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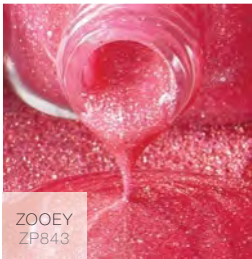
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I'm Celina Rydén, and I've always been an artist. I've danced, sang, performed and been consumed by my passion for nails. But while art has always been a central part of my life, it is only one part of my success. Behind every award-winning set is determination, risk taking, professionalism and a deep love for what I do. I've had to be bold, strong and relentless to become an international educator and one of the world's top nail artists. I need a product line that lives up to those standards and nothing less. That's why I chose Light Elegance. Our drive and pursuit of perfection are the same, and that combination makes anything possible. That's what I call great chemistry.

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156

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Cover Credits

Nails: Sophie Harris-Greenslade; Photography: Albert Sanchez, albertsanchez.com; Hair: Judd Minter, AIM Artists; Makeup: Michelle Tabor Ramos, AIM Artists; Model: Taylor Bagley, Photogenics Media.

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

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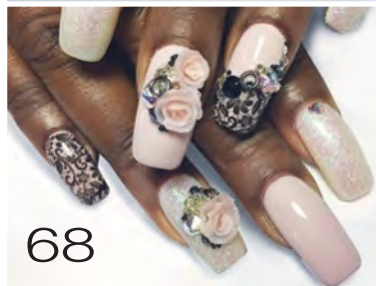
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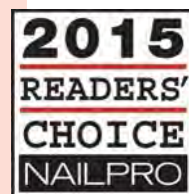
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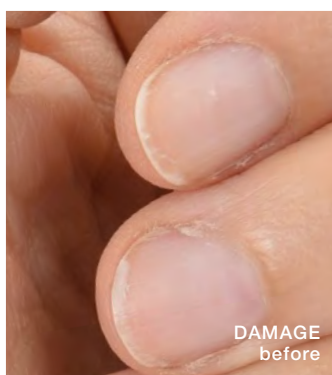
# NAKED MANICURE

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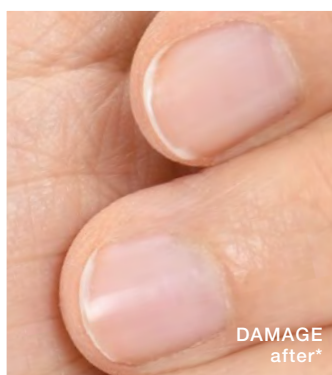
NEW



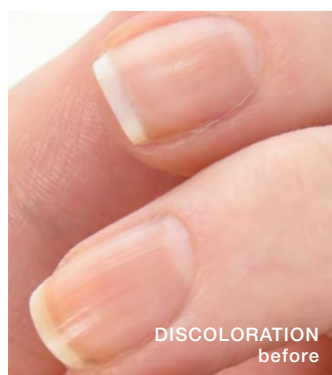
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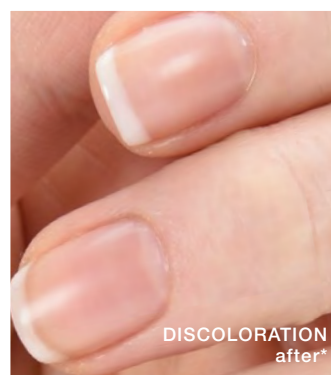
DAMAGE  
before



DAMAGE  
after\*



DISCOLORATION  
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DISCOLORATION  
after\*

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[nailpro.com/back-pain](http://nailpro.com/back-pain)

Stefano Sinicropi, M.D., shares 6 helpful tips for alleviating back pain after sitting all day.

## Salon Bizarre

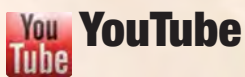
[nailpro.com/strange-requests](http://nailpro.com/strange-requests)

Readers share the strangest requests they've ever received from clients.

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# TOOLS OF THE **TRADE**

**E**very craftsman has her toolkit—and she’s usually quite particular about what’s in it. Take me, for instance: I’m very picky about the red pen I use when editing pages. I once lost my pen and I went on a wild goose chase around the office trying to track it down. Sure, I could use another pen if I needed to, but I’m more comfortable with my own tools and therefore work more efficiently with them.

As nail artists, I am confident that you know *exactly* what I’m talking about. Over time you’ve amassed your own kit of specific files and brushes and nippers, among other things, and they are as much a part of your craft as are your own hands. It’s not about being fussy; it’s simply the fact that it doesn’t feel right when you try to complete a service without them. What’s more, it can actually be more difficult to do top work when using foreign objects.

So that’s why, in this issue, we’ve included a story about the most important tools for your kit (“The Top 28 Tools for Techs” on page 142), because when it comes to your specific implements, we *get it*. But the

thing about tools, and using them most effectively, is that sometimes you need to think outside *your kit*. Have you been limiting yourself in some way? Could you expand your skills and your business horizons if you tried another technique? For example, stripers, stickers and stampers are by no means new tools to the trade; they’ve been around for years (yes, even stampers). While they may have found their way to the back of your drawer, it’s time to pull them out, because there are some inventive new ways of creating art with them. (Check out “Art Revival” on page 164.) Or, that trusty acrylic brush that’s an extension of your own hand when rebalancing pink-and-whites: Have you tried using it to create a 3-D floral design on your art-obsessed client? (See Workshop on page 82.) Indeed, tools are invaluable both for your skills and your bottom line.

So, take stock of your toolkit. Get rid of the fluff and take a second look at some of the tried-and-true. You may find some hidden gems in there that can change the way you do your craft!

*Stephanie*

Stephanie Yaggy Lavery  
NAILPRO Executive Editor  
slavery@creativeage.com



## Stephanie at OPI’s 35th Anniversary

OPI Products celebrated 35 years of business in April at The Unique Space in downtown Los Angeles. Guests commemorated the event by acknowledging the most famous nail polish names (think: Lincoln Park After Dark and I’m Not Really a Waitress) by snapping pics in themed “selfie” booths. Here I am with (from left) NAILPRO publisher Nazli Santana, OPI cofounder and brand ambassador Suzi Weiss-Fischmann and NAILPRO president and CEO Deborah Carver.



## Behind the Nail Pros...

**Sophie Harris-Greenslade (also known as the talent behind The Illustrated Nail) flew all the way from London just to do the nails for our cover—and how lucky we were to have her! Sophie’s detail work is top-notch! It takes a good brush, great product (OPI’s new Artist Series Design Gels!) and plenty of practice to achieve this look. For more, turn to page 76.**



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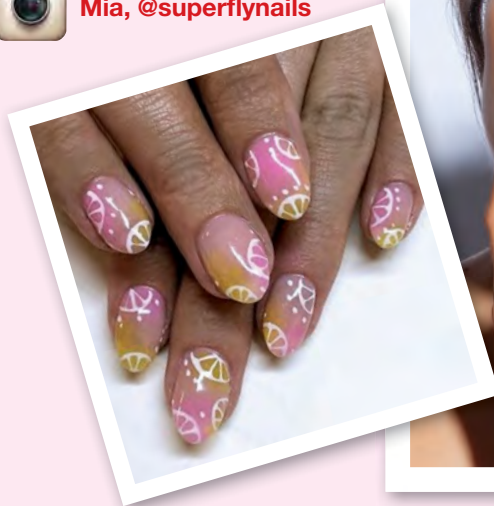
## BACKFILLS

### LEMONADE STAND

I created cute pink lemonade nails inspired by the April cover of NAILPRO!



Mia, @superflynails



**WE ASKED, YOU ANSWERED:**  
**What is your most requested nail color for summer?**

*Tropical shades.* —Samantha Hawke

*Pink!* —Najjuma Viola

*Glitter of any color.* —Jenn Little

*Deep blue and bright pink.* —Marc Barr

*Purple!* —Lenora Barbour



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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Satchel

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Patina  
Buckle


Hand  
Fired

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Oxblood

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## SHOW TIME



The NAILPRO Pasadena show was amazing! I love my new products, and the educational classes were the best! I can't wait until next year!

**Montse, @nailsbymontse**

**I had so much fun learning new techniques at NAILPRO Pasadena!**

**Brenda, @polishedbybrenda**

*I attended my very first nail show today—NAILPRO Pasadena! I saw some familiar faces, and I am so excited to try out my new products!*

**Ana, @anas\_nails\_**



I met some of my favorite nail artists and learned new gel nail art techniques from the workshops I attended at NAILPRO Pasadena. Thank you, NAILPRO!

**Reina, @reireishnailart**



**Zoe Walter, @nailsby\_zoe**



## BACK IT UP

Thank you for your April Nail Clinic column "Back to Basics." I just had back surgery and the story covered everything I need to know. I have been doing nails for 27 years, I love what I do and I know the back pain will get better! Thank you, NAILPRO!



**Carol Sutton**





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# GLOSSIES 2016

The results are in for our fourth and final competitions: Design Sculptured Nails and 3-D Nail Design. Congratulations to the winners!

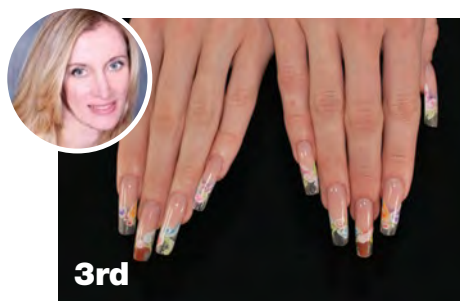
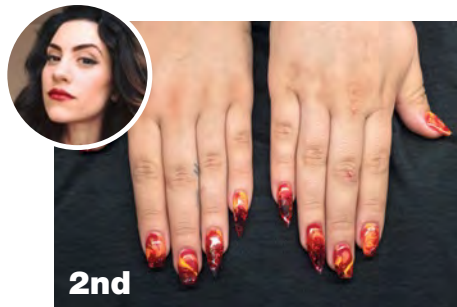
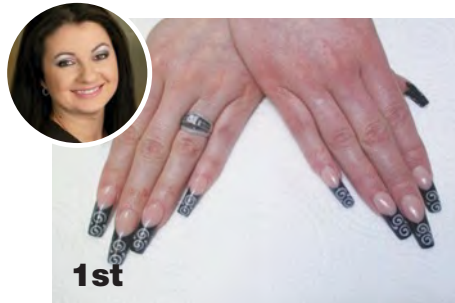
## Stay Tuned!

The overall grand prize, second and third place winners of the Glossies will be announced in our September issue and will receive a certificate and their photo in the magazine. The grand prize winner will also receive:

- A two-page story in NAILPRO magazine
- \$1,000 in products
- A year of mentoring with the 2016 NAILPRO Cup champion
- Free entry into any NAILPRO Competitions for the next year

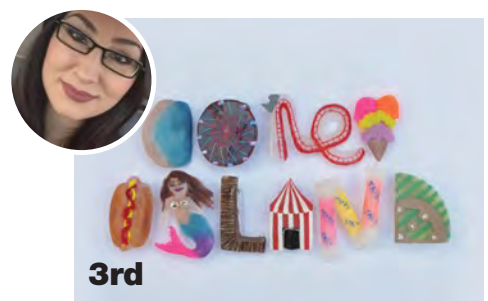
### DESIGN SCULPTURED NAILS "Swirls"

- 1st** Irina Von Krosigk  
**2nd** Stephanie Horner  
**3rd** Iryna Gross



### 3-D NAIL DESIGN "Coney Island"

- 1st** Tomoka Reese  
**2nd** Iryna Gross  
**3rd** Rosalie Valdez





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# O·P·I

#1 SALON BRAND WORLDWIDE

# Media Focus

Your favorite fashion magazines give manufacturers recognition in their May issues.



Cosmopolitan • **Essie** Good as Gold, **CND** Shellac Xpress5 Top Coat and **OPI** Avoplex received a Cosmo Beauty Award.



Marie Claire • **OPI** I'm Sooo Swamped was featured as a Tahiti-inspired beauty pick.



Harper's Bazaar A spotlight on coral polish featured **Essie** Sunshine State of Mind and **OPI** Got Myself into a Jam-balaya.

InStyle • Editors named **Orly** Bonder, **Seche** Vite, **Duri** Rejuvacote, **China** Glaze Sun of a Peach, **Essie** Wicked and **Zoya** Remove+ as their top mani must-haves.



People StyleWatch • **Essie** Muchi, Muchi, **OPI** I Drive A SuperNova, **Morgan Taylor** Stick With It Base Coat and a **SuperNail** orangewood stick were included in a roundup of nail polish necessities.

**NEW!**

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# REALITY RECAP

After a season of intense competition, TLC's hit series "Global Beauty Masters" announced the winning team during the show's finale on

**April 26.** After much deliberation, the judges—platform artist Charlie Price, celebrity makeup artist Vicki Starr, master educator Sam Villa, award-winning nail artist and two-time NAILPRO Cup champion Amy Becker, and cofounder and chairman of the board of John Paul Mitchell Systems, John Paul DeJoria—named Mexico's SHE Salon team as the winners of the second annual hair, makeup and nail competition for their avant-garde take on the "Phoenix Rising" challenge.

