my clients seem to stay forever."

However, Georgianna takes a hard-line approach: Prices go up for everyone. "I would rather they not select me as their nail tech than to have two different sets of prices, and I rarely make exceptions; it saves you from the embarrassment



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If you want to charge more, seek to attract a higher-paying clientele—ones who won't mind shelling out extra for your top-notch services and expertise.

of forgetting who has a lower or different price," she explains. "Plus, clients talk to each other, so you should remain consistent. If you have any new or less-experienced nail technicians in your salon, offer to have those clients go to one of those technicians."

Going for the Gold

Finally, if you want to charge more, seek to attract a higher-paying clientele—ones who won't mind shelling out extra for your top-notch services and expertise. "Create a comprehensive marketing, advertising, PR and special events campaign to promote yourself as the best nail tech or salon in your area," advises Oskin. But, he adds, you must do your part by staying well-educated on the latest trends and techniques, offering the best-quality services and products, and promoting your areas of expertise, as well as any awards, honors, advanced education credentials and media mentions you've received.

Georgianna believes a clean salon, and a well-educated and on-trend staff, are musts—but techs should also be dressed professionally to communicate that professionalism to discerning clients. Koger agrees that when you're looking to attract an upmarket clientele, it's important to be in a spotless, upscale, esthetically pleasing environment, and consistently perform upscale services. "If the services and products are always outstanding, clients can't help but talk about you and send you referrals," she says. "Excel at your craft and know who your clients are." And, in this case, who you want them to be!

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



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All Natural

By Meghan Rabbitt
Product photography by Armando Sanchez

FOR ALL OF THE AMAZING ADVANCEMENTS WE'VE SEEN IN NAIL SERVICES, FROM ACRYLICS AND WRAPS TO GELS AND FAST-DRYING POLISHES, MANY SALONS ACROSS THE COUNTRY ARE REPORTING AN INCREASE IN THE NUMBER OF CLIENTS WHO ARE OPTING TO GO NATURAL. Some may be seeking a lower maintenance or more classic look, while others may have bought into the myth that nails need to "breathe" and take a break from artificial enhancements or even lacquer. "Nails do not 'breathe,'" says Dana Stern, M.D., a dermatologist in New York who specializes in nail health. "They receive their nutrients, oxygen and blood supply from the blood stream—not from the air." However, Stern notes that it's not necessarily a bad idea to go bare every now and then. "Particularly if nails are experiencing excessive peeling, dryness, discoloration or ridging, [going au natural] can help the nail cells repair and regenerate," she says.



Nails

PHOTO: GETTY/IMAGE SOURCE

Of course, as a professional technician, you already know how important it is to care for your clients' natural nails, whether or not they opt to cover them with color or other enhancements. "Healthy, natural nails are a crucial foundation for every nail service," says Rebecca Isa, creative director for Zoya. "Nail polish, gels and other enhancements are all fun ways to express yourself and accessorize your look—but if your natural nail is damaged to the point that you can't take a break and go bare without hiding your hands, then there is a problem."

While performing a natural nail service may sound simpler than, say, applying a full set of acrylics, following proper protocol is still imperative. From caring for cuticles to shaping and shining, keep these best practice guidelines and product picks close at hand.

1 Conserve Water

At Demi Moore's Naturally Chic Nails in Chicago, you won't find clients soaking their nails in little bowls of water at the manicure stations. While it may sound counterintuitive, Moore says that soaking actually leads to dryness—something her customers in the Windy City already have in abundance. In fact, excessive water exposure can do serious damage. "The nail is like a sponge; it's extremely absorptive," Stern says. "When water is constantly moving in and out of nails it puts a tremendous strain on the delicate nail cells and can result in weakening, softening and breakage." Instead of soaking nails, simply apply a bit of water and oil to cuticles and rub it in, suggests Jen McClain, owner of Completely Polished, a Pittsburgh area salon that focuses on natural nail care. Further, advise clients to wear gloves with wet work (dishes, laundry, hobbies), says Stern.

However, there is a caveat for pedicures: Soaking feet in water is actually fine, according to Moore, McClain and Isa. "Toenails are naturally stronger than fingernails," explains Moore. "Fingernails are thinner and are always being used, so they tend to break more easily. Plus, toenails are usually protected by socks or shoes whereas our hands are always exposed." Soaking the feet is in fact a good idea, notes Moore, so that you can detox and disinfect them. This helps ensure they're clean for the subsequent parts of the service, too, says McClain. "Soaking the feet helps with calluses as well," Moore adds. "We never use a razor, but we do use half cut pumice bars."

2 Care for Cuticles

When it comes cuticles, Stern cuts right to the chase: "Don't cut them," she advises. "The cuticle is a natural seal, protecting the entire nail so yeast, bacteria and fungi don't enter and wreak havoc." However, simple nipping is OK in the case of excessive overgrowth or hangnails, says Isa. McClain agrees, and notes that maximizing the beauty of the natural nails comes down to moisturizing the cuticles and then pushing them back regularly. "There are those rare cases when they grow far up, but once you soften and push them back, that's the part you can cut off," she says. "A lot of times a cuticle will look like it's gone if it's just well hydrated."

Claws for Concern

The appearance of your clients' natural nails may suggest certain health issues. Here, New York-based dermatologist Dana Stern outlines some common causes for concern and what they could mean—and recommends a doctor referral, stat.

SYMPTOMS	POSSIBLE PROBLEM
The nail plate has separated from the underlying nail bed, or there's brown or yellow discoloration of the nail	Onycholysis, a common disorder that leads to an opening between the nail plate and the nail bed where yeast, bacteria and fungus may enter and grow
Redness, warmth, pus or drainage, and your client says the nail is tender	Paronychia, an infection of the nail fold, which could require an antibiotic to heal
Lifting of the nail, peeling of the surrounding skin, or your client mentions burning, itching or irritation	An allergy to a nail cosmetic
Green discoloration of the nail	An infection of the nail plate caused by the bacterium Pseudomonas
A single dark brown or black stripe along the length of a nail	A benign pigmentation, or (in rare cases) melanoma, a potentially deadly form of skin cancer

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Proper cuticle hydration means the entire surrounding area will be healthier, too. "If cuticles are cracked and dry, it won't be long before the nail plate is also cracked and damaged—and the skin will pull moisture from wherever it can to try and heal itself," says Isa. Once you've pushed back and moisturized your client's cuticles, advise her to apply an oil or balm daily. (This goes for both fingernails and toenails, by the way.) After the service, Moore says to advise clients to keep up the cuticle care. "When at home in between manicures, it's best to use an orangewood stick to keep them pushed back," she notes. "Doing this will prevent cuticles from growing onto the nail and also help the nails grow faster and healthier."

3 Shape and Shine

Filing natural nails is an art, and doing so too aggressively can make them more susceptible to splitting and shredding, says Isa, which is why she insists on being as gentle as possible. The same goes for buffing the nail bed. "If you buff nails too roughly or quickly, it can leave little white marks on clients' nails," says McClain. Isa recommends filing in one direction, from corner to center, and buffing gently in one direction as well. In addition to technique, the tools you use can make a big difference. Moore suggests using a natural nail file or even a glass nail file, while McClain says some clients are okay with a 180-grit file, but some need to be over 240. "It really depends on the type of nail and how much length you're taking off," she notes. "We also try to use a very light buff block, not a regular buffing block." McClain says these buffers can range between 240- and 2400-grit. "Again, it depends on what you're using it for and the customer's nail." By selecting the right files and buffers, you can give natural nails enough shape and shine to make them appear glossy and gorgeous.

> Using moisturizing oils for the skin as well as the nail plate is important if hydration is the issue.



4 Address Cosmetic Concerns

Some clients will be blessed with natural nails that only require the aforementioned advice, but others may be dealing with damage or other challenges (some of which may require medical attention—see "Claws for Concern" on page 116). According to Isa, the most common problems tend to be weak nails, splitting or peeling at the free edge and deep ridges. "Weak nails can be caused by a lack of hydration and/or a lack of sulfur amino acids and proteins," Isa notes. Using moisturizing oils for the skin as well as the nail plate is important if hydration is the issue, she says. "To strengthen nails that are weak due to lack of sulfur amino acids and proteins, use a base coat that incorporates them in the formula," Isa suggests.

Alas, splitting or peeling requires buffing until the surfaces are smooth, Isa notes, adding that nails may even need to be cut back. "It's similar to the problem of split ends in your hair; they will keep splitting unless you eliminate them," she explains. Deep ridges will need grow out, she says. It's important *not* to buff them out, as you can weaken the nail plate. "However, a ridge filling base coat will address the issue cosmetically," Isa adds. For nails that are suffering from damage or blemishes, whitening and brightening products as well as BB creams can work wonders. (For product picks, including repairing and fortifying treatments, see "Bare Necessities" on page 119.)

5 Assess Bigger Issues

Of course, certain problems can't be corrected in the salon. Moore says that she's seen every kind of nail condition—from excessive thickness and discoloration to nail separation and fungus. "If it's not fungus and I can still perform the manicure, I will—but I also point out the signs of unhealthy nails and recommend a visit with the dermatologist." Connie Flagg, a nail technician at Queen Bee nail and waxing salon in Los Angeles, also finds herself doing some detective work with clients whose nails look unhealthy, trying to figure out if the problem will clear up on its own or if it may need medical attention. "Nails that look dry, are peeling at the edges, or have tiny white spots on them are often due to things like picking nail polish off instead of using remover," says Flagg. "However, some nail problems and conditions need a diagnosis and treatment protocol by a dermatologist or podiatrist. Knowing your limits will ultimately help you earn the respect of a client."

Bottom line: Don't feel obligated to "fix" nail health problems that are beyond your scope of training. By recommending medical attention when you believe it's warranted, along with heeding all the other aforementioned rules, you'll help to ensure that your clients' natural nails are not just healthy but beautiful, to boot.

Meghan Rabbit is a freelance writer in New York.

Bare Necessities

Ensuring the health and beauty of your clients' natural nails is often about technique, but equally important are the products and tools you use in the salon *and* send home with them. "Natural nail clients are the perfect candidates for take-home treatments, cuticle oils, nail strengtheners and other products that promote nail health and growth," says Jen McClain, owner of Completely Polished. "Being able to offer the right products can go a long way toward keeping those clients happy and inspiring them to come back often." Here are our experts' top picks.



