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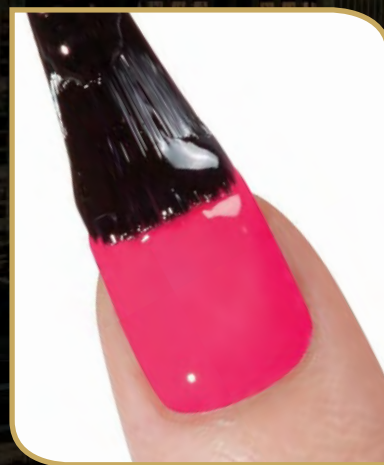
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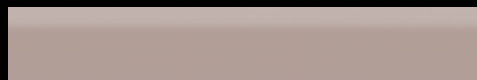
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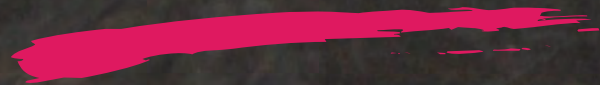


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### Cover Credits

Nails: Chris Mans; Makeup: Camille Clark, AIM Artists; Hair: Judd Minter, AIM Artists; Stylist: Zoë Battles-Moore; Photography: Cory Sorensen, corysorensen.com; Model: Ksenia Shirokova, Hollywood Model Management; Digital Retouching: Jason Duell Wilson. Fashion credits: head wrap, Zara; top, A World Curated; ring (left hand), Melanie Auld.

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

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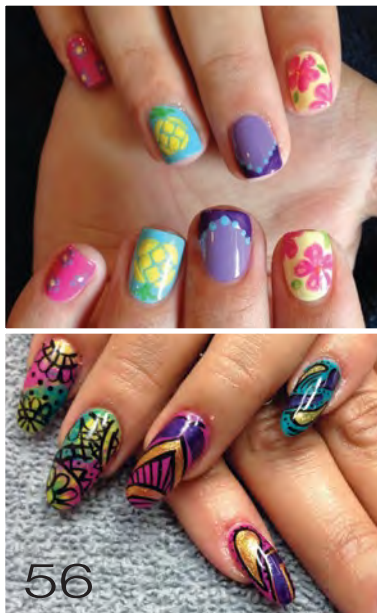
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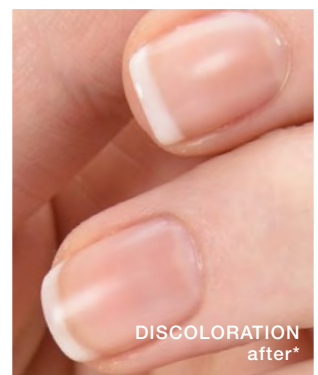
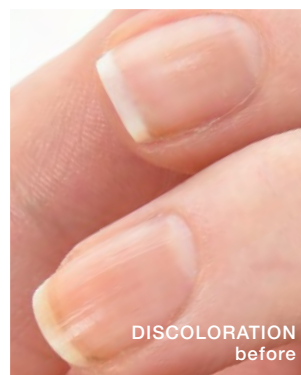
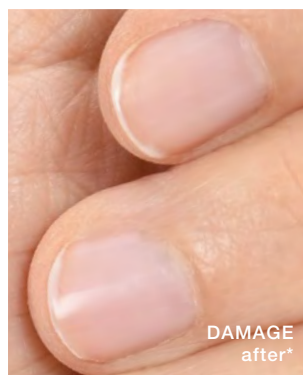
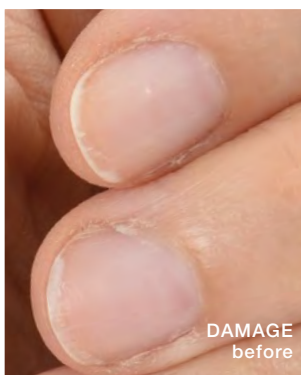
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# Tipped to **Perfection**

**W**e've talked a lot about competing over the last couple of years—but that's because it's such an amazing way to boost your nail game. It increases precision, teaches you to work under pressure and, once you win, provides endless bragging rights. Plus, these skills, and the countless others that are picked up in the competition arena, are also applicable in your salon.

Fact: Competing will make you a better day-to-day nail technician!

I know; when it comes to pushing competitions I sound like a broken record—but these things are all true! And one of our goals is to make you better at what you already do best. So, we continually come up with new ways to lure you into the competition world. This year's appeal? The Glossies. You may have noticed mention of them last year as you flipped through the pages of NAILPRO; you may have even competed in them. But in case you missed it, the Glossies are a photo-submission-based nail competition for novice competitors. In other words, this is *the* competition for you if you've never won a nail competition before and have always wanted to try it out. The best part: You

can do it from the comfort of your own home or salon. It really is the perfect way to get your feet wet in the world of competitive nails. The categories and rules reflect those found in on-site NAILPRO Nail Competitions, as does the judging (and the judges themselves!), so it really is good practice and a way to conquer any fears.

If you still have doubts, flip to page 96 ("The Natural") and read about the 2014/15 Glossies grand-prize winner Deanna White. She tells us straight up that she had to learn new techniques in order to compete, and even though she was building the nails at home, there were still nerves involved. But despite the trials and tribulations, she pushed through and, as a result, reigns supreme.

Now that I've (hopefully!) whet your appetite for competition, it's time for you to enter the 2015/16 Glossies! Turn to page 42 for all of the rules and regulations. What's more, if you'd like some expert advice, email us at [nailpro@creativeage.com](mailto:nailpro@creativeage.com) and we'll hook you up with a skilled mentor who can help you along your way. Believe me, you'll be enriching yourself as a professional before you even know it!



*Stephanie*

**Stephanie Yaggy Lavery**  
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## **Stephanie at Malibu ...**

OPI treated guests to manis by the beach in Malibu featuring ColorPaints Blendable Nail Lacquer. Of course, my nails were already tricked out in 3-D gummy bears, but I was able to finagle a pedi instead. What a fabulous way to spend an afternoon!

## Behind the Nail Pros

As nails are the stars of our photo shoots, they often stand alone. But for this bohemian fall color story, we incorporated stacks upon stacks of accessories, from rings to bracelets to necklaces. Here, I'm working with stylist Zoë Battles-Moore to select the right wardrobe and accessories to highlight the jewel-tone nails.



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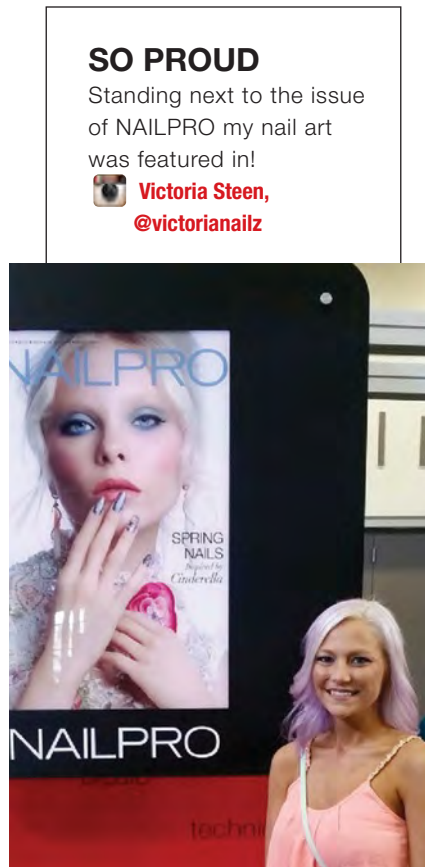
My neon nails inspired by the NAILPRO June cover!

Marie Story, @mariestory

### ASPIRE TO INSPIRE

I love reading NAILPRO! It inspires me to continue learning and keep doing what I do to make my clients happy! Thanks, NAILPRO!

Rosie Ruiz



### SO PROUD

Standing next to the issue of NAILPRO my nail art was featured in!

Victoria Steen, @victorianailz



### ◀ PRETTY & POLISHED

I'm in the new NAILPRO! Such a cool surprise!

Zeta Pongonis, @zetaatcharlespenzone

### ▶ OH, HAPPY DAY

My day can't get any better! I was featured in the June NAILPRO! #ilovemyjob

Sandra Garcia, @txmanimuse



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Matching Gelish and Morgan Taylor Colors



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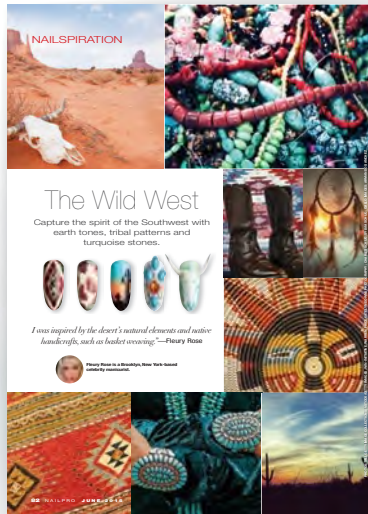
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**Wild for Western**

Obsessed with these!  
Katie Mellinger, @ktmell

True art!  
Herve, @hervecb

Amazing!  
Haven Hedrick, @havenhedrick

Wow! Love these!  
Gina, @ginasnailsandspa

This is beautiful!  
Stephanie Loesch, @stephsnails\_

A cool reminder of the wild, wild west!  
Mona Kamal, @m12v9

I need these!  
Bakara Wintner, @bakaraw

## YouTube Behind the Cover



So glamorous! I love them!  
Da NailFanaticDiva20 Love

Wow! I am in awe!  
Bdiamond78

### ► CORRECTION

In the July 2015 issue on page 189, Orly One Night Stand was incorrectly identified as a gel product. It should be used with traditional polish only. We apologize for the error and any confusion it 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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## 2015 - 2016



### 2015

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DUBAI, UAE.....	FEBRUARY 15 & 16
ABU DHABI, UAE.....	FEBRUARY 17 & 18
HALIFAX, CANADA.....	APRIL 13 & 14
BRUSSELS, BELGIUM.....	APRIL 25 & 26
GOLD COAST, AUSTRALIA.....	JUNE 7 & 8
GUADALAJARA, MEXICO.....	JUNE 28 & 29
KANSAS CITY, MO USA.....	AUGUST 9 & 10
LOS ANGELES, CA USA.....	AUGUST 16 & 17
SYDNEY, AUSTRALIA.....	SEPTEMBER 5 & 6
TORONTO, CANADA.....	OCTOBER 4 & 5
LINDEN, NJ USA.....	NOVEMBER 8 & 9

### 2016

ABU DHABI, UAE.....	FEBRUARY 7 & 8
DUBAI, UAE.....	FEBRUARY 9 & 10
LONDON, UK.....	MARCH 16 & 17
KANSAS CITY, MO USA.....	APRIL 10 & 11
LOS ANGELES, CA USA.....	APRIL 17 & 18
BELGRADE, SERBIA.....	MAY 8 & 9
GENEVA, SWITZERLAND.....	MAY 28 & 29

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# GLOSSIES 2015

## Meet the Judges



**Jewell Cunningham**  
Worldwide Director  
NAILPRO Competitions



**Carla Collier**  
Head Judge  
NAILPRO Competitions



**AnnaMaria Paty**  
Judge  
NAILPRO Competitions



**Rachelle Williams**  
Judge  
NAILPRO Competitions

After a successful first run, the Glossies competition is back! Perfect for creative techs who've always wanted to compete, but have been too nervous to take the plunge, this competition is done on your own time—no travel plans, no entry fees and no time clocks required! All entries are submitted by photograph and evaluated by our team of NAILPRO Competition judges.

### THE COMPETITIONS

There will be four sets of competitions—with two unique challenges each time—for a total of eight competitions. Enter one, two or all of them—it's entirely up to you! Each competition will award a first, second and third place winner based on the NAILPRO Nail Competition points system. At the end of the competition series, the competitor with the most points will be awarded the grand prize. In other words, the more points you rack up, either through stellar work or the number of competitions you enter (or both), the better your chance at winning.

### THE WINNERS

Competitors who place first, second and third in the individual competitions will each receive a certificate as well as have his/her photo featured in NAILPRO magazine. The grand prize winner will be announced in June 2016 at the International Beauty Show in Las Vegas and will receive:

- ✿ A two-page story in NAILPRO magazine
- ✿ \$1,000 in products
- ✿ A year-long mentorship with the 2015 NAILPRO Cup champion
- ✿ Free entry into any NAILPRO Nail Competition for the next year

### DO YOU QUALIFY?

The Glossies are open to all licensed beauty professionals, nail professionals who reside in states or countries in which licensing is not required and current students who have never won first place in any nail competition. Proof of licensure or qualification (such as school enrollment certificate or letter confirming salon employment) may be required.

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\*Compared to the current CND<sup>®</sup> UV Lamp

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# READY,

Competitors' entries must be received by the deadline. Late entries will not be accepted, so be sure to mark your calendar and give yourself enough time to do your best work. Here, learn more about the upcoming competitions and their deadlines so you can get a head start on your submissions! Plus, be sure to visit [nailpro.com/the-glossies](http://nailpro.com/the-glossies) for a complete list of rules and to find out how to submit your work.

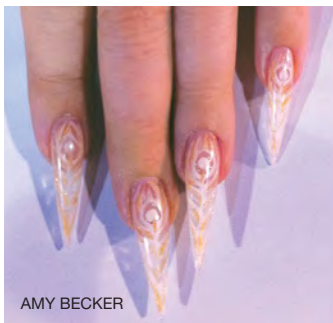
## COMPETITION #1:

All submissions are due **SEPTEMBER 30, 2015**.

Winners will be announced in the January 2016 issue.

### French Twist

Complete a full set of competition-style enhancements that reflect an original and artistic interpretation of traditional French style pink-and-whites using only flat paper or metal forms or tips. Competitors may use any combination of light pink, clear or white enhancement products (liquid-and-powder acrylic, light-cured gels, wraps, resin, etc.). Enhancement products containing light-colored glitter of any size (silver, gold, white opalescent and pale pink opalescent) are the only colored enhancement products that may be used. All enhancement products must be applied after tips or forms have been applied to the natural nail, and the surface of the nail enhancements must be flat.



AMY BECKER

### Hand-Painted Nail Art: Folk Art

The theme of this competition is Folk Art. Entries must be an interpretation of the theme and consist of a set of 10 individual manufacturer tips secured to a plain, flat surface. The length of the tips must be no longer than 2 inches and no wider than 3/4 inches if they were flattened out, and tips must be graduated in size. The design must be done by hand painting only and the surface of the nail must be completely flat.



YIRE CASTILLO

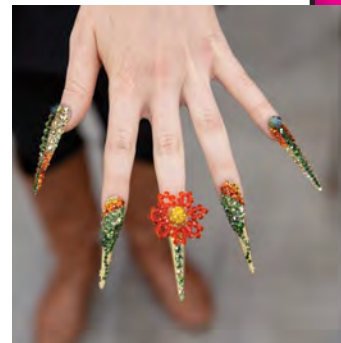
## COMPETITION #2:

All submissions are due **NOVEMBER 20, 2015**.

Winners will be announced in the March 2016 issue.

### It's All About the Bling

Complete two hands with bling-type embellishments. All types of nail embellishments are allowed; there is no preferred length and no amount of bling is too much. Top coat or UV gel sealant may be used, but please note that art or embellishments of any kind are not allowed to be embedded in the base nail extensions. Also, any and all types of copyrighted art, designs or logos are *not* allowed.



### Before & After

This competition is designed to compare an untouched left hand (before) with a manicured right hand (after). No products whatsoever shall be present or used on the left hand (before). The right hand (after) can be manicured natural nails or the nails may have added enhancements and/or embellishments. The only requirement is that if nail enhancements are used, two of the nails on the right hand (after) must be polished with red color. Competitors will submit photos of both the left hand (before) and right hand (after).



ISHA MARTINEZ

# SET, COMPETE

## COMPETITION #3:

All submissions are due **JANUARY 20, 2016**.

Winners will be announced in the **May 2016** issue.

### Salon Success

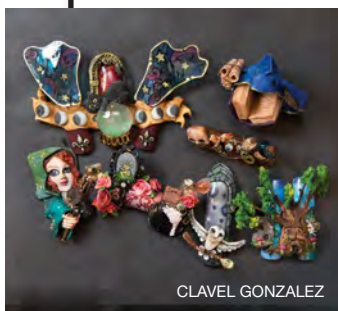
Nails must be created with flat paper or metal forms or clear tips using professional products only. (White tips are not allowed.) One hand must be polished with red cream lacquer or gel polish, and the other hand must be unpolished in a French style (pink or clear and white) and finished to a high shine.



EMESE KOPPANYI

### Mixed Media: Scottish Heritage

The theme of this competition is Scottish Heritage. Entries must be an interpretation of the theme and the finished set of nails must consist of a set of 10 individual manufacturer tips. Additionally, competitors must use 3-D nail art, hand-painted nail art and embellishments to complete their design. Tips must be no longer than 2 inches in length and no wider than  $\frac{3}{4}$  inches if they were flattened out, and they must be graduated in size. Also, finished tips must be wearable. The finished design may encompass all 10 tips as a picture, but each tip must remain individual.



CLAVEL GONZALEZ

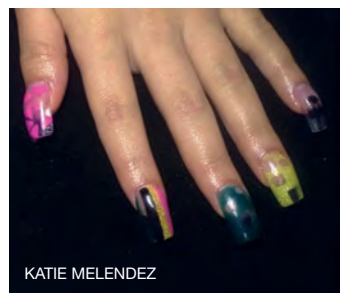
## COMPETITION #4:

All submissions are due by **MARCH 20, 2016**.

Winners will be announced in the **July 2016** issue.

### Design Sculptured Nails: Swirls

The theme of this competition is Swirls. Entries must be an interpretation of the theme and competitors must complete a set of 10 competition-style nail enhancements using forms and colored acrylic products in an original and artistic way. Competitors may only use acrylic liquid-and-powder products; color powders and color additives are also allowed. Glitter powder may be used but must not be included in more than 10 percent of the design. Please note that tips, adhesive, embellishments, paint or nail polish are *not* allowed.



KATIE MELENDEZ

### 3-D Design: Coney Island

The theme of this competition is Coney Island. Entries must be an interpretation of the theme and the theme must be on all 10 tips. Entries must consist of a set of 10 individual manufacturer tips, no

longer than 2 inches and no wider than  $\frac{3}{4}$  inches if they were to be flattened out, and tips must be graduated in size. Additionally, the design must be wearable and it may not protrude more than 1 inch in height from the tip surface. Plus, the finished tips must remain individual and not be secured to one another. Competitors must also submit a



YANIRA GONZALES

written statement in two parts: the first, detailing the products and processes, and the second, your interpretation of the theme.

# Media Focus

Your favorite fashion magazines give beauty manufacturers recognition in their July issues.

Cosmopolitan • Essie

Make Some Noise and Melody Maker are deemed the top mani/pedi combo for summer.



Women's Health • A round-up of must-have pedicure shades includes **Morgan Taylor** Pop-arazzi Pose, **OPI** Glitterland and **Essie** Peach Side Babe.

US Weekly • A spotlight on game-changing polish removers featured **ASP** Reusable Finger Caps.

People Style Watch • The mag names **Zoya** Demetria, **Essie** Vibrant Vibes, **Orly** Push The Limit and **OPI** Hotter Than You Pink as the hottest hues for sandal season.



InStyle • Editors recommend **CND** Stickey Base Coat for lasting pedicures.

Shape • Nail artist and creative director for New York's Paintbox Julie Kandalec suggests **Duri Cosmetics** Herbatherapy to nourish dry cuticles.



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# Open for Business



**To celebrate the grand opening of the second Serge Normant at John Frieda Salon in New York City,** Essie teamed

up with the legendary hair stylist to create the newest addition to the Essie polish line: Serge on 23rd. Inspired by the salon's moody decor, the rich marsala hue is available exclusively at the Essie premiere salon featured inside the new location. "We are thrilled to celebrate the salon opening with a special Essie shade," says Leena Jain, vice president of marketing

for Essie Professional. "The new space is marvelous—the perfect chic setting for an Essie experience."



## Global Education

**International techs, mark your calendars: Respected scientist Doug Schoon is going on tour! Schoon will hold two-day classes in Rome and Amsterdam beginning September 27. Classes will cover a variety of topics, including identifying nail health conditions, secrets to avoid damaging clients' nails, tips for working safely in the salon and techniques for proper curing and removal. To register or learn more, visit [nailconferenceitalia.it](http://nailconferenceitalia.it) or [dougshoon.nl](http://dougshoon.nl).**



Actress Sarah Jessica Parker posted her approval for Serge on 23rd on Instagram.

PHOTOS: (CLOCKWISE FROM TOP LEFT) COURTESY OF ESSIE; COURTESY OF SCHOON SCIENTIFIC; INSTAGRAM/@SARAHJESSICAPARKER

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# POLISH *for a Cause*

## CELEBRITIES ARE PUTTING A STOP TO DOMESTIC VIOLENCE WITH A SINGLE POLISH SHADE.

Safe Horizon, a New York-based organization that provides support to domestic violence victims, launched a celebrity-endorsed public service announcement in April to promote the “Put the Nail in It” campaign. In the 30-second PSA, celebrities, including actor Alan Cummings and New York Jets’ linebacker Quinton Coples, don one painted nail to show their support. Since the PSA’s debut, various

stars have jumped on board the lacquer train, including guitarist Dave Navarro, actor John Leguizamo and One Direction band member Harry Styles, who sported a single polished digit during a performance to raise awareness for the campaign.

“Celebrities and social media have been phenomenal in spreading the message,” says Ariel Zwang, CEO of Safe Horizon. “We’ve received calls from survivors who are so thankful for this movement and all the individuals taking a stand against domestic violence.” Visit [putthenailinit.com](http://putthenailinit.com) to learn more.



# Tip Service

Guests of the 70 Park Avenue hotel now have full access to New York’s top nail salons, thanks to a new manicure concierge. “People traveling from all over the world want to keep up with the latest trends in nail art,” explains Bill Babis, general manager of 70 Park Avenue, who notes that the new service will provide guests with convenient manicure services both in and out of the hotel. “We established relationships with nearby salons [in order to secure] preferred reservation times for our guests and are looking to partner up with more,” says Babis. For more information, visit [70parkavenue.com](http://70parkavenue.com).



## FULL SPEED AHEAD

### The Beauty Bus Foundation rolled out the “orange carpet” for attendees at the sixth annual Beauty Drive held on June 14 at the Skirball Cultural Center in Los Angeles.

The family-friendly fundraiser invited guests to enjoy a day of complimentary beauty services, including manicures, hair styling, makeup applications and beard trims, and raised more than \$210,000 to support the organization’s programs and services for terminally and chronically ill men, women and children. And Beauty Collection CEO Shawn Tavakoli received the Beauty Bus Lifetime Achievement Award for his continual efforts to support the foundation. “The passion and commitment to giving back and helping others is evident within the entire Beauty Collection organization,” says Beauty Bus CEO Ronda Wilkin. “They have interwoven their staff and efforts into our programs and we are better for knowing Shawn and his incredible team.” To get involved, visit [beautybus.org](http://beautybus.org).

(Left) Even the little ones joined in the on the manicure fun; (right) Shawn Tavakoli, Ronda Wilkin, *Beauty Industry Report* founder Mike Nave and his wife Susan, NAILPRO CEO Deborah Carver, Sexy Hair CEO Karl Heinz-Pitsch and his wife Barbara Pitsch.



PHOTOS: (CLOCKWISE FROM TOP LEFT) PUTTHENAILINIT.COM; THINKSTOCKPHOTO.COM/MIX SUBJECTS; (BOTTOM PHOTOS) COURTESY OF THE BEAUTY BUS FOUNDATION

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*Essie*

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# HOT **WHEELS**



1

**American International Industries (All) honored the winners of its Partner Incentive Program in a ceremony at its headquarters in Commerce, California, on June 18.** Participants in the program were

required to carry a minimum of 14 All brands and meet a sales goal. Winners of the program included Kashi Beauty, Nails West, BeautyZone, Princess Beauty, Kanar, San Jose and Fantasy. During the ceremony, All vice president of sales Mark Moesta presented Nails West, BeautyZone and Kashi with the keys to their own brand new, personalized Nissan cargo van skinned with the China Glaze, EverGlaze and Geláze logos. “We had to do roughly half a million dollars more than we did the previous year, which for us was quite a bit,” says Le Hua, CEO of BeautyZone Beauty Supply. “We

put all our efforts toward winning this van and we somehow did it, which is a big achievement.”

According to Moesta, the incentive program is designed to provide All’s distributors with all of the information and tools they need to succeed. “Our sales team prides itself on building long-lasting relationships with our distributors,” he says. “Many of them have been working for us for many years, and this incentive program is a great way for us to show our appreciation.”