Aside from showcasing top talent from around the globe, this season of "Global Beauty Masters" also served as a platform for lead-

ing manufacturers to make their television debuts. Cuccio International, one of the show's sponsors, premiered its first nationally televised commercial for Cuccio Naturalé Butter Blends,

starring Robert Cromeans, artistic and business director for John Paul Mitchell Systems. "We are proud to be a sponsor of 'Global Beauty Masters,'" says Tony Cuccio, president and CEO of Cuccio International. "The show was a great opportunity to introduce our brand to the retail market." Other sponsors included BSG, CosmoProf, Loxa Beauty, CND and Spilo. To learn more, visit [globalbeautymasters.com](http://globalbeautymasters.com).



(Clockwise from top) Mexico's SHE Salon team; Cuccio International's commercial debut, starring Robert Cromeans; the award-winning nails and overall look.

PHOTOS: (CENTER) YOUTUBE@CUCCIO DIGITAL; (OTHER IMAGES) COURTESY OF TLC

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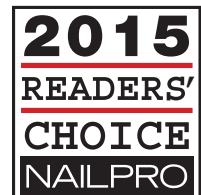
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# BEST IN SHOW

**Cosmoprof North America (CPNA) secured a coveted spot on the 2015 Trade Show News Network's Top 250 Trade Show List in April. Thanks to an impressive count of approximately 30,000 attendees and 1,015 exhibitors, CPNA stood out against a record number of submissions, proving to be the largest business-to-business beauty trade show in the U.S. This year's show will be held at the Mandalay Bay Convention Center in Las Vegas from July 24-26. For more information, visit [cosmoprofnorthamerica.com](http://cosmoprofnorthamerica.com).**

**COSMOPROF**  
NORTH AMERICA LAS VEGAS

# Test Drive TIPS

INM IS GIVING TECHS THE CHANCE TO "TRY ON" ANY INM PRODUCT WITH THE LAUNCH OF ITS REDESIGNED WEBSITE. The site's "Wear It" feature allows users to view the product on a hand or foot to see how it looks on any skin tone, gender, nail length or nail shape. INM



president Garrett Kellenberger hopes users will take advantage of the brand's numerous color palettes. "We wanted to give our customers the interactive experience of trying on our shades before making their purchase," he says, adding that the site also boasts a new live chat function and a product rating system.

# Class Act

**CONGRATULATIONS TO ALL OF THE WINNERS!**

**CND and the Beauty Changes Lives Foundation (BCL) awarded five cosmetology students with the Spring 2016 BCL CND Tippi Hedren Scholarship in April.**

Launched in 2014, the scholarship honors the legacy of actress and humanitarian Tippi Hedren and provides each recipient with tuition compensation for up to \$5,000. A panel of judges selected the winners after carefully evaluating applicants' personal essays and inspiration boards. Here, the recipients and their respective schools:



**Christina Hammon, Casals Aveda Institute, Austintown, OH**



**Jackie Kutchel, Casals Aveda Institute, Austintown, OH**



**Karen Lazenby, Paul Mitchell The School Columbus, Columbus, OH**



**Jasmine Waters, Creative Images Institute of Cosmetology, Sidney, OH**



**Joelle Bettura, Casals Aveda Institute, Austintown, OH**

PHOTOS: COURTESY OF BCL

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90% agree OPI GelColor Ridge Filler eliminates the need to resurface ridge-prone nails.

## STRENGTHEN

80% experienced noticeable improvement in natural nail strength, even after removal.



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**NEW** benefit-driven OPI GelColor Base Coats enable you to offer customized services that solve some of your clients' most frustrating nail concerns.

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SPRING/SUMMER 2016



#206 *All Nighter*



#207 *Party Animal*



#208 *Turn Up the Volume*



#209 *Glitter Bug*



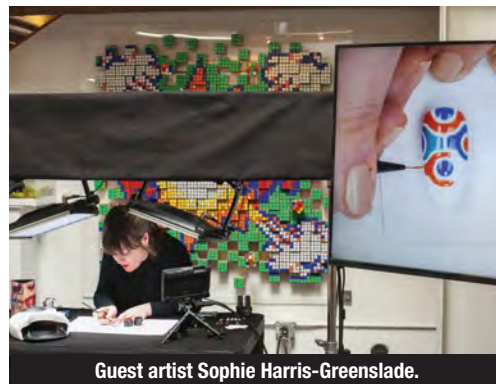
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# ART CLASS

**IN APRIL, OPI HELPED POLISH AFICIONADOS CHANNEL THEIR INNER PICASSOS AT THE EXCLUSIVE OPI ARTIST SERIES LAUNCH.** Held at the Lab Art gallery in Los Angeles, the event gave nail artists a sneak peek at the North Hollywood, California-based manufacturer's latest product, OPI GelColor Artist Series Design Gels. The 24-piece collection features a wide range of primary and tertiary shades that are formulated to deliver highly saturated pigment in a single coat. To demonstrate the product's quick-curing formula, guest artist Sophie Harris-Greenslade created a colorful Moroccan-inspired design. Guests then had the chance to play with the product at the event's Demo Bar.

"The Artist Series Design Gels are going to save techs time and help them create detailed nail art with maximum control," says Harris-Greenslade. The collection will be available July 1. To learn more, visit [opi.com](http://opi.com).



Guest artist Sophie Harris-Greenslade.



The OPI GelColor Artist Series Design Gels come in 24 shades.

PHOTOS COURTESY OF OPI



# Brilliant!

**WHEN YOU THINK OF THE ULTIMATE IN SHINE AND SPARKLE, THERE'S ONE PRODUCT THAT IMMEDIATELY COMES TO MIND: SWAROVSKI CRYSTALS**—and that's because of its unmatched brilliance. There are a variety of options when it comes to Swarovski crystal products, from size to color, providing you with seemingly endless ways to create high-end, customized looks for every client. Adding Swarovski crystals to your service menu can help you increase your profit margins and strengthen your customer loyalty—a win-win! Available now at Sally Beauty stores.

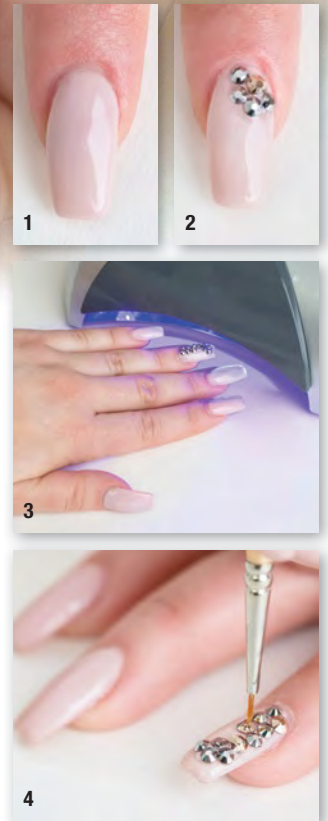


**1** For Crystal Pixie, again, prep the nail for a gel polish service, apply the color of your choice and do not cure. Then, place a container under the nail and pour the crystals over the uncured top coat. (The container will allow you to catch the loose product for easy reuse.) **Tip!** Using a thick viscosity gel top coat will help the Crystal Pixie adhere for longer wear.

**2** Next, gently press the Crystal Pixie into the nail bed and cure. To seal, use a thin detailing brush to apply a small amount of gel top coat around the edge of the Crystal Pixie. Cure under a UV/LED light.

client. Adding Swarovski crystals to your service menu can help you increase your profit margins and strengthen your customer loyalty—a win-win! Available now at Sally Beauty stores.

**TIP!**  
Lacquer lover?  
Swarovski crystals and Crystal Pixie can be applied to traditional nail lacquer in a similar manner!



**Get the Look!**  
Follow these steps for applying Swarovski crystals and Crystal Pixie to a manicure using gel polish.

- 1** Prep the nail for a gel polish service. After applying the gel color of your choice, apply gel top coat, but do not cure.
- 2** Pick up the Swarovski crystals with a wax stick or tweezers and apply them to the uncured top coat in the pattern of your choice.
- 3** When you are finished with your pattern, cure the nail under a UV or LED light.
- 4** To seal, use a thin detailing brush to apply a small amount of gel top coat around the base of the crystals. Cure under a UV/LED light.

# Backstage PASS

CONCERT TEES, FLORAL PRINTS AND BRIGHT CHINA GLAZE SHADES STOLE THE SPOTLIGHT AT A SPRING 2016 ALICE + OLIVIA RUNWAY PRESENTATION IN APRIL. Held at Neue House Hollywood in Los Angeles, the event, in partnership with luxury department store Neiman Marcus, showcased the designer's new music festival-inspired collection, along with hair, makeup and nail art looks. Miss Pop, lead nail artist for China Glaze, and her team of manicurists used China Glaze Coral Star and White on White to create negative space nail art

that reflected the cool and carefree nature of the collection. "China Glaze and Alice + Olivia are the perfect pair when it comes to festival beauty," says Miss Pop. "Both brands are playful and colorful!"

**(From top)** Models wore two-tone negative space designs at the Alice + Olivia Spring 2016 runway show; China Glaze lead nail artist Miss Pop (center) and her team of manicurists; Miss Pop

holding China Glaze Coral Star and White on White.



PHOTOS: COURTESY OF AII

## Opportunity, Calling

The Professional Beauty Association (PBA) announced the winners of the 20th annual Beacon Competition in April. Among more than 1,000 applicants, 300 cosmetology students were selected to participate in the career-building event that allows students to learn from top business educators, platinum artists and beauty executives through a series of panel discussions held during PBA Beauty Week, July 23-26. "The Beacon Program and application process encourages applicants to evaluate how they market themselves professionally," says

Steve Sleeper, executive director for the PBA. Program participants are also invited to attend other PBA Beauty Week events, including Cosmoprof North America, Beauty Pitch and the North American Hairstyling Awards. For a complete list of winners, go to [probeauty.org](http://probeauty.org).



continued on page 61

# Capitol CRUSADE



Sen. Hannah-Beth Jackson (Santa Barbara) enjoys a manicure between meetings with PBFC legal counsel Fred Jones (at right).

**West Coast beauty professionals showed off their skills at the 16th annual Welcome to Our World event in Sacramento.**

Hosted by the

Professional Beauty Federation of California (PBFC) on April 11, the one-day Backstage Beauty-themed gala was held on the steps of the California State Capitol building. Nearly 40 beauty pros volunteered their time to perform complimentary services on California legislators, policymakers and staff members in hopes of starting a discussion on the challenges facing the industry today. Services included mini manicures, haircuts, brow shaping, hand and arm massages and makeup touchups. Additionally, event sponsors included manufacturers CND, OPI and Spilo as well as cosmetology schools Salon Success Academies and Bellus Academy. According to Fred Jones, legal counsel for the PBFC, the volunteers' and sponsors' efforts paid off, noting, "One conversation with a key state senator who came in for a complimentary manicure resulted in her spearheading high-level meetings to seek a legislative fix that would authorize the continuation of commission wages in the salon." To learn more about the PBFC, visit [beautyfederation.org](http://beautyfederation.org).



The California State Capitol building served as the backdrop for the Welcome to Our World event.

## #Nailinspo

**Move over Pinterest. Here comes NailStyle, a new social media platform designed to connect nail art aficionados around the globe.** After the success of BangStyle, a website designed exclusively for hair fanatics, president Ashlee Levitch saw a need for a nails-only online community. Launching in July, NailStyle allows users to share their nail art photos and swap tips and techniques. Here, Levitch reveals how the new website can help techs boost their brand.

**NAILPRO: How does NailStyle benefit the nail professional?**

**AL:** NailStyle gives techs the chance to showcase their work with an online profile and users can "endorse" or praise nail artists for their skills, customer service levels and more. Techs with a NailStyle profile will also be searchable via the site's "Stylist Finder" feature.



**NP: What sets NailStyle apart from popular social media sites like Pinterest and Tumblr?**

**AL:** Our site embodies a community environment built upon peer recommendations and education. We aim to fulfill nail art enthusiasts' needs with a fun social media user experience.

**NP: Can nail artists submit their tutorials for consideration?**

**AL:** Absolutely! Nail artists can reach out to our team via the site's "Contact Us" page. We also plan on partnering with users who regularly upload their work to the site.

**To learn more, go to [nailstyle.com](http://nailstyle.com).**

PHOTOS (FROM TOP): COURTESY OF PBFC; CATHERINE ASANOV/NAILSTYLE; COURTESY OF ORLY



**Newsfile** ORLY RECENTLY ANNOUNCED THE APPOINTMENT OF NADIA DEERING AS THE VICE PRESIDENT OF INTERNATIONAL SALES. Deering began her career with the Van Nuys, California-based manufacturer five years ago as the international director of marketing and, previously, worked in international sales for hair color company Aloxxi International. Deering plans on improving the performance of Orly's existing distribution networks through education. "Education not only encompasses product knowledge training, but also focuses on trends and techniques that specifically relate to the nail salon," she says.