Alessandro NailSpa Nourishing Mango Nail Serum is a delicate formula that fights chapped cuticles and helps nails become more elastic and resistant. **800.645.3340, alessandro-international.us**

The 3-step **Essie Brightening System** includes a nail soak (shown), scrub and cleanser to help reduce stains, dullness and discoloration after just one use. **800.232.1155, essie.com**

The clever packaging design of **SpaRitual Cuti-Cocktail Pen & Pusher** makes it convenient to use, and the formula penetrates the nail matrix to condition cuticles and promote healthy nail growth. **877.772.7488, sparitual.com**





The comfortable double-spring action and precision jaw on the **Nouveau Nail Titanium Double Spring Nipper** are lifesavers for hangnails—plus the stainless steel and titanium finish means you likely won't have to take advantage of the tool's lifetime guarantee. **877.764.4447, americanails.com**





INM Pro-Tech System is designed to shield and defend nails from damage—perfect to use under a thin layer of polish as damaged nails recover. **800.541.9838, inm.com**



Cuccio Naturalé Forte Horsetail Grass Nail Strengthener is filled with active botanicals—including natural botanical horsetail grass—to create a durable and protective bond with the natural nail surface that gives the perfect amount of nail flexibility. Bonus: It's also formaldehyde- and toluene-free. **800.762.6245, cuccio.com**

Protect the natural nail with **LCN Natural Nail Boost Gel**. The thick base coat is solvent-resistant and helps prevent staining. **800.866.2457, lcnusa.com**

With a spoon edge on one side and straight edge on the other, the **En Vogue Cuticle Pusher** offers maximum versatility for a variety of nail conditions. **888.659.5559, envogueusa.com**

Christrio Cuticle Oil promotes healthy, soft, moisturized cuticles, and the mix of premium essential oils also has a refreshing pineapple scent. **800.574.4252, christrio.com**

Morgan Taylor Go Ahead and Grow is an all-in-one nail treatment and base coat that provides a foundation for natural nails. Filled with keratin and vitamin E, clients will notice harder, longer and stronger nails after just a few uses. **714.773.9758, morgantaylorlacquer.com**

Perfect for a professional salon or home use, the **Mia Secret Nail Clippers** are made of stainless steel and work on acrylics, gels and natural nails alike. **626.581.4444, miasecretnails.com**

Restore luster with **Gena Nail Brite Whitening Scrub**, a natural lemon bleaching solution that helps cleanse, condition, whiten and brighten nails. **800.635.8966, genaspaproducts.com**

The **Jessica Cosmetics Nail Solutions** boxed set is designed to solve the four most common nail woes. Each kit contains Brilliance top coat and moisturizing Phenomen Oil as well as a formula to tackle damaged (shown), dry, brittle or peeling nails. **800.582.4000, jessicacosmetics.com**

Restore weak nails with **Princess Natural Nail Grow & Hardener**. The treatment contains protein, calcium and collagen to promote growth and foster stronger and harder natural nails. **800.262.4578, princessnails.com**





Infused with jojoba oil and vitamin E, **CND SolarOil** drives nutrients in deeper with each use, creating not only hydrated cuticles but stronger, healthier nails as well. **800.833.6245, cnd.com**

The non-drip formula of **OPI Avoplex Cuticle Oil To Go** is designed for clients on the go and contains a moisturizing blend of avocado, sunflower, sesame and kukui nut oils. **800.341.9999, opi.com**



Famous Names IBX is a two-part system that creates a protective shield in addition to toughening up the nail plate and promoting more growth. **877.235.1141, ibxnails.com**



Made using a protein complex, **Color Club Vitabase** is designed to promote stronger, healthier nails in just two weeks. **800.221.8080, colorclub.com**





Ideal for clients whose nails are weak and dry—and prone to splitting and chipping—**China Glaze Calcium Gel Fortifier** is enriched with vitamin B3, pro vitamin B5 and calcium to strengthen and protect nails while promoting natural nail growth. **800.635.8966, chinaglaze.com**



The sharp precision tip closure on the **Cricket Pro Cuticle 1/4" Nippers** is perfect for trimming cuticles and cutting hangnails. Plus, it's made of Japanese stainless steel and can be sterilized without rusting. **800.654.7032, criketco.com**



Hydrate and restore health with **Kupa Divinity Nail & Cuticle Treatment**. Apply generously, then massage into cuticles and nails. **800.994.5872, kupainc.com**

In addition to masking blemishes in the nail, **Orly BB Crème** also helps hydrate nails while whitening and brightening. **800.275.1111, orlybeauty.com**

Young Nails Cuticle Nippers are ergonomically designed to fit comfortably in the palm of your hand. In fact, they're slightly smaller than most nippers on the market, which provides more control. **800.777.9170, youngnails.com**

Gelish Recovery Vitagel is base coat designed to repair and strengthen natural nails after prolonged acrylic use. **714.773.9758, gelish.com**

NSI Nuture Oil is made using a blend of five emollients—jojoba, soy, safflower, wheat germ and grape seed oils—as well as vitamins C and E to hydrate cuticles. **877.354.8130, nsinails.com**

Qtica Intense Cuticle Repair Balm hydrates on contact to repair severely dry, damaged cuticles. **800.659.6909, zoya.com**

Trind Keratin Nail Treatment is a formaldehyde-free, two-step product that uses keratin to repair damaged, brittle and thin nails. Nail Restorer (shown) can be applied several times a day to hydrate, while Nail Protector both nourishes and protects. **info@trind.com, trind.com**

Made using a blend of oils, vitamins and minerals, **Pure Organics Cuticle Oil** is a rich formula that rejuvenates dry, chapped cuticles on contact. **316.425.2500, pureorganics.us**

The oregano, tea tree and cinnamon oils in **Backscratchers Herbal Synergy** help to treat cloudy or yellowed nails. **800.832.5577, backscratchers.com**

Perfect for clients with split, cracked or damaged nails, **Duri Rejuvacote2** is a formaldehyde-free formula developed specifically for people who experience skin irritation. **800.724.2216, duri.com**

The durable stainless steel construction of the **DL Professional Extra Sharp Cuticle Nipper** is nickel-plated to prevent rust. Plus, the well-balanced tool features extra sharp thin blades. **800.645.5118, burmax.com**

Nail Magic Hard Hardener & Conditioner repairs, restores and strengthens weak, thin or damaged nails and promotes nail growth. **800.547.1843, nailmagic.com**



Essie @ Delpozo



OPI @ Charlotte Ronson

Spring's Top

The fixating finger art spotted at New York Fashion Week is ready for its salon debut. Here, the tip trends to master this season.

By Taylor Foley



INM @ KYE by Kathleen Kye



Zoya @ Creatures of Comfort

TREND #1

Come Undone

Perfectionists, take a breath: This year's negative space manis are *supposed* to look effortless and unrefined. At Delpozo, Essie lead manicurist Julie Kandalec dressed only the half moons with lacquer. OPI lead nail artist Miss Pop also played around with nude cuticle couture at Charlotte Ronson, alternating between a painted and a naked half moon. At the KYE by Kathleen Kye runway show, INM lead nail artist Rose Velez-Miggins opted for a sleek, geometric take on the minimalistic trend, using black and white lacquers to create a stark contrast against the sharp lines of empty space.

PHOTOS: ALL IMAGES COURTESY OF MANUFACTURER UNLESS OTHERWISE SPECIFIED. INM PHOTO COURTESY OF DOOR BELLA CREATIVE CONCIERGE SERVICE

TREND #2

French Lessons

From inverted styles at Carmen Marc Valvo and Cushnie et Ochs to double-lined tips at Sophie Theallet, the salon favorite received an edgy, modern twist. Cuccio Colour lead manicurist Gina Eppolito took the trend one step further at CuteCircuit: She painted a blue half moon at the cuticle and finished with a line of custom-blended red-orange polish at the tip.



Cuccio Colour @ CuteCircuit

Nail Trends



Morgan Taylor @ Carmen Marc Valvo



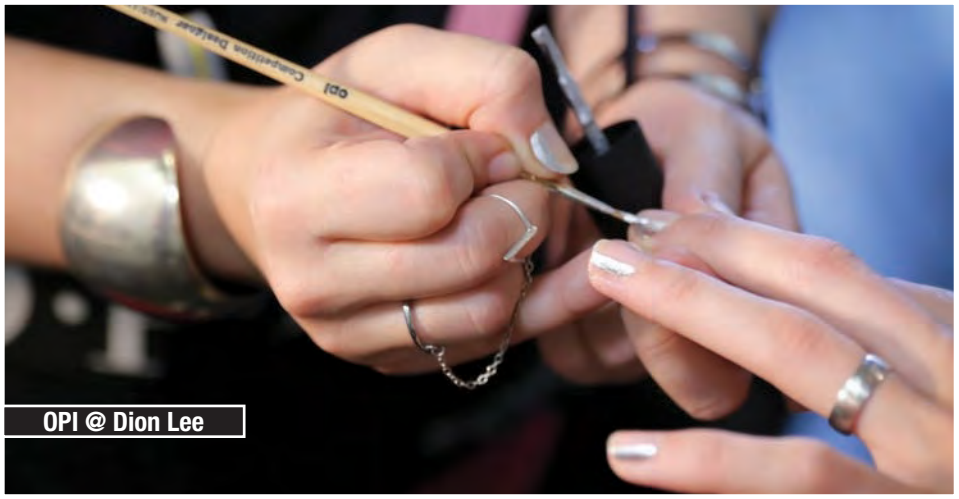
Essie @ Sophie Theallet



KISS Products and Broadway Nails @ Alon Livne



Christian Louboutin Beauté @ Cushnie et Ochs

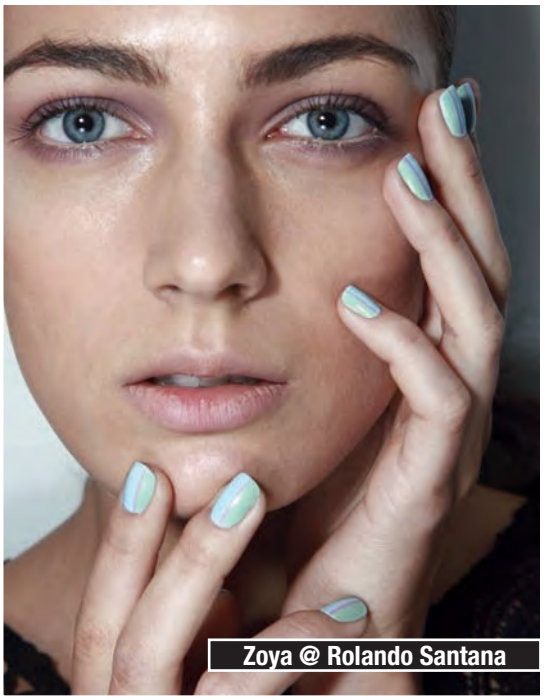


OPI @ Dion Lee

TREND #3

Straight & Narrow

Warning: This year's linear looks have gone graphic! At Erin Fetherston and Rolando Santana, single, solitary stripes stole the show. Yet, the freshest styles focused on bold, thick and cross-stitched lines. At Azede Jean-Pierre, Miss Pop went for a sleek, lattice French. For Bibhu Mohapatra, KISS Products manicurist Gina Edwards played off of the patterns in the collection, painting white knit designs on four nails while accenting the thumbnail with the same design in black.