**Photos: 1. (Back row, from left) All vice president of marketing Marwan Zreik, All vice president of operations Charlie Loveless, All professional sales associate Donald Anderson, All vice president of professional sales Mark Moesta and All president Zvi Ryzman; (front) VietNail.tv producer Kelvin Pham, Nails West sales associate Kevin Phan and Nails West CEO Tony Hoang. 2. (Back) Zreik, Anderson, Loveless and Moesta; (front) Pham, Ryzman, Kashi Beauty Supply CEO Kelly Nguyen and Kashi Beauty Supply manager Brian Nguyen. 3. Loveless greets the winners. 4. (Back) Zreik, Loveless and Moesta; (front) Pham, Anderson, BeautyZone sales manager Don Le, BeautyZone accounting manager Christina Hua, Beauty Zone CEO Le Hua and Ryzman.**



2



3



4



Catherine Guiduci, “winner” of the seventeenth season of “The Bachelor” and wife of former bachelor Sean Lowe, gets her nails polished by OPI manicurist Sara Chuta-Chavez.

## MALIBU MANIS

WHAT BETTER WAY TO SPEND A SUNNY SOUTHERN CALIFORNIA DAY THAN BY GETTING MANICURES ON THE BEACH?

OPI hosted an afternoon of relaxation and ColorPaints manicures at the 2015 Malibu Beach House. Guests were treated to a Mexican fiesta from Chipotle and cocktails on the deck while enjoying a view of the Pacific Ocean. OPI nail artists were on hand to showcase the blend-

able nail lacquer and created unique summery nail designs for everyone in attendance. A crowd favorite? Using a dry-brush technique to layer different hues of ColorPaints over the Silver Canvas base, fashioning a splatter-paint effect.



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# PAY IT FORWARD

**THE BEAUTY CHANGES LIVES FOUNDATION AWARDED 10 STUDENTS ENROLLED IN PROFESSIONAL NAIL EDUCATION WITH THE BCL CND TIPPI HEDREN NAIL SCHOLARSHIP IN JUNE.**



**BCL mentor Fleury Rose and CND Cofounder Jan Arnold**

Established to honor the legacy of actress and humanitarian Tippi Hedren and her work helping thousands of people find careers in the professional nail industry, the scholarship is designed to support and inspire students eager to showcase their talents. Recipients receive full tuition (up to \$5,000) for a professional nail program at an American Association of Cosmetology School.

Since its debut in 2014, the scholarship program has garnered support from industry leaders, manufacturers and celebrity nail designers. The foundation recently enlisted nail artist Fleury Rose as a Beauty Changes Lives mentor, judge and ambassador in hopes of further inspiring up-and-coming nail professionals. "I was so impressed by the applicants' talent and passion," says Rose. "As a mentor, I hope to encourage skilled artistry and continued education, as well as help [the students] develop a thirst for knowledge." **For more information, visit [beautychangeslives.org/scholarships](http://beautychangeslives.org/scholarships).**

PHOTO: COURTESY OF BEAUTY CHANGES LIVES FOUNDATION

## Definition

Onychauxis (on-i-KIK-sis)

The medical term that refers to severe overgrowth and abnormal thickening of the nail. This condition is usually caused by an internal imbalance, infection or heredity. To treat, gently file the nail down and buff to smooth.

SOURCE: *Milady's Art and Science of Nail Technology*

## DID YOU KNOW?

According to a 2014 NAILPRO Essentials Survey,

**73%** of nail techs pay for their own continuing education. ↓

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**Glamping We  
 Will Go This Fall**



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- GONE GLAMPING
- TAKE A HIKE
- LET'S DEW IT
- SLEEPING UNDER THE STARS
- PONDERING
- CHECK OUT THE SILVER FOX
- CHANGE YOUR ALTITUDE
- WOOD YOU WANNA?
- MY LODGE OR YOURS?
- CABIN FEVER
- FREE BEAR HUGS

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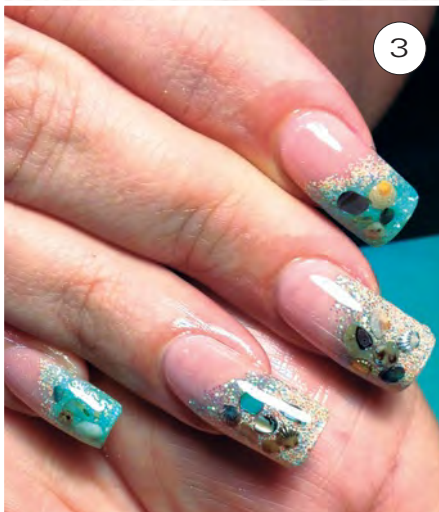
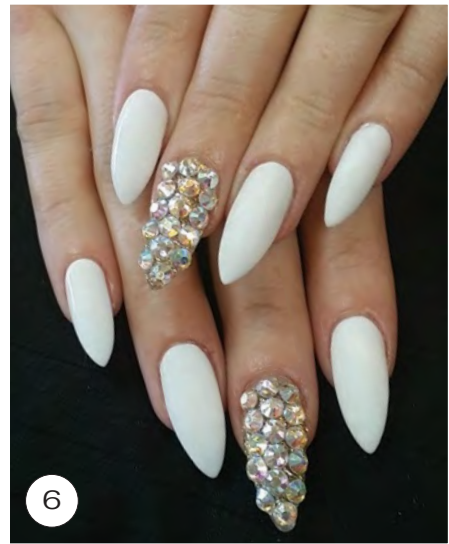
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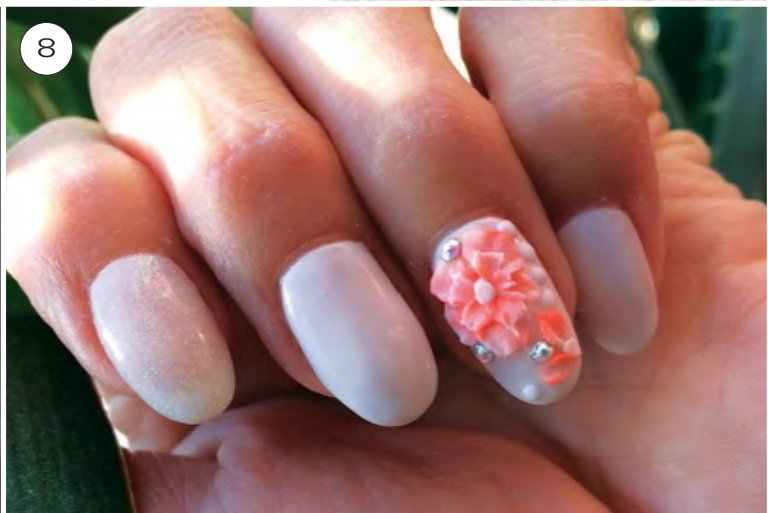


# READERS NAIL ART

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



**1 Ingrid Medrano** Providence, RI **2 Kerlisha Munroe** Kerly's Artistic Nails, Point Fortin, Trinidad and Tobago **3 Illian Jimenez** Karizia's Nails, Pooler, GA **4 Lieu Nguyen** Center Nail & Hair Salon, Roanoke, VA **5 Kristen Dallas Noel** All Beauty College, Lake Havasu City, AZ **6 Tiffani Tran** Lovely Nails, Torrance, CA **7 Tonya Powell** Reign Salon and Spa, Chesapeake, VA **8 Daysi Rivera** Imani J. Nail Salon, Passaic Park, NJ



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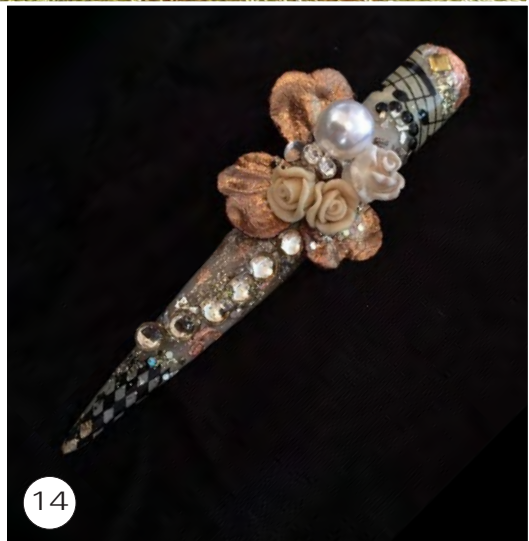


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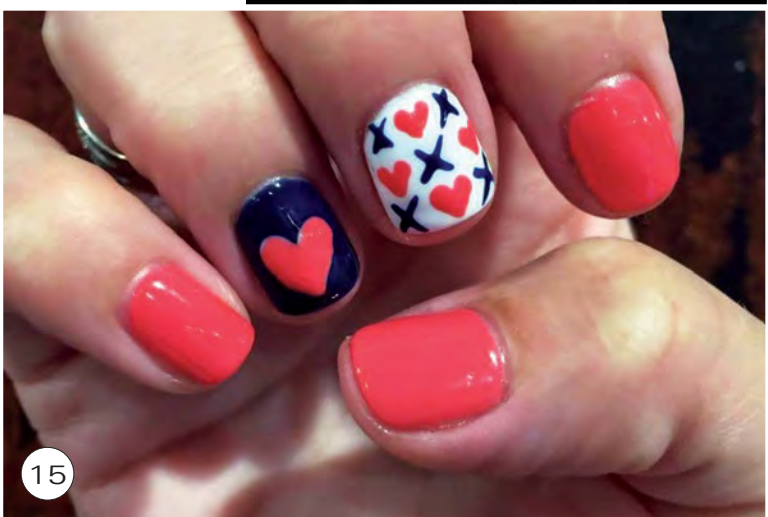
**9 Tif Robinson** Los Angeles, CA  
**10 Rosie Ruiz** Bellas Beauty Salon, Lodi, CA **11 Tracy Sawchuk** Quill Lake, SK, Canada **12 Stephanie Sullivan** Polished by Stephanie, St. John's, NL, Canada **13 Melissa Thun** The Blackwell Salon, Coos Bay, OR  
**14 Tracy Vinson** The Mobile Manicurist, Forest, VA **15 Kati Troutman** Polish Driven, Algonquin, IL  
**16 Sherrie Wingate** SAW Art & Design Nail Studio, Bluffdale, UT



14



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16



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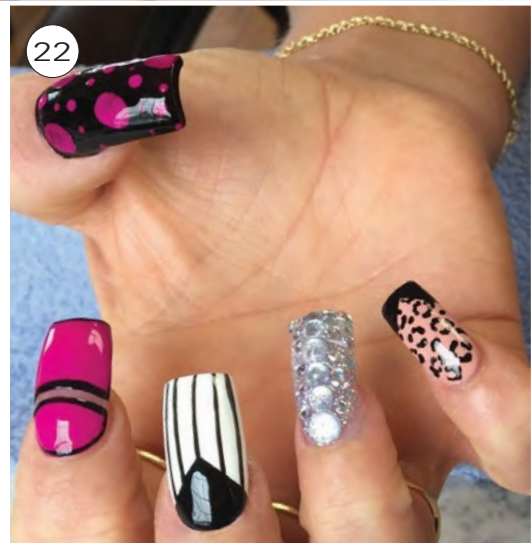


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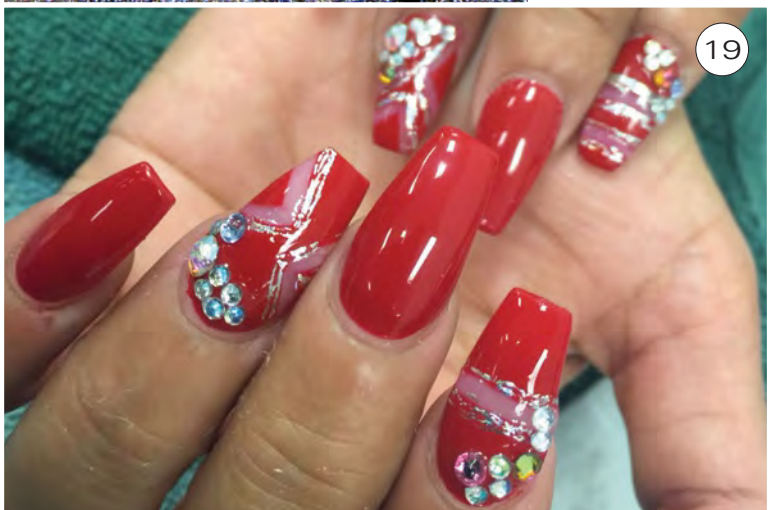


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**17 Suzee Wirt-Mendez** Bombshell Tanning, Coos Bay, OR **18 Emily Zajac** Em & Lo's Nail Artistry, Cambridge, ON, Canada **19 Susana Anaya** Hollywood Institute of Beauty Careers, West Palm Beach, FL **20 Sharaya Ellerbe-Baez** Tootsies the Nail Shoppe, Denver, CO **21 PKay Maracin** Glammy Manis, Cromwell, New Zealand **22 Anh-Thoa Nguyen** Sky Nails, Jackson, MI **23 Sarah Jara** Eclectics Salon and Spa, El Paso, TX **24 Yvett Gutierrez** Laqué Nail Bar, Van Nuys, CA



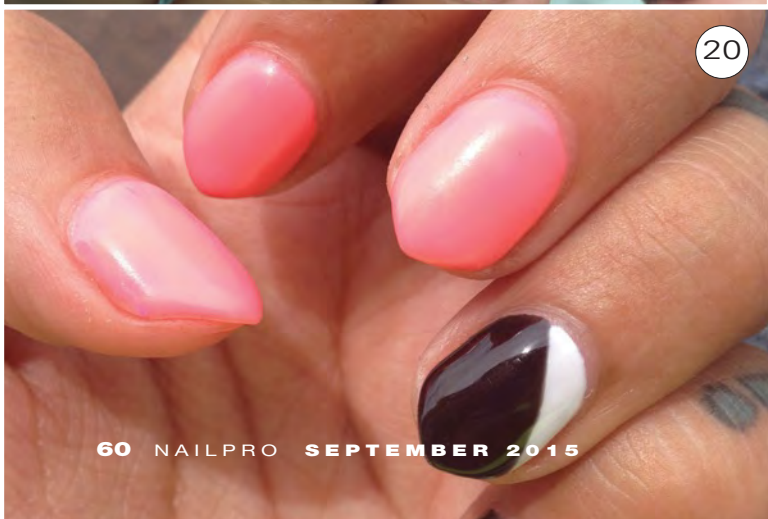
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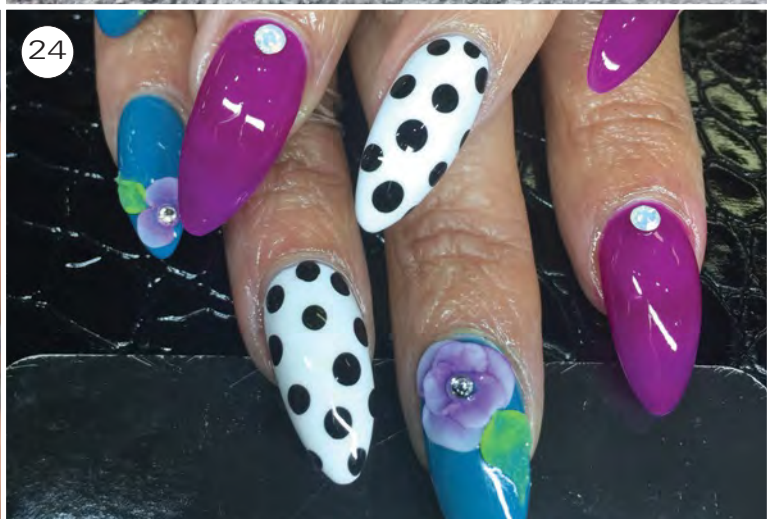
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caption

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**24 Reyna Martinez** San Diego, CA  
**26 Jessica Foley** Allure Salon, Princeton, WV  
**27 Annie Lundstrom** Nail Design School, Umea, Sweden  
**28 Sarah Abbott** Creative Nails & Beauty, Fife, Scotland  
**29 Anna Ngock** Nail Envy, Macomb, MI  
**30 Patrizia Martucci** Aretini Nails Italia, Avellino, Italy  
**31 Kristi Nguyen** CT Nails & Spa, Milledgeville, GA  
**32 Jeannette Vazquez-Alfaro** iLuvUrNailz, Bay Shore, NY



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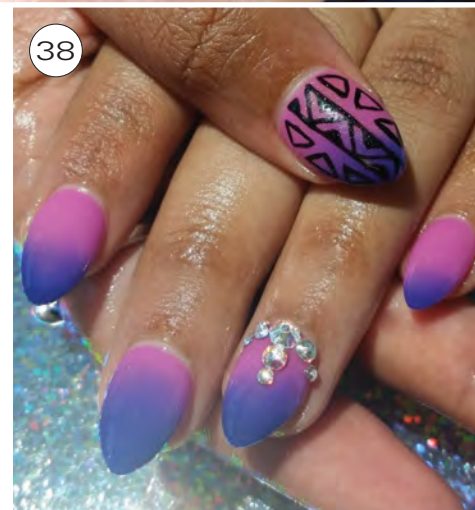


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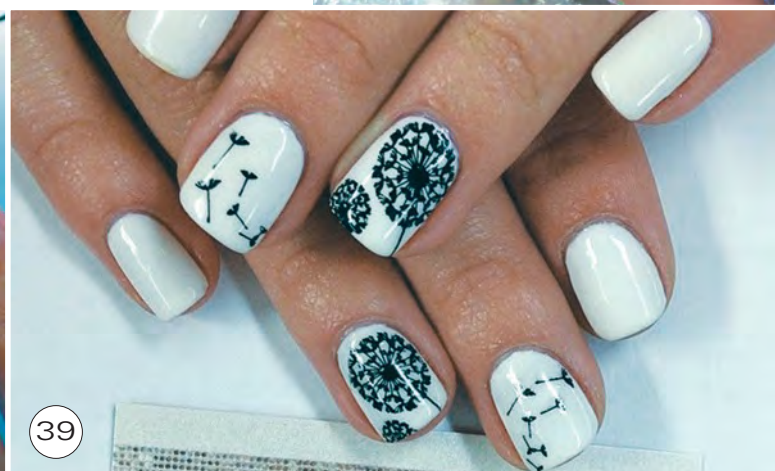
**33 Niki Huynh** Kim's Nails & Skincare, Kissimmee, FL **34 Irene O'Brien** Chicopee, MA  
**35 Hayley Matthews** Bonita Bling Nail Salon, Bridgtown, Staffordshire, England  
**36 Catherine Lu** Denver, CO **37 Emily Higgins** Salon Kokopelli, Brielle, NJ  
**38 Megan Davis** Mia Bella Nails, San Antonio, TX **39 Mikayla Daniels** Rohnert Park, CA **40 Nikki P** Fashion Nail Salon, San Ramon, CA ↓



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

# URBAN COWGIRL





# URBAN COWGIRL



TEX'AS  
ME LATER\*

FROM RODEO TO  
RODEO DRIVE\*\*

A TOUCH  
OF SASS\*

HOLY  
COW-GIRL!\*

PUMPS OR  
COWBOY BOOTS?\*

PLUM  
TUCKERED OUT\*

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Pony up and stay ahead of the style curve this season by adding the Urban Cowgirl collection filled with shades to suit any independent, rugged woman with a feminine touch.

# URBAN COWGIRL



6-PIECE DISPLAY



12-PIECE DISPLAY



**TWO OF A KIND**  
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12-PIECE DISPLAY

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# FULL TRANSPARENCY

**IN THE FASHION WORLD, GOING SHEER CAN BE QUITE RISQUÉ.** Witness the boudoir-influenced lace creations at Balmain or the skillfully placed see-through strips on an Emilio Pucci dress. But doing diaphanous doesn't always equal erotic, as experimental designer Iris Van Herpen proves with her prismatic translucent fanned fabrics and design house Paco Rabanne demonstrates with a gradient of overlapping ruched disks, each a lighter shade than the next. Sheers can even be sweet, like Michael van der Ham's tone-on-tone gossamer floral dress. What makes transparent fashion so beautiful is the layering of color and finish, and how any combination can yield truly unique results. The same can be done with the newest crop of translucent polishes. Layer them over a white or silver base, and mix and match as many as you like to create seamless nail art that looks as if it should be sashaying down the runway.



Paco Rabanne



Michael van der Ham



Balmain



Iris Van Herpen



Emilio Pucci



# PAINTED

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## THE MAKING OF OUR COVER

ONE OF THE BIG FASHION TRENDS FOR FALL IS THE BOHEMIAN LOOK. And while we've certainly seen this style before, each iteration encompasses new dynamics and subtleties—in this case, piled high accessories. For this month's cover and color story (see "Onward, Boho!" on page 134), nail artist Chris Mans sourced natural stones and a palette of earth tones to turn our model's tips into tiny works of art. In fact, he even created his own accessory by lacing a delicate piece of chain through a nail charm and attaching it to a ring. It just goes to show that when it comes to nail art, the only limitation is your own imagination.

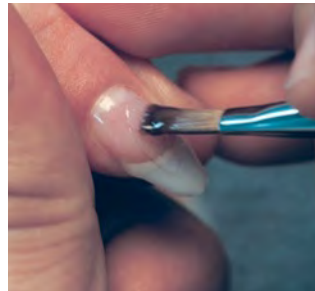
"I love how bohemian accessories are natural in color, but over-the-top big and cluttered."

—Chris Mans

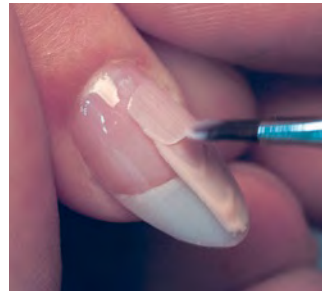
### *Creating the Cover Nails*



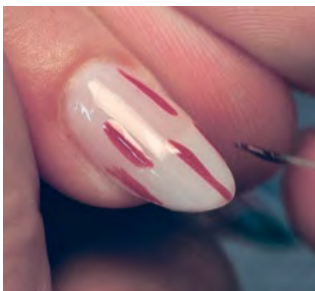
**1** Mans began by extending the nail with a thin layer of clear gel. To create a natural-looking nail, he used soft white gel on the free edge.



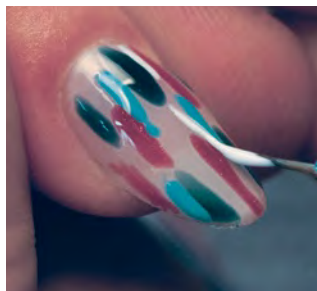
**2** He then sealed the nail with top gel.



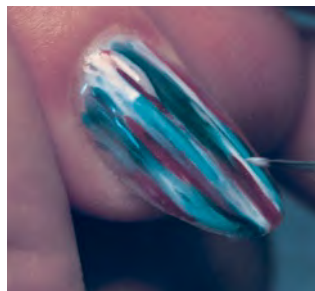
**3** Next, Mans applied a sheer coat of nude gel to the nails. (Note: The translucent shade allows you to see the white free edge underneath.)



**4** To create the design, Mans randomly painted vertical lines of varying length on the nail with brick red gel.



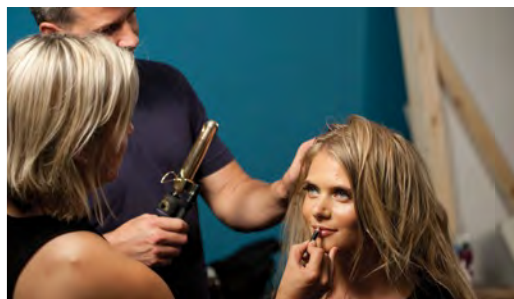
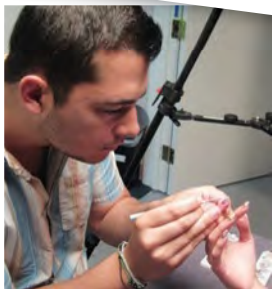
**5** He then used the same technique with forest green, turquoise and white gel.



**6** Simply layering lines of different colored gel resulted in an almost watercolor-like design.



**7** Finally, Mans added gold bullion and studs with clear gel to finish the look.



**Nails**

Chris Mans



**Photography**

Cory Sorensen



**Makeup**

Camille Clark



**Hair**

Judd Minter



**Styling**

Zoë Battles-Moore



# In the **BUFF**

The art of creating a flawless nude nail.