Jaclyn Gih and Carol Ma/Après



Nancy Pothidang/Morphe Brushes



Lee Thai/Christrio



Thomas Le, Ashley Zeiss and Angel Rushing/The Painted Nail



Robert Nguyen/Color Club



Lakna Som/Nails 2000

# NAILPRO Pasadena

Sunday, April 17, 2016

**SOUTHERN CALIFORNIA'S ORIGINAL NAILS-ONLY TRADE SHOW RETURNED FOR ITS FOURTH YEAR THIS APRIL.** Held at the Pasadena Convention Center in Pasadena, California, the event united more than 1,600 attendees with top manufacturers for a day of classes, product demos and giveaways. Industry leaders unveiled their spring and summer collections and demonstrated cutting-edge techniques. Plus, leading competitors from around the globe showed off their talent in the NAILPRO Competitions.



Johnny Ngo/Whale Spa



Linda Nordstrom/Famous Names



Nayeli Mercado, Paola Mercado and Cecy Gonzalez/Nail Premier



Lori Gillespie/Jessica Cosmetics



Miguel Le/Bio Seaweed Gel



Stacy Bonagura/Crystal Nails



Blanca Reyes/LeChat



Keith Grader, Debra Bourque and Hatim Abu/Footlogix



Braden Jahr, Elaine Watson and Mike Schroeder/Nailebrity



Alison Till-Harris, Vladimir Zolotnik and Josephine Tejada/Belava



Bruce Atwood, Lisa Ann Bowles and Chloe Reed/Atwood Industries



Mimie Le/ibd



# ADVANCE YOUR ART

## with Swarovski Crystal for Nails

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- Your customers come to you to recreate the nail fashion looks they see celebrities wearing or to uniquely express their personal style.
- Swarovski Crystals Nail Art offers a variety of crystal and metallic shapes including their latest innovation, Swarovski Crystal Pixie for nails.
- Each package comes with step by step instructions along with 9 different design ideas to get you started.
- The Swarovski Crystal Nail Art program was created with nail artists in mind knowing a variety of Swarovski branded products in a service menu can help you increase your profit margins and strengthen your customer loyalty with the best quality crystal embellishment products on the market.

Available now, exclusively at **SALLY BEAUTY.**



Vivian Valenty/Dazzle Dry



Kat de Haen/Dip Into Pretty



Elsie Visser/Bio Sculpture Gel



Janice Jordan/Minx



Brandi Hensley and Ron Ischovitsch/Gelibility



Kellie DeFries/Crystal Ninja



Amira Homaidan, Lisa Homaidan, Arlene Cisneros and Danny Homaidan/Princess Nails International



Michael Megna/Backscratchers



Natalie de Witte/IndieGirl



Sabella Snyder/Young Nails



Fariha Ali/Vetro



Ann Chang/Kupa



Temeka Johnson/INM



Karen Truc Vong/EzFlow



Stacy Harrill/Gena



Brandon Thanh Phuc and Thuy Le/Contégo Spa Designs



Gino Trunzo/Essie



Yuriko Hoshina/Akzéntz



Teresa Hamm, Sam Vallejo, Wendi Brandt and Xochitl Burciaga/China Glaze



Lezlie McConnell and Hannah Lippke/Light Elegance



Taylor Foley/NAILPRO, Jamal Balkhi/Pacific Instruments, Dana Loth/NAILPRO and Moiz Balkhi/Pacific Instruments



# The competition just can't stack up!



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# NAILPRO

## PASADENA COMPETITIONS

CREATIVITY AND TECHNIQUE WAS ON FULL DISPLAY AT THE 2016 NAILPRO PASADENA COMPETITIONS. Techs demonstrated their nail art know-how in the It's All About the Bling and 3-D Nail Art categories, and showed off their skills in the Salon Success and Soak Off Gel competitions. The talent in the arena impressed the judges and set the tone for the rest of the competition year. Congratulations to all of the winners!

### 3-D Nail Art "Easter Island"



### Veteran

1. Akiko Yamakawa
2. Shiori Durham
3. Bella Martinelli (not pictured)



## Soak-Off Gel • Non-Divisional



1. Shiori Durham
2. Sayaka Kitano
3. Allie Baker

## It's All About the Bling



1. Guin Deadman
2. Shiori Durham
3. Iryna Zabiran

## Salon Success • Veteran



1. Shiori Durham
2. Kyoko Amemyia
3. Allie Baker

## Salon Success • Novice



1. Iryna Zabiran
2. Yvonne MyVuong
3. Itza Martin (not pictured)

## Raffle Winners

Five lucky winners, including one grand-prize winner, took home prizes packed with must-have products from NAILPRO sponsors.



### GRAND PRIZE WINNER

**Maria Salcedo**  
Divas Beauty Salon  
Bakersfield, CA



**Mirna Gutierrez**  
Emma's Beauty Salon  
Bakersfield, CA



**Shakeh Ayvazian**  
Valley Glen, CA



**Sandy Cardella**  
Salon Success  
Fontana, CA



**Deborah Chipman**  
Krimson Hair Studio  
Burbank, CA



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Spring 2016  
Collection



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|---|--|--|--|---|---|
|  #669 Rio Rager      |  #670 Azure Isle      |  #671 Mallorca Mauve    |  #672 Tahitian Sand |  #673 Fairytale Prague |  #674 When In Rome   |
|  #675 London Calling |  #676 Marrakech Magic |  #677 Aussie Gold Coast |  #678 Maui Wawie    |  #679 Weekend In Dubai |  #680 Trending In NY |



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# PORTFOLIO

## READERS NAIL ART

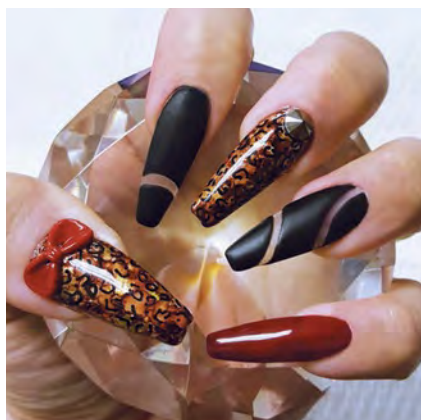
Take a look at what NAILPRO readers are creating! From acrylics to gels to paints, they've done it all. Submit your own original nail art and share it with your fellow techs.



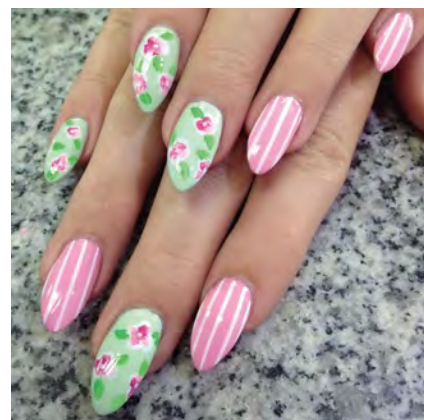
**Bolanle Awopeju • Honey Bee Signature**  
Lagos, Nigeria



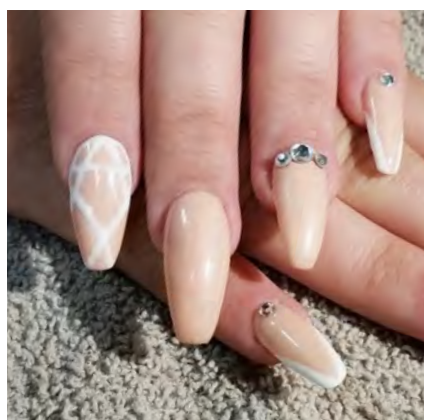
**Josi Baptista • Nails by Josi**  
Twin Falls, ID



**Donna Bravo • Glam Nail Crafters**  
Sacramento, CA



**Julie Brumit • Pink's Nail Studio**  
Kingsport, TN



**Elysa Da Costa • Bond Nail Lounge**  
Las Vegas, NV



**Linh Le • The Nails Plaza**  
Diamond Bar, CA



**Annie Lundstrom • Nail Design School**  
Umea, Sweden



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Nail Systems

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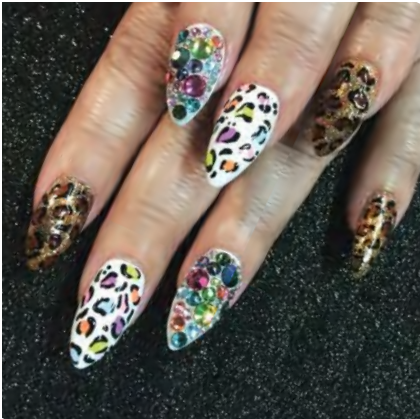
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**Kristen Dallas Noel • Trendsetters Salon  
Lake Havasu City, AZ**



**Danielle Nuckles • Nuckle Up Beauty  
San Bernardino, CA**



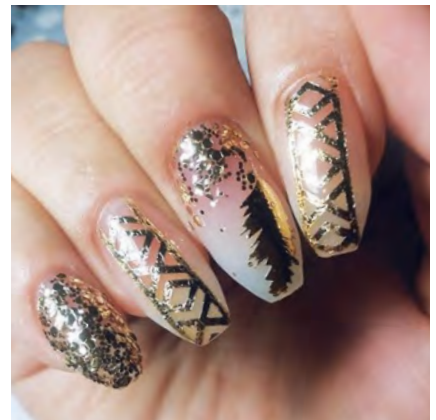
**Anita Podoba • BrillBird  
Budapest, Hungary**



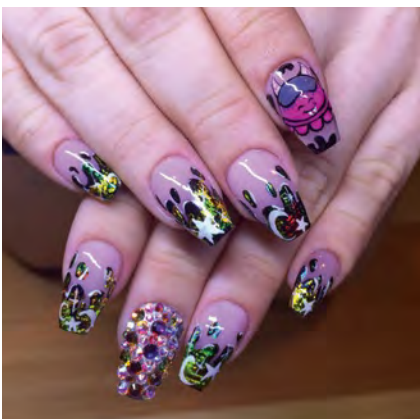
**Tanaya Middleton • Nay Nicole Nails  
Baltimore, MD**



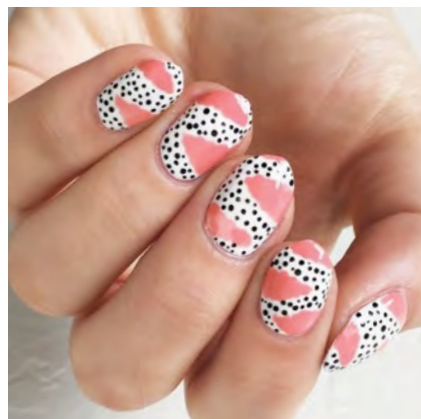
**Nhi Nguyen • Cal's Nail & Hair  
Austin, TX**



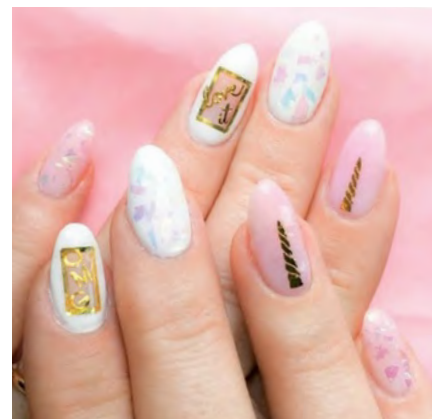
**Tamara Rivera • Unique Nail Salon  
North Wildwood, NJ**



**Liz Baquedano • Henderson, NV**



**Harli Hall • Harrisville, UT**



**Lolly Koon • New York, NY**

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. By emailing your photos, you grant Creative Age Publications the right to use any of your submitted images in NAILPRO magazine, corresponding electronic media and/or marketing materials without any compensation. In addition, you grant Creative Age Publications the right to these images for future use without any compensation due.

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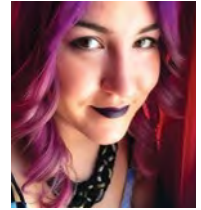
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**Guest Artist**

Based in Los Angeles, Sabella Snyder (@SweetBCreations) is a Young Nails senior mentor as well as tech to such stars as Demi Lovato and Snoop Dogg.

# I GOT THE BLUES

Leave it to some of the runway's most prolific designers to re-think rough-and-tumble denim as a feminine and, at times, frilly, fabric. At Chloé, ruches and fades fuse amped-up sex appeal with laid-back ease in

a low-plunging denim look. Overlapping layers of denim ruffles—complete with fraying threads—beautifully service a one-strap top at Marques ' Almeida, while an Alexander McQueen frock coat embellished to the hilt in a trellis of beaded flowers finds itself made from denim—an unlikely fabric for a Victorian-inspired piece. Even Chanel has laid claim to this season's *jean-i-ous* trend in the form of laser-print floral denim used for the collection's tops, skirts, dresses and, of course, jeans.

How does one feminize a denim-inspired design on nails? Do as fashion does: Pair the hardy blues with floral detailing, like artist Sabella Snyder's Alexander McQueen-inspired nail art. Start by creating a faded denim base, and then layer hand-painted florals and ripped-jean effects over top. Finish with gold bullion and rose gold leaf.