Zoya @ Rolando Santana



Red Carpet Manicure @ Meden



LUZENA ADAMS

KISS Products @ Bibhu Mohapatra



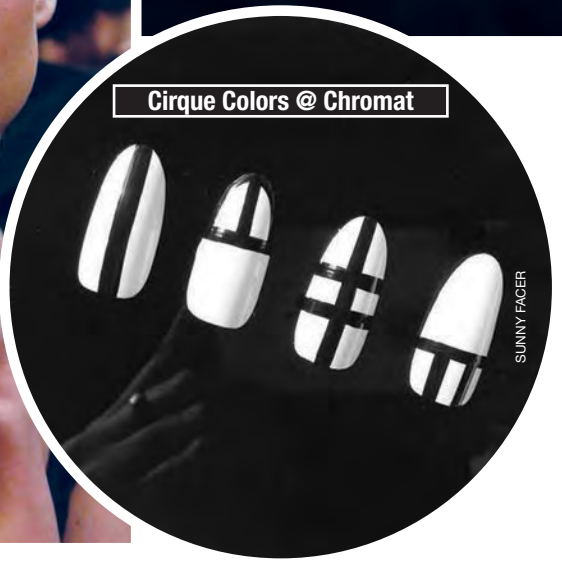
OPI @ Azede Jean-Pierre



KISS Products @ Erin Fetherston



ROCKY LUTEN



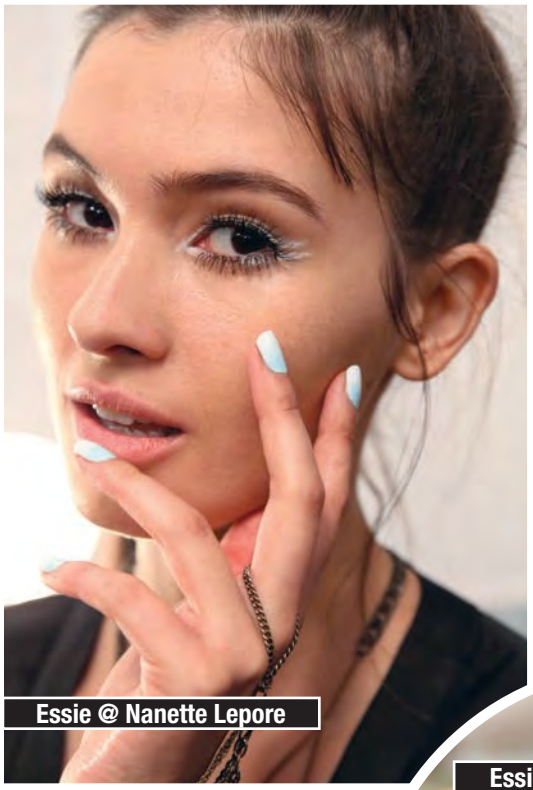
SUNNY FAGER

Cirque Colors @ Chromat

TREND #4

Sheets of Ice

Cool, custom-blended frosted nails shone everywhere. At Nanette Lepore, Kandalec opted for a cool gradient effect, using a makeup sponge to blend together white and powder blue polishes. But the opulent manicures at Betsey Johnson reigned supreme: Morgan Taylor lead manicurist Danielle Candido bedecked light bronze-to-silver digits with pearls, holographic nail art foil and jewels.



Essie @ Nanette Lepore



Morgan Taylor @ Betsey Johnson



Essie @ Costello Tagliapietra



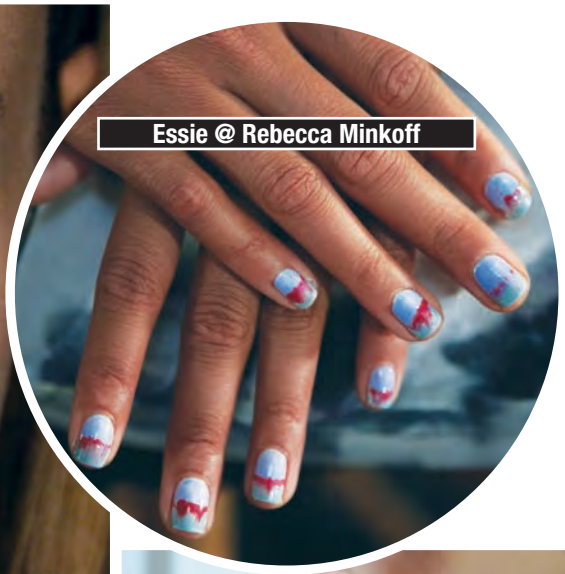
Morgan Taylor @ Angel Sanchez



Zoya @ Timo Weiland



Morgan Taylor @ Monique Lhuillier



Essie @ Rebecca Minkoff

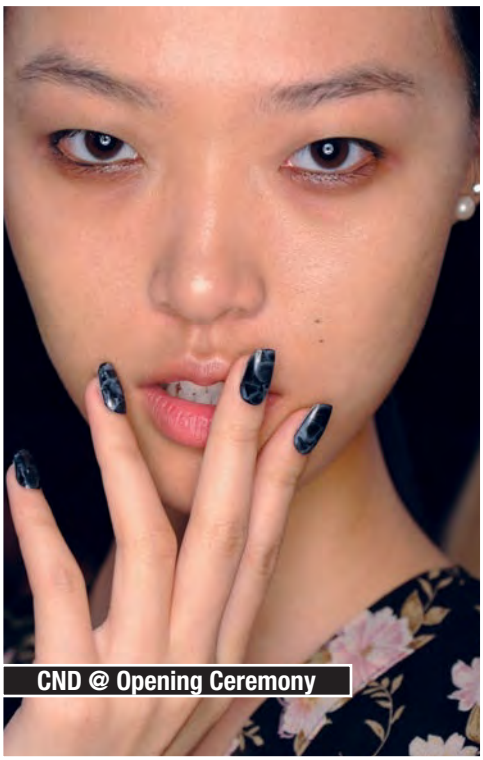


China Glaze @ Degen

MATTHEW CARASELLA/SOCIALSHUTTERBUG.COM



OPI @ Jeremy Scott



CND @ Opening Ceremony

TREND #5

Power Paint

Manicurists channeled their inner Monet with mesmerizing water-color designs. At Rebecca Minkoff, Essie nail artist Michelle Saunders overlapped polishes to create a subtle blending effect. Using a dry brush technique, Miss Pop created artful strokes at Jeremy Scott. For Degen's trippy tips, China Glaze lead manicurist Casey Herman swirled colors with water-marbling, noting, "We wanted the [psychedelic element of the collection] to extend through the fingertips with fun, happy colors and a kaleidoscopic effect."

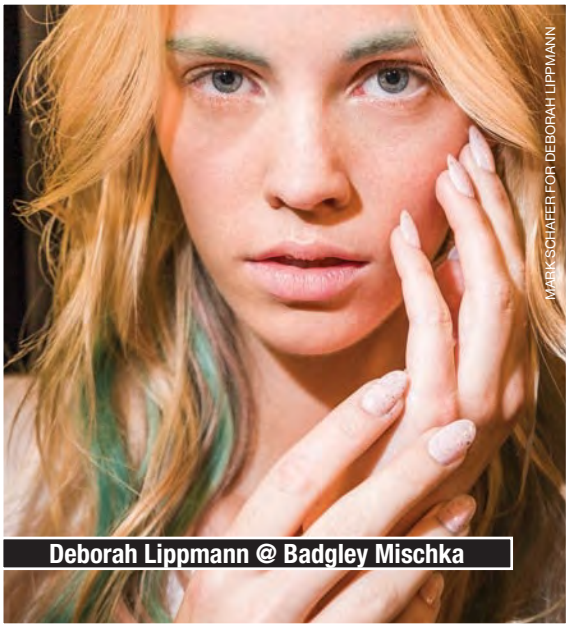


CND @ The Blonds

TREND #6

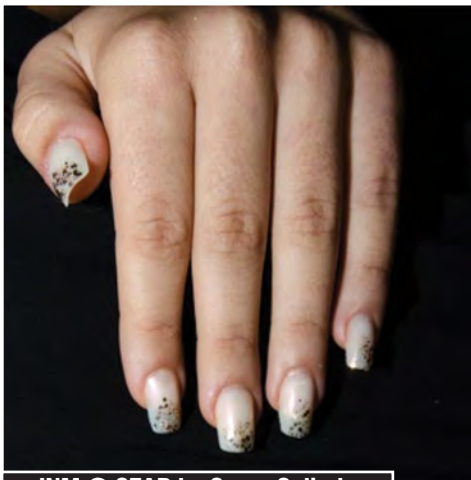
Gilt Trip

Enter this year's power couple: Nude and gold. At Michael Costello, sharp stiletto tips received a gradient finish. For Zimmerman, Zoya nail artist Angel Williams created glittery teardrop shapes on naked nails. But the gold medal goes to The Blonds, where CND fashioned lengthy sheer extensions with extreme gold tips that boasted over 40 feet of heavy metal chains. CND co-founder and style director Jan Arnold sought to deliver nail designs that read "expensive" and "sophisticated" to match the show's "gangster genie" motif.

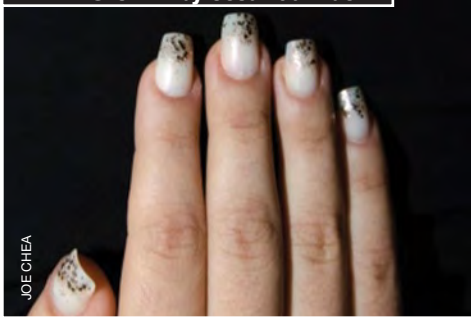


MARK SCHAFER FOR DEBORAH LIPPMANN

Deborah Lippmann @ Badgley Mischka



INM @ CZAR by Cesar Galindo

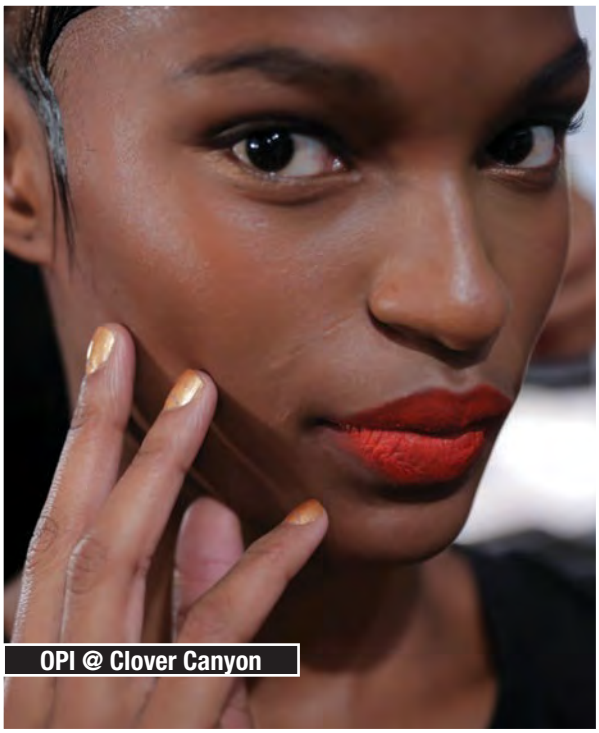


JOE CHEA



MATTHEW CAPASELLA/SOCIALSHUTTERBUG.COM

China Glaze @ Michael Costello



OPI @ Clover Canyon



Zoya @ Zimmerman



Butter London @ Tadashi Shoji

Spring's Color Wheel

Sheer pastels, bold brights and matte neutrals paint the spectrum of the season. Here, the shades to keep close.