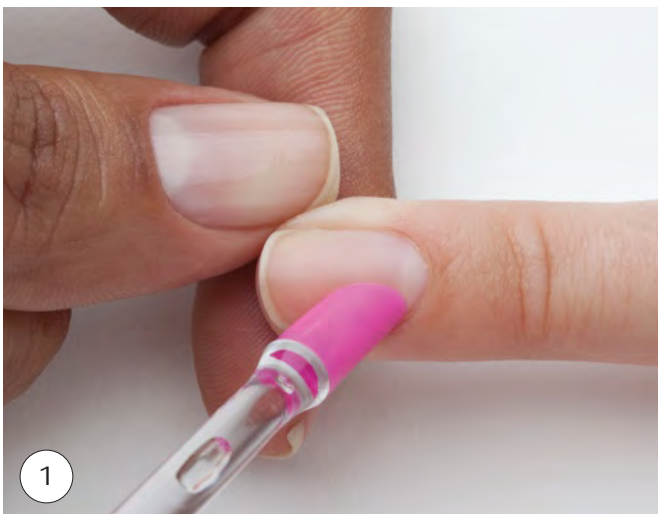
**NUDE NAILS ARE AN UNDENIABLE TREND ON TODAY'S RED CARPETS—AND FOR GOOD REASON. BEIGE, BLUSH, EVEN NAKED, THIS CLEAN, SOPHISTICATED LOOK ALLOWS THE CLOTHES AND ACCESSORIES TO HAVE THE SPOTLIGHT.** Off the red carpet, nude nails offer the ultimate in versatility. Natural-looking nails are appropriate for the office, on-point for a night out and a sure match for each and every outfit. What's more, chipped nude nail polish is hardly noticeable, so it's never a nail emergency!

But just because the look is simple,

doesn't mean it's easy. With no contrasting color to hide staining or distract from bad cuticles, a flawless mani canvas is a must. It's important to remove all traces of former nail color and moisturize well. After proper prep, this basic look delivers a huge range of possibilities. For the ultimate "bare" effect, try shorter, rounded shapes with just a light buffing or swipe of clear coat for shine. For a more edgy take, stretch tips into a long almond shape using opaque, flesh-colored polish over hard gel or acrylic enhancements. Ready to go au naturel? Here, a step-by-step guide to perfect nude nails.

## Step-by-Step to Nude Natural Nails

- 1** Push back cuticles, trim any non-living tissue and hangnails, and moisturize the hands and nails.
- 2** Remove staining or other imperfections by gently buffing the nail surface with a 220-grit file. (Note: Use caution not to over-file the nail, as this will damage the nail plate. If slight buffing doesn't remove imperfections, your client's nails may not be ready for a sheer nude. See "Prepping Nails for Nudes" on page 78 for tips.)



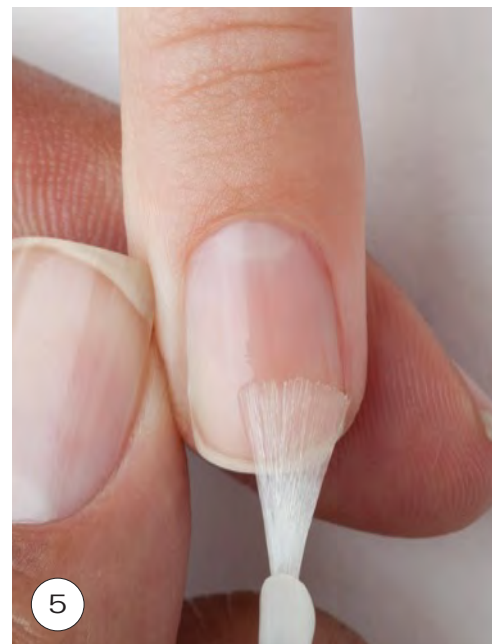
PHOTOS: ARMANDO SANCHEZ

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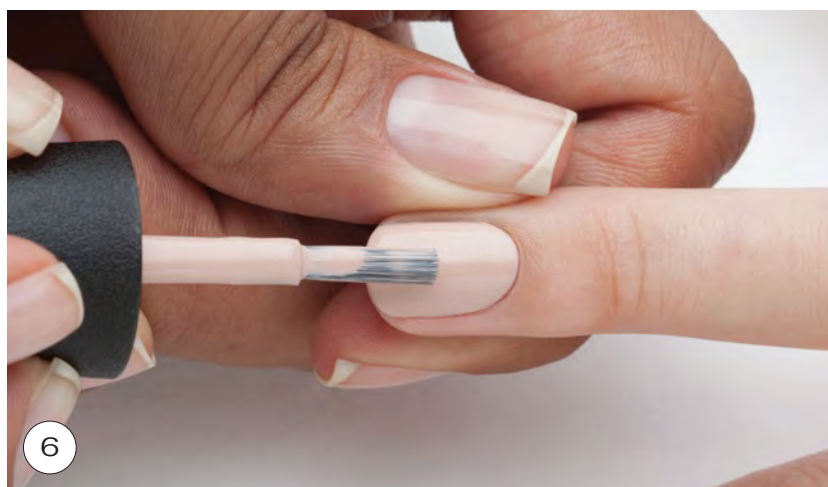


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**Natural polishes can look very different outside of the bottle, so learn the features of your nude shades so you can quickly offer clients a suitable recommendation.**



**3** Make sure the area under the free edge is pristine. Remove debris using a cuticle stick dipped in polish remover. (Note: A nail whitening pencil can be used under the free edge to brighten dull or yellowed tips.)

**4** Swipe a lint-free pad soaked with nail cleanser over each nail to remove dust and oil and prepare the surface for polish.

**5** Use an appropriate base coat to smooth ridges and promote adhesion.

**6** Apply nude polish in two to three thin, even coats. Use as few strokes as possible to prevent sheer shades from getting streaky. Finish with top coat.

## Choosing the Best Nude

One nude polish does not fit all. Be prepared to accommodate a wide range of skin tones by having a broad selection of nude shades to choose from. When deciding on the best hue, reach for colors that are one to two shades lighter than your client's skin tone and keep in mind three important features:

**Undertone** Complementing the undertone of the skin is key to choosing a nude shade that flatters. Clients usually know if their undertone is cool, warm or neutral from their foundation,

so start by asking. Otherwise, check out the veins on the underside of their wrist in natural light. If they look bluish or purple, their undertone is cool. A greenish tint means it's warm. If it's difficult to decide, the client probably has a neutral undertone.

**Opacity** Sheer shades are the most natural looking, while cream formulas are great for masking severe staining. An important note: Don't attempt to turn a polish into something it's not. Yes, any translucent polish can be opaque with enough coats, but application can get messy and the finished product will take forever to dry. Likewise, opaque polishes can



# *Enchanted* OMBRÉ COLLECTION



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be technically sheer in one coat, but are often streaky without a second.

**Finish** Light-reflecting top coat livens up any minimalistic manicure and helps hide small imperfections. For a nude look that blends seamlessly into the skin (an effect sometimes coined “mannequin hands”), choose a matte or satin finish color

or topcoat. Or, if a client is typically more daring and is apprehensive about going “bare,” ease her into it with nude shades that have a hint of shimmer for a little extra dimension.

Remember, natural polishes can look very different outside of the bottle, so learn the features of your nude shades so you can quickly offer clients a suitable recommendation—and potentially save service time by avoiding repeated test swatches! When you find a client’s ultimate nude, be sure to record the brand and color in her file. ↓

Leslie Henry is a business development executive, licensed nail technician and the blogger behind [workplaypolish.com](http://workplaypolish.com).

## Prepping Nails for Nudes

Unfortunately for some clients, not all nails are ready for buff due to wear and tear. However, all is not lost. There are new products on the market full of nourishing benefits, like vitamins and keratin, to help bring nails back into their best form. Start your client on a treatment schedule to get her nails in tip-top shape in preparation for sheer shades. In the meantime, you can mask imperfection with camouflaging lacquers. Or, if your client wears enhancements and has visible fill lines or uneven color, you can thin the entire enhancement and apply a layer of gel or acrylic in a shade of cover pink.



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# O·P·I

#1 SALON BRAND WORLDWIDE

THIS FALL, JOIN OPI ON AN EXCURSION TO ITALY WHERE YOU CAN SAMPLE GELATO, ENJOY PROSECCO AND BLOW BACI (KISSES) FROM YOUR BEAUTIFULLY MANICURED FINGERTIPS!

## ♥ THE INSPIRATION

This season's style is robust with opulent fabrics, exaggerated shapes and lots of brilliant accents. So when it came to creating the Venice Collection, "intuitively I thought of Italy—the architecture, the food, the people, the art and the spirit of Venice," explains OPI cofounder and brand ambassador Suzi Weiss-Fischmann. This bold and elegant fall collection—available in both Nail Lacquer and GelColor—includes 12 shades that will become part of the permanent OPI color family, plus three limited edition selections!

LIMITED EDITION

**TURN THE PAGE** for artistic ideas using the Venice Collection inspired by the city's works of timeless beauty.

S.T. Maak's the Spot: Baroque... But Still Shopping! Venice the Party? My Gondola or Yours? O Suzi Mio Purple Palazzo Pants Gelato on My Mind I Cannoli Wear OPI Be There in a Prosecco Gimme a Lido Kiss Amore at the Grand Canal Tiramisu for Two Worth a Pretty Penne It's a Piazza Cake A Great Opera-tunity

# O.P.I.

#1 SALON BRAND WORLDWIDE

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MODEL IS WEARING AMORE AT THE GRAND CANAL



## VENICE

COLLECTION

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NAIL LACQUER AND GELCOLOR

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“YOU DON’T  
NEED A SPECIAL  
OCCASION TO  
HAVE NAILS BE  
YOUR BEST  
ACCESSORY!”

—SUZI WEISS-FISCHMANN

FALL | WINTER 2015

## VENICE

COLLECTION

“I WAS INSPIRED BY VENICE’S CARNIVAL  
CELEBRATION. I EMULATED THE DRESSES AND  
MASKS WORN DURING THE FESTIVITIES.”

— TOMOKA DEI, OPI NAIL ARTIST

## ♥ MASQUERADE



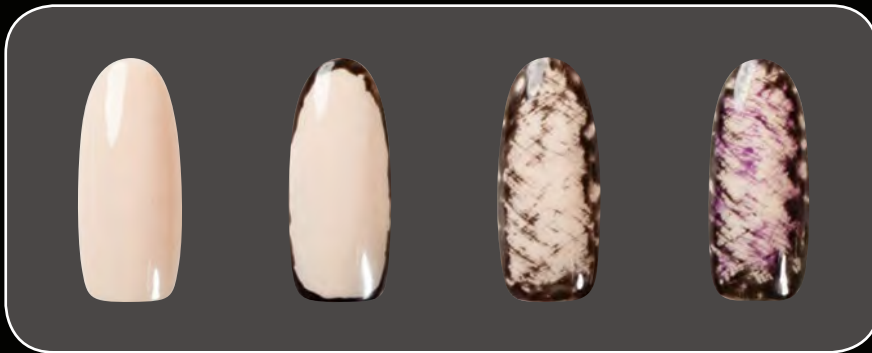
**1** Prep the nail and apply a thin coat of OPI GelColor Base Coat. Cure for 30 seconds in the OPI LED Light. Then, apply two thin coats of OPI GelColor **Baroque...But Still Shopping!** Cap the free edge and cure each coat for 30 seconds.

**2** Apply one coat of OPI GelColor **Black Onyx** to the nail. *Do not cure.*

**3** Using a Golden Pointe Brush, carve out the design. Cure for 30 seconds.

**4** Next, apply embellishments by pressing them into the GelColor residue. Finish with a thin coat of OPI GelColor Top Coat and cure for 30 seconds. Remove the gel residue with an Expert Touch Nail Wipe and N.A.S. 99.

# ♥ CARNIVAL



**1** Prep the nail and apply a thin coat of OPI GelColor Base Coat. Cure for 30 seconds in the OPI LED Light. Then, apply two thin coats of OPI GelColor **Be There in a Prosecco**. Cap the free edge and cure each coat for 30 seconds.

**2** Using a Golden Pointe Brush and OPI GelColor **Black Onyx**, apply a rim of color to the nail border. Do not cure.

**3** Remove the color from the OPI GelColor **Black Onyx** brush and swipe the rim of color from the outside edge of the nail toward the center to create a diagonal pattern. Cure for 30 seconds.

**4** Following the same technique, apply OPI GelColor **O Suzi Mio** lightly over the nail in the opposite direction and cure for 30 seconds. Finish with a thin coat of OPI GelColor Top Coat and cure for 30 seconds. Remove the gel residue with an Expert Touch Nail Wipe and N.A.S. 99.

**1** Prep the nail and apply a thin coat of OPI GelColor Base Coat. Cure for 30 seconds in the OPI LED Light. Then, apply two thin coats of OPI GelColor **Worth a Pretty Penne**. Cap the free edge and cure each coat for 30 seconds.

**2** Apply a thin coat of OPI GelColor Matte Top Coat and cure for 30 seconds. Remove the gel residue with an Expert Touch Nail Wipe and N.A.S. 99.

**3** Using a Golden Pointe Brush and OPI GelColor **Worth a Pretty Penne**, apply the paisley swirl pattern by lightly painting lines, dots and teardrop shapes. Flash cure for 15 seconds. Remove the gel residue with an Expert Touch Nail Wipe and N.A.S. 99.

# EMBOSSED ♥



## TRY THIS!

Unexpected pairings create statement-making manis. Try these favorite combos!



Be There in a Prosecco + Venice the Party?

It's a Piazza Cake + A Great Opera-tunity

MODEL IS WEARING MY GONDOLA OR YOURS?

LACQUER SHADES LEFT TO RIGHT: A GREAT OPERA-TUNITY • IT'S A PIAZZA CAKE • WORTH A PRETTY PENNE • TIRAMISU FOR TWO • AMORE AT THE GRAND CANAL  
GIMME A LIDO KISS • BE THERE IN A PROSECCO • I CANNOLI WEAR OPI • GELATO ON MY MIND • PURPLE PALAZZO PANTS • O SUZI MIO • MY GONDOLA OR YOURS?  
VENICE THE PARTY? • BAROQUE...BUT STILL SHOPPING! • ST. MARK'S THE SPOT



# Celina Rydén

## What was your childhood ambition?

I wanted to be a painter and a pop star.

## Who would you like to work with?

Rihanna, Beyoncé and Lady Gaga, of course! It would be fun to create something crazy with them for a show.

## What inspires you?

People who are driven and successful. I love talking to people who have "made it" and try to get into their minds.

## My favorite type of music is...

'80s and '90s pop music, but I'm open to almost everything.

## What is your proudest accomplishment?

One of my goals as a professional dancer was to be a part of Eurovision Song Contest. It's a huge music competition in Europe and the biggest TV show in Sweden. In 2011, I fulfilled a lifelong dream and was a dancer on the show. It was amazing!

## My favorite movies are...

Scary ones, like "Paranormal Activity," and Disney movies, of course! Nothing beats "The Lion King" and "Aladdin".

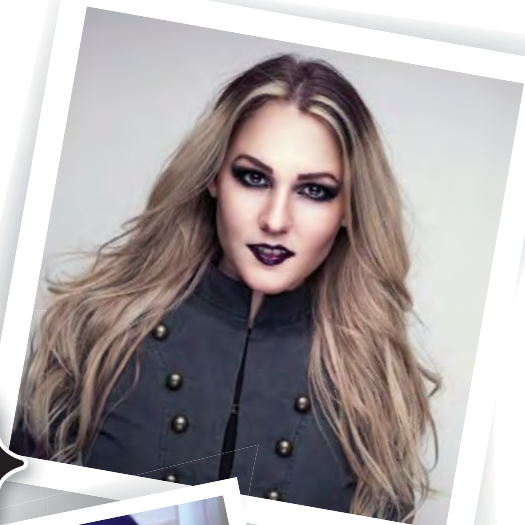
## Are you a morning or night person?

Definitely a night person! I hit snooze for an hour each morning because I have such a hard time getting up!

## My most treasured possession is...

My dog, Martin.

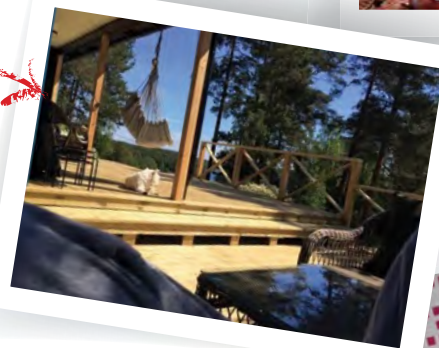
Nail Artist



Hard at work.



My family's vacation home.



Martin, my precious pooch.

## What is your favorite food?

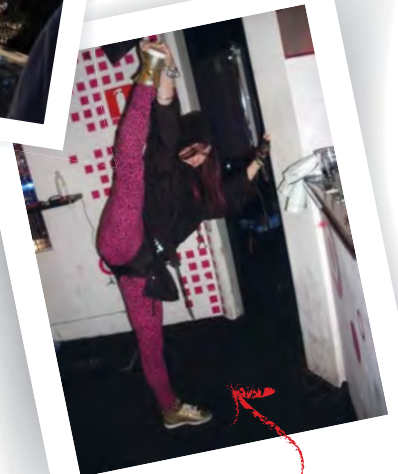
Pasta!

## What was your most recent impulse buy?

A huge stuffed Minion from Universal Studios.

## My perfect day is...

Being at our vacation home in the Swedish archipelago on a sunny, summer day with my mom, dad, boyfriend and our dogs.



Warming up in the dance studio.

NAILSPIRATION



# Gone Gatsby

Mirror the art deco designs of the Jazz Age with graphic polish lines and metallic striping tape.



*"I was inspired by the beautiful architecture and jewelry of the 1920s."*—Naomi Yasuda



Originally from Japan, Naomi Yasuda is a celebrity manicurist based in New York City.



HAIR: ARMANDO SANCHEZ; PHOTOS GETTY IMAGES (CLOCKWISE FROM TOP LEFT) JAMIE GRILL; ISTOCK/AN-SERG; IMAGE SOURCE; PHOTOGRAPHER'S CHOICE MITCHELL PUNK; ISTOCK-SAWA; IMAGE SOURCE; THE IMAGE BANK-BAMBU PRODUCTIONS; ISTOCK-MARK WRAGE



**Step 1** Apply two coats of black polish.



**Step 2** Apply a piece of striping tape horizontally across the nail stopping short of one edge. Apply a second piece of striping tape that is half the size of the first above the first piece of tape.



**Step 3** To create two right angles, apply striping tape vertically; place one end at the edge of the horizontal tape and extend to the cuticle. Finish with top coat.



**Step 1** Apply two coats of shimmering champagne polish.



**Step 2** Use a striping brush to paint an upside down "L" shape at the center of the nail with black polish.



**Step 3** Use a detail brush to paint two black semicircles on the inside of the "L" shape



**Step 4** Continue with the detail brush to add thin lines inside the "L" shape, avoiding the semicircles. Then, use the striping brush to paint a second upside down "L" shape inside the first, stopping at the semicircles. Finish with top coat.



**Step 1** Apply gel polish base coat and two coats of pink gel polish, curing between each.



**Step 2** Apply one piece of silver striping tape down the center of the nail. Apply two pieces of striping tape along both sides of the nail to form a "V."



**Step 3** Add two more pieces of striping tape outside of the "V." Then, add two more pieces of striping tape inside the "V." Apply gel polish top coat and cure.



**Step 4** Place a small dot of clear gel on the tip of the nail. Use tweezers to place a rhinestone at the center of the free edge. Cure.



**Step 5** Apply a thin coat of gel top coat to the entire nail. Use tweezers to place silver bullion around the rhinestone and along the pieces of striping tape. Cure. To finish, apply another layer of gel top coat and cure again.

PHOTOS: (TOP) GETTYIMAGES/E+/MCKEIN; GETTYIMAGES/PHOTONOSTOP/ EURASIA PRESS



# Ask Jessica

**Jessica Vartoughian, founder of Jessica Cosmetics, joins NAILPRO for the next two months to provide you with advice and answers to *your* nail questions.**

Have a question for Jessica?  
Email it to [nailpro@creativeage.com](mailto:nailpro@creativeage.com)

**Q** My client has brittle nails. How can I strengthen them?  
—Ali Novak, via email

**A** The most common types of brittle nails are caused by genetics and/or age, as an individual's hormones change and the nails lose moisture. The solution for most cases of brittle nails is moisture and increased flexibility. I recommend using Jessica Recovery or Jessica Bend Don't Break. It's best not to use a strengthener or hardening product on brittle nails as it can cause them to become even more brittle and ultimately break. It's also important to keep nails at a reasonable length. Finally, clients should moisturize daily with cuticle creams and oils, such as Jessica Nourish Cuticle Cream and Jessica Phenomen Oil.

**Q** I want to open my own nail salon. What's your best advice for running a successful business?  
—vegaslocal702, via Instagram

**A** Opening a salon requires dedication, commitment and a solid foundation for the business to grow and flourish. Here are my top tips for success and longevity:

**Location, location, location.** You must be very particular about where you open your salon and don't rush into any location. Your salon should be accessible and easy to locate, and the space should reflect the clientele you want to attract. Design your salon around the customer you want to serve.

**Know your customer and your market.** It's important to identify your customer and the type of services they want. It's also important to understand the traffic flow in your area, competitive salons and prices, so do your homework!

**Funding is fundamental.** Get your finances in order *before* you open. You will need a reserve for the first few months of

business and you need to have money for marketing and social media, as well as emergencies.

**Invest in your staff.** The most important element of any salon is the staff. While so much has changed in the industry since I started 40 years ago, the one thing that will never change is that we are in the service business. Developing a talented and loyal team is crucial to creating a successful salon. Quality, consistency, competency and care keep customers coming back to a salon week to week and year after year.

**Q** What's your favorite nail color and nail shape?  
—lululululove, via Instagram

**A** I have two looks that have become my signature: The first is a fabulous red, the color of life, passion and energy. The second is a natural manicure that combines pink, white and beige. It's a sophisticated, natural and warm look that works for day or evening. As for shape, it's best to match the shape of your cuticle.

**Q** What is the most elaborate manicure you have done?  
—Lisa Marie Benci, via Facebook

**A** In the early '70s, I did a four-hour manicure on a young girl with 4-inch natural nails. They were amazing, but a few had chips and some were broken. I repaired the breaks with cotton and fiber paper and I reattached the broken nails with Jessica Natural Nail Transplant. Then, I layered two basecoats, Life Jacket and Flawless, two coats of Custom Nail Colour and, finally, Brilliance top coat. It was an unbelievable challenge and completely fulfilling.

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# SAVVY SALON



## Nailsaloon

**Owners:** Andrea Vieira and  
Claudia Diamante

**Year Opened:** 2014

**Address:** 1508 14th St. NW, Washington,  
D.C. 20005

**Phone Number:** 202.299.0095

**Hours of Operation:** Mon.-Fri.,  
9 a.m.-9 p.m.; Sat.-Sun., 9 a.m.-7 p.m.

**Website:** thenailsaloon.com



## DISTINCTION

At Nailsaloon, we want to provide a top-notch, personalized experience to all our clients. Our front-of-house team is vibrant, welcoming and very engaging. Plus, we're very lucky to have phenomenal technicians who really love their craft. We are Washington, D.C.'s only 5-free nail salon, which means that we don't use polishes that contain DBT, formaldehyde, formaldehyde-resin, toluene or camphor, and we don't offer acrylics or gels. Additionally, we are obsessed with cleanliness. The file, buffer and orangewood stick used on each client is sent home with them and the salon's tools undergo medical-grade sterilization.

We are located in the heart of Logan Circle at 14th and P Streets NW and we like to say that we're at 14th and P(habulous) because our neighborhood is one of D.C.'s hotspots—full of bars, shops, restaurants and boutique fitness studios. For us, it's quite a privilege to be here.

We've always felt that it's important to support the community that is supporting the business, so we've committed to giving 3 percent of our daily profits to the D.C. Coalition for the Homeless. Additionally, we are launching S3, the saloon Support System, this fall. It's a mentorship program to network young women who have less access with professional women in D.C., in a fun and relaxing environment—and what better way to be mentored than over manis? We have been identifying mentors since we opened and we are about to finalize an agreement with our mentee organization. We,



**Andrea Vieira (left) and Claudia Diamante, owners of Nailsaloon.**

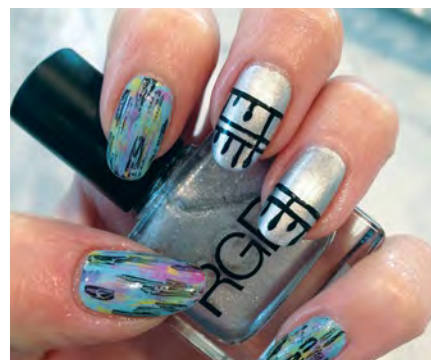
PHOTOS: COURTESY OF NAILSALOON



cards because they chatted and got to know each other while they were here, or when they give us hugs when they arrive or leave.