Alexander McQueen



Chloé



This runway look inspired the nails!

Chanel



Marques ' Almeida



Andrew Gn



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Model is wearing Adrenaline Rush



  
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## THE MAKING OF OUR COVER

Summer brings to mind brightly-hued swimsuits, splashing in azure-tinted pools and frolicking in the sun under crystal-blue skies. Essentially, summer equals color—and lots of it. For a colorful take on this month's cover, we tapped the creative talents of Sophie Harris-Greenslade (aka The Illustrated Nail). One of her specialties is creating intricate linear details that appear to be impossibly perfect, so we asked her to fashion a bright and bold summertime design. To employ her technique, she reached for the new OPI GelColor Artist Series Design Gels, highly pigmented gel paints ideal for detail work. After that, it was all about patience and a steady hand. Turn the page for more behind the scenes of our cover shoot, plus another step-by-step design from OPI using the GelColor Artist Series Design Gel!

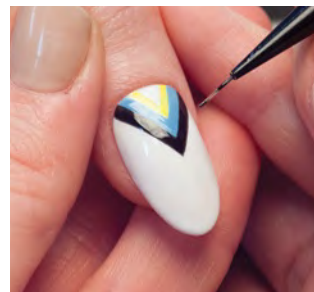
I was inspired by the bright geometric shapes found in swimwear prints, and the new OPI GelColor Artist Series Design Gels allowed me to create the design with amazing colors and intricacy.

—Sophie Harris-Greenslade

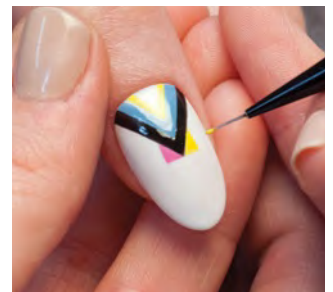
## Creating the Cover Nails



**1** Harris-Greenslade began by prepping the nails, then applying a thin coat of GelColor Base Coat and curing. Next, she applied two thin coats of GelColor in Alpine Snow, curing after each.



**2** Using an ultra-thin detail brush, she began the chevron design at the base of the nail with Artist Series Design Gel in yellow A Sunny Disposition. She continued with blue (a mixture of Blue-per Reel and The Time Is White) and then black Tarry Tarry Night, slightly increasing the thickness of each line, and cured after each color.



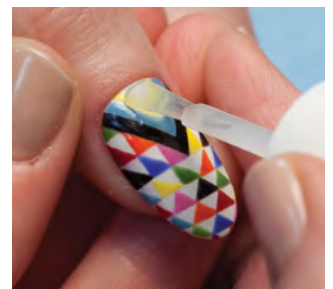
**3** Next, Harris-Greenslade changed the pattern to small triangles. She started by creating a small pink triangle in A Fuchsia Too Many to the left of the tip of the chevron, cured, and then painted a yellow triangle opposite it, and cured.



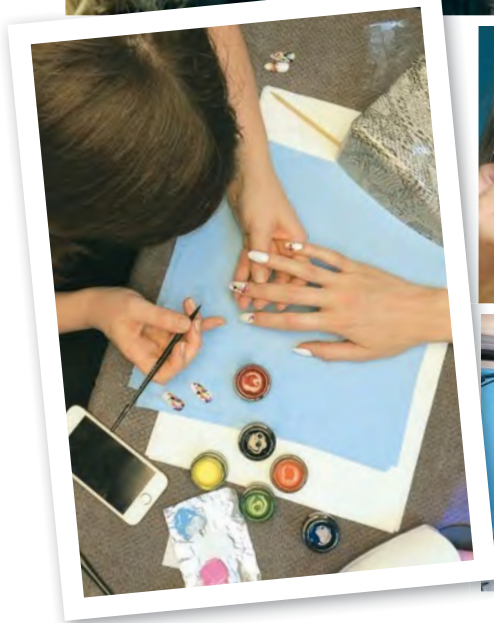
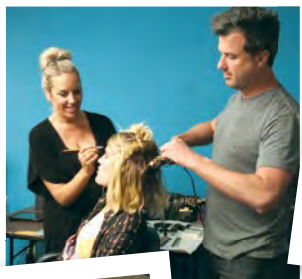
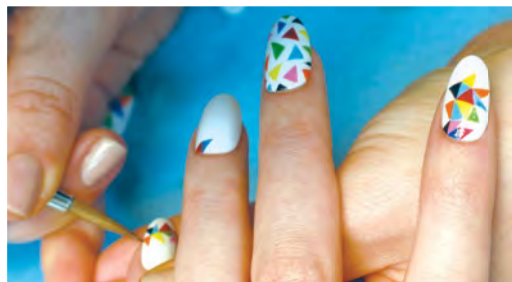
**4** Using the pink and yellow triangles as a guide, she continued painting triangles along the black chevron shape in varying colors, curing after each.



**5** Working carefully, Harris-Greenslade painted more triangles, matching them up to the corners of the ones previously painted. To ensure that her lines were crisp, she used a thin cleanup brush and alcohol to perfect any wobbly lines.



**6** Once the nail was completely covered, she applied GelColor Top Coat and cured, then finished with moisturizing cuticle oil.



**Nails**  
Sophie  
Harris-Greenslade



**Photography**  
Albert Sanchez



**Makeup**  
Michelle  
Tabor Ramos



**Hair**  
Judd Minter



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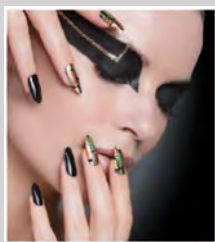
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# ARTIST SERIES

DESIGN GEL

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## CREATE THE LOOK!

**NEW** Artist Series Design Gels provide the perfect medium to create intricate works of nail art. OPI teamed up with nail artists Sophie Harris-Greenslade of The Illustrated Nail and Tomoka Dei from Arte Tao to craft mini-masterpieces using the highly-pigmented Design Gels for their detailed work. Follow these steps to recreate one of their looks and channel your inner artist.



**1**

On a properly prepared nail, apply a thin coat of **OPI GelColor Base Coat**. Cure 30 seconds in the **OPI LED Light**.



**2**

Apply two thin coats of **OPI GelColor Black Onyx**. Cap free edge. Cure each coat 30 seconds.



**3**

Using the **OPI Artist Series Striper Brush**, create various sized rectangles with **OPI Artist Series Design Gel The Time is White**. Flash cure 15 seconds.



**4**

Add green rectangles with **OPI Artist Series Design Gel Are We in Agreen-ment?**. Flash cure 15 seconds.



**5**

Add yellow and orange rectangles with **OPI Artist Series Design Gel Cantaloupe on a First Date!** and **A Sunny Disposition**. Flash cure as needed 15 seconds.



**6**

Outlining the rectangles with **OPI Artist Series Design Gel Bronze has More Fun**. Add a pattern of random lines connecting the rectangles. Flash cure 15 seconds. Apply a thin coat of **OPI GelColor Top Coat**. Cure 30 seconds. Remove gel residue with **Expert Touch Nail Wipe** and **N.A.S. 99**.



**CHANNEL YOUR INNER ARTIST!**

## PRODUCTS USED



- 1 - OPI GelColor Base Coat
- 2 - OPI GelColor Black Onyx
- 3 - OPI GelColor Top Coat
- 4 - OPI Artist Series Design Gel The Time is White
- 5 - OPI Artist Series Design Gel Are We in Agreen-ment?
- 6 - OPI Artist Series Design Gel Cantaloupe on a First Date!
- 7 - OPI Artist Series Design Gel A Sunny Disposition
- 8 - OPI Artist Series Design Gel Bronze has More Fun



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A Fuchsia Too Many GP001	A Sunny Disposition GP002	Are We in Agree-ment? GP003	Blue-per Reel GP004	Bottle of Bubbly GP005	Bronze has More Fun GP006	Cantaloupe on a First Date! GP007	Cinna-money Talks GP008
Grape Minds Think Alike GP009	I Red it Online GP010	I'm Teal-ing on You! GP011	In a Gold Rush GP012	Berry the Hatchet GP013	Indigo and Outwego GP014	It's a Steel! GP015	Opalescent Dreams GP016
Paid a Pretty Penny GP017	Rate V for Violet GP018	The Time is White GP019	The Grey is Totally Coal! GP020	Totally Red Up with You GP021	Tarry Tarry Night GP022	Ya' Got Me Copper! GP023	You Gotta Gold on Me GP024

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# Bel Fountain-Townsend

## What was your first job in the industry?

My friend is a stylist and she recommended me for a music video. I had to do pop art nails and I was so nervous, but I absolutely loved it. When I look back on those nails now they seem so basic.

Nail Artist,  
@sohotrightnail

## My proudest accomplishment is...

My son Freddie Bon.

## My favorite movie is...

A close call between "Cinema Paradiso" and "Alien."

## My perfect day is...

Hanging out with my husband Todd and my son.

## Are you a morning or night person?

I'm definitely not a morning person. (My husband can attest to that!)

## My most treasured possession is...

My puggle Mr. Bojangles.

## My favorite food is...

My dad's roast dinners.

## My most recent impulse buy was...

A pair of Chloé boots.

## My guilty pleasure is...

Shoes.

## What are you most afraid of?

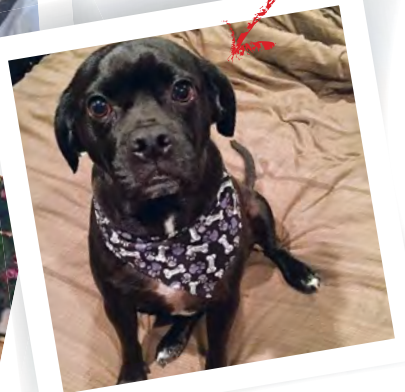
Spiders!



Mr. Bojangles!

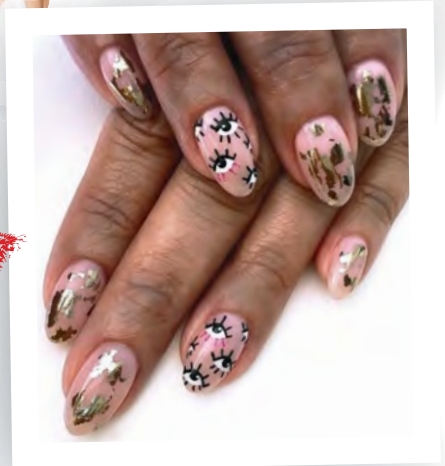


My boys!



Working alongside nail artist Fariha Ali on Catalina Island, CA.

A favorite recent set.



## The best set of nails I've ever seen are...

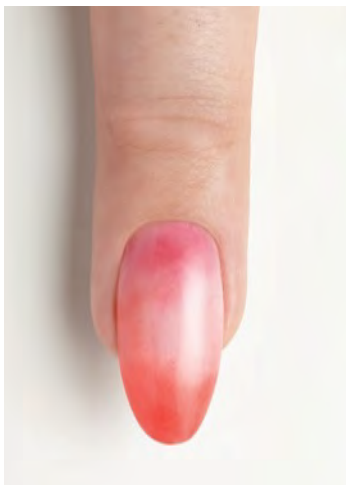
In "Total Recall" The receptionist changes her nail color with a stylus!



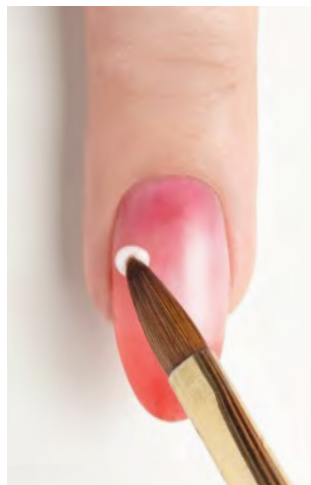
## IN BLOOM

How to craft a simple 3-D flower with acrylic.

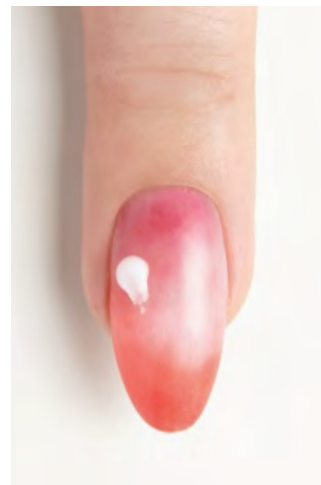
**F**loral patterns are popping up everywhere this season, and nails are no exception. To create this look for your clients, we asked Allie Baker, global brand ambassador for EzFlow and current NAILPRO Cup champion, for her best advice for crafting an easy 3-D flower design using acrylic. “The consistency of the product needs to be just right,” says Baker. “Not too wet and not too dry.” The technique also requires you to work quickly, before the acrylic sets, so practice is paramount. Here, Baker shares her technique for fitting floral tips.