MORGAN TAYLOR @ Sally LaPointe
Scene Queen

CUCCIO COLOUR @ David Tlale
Red Lights in Amsterdam



ZOYA @ Timo Weiland
Bela

ESSIE @ Reed Krakoff
Butler Please

JINSOON @ Karen Walker
Tila

DEBORAH LIPPMANN @ Narciso Rodriguez
Terra Nova

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Nail Education

Nail Trends

Nail Art

Workshops

Competitions

Saturday Education

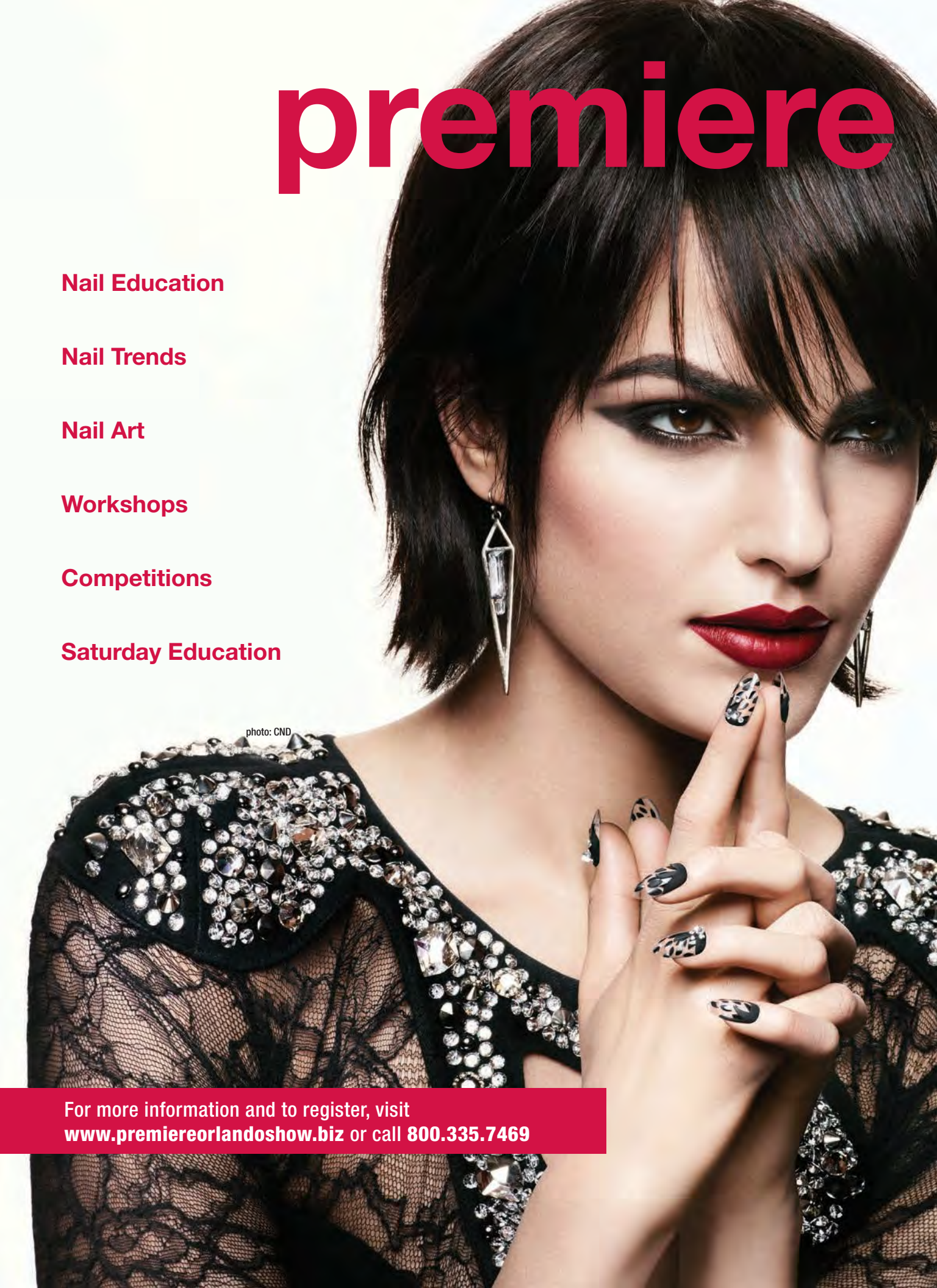


photo: CND

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At Attention

Learn about ADHD and how to cope with this common condition.

Attention-Deficit/Hyperactivity Disorder (ADHD) has received a fair amount of attention in recent years, particularly among children. According to the National Resource Center on ADHD, a program of the non-profit organization Children and Adults with Attention-Deficit/Hyperactivity Disorder (CHADD), ADHD is a common neurobiological condition that affects up to 8 percent of school age children, with symptoms persisting into adulthood in up to 60 percent of cases (approximately 4 percent of adults). While the most common symptoms include poor attention, physical restlessness, excessive impulsivity and difficulty starting or finishing tasks, the causes and symptoms may vary according to the individual. Find out how this common and treatable condition could affect you on the job, and what you can do about it.

ADHD Facts*

- **ADHD is a lifespan condition that affects children, adolescents and adults.**
- **The rates of ADHD diagnosis increased an average of approximately 5% per year from 2003 to 2011.**
- **Boys (13.2%) are more likely than girls (5.6%) to have ever been diagnosed with ADHD.**
- **Across 10 countries, it was projected that ADHD was associated with 143.8 million lost days of productivity each year.**
- **Workers with ADHD are more likely to have had one sick day in the past month compared to workers without ADHD.**

***Source: Centers for Disease Control and Prevention**

Symptoms & Diagnosis

For many years, ADD and ADHD were considered separate conditions by the health community. But in 1994, the *Diagnostic and Statistical Manual of Mental Disorders* revised its criteria, and ADD disappeared; it now it falls under the umbrella of ADHD and is divided into three distinct types: The symptoms of **ADHD-Predominantly Inattentive** include difficulty paying attention, lack of follow-through, trouble with organization, being easily distracted or forgetful as well as a reluctance to start and finish tasks requiring sustained attention; the symptoms of **ADHD-Predominantly Hyperactive** include restlessness, incessant chatter, fidgeting, interrupting others, difficulty sitting still and impulsive behavior; and **ADHD-Combined** is a combination of inattentive and hyperactive types.

According to Elaine Taylor-Klaus, Atlanta-based co-founder of ImpactADHD, an organization that helps support and guide the parents of kids with ADHD, and a member of the national board of CHADD, a complicating factor of diagnosing ADHD is the huge range of symptoms and behaviors associated with the condition. In general, individuals are diagnosed with the disorder when they are significantly impaired in at least one major aspect of their life (home, work, relationships, etc.) and struggle with some combination of impulsivity, disorganization, inattention, emotionality and hyperactivity.

"Individuals diagnosed in adulthood were frequently undiagnosed as children," says Judi Cineas, a licensed clinical social worker and founder of Living the Dream in Palm Beach, Florida, who notes that there is still no one accepted cause of ADHD. "The research continues to reveal more information, but some of what is known involves an individual's neurotransmitters not connecting properly," she says. "For ADHD especially, one of the contributors to how, or how many, symptoms are presented can be impacted by environment." There is also a genetic component to ADHD—it tends to run in families—and some evidence points to environmental factors, such as exposure


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to lead, says Andrea Stephenson, a clinical psychologist at Viewpoint Child and Family in Solon, Ohio.

Another tricky part of an ADHD diagnosis is that most individuals have experienced some symptoms of the condition from time to time. "Who hasn't sat through a boring lecture and started to doodle or found her mind wandering? And we all have felt jittery on occasion," says Stephenson. "The difference is that most of us can bring ourselves back and attend to the situation. Adults with ADHD have a lot of difficulty [refocusing]. And through imaging studies, we know that the frontal lobe, where planning and executive functioning happens, is under stimulated in people with ADHD."

ADHD at Work

The good news for techs with ADHD is that the condition may actually be a boon for your career. "One of the benefits is that a creative environment can give an individual an outlet," says Cineas. "The ability to switch tasks, for example, moving from one client to the next, provides that change or break that many people with ADHD tend to need."

> "People with ADHD often get caught up in something and get lost in it."

Taylor-Klaus agrees, saying, "Most adults with ADHD would benefit from an environment that changes frequently and is generally creative and positive."

On the flip side, individuals with ADHD need to be aware of potential pitfalls at work. "This type of environment can have more unpredictability which can create space for an individual to drift off longer," says Cineas. "People with ADHD often get caught up in something and get lost in it, causing them to neglect other obligations."

Just as each individual experiences ADHD differently, there is no one approach to treatment and, according to Taylor-Klaus, treatment may change over time. "ADHD is largely contextual so when obligations and expectations are high, adults may require more support," she says, noting that adult treatment for ADHD includes training, coaching, therapy and medication. "Learning to consciously manage their ADHD, through exercise and nutrition, for example, is the most effective approach."

If you suspect you have ADHD, ask your doctor for a referral to a health care professional who is qualified to perform ADHD evaluations for adults. Or, seek out an ADHD support group; they can provide references as well as peer-to-peer guidance and encouragement. While there is no cure for ADHD, proper diagnosis and treatment can help individuals live life to the fullest—both personally and professionally.

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



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2 Next, pour a small amount of polish onto a flat surface. Dip the tip of the fan brush into the polish, then gently sweep the brush across the nail.



3 Repeat Step 2 with the remaining shades, cleaning the brush with polish remover between colors.



4 Use a clean brush dipped in polish remover to remove any excess polish. Finish with top coat.

PHOTOS: COURTESY OF MANUFACTURER

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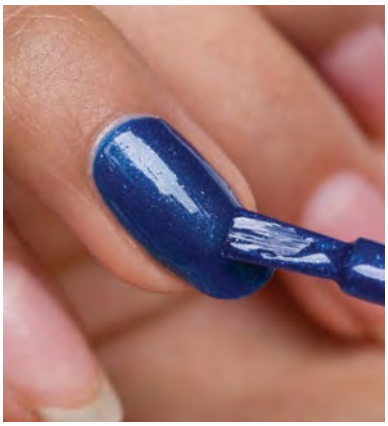


Gelish

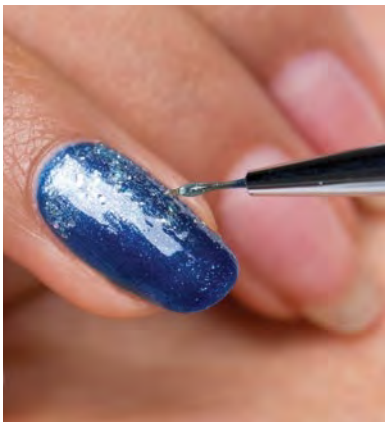
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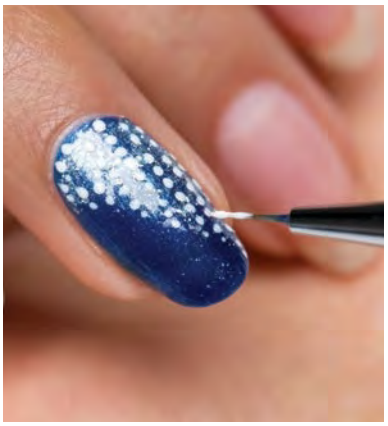
With six bold shades that range from shimmer to crème, the **Gelish Cinderella 2015** collection is a nail artist's fairy tale come true. Use with reflective loose glitter for high-shine digit decor that lasts up to three weeks.



1 After prepping the nail, apply a thin coat of Live Like There's No Midnight and cure for 45 seconds under a LED light. Apply a second coat and cure.



2 Dip a striping brush into If The Slipper Fits and create a fade that starts at the cuticle and goes diagonally toward one side of the free edge. Then, cure.



3 Next, dip the striping brush into white gel polish and add rows of dots along the diagonal pattern. Cure.



4 Apply loose silver mylar pieces on top of the dotted design.



5 Then, apply a thin coat of Top It Off and cure.



6 Finally, remove any tacky residue from the nail surface with Wipe It Off Lint-Free Wipes and Nail Surface Cleanse. Apply Nourish Cuticle Oil to finish off the look.

PHOTOS: COURTESY OF MANUFACTURER

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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SHOWCASE

Showcase is designed to help nail technicians learn about new products of interest. If you would like more information about any of the products described in this section, simply go to FreeInfo on page 157 of this issue to find out how to use the online program. Or visit nailpro.com, highlight the Resources tab and click on Free Product Info.