### ADVICE

Building something from the ground up has given us a tremendous amount of pride. And while it's not always easy, it's really quite rewarding. If you are willing to be tenacious and patient, and are game to roll up your sleeves, entrepreneurship is probably the thing for you. Don't get discouraged. The road is often bumpy, but it can lead to a sunny place.



and our clients, are excited and it's been humbling to witness so many people's desire to get involved.

### THE LOOK

We wanted Nailsaloon to feel like a lounge or parlor, and that's where the "saloon" part comes in. People can come here to get their nails done, but also to catch up with friends over a cappuccino or cocktail. Our open floor plan helps make mingling easy. It never seems overcrowded in the salon, even when there are 20 people being serviced. Our decor is neutral and decluttered, with a few focal points that catch the eye. We didn't use typical salon furniture (except for technician chairs, because that's more comfortable for them) because we wanted the space to look and feel more inviting than utilitarian. Additionally, our technicians don't have set stations. Tech stations are dictated by our clients, so they can request to sit next to a friend.

### THE CLIENTELE

We have lots of regulars who come in for manis every week and pedicures every two weeks. But we also have many clients who come in for extra pampering when they want a break from their neighborhood salon. We like to joke that we are "fancy," but are also a no-judgment zone (hence the "no mean girls allowed" sign on our website.) Our philosophy is come exactly as you are and you are welcome here.

### IN-DEMAND SERVICE

We offer a Saloon Mani for \$32 and a Saloon Pedi for \$48. Our menu is very simple intentionally. We want clients to feel that once they select a service, their only job is to relax. We don't like to upsell our clients, which is why all luxury add-ons are always included in our prices, such as a hot towel, scrub, callus softener, massage, etc.

### THE GOODS

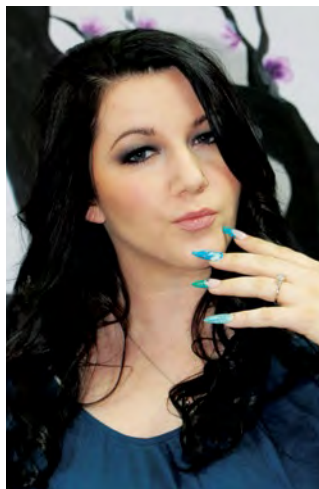
Zoya, RGB and Priti NYC are the only polishes we use, and we make our scrubs in-house, using organic oils and sugar or sea salt. We do not offer gels or acrylics, but we do understand a lot of people want gel. When they come in, we recommend a nearby salon—and will even call to book for them.

### SOCIAL MEDIA

Our clients really love Instagram. We use it to feature new colors or extravagant nail art done by some of our very talented technicians.

### PRAISE

We are always so flattered to hear people compliment us, but we think we are happiest when they notice and appreciate the details we worked so hard to bring to reality, whether it's our cleanliness or service quality or consistency. But what we really love is when we see people exchange



# NOVICE KNOW-HOW

Competitor Alecia Mounixay dishes on how starting at the bottom helped her rise to the top.

**S**tepping into the competition arena for the first time was an experience unlike any other. I thought I would be nervous, but I was surprisingly calm and focused on doing my best. Although I was technically a novice in the competition world, I have accomplished a lot in my career. I own White Koi Nail Studio in Wilmington, North Carolina, I have trained professionally overseas and I even had the opportunity to work under celebrity nail artist Pattie Yankee at New York Fashion Week.

Although I didn't enter my first competition until 2014, I trained for years. I used to flip through issues of NAILPRO, admiring the work of NAILPRO Cup competitors, and I would tell my clients, "I'm going to do that one day." In fact, when I had free time between appointments, I taught myself how to create 3-D nail art. But despite training on a daily basis, I didn't gain the confidence to compete until I went on the Cruise with the Nails Stars in 2012. Hosted by former

NAILPRO Cup Team champion and current artistic director for Entity Beauty John Hauk, the six-day networking event gave techs

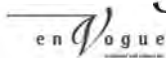
(Top to bottom) Winning my first trophies at ISSE Long Beach 2014; my "zombie" model Anita Lime-Sims; my 3-D zombie creations at ISSE Long Beach 2014.



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PHOTOS: COURTESY OF ALECIA MOUNIXAY



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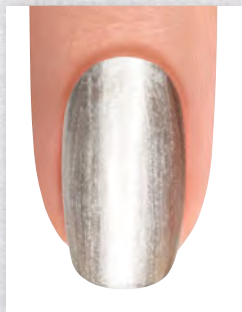
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“WHEN YOU’RE JUST STARTING OUT, OTHER COMPETITORS ARE MORE INCLINED TO HELP YOU.”

(Top to bottom) Winning 3rd place at NAILPRO Pasadena 2014; my 1st place entry in Novice Fantasy Nail Art at Premiere Orlando 2014; backstage at New York Fashion Week with (from left) Nathaly Diaz, Pattie Yankee and Jacqueline Cruz-Otero.



the chance to mingle with some of the top names in the industry. During the cruise, I had a conversation with Hauk about my desire to compete and he encouraged me to go for it.

Before my first competition, I studied like crazy. I printed out all of the rules and information about each category and read every page over and over again. I studied previous winners’ work and practiced my techniques. By ISSE Long Beach 2014, I felt ready to compete—and I was. The moment I stepped in the arena, all I could think about was the job in front me. When the 3-D Fantasy Nail Art competition kicked off, I was totally in my element. The theme was zombies and, as someone who loves blood and gore, I had a great time creating my design and dressing up my model. I placed second in that category and was proud of myself for doing so well in my first competition.

Since then, I’ve made the transition from novice to veteran after winning first place in the Fantasy Nail Art category at Premiere Orlando 2014. As grateful as I am to call myself a veteran, being a novice did have its advantages. When you’re just starting out, other competitors are more inclined to help you. Everybody was a beginner at some point and they can remember how they felt during their first competition. Plus, when the competition is over, no matter where you placed, you can feel proud because you gave it your all.

While people believe that owning a salon has helped me be a better competitor, truthfully, it’s the other way around: I am better in the salon because of competing. In competition, you see angles that you don’t in the salon and can, therefore, build a better set of nails. When my clients see my trophies—even though they don’t necessarily know what they’re for—they know that I won them because I am skilled at what I do. As a result, they trust me and grant me more creative freedom. Competing has helped me believe in my skills and, even though I still have room to grow, I hope to win the NAILPRO Cup someday and eventually compete all around the world. ↓

—Alecia Mounixay, as told to Taylor Foley



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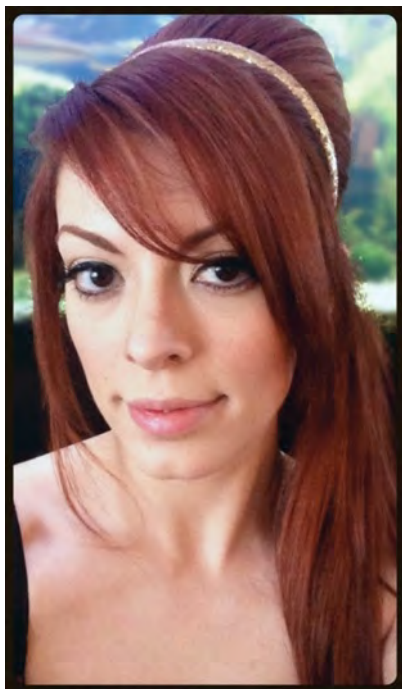


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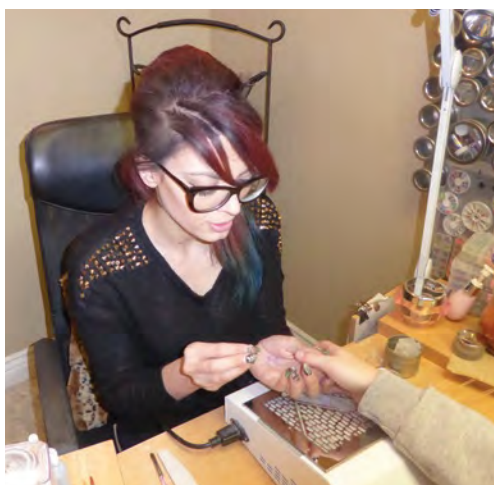
**ProHesion**



# THE NATURAL

Glossies winner Deanna White talks nail art, career dreams and the importance of pinching.

By Francesca Moisin



A tomboy from Fairview, a small oil town in Canada's western Alberta province, Deanna White grew up straddling two disparate worlds. On the one hand, she loved to fish and camp. She collected insects. Yet her cache of personal possessions also included 20-plus Cover Girl, Wet n Wild and Revlon polish bottles. "I started spending my allowance on lacquer in the fifth grade," recalls the nail tech. Soon she was painting her own toes and the nails of any pal she could corral, plus experimenting with rudimentary art, like polka dots and French tips. The hobby blossomed to a full-blown obsession, eventually morphing into a career, and now the nature-loving girly-girl can add another notch to her nail tech belt: the grand-prize winner of the Glossies, NAILPRO's entry-level nail competition. Countless mani mavens joined our talon tournament, which

featured eight total events. Participants could polish in one or all of them, and points were tallied throughout, with a Grand Prize given to the tech who accrued the most. "When I first learned I'd won, I couldn't comprehend the news," enthuses White. "I screamed, cried and called my family, friends and boss to share the excitement."

**"When I first learned I'd won, I couldn't comprehend the news, I screamed, cried and called my family, friends and boss to share the excitement."**

The talented tech has worked at Fairview's Clear Body Image & Wellness Spa for over a year, after obtaining two licenses in 2014. She trained in gels at Grand Prairie's Royal Beauty Supplies and was certified in acrylics at nearby Light Works Esthetics. Interest in the latter course came about as a direct result of wanting to compete in

the Glossies. "I didn't believe in myself when I first started competing," reflects the 29-year-old. "This experience helped boost my confidence, pushing me into the public eye to produce high-caliber work."

When crafting nail art, White often uses the butterflies and dragonflies she collected and preserved as a child. She first coats naked nail surfaces in a thin layer of clear gel or acrylic, then gently adheres an insect or its wings to the tacky surface before building a design. Feathers and flowers receive similar treatment. "Some of my clients adore the oddness, though from others I've heard backlash over using bugs in nails," White muses. Next she plans to experiment with rock shark teeth and abalone shards, employing family members as guinea pigs.

PHOTOS: COURTESY OF DEANNA WHITE



(Left) Black butterfly wings and mica sourced near White's home serve as embellishment; (right) nails featuring encapsulated Tiger Moth wings.

Sister Linda Fraser along with nieces Reegan, 8, and Morgan, 15, have all served multiple mani-model tours of duty. "Talon, my nephew, routinely lends his hands for cuticle practice," says White. Dad Bill White, a truck driver, and fiancé Danny Stelmaschuck, an oil battery operator, have affably endured more beauty-supply runs than most men. Yet it's the matriarchs—White's late grandmother, Esther Haas, and mother Dawn, an adult mental healthcare provider—who may claim credit for the greatest influence exerted. As a child, the artist remembers marveling over her grandma's bounteous assortment of red varnishes, which ranged in hue from rose to fuchsia to crimson. Later, it was White's mom who pushed the fledgling novice to attend beauty school and get certified.

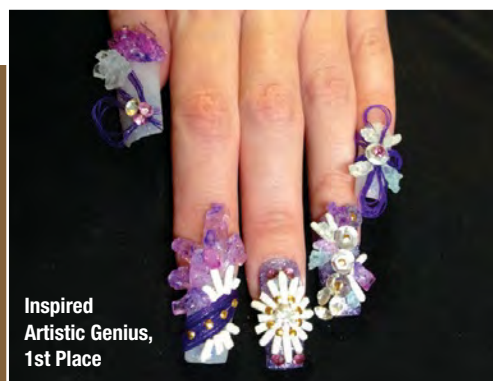
These days, the pro can't get enough education. "I continuously take courses at conventions, local supply stores and, most recently, online," White relates. "Competing further helps me network with other techs." Within the next five years, White has dreams of opening her own salon, along with launching a personal line of nail art embellishments and charms. Future goals include evolving to the role of sponsored competitor or brand educator. "This industry is in constant flux," reflects White. "You have to stay ahead of the game or else risk getting left behind." ↓

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

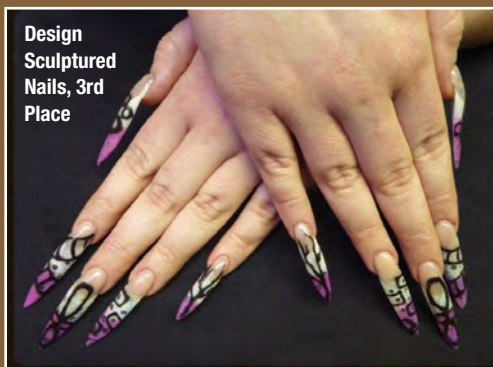
# Nailing It

**"The best part of the competition was the Inspired Artistic Genius category, and the hardest for me was Design Sculptured Nail,"** reveals White. The theme of the former was "Champions," challenging entrants to sculpt mini canvases based on their personal interpretations of that word, using five mandatory materials: crystal rock candy, purple thread, silver sequins, purple glitter and white candy sprinkles. "I was worried I wouldn't be able to find rock candy in my town and have to make my own," White laughs. Eventually she scored a batch at the local dollar store, then piled on the glue—and prayed for it to stick through the pics! "I had Queen's 'We Are The Champions' running through my head the entire time, so along with the icicle-tribal vibe, I'd say there's also a little Freddie Mercury in my composition," enthuses White. They took five hours for her to fashion, and she placed first in the event.

Design Sculptured Nail was tougher, tasking techs with creating "Avant Garde" themed enhancements via forms and colored acrylics. Says White, "I decided on 4-inch stilettos—even though I'd never done a stiletto nor had any clue about the importance of pinching." Nevertheless, the finished fingers were aptly Art Deco. "They took 13 hours to perfect," remembers White, who placed third in the category. "It's a good thing I'm so stubborn!"



Inspired Artistic Genius, 1st Place



Design Sculptured Nails, 3rd Place



By Francesca Moisin

## **The trajectory used to be straightforward:**

Get a job, work 9 to 5 (so ubiquitous was that schedule, it even inspired Dolly Parton to sing about it) and retire after 40 years spent toiling in the same field. These days, however, most of us have to reset once or twice before getting it right, often only finding true fulfillment in act two of our careers. Case in point: These seven techs didn't start as pro polishers, but whether by luck, fate or sheer force of will, they're now rocking salon gigs or running lucrative businesses in their field of choice: the nail industry.

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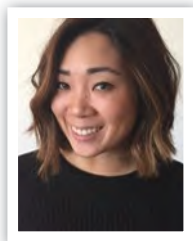
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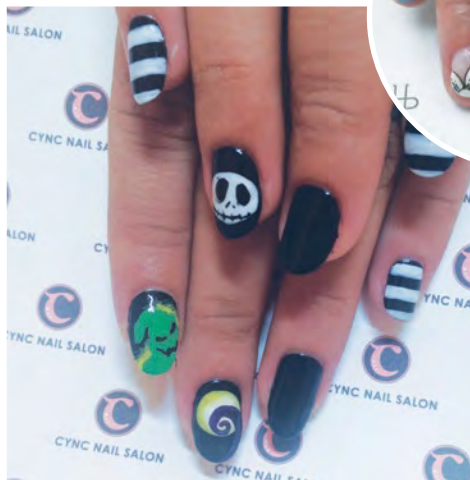


## Aja Wada

Nail artist, House of Polish

Before decorating digits, Torrance, California-based Aja Wada attended art school and used her training to become a master cake decorator. Turns out, when it comes to painting pretty surfaces, the two professions are not entirely unrelated. "Once I realized that I wanted to switch specialties, my manicurist suggested I venture into nails," Wada recalls. "She needed an assistant and thought I'd be a good fit, given my art background." The budding pro enrolled at California's Redondo Beach Beauty College, attending full-time courses by

day and waitressing at night. Her husband and mom were most supportive—despite a habit of showing preliminary enthusiasm for ventures later left unrealized. Fortunately, this foray proved different. Wada obtained her license in 2012, and now cites it as her best move. "I can illustrate cartoon characters, cover claws in Swarovski crystals or even copy favorite patterns," she says. "I'll never get bored because nail trends are forever changing."



*"I'll never get bored because nail trends are forever changing."*

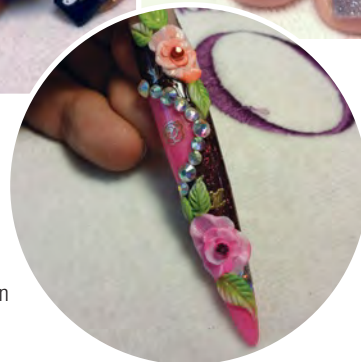
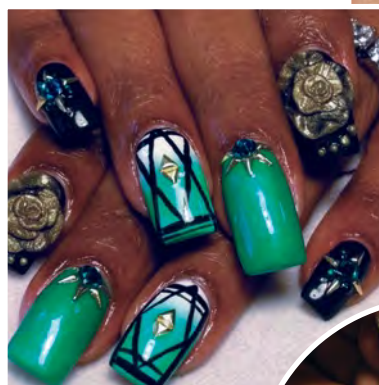


## Evangeline Jenkins

Owner, Extraordinary Nails by Eva

At her core, Evangeline Jenkins knew that she was meant to pursue a creative endeavor. "I've always been artistic," the Bellevue, Nevada-based tech reflects. "I just didn't know how to channel that passion." While working as an account manager for her hometown bank, the restless professional got a special pedi from a pal. The nail art featured mini fireworks, and Jenkins marveled that a design so intricate could live on a tiny canvas. Almost immediately she entered Omaha's Academy of Nail Design, graduating in 2011. Next came the challenge of finding employment. "Classes taught me 3-D art, which elevated my talents to a new level," relates the tech. But salons turned her down, claiming clients weren't interested in such work. So the mani maven took matters into her own hands, launching Extraordinary Nails by Eva, her at-home shop, and never looked back. Raves Jenkins, "I make my own hours and get to constantly interact with incredible new people."

*"I make my own hours and get to constantly interact with incredible new people."*



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# Jacqueline Cruz-Otero

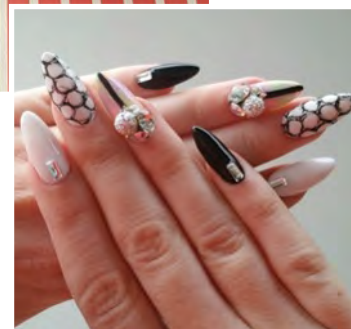
Nail artist,  
The Spa at Bear Creek  
Mountain Resort



*"Ignore people who claim this isn't a viable industry. They don't know what they're talking about!"*

It started with a nursing license obtained from Brooklyn's New York City College of Technology. But after a year, Jacqueline Cruz-Otero realized medicine wasn't for her. She next enrolled at Katherine Gibbs College, scoring an associate's degree in graphic design, yet jobs proved difficult to source and she spent three years aiding adults with mental disabilities while shuffling paperwork. "Nails were never a vocational path

I considered," reveals the Allentown, Pennsylvania-based tech. "Only out of sheer boredom did I start lacquering my own nails and dabbling in art." Eventually the hobby evolved to Instagram posts, where positive feedback encouraged Cruz-Otero to return for one more certificate, this time issued by Pennsylvania's Bethlehem Area Vocational-Technical School in 2014. The tech finally found her nail niche at The Spa at Bear Creek Mount Resort in Lehigh, Pennsylvania, as well as working backstage at New York Fashion Week with mentor and celeb nail artist Patricia Yankee. "Ignore people who claim this isn't a viable industry," Cruz-Otero urges. "They don't know what they're talking about!"



# Elizabeth Morris

Owner, Va-Va Varnish

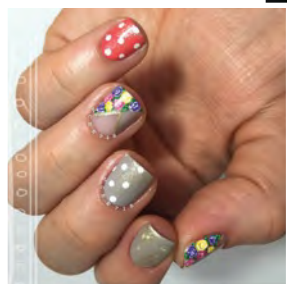
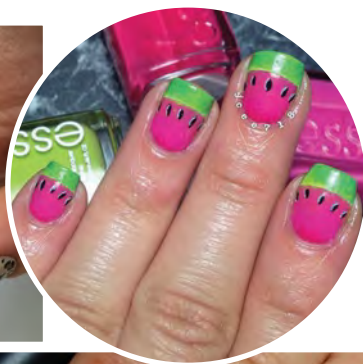
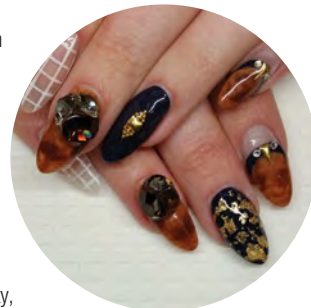


"At first, most friends and family thought I was on drugs or having an early midlife crisis," laughs Elizabeth Morris. Their concern was, perhaps, not baffling. As a former commercial real estate agent turned corporate financial analyst who managed multimillion-dollar investments, it seemed ludicrous to quit a cushy career for the risk of opening a nail salon. Yet the San Diego,

California-based entrepreneur had her reasons. "I've loved nails since I was a kid," Morris enthuses. At 5 she remembers swiping her mother's polish, and by 14 she was accompanying Mom to the spa for manis. Morris's passion was fully realized in 2012, when the financial wiz graduated from Linda

*"This profession satisfies every facet of my personality, blending creativity, art, networking, relationships and fun."*

Beauty School and opened Va-Va Varnish in October of that same year. "I diligently strategized my business model, so I got funding quickly," she reveals. Yet sacrifices were made, including 14-hour workdays, plus overtime put into Nail Hub, her successful industry-insider podcast. "This profession satisfies every facet of my personality, blending creativity, art, networking and fun," says Morris.



  
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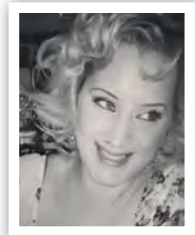


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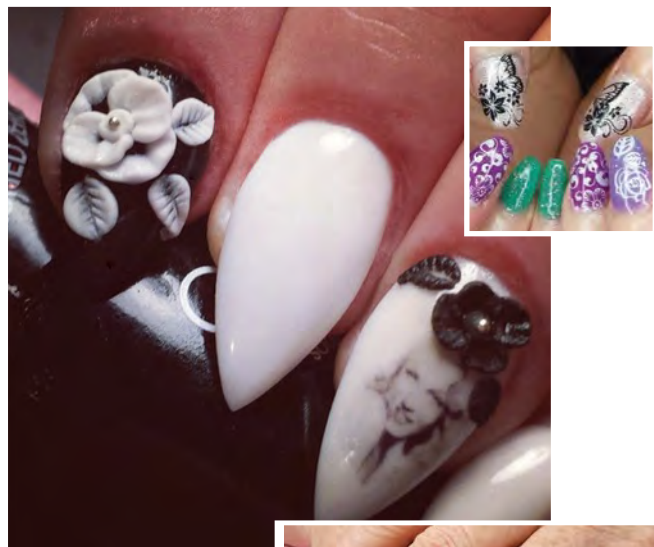
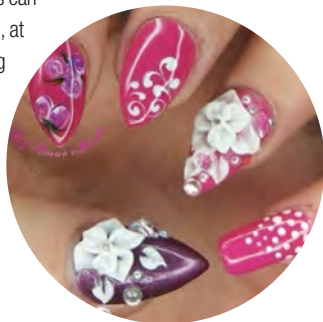
# Lauren Gail Shields

Owner, Amor'e Nails by Lauren Shields

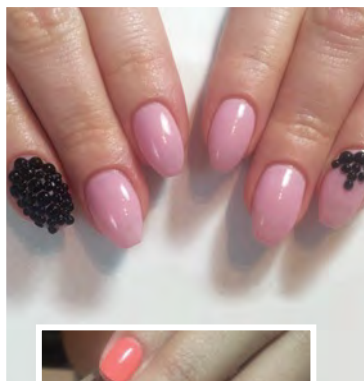


Lauren Gail Shields still remembers her childhood best friend's mom: A stunningly beautiful beautician, she sported long black hair, impeccable makeup—and perfectly polished tips. "I wanted to be just like her when I grew up," says the Wolverhampton, England-based tech. But sometimes the path to achieving goals can

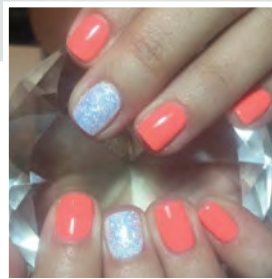
serpentine and, at 17, the industrious Brit found herself working for her father's home-painting business. "Every time I got my nails done I'd destroy at least two and without a full set, I just feel ugly," Shields jokes. Intrigued by how liquid-and-powder possessed the power to make paws pretty, she completed courses at Wolverhampton's Metro One Campus in 2008. Friends suddenly started queuing for free manicures, so Shields cleverly obliged while simultaneously turning them into hand models—which helped spread word of her in-house Amor'e Nails salon. "My mother always taught me to chase my dreams until they come true," reflects the happy tech.