**1** Prep, sculpt (if creating an extension) and polish the nail.

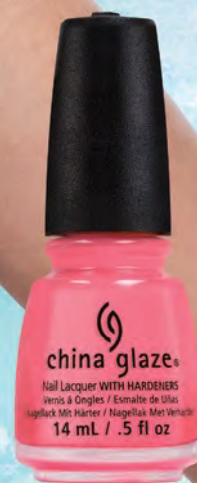


**2** Pick up a small bead of white acrylic and place it slightly left of center on the nail plate.



**3** Working quickly, pull the bead into a tear-drop shape.

**MAKE A STATEMENT.**



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*Model is wearing Love's A Beach.*





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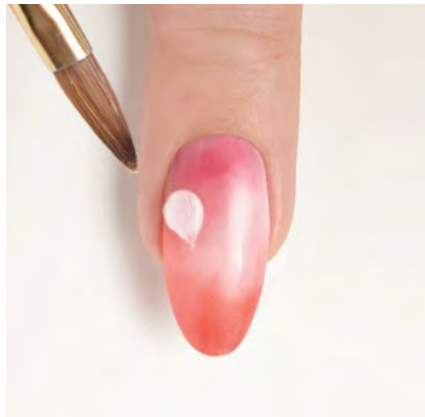
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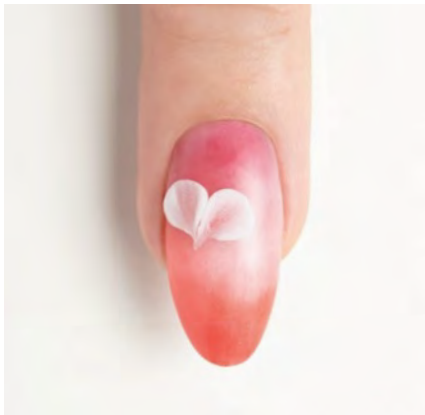
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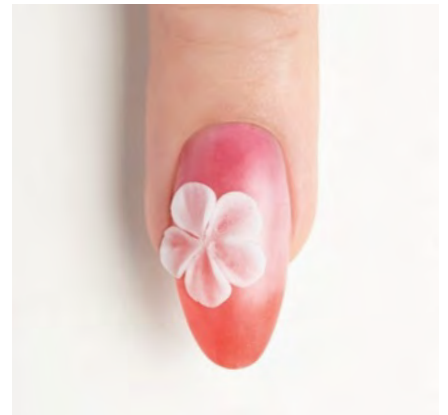
**4** To create a petal, use the tip of the brush to press down and outward in the center of the teardrop. The edges of the petal will form a slight rim around the center.



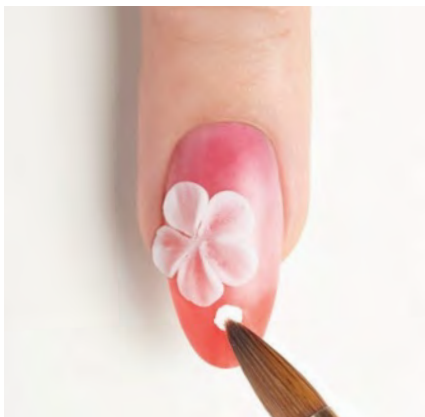
**5** Then, use the edge of the brush to further shape the petal.



**6** To make a flower, create four more petals following steps 2 - 5. For even placement, use a clock as a guide. In this example, the first petal is at 12 o'clock and the second petal is at 2 o'clock.



**7** To create the remaining petals, add petals at 5 o'clock, 7 o'clock and 10 o'clock.



**8** Then add two more flowers so they appear to be behind the first. Pick up a small bead of white acrylic and place it between the flower and the free edge, and between two petals.

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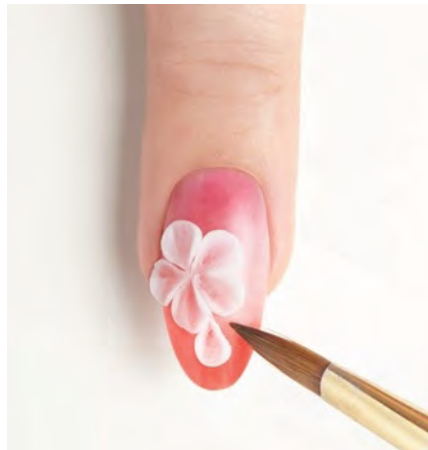


Make a  
*Splash*

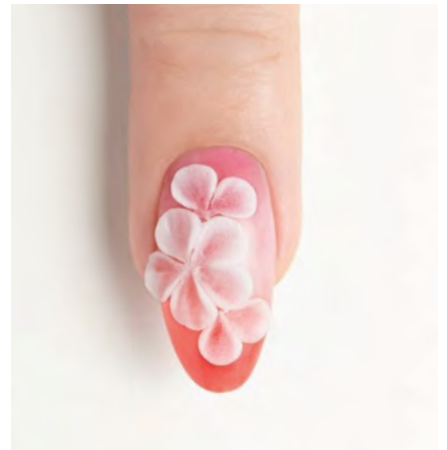
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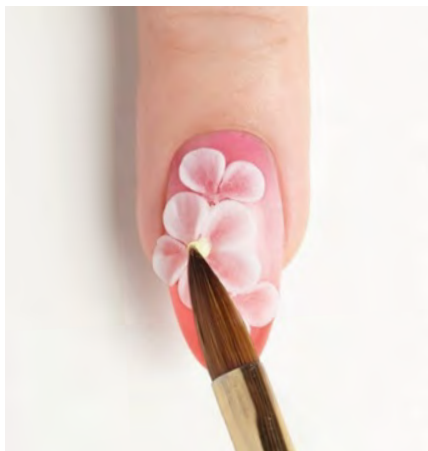
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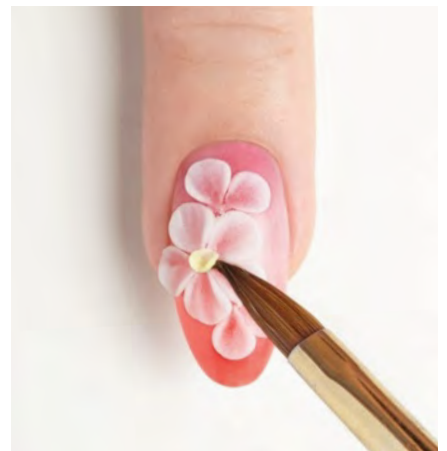
**9** Follow steps 2 – 5 to create the first petal.



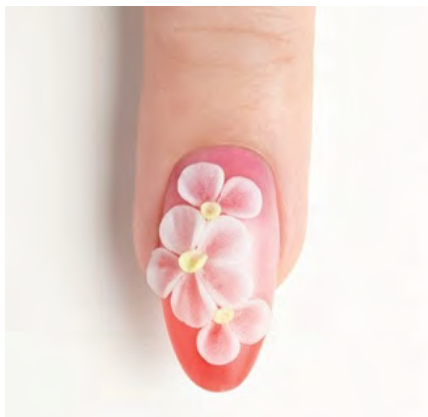
**10** Then, add three additional petals to create three distinct flowers.



**11** Next, add a center to the first flower. Pick up a tiny bead of yellow acrylic and place it in the center of the first flower.



**12** To create detail, use the tip of the brush to gently press down in the center of the yellow bead. Then, use the brush to shape the edges.



**13** Finally, add a yellow center to the two remaining flowers, following steps 11 - 12. ↓

 For a step-by-step video, go to [nailpro.com/3d-flower](http://nailpro.com/3d-flower).

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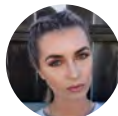
# Second Skin

Take a walk on the wild side with exotic python prints and textures.



*“Snakeskin is seen as upscale and luxurious in fashion, so I like to recreate it in my nail designs.”*

—Tatiana Grigorash



Originally from Russia, Tatiana Grigorash is a celebrity manicurist and the owner of TeanaNails Studio in Sherman Oaks, California.



NAIL ART: ARMANDO SANCHEZ; PHOTOS: GETTY IMAGES (CLOCKWISE FROM TOP LEFT); JASON EDWARDS/NATIONAL GEOGRAPHIC; JENIEN42/ISTOCK; ZOOVAR/HOMY DESIGN/ZOONAR; JASON EDWARDS/NATIONAL GEOGRAPHIC; MARCOHELLO74/ISTOCK; LUCA FABBIANI/ISTOCK; DON KLUMP/PHOTOGRAPHERS CHOICE; JEFFREY COOLIDGE/DIGITAL VISION



**Step 1** Apply two coats of taupe gel polish, curing after each.



**Step 2** Using a thin striping brush, paint a wavy line in light pink down the center of the nail. Then, paint two shorter wavy lines in glittery rose gold. Do not cure.



**Step 3** Gently blend the colors together with a brush, dragging the color across and around the nail, and cure. To finish, apply a thin layer of gel top coat and cure.



**Step 1** Apply two coats of mauve gel polish, curing after each. Do not remove the tacky layer.



**Step 2** Apply gold foil to random areas of the nail. Then, apply a thin layer of gel top coat and cure.



**Step 3** Apply base gel diagonally across the middle of the nail. Using tweezers, place gold embellishments in a line in the base gel and cure. To finish, apply a layer of matte top coat, carefully avoiding the embellishments, and cure.



**Step 1** Apply two coats of nude gel polish, curing after each.



**Step 2** Apply a thin coat of light brown gel polish and cure.



**Step 3** Using a striping brush, paint a single dark brown "X" at the tip of the nail, then another of the same size directly above it. Do not cure.



**Step 4** Using a gel brush, drop small beads of gel top coat, one at a time, starting at the center of the nail and working outward. When you are satisfied with the snakeskin pattern, cure. To finish, apply a second layer of gel top coat and cure.





# Ask Katie

**Katie Cazorla, owner of The Painted Nail in Hollywood, California, joins NAILPRO this month to provide you with advice and answers to *your* nail questions.**

Our next guest editor is Allie Baker, winner of the 2015 NAILPRO Cup and EzFlow global ambassador. Have a question for Allie? Email it to [nailpro@creativeage.com](mailto:nailpro@creativeage.com).

**Q** I'm just starting my nail business. What is the single most important action to take? —@leone.natalie, via Instagram

**A** Do your research! So many nail salons open and are gone within a year's time. The most important thing to do is have your rent saved for at least eight months, so sock away your money and don't touch it.

**Q** What are the best resources for finding quality education courses offering hands-on training? —@nailz\_by\_jessie, via Instagram

**A** I'm a huge fan of continuing education. You can never stop learning! Attending trade shows for classes is a start. You can purchase the products right there and then immediately learn how to use them. You can also try beauty supply stores, as many offer classes for professionals.

**Q** What are simple tweaks I can make to my salon to make it feel more upscale and modern until I can afford a full remodel? —Sarah Taylor, via email

**A** Think about what you would do in your home. If you can't afford a new couch, get new pillows and throws. The same idea applies to your salon. Display flower arrangements, use a pretty scented wax warmer or add a new lamp for warm lighting. I'm also a fan of mirrors to open the space up or rearranging your retail area. If you are

saving for a remodel, think about what kind of environment you want to create. I spent roughly 20 percent of my budget on decor for my first salon because I kept it simple and clean. When I was building my salon in West Hollywood, I knew I couldn't just run to Ikea for furnishings; it had to be top notch and glamorous, so 60 percent of my budget was earmarked for decor.

**Q** With the launch of hybrid polishes (non-UV or non-LED gels), do you think traditional polishes will phase out? —@simplysandras, via Instagram

**A** No, nail lacquers are like lipsticks. They are timeless and easy. Formulas will change, but nail lacquers will stand the test of time.

**Q** You've been in the industry for a long time. What keeps you inspired? —@nailsbykelcey, via Instagram

**A** I love thinking of ways to better the industry—and meeting salon owners and nail techs that feel the same inspires me. Hearing people's stories about how they came up with a new product, why they opened a salon or why they went back to school to get a manicuring license keeps me going. I believe nail techs need to be more supportive of each other! We should applaud people who think outside the box and are trying to better the industry, and we should support newly graduated techs who are excited about nails. There is room for everyone!

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# DOLLARS & SENSE

Top competitors share their money-saving tips for competition season.

**W**hen it comes to competing, the saying “you have to spend money to make money” rings true. From traveling costs to registration fees, there are seemingly endless expenses that can land even the most successful competitors in debt, so budgeting is key. Here, leading competitors offer their tips and tricks to keeping finances in check.



**TIP Consider your bottom line.**

“Competing may sound expensive, but the competition arena is the only place where techs can *drastically* improve their skills. If you want to be a top nail artist and charge up to \$65 for a fill, then you need to compete—and win some awards to show off! For example, say you spend \$10,000 in a competition year and you become so skilled that you’re able to increase your fee for a fill from \$25 to \$35. If you see 30 clients a week, your prior gross income of \$39,000 increases to \$54,600. If you raise the price of a fill to \$45, your gross income goes up to \$70,200. After all is said and done, you’ll have made back all of the money you invested in the competition—and then some!”