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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 Ind. 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; 312.321.6809; info@americasbeautyshow.com; americasbeautyshow.com.

The Makeup Show LA
March 28-29
L.A. Mart, Los Angeles, CA.
Contact The Makeup Show, 123 W. 18th St., 8th Fl., New York, NY 10011; 212.242.1213; themakeupshow.com.

April

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

Canada Nail Cup
April 26-27
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.

May

4th Annual Willamette Valley Nail Event
May 3
Red Lion Hotel, Salem, OR.
Contact Kristen Dutcher, 830 Player Drive, N. Keizer, OR 97303; 503.580.0822; willamettevalleynailevent.com.

The Makeup Show NYC
May 3-4
Metropolitan Pavillion, New York, NY.
Contact The Makeup Show, 123 W. 18th St., 8th Fl., New York, NY 10011; 212.242.1213; themakeupshow.com.

IMAGE Expo Houston
May 17-18
George R. Brown Convention Center, Houston, TX.
Contact International Conference Management, Inc., 13740 North Highway 183, Building I, Austin, TX 78750; 877.219.3976; theimageexpo.com.

Premiere Orlando
May 30-June 1
Orlando/Orange County Convention Center, Orlando, FL.
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8 Use Your Imagination: Medford, OR, 541.772.6961.
16-20 Mastering Acrylic: Anaheim, CA, 800.777.9170.
22 Synergy Gel For Success: Medford, OR, 541.772.6961. Two Tone Temptation: Anaheim, CA, 714.992.1400.
23 Two Tone Temptation Webinar: Online, 714.992.1400. Use Your Imagination: Houston, TX, 714.992.1400.

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9 Perfect Match Demo/Class: Garden Grove, CA.

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8 Backfills For Thrills: Medford, OR, 541.772.6961. Mani-Q Color: Medford, OR, 888.520.5355.
15 Backfills For Thrills: Anaheim, CA, 800.777.9170.
29 Use Your Imagination: Crystal Lake, IL, 714.992.1400.

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20-21 Perfect Match Demo/Class: Chamblee, GA; Doraville, GA.

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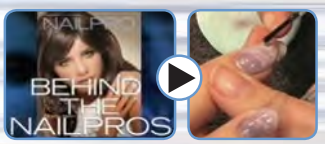
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At Attention

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1 Boys are more likely than girls to be diagnosed with ADHD.

A. True **B.** False

2 Impulsive behavior is a symptom associated with _____ .

A. ADHD-Predominantly Inattentive
B. ADHD-Predominantly Hyperactive
C. ADD
D. None of the above

3 Which of the following is *not* a symptom of ADHD-Predominantly Inattentive?

A. Forgetfulness
B. Difficulty paying attention
C. Fidgeting
D. Trouble with organization

4 Workers with ADHD are more likely to have had one sick day in the past month compared to workers without ADHD.

A. True **B.** False

5 Which of the following may be a helpful technique for treating adult ADHD?

A. Medication
B. Coaching
C. Therapy
D. All of the above

6 ADD falls under the umbrella of ADHD.

A. True **B.** False

7 The _____ is/are understimulated in people with ADHD.

A. Frontal lobe
B. Neurotransmitters
C. Brain stem
D. All of the above

8 Nutrition and _____ can be effective ways for an individual to manage symptoms of ADHD.

A. Reading
B. Sleeping
C. Exercise
D. Shopping

9 Approaches to treatment of ADHD will change over time as an individual's needs change.

A. True **B.** False

10 Which of the following may contribute to the development of ADHD?

A. Environmental factors
B. Genetics
C. Medications
D. Both A and B

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Photocopy this form or write your answers (for example, 1 A; 2 B) on a postcard along with the issue date and the name of the quiz (i.e., "At Attention") and send it to: NAILPRO, Professional Participation Program, 7628 Densmore Ave., Van Nuys, CA 91406-2042. You can also take the test online at our website, nailpro.com/test-yourself. Submissions must be postmarked or received online by February 28, 2015. Answers will appear in the April issue.

Answers to December Test

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

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Pick up a Peace Charm Bracelet for $10.95. For more deals, see page 168.



169 TN Spa

Special offers are available with the purchase of a Diva I Spa Pedicure Chair. For more deals, see page 169.

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CND Flora & Fauna Additives 5-pk. $29.75



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Dandelion | Fragrant Freesia | Salmon Run | Wild Moss | Creekside | Field Fox

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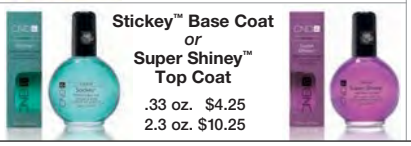
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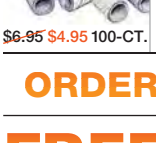
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Villainess Varnish

Celebrity manicurist Elle Gerstein dishes on her digit designs for Gotham City's resident nail art queen.







"Felon" and "fashionista" aren't usually said in the same breath, but that may change if celebrity tech Elle Gerstein continues to take nail couture to the dark side on "Gotham." Based on the DC Comics *Batman* franchise, the Fox series depicts the origins of several super villains, including Fish Mooney, the evil and conniving mobster terrorizing Gotham City played by Jada Pinkett Smith. A nail art fanatic herself, Smith is the one who wanted Mooney to sport edgy digits—and who better to craft the tricked-out tips than her own personal manicurist?

According to Gerstein, Smith is a risk taker and loves to concoct bold looks that reflect her character's lavish attire. "Fish Mooney's style is ornate. One day she'll have crocodile wrapped around her, the next day it's feathers," she says. Gerstein often incorporates those elements in Smith's mani, mimicking the textures, colors and accents. Crafting each sumptuous set of nails takes about one hour to complete and involves a combination of polish, acrylic and gel. "I've used everything from Red Carpet Manicure to Nails Inc. to Demelect," Gerstein says. "I bring over 400 bottles of polish and any nail art I can find." And it's a good thing she's prepared: The character's looks have ranged from funky ombré to embossed crocodile (Smith's favorite design so far). So what's next for the chic crime lord? "Three-dimmentional acrylic and unusual nail shapes," says Gerstein. "We have been very conservative because Jada was shooting a movie, but from now on, her nails are only going to get better!"

Master Mooney's Mani

Straight to the Point Smith's tips are filed to a sharp, pointy stiletto, similar to the style the actress sported before she started the show.

Chrome Hearts At first, Gerstein varnished Smith's tips in deep emerald and amethyst shades, but now, reflective hues like silver chrome are her color of choice. "I realized the shades were shooting too dark and I wanted the nails to stand out," she notes.

All the Trimmings Gold embellishments, crocodile and gradient polishes are just a few of the accents atop Smith's talons. (Insider tip: When the actress was shooting a movie while filming the show, Gerstein painted her acrylics with gel polish and created nail art with regular lacquer for easy removal.)

PHOTOS: EPISODIC IMAGES, JESSICA MIGLIO/FOX; FINAL NAILS IMAGE, JADA PINKETT SMITH/FACEBOOK.



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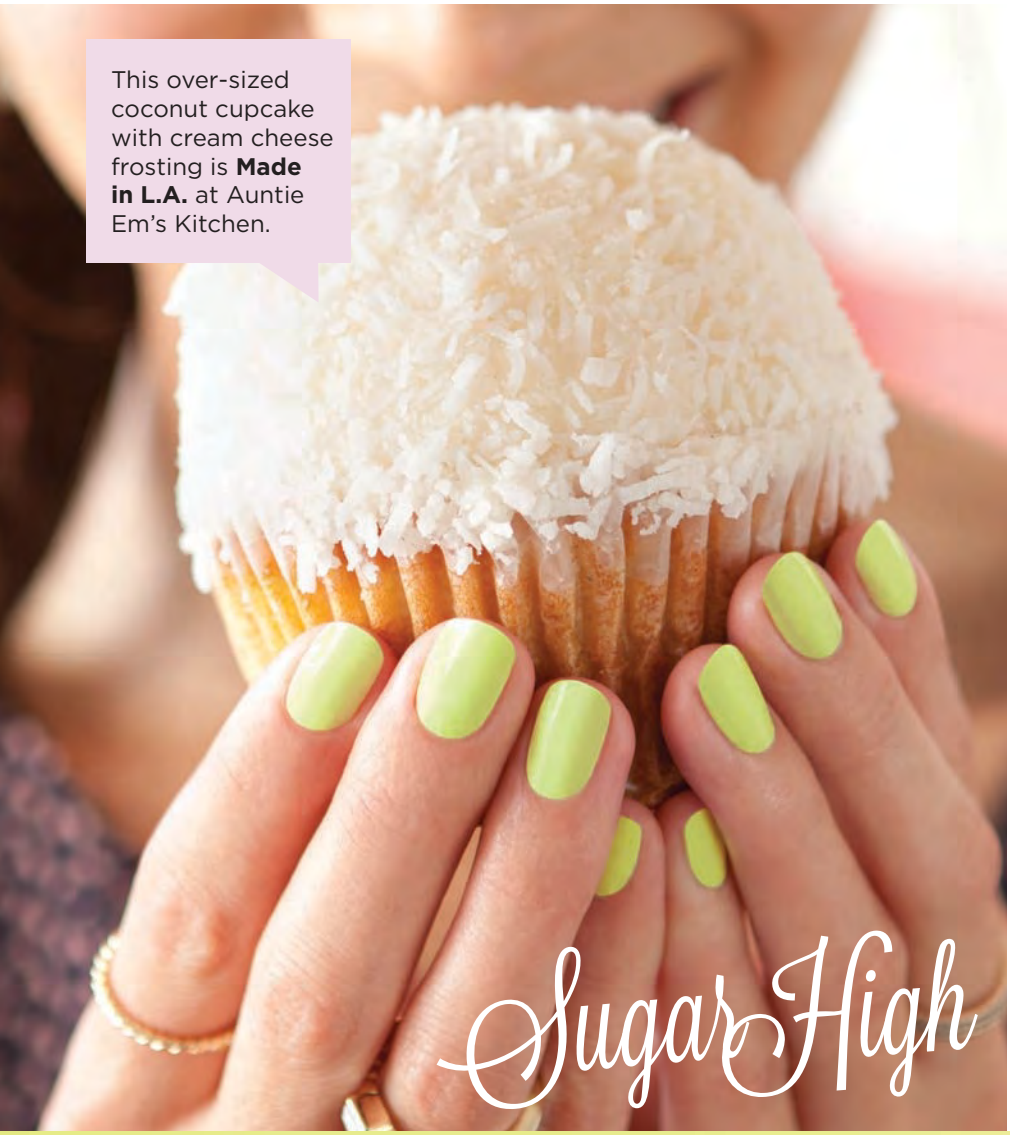
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Color was also everywhere in spring/summer 2015 fashion shows. Printed and embellished fabrics dominated the runways with patterns and graphics in bold and muddled colors taking inspiration from great works of art, the gleam of metallics still demonstrating a strong presence. Paradoxically, neutral shades “popped” amid the chaos of colors and prints, adding a calming element.