*"My mother always taught me to chase my dreams until they come true."*



*"Once I opened my in-home salon, customers flocked in droves."*



# Coriana Burke

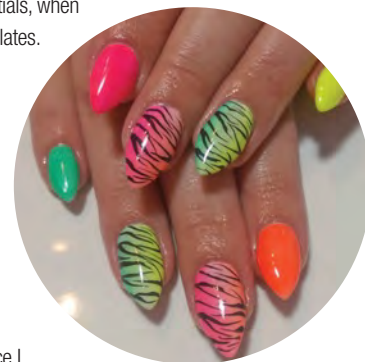
Owner, Black Cherry Nails

After 13 years toiling as a clerk for Canada's provincial court system, Coriana Burke's "aha moment" arrived while lacquering a line of eager ladies before a friend's wedding. "As they

lined up for polish, I said to the herd, 'I should get paid for this!'" laughs Burke. Cut to her own 2006 nuptials, when a local shop butchered her nail plates.

"I knew there had to be a better way and determined at that moment to master it," relates the resolved pro. Upon completing courses at Vancouver's Blanche MacDonald Centre in 2009, she filled multiple notepads with promotion-offer ideas for potential clients. Turns out, perks weren't required. "Once I

opened my in-home salon, customers flocked in droves," says the Coquitlam, British Columbia, Canada-based tech. A self-proclaimed "structure nerd," she takes pride in her sleek, durable enhancements, to which ecstatic patrons have responded with praise, hugs and even tears of joy. "I never tire of seeing people that happy," she says.





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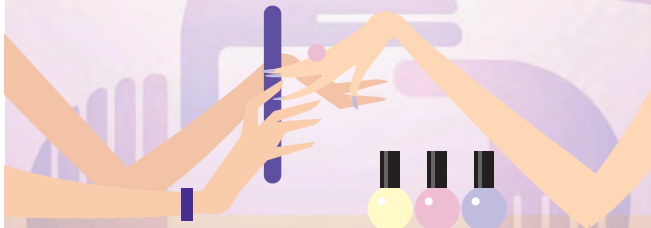
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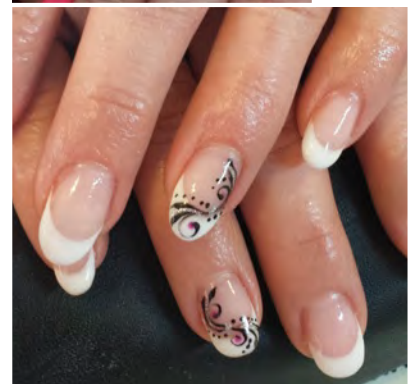
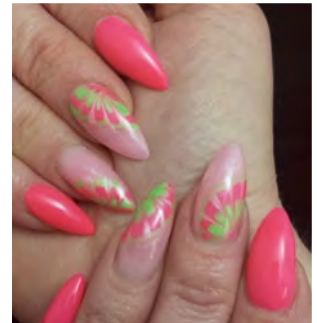
## Darcy Olin

Owner, Tips to Toes  
Nail Design Studio

While five months pregnant with her first son, health issues made it impossible for Darcy Olin to continue spending long hours on the road as a tractor-trailer driver. That's when an old high school fascination with nails came back into focus. "There were only three cosmetology programs within an hour of my home, but none of them ran regular nails-only programs," the Pulaski, New York-based pro recalls. It took nearly three years of schedule juggling before she scored a well-earned certificate in 2000 from Philips Hairstyling Institute in Syracuse, New York, and then became an educator for Light Elegance in 2010. Despite these achievements, Olin is driven to continue sharpening her skillset. "Most institutions only provide the training necessary to pass written and practical exams, which doesn't properly prep students for real-world situations," she says. "It's important to attend networking events, trade shows and continuing education courses to always stay ahead in this dynamic, ever-changing field." ↓

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

*"It's important to attend events, trade shows and continuing education courses to always stay ahead in this dynamic, ever-changing field."*



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# THE KIDS ARE ALL RIGHT

By Katie O'Reilly  
Illustrations by Marilena Perilli

How to work with the soon-to-be-largest segment of the professional nail industry: millennials.

## MILLENNIALS GET A BAD RAP.

Also known as Generation Y, this group of individuals born between 1981 and 1997 don't have the best workplace reputation. There are the horror stories about young adults who bring their mom on job interviews, the ones who can't take criticism and care more about what's trending on Twitter than they do about the company they work for. But some experts say it's these very qualities—close relationships with adults, a hunger for feedback and technological aptitude—that render this generation an invaluable asset to a nail salon.

"More so than Baby Boomers and Gen X-ers, millennials grew up in a rapidly-changing world," says Jamie Notter, author of *When Millennials Take Over: Preparing for the Ridiculously Optimistic Future of Business*. "Whereas older generations like to find something that works and stick to it, millennials are accustomed to continuous innovation and that mindset creeps into the workplace. They expect constant change and growth, and they're open to new possibilities—which makes for a growing, adaptable business model."

Love or hate working with the 18- to 33-year-old set, they're the future of this industry's leaders. "By 2020 they'll make up more than half of the American workforce," points out Kathleen Stiller Rikleen, author of *You Raised Us. Now Work With Us: Millennials, Career Success and Building Strong Workplace Teams*. "Anyone who cares about the sustainability of her work environment needs to be cultivating and integrating this generation." (See *Attracting Millennial Talent*, page 110.)

To find out what makes millennials tick, NAILPRO sat down with management experts and nail professionals from across the country. Read on to learn about the challenges, bonus benefits and best practices when it comes to working with this generation of techs.

**Millennials are very loyal to individuals who support them in their career growth and development.**

## **WHAT SHAPES GENERATION Y**

To help explain what makes a millennial, well, a millennial, Rikleen brings up the “helicopter parent” phenomenon. “Those claims can be exaggerated, but it’s true that this group has had more adult engagement throughout their lives than did prior generations,” she says. “Parents and teachers have played critical roles in helping them make decisions throughout high school and higher education. So there’s often a learning curve when they’re actually on

their own and a certain lack of comfort with those initial tasks.”

Amanda Gorecki, founder and president of Healing Waters, a full-service day spa, med-spa and nail spa with locations in Kansas and the Carolinas, adds that millennials need a great deal of structure. “It’s what their whole lives have been like, being shuttled from school to swim lessons to study group,” she says. “A wide-open workweek makes them feel lost. You have to tell them, ‘Here’s when we get work done, here’s what our due date is, here’s what you need to prepare for this meeting.’”

Keep in mind, millennials aren’t exactly accustomed to making mistakes. “Someone’s always been there to fix the report for them or bring the forgotten lunch,” say Gorecki. “So I tell new hires, ‘Expect to make mistakes during your first six months. Be comfortable with that and know you won’t get fired.’ It gives them a lot of accountability.”

Rikleen also notes that millennials have a reputation for lack of loyalty. “There’s a lot of data around millennial job movement, but a lot of that is correlated to the bad economy,” she says. “Millennials are very loyal to individuals who support them in their career growth and development.” Additionally, millennials care a great deal about their progress and contributions at work. “It’s important for this generation to feel as though they’re advancing in their careers,” Rikleen says. “Not all of them will aspire to run your salon, but they’re nonetheless very focused on their career advancement.”

Generation Y also expects a somewhat intensive relationship with their salon superiors. “The independent Gen X-ers who wanted to do their own thing are the ones in management now,” says Notter. “Yet millennials are very group-oriented and collaborative—they *want* management’s presence and they expect everyone to be accessible. They don’t see any hierarchical differences.”

## **ATTRACTING MILLENNIAL TALENT**

### **THEY’RE HARD-WORKING, HUNGRY AND INCREASINGLY SAVVY.**

As Ami McClure, owner of ProFiles, points out, millennials are perhaps disproportionately attracted to industries such as ours. “They get to be creative,” she says. “And they like what they’re doing, which is so important to them.”

Millennials are also discerning about where they’ll work—it’s about the culture, rather than just the pay and benefits. Amanda Gorecki, founder and owner of Healing Waters, notes that this age group is extremely philanthropic. “They want to do meaningful work and, overall, they’re less motivated by money than prior generations,” she says. “A 5 percent raise won’t motivate them as much as an opportunity to join or lead a charitable drive or event.” It’s why Gorecki gives her staffers budgets and guidelines to come up with their own philanthropic initiatives. “You want to build that workplace morale so they feel like they have a purpose,” she says.

What’s more, McClure says millennials flock to where they know they can get plenty of education and training. “It’s part of why we offer the chance to travel and compete,” she says.

“We appeal to their creative instincts by having them help us come up with services beyond the basic pedi. Young people want to work for us because they know that they can grow here.”



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## NAVIGATING THE GENERATION GAP

When discussing millennials in the workplace, you'll likely hear these two words: *entitlement* and *impatience*. "Shortly after starting and getting the hang of things, millennials tend to want promotions," Notter says. "They don't see why they should have to wait their turn or pay their dues. Moving rapidly has always been their experience—they're used to solving problems in their own innovative ways. They don't want to follow some weird rules!"

Ami McClure, co-owner of the Florida-based ProFiles nail franchise, notes that there's one rule that she constantly has to enforce. "Social media is so important to this generation. They're on their phones all the time," she says. "I'm constantly emphasizing that it's an issue of professionalism; you have to put your phone away when you're with your clients."

The flip side of this is that millennials will eagerly tap into their social media networks to get the information they need for work. They're likely, for instance, to attend professional development events and stay in touch with the nail pros they meet via social media, thus familiarizing themselves with what nail salons across the country are doing. "While older people tend to think, 'It's only the people inside our walls that can help us,' millennials are quick to reach outside of their physical sphere," Notter says. "This accelerates the learning process."

It does, however, make some millennials more resistant to in-house, one-on-one mentorship. In fact, some pros perceive lack of respect to be a millennial issue. "They grew up in a child-focused environment," Notter says. "Adults were down at their level, so why would that change in the workplace? Millennials *will* stop the president or owner of your salon if they have a question; it wouldn't occur to them not to."

While such confidence often translates to great sales and interpersonal skills, it can also be off-putting. "Our clientele tends to be older," says Valerie Griggs, founder and CEO of 20 Lounge, a boutique nail bar with four locations in Arizona

**Millennials crave praise and constructive criticism—and they want to give it, too.**

and California. "So when millennials are recommending products or services, some clients' mentality is, 'They don't know because they haven't even experienced this issue!' However, our older clients love that millennials are current with the latest styles. They always trust young technicians to know what's trending."

## MANAGING MILLENNIALS

According to Rikleen, the No. 1 leadership development and retention tool is feedback. "Boomers and Gen X-ers expected less of it, but millennials perceive silence as negative feedback," she says. "And the fear that they're not doing well can lead to attrition." Indeed, millennials crave praise and constructive criticism—and they want to give it, too. "They have thoughts and ideas, and they want to be able to approach senior staffers with those ideas," Notter says. "Be curious, seek their insights and they'll respond well. This will increase their engagement and they'll be a lot less likely to jump ship."

In Griggs' experience, millennials tend to be up-front, honest and straight-to-the-point about their needs. "I find it works best when managers are that same way with them," she says. "The most attractive thing to this age group is a team culture with incentives." McClure adds that it's crucial to clue in to what motivates millennials. "It can be very individual," she says, "but it's all about finding out what that is. A chance to go to competitions? Being highlighted on our social media pages? The nice thing is, the younger girls tend to be clear with us about what motivates them." ↓

Katie O'Reilly is a writer and editor in Wilmington, NC.

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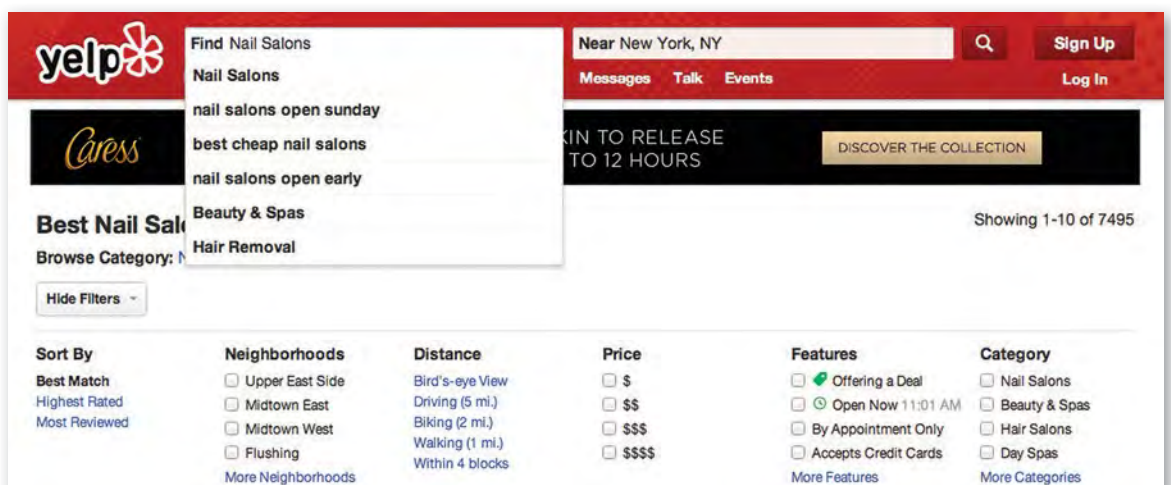
# Can yelp. REALLY Help?

By Meghan Rabbitt

If you're not focusing on ways to build your reviews on this crucial marketing and advertising site, you're missing out. Here, expert tips to help you get more great reviews and handle the negative ones.

When nail technician Christian Diccio decided to open his own salon this year, he wasn't thinking about Yelp. "I have a great following on Instagram and Facebook and, honestly, that's where I put most of my energy and time," says the owner of Love Beauty Bar in Tucson, Arizona. But wanting to make the most of social media as a marketing tool for his new venture, Diccio called celebrity manicurist Naja Rickette, co-founder of VBP International, a business coaching company geared toward beauty professionals, who suggested he take a second look at Yelp. "When it comes to Yelp, it's crucial to channel the consumer," says Rickette. "Think about it: When looking for anything from a nail salon to a restaurant, people read Yelp reviews to help decide where to go." So, Rickette suggested that Diccio ask a few of his loyal clients to write about their experience at the salon. The result? Once Love Beauty Bar's profile was up and just a few good reviews were in, Diccio immediately saw a boost in business. "I've already had multiple new clients make appointments because they found me on Yelp, and I only have a handful of reviews," he says. "I'm still learning as I go, but I'm definitely seeing the benefits of putting a bit more focus on my Yelp profile."

Not sure where to start or how to make the most of this marketing website? Here, Rickette and salon owners across the country share their top Yelp tips.





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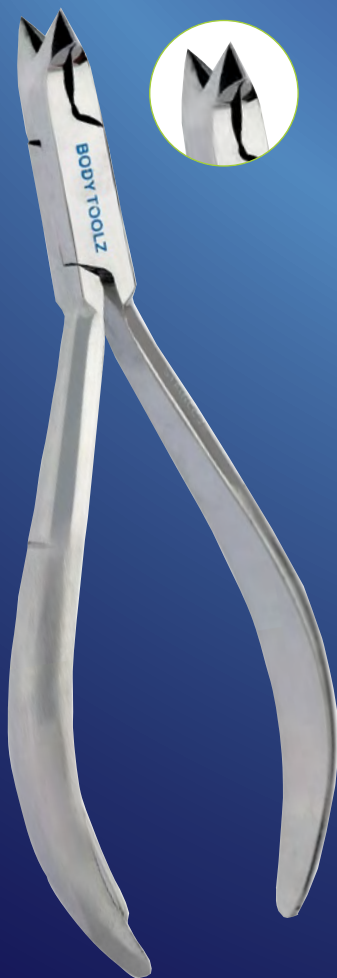


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## BUILD A PRETTY PROFILE PAGE — BUT DON'T OVERTHINK IT

If you're not on Yelp because of sheer intimidation or fear that it'll take too long to set up or maintain, listen up, says Rickette: "Your Yelp profile doesn't have to be some grand, elaborate site that includes a menu of services and every last bit of information about what you do and offer," she says. Just start with the important stuff: Your location, hours, phone number, website and how to make an appointment.

**“Yelp is a really powerful way to get your salon on the map, so the more reviews you can get up there ASAP, the better.”**

When it comes to photos, be choosy about what you upload. Include one shot of the exterior of your salon to help people find you and one (or more) of the interior of your salon that capture the “feel” of your space. “Is your salon a cozy, living-room style kind of place? Or more of a streamlined, sleek spot? All of this is important because it'll help potential clients get a sense of what you're about,” says Rickette. Jodi Shays, owner of the Queen Bee salons in Los Angeles and Portland, Oregon, agrees, adding that whatever you do, it's important to use pictures that look clean and inviting. “I think it's a great idea to post photos of your salon and even your treatment rooms, but you'll obviously want to ensure that they look ship-shape,” says Shays.

One quick tip: Make sure that you're the first one to upload photos once your profile page is created, says Jean Kuan, social media director of House of Polish in Los Angeles. “Images can be uploaded by the business or any Yelp user, and unless you choose to pay for a picture “slideshow” or other extras, the first picture that's uploaded will forever be the first picture Yelp users see,” she says. Maria Martin, owner of Spa by Maria Martin in Eugene, Oregon, also includes a few shots of her best nail art as well as a brief professional bio. “This can really help potential clients get a feel for your experience, career philosophy and even your personality,” says Martin. “Having a good bio can help direct like-minded clients to your salon.”

## GROW GOOD REVIEWS

When it comes to asking clients to write a review for you, salon owners often have differing opinions. Rickette is clear: She believes that soliciting reviews is a great, quick way to get a better Yelp rating and even suggests that salon owners incentivize clients by offering discounted services in exchange for writing a review. “Yelp is a really powerful way to get your salon on the map, so the more reviews you can get up there ASAP, the better,” she says. Sound like cheating? “Not when you tell everyone to be 100-percent honest with what they say,” Rickette adds. “They shouldn't have to make stuff up to write a great review of your services.” You might also give first-time clients a discount on a future service if they leave a Yelp review, adds Rickette. “Something inexpensive—like a 10-minute acupressure massage or customized lotion,” she says, is often enough to get them to take this extra step once they get home.



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If you have a lot of clients who say that they'll write a great review, but don't actually follow through, here's an idea Dickey is considering: Buy a few tablets for your salon, so that clients who express an interest in writing a Yelp review can easily do so while they're getting a pedicure or other service. Already have a bunch of great reviews and just want to remind your existing and new clients that

**"I tell nail techs to read reviews on the offense, meaning try to pick out what may be true about a negative review so that you can improve your services."**

you'd love more Yelp love? "Consider placing a few signs around your salon with cute phrases like, 'We've loved having you, now we'd love to hear from you. Please leave us a review on Yelp!'" says Rickette.

And if asking for reviews feels a little too much like asking for a tip, feel free to skip this step and just trust that the reviews will come in time. "Yelp's algorithm easily flags biased reviews, and in areas where people are prone to use Yelp—such as Los Angeles—reviews will grow proportionally to the length of time your business is open," says Kuan.

**HANDLE NEGATIVE  
REVIEWS LIKE A  
PROFESSIONAL**

When a client leaves a negative review, it can be especially disheartening. Yet one of the biggest mistakes you can make as a salon owner is to focus on the bad rather than play up the good, says Rickette. Rule No. 1 is not to react—or respond—right away. "I tell nail techs to read reviews on the offense, meaning try to pick out what may be true about a negative review so that you can improve your services," she says. Still angry after a day or two? Hold off on commenting. "If you respond to

a review in a highly-emotional way, it can come off as tacky," says Rickette. "When you've calmed down, apologize—whether you think the reviewer is in the right or not." You might make a blanket statement, such as, "I'm truly sorry you didn't have a good experience, and we're sorry we inconvenienced you."



You can even go a step further and offer a free service to a reviewer who you feel made valid criticisms. As for those people who are obviously venting, Rickette suggests an apology that leaves no room for interpretation, such as, "We're very sorry that you did not enjoy our services." Says Rickette, "Consumers are really savvy these days. When they go to your Yelp page and see 20 amazing reviews and just one or two bad ones, they can tell if those are just flukes."

Of course, it's important to do everything you can to prevent bad reviews in the first place. To avoid negative comments, Shays makes it a priority to reach out to new clients within 24 hours of their appointment to ask if everything was satisfactory. "This way, clients can vent to you instead of a review site," she says. Martin proactively tries to avoid poor reviews by paying



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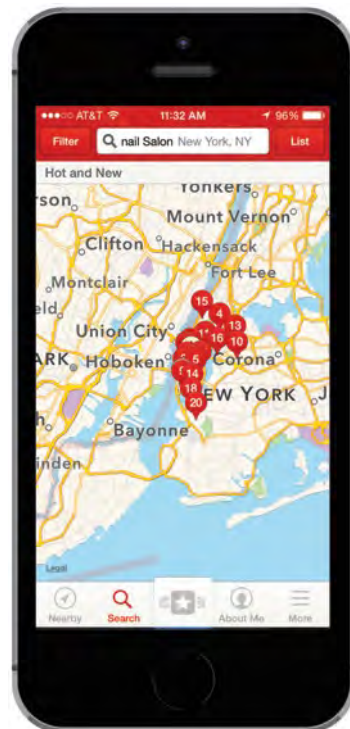


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special attention to clients' comments and body language during their time at the salon. "If I sense that they are stressed or dissatisfied, I try to kindly and calmly ask if there's anything they need or what's bothering them," says Martin. "If you ask and they don't give useful feedback, then leave a negative review later on, I suggest responding to the review honestly, professionally and with compassion. This can be difficult, but it really is the best way to do damage control," she says.

It's also important to cut yourself some slack, says Shays. "Nobody is perfect and no salon can have perfect reviews—if you do, something is fishy," she says. So, when the inevitable low-star rating comes in, Shays reaches out to that client privately first, so she can try to resolve the issue. "If they don't respond, we will contact them publicly on Yelp to let them know that we tried to reach out privately but to no avail. Other people looking at your response will appreciate that you reached out." ↓



Meghan Rabbitt is a freelance writer whose work is published in *Women's Health*, *Refinery 29*, *Redbook* and more.



## Should You Advertise on Yelp?

**This may or may not be beneficial for your business, says Jean Kuan, social media director for House of Polish, which means that it's a good idea to call a Yelp representative who can walk you through your options. In many cases, paying for ads on Yelp places you front and center in relevant, local searches for businesses like yours. It can also mean having an ad that runs on your competitor's Yelp business page as well as prominent placement (read: the top!) of your salon's Yelp profile on mobile device searches. When Kuan was deciding whether or not to advertise on Yelp, she says that she liked the pay-per-click option that was offered to her, which means that she doesn't have to spend money unless a user clicks through and sees the House of Polish Yelp profile. "Ask a Yelp sales representative about the rate-per-click for your type of business and in your geographical area," suggests Kuan. "This can help you come up with an ideal advertising budget." Keep in mind that Yelp does require you to sign a contract—typically a yearlong commitment—that you'll have to pay to get out of if you find that the advertising isn't working well for you.**

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# The Golden Rules

**The popularity of gel polish continues to reign.** Unfortunately, even as client interest continues, the service struggles with bad press: Mainstream media report that gel polish is damaging to the natural nail. In reality, gel polish is perfectly safe for all nail types—as long as both techs and clients are educated on best practices. Informing clients about proper procedures and practicing correct prep, application and removal will ensure gel polish stays a staple on your service menu. Here, experts reveal the three gel polish rules every tech should know.

By Jillian Gordon

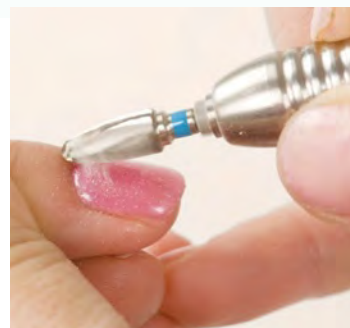
## RULE NO. 1:

### EDUCATE THE CLIENT

The best way to combat any confusion is to ensure that your client is well informed about the service from the start. “I find that greater education is required when applying any soak-off system,” says Shannon McCown-Nakamura, director of education for Light Elegance. “Since soak-off systems are designed to be temporary, they are more susceptible to client-inflicted damage, such as picking.” Experts agree that improper removal of gel polish—picking, peeling and prying—is the most common client no-no that they encounter.