—Lynn Lammers, three-time NAILPRO Cup champion

**TIP Eliminate unnecessary expenses.**

“To cut down on traveling costs, try sharing a room with another competitor or taking a road trip to the competition. Also, always book your hotel in advance and let the booking agent know that you are attending a trade show (some shows reserve a block of rooms at a discounted rate). Another money-saving tip: Ask if your hotel room has a refrigerator and a microwave so you can go to the grocery store instead of eating out and, before you head to the airport, buy snacks and take an empty water bottle with you (airport food and drinks are sold at a premium price!). Lastly, if you’re starting out, try to trade services with a client for her time as a competition model.”

—Amy Becker, two-time NAILPRO Cup champion

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**TIP Plan ahead.**

“I advise all competitors to start saving a year in advance. First, figure out your schedule and try to anticipate all of your expenses. For example, say you live in Cincinnati and are planning to enter four competitions with two models at the Premiere Orlando show:

<b>3 flights (approximately \$350 each)</b>	<b>\$1,050</b>
<b>2 hotel rooms for 3 days (approximately \$160 per day)</b>	<b>\$ 960</b>
<b>4 registration fees (\$100 each)</b>	<b>\$ 400</b>
<b>4 model fees (approximately \$100 each competition)</b>	<b>\$ 400</b>
<b>Meals</b>	<b>\$ 400</b>
<b>Airport bag fees</b>	<b>\$ 150</b>
<b>Airport parking</b>	<b>\$ 60</b>
<b>House/dog sitter</b>	<b>\$ 150</b>
<b>Loss of money in the salon</b>	<b>\$ 700</b>
	<b>TOTAL: \$4,270</b>

Keep in mind, the expenses listed above are guaranteed, but it’s important to always give yourself a little room for unforeseen costs. For example, once my model got sick and didn’t show up to the competition, so I had to find a new model within an hour! Try your best to track what you can (and cannot!) spend.”

—John Hauk, two-time winner of the NAILPRO Team Cup

PHOTOS: COURTESY OF JOHN HAUK

*Camellia 2*

*Lavender 3*

*Vienna Bench*

*La Tulip 2*

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**TIP**

**Invest in your model.**

"If you do your best work, but your model's C-curve isn't good or she picks her cuticles, it will hurt your points. Paying good money for a model is essential. Compensate your model for her work and cover her travel expenses, too."

—Alecia Mounixay, veteran competitor



**TIP**

**Start small.**

"I spent a total of \$100 for my first competition. My first event was at a show I was already planning on attending. I shared a hotel room with my coworkers, I asked my friend to be my model and I used products that I already had in the salon. I'm a firm believer that where there's a will, there's a way!"

—Marina LoPresto, 2014 NAILPRO Cup champion

PHOTOS: COURTESY OF ALECIA MOUNIXAY; COURTESY OF MARINA LOPRESTO



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**Founder:** Jane MacColla

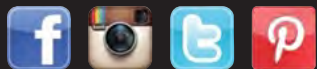
**Year Opened:** 2014

**Address:** 210 Forsyth Street,  
New York, NY 10002

**Phone Number:** 917.475.1558

**Hours of Operation:** Mon. – Sat.,  
11 a.m. – 8 p.m.; Sun., 11 a.m. – 7 p.m.

**Website:** hortusnailworks.com



### DISTINCTION

We are located on the Lower East Side of Manhattan. The area is a mix of long-time local residents and small businesses, including shops, restaurants and art galleries. The area's history runs deep and is authentically New York; there is still a strong appreciation for creativity and originality here. We are on the border of multiple neighborhoods, including Nolita, the East Village and SoHo, so our location is a destination for both locals and tourists. We strive to provide a welcoming environment where clients can relax alone or with friends. We put a lot of thought into the products we use, including specially formulated, hand-blended cuticle oil, soaks, creams, scrubs and masks.

### THE LOOK

We wanted to create a space that is timeless, comfortable and sustainable—with a lot of greenery. Our decor keeps the integrity of

the original space, including the tin ceiling and brick wall, which took two weeks to uncover and carefully restore. The custom tables, seating and shelves were handmade locally using reclaimed wood. Our lighting was also locally sourced from a couple that have had their shop for more than 30 years.

### CLIENTELE

Our clients include students, young and established professionals, creatives and stay-at-home moms. The average visit is about an hour and a half. Additionally, men are a growing customer base for us. Getting regular manicures and pedicures is an essential part of their grooming and our male clients like to have standing appointments.

### IN-DEMAND

### SERVICE

Our Hortus Signature manicure and pedicure is a classic, full service treatment. Clients feel pampered



continued on page 133

PHOTOS: (TOP) ENEDA CARDONA; (BOTTOM) LAILY MESBAH



continued from page 96

and restored, without investing too much time. The service usually lasts just over an hour and is priced at \$65. Nail art is also hugely popular for us.

brand's quality control and that each order is handcrafted fresh. As for retail, we sell Zoya polish and Believe Organics cuticle oil, a top seller for us.

## SOCIAL MEDIA

Instagram has been the most powerful social media channel for us. It's a great platform for sharing and inspiration in real-time. Plus, it provides a strong community. We often hear, "I follow you on Instagram and here I am at Hortus, finally!"

## ADVICE

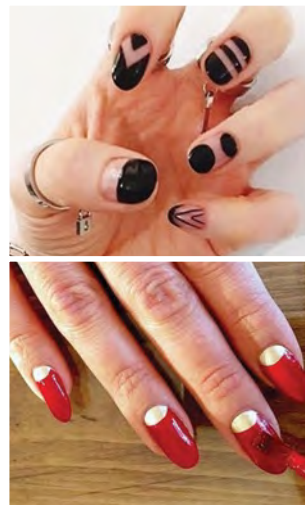
Love what you do and don't be complacent. There's always room for improvement and creativity.

## PRAISE

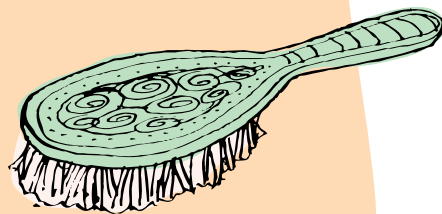
"It feels like home, but better."

## THE GOODS

Zoya is our most popular polish brand. We are always testing new products, so we are constantly adding to our offerings. Other brands we use include Priti NYC and JINsoon. We also offer Believe Organics products. It's a local company that works with us to create custom products that are unique to Hortus. We appreciate the



PHOTOS (CLOCKWISE FROM TOP): ENEIDA CARDONA; THE ANNA LIST; (NAIL ART) COURTESY OF HORTUS NAILWORKS

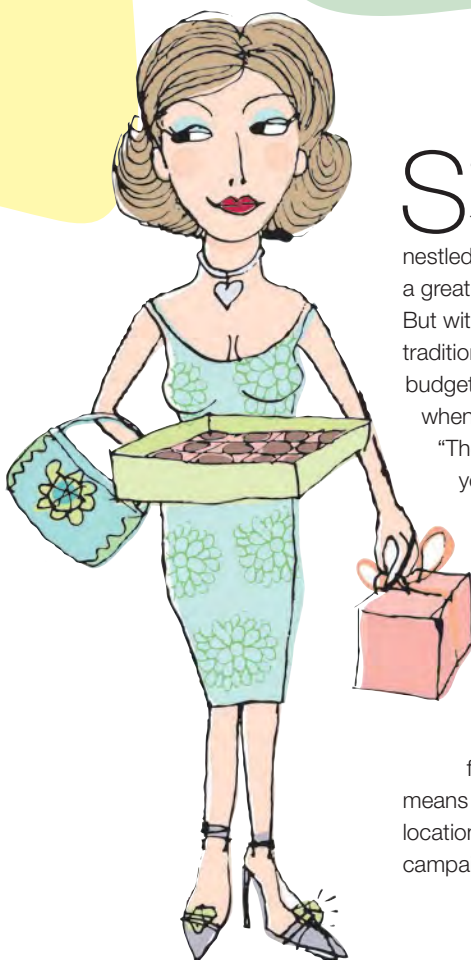


# Marketing for ONE



As the owner and operator of an independent salon suite, advertising can make or break your business. Here, the best ways to promote your skills and build your clientele in this growing salon segment.

By Liz Barrett



Salon suites are a burgeoning business option for entrepreneurial techs. These small independent salons nestled inside larger branded buildings are a great place to strike out on your own. But without foot traffic and the support of a traditional salon environment (and marketing budget), what's a salon suite renter to do when it comes to building a client base?

"The great thing about suite rental is that you can market through two avenues,"

says Gina Rivera, founder and president of Phenix Salon Suites in Colorado Springs, Colorado.

"First, the salon professionals can market themselves under the umbrella of the suite company."

For example, the Phenix Salon Suites brand is growing extremely fast nationally, says Rivera, "which means those running their businesses in our locations benefit from the national marketing campaigns we do at a corporate level."



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SKATER



HEAVEN  
HELP ME

Hand on Left, top to bottom.  
SPEAK UP, FREAKIN' PSYCHED, NOT THE FIRST TIME,  
LATER SKATER

Hand on Right, left to right.  
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KINDA A BIG DEAL

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*"You're surrounded by other salon professionals within your location that you can draw business from."*

Nail technician Michele Leibowitz, operator of More Than Nails by Michele at My Salon Suite in Palm Beach Gardens, Florida, takes advantage of the parent company's online presence. "My Salon Suite has a website, which includes a directory for all of the specialists, summaries of ourselves and our services," she says. "As well as social media pages, such as Facebook, where we can post salon openings, specials or new services." The building's lobby also has a screen with a scrolling list of its suites and services, says Leibowitz, and a designated area for business cards and paper advertisements.

In turn, My Salon Suite also offers its suite renters, or "members," individual marketing support. "We schedule one-on-one meetings with each member to develop their respective marketing plans," says Rick Dorfman, co-owner of My Salon Suite in Boynton Beach, Florida. "For example, some members choose e-commerce marketplaces, such as Groupon, as their

mode of marketing and we work with them to create comprehensive strategies to be successful on that platform." Leibowitz says, "I've utilized Groupon off and on for four years to generate new business, recycle clients and keep my name out there."

Other members, says Dorfman, prefer promoting their business via social media. To wit, My Salon Suite helps suite renters create an appropriate social identity—and even pays for salon management online booking software. "Members are offered ongoing training and support to grow and develop their business, which includes access to a strong referral network," he says.

In addition to harnessing the parent company's promotions, suite renters need to put time and effort toward their own marketing methods. "Salon suite proprietors bear the same marketing responsibilities as traditional salons for client attraction, client engagement and client retention," says Elizabeth Kraus, marketing consultant and author of *Clients Rule: 2016 Marketing*

*Calendar for Beauty Pros and 12 Months of Marketing for Salon and Spa.* "Nail techs who opt for independence in a salon suite need to know how to market their services as well as their brand." The good news? As an owner/operator, you get to market your strengths to your target clientele. "The difference with a salon suite is that I make marketing decisions with my needs in mind and not those of an entire salon," says Sheena Pickett, owner of AlphaMale Nail Care Services at Rochelle Salon Suites in Charlotte, North Carolina. "My clients are all male, so I tailor my marketing in a more masculine direction and focus on the interests of my clientele."

## Partner Up

Once you've honed your personal marketing message, why not share it with your neighbors? "You're surrounded by other salon professionals within your location that you can draw business from," says Rivera. "Establish a good relationship with other suite owners so they're more inclined to recommend their clients to you." Most salon suite companies house a variety of businesses ranging from hair stylists to nail salons to spas. Teaming up with the beauty professional next door can be beneficial for everyone. "Cooperative marketing efforts



ILLUSTRATIONS BY KAT CHADWICK/IMAGEZOO



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*“Social networks instantly facilitate word-of-mouth marketing when clients check in and share before-and-after pictures of your work.”*

aren't just advisable, they could be critical to success,” says Kraus. “Sharing resources and contacts, and pooling ideas with other industry professionals can mean more business for everyone.”

For Pickett, teaming up with her suitemates has generated client leads. “My business is housed with two barbers, so building relationships with these owners has allowed me to market my services to their clients and vice versa,” she says. “In exchange, we're adding value to our clients, and it allows for a dialogue and exchange of ideas about what works and upcoming trends.” Leibowitz also cross-promotes her services within My Salon Suite. “My favorite marketing strategy is offering free services to the other suite owners,” she says, noting that there are 24 suites within her location, 17 of which belong to hair stylists. “When hair clients see their nails, they want to know who does them and—bingo!—I get a referral.”

Rivera also suggests teaming up with other salon suite owners to offer deals and/or packages. “A package could be created between a hairstylist and manicurist, which could be marketed via a coupon deal,” says Rivera. “Marketing like this can help to conserve resources and build clientele.” For example, Leibowitz has partnered with neighboring suites to offer beauty deals, such as a gel manicure and spa pedicure, plus a full set of eyelash extensions, or a gel

manicure and spa pedicure, plus a wash and blowout.

## Be Social Media Savvy

Missing the foot traffic of a traditional salon, the only way potential clients can really “see” a salon suite is online. “Social media has been an effective way to market my suite because I'm able to post pictures and give potential clients a glimpse of what their experience will be like,” says Pickett, who notes that this is especially true for her majority male clientele. “The privacy for them is priceless.” Kraus concurs, saying, “Salon suite renters can use the lack of street visibility to their advantage by creating a more soothing, private and spa-like environment, compared to the different experience a

traditional multi-station nail salon would provide,” she says.