The Hawaii Collection by OPI complements spring fashion with the colors of the islands: Shades of surf, sand, and sunsets evoke days spent on Hawaii's beautiful beaches (**This Color's Making Waves**, **Do You Take Lei Away?**, **Go with the Lava Flow**, **Aloha from OPI**, **Just Lanai-ing Around**), while lush greenery, tropical flowers, and ocean reef dwellers are represented in green, purple, and pink (**That's Hula-rious!**, **My Gecko Does Tricks**, **Is Mai Tai Crooked?**, **Suzi Shops & Island Hops**, **Hello Hawaii Ya?**, **Lost My Bikini in Molokini**) – all kissed by a brilliant golden sun (**Pineapples Have Peelings Too!**).

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That's Hula-rious!
NL H65
This pastel mint green makes me dance with joy! (C+K, GC)



My Gecko Does Tricks
NL H66
Being bright and pearly green is just one of its talents. (GC, S)



Do You Take Lei Away?
NL H67
On second thought, I can't wait – I need this creamy nude now! (C+K, GC)



Suzi Shops & Island Hops
NL H71
A light and happy pink that's the perfect traveling companion. (C+K, GC)



Just Lanai-ing Around
NL H72
This dark, creamy mauve says "hang loose!" in style. (C+K, GC)



Hello Hawaii Ya?
NL H73
In this gorgeous, dusky purple, I'm doing just fine. (C+K, GC)

S=SHIMMER | GL=GLITTER | GC=AVAILABLE IN GELCOLOR

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Is Mai Tai Crooked?
NL H68
Get it straight – this fruity orange crème is fabulous! (C+K, GC)



Go with the Lava Flow
NL H69
You can feel the heat shimmering off this golden red. (GC, S)



Aloha from OPI
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Let's give a warm island hello to this bright creamy coral! (C+K, GC)



This Color's Making Waves
NL H74
This shimmery, lagoon blue has got heads turning. (GC, S)



Lost My Bikini in Molokini
NL H75
With this reef-inspired purple, what's one bikini more or less? (C+K, GC)



Pineapples Have Peelings Too!
NL H76
The heart of the matter lies in this gold shimmer with colorful sparkle. (GC, GL)

C+K = AVAILABLE IN CLARK+KENSINGTON PAINT EXCLUSIVELY AT THE PAINT STUDIO AT ACE HARDWARE. VISIT WWW.CLARKANDKENSINGTON.COM TO FIND YOUR NEIGHBORHOOD ACE.

Classics

COLORS ARE LISTED IN ALPHA-NUMERIC ORDER BY ITEM NUMBER

DULCE DE LECHE
NL A15 (C+K)

THE THRILL OF BRAZIL
NL A16 (GC)

LA PAZ-ITIVELY HOT
NL A20 (P)

HAPPY ANNIVERSARY!
NL A36 (S)

KISS ME I'M BRAZILIAN
NL A68 (GC)

LIVE.LOVE. CARNAVAL
NL A69 (GC)

RED HOT RIO
NL A70 (GC)

OPI ON COLLINS AVE.
NL B76 (GC)

POLKA.COM
NL E71
(GL, GC)

OPI...EURSO EURO
NL E72
(GC)

SUZI'S HUNGARY AGAIN!
NL E73

YOU'RE SUCH A BUDAPEST
NL E74
(C+K, GC)

LOST ON LOMBARD
NL F59

I KNEAD SOUR-DOUGH
NL F60 (GC, P)

MUIR MUIR ON THE WALL
NL F61 (GC, S)

IN THE CABLE CAR-POOL LANE
NL F62

ROSE OF LIGHT
NL G39 (GL)

CHICK FLICK CHERRY
NL H02
(C+K, GC)

I'M NOT REALLY A WAITRESS
NL H08
(GC, P)

RED MY FORTUNE COOKIE
NL H42

VAMPSTERDAM
NL H63 (GC, P)

ITALIAN LOVE AFFAIR
NL I27 (P)

ELEPHANTASTIC PINK
NL I42

BLACK CHERRY CHUTNEY
NL I43 (GC, P)

STRAWBERRY MARGARITA
NL M23 (GC)

COZU-MELTED IN THE SUN
NL M27 (GC, S)

BIG APPLE RED
NL N25 (GC)

GOING MY WAY OR NORWAY?
NL N39 (GC)

THANK GLOGG IT'S FRIDAY!
NL N48 (P, GC)

VIKING IN A VINTER VONDERLAND
NL N49 (GC)

SKATING ON THIN ICE-LAND
NL N50 (GC)

NOMAD'S DREAM
NL P02 (P)

MY ADDRESS IS "HOLLYWOOD"
NL T31 (GC, S)

A-ROSE AT DAWN...BROKE BY NOON
NL V11 (P)

LINCOLN PARK AFTER DARK
NL W42
(C+K, GC)

GOT THE BLUES FOR RED
NL W52 (GC)

C+K = AVAILABLE IN CLARK+KENSINGTON PAINT EXCLUSIVELY AT THE PAINT STUDIO AT ACE HARDWARE. VISIT WWW.CLARKANDKENSINGTON.COM TO FIND YOUR NEIGHBORHOOD ACE.

Classics

P=PEARL | GL=GLITTER | S=SHIMMER | SH=SHEER



Brights



Model is wearing **Mod-ern Girl**.

Classics

GC = AVAILABLE IN GELCOLOR



**Available in the EU as Lady in Black NL T02-EU

†Limited availability!

Brights

High fashion bright shades create look-at-me nails. Whether to complement a bold sense of style or to add a pop of bright and bold color, Brights by OPI has the shades that have attitude and confidence all their own.



P=PEARL | S=SHIMMER | SH=SHEER | GC=AVAILABLE IN GELCOLOR

C+K = AVAILABLE IN CLARK+KENSINGTON PAINT EXCLUSIVELY AT THE PAINT STUDIO AT ACE HARDWARE. VISIT WWW.CLARKANDKENSINGTON.COM TO FIND YOUR NEIGHBORHOOD ACE.

GelColor

THE THRILL OF BRAZIL
GC A16

BRISBANE BRONZE*
GC A45 (S)

NEXT STOP… THE BIKINI ZONE*
GC A59 (S)

DON'T BOSSA NOVA ME AROUND
GC A60

TAUPE-LESS BEACH
GC A61

I SÃO PAULO OVER THERE*
GC A62

OPI SCORES A GOAL!*
GC A63

AMAZON… AMAZOFF
GC A64

I JUST CAN'T COPE-ACABANA
GC A65

WHERE DID SUZI'S MAN-GO?
GC A66

TOUCAN DO IT IF YOU TRY
GC A67

KISS ME I'M BRAZILIAN
GC A68

LIVE.LOVE. CARNAVAL
GC A69

RED HOT RIO
GC A70

DO YOU LILAC IT?
GC B29

GARGANTUAN GREEN GRAPE
GC B44

NEED SUNGLASSES?
GC B46

MOD ABOUT YOU
GC B56

MY PRIVATE JET
GC B59 (S)

OPI INK.
GC B61 (S)

OPI ON COLLINS AVE.
GC B76

MIAMI BEET
GC B78

NO ROOM FOR THE BLUES
GC B83

SHORTS STORY
GC B86

A GRAPE FIT!
GC B87

POMPEII PURPLE
GC C09 (P)

PINK FLAMENCO
GC E44

HERE TODAY… ARAGON TOMORROW*
GC E48 (P)

POLKA.COM
GC E71
(GL)

OPI… EURSO EURO
GC E72

YOU'RE SUCH A BUDAPEST
GC E74

CAN'T FIND MY CZECHBOOK
GC E75

OY–ANOTHER POLISH JOKE!*
GC E78 (S)

MY VAMPIRE IS BUFF
GC E82

LOUVRE ME LOUVRE ME NOT
GC F13 (S)

YOU DON'T KNOW JACQUES!
GC F15

BASTILLE MY HEART
GC F17 (S)

BOGOTÁ BLACKBERRY
GC F52 (P)

A-PIERS TO BE TAN*
GC F53

DINING AL FRISCO*
GC F54 (F)

Soft Shades



Model is wearing **Pink-ing of You** and **Black Onyx**.

Soft Shades

Soft, pretty shades that whisper romance, sophistication and style. This range of delicately feminine pinks, creams, violets, roses, and whites is the ideal choice for beautiful brides and prom princesses.

HAWAIIAN ORCHID
NL A06 (P)

SO MANY CLOWNS… SO LITTLE TIME
NL F26 (C+K, SH)

IN THE SPOT-LIGHT PINK
NL F27 (SH)

STEP RIGHT UP!
NL F28 (SH)

HEART THROB
NL H18 (SH)

PASSION
NL H19
(C+K, GC, SH)

FUNNY BUNNY
NL H22
(GC, P, SH)

KISS ON THE CHIC
NL H31 (SH)

OTHERWISE ENGAGED
NL H33 (SH, P)

I THINK IN PINK
NL H38 (GC, SH)

IT'S A GIRL!
NL H39 (SH)

ALPINE SNOW
NL L00
(C+K, GC)

KYOTO PEARL
NL L03
(GC, P, SH)

CONEY ISLAND COTTON CANDY
NL L12 (SH)

SAMOAN SAND
NL P61
(C+K, GC, SH)

PRIVACY PLEASE
NL R30 (SH)

SWEET MEMORIES
NL R31 (SH)

MIMOSAS FOR MR. & MRS.
NL R41
(C+K, SH)

PRINCESSES RULE!
NL R44
(GC, S)

GOT A DATE TO-KNIGHT!
NL R46 (SH)

TUTTI FRUTTI TONGA
NL S48 (P, SH)

ALTAR EGO
NL S78 (P, SH)

ROSY FUTURE
NL S79
(P, SH)

HOPELESSLY IN LOVE
NL S81

BUBBLE BATH
NL S86
(C+K, GC, SH)

PINK-ING OF YOU
NL S95
(C+K, SH)

SWEET HEART
NL S96 (C+K, SH)

YOU CALLIN' ME A LYRE?
NL T51 (SH)

CARE TO DANSE?
NL T53 (C+K, SH)

PIROUETTE MY WHISTLE
NL T55
(GC, GL)

P=PEARL | GL=GLITTER | S=SHIMMER | SH=SHEER | GC= AVAILABLE IN GELCOLOR

GelColor

PEACE & LOVE & OPI
GC F56 (P)

KEEPING SUZI AT BAY*
GC F57

I KNEAD SOUR-DOUGH
GC F60 (P)

MUIR MUIR ON THE WALL
GC F61 (S)











DEUTSCH YOU WANT ME BABY?*
GC G15 (P)

NEIN! NEIN! NEIN! OK FINE!*
GC G21

SCHNAPPS OUT OF IT!*
GC G22 (P)

SUZI & THE 7 DÜSSELDORFS
GC G23

UNFOR-GRETA-BLY BLUE*
GC G24 (P)

CHICK FLICK CHERRY
GC H02

I'M NOT REALLY A WAITRESS
GC H08 (P)

PASSION
GC H19 (SH)

FUNNY BUNNY
GC H22
(P, SH)

I THINK IN PINK*
GC H38
(SH)

SUZI SAYS FENG SHUI*
GC H46

A GOOD MAN-DARIN IS HARD TO FIND
GC H47

DID YOU 'EAR ABOUT VAN GOGH?*
GC H54

PEDAL FASTER SUZI!
GC H60 (S)

THANKS A WINDMILLION*
GC H62

VAMPSTERDAM
GC H63 (P)

BLACK CHERRY CHUTNEY
GC I43 (P)

DUTCH TULIPS
GC L60

CAJUN SHRIMP
GC L64

ALPINE SNOW
GC L00

KYOTO PEARL
GC L03 (P, SH)

OPI RED
GC L72 (P)

MALAGA WINE
GC L87

MY CHIHUAHUA BITES!
GC M21

STRAWBERRY MARGARITA
GC M23

COZU-MELTED IN THE SUN
GC M27 (S)

BIG APPLE RED
GC N25

LIFE GAVE ME LEMONS
GC N33

YOU ARE SO OUTTA LIME!
GC N34

JUICE BAR HOPPING
GC N35

HOTTER THAN YOU PINK
GC N36

Designer Series



Designer Series by OPI, Nail Lacquers formulated with precious, dazzling diamond dust and pigments

DS CLASSIC
DS 031
(S)

DS BOLD
DS 041
(S)

DS REFLECTION
DS 030
(S)

DS TOURMALINE
DS 046
(PQ)

DS RESERVE
DS 027
(S)

DS EXTRAVAGANCE
DS 026
(S)

DS RADIANCE
DS 038
(S)

DS PEWTER
DS 044
(GC, RG)

DS TITANIUM
DS 047
(PQ)

DS LAPIS
DS 045
(RG)

DS MYSTERY
DS 037
(S)

DS TOP COAT
DS T03

S=SHIMMER | RG = RAW GRANITE | PQ= POLISHED QUARTZ

GelColor



Model is wearing **Bogotá Blackberry**.