“I educate clients on the damage that can happen with improper removal, and that the nail will be healthy when gel polish is removed correctly,” says Vicki Ornellas, global educator for ibd. Remind clients that when they pick off gel polish, they are also peeling away layers of their natural nail plate, which is damaging to the nail. On the flip side, proper removal ensures that the nail remains healthy and able to withstand routine gel services—a win-win for the client and you.

Picking isn't the only gel polish problem techs may encounter. Despite the scientific evidence that shows the safety of UV lights for salon use, some clients may be concerned about exposure during the curing process. Ornellas suggests calming client worries by anticipating concerns—and being prepared. “I keep a copy of independent lab studies on hand,” she says, noting that she also offers sunscreen to clients when necessary. (Download your own copy of “UV Nail Lamp Facts” at [nailpro.com/clients-with-questions](http://nailpro.com/clients-with-questions).)



PHOTOS: (TOP) ARMANDO SANCHEZ

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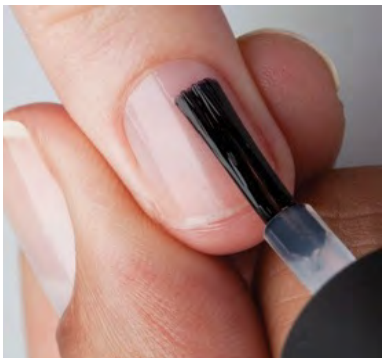
inmnails.com



## RULE NO. 2:

# PREP FOR SUCCESS

"To reduce service breakdown, proper preparation of the natural nail is essential when performing a gel polish manicure," says Kristina Saindon, education ambassador for CND. To start, begin with a clean canvas.



Cleanse the nail thoroughly with a lint-free wipe to remove any potential contaminants, such as oil and debris. Next, push back the cuticles completely and remove growth from the nail plate. Some systems recommend gently filing the nail plate with a 180-grit file. "Anything stronger damages the nail plate and the gel won't stick as easily," says Ornellas. Then, cleanse again until the nails are squeaky clean.

While UV light is essential to the curing process, it's important to ensure that your gel polish hasn't had any previous UV exposure. Store polish in a climate-controlled area, such as a dedicated drawer. "I have over 200 gel polish colors in the salon," says Allie Baker, global brand ambassador for EzFlow. "I store them in a drawer organized by number and I have corresponding color wheels so the client can choose a color based on what it looks like next to their skin. This helps reduce clutter and keeps my gel polish in a dark place away from any UV light and extreme temperatures."



## RULE NO. 3:

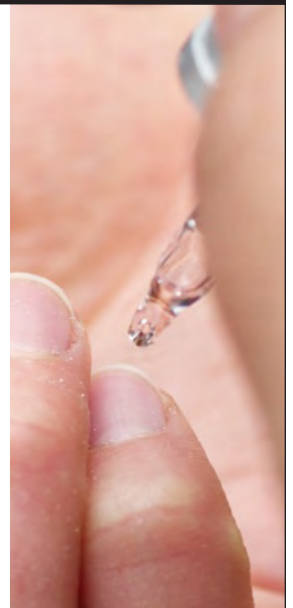
# GET REMOVAL RIGHT

To ensure a healthy nail—and a happy client—gel polish must be removed correctly. To begin, break the seal. "For soak-off gels and gel polishes, I always lightly file the surface to break the seal," says Baker. Next, apply acetone-soaked cotton to each nail, wrap each finger in foil individually and leave the wraps on for 10 to 15 minutes before gently sliding them off. Remove any remaining polish using an orangewood stick. If any gel polish remains, rewrap the nail and allow the acetone to work for another few minutes. Some clients are nervous about scraping; if that's the case, try a cotton pad saturated with remover to get rid of any remaining residue on the nail plate, suggests Saindon.

It's a good idea to book your client for a gel polish removal appointment before she leaves the salon. To wit, Saindon offers a package deal that encourages clients to return for professional removal. "I include removal of gel polish in the price of my gel polish service," she says. "This ensures that the client will come back to me when its time to take it off."

## CULTIVATE AT-HOME CARE

**When it comes to gel polish, there is something clients can and should do at home—use cuticle oil! Encourage your gel polish clientele to apply cuticle oil twice daily. Doing so will condition skin and nails, and ward off lifting by promoting flexibility. Plus, oil also works as a barrier against water, which can wear down gel polish. Be sure to add cuticle oil to your retail wall for an easy upsell following a gel polish service.**



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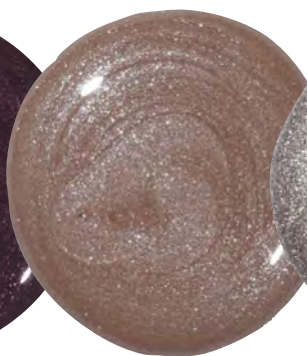
# FALL'S BEST GEL POLISHES



**OPI GelColor**  
My Gondola or Yours?



**Essie Gel**  
Frock 'n Roll



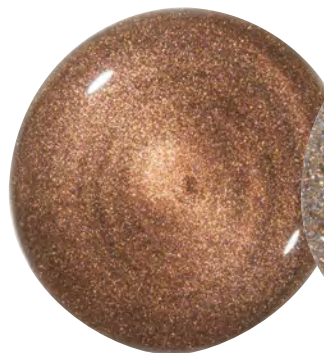
**Christrio Q-Gloss**  
#71



**Gelish**  
Chain Reaction



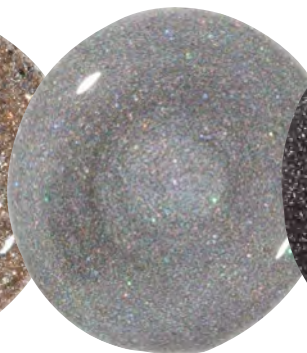
**Gel II**  
Golden Mirage



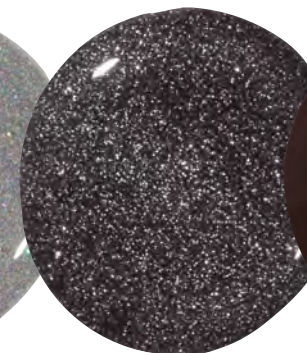
**Cuccio Colour Veneer**  
Crown Jewels



**Orly Gel FX**  
Halo



**Orly Gel FX**  
Mirrorball



**LeChat Perfect Match**  
Rock the Mic



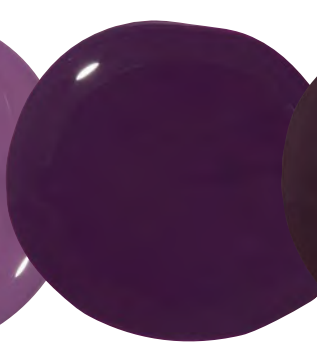
**Kiara Sky Ombre**  
Black Swan



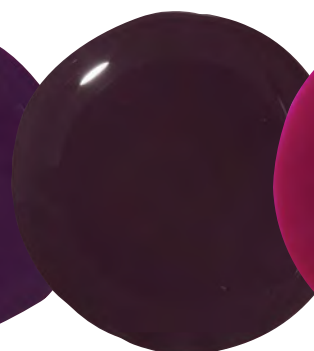
**NSI Polish Pro**  
Sunday Brunch



**IBD Just Gel**  
Sweet Sanctuary



**OPI Gel Color**  
O Suzi Mio



**SuperNail ProGel**  
Dyed Denim



**Artisan GelEfix**  
Juicy Grape



**Young Nails ManiQ**  
Dragon Ink



**Mia Secret Gelux**  
Love



**Essie Gel**  
With the Band



**Cuccio Colour Veneer**  
That's So Kingyky



**CND Shellac**  
Rouge Rite



**LCN Reclusion**  
Can't Get Passed My Reflection



**Gel II**  
Cactus Wine



**Jessica Cosmetics GELeration**  
Haute Hippie



**Gelish**  
Tex'as Me Later



**Orly Gel FX**  
Sand Castle



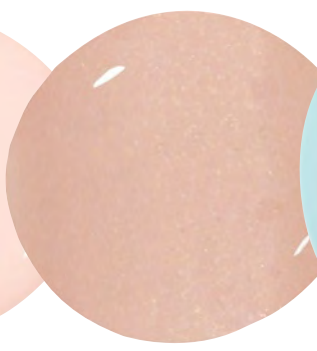
**Gel II**  
Sunflower



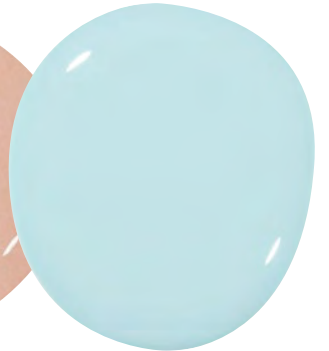
**Gelish**  
Tan My Hide



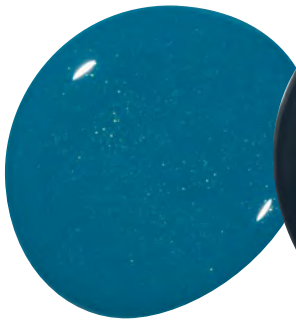
**CND Shellac**  
Naked Naivete



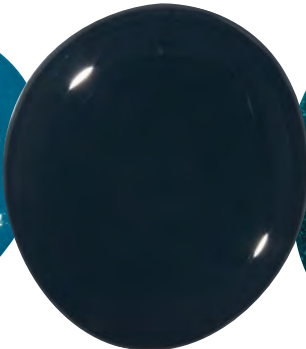
**Bio Sculpture Gel**  
Rose Bud



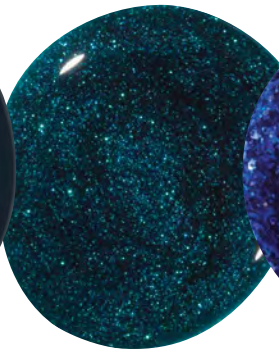
**OPI GelColor**  
Gelato on My Mind



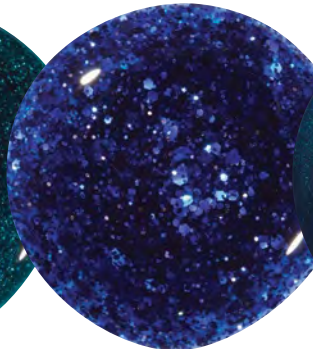
**Young Nails ManiQ**  
Lagoon 101



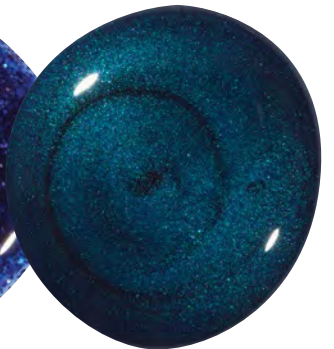
**Cuccio Colour Veneer**  
Prince I've Been Gone



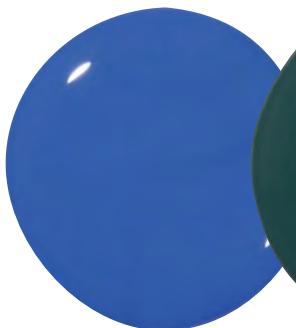
**LeChat Perfect Match**  
Show Stopper



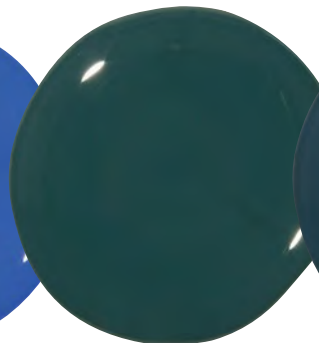
**ASP Gel Polish**  
Blue-Pers



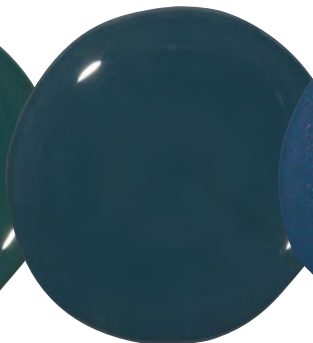
**CND Shellac**  
Peacock Plume



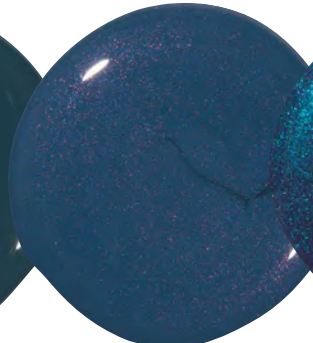
**EzFlow TruGel**  
Blue Are You?



**Akzentz Luxio**  
Fortune



**Entity One**  
Warming Trends



**Artistic Nail Design**  
Lunar Madness



**Essie Gel**  
Bell-Bottom Blues

\*Polish colors may vary due to the printing process

What a



# Gem!

Discover the meanings of birthstones and learn how to translate their traits to clients' tips.

By Taylor Foley

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Nails by  
Karen Gutierrez,  
Destinee Handly and  
Natalie Minerva

Jewel tones are once again coloring the lacquer spectrum for fall—which means there's no better time to take your gem-inspired nail art to the next level. This season, personalize your polish art with your clients' birthstones. Much like their Zodiac counterparts, each birthstone has its own traits and meanings, and some even believe that they instill luck to those born in the same month! Here, we've enlisted the help of top gemologists, jewelry designers and crystal healers to break down the history and lore surrounding each birthstone, along with nail art ideas guaranteed to charm your clientele.



## JANUARY

**Birthstone:** Garnet  
**Manifests:** Power

Pyrope garnet symbolizes power and protection (there's even an Eastern European myth that says the stone protects against vampires!) and thanks to its fiery red hue, it's believed to provide major modern-day benefits to the working woman. "Pyrope garnet is known as the stone of productivity," says Cassandra Eason, author of *Illustrated Guide to Healing*. "It's believed to ease anxiety in a performance-based position and can help you better meet your deadlines."



### TRY IT

**Give January babies a set of red-to-black marbled tips topped with a single red stone.**



### TRY IT

**Transmit aquamarine's tranquility to tips with a shimmering ocean blue hue and pale blue rhinestones arranged in a wavelike pattern.**



## FEBRUARY

**Birthstone:** Amethyst  
**Manifests:** Focus

Derived from the word "amethystos," the Greek term for "not intoxicated," amethyst is often associated with Baachus, the god of wine, and is said to keep its wearers clear-headed and quick-witted in battle and business affairs. Great thinkers and artists alike have used the purple- and lavender-colored gem as a tool for concentration. "Leonardo Da Vinci used to keep amethyst at this desk because he believed it improved his mental capacities," says jewelry designer Erica Weiner.



### TRY IT

**Protect your clients from outside distractions with a tip shield decked out in purple gems.**



## MARCH

**Birthstone:** Aquamarine  
**Manifests:** Serenity

Known as the "water stone" for its pale blue hue, aquamarine emits calmness and tranquility. Sailors even used to wear aquamarine gems to protect them at sea. These days, aquamarine is said to cool tempers and help wearers appear calm and rational during times of confrontation. "Aquamarine gives you quiet courage and helps you speak with clarity," says Eason.



## APRIL

**Birthstone:** Diamond  
**Manifests:** Good fortune

While diamonds have been associated with eternal love for centuries, they're also believed to attract success and prosperity in the workplace. According to *The Curious Lore of Precious Stones* by George F. Kunz, the diamond is the key to wealth in all aspects of life in cultures around the world, saying, "The Hindus classified diamonds according to the four castes: The Brahmin diamond gave power, friends, riches and good luck; the Kshatriya diamond prevented old age; the Vaisya stone brought success; and the Sudra, all manners of good fortune."



### TRY IT

Polish your way to prosperity with a hand-painted diamond accent nail.



## MAY

**Birthstone:** Emerald  
**Manifests:** Renewal and growth

Thanks to its vibrant green hue, emerald has been a symbol of rejuvenation and prosperity since the days of ancient Egypt. Cleopatra herself became fascinated with the precious gem the moment she was crowned Pharaoh of Egypt, believing it represented wealth, fertility, beauty and power. "Emerald mines existed near the Red Sea coast as early as 1300 B.C. and were later called 'Cleopatra's Mines' because of her obsession with the stone," says Eason.



### TRY IT

Encourage personal and financial growth for your clients with sparkling green gemstones and dollar bill decals.



### TRY IT

Craft elegant, wedding-ready digits with a luminous pearlescent finish embellished with cascading pearl and rhinestone accents.



## JUNE

**Birthstone:** Pearl  
**Manifests:** Femininity

Pearls are the only gemstones created inside the shells of oysters and clams. "Pearls' moon-like appearance brings lunar associations of femininity and fertility," says Weiner. "During the Victorian era, pearls were *de rigeur* for a young, unmarried woman." Today, the pearl continues to represent purity and sincerity and is commonly worn by brides on their wedding day.



**JULY**  
**Birthstone:** Ruby  
**Manifests:** Love

Commonly worn by kings, queens, great leaders and priests to represent their high status, this precious gem is attributed to matters of the heart, thanks to its rich red hue. The rouge stone is said to ignite passion, stir emotion and attract success. "Rubies are the ultimate prosperity stone," says Eason. "Dreaming of rubies means loving energy and good fortune are headed your way!"



**TRY IT**  
 Craft dream-worthy digits with red metallic gems and hearts.

**AUGUST**  
**Birthstone:** Peridot  
**Manifests:** Positivity

"In ancient Egypt and other countries, the peridot was considered a 'stone of the sun' and was believed to draw in money, health, success and love," says Eason. The Romans saw the green-gold gem as protection from negative forces and would don gold peridot rings to prevent nightmares. The same meaning holds true today: Peridot is believed to provide protection from the Evil Eye.



**TRY IT**  
 Fade out negative vibes with a dark-to-light ombré design.



**TRY IT**  
 A shimmering dark blue polish peeking through hints of opaque color will serve as a guiding light for clients on the verge of making a major life decision.



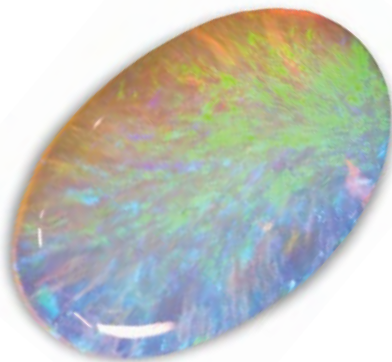
**SEPTEMBER**  
**Birthstone:** Sapphire  
**Manifests:** Wisdom

Weiner suggests that ancient civilizations found sapphire's intense blue color so intriguing that they assigned it all kinds of magical and medicinal properties. For many cultures, sapphire represents wisdom and truth, and is believed to help shed light on any situation. Eason explains, "The Ancient Greeks called sapphire the 'Jewel of Apollo' and wore it when consulting Apollo's Oracle at Delphi in order to ensure that the wearer had the wisdom to understand Apollo's advice."

## OCTOBER

**Birthstone:** Opal  
**Manifests:** Hope

“Opal has been traditionally associated with sight, both literal and prophetic,” explains Weiner. “The Greeks believed



### TRY IT

**For clients beginning a new venture, add teardrop-shaped gems to a clear glitter gel polish to omit rainbow flecks of light.**

that it aided supernatural vision, while the earliest humans believed it physically improved eyesight.” While its healing properties remain in question, opal is universally seen as a symbol of hope. Eason suggests wearing the iridescent white gem if you are starting something new. “Opal ensures that you will experience a breakthrough very soon,” she says.

## NOVEMBER

**Birthstone:** Topaz  
**Manifests:** Vitality

Topaz’s golden yellow hue represents vigor, strength and intellect. “A 15th century physician reported that he cured two popes of the plague by simply touching the stone to their sores,” says Weiner, noting that there are several interpretations of topaz’s “healing powers.” In



India, for example, many believe wearing topaz above your heart assures beauty and intelligence.



### TRY IT

**Forget caffeine! Provide clients with the ultimate pick-me-up: an energy-inducing manicure featuring a sunburst of golden yellow gems.**

PHOTOS (GETTYIMAGES): VISUALS UNLIMITED/SCIENTIFICA; E+/SUN CHAN; ISTOCK/JOANNA-PALYS



### TRY IT

**Tap into the powerful sensibility of turquoise by laying large pieces of stone on top of a clear nail.**

## DECEMBER

**Birthstone:** Turquoise  
**Manifests:** Strength

“The ancient Egyptians, Chinese and Aztecs viewed turquoise as a symbol of wisdom, nobility and immortality,” explains Eason. The blue-green gem even adorned Tutankhamen’s death mask and a number of shields and power statues of Montezuma, the last ruler of the Aztecs. Know as the “sky stone” to many Native American tribes, turquoise is believed to help its wearers develop their own power and strength, and is said to calm and heal the mind and body. ♣



# Onward, Boho!

The nomadic lifestyle of Information-Age wanderers demands every detail be accounted for—right down to nails decked in fall's richest nail lacquers.

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By Karie L. Frost  
Photography by Cory Sorensen

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## #FollowMeTo

Scroll through any day-tripper's Instagram feed and her carefully curated images reflect a life teeming with faraway festivals, endless horizons, found trinkets and—of course—carefully polished nails, like these shimmering amethyst tips. Tunic, Boheme; Headband, Deepa Gurnani; ring, Nissa Jewelry; bracelets, Lis, World Market, Zoe Battles Designs. All other accessories stylist's own.



## #NailsWellTravelled

Shopping distant bazaars for stacks upon stacks of bracelets and rings to dress wrists and fingers isn't enough; a pilgrimage to bead stores for turquoise stones befitting rose-gold nails is a bohemian beauty must. (At left) bracelet, Lulu Dharma; ring, Lucky Brand; (at right) rings, Charles Albert, Sheila Fajl; bracelets, Katie Design, Royal Nomad, Luly Dharma, Sheila Fajl.





## #NoFilterFingers

The true freewheeling boho has moved beyond casting her travels in a fog of “Valencia” and “Amaro” filters. Rather her beauty, including fiery red tips dotted with the tiniest studs, speaks to a life filled with unbridled—and unaltered—color. (Left) rings, Melanie Auld, Sheila Fajl, Nissa Jewlery; (right) rings, Nissa Jewlery, Royal Nomad, Melanie Auld, Nashelle.



## #InstaPerfection

Is it a captured moment or an artificially crafted view into her life? All that counts is that her sage manicure is polished to the utmost perfection. (Left) bracelet, Nashelle; rings, Sheila Fajl; (right) bracelets, Charles Albert, Sheila Fajl, Nissa Jewelry. All other accessories stylist's own.

## #JetSetGo

She's reached "bronze" status—at least on her digits. Frequent flyer miles aside, the ticket to living one's best life—whether archived on social media or quietly filed away in one's own memories—is appreciating the little things, like a flawless manicure using one of fall's top lacquers. Turn the page for a feed of our top picks! Dress, Boheme; hat, Louise Green Millinery; necklace, Charles Albert; rings, Melanie Auld, Charles Albert, Shelia Fajl; bracelets, Nissa Jewelry, Lulu Dharma, Melanie Auld, Nashelle. All other accessories stylist's own.







Turn It Up



So Cluten



Hannah



Amore at the Grand Canal



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# Greenies Be Gone

How to recognize, treat and help prevent chloronychia.

**S**eeing green? It could be chloronychia, or green nail syndrome, characterized by a greenish-brown, greenish-yellow or greenish-black discoloration of the nail plate. Caused by the bacteria *Pseudomonas aeruginosa*, the condition has been dubbed “greenies” as a result of pyocyanin, a green-colored pigment produced and secreted specifically by *Pseudomonas aeruginosa*. In this month’s Nail Clinic, experts explain why this condition occurs, what to watch for and how to keep you and your client free of the greenies.

## Chloronychia Facts\*

- Chloronychia, or green nail syndrome, is usually confined to one or two nails.
- *Pseudomonas aeruginosa*, the bacteria that cause green nail syndrome, flourishes in wet environments.
- Keeping nails clean and dry is the best way to avoid *Pseudomonas aeruginosa* and other nail infections.
- Although rare, dark discoloration within the nail plate could be a sign of melanoma. A dermatologist should be consulted if the discoloration does not gradually improve.

\*Source: American Osteopathic College of Dermatology (aocd.org); American Academy of Dermatology (aad.org)

## Signs & Symptoms

*Pseudomonas aeruginosa* is a very common bacterium found in soil and water. Identifiable by its greenish hue, the bacteria can be found on the nail plate often under an enhancement that has lifted, as well as directly on the nail bed. While chloronychia is more common on the nails of the hand, it affects the toenails as well. Clients who have professions that require frequent hand washing, such as nurses and other health professionals, as well as gardeners, or others with long-term exposure to soil, are the most prone to getting greenies. Additionally, greenies often occur in athletes who sweat a lot (causing a wet environment in their socks and shoes) and who have experienced multiple micro-traumas to their toenails.