What's more, Kraus argues that one of the most important marketing tools for salon suites is an effective online presence. “To win with an online search, you need a website that is optimized for local search with content that is compelling enough to get the site visitor to take the next step and book an appointment,” she says, adding, “Salon suite renters need to commit to collecting email addresses from clients and to sending emails on a regular basis with news, offers, photos and other content that motivates them to rebook and forward the emails to friends and loved ones.”

Social media is a powerful marketing tool for salon suites. “We get calls every day from people viewing us on Yelp,” says Morgan Calvillo, co-owner of the Nail Junkies at Couture Salon Studios in Upland, California. “Instagram has been helpful with having a public and transportable portfolio of what we have accomplished here in the salon.” Says Kraus, “Social networks instantly facilitate word-of-mouth marketing when clients check in and share before-and-after pictures of your work.”

In the end, *you* are your best marketing tool, says Rivera, “You should always look your best, be kind, friendly and dependable,” she says. “Become a master of relationships. Hand out business cards everywhere you go, talk to everyone and tell them what you're doing. Don't wait for opportunities to come to you. Seek them out.” ▼

Liz Barrett is an award-winning business journalist based in Oxford, MS.

## Need more marketing ideas?

**Try these out-of-the-box tactics from marketing consultant Elizabeth Kraus:**

- Donate a portion of proceeds or hold a charity event that merits press releases and media coverage.
- Promote mobile services for corporate events, women's retreats or wedding parties.
- Market mobile or suite services to tourists and travelers staying at local hotels.



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# THE TOP 28 TOOLS FOR TECHS

Whether you're creating a kit from scratch or streamlining your current one, these are the must-have implements every nail tech needs.

**A** well-stocked kit takes into account the tools you need for a job well done. For example, nail prep is essential to every service. Hence, a good quality nail clipper, nipper and pusher that fit your workflow are a must. When it comes to files, it's important to stock a variety of grits to tackle tasks from filing the natural nail to removing product or length. And, of course, let's not forget brushes! After all, a good brush goes a long way when it comes to efficient and effective services. In short, providing great services means having top-notch tools on hand. Here, we present you with our list of the 28 must-have tools that are essential to every tech's kit. From nippers to nail art tools and everything in between, you never know what you'll need—and you always want to be prepared!

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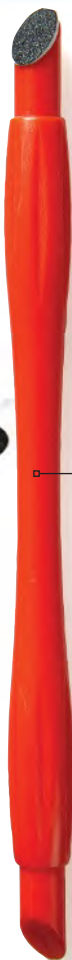
# 1

The sharper edge and unique shape of the **OPI Pusher Plus** cuticle spoon is not only great for pushing back stubborn cuticles, but also for clearing the removed skin as you pull back from the cuticle and across the nail—something a straight-edged pusher can't easily do. Plus, the shape just *looks* more comfortable and that can be a small, but good thing, for skittish clients who are newbies to professional nail services. **800.341.9999, opi.com**

# 2

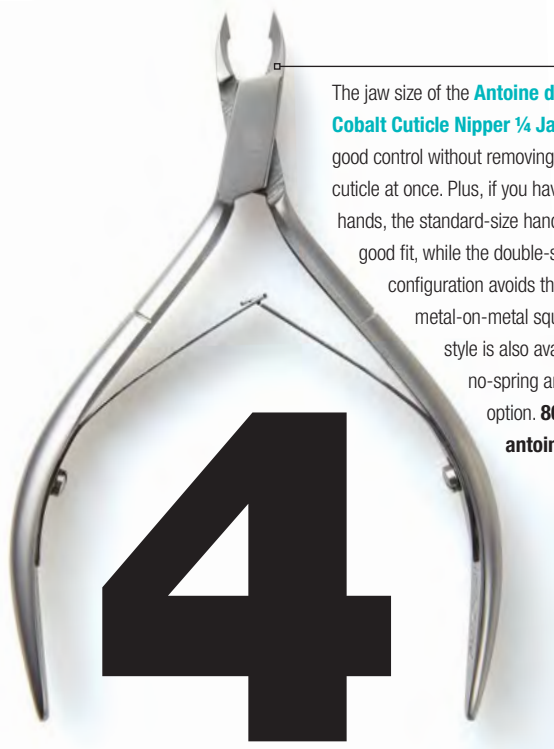


Achieving a sound C-curve is a cinch with the **Star Nail Perfect C Shaping Tool**. The set of six C-curve sticks is a must for a natural, structurally sound result. Plus, having a variety of sticks means you'll always have the right size and shape for every client. **800.762.6245, starnail.com**



# 3

Sometimes pushing alone doesn't cut it. If a client has especially "sticky" cuticle skin (to be clear, the dead skin attached to the nail plate as it grows beyond the eponychium), lightly filing or buffing the area is much more effective and comfortable than scraping with a pusher or trying to grab and remove the skin with a nipper. The 180-grit, disposable nail prep files in the **SuperNail Nail Prep Cuticle Pusher Kit** are the perfect grit and size for this task and are easy to replace after each client. **800.635.8966, supernail.com**



The jaw size of the **Antoine de Paris Cobalt Cuticle Nipper ¼ Jaw** allows for good control without removing too much cuticle at once. Plus, if you have small hands, the standard-size handle provides a good fit, while the double-spring handle configuration avoids that annoying metal-on-metal squeaking. This style is also available in a no-spring and single-spring option. **800.222.3243, antoinedeparis.com**

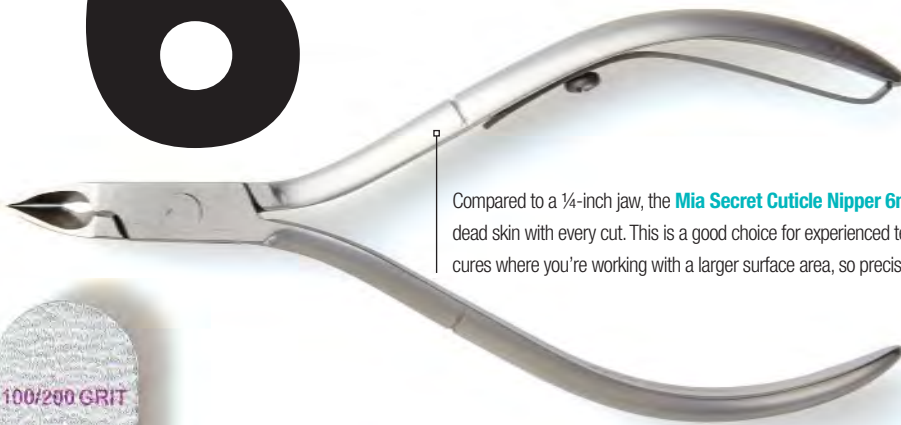
# 4



Used to refine and finish the surface of enhancements, the lightweight **Artistic Nail Design Aspect 180/180** file can also be sanitized, so you don't have to keep a bunch on hand. The plastic center keeps it from bending—a must for heavy-handed techs—while its irregular shape fits most grips comfortably. **714.773.9785, artisticnaildesign.com**

# 5

# 6



Compared to a ¼-inch jaw, the **Mia Secret Cuticle Nipper 6mm** has a longer blade edge that allows you to remove more dead skin with every cut. This is a good choice for experienced techs who can control a larger blade with confidence, or for pedicures where you're working with a larger surface area, so precision isn't as important. **626.581.4444, miasecretnails.com**

# 7



Tweezers are simply a good tool to have around. The **Tweezerman Moroccan Oasis Slant Tweezer** is a nice compromise between flat edge and pointed options. The larger slanted edge makes it easier to grip and place items, such as a silk wrap and nail decals, yet the tip of the tapered edge gives you more precision and control. **800.645.3340, tweezerman.com**

# 8



Prefer a straight file shape? The dual-sided **Orly Zebra Foam Board 100/180** makes quick work of shaping with its course side, while the medium grit helps smooth the edges. **818.994.1001, orlybeauty.com**

The smooth shape of the **Mehaz Curette Nail Cleaner** is better for "scooping" out debris versus using a pointed or flat implement or orange-wood stick. This is especially important for pedicures; debris gets stuck in the corners of the nail plate, which can often be sensitive if nails are ingrown. Plus, a double-sided tool gives you size options, always a good thing, particularly if you do children's nails. **800.347.7456, spilo.com**

# 10



# 9



The unmistakable banana shape of the **Duri Abigail 100/180** makes it easy to find in your kit. This cushioned file has a large range in grits between sides, making it good for shaping and finishing without having to sanitize an extra file—saving you precious time during each and every service. **800.724.2216, duri.com**

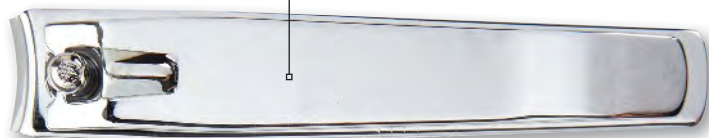
# 11

The tapered tip of the **LeChat Nail Architecture Styling Brush #4** is good for smaller nails or for precision design work (think: crafting intricate details in 3-D flowers) and it's embellished with rhinestones that, if nothing else, will add some style to your kit. **800.553.2428, lechatnails.com**



# 12

While some techs carry a heavy-duty pair of nail clippers for feet and a less bulky pair for nails, one good pair that can handle both cuts down on the number of implements that you have to track and sanitize. The ergonomic design of the **Satin Edge Spa Tools Nail Clippers** is easier on the hands (think: less fatigue), plus the stainless steel construction won't rust, so you'll have these for the long haul. **800.645.5118, burmax.com**



The range in grits between sides on the **ibd Diamond Buffer 220/280** means that you can achieve different degrees of shine on acrylics and gels without washing another file. (Timesaving alert!) The file can be easily sanitized, plus it's cushioned *and* has a tapered shape on both ends, making it easy to use and hold. **800.635.8966, ibdbeauty.com**

# 13

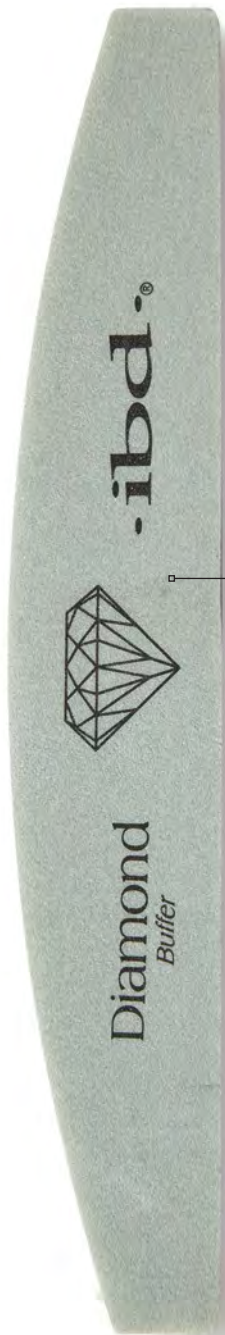
Spatulas, like this one from **IndieGirl**, are valuable for mixing custom colors or adding special effects (like glitter) to gel, acrylic and polish. Their tiny size makes it easy to retrieve a small and precise amount of additive, or reach into narrow openings to scrape out remaining product hiding in the corners of bottles and jars. **909.548.2787, indiegirlbeauty.com**



# 14

# 15

Most nail art designs call for a very fine line or two, so a striping brush should be part of your arsenal. Tiny brushes with shorter hairs are great for small details, but can produce jagged, longer lines because it's so difficult to balance your hand for long strokes. Longer bristles, like the ones on the **Cuccio Colour Fine Line Nail Art Striping Brush**, solve this problem. Once the brush is placed in the right position, the long hairs drag the paint across the nail along the smooth path of the bristles. **800.762.6245, cuccio.com**



# 16

Medium grit? Check. Cushioned? Check. Can be sanitized? Check. The **imm Duet Shaper and Finisher 180/180** boasts all of the above, plus, if you do a lot of nail wraps, this grit combo allows you to essentially complete the entire service with one file. **800.541.9838, inmnaails.com**



# 17

The superfine grit on the **CND Glossing Buffer** creates a slick shine on enhancements and natural nails without damage. Even though it's called a buffer, it's shaped like a traditional, straight foam file, which provides more control in smaller areas that a block buffer might miss. **800.833.6245, cnd.com**



# 18

A fan brush, like the **DL Pro**, can make soft, feathery effects that standard polish and fine art brushes can't. It's one of those items that can produce a really cool nail art payoff in little time—and one that looks much more difficult than it is—and that's the perfect combination for an add-on service charge. **800.645.5118, burmax.com**



# 19

There's a perception with many clients that the skin on the feet is somehow "grosser" and more contaminated than the skin on the hands. The **Backscratchers Foot File Handle** gives you the ability to whip out a brand new abrasive and peel and stick it on the file in front of your client. This simple act speaks volumes and gives your client peace of mind. Plus, it allows you to carry a larger variety of grits than you would if you had only individual foot files. **800.832.5577, backscratchers.com**