Choose from top selling OPI shades... with more to come! From deep and edgy, sheer to shimmer - we've got your color! Don't forget the essentials for a complete GelColor service. Expert Touch Lacquer Remover and easy-to-use, economical Expert Touch Removal Wraps and Removal Mitts are ideal for GelColor removal.

OPI color at the speed of light! Iconic OPI colors in a polish-on gel formula! GelColor by OPI's shine-intense shades cure in 30 seconds and last for weeks!

*These shades available only while supplies last.

**Available in the EU as Lady in Black GC T02-EU

P=PEARL | GL=GLITTER | S=SHIMMER | SH=SHEER

GelColor


PUSH & PUR-PULL GC N37
DOWN TO THE CORE-AL GC N38
GOING MY WAY OR NORWAY? GC N39
ICE BERGERS & FRIES GC N40
OPI WITH A NICE FINN-ISH GC N41 (P)
MY VOICE IS A LITTLE NORSE GC N42 (GL)
CAN'T AFJÖRD NOT TO GC N43
HOW GREAT IS YOUR DANE? GC N44
MY DOGSLED IS A HYBRID GC N45
SUZI HAS A SWEDE TOOTH GC N46
DO YOU HAVE THIS COLOR IN STOCK-HOLM? GC N47
THANK GLOGG IT'S FRIDAY! GC N48 (P)
VIKING IN A VINTER VONDERLAND GC N49
SKATING ON THIN ICE-LAND GC N50
SAMOAN SAND GC P61 (SH)
PRINCESSES RULE! GC R44 (S)
RUSSIAN NAVY GC R54 (S)
COSMO-NOT TONIGHT HONEY! GC R58 (P)
ROMEO & JOLIET* GC S72 (GC, S)
BUBBLE BATH GC S86 (SH)
BLACK ONYX** GC T02
ARE WE THERE YET? GC T23* (S)
COLOR TO DINER FOR* GC T25 (S)
HONK IF YOU LOVE OPI* GC T28
I EAT MAINELY LOBSTER GC T30 (S)
MY ADDRESS IS "HOLLYWOOD" GC T31 (S)
ROAD HOUSE BLUES* GC T32
PIROUETTE MY WHISTLE GC T55 (GL)
LINCOLN PARK AFTER DARK GC W42
GOT THE BLUES FOR RED GC W52
COLOR SO HOT IT BERNS GC Z13
YODEL ME ON MY CELL* GC Z20 (S)
CAN'T FIND MY CZECHBOOK GC 101 (PASTEL)
DO YOU LILAC IT? GC 102 (PASTEL)
GARGANTUAN GREEN GRAPE GC 103 (PASTEL)
NEED SUNGLASSES? GC 104 (PASTEL)
ARE WE THERE YET? GC 105 (PASTEL)
MOD ABOUT YOU GC 106 (PASTEL)

CLASSICS

LISTED IN ALPHABETICAL ORDER BY NAME

A GOOD MAN-DARIN IS HARD TO FIND		GC	NL H47
A-ROSE AT DAWN...BROKE BY NOON (P)			NL V11
AMAZON…AMAZOFF		GC	NL A64
AN AFFAIR IN RED SQUARE (P)			NL R53
APHRODITE'S PINK NIGHTIE (P)			NL G01
BAREFOOT IN BARCELONA	C+K		NL E41
BASTILLE MY HEART (S)		GC	NL F17
BERLIN THERE DONE THAT	C+K		NL G13
BIG APPLE RED		GC	NL N25
BLACK CHERRY CHUTNEY (P)		GC	NL I43
BLACK ONYX**	C+K	GC	NL T02
BOGOTÁ BLACKBERRY (P)		GC	NL F52
CAJUN SHRIMP	C+K	GC	NL L64
CALIFORNIA RASPBERRY (P)			NL L54
CAN'T AFJÖRD NOT TO		GC	NL N43
CAN'T FIND MY CZECHBOOK	C+K	GC	NL E75
CHASING RAINBOWS (GL)		GC	NL G36
CHICAGO CHAMPAGNE TOAST (P)			NL S63
CHICK FLICK CHERRY	C+K	GC	NL H02
CHOCOLATE MOOSE	C+K		NL C89
COLOR SO HOT IT BERNS		GC	NL Z13
COSMO-NOT TONIGHT HONEY! (P)		GC	NL R58
COZU-MELTED IN THE SUN (S)		GC	NL M27
DANKE-SHINY RED (P)			NL G14
DESPERATELY SEEKING SEQUINS (GL)		GC	NL G37
DO YOU HAVE THIS COLOR IN STOCK-HOLM?		GC	NL N47
DON'T BOSSA NOVA ME AROUND		GC	NL A60
DULCE DE LECHE	C+K		NL A15
DUTCH TULIPS		GC	NL L60
ELEPHANTASTIC PINK			NL I42
EMBARCA-DARE YA! (S)			NL F63
FEELIN' HOT-HOT-HOT!			NL B77
GLITZERLAND (S)			NL Z19
GOING MY WAY OR NORWAY?		GC	NL N39
GOT THE BLUES FOR RED		GC	NL W52
GRAND CANYON SUNSET (P)			NL L30
HAPPY ANNIVERSARY! (S)			NL A36
HOT & SPICY			NL H43
HOW GREAT IS YOUR DANE?		GC	NL N44
I EAT MAINELY LOBSTER (S)	C+K	GC	NL T30
I JUST CAN'T COPE-ACABANA		GC	NL A65
I KNEAD SOUR-DOUGH (P)		GC	NL F60
ICE-BERGERS & FRIES		GC	NL N40
I'M NOT REALLY A WAITRESS (P)		GC	NL H08
IN THE CABLE CAR-POOL LANE			NL F62
ITALIAN LOVE AFFAIR (P)			NL I27
JADE IS THE NEW BLACK	C+K		NL H45
KISS ME I'M BRAZILIAN		GC	NL A68
KISS ME ON MY TULIPS			NL H59
KOALA BEAR-Y			NL A46
LA PAZ-ITIVELY HOT (P)			NL A20
LINCOLN PARK AFTER DARK	C+K	GC	NL W42
LIVE.LOVE.CARNAVAL		GC	NL A69
LOST ON LOMBARD			NL F59
LOUVRE ME LOUVRE ME NOT (S)		GC	NL F13
LUCERNE-TAINLY LOOK MARVELOUS (S)			NL Z18
LUCKY LUCKY LAVENDER	C+K		NL H48
MALAGA WINE		GC	NL L87
MEET ME ON THE STAR FERRY (S)			NL H49
MIAMI BEET	C+K	GC	NL B78
MIDNIGHT IN MOSCOW (S)			NL R59
MUIR MUIR ON THE WALL (S)		GC	NL F61
MY ADDRESS IS "HOLLYWOOD" (S)		GC	NL T31
MY CHIHUAHUA BITES!		GC	NL M21
MY DOGSLED IS A HYBRID		GC	NL N45
MY VAMPIRE IS BUFF	C+K	GC	NL E82
MY VERY FIRST KNOCKWURST	C+K		NL G20
MY VOICE IS A LITTLE NORSE (GL)		GC	NL N42
NOMAD'S DREAM (P)			NL P02
NOT SO BORA-BORA-ING PINK (P)			NL S45
OPI…EURSO EURO		GC	NL E72
OPI ON COLLINS AVE.		GC	NL B76
OPI RED (P)	C+K	GC	NL L72
OPI WITH A NICE FINN-ISH (P)		GC	NL N41
PAMPLONA PURPLE			NL E50
PEACE & LOVE & OPI (P)		GC	NL F56
PEDAL FASTER SUZI! (S)		GC	NL H60
PINK FLAMENCO	C+K	GC	NL E44
POLKA.COM (GL)		GC	NL E71
POMPEII PURPLE (P)		GC	NL C09
RED HOT RIO		GC	NL A70
RED LIGHTS AHEAD...WHERE?			NL H61
RED MY FORTUNE COOKIE			NL H42
ROSE OF LIGHT (GL)			NL G39
RUSSIAN NAVY (S)		GC	NL R54
SKATING ON THIN ICE-LAND		GC	NL N50

**Available in the EU as Lady in Black NL T02-EU (GC)

STRAWBERRY MARGARITA		GC	NL M23
SUZI & THE 7 DÜSSELDORFS		GC	NL G23
SUZI HAS A SWEDE TOOTH		GC	NL N46
SUZI SKIS IN THE PYRENEES			NL E47
SUZI'S HUNGARY AGAIN!			NL E73
TASMANIAN DEVIL MADE ME DO IT			NL A44
TAUPE-LESS BEACH		GC	NL A61
THANK GLOGG IT'S FRIDAY! (P)		GC	NL N48
THE THRILL OF BRAZIL		GC	NL A16
TICKLE MY FRANCE-Y			NL F16
TOUCAN DO IT IF YOU TRY		GC	NL A67
VAMPSTERDAM (P)		GC	NL H63
VIKING IN A VINTER VONDERLAND		GC	NL N49
WHERE DID SUZI'S MAN-GO?		GC	NL A66
YOGA-TA GET THIS BLUE! (S)			NL I47
YOU DON'T KNOW JACQUES!	C+K	GC	NL F15

LIMITED AVAILABILITY!