While the condition doesn’t usually cause pain, some people may experience swelling, tenderness or redness. “Greenies most often colonize nails that are already abnormal,” says Antonella Tosti, M.D., professor of clinical dermatology at the University of Miami Miller School of Medicine.

Onycholytic nails, or nails that have lifted from the nail bed, are most susceptible to *pseudomonas* infection, says Tosti, who notes that lifting can be caused by a skin condition, such as psoriasis, which affects the formation of the nail, nail injury and nail fungal infections (a.k.a. onychomycosis.)

## Prevention & Treatment

If you discover that your client has greenies, there are a few things you can do to help counter the condition. The first step is to direct your client to a medical professional. “Treatment is quite easy, but technicians should refer clients to a dermatologist,” says Tosti. “There are other causes of nail discoloration that need to be ruled out, such as melanoma.”

The American Academy of Dermatology recommends removing extensions if a client has greenies. Additionally, you should discourage clients who are considering acrylics, gel or other enhancements to hide their natural nails. Inform the client that covering a diseased nail could make matters worse, even causing her to lose the nail entirely, and encourage her to seek medical attention.

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After a doctor has confirmed *Pseudomonas aeruginosa*, treatment may include antibiotics. Shari Lipner, M.D., Ph.D., assistant professor of dermatology at Weill Cornell College of Medicine in New York City, clips the detached nail and assesses the severity of the infection before prescribing medication. "I usually treat with

topical antibiotics, though in severe cases, oral antibiotics may be necessary," says Lipner who recommends that her patients wait until the nails have gone back to their normal color and are fully attached before resuming nail services.

Once your client gets the all clear from her doctor, you can start services again

and use the opportunity to educate your client on best practices to avoid the condition in the future. Lipner advises clients with natural nails to avoid excessive water exposure to the hands and to use gloves for wet work to prevent reinfection. For clients who wear enhancements, it's important to discuss a maintenance schedule, says Kitiya Mischo King, a licensed manicurist and founder of Mischo Luxury Nail Lacquers. "Neglecting a regular schedule could result in cracking or breakage of the nails," she says "Or, it could result in lifting [of the enhancement], which exposes the nail to moisture and opens the door for bacteria and other infections." ↓

Karen Morse, M.P.H., is a freelance health writer in Menlo Park, CA.

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## Clean the Green

To avoid cross contamination, you must thoroughly sanitize and disinfect your tools between clients. According to the Nail Manufacturer Council, the first step is to use liquid soap or detergent, running water and a clean scrub brush to remove all visible debris and residue. After proper cleaning, all reusable tools must be disinfected by complete immersion in an appropriate disinfecting solution so that all surfaces, including handles, are soaked for the time required by the manufacturer's label. Next, allow the disinfected tools to air dry by placing them on a clean towel and covering them with another clean towel. Then, be sure to store the cleaned and disinfected tools in a sanitary place, such as a lined drawer. (Note: It's important to never use airtight containers or zipper bags as they may promote bacterial growth.) Last, but not least, you'll need to discard any used disposable items, such as nail files and orangewood sticks, to ensure a clean workstation.

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**3** For lighter skin tones, opt for Nude and Pink Perfector shades.\*



**4** For darker skin tones, opt for Mauve and Buff Perfector shades.



**5** For discoloration, apply Lavender Perfector to neutralize, then apply the Perfector shade that most closely matches the nail bed.



**6** Next, apply Tip Perfector along the free edge and let it dry.



**7** Gently roll the Satin Seal bottle between your hands for 20 seconds to activate the formula, then apply a thin coat to the nail plate to blend, blur and create a matte look.



**8** For a glossy finish, apply a thin coat of Glossy Seal.

\*See the Naked Manicure Custom Blending Guide for more color combinations.

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**2** Apply a thin layer of Fibre Base to the entire nail and cure for 90 seconds under a UV light or 30 seconds under an LED light.



**3** Apply a small amount of Fibre to the stress point of the nail, then coat the remaining product over the tip and cure. Next, apply a thin layer of Fibre to the entire nail and cure again. Repeat application if a stronger finish is desired.



**4** Finally, apply a thin layer of Fibre Top and cure. Use a cotton pad soaked with Glossy Finish\* to remove inhibition layer and continue with polish application as usual.

\*Not included in system




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**2** Next, apply one coat of No Shinking Violet and let it dry.



**3** Use Pen & Inky to create intersecting horizontal and vertical lines across the nail.



**4** Repeat Step 3 using Highest Bidder.



**5** Repeat Step 3 using Point of Blue.



**6** Finally, fill in any gaps in the design with No Shinking Violet to create depth, then seal with top coat. ↓

PHOTOS: ARMANDO SANCHEZ; POLISH PHOTO COURTESY OF ESSIE

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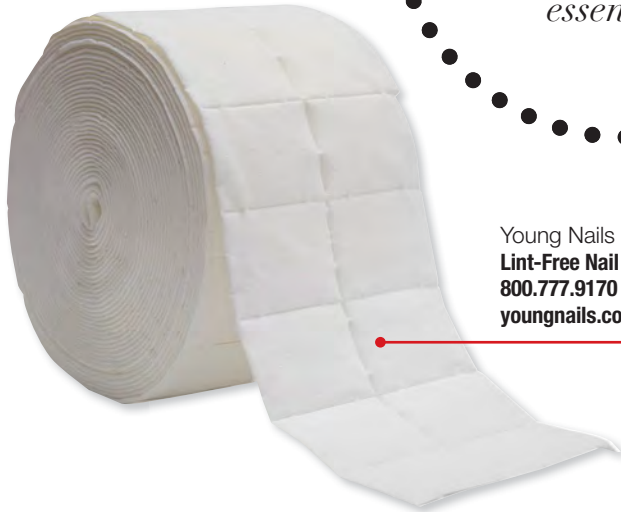
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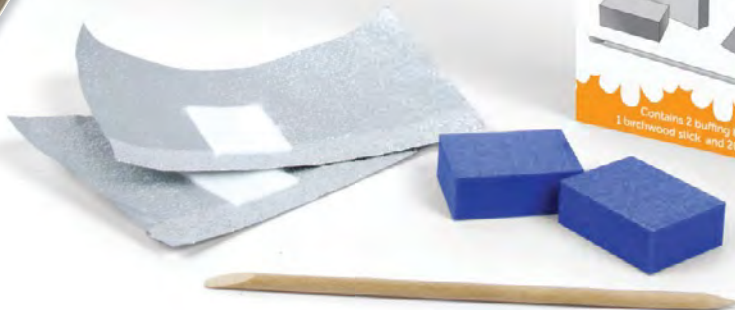


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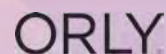


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Go to [nailpro.com/calendar-events](http://nailpro.com/calendar-events) for an expanded list of Happenings.

### UPCOMING SHOWS AND EVENTS

#### September

##### Nail Seminar with Stephanie Stone

September 19  
New York, NY.  
Contact Marianne Addison,  
647.829.3738, [info@beautyassembly.com](mailto:info@beautyassembly.com);  
[beautyassembly.com](http://beautyassembly.com)

##### NAILPRO Sacramento

September 20  
Sacramento Convention Center, Sacramento, CA.  
Contact NAILPRO, 7628 Densmore Ave., Van Nuys,  
CA 91406; 888.491.8265; [nailprosacramento.com](http://nailprosacramento.com).

#### October

##### National Aesthetic Spa Network Event

October 4  
Executive Conference Center, Springfield, MO.  
Contact Denise Fuller, 772.882.2300;  
[news@nasnbiz.com](mailto:news@nasnbiz.com).

##### Premiere Beauty Classic

October 11-12  
Greater Columbus Convention Center, Columbus, OH.  
Contact Premiere Show Group, 1049 Willa Springs  
Drive, Ste. 1001, Winter Springs, FL 32708;  
800.335.7469; [premiereshows.com](http://premiereshows.com).

##### Northwest Nail Tech Retreat

October 16-19  
Camp Burton Conference Center, Vashon Island, WA.  
Contact NW Nailtechs, 820 Riverside Dr. SE, North Bend,  
WA 98045; 425.330.8844; [info@nwnailtechs.com](mailto:info@nwnailtechs.com)

##### Premiere Birmingham

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Contact Premiere Show Group, 1049 Willa  
Springs Dr., Ste. 1001, Winter Springs, FL 32708;  
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#### November

##### The Makeup Show Chicago

November 7-8  
Bridgeport Art Center, Chicago, IL.

Contact The Makeup Show, 123 W. 18th St.,  
8th Fl., New York, NY 10011; 212.242.1213;  
[themakeupshow.com](http://themakeupshow.com).

#### January

##### ISSE Long Beach

January 30- February 1  
Long Beach Convention Center, Long Beach, CA.  
Contact Professional Beauty Association, 15825  
N. 71st Street, #100 Scottsdale, AZ 85254-1521;  
800.468.2274; [probeauty.org/isselb](http://probeauty.org/isselb).

### CLASSES

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**28** Perfect Match: Oakland, CA.  
**28-29** Perfect Match: Forest Park, GA.

##### LCN

860.761.3300, [lcusa.com](http://lcusa.com)  
**13** Barefoot Training & Certification Long Island  
Networking Event: Ronkonkoma, NY.

#### October

##### Young Nails

714.992.1400, [youngnails.com](http://youngnails.com)  
**11** Spa Day the Young Nails Way: Anaheim, CA.  
**18** Intro to Young Nails with Greg Salo: Medford, OR.

#### November

##### Artistic Nail Design

800.624.1927, [artisticnaildesign.com](http://artisticnaildesign.com)  
**8-9** Rock Hard World Tour 2: Linden, NJ. 📍

## Happenings

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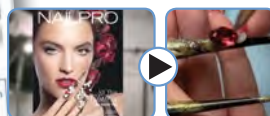
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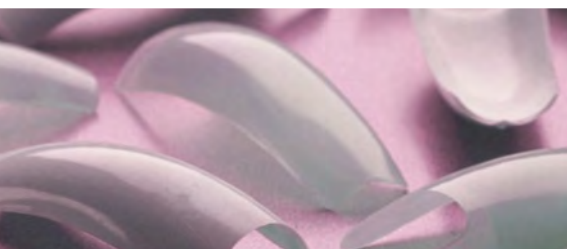
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# Greenies **Be Gone**

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**1** Nails that are \_\_\_\_\_ are most susceptible to *Pseudomonas aeruginosa* infection.

- A. Discolored
- B. Onycholytic
- C. Dry
- D. None of the above

**2** \_\_\_\_\_ is produced by *Pseudomonas aeruginosa*, resulting in a green discoloration.

- A. Chloronychia
- B. Onychomycosis
- C. Pyocyanin
- D. Bacteria

**3** Clients who present with a green nail or nails should be referred to a dermatologist for treatment.

- A. True
- B. False

**4** In order to thrive, *Pseudomonas aeruginosa* needs a \_\_\_\_\_ environment.

- A. Sterile
- B. Moist
- C. Dry
- D. None of the above

**5** Chloronychia is very painful.

- A. True
- B. False

**6** *Pseudomonas aeruginosa* is a rare bacteria only found in hospital or health care settings.

- A. True
- B. False

**7** Greenies are more commonly seen on feet than on hands.

- A. True
- B. False

**8** It is best to keep nails short and free from enhancements if a *Pseudomonas aeruginosa* infection is suspected.

- A. True
- B. False

**9** Keeping nails \_\_\_\_\_ is the best way to avoid nail infections.

- A. Clean
- B. Buffed
- C. Dry
- D. Both A and C

**10** Treatment for chloronychia may include \_\_\_\_\_.

- A. Topical antibiotics
- B. Oral antibiotics
- C. Both A and B
- D. None of the above

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Photocopy this form or write your answers (for example, 1 A; 2 B) on a postcard along with the issue date and the name of the quiz (i.e., "Greenies Be Gone") 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](http://nailpro.com/test-yourself). Submissions must be postmarked or received online by September 30, 2015. Answers will appear in the November issue.

**Answers to July Test**

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

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<p><b>Sterilizer Tray</b> \$4.95</p>	<p><b>Sterilizer Jar</b> \$7.95</p>	<p><b>KING RESEARCH® Barbicide® Disinfectant</b> 16 oz. \$5.50 64 oz. \$17.50</p>	<p><b>Chastity™ Chasticide® Disinfectant</b> 16 oz. \$3.50 Gallon \$12.95*</p>	<p><b>Brush Cleaner Holder</b> Holds 8 Brushes \$2.95</p>	<p><b>Brush Cleaner</b> 4 oz. \$2.95 Gallon \$29.95*</p>	<p><b>Aluminum Handle Acrylic Brush</b> STORES INSIDE HANDLE \$4.95</p>	<p><b>French Manicure Brush</b> DOTTING TOOL ON HANDLE \$4.95</p>	<p><b>Pure Kolinsky Acrylic Brushes</b> #8 \$3.95 #10 \$7.95 #12 \$9.95 #16 \$12.95 #18 \$14.95 #20 \$17.95 Acetone Resistant Clear Handles</p>

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<p><b>Mushroom Pump Bottle</b> 6 oz. \$1.50</p>	<p><b>Stainless Steel Pump Bottles</b> 4 oz. or 8 oz. \$2.95</p>	<p><b>Jumbo Ceramic Dappen Dish</b> \$5.95</p>	<p><b>Porcelain Dappen Dish with Lid</b> \$1.00</p>	<p><b>Glass Dappen Dish</b> \$0.19</p>	<p><b>Practice Finger</b> \$0.35</p>	<p><b>Practice Hand</b> \$2.95</p>	<p><b>Practice Hand with Platform</b> \$6.95</p>	<p><b>DUNN Spa Dust Masks</b> 100-ct. \$4.95</p>	<p><b>Dust Brush</b> \$2.95</p>
<p><b>Latex Gloves</b> \$4.95 100-ct.</p>	<p><b>NAIL BASIX™ Dehydrating Anti-Fungal Prep Spray</b> 8 oz. \$3.95</p>	<p><b>NAIL BASIX™ Primer</b> .25 oz. \$1.95</p>	<p><b>NAIL BASIX™ Violet Acrylic Liquid</b> 2 oz. \$2.95 4 oz. \$4.95 8 oz. \$6.95 32 oz. \$19.95 Gallon \$69.95</p>	<p><b>NAIL BASIX™ Acrylic Powders</b> .75 oz. \$2.95 48 oz. 2 oz. \$4.95 \$99.95 4 oz. \$9.95</p>	<p><b>NAIL BASIX™ Single Process UV/LED Gels</b> 1 oz. \$6.95 4 oz. \$19.95 16 oz. \$59.95</p>	<p><b>NAIL BASIX™ Resin</b> 1 oz. \$3.95</p>	<p><b>NAIL BASIX™ Brush-On Resin</b> 10 gm. \$1.95</p>	<p><b>NAIL BASIX™ Ultra-Strong Fabric Strips</b> 1"x36" 2-ct. Silk or Fiberglass \$2.95</p>	<p><b>NAIL BASIX™ Split Second Activator Spray</b> 8 oz. \$4.95</p>
<p><b>LECHAT Gel and Gel Polish Thinner</b> 1 oz. \$11.95</p>	<p><b>nsi Line Out</b> BUY 2 GET 1 FREE! \$12.50</p>	<p><b>nsi Attraction Liquid</b> 8.1 oz. \$33.95 32 oz. \$99.95 SAVE 24%</p>	<p><b>nsi Attraction Powders</b> 1.4 oz. \$11.95 4.6 oz. \$32.95</p>	<p><b>STAR NAIL Starlite UV Gels</b> 1 oz. \$18.50</p>	<p><b>STAR NAIL T3 Fibergels</b> 1 oz. \$24.95</p>	<p><b>STAR NAIL Acrygels</b> 1 oz. \$24.95</p>	<p><b>STAR NAIL Kapping Gel</b> with Calcium Plus 1 oz. \$24.95</p>	<p><b>STAR NAIL Natural Nail Dehydrant</b> 1 oz. \$3.95</p>	<p><b>STAR NAIL X-Strength Primer</b> .25 oz. \$4.75</p>
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• Safe & Sanitary  
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Case (12) \$23.95\*

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.5 oz. \$2.95  
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**SALE!**

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Over 200 iconic shades, offering two-coat coverage in a long-wearing formula.

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Strong enough to remove even the darkest shades without staining the nail or skin. Also removes OPI GelColor.

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Dries lacquer in five minutes while treating cuticles to soothing jojoba and Vitamin E.

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1) Prime **NEW!**  
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- Soft & Peeling Formula
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A clinically-tested professional salon formula designed to help with unsightly nail problems.

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features the latest advancements in gel polish technology. Each coat cures in just 30 seconds under LED and features a custom brush for fast, polish-on application.

**GelColor Base Coat**  
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**OPI GelColor Intro Kit Updated Colors!** **NEW!**

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Six GelColors, Base Coat and Top Coat (.5 oz. each), BondAid .5 oz., NAS99 Nail Cleansing Solution 4 oz., Expert Touch Remover 4 oz., Reusable Cuticle Stick, Blank Color Palette, and Window Cling

**GelColor Add-On Kits \$79.95**

Each kit contains six .5 oz. GelColors. Choose from 10 available Add-On kits!

**Expert Touch Removal Wraps**  
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**OPI GelColor LED Light**

Cures OPI GelColors in 30 seconds without ever having to change a bulb!

- 4-Setting Timer
- 67,000 Hour Lifetime

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Ergonomic, patent-pending LED light is a breakthrough in design. Thirty-two strategically placed LED lights and finger guides ensure even curing on all five fingers.

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with smooth, rich moisturizers plus avocado and aloe extract.

**24 HOUR HYDRATION**  
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**OPI BondEx**  
 .25 oz. \$7.95

**OPI Absolute Acrylic Intro Kit**

- smooth application
- exceptional adhesion
- bubble-free results

\$49.95

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 4 oz. \$16.95  
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Buy One CND Shellac Base Coat and One Xpress5 Top Coat (.25 oz. each), Get One Nourishing Remover 8 oz. and One Foil Remover Wraps 10-pk. **FREE!**



**FREE!**  
**\$31.90**  
SAVE \$6.90  
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MATCHING SHADES PLUS FREE TOP COAT!

Buy One Select CND Shellac .25 oz. & One Matching Vinylux .5 oz., Get One Vinylux Weekly Top Coat **FREE!**



**\$21.20**  
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Buy Two Select Vinylux Shades and One Weekly Top Coat, Get One ScrubFresh 2 oz. and One Offy Fast Nourishing Remover 2 oz. **FREE!**



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Base Coat or Top Coat .42 or .5 oz. \$24.95  
.25 oz. \$15.95

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Each Trial Pack includes: Base Coat .25 oz., Top Coat .25 oz., Four Shellac .25 oz., ScrubFresh 2 oz., Shellac Nourishing Remover 2 oz., IPA Alcohol 2 oz., SolarOil .25 oz., CuticleAway 6 oz., Kanga File, Orangewood Stick, Shellac Brochure, Shellac Pro Certification Flyer, Shellac Lamp Cling



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Your Choice **\$85.00**



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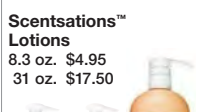


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.25 oz. \$4.25  
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2.3 oz. \$16.95  
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Solar Speed Spray™ Conditioning Polish Dryer 4 oz. \$9.95  
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CND Scentsations™ Scentsations™ Washes 8.3 oz. \$4.95



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8 oz. \$38.25  
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32 oz. \$84.95  
Gallon \$235.25

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



Retention+™ Sculpting Powders  
.8 oz. \$10.95  
3.7 oz. \$32.75  
16 oz. \$79.25  
32 oz. \$146.75

Perfect Color Powders feature superior workability and extensive color and coverage options.



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

Brisa™ Gel

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



Gloss Gel Top Coat .5 oz. \$19.75  
4 oz. \$109.75



Brisa™ Bond .25 oz. \$11.25

CND 3C LED LAMP \$299.95



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Designed for CND Shellac & Brisa!

ProSeries Gel Brushes #6 Oval or Square \$16.50



Performance Forms Clear 300-ct. \$22.75

CND Brisa™ Lite Removable Gel System

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Removable Sculpting Gel .5 oz. \$21.95  
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16 oz.

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Callus Eliminator  
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**SAVE \$6**

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Double Size Q Monomer  
Get 16 oz. for the price of 8 oz.!

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Restore Pro Kit

**SAVE 15%**

2 oz. **\$6.38**

**Gena**  
Pedi Jet Non-Foaming Foot Soak

**SAVE \$6**

14 oz. **\$8.95**

**Gena**  
Pedi Septic Spray with Eucalyptus & Tea Tree Oil

**BUY 1 GET 1 FREE!**

8 oz. **\$7.95**

**EzFlow**  
Q Monomer  
8 oz. \$29.95  
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An easy way to perfect nail enhancements in classic, gotta-have-it colors!

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**Just Gel Polish Base Coat or Top Coat**

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Super-fast drying liquid dries all layers of nail polish in seconds.

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Dropper Included to Ensure Maximum Sanitation

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**\$4.95** .33 OZ.

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BRUSH-ON NAIL GLUE

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

**\$2.50** 10 grams

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**NEW!**

Perfect size for brows and lips!

**\$1.95** 100-CT.

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**NEW!**

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Triple sifted acrylic powders uniquely formulated to combine the adhesion properties of a hard polymer with the flexibility of a soft polymer.

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**48 SHADES AVAILABLE**

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Four .125 oz. Acrylic Powders  
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**12 MINI KITS AVAILABLE**

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Mirror panels surround hand for rapid, even curing.

**SAVE \$20**

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

Aprons

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Skull Belly Ring **\$12.00**

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- New!*  MODERN GREEN
-  ROYAL PURPLE
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-  AQUA BLUE
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-  GOLDENROD
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## COVER GIRL

Manicurist Gina Edwards helped Kim Kardashian go nude in the July issue of *Rolling Stone*. Nude nails, that is. “The stylist wanted to show off a softer, more natural and playful side of Kim,” says Edwards, who used Gelish Tassels to create the appearance of flawless natural tips. “Her hair and makeup was very fresh and clean, so we wanted to achieve the same look with her nails.” Although the shoot was Edwards’ first time working with reality starlet, she was



familiar with Kardashian’s signature style. “Kim normally wears gels, so I came prepared with my entire Gelish kit. She prefers a bold, square nail—she doesn’t like her edges rounded,” she explains. And it’s a good thing Edwards did her research: “Kim was very involved and approved all of her beauty looks!”

# Real Deal

Forget the catfights and love triangles. Reality TV’s finest rise to fame with the summer’s most talked-about tips.

## POLISH IN THE CITY

Bravo’s “*The Real Housewives of New York City*” cast member Kristen Taekman celebrated the launch of her polish line Pop of Color in June.

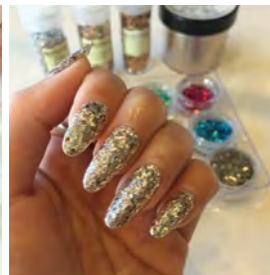


Fans of the reality TV franchise enjoyed a sneak peek of the lacquer planning process during episode 10 of the show’s seventh season, when Taekman invited a fellow housewife to help her brainstorm color ideas. Named for significant experiences in her life, the collection includes Cash Money, a green shade that share’s her son’s moniker. Taekman also enlisted the help of her makeup artist Jacquelyn Grubbs and celebrity manicurist Pattie Yankee, who ended up using two colors from the polish line at the Elie Tahari show during F/W 2015 New York Fashion Week. Look for Pop of Color at Ricky’s NYC stores and rickysnyc.com.



## BLING IT ON

El’s “*Rich Kids of Beverly Hills*” star Dorothy Wang may be “funemployed” according to her Instagram page, but the 26-year-old billionaire heiress knows a thing or two about successful nail art. The social media maven is constantly uploading snaps of glitter-packed digits that receive an average of 10,000 likes. Most notable: A set of sky blue nails (far left) bedecked with real diamond half-moons!



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**SIZE**  
 really matters

**\$15<sup>95</sup>**

7.3 mL .25 Fl. oz

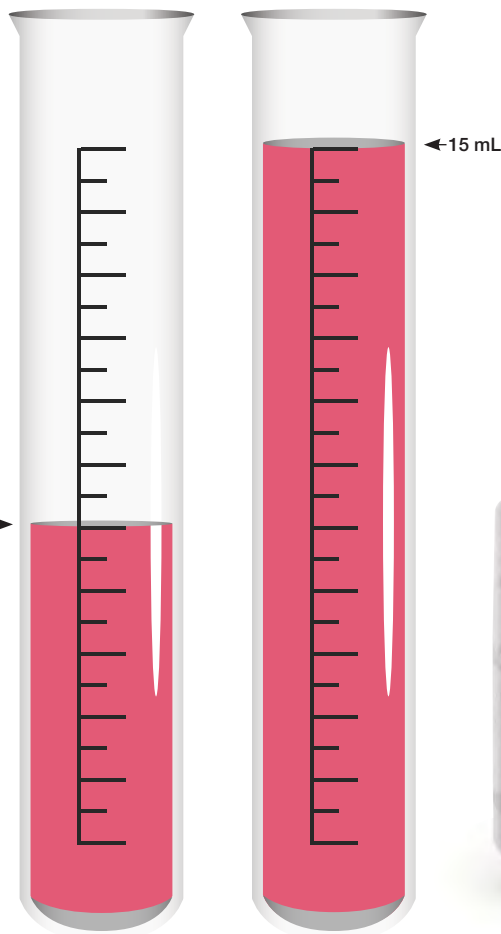


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**\$16<sup>95</sup>**

15 mL .5 Fl. oz



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SEP/OCT 15

# LOOK WHAT'S NEW

MUST-HAVE COLOR  
TREATMENTS,  
GIFT ITEMS & DEALS

FALL  
WINTER  
2015



# SO MUCH TO LOVE THIS FALL

NEW COLORS  
NEW LIPSTICKS  
NEW SYSTEMS  
NEW DEALS  
NEW GIFTS

LIPSTICK  
LOVERS

PAGES  
14-15

FRESH  
FALL COLOR

PAGES  
8-9

## SPECIAL FALL DEALS

*"Now is the time to save"*

### ZOYA REMOVE+

Buy 1 Gallon of  
Zoya Remove+,  
Get 1 Gallon FREE  
ZTSO1501

**DEAL PRICE \$50**  
REG. SALON PRICE \$100

### QTICA INTENSE LIP REPAIR BALM

Buy 5 Qtica Intense  
Lip Repair Balms, Get 1 FREE  
QTSO1502

**DEAL PRICE \$30**  
REG. SALON PRICE \$36

### QTICA DUO

Buy 1 - Qtica Half Time  
1oz Polish Drying Drops,  
Get 1 - 0.5 oz Extending  
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0.5 oz Zoya Anchor Base Coat,  
0.5 oz Zoya Armor Top Coat and  
0.5oz Zoya Fast Drops at a  
special value price. ZTSO1502

**SPECIAL VALUE PRICE \$15**  
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SEP/OCT 15

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- 6 - NM Women's Kits,
- 3 - NM Men's Kits,
- 1 - NM Ultimate Display,
- 1 - NM Marketing Kit  
ZPNMSINTRO01

**SALON PRICE \$350**  
NOT AVAILABLE FOR RETAIL

**NEW  
HOLIDAY  
MATTES**

PAGES  
12-13

SHOP EARLY  
LOOK FOR THE HOLIDAY BOWS  
TO FIND GREAT GIFT ITEMS



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HOLIDAY  
GIFTS**

PAGES  
14-15



**GET  
NAKED**

PAGES  
4-7



NEW

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## NAKED MANICURE™

NEW



### LONGER - STRONGER - HEALTHIER LOOKING NAILS GUARANTEED

Now you can make your client's nails, healthy and gorgeous with the ZOYA NAKED MANICURE™ System. The NAKED MANICURE™ instantly transforms the cosmetic appearance of nails and delivers long-term therapy benefits over time. The NAKED MANICURE™ is a simple, highly effective system that gives clients instant, gorgeous natural looking nails. It also provides intense therapeutic, long term benefits for stronger, healthier nails.

#### INSTANT COSMETIC BENEFITS

- Neutralize unsightly discoloration.
- Refine nail plate surface.
- Smooth ridges.
- Perfect free edge.
- Create a natural healthy tone and finish.

#### LONG TERM BENEFITS

- Supports cellular renewal.
- Improve oxygenation.
- Enhance flexibility and strength.
- Increase hydration and resilience.

### HOW DOES THE NAKED MANICURE™ WORK?

#### THE SCIENCE BEHIND THE SYSTEM

The NAKED MANICURE™ system works by instantly correcting cosmetic nail problems and delivering therapeutic benefits to nails long term.

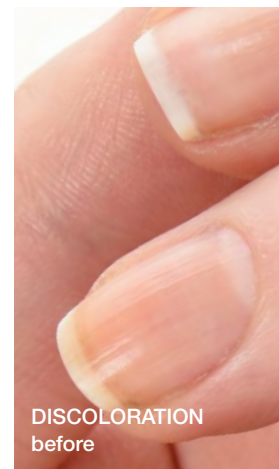
Instant results are obtained through the use of the NAKED MANICURE™ Perfectors. The six Perfectors use optical diffusers, keratin fillers, micronized reflective color pigments and micro thin film formers to create an ultra sheer veil which ensures that the natural vibrancy of the nail is enhanced rather than concealed. The Perfectors contain a proprietary blend of finely ground pigments, vitamins and botanicals that also help to promote micro-circulation and oxygen exchange.

Therapeutic benefits are delivered through a meticulous blend of vitamins, proteins and botanicals carefully infused in the NAKED MANICURE™ Treatments and Perfectors that help improve the condition and appearance of the nail.

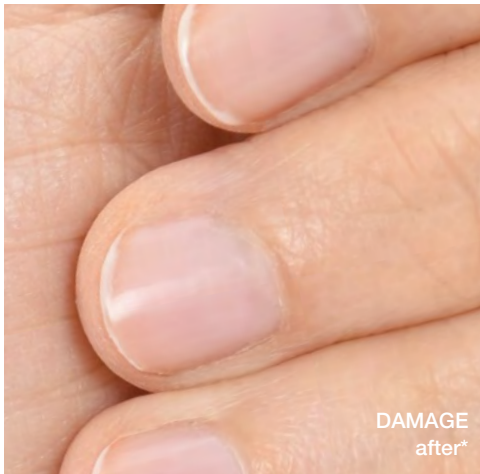
#### VITAMINS, PROTEINS & BOTANICALS

- B5/Panthenol to improve flexibility and decrease brittleness.
- E to support cellular renewal.
- Red Algae to improve micro circulation.
- Gingko to increase oxygen exchange.
- Sulfur Amino Acid/Protein Complex to fill in pitting and cracking.

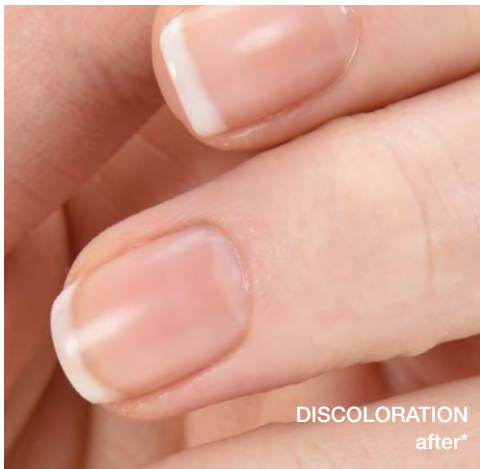
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NAKED MANICURE™  
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application results  
shown here.



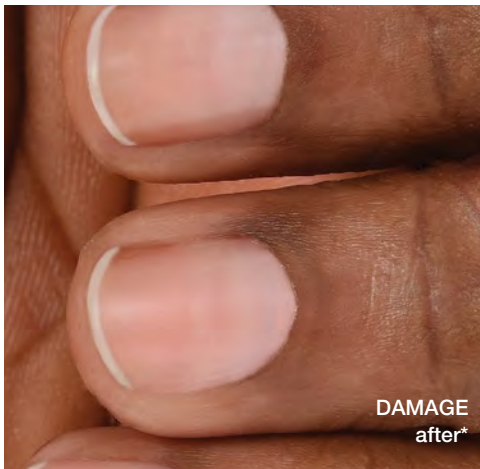
# NM



DAMAGE  
after\*



DISCOLORATION  
after\*



DAMAGE  
after\*

AS SEEN  
IN *SELF* marie claire  
TOWN&COUNTRY *W*  
allure redbook

**BIG5FREE: FORMULA CONTAINS NO FORMALDEHYDE, FORMALDEHYDE RESIN, DIBUTYL PHTHALATE, TOLUENE OR CAMPHOR**

## HOW TO GET NAKED!

1. Prep the nail by shaping, gently buffing and cleaning up cuticles. Remove old polish and oils with Remove + Nail Polish Remover.
2. Apply NAKED MANICURE™ NAKED BASE (basecoat).
3. Select the NAKED MANICURE™ PERFECTOR first coat by matching it to your natural nail bed. Use lavender for discoloration. If layering more than one shade, always use the brighter/stronger shade first.
4. Apply the selected NAKED MANICURE™ PERFECTOR second coat. If between shades, the second coat is for the color that softens or tones the base color.
5. Apply NAKED MANICURE™ TIP PERFECTOR along free edge of the nail to brighten, fill and finish.
6. Activate NAKED MANICURE™ SATIN SEAL by gently rolling the bottle between hands for twenty seconds.
7. Apply one coat of NAKED MANICURE™ SATIN SEAL to blend, blur and seal the look creating the closest ever natural nail finish. Compatible with ZOYA FAST DROPS (drying drops).

For an optional shiny finish, apply one coat of NAKED MANICURE™ GLOSSY SEAL over SATIN SEAL. Compatible with ZOYA FAST DROPS (drying drops).

FOR MORE INFO **CALL: 1800.659.6909**  
**LIVE CHAT ONLINE: ZOYA.COM, NAKEDMANICURE.COM**  
OR CONTACT YOUR LOCAL DISTRIBUTOR

# ZOYA®

# THE MUST-HAVE NAIL TREATMENT SYSTEM

## GET NAKED!

See HOW TO instructions on previous page.

*“Why go bare, when you can go naked?”*



### BASECOAT

**NAKED BASE** Refines the nail surface and treats damage by improving both flexibility and strength with a proprietary blend of nutrient rich ingredients that support cellular renewal, oxygenation and hydration.

ZTNMBASE

**SALON PRICE \$6** SUG. RETAIL \$12

NEW

### PERFECTORS



**PINK ZP786**  
Use to brighten.



**BUFF ZP784**  
Use to warm.



**NUDE ZP787**  
Use to soften.



**MAUVE ZP788**  
Use to deepen.



**LAVENDER ZP785**  
Use to cool or correct discoloration.



**WHITE TIP ZP789**  
Mimics a natural nail free edge.

**SALON PRICE \$5 ea.** SUG. RETAIL \$10 ea.

### TOPCOATS



SHAKE IT BEFORE USE IT

#### SATIN SEAL TOPCOAT

Unique bi-phasal product optically blurs imperfections, blends pigments, levels the nail plate and locks all layers of the manicure with a long wearing semi-matte seal. **\*Activate bi-phasal formula by rolling gently between hand for twenty seconds prior to use.**

ZTNMSATINSEAL01

**SALON PRICE \$6** SUG. RETAIL \$12

#### GLOSSY TOPCOAT

An additional finish option for those who prefer a high shine manicure. Apply after the Satin Seal Top Coat for best results.

ZTNMGLOSSEAL01

**SALON PRICE \$6** SUG. RETAIL \$12

## NAKED MANICURE™ DISPLAY & KITS



### PROFESSIONAL KIT

The ultimate custom color blending kit for nail care professionals including full-size (0.5 oz.) bottles of all six perfectors; Pink, Buff, Nude, Mauve, Lavender and White Tip plus, Naked Base, Satin Seal Topcoat and Glossy Seal Topcoat on a compact nail station stand.

ZPNMPROKIT01

**SALON PRICE \$48** SUG. RETAIL \$96.



### ULTIMATE DISPLAY

Three full-size (0.5 oz.) bottles of each Pink, Buff, Nude, Mauve, Lavender and White Tip Perfector plus, six Naked Base, Satin Seal and Glossy Seal Topcoats in a compact thirty-six bottle display. Additional configurations also available.

ZPDPNM1

**SALON PRICE \$198**

SUG. RETAIL \$10-12ea..



### WOMEN'S KIT

Easy all-in-one, full-size (0.5 oz.) retail kit for Women includes one bottle of Naked Base, Pink Perfector, White Tip Perfector and Satin Seal Topcoat.

ZPNMWOMEN01

**SALON PRICE**

**\$12.50**

SUG. RETAIL \$25.



### MEN'S KIT

Men's grooming kit includes full-size (0.5 oz.) Naked Base, Buff Perfector and Satin Seal Topcoat.

ZPNMMENRETKIT01

**SALON PRICE**

**\$11**

SUG. RETAIL \$22.

### SHIPPING 9/1

NEW



HOLIDAY 2015  
GIFT IDEA

### NAKED MANICURE PRO KIT MINI

The ultimate custom color blending kit for nail care professionals including 0.25oz bottles of all six perfectors; Pink, Buff, Nude, Mauve, Lavender and White Tip, plus Naked Base, Satin Seal Topcoat and Glossy Seal Topcoat.

ZPNMPROKITOR

**SALON PRICE \$17.50** SUG. RETAIL \$35.

## TOP BEAUTY & FASHION EDITORS LOVE GETTING NAKED!



FOR MORE INFO **CALL: 1800.659.6909**  
**LIVE CHAT ONLINE: ZOYA.COM, NAKEDMANICURE.COM**  
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# ZOYA®

# FOCUS & FLAIR

## NEW FALL 2015 COLOR

Charli  
ZP807  
(cream)

Desiree  
ZP806  
(cream)

Hannah  
ZP805  
(cream)

Janel  
ZP804  
(cream)

Lidia  
ZP803  
(cream)

Sia  
ZP802  
(cream)

FOCUS



### ZOYA FOCUS & FLAIR RETAIL STARTER DISPLAYS

Holds 2 bottles of each shade,  
for a total 12 bottles per display.  
\*Free coordinating color plate  
with display purchase!

**SALON PRICE \$54**

SUG. RETAIL \$9 ea.



FOCUS- ZPDPL1505



FLAIR- ZPDPL1506

### ZOYA FOCUS & FLAIR RETAIL COMBO DISPLAY

Holds 2 bottles of each shade, for  
a total 24 bottles per display. \*Free  
coordinating color plate with purchase!

ZPDPL15051505COMB

**SALON PRICE \$108**

SUG. RETAIL \$9 ea.

### ZOYA FOCUS & FLAIR LACQUER SAMPLERS

Gorgeous 6 piece samplers present the each collection in  
an attractive clear plastic box. Full size 0.5 oz. bottle.

**SALON PRICE \$27** SUG. RETAIL \$54



FOCUS- ZPSAMPLER1505



FOCUS- ZPSAMPLER1506

### ALL ZOYA FOCUS & FLAIR OPEN STOCK COLOR

**SALON PRICE \$4.50** SUG. RETAIL \$9 ea.

ZOYA IS THE  
**HEALTHY COLOR**  
OF FASHION

BIG5FREE: FORMULA CONTAINS  
NO FORMALDEHYDE, FORMALDEHYDE  
RESIN, DIBUTYL PHTHALATE,  
TOLUENE OR CAMPHOR

# IR



NEW

FLAIR



Tris  
ZP813  
(metallic)



Cinnamon  
ZP812  
(metallic)



Aggie  
ZP811  
(metallic)



Ember  
ZP810  
(metallic)



Giada  
ZP809  
(metallic)



Estelle  
ZP808  
(metallic)

FOR MORE INFO CALL: 1800.659.6909  
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# ZOYA

# COLOR LOCK SYSTEM

## THE WORLD'S BEST SYSTEM FOR LONG-LASTING COLOR

*“Protects color and increases nail polish wear to 7-10 days”*

**ZOYA IS THE HEALTHY COLOR OF FASHION**

**BIG5FREE: FORMULA CONTAINS NO FORMALDEHYDE, FORMALDEHYDE RESIN, DIBUTYL PHTHALATE, TOLUENE OR CAMPHOR**



**NEW**

**SHIPPING 9/1**

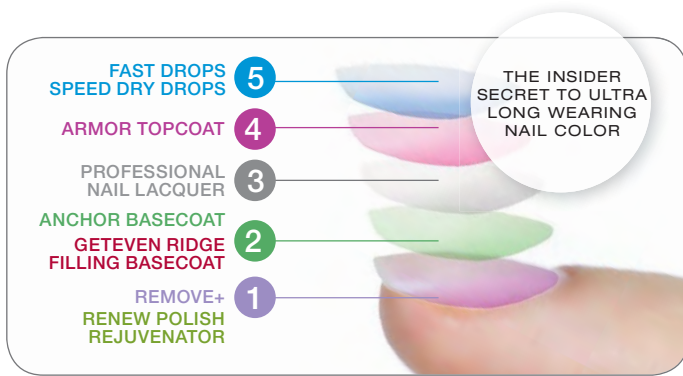


### COLOR LOCK MINICURE SET

The kit everyone loves is back with a new look! Essentials for the perfect manicure, in the perfect miniature gift set. The MiniCure kit includes the key components of the Zoya Color Lock System to make your manicures wear up to 10 days. This incredible value set is a perfect stocking stuffer, office gift or a personal treat. Kit includes 1fl.oz Zoya Remove+, 0.25 fl. oz Armor TopCoat, 0.25 fl. oz Anchor Base Coat, 0.5 fl. oz Fast Drops Speed Dry Drops.

ZTCLS0R

**SALON PRICE \$10** SUG. RETAIL \$20



## REMOVER



### ZOYA REMOVE+

Breakthrough 3-in-1 product removes old polish, cleans nails and preps for new color. The mild acetone formula moisturizes, nourishes and fortifies the nail plate. Use as a nail plate prep cleaner before applying basecoat.

1 fl. oz. ZTRM0T

**SALON PRICE \$1.25** SUG. RETAIL \$3.

2 fl. oz. ZTRMAF

**SALON PRICE \$2.33** SUG. RETAIL \$4.60.

8 fl. oz. Big Flipper (shown) ZTBF02

**SALON PRICE \$4.99** SUG. RETAIL \$10.

32 fl. oz. refill ZTRM03

**SALON PRICE \$12.50** SUG. RETAIL \$25.

## BASECOATS



### ZOYA ANCHOR BASECOAT

Complex protein chains form a flexible bond between the nail plate and polish. Deluxe formula for nail strength and to prevent lifting, peeling and chipping.

0.5 fl. oz ZTAN01

**SALON PRICE \$5** SUG. RETAIL \$10.

2 fl. oz refill ZTAN0P

**SALON PRICE \$10** SUG. RETAIL \$20.



### ZOYA GETEVEN RIDGE FILLING BASECOAT

Create the "perfect" surface for nail polish application. Bonding fibers help smooth ridges and prevent nail plate flaking to ensure maximum polish wear on natural nails.

0.5 fl. oz ZTGE01

**SALON PRICE \$5** SUG. RETAIL \$10.

2 fl. oz refill ZTGE0P

**SALON PRICE \$10** SUG. RETAIL \$20.

## TOPCOAT



### ZOYA ARMOR TOPCOAT/UV BLOCK

Brilliant, ultra-strong (chip-free) and glossy topcoat provides a flexible coating for nail color. UV inhibiting formula prevents yellowing and fading.

0.5 fl. oz ZTAR01

**SALON PRICE \$5**

SUG. RETAIL \$10.

2 fl. oz refill ZTAR0P

**SALON PRICE \$10**

SUG. RETAIL \$20.

## DRYING DROPS



### ZOYA FAST DROPS

Bubble preventing speed dry drops set polish in just 5 minutes. Camilla oil provides UV protection, cuticle conditioning and brilliant shine.

0.5 fl. oz (with dropper)

ZTFD01

**SALON PRICE \$8**

SUG. RETAIL \$16.

2 fl. oz refill ZTFD0P

**SALON PRICE \$20**

SUG. RETAIL \$40.

## REJUVENATOR



### ZOYA RENEW POLISH REJUVENATOR

Just say no to thickened polishes, top coats or base coats. ZOYA RENEW saves money by making products last up to 50% longer.

0.5 fl. oz (with dropper)

ZTRN02

**SALON PRICE \$5**

SUG. RETAIL \$10.

2 fl. oz refill ZTRN0P

**SALON PRICE \$10**

SUG. RETAIL \$20.

FOR MORE INFO **CALL: 1800.659.6909**  
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**ZOYA**

# MATTEVE



NEW

# ELVET

**SHIPPING 9/1**

*“Back by popular demand in six new holiday hues”*

**ZOYA IS THE HEALTHY COLOR OF FASHION**

**BIG5FREE: FORMULA CONTAINS NO FORMALDEHYDE, FORMALDEHYDE RESIN, DIBUTYL PHTHALATE, TOLUENE OR CAMPHOR**



### ZOYA MATTEVELVET ULTIMATE RETAIL DISPLAY

New modular acrylic retail display features 6 bottles of each shade, for a total of 36 bottles in one show stopping display. Removable modular shelves also work independently for color organization. \*Free nail plate with display purchase.

ZPDPL1507ULTIM

**SALON PRICE \$180**

SUG. RETAIL \$10 ea.

### ZOYA MATTEVELVET RETAIL STARTER DISPLAY

Holds 2 bottles of each shade, for a total 12 bottles per display. \*Free coordinating color plate with display purchase!

ZPDPL1507

**SALON PRICE \$60**

SUG. RETAIL \$10 ea.



### ZOYA MATTEVELVET SAMPLER

Gorgeous 6 piece sampler presents the collection in an attractive clear plastic box. Full size 0.5 oz. bottles.

ZPSAMPLER1507

**SALON PRICE \$30**

SUG. RETAIL \$54



### OPEN STOCK COLORS ZOYA MATTEVELVET

**SALON PRICE \$5**

SUG. RETAIL \$10 ea.



Aspen  
ZP814



Sue  
ZP815



Amal  
ZP816



Iris  
ZP817



Yves  
ZP818



Honor  
ZP819

**MATTEVELVET**

MATTEVELVET nail color by ZOYA is not intended to be worn with a base coat, top coat or speed dryer of any kind. Due to the unique matte formulation, color is not as long-wearing as traditional nail polish. A completely clean, dry surface yields the best results for matte nail color wear.

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**ZOYA**

# HOLIDAY GIFTS

SHIPPING 9/15



NEW

*“Perfectly packaged  
nail and lip beauties to  
enjoy all season long”*

GREAT GIFT IDEAS

## ZOYA LIPS & TIPS GIFT SETS

Introducing ZOYA Lips & Tips Holiday Gift Sets - featuring never before seen lipstick shades! Each set includes three mini sized (0.25oz) nail polish shades and one coordinating lipstick. Choose from five different sets packaged in a stylish black, window box.

**SALON PRICE \$9** SUG. RETAIL \$18.

### LIPS & TIPS - RED

ZP001/Carmen, ZP454/Alix, ZP632/Elisa  
& Red Lipstick, Frankie (cream) ZPHOL1505



Supplies are  
VERY LIMITED

**ORDER  
TODAY**





**LIPS & TIPS - NUDE**  
 ZP596/Avery, ZP704/Chantal,  
 ZP706/Rue & Nude Lipstick,  
 Cameron (cream) ZPHOL1501



**LIPS & TIPS - ROSE**  
 ZP707/Brigitte, ZP746/Aubrey,  
 ZP747/Madeline & Rose Lipstick,  
 Paisley (cream) ZPHOL1502



**LIPS & TIPS - BERRY**  
 ZP453/Riley, ZP455/Dakota,  
 ZP535/Sarah & Berry Lipstick,  
 Georgia (cream) ZPHOL1504



**LIPS & TIPS - PLUM**  
 ZP627/Toni, ZP520/Stacy,  
 ZP575/Jem & Plum Lipstick,  
 Maxwell (matte) ZPHOL1503



**SHIPPING 9/15**

**NEW**

**ZOYA LIPSTICK TRIO SETS**

ZOYA Lipstick Trio Sets are a perfect gift for any lipstick lover! Choose from two sets of 3 featuring sleek, black satin packaging. Each set includes three stunning new lipsticks in a long-lasting matte or satin finish.

**SALON PRICE \$11** SUG. RETAIL \$22.

**LIPSTICK TRIO - LIGHT**  
 Cameron, Paisley & Mackenzie ZPLIPTRIO01

**LIPSTICK TRIO - DARK**  
 Frankie, Georgia & Maxwell ZPLIPTRIO02



FOR MORE INFO **CALL: 1800.659.6909**  
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**ZOYA.**



AS SEEN IN



OVER 300 LONG-WEARING, VEGAN FRIENDLY, BIG5FREE COLORS:

Formula contains no formaldehyde, formaldehyde resin, toluene, dibutyl phthalate or camphor.

ZOYA®

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