ESPRESSO YOUR STYLE! (S)	SR 6R5
LINCOLN PARK AT MIDNIGHT (S)	NL D01

HAWAII COLLECTION

ALOHA FROM OPI	C+K	GC	NL H70
DO YOU TAKE LEI AWAY?	C+K	GC	NL H67
GO WITH THE LAVA FLOW (S)		GC	NL H69
HELLO HAWAII YA?	C+K	GC	NL H73
IS MAI TAI CROOKED?	C+K	GC	NL H68
JUST LANAI-ING AROUND	C+K	GC	NL H72
LOST MY BIKINI IN MOLOKINI	C+K	GC	NL H75
MY GECKO DOES TRICKS (S)		GC	NL H66
PINEAPPLES HAVE PEELINGS TOO! (GL)		GC	NL H76
SUZI SHOPS & ISLAND HOPS	C+K	GC	NL H71
THAT'S HULA-RIOUS!	C+K	GC	NL H65
THIS COLOR'S MAKING WAVES (S)		GC	NL H74

DESIGNER SERIES

DS BOLD (S)			DS 041
DS CLASSIC (S)			DS 031
DS EXTRAVAGANCE (S)			DS 026
DS LAPIS (RG)			DS 045
DS MYSTERY (S)			DS 037
DS PEWTER (RG)		GC	DS 044
DS RADIANCE (S)			DS 038
DS REFLECTION (S)			DS 030
DS RESERVE (S)			DS 027
DS TITANIUM (PQ)			DS 047
DS TOP COAT			DS T03
DS TOURMALINE (PQ)			DS 046

SOFT SHADES

ALPINE SNOW	C+K	GC	NL L00
ALTAR EGO (P, SH)			NL S78
BUBBLE BATH (SH)	C+K	GC	NL S86
CARE TO DANSE? (SH)	C+K		NL T53
CONEY ISLAND COTTON CANDY (SH)			NL L12
FUNNY BUNNY (P, SH)		GC	NL H22
GOT A DATE TO-KNIGHT! (SH)			NL R46
HAWAIIAN ORCHID (P)			NL A06
HEART THROB (SH)			NL H18
HOPELESSLY IN LOVE			NL S81
I THINK IN PINK (SH)		GC	NL H38
IN THE SPOT-LIGHT PINK (SH)			NL F27
IT'S A GIRL! (SH)			NL H39
KISS ON THE CHIC (SH)			NL H31
KYOTO PEARL (P, SH)		GC	NL L03
MIMOSAS FOR MR. & MRS. (SH)	C+K		NL R41
OTHERWISE ENGAGED (P, SH)			NL H33
PASSION (SH)	C+K	GC	NL H19
PINK-ING OF YOU (SH)	C+K		NL S95
PIROUETTE MY WHISTLE (GL)		GC	NL T55
PRINCESSES RULE! (S)		GC	NL R44
PRIVACY PLEASE (SH)			NL R30
ROSY FUTURE (P, SH)			NL S79
SAMOAN SAND (SH)	C+K	GC	NL P61
SO MANY CLOWNS…SO LITTLE TIME (SH)	C+K		NL F26
STEP RIGHT UP! (SH)			NL F28
SWEET HEART (SH)	C+K		NL S96
SWEET MEMORIES (SH)			NL R31
TUTTI FRUTTI TONGA (P, SH)			NL S48
YOU CALLIN' ME A LYRE? (SH)			NL T51

P=PEARL | GL=GLITTER | PQ=POLISHED QUARTZ

RG=RAW GRANITE | SH=SHEER | S=SHIMMER | GC= AVAILABLE IN GELCOLOR

C+K = AVAILABLE IN CLARK+KENSINGTON PAINT EXCLUSIVELY AT THE PAINT STUDIO AT ACE HARDWARE. VISIT WWW.CLARKANDKENSINGTON.COM TO FIND YOUR NEIGHBORHOOD ACE.

BRIGHTS

A GRAPE FIT!	C+K	GC	NL B87
BLUE MY MIND (P)			NL B24
CHARGED UP CHERRY			NL B35
DATING A ROYAL			NL B70
DO YOU LILAC IT?	C+K	GC	NL B29
DOWN TO THE CORE-AL		GC	NL N38
FLASHBULB FUCHSIA (S)			NL B31
GARGANTUAN GREEN GRAPE	C+K	GC	NL B44
GREEN-WICH VILLAGE	C+K		NL B69
HOTTER THAN YOU PINK		GC	NL N36
IN MY BACK POCKET			NL B88
JUICE BAR HOPPING		GC	NL N35
LIFE GAVE ME LEMONS		GC	NL N33
LIGHT MY SAPPHIRE (P)			NL B60
MOD ABOUT YOU	C+K	GC	NL B56
MOD-ERN GIRL	C+K		NL B65
MY PRIVATE JET (S)		GC	NL B59
NEED SUNGLASSES?	C+K	GC	NL B46
NO ROOM FOR THE BLUES		GC	NL B83
OPI INK. (S)		GC	NL B61
OVER THE TAUPE	C+K		NL B85
PURPLE WITH A PURPOSE (P)			NL B30
PUSH & PUR-PULL		GC	NL N37
SHORTS STORY		GC	NL B86
SIGNIFICANT OTHER COLOR (S)			NL B28
TEAL THE COWS COME HOME (S)			NL B54
THAT'S BERRY DARING			NL B36
THAT'S HOT! PINK			NL B68
UP FRONT & PERSONAL (S)			NL B33
YOU ARE SO OUTTA LIME!		GC	NL N34

GELCOLOR

A GOOD MAN-DARIN IS HARD TO FIND	GC H47
A-PIERS TO BE TAN*	GC F53
A GRAPE FIT!	GC B87
ALPINE SNOW	GC L00
AMAZON…AMAZOFF	GC A64
ARE WE THERE YET?* (S)	GC T23
ARE WE THERE YET? (PASTEL)	GC 105
BASTILLE MY HEART (S)	GC F17
BIG APPLE RED	GC N25
BLACK CHERRY CHUTNEY (P)	GC I43
BLACK ONYX**	GC T02
BOGOTÁ BLACKBERRY (P)	GC F52
BRISBANE BRONZE* (S)	GC A45
BUBBLE BATH (SH)	GC S86
CAJUN SHRIMP	GC L64
CAN'T AFJÖRD NOT TO	GC N43
CAN'T FIND MY CZECHBOOK	GC E75
CAN'T FIND MY CZECHBOOK (PASTEL)	GC 101
CHASING RAINBOWS (GL)	GC G04
CHICK FLICK CHERRY	GC H02
COLOR SO HOT IT BERNS	GC Z13
COLOR TO DINER FOR* (S)	GC T25
COSMO-NOT TONIGHT HONEY! (P)	GC R58
COZU-MELTED IN THE SUN (S)	GC M27
DESPERATELY SEEKING SEQUINS (GL)	GC G06
DEUTSCH YOU WANT ME BABY?* (P)	GC G15
DID YOU 'EAR ABOUT VAN GOGH?*	GC H54
DINING AL FRISCO* (P)	GC F54
DON'T BOSSA NOVA ME AROUND	GC A60
DO YOU HAVE THIS COLOR IN STOCK-HOLM?	GC N47
DO YOU LILAC IT?	GC B29
DO YOU LILAC IT? (PASTEL)	GC 102
DOWN TO THE CORE-AL	GC N38
DUTCH TULIPS	GC L60
DS PEWTER (GL)	GC G05
FUNNY BUNNY (P, SH)	GC H22
GARGANTUAN GREEN GRAPE	GC B44
GARGANTUAN GREEN GRAPE (PASTEL)	GC 103
GOING MY WAY OR NORWAY?	GC N39
GOT THE BLUES FOR RED	GC W52
HERE TODAY…ARAGON TOMORROW* (P)	GC E48
HONK IF YOU LOVE OPI*	GC T28
HOTTER THAN YOU PINK	GC N36
HOW GREAT IS YOUR DANE?	GC N44
I EAT MAINELY LOBSTER (S)	GC T30

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*These shades available only while supplies last.

I JUST CAN'T COPE-ACABANA ..... GC A65
I KNEAD SOUR-DOUGH (P) ..... GC F60
I REACHED MY GOLD!* (GL) ..... GC G02
I SÃO PAULO OVER THERE* ..... GC A62
I THINK IN PINK (SH) ..... GC H38
ICE-BERGERS & FRIES ..... GC N40
I'M NOT REALLY A WAITRESS (P) ..... GC H08
JUICE BAR HOPPING ..... GC N35
KEEPING SUZI AT BAY* ..... GC F57
KISS ME I'M BRAZILIAN ..... GC A68
KYOTO PEARL (P, SH) ..... GC L03
LIFE GAVE ME LEMONS ..... GC N33
LINCOLN PARK AFTER DARK ..... GC W42
LIVE.LOVE.CARNAVAL ..... GC A69
LOUVRE ME LOUVRE ME NOT (S) ..... GC F13
MALAGA WINE ..... GC L87
MIAMI BEET ..... GC B78
MOD ABOUT YOU ..... GC B56
MOD ABOUT YOU (PASTEL) ..... GC 106
MUIR MUIR ON THE WALL (S) ..... GC F61
MY ADDRESS IS "HOLLYWOOD" (S) ..... GC T31
MY CHIHUAHUA BITES! ..... GC M21
MY DOGSLED IS A HYBRID ..... GC N45
MY PRIVATE JET (S) ..... GC B59
MY VAMPIRE IS BUFF ..... GC E82
MY VOICE IS A LITTLE NORSE (GL) ..... GC N42
NEED SUNGLASSES? ..... GC B46
NEED SUNGLASSES? (PASTEL) ..... GC 104
NEIN! NEIN! NEIN! OK FINE!* ..... GC G21
NEXT STOP…THE BIKINI ZONE* (S) ..... GC A59
NO ROOM FOR THE BLUES ..... GC B83
OPI…EURSO EURO ..... GC E72
OPI INK. (S) ..... GC B61
OPI ON COLLINS AVE. ..... GC B76
OPI RED (P) ..... GC L72
OPI SCORES A GOAL!* ..... GC A63
OPI WITH A NICE FINN-ISH (P) ..... GC N41
OY–ANOTHER POLISH JOKE!* (S) ..... GC E78
PASSION (SH) ..... GC H19
PEACE & LOVE & OPI (P) ..... GC F56
PEDAL FASTER SUZI! (S) ..... GC H60
PINK FLAMENCO ..... GC E44
PIROUETTE MY WHISTLE (GL) ..... GC T55
POLKA•COM (GL) ..... GC E71
POMPEII PURPLE (P) ..... GC C09
PRINCESSES RULE! (S) ..... GC R44
PUSH & PUR-PULL ..... GC N37
RED HOT RIO ..... GC A70
ROAD HOUSE BLUES* ..... GC T32
ROMEO & JOLIET* (S) ..... GC S72
RUSSIAN NAVY (S) ..... GC R54
SAMOAN SAND (SH) ..... GC P61
SCHNAPPS OUT OF IT!* (P) ..... GC G22
SHORTS STORY ..... GC B86
SKATING ON THIN ICE-LAND ..... GC N50
STRAWBERRY MARGARITA ..... GC M23
SUZI & THE 7 DÜSSELDORFS ..... GC G23
SUZI HAS A SWEDE TOOTH ..... GC N46
SUZI SAYS FENG SHUI* ..... GC H46
TAUPE-LESS BEACH ..... GC A61
THANK GLOGG IT'S FRIDAY! (P) ..... GC N48
THANKS A WINDMILLION* ..... GC H62
THE THRILL OF BRAZIL ..... GC A16
TOUCAN DO IT IF YOU TRY ..... GC A67
UNFOR-GRETA-BLY BLUE* (P) ..... GC G24
VAMPSTERDAM (P) ..... GC H63
VIKING IN A VINTER VONDERLAND ..... GC N48
WHERE DID SUZI'S MAN-GO? ..... GC A66
YODEL ME ON MY CELL* (S) ..... GC Z20
YOU ARE SO OUTTA LIME! ..... GC N34
YOU DON'T KNOW JACQUES! ..... GC F15
YOU PINK TOO MUCH* (GL) ..... GC G03
YOU'RE SUCH A BUDAPEST ..... GC E74

P=PEARL | GL=GLITTER | PQ=POLISHED QUARTZ
RG=RAW GRANITE | SH=SHEER | S=SHIMMER | GC= AVAILABLE IN GELCOLOR
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