# 20

A fine grit is a must for a perfect finish. **The Tropical Shine Fine 400/600** is ideal for finishing edges and shining the surface, plus it's washable and cushioned—making it comfortable to use and long lasting. **800.783.9969, tropicalshine.com**



# 21

Most people only think of polka dots when you say “dotting tools,” but these specialized tools are handy for so much more. The **EzFlow Curve & Dot Tool** has six pieces so you'll always have the perfect tip at hand. Use the tiniest tip to swirl wet polish directly on the nail or to drag through concentric circles of color for a water marble effect. Or, choose a larger size to create acrylic sculpted shapes and to pick up rhinestones and sequins (by lightly moistening the end). This particular set is smart because each stick doubles as a C-curve tool, too. **800.635.8966, ezflow.com**



# 22

When calluses are especially tough, you need to pull out the heavy artillery. The stainless steel construction and multi-directional grit on the **Footlogix Pedicure File** are strong enough to manage rougher handling and will last for years with good care. **888.442.4408, footlogix.com**



# 23

There's always a reason for scissors—which is why some techs keep two in their kit at all times. (Think: one reserved for precision cutting of silk wraps and decals, and the other as a catch all for nail art and miscellaneous uses.) The **Pacific Instruments Stork Scissors** do double duty: The extra-sharp blades make them a reliable cutting tool and the pretty design fits comfortably in your hand. **805.526.4675, surgical101.com**





# 24

Used for shaping the natural nail, the **Harmony 240/240** is wider on one end and tapers on the other so you can tackle rounded and tight corners alike. Plus, the thin wooden construction is light and easy to handle, and it takes up minimal space so you can carry a spare. **714.773.9758, gelish.com**

# 25

The tapered, oval shape of the **Akzéntz Oval 111** brush is perfect for placing a thin layer of gel at the cuticle and sides of the nail. Bonus: The brush comes with a cap to keep dust and debris from contaminating the bristles as well as provide protection from UV light, which can harden any leftover product. **800.720.7833, akzentz.com**



# 26

Saving space in your kit is a good thing. The **Young Nails Magic Wand** is a three-in-one pusher/scrapper/pincher, and that means one trip into your drawer—and fewer motions during the service. You'd be surprised at the amount of time wasted by repeatedly setting one tool down and grabbing another. Plus, a multi-purpose tool means less to carry, track and organize. **800.777.9170, youngnails.com**



# 27

If you're a newer tech, the smaller size of the **NSI Royal Precision #8** brush is a great starting point. Or, for experienced techs that prefer larger brushes for more liquid pickup, the vented cap also acts as a handle extender, offering even more control. Plus, this brush is great for sculpting intricate designs. **877.354.8130, nsinails.com**



# 28

Placing embellishments on a nail can be maddening with tweezers. It's nearly impossible to get underneath the bling; they undoubtedly flip the wrong way and the tweezers can ding wet polish as you place them on the nail. The **Crystal Ninja Crystal Katana** picks up on the first try and, because the tip is nearly the same size as the embellishment, you can tell exactly where you're placing it. **619.420.4583, crystalninja.com**



Our thanks to Leslie Henry, licensed tech and the creator of workplaypolish.com, for her contributions to this story.



PHOTOS: GETTY IMAGES/ADRIANNA WILLIAMS/THE IMAGE BANK



# GET YOUR SAVE ON

Set up a sustainable savings system and  
reap big-time peace of mind.

By Katie O'Reilly

**PICTURE THIS:** Two of your star employees leave within a six-month period. Or, imagine an unforeseen emergency or an equipment breakdown. Now, imagine being able to remain confident that your salon will stay in great shape regardless. How? It's easy to adopt a "what me, worry?" attitude when you make saving a priority. (And, we don't mean saving for that new pair of shoes you've had your eye on.) We're talking about six months of expenses saved in case of an emergency that no nail technician or salon owner should be without. Sound daunting? It doesn't have to be.

The good news is, there's no set formula for reaping savings success—it's all individual. "A person's finances are as personal as their sex lives and politics," says Marita Durham, who has owned Huntsville, Alabama's In the Nails Day Spa for more than 25 years. "It's about deciding where you want to be in 3 years, 10 years, 20 years, and building a business plan accordingly. Only *you* know your earning and saving potential."

Julie Pankey from Boston-based spa/salon management consultancy JMPankey Partners adds, "It may be difficult to save at first, what with the outpouring of expenses that come with starting a new business. However, launching a savings plan as soon as you're in the red should be a top priority. Start by paying yourself incrementally and put that income directly into savings."

But how exactly do you *start* saving? We grilled finance whizzes and seasoned nail pros about how to stockpile those savings, how to save for big purchases and why it all pays off. Read on to not only safeguard yourself and your salon, but to set yourself up for long-term success.



## YOUR SAVINGS ACCOUNT AND YOU

Just starting out? Pankey recommends establishing a savings account as soon as you're able to cover your basic operating expenses. "If you're smaller and stand-alone, or leasing space, then I would start putting away 5 percent of your income as soon as possible," she says. "Put it into a basic bank savings account, or get a financial advisor to advise the best place—though I don't recommend diving into a mutual fund and risking market volatility right away—and watch it build up little by little."

Remember, commit to a plan that's realistic for *your* business. When Durham launched her business in the early '90s, her goal was to have at least one month's worth of rent and business operating expenses saved away. "I calculated that I had to save \$30 a week for a few months to get that nest-egg in place," she recalls.

Kris Kiss, a CND educator and the owner of Couture Nail Studios in Port Jefferson Station, New York, channels her profits from one day of each workweek into a savings account. "It started when I was saving to upgrade spaces and started working five rather than four days a week," she says. "Soon, it became necessary to add that day permanently because our business had grown so much. So I just kept up the saving habit!"

Chrisondra Davis, owner of Charlotte, North Carolina's Buff Salon, uses her bank's mobile app to transfer at least 20 percent of her weekly business profits to a savings account where they gain interest. "That way I know I have enough to cover any purchases that may come up at the last minute," she says. Durham insists that growth hinges on an established relationship with your bank. "I firmly believe in building lines of credit, especially when it comes to big purchases that will keep your shop fresh and relevant," she says. "Some years, you'll have greater capital expenses than others." Pankey also recommends that self-employed nail pros and small business owners set up a SIMPLE or SEP IRA, explaining, "This offers a way for business owners and employees to save for retirement and reap key tax advantages."

## SETTING UP FOR SUCCESS

No matter how big or small your business is, success comes down to finance management. "I go into hundreds of salons and spas each year and meet with professionals who aren't working with a budget, who don't track profits and losses, and who aren't careful with product usage," says Pankey. "When you implement protocol and consistency, you reap savings in the form of time to research vendors and partners as well as credit lines and cards, to barter for services, and, in the simplest terms, to be choosy." Pankey insists that the peace of mind that comes with having a contingency fund will help you sleep better at night. A contingency fund is a reserve of savings set aside to cover you in the event of unexpected losses (think: fires, recessions and injuries). The best way to figure out how much contingency your business needs is to determine your monthly expenses and multiply that by three to six months. "If your monthly expenditures are \$15,000 and you want a four-month safety net, that means you need to have \$60,000 set aside for contingency," Pankey explains. "Add to your contingency fund incrementally and keep it separate from your other savings accounts."

For example, Davis keeps 20 percent of her salon's worth in a contingency fund, while Kiss maintains a six-month contingency

### KEEP 'EM SEPARATED

**Consultant Julie Pankey suggests maintaining a business checking account and two savings accounts—a traditional one and another intended expressly for capital expenses. "That's the major equipment you need to run to your business—larger purchases that you maybe spread out on your books over time," she explains. "Always choose a bank that offers zero fees," Pankey adds, noting that credit unions and local banks may be your best bets for small-business services. "Never mix business bank accounts and credit cards with your personal accounts. Transferring funds is OK, but keep your business and personal money separate and easy to track. Trust me," she cautions, "this will ward off accounting nightmares."**



PHOTOS: (TOP) GETTY IMAGES/JAMES BAIGRIE/PHOTOLIBRARY; GETTY IMAGES/SUZANNE TUCKERMOMENT

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plan in the event of some dramatic happenstance, noting that while she sometimes transfers its funds to her other accounts, she maintains a "magic number" below which she never lets it dip. Pankey says all established businesses should maintain such a fund, adding, "If you're a new business, your goal should be to create a contingency fund within three years." Once you've reached your contingency goals, experts advise treating it as an emergency fund *only*—don't dip into it and, if you must, pay yourself back ASAP.

Hopefully you'll never be in a situation where you need this fund, but just the act of creating it can help boost your bottom line. "It'll help you to make more measured and wise business decisions," says Pankey. "It's a savings snowball effect."

## PLANNING FOR BIG PURCHASES

Once you've built an adequate financial security net, you can start thinking about investing back into your business. It's natural for new businesses to struggle with cash flow, and purchasing big-ticket capital equipment (think: pedicure thrones, sinks and drying stations) is no short order. While Pankey points out that when it comes to such expenditures, "Cash is king," she recommends that cash-strapped pros lease-to-own rather than putting big purchases on a credit card.

"You're essentially getting a loan from leasing companies, but the way they write the loan, you'll be reaping cash advantages," she says. "Leasing also comes with the benefit of tax deductions on your interest rate and the opportunity to update your equipment more frequently." Conversely, if you put a big purchase on a card, there's no tax deduction. Plus, unless you can pay off a card's balance within two or three months, the interest you end up paying will outweigh any rewards you earn.

Yvette Kirkorian, owner of French Tip Nail Salon in Glendale, California, always waits on a big purchase until she can fund at least 50 percent of the cost up-front. "You don't want to finance 100 percent on a lease or a card because you'll owe interest," she says, explaining that having a self-regulated waiting period often results in better decision-making about what's truly critical for her salon as well as comprehensive price comparisons.

Davis strives to set purchasing goals a few months out, break down how much she'll need to stockpile per week and then devise a system for how to pay for everything up front. "I put large purchases on a credit card that pays me back 1 percent, but then I make sure to pay it off right away," she says. "That way I'm making money by spending money—and never paying interest."

Kiss notes that sometimes companies offer discounts to those who pay in cash up-front. "Always ask if there's a difference," she says. Kirkorian puts some purchases on cards—but only after studying the rewards and interest rates per credit card, and ensuring that she can pay off the whole amount within a few months. Durham prefers to rely on credit lines from her bank for big purchases. "They tend to be fairly medium-range, depending on the interest, but you're generally paying it off more quickly," she says. Her rule of thumb when it comes to carrying debt? "Don't carry it around for more than 24 months," says Durham.

In the event that a big purchase is looming but Durham *doesn't* want to get a line of credit or put anything on a card, she does whatever she can to get a bump of cash. "I run specials on social media and promote gift certificates on my site," she says. "It's great if it happens to be near Mother's Day, for example, but you can create a special *any* time of year. There are so many ways to quickly generate a nice bump of income." Then, once you've got the revenue in hand, you can decide how to spend—or save!—your extra profits. ↓

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

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# ON VACATION

REGARDLESS OF HOW MUCH YOU LOVE YOUR JOB,



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(SUITCASE) GETTYIMAGES/ NONNEW/ISTOCK

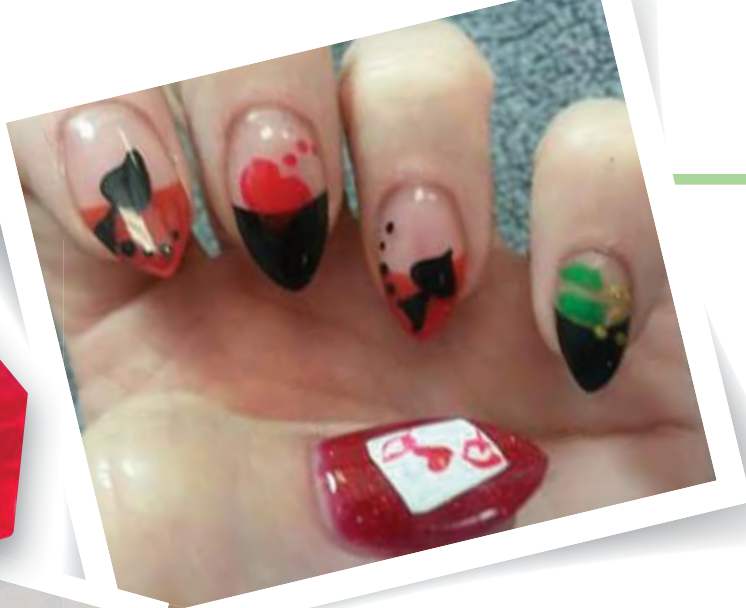


**EVERY NAIL TECH NEEDS A BREAK NOW AND THEN...**

... and while it's important to pack your toothbrush, party clothes and favorite strappy sandals, we believe it's essential to have vacation-inspired tips, too! Here, NAILPRO readers share their favorite snapshots of the nail art worn on their most memorable trips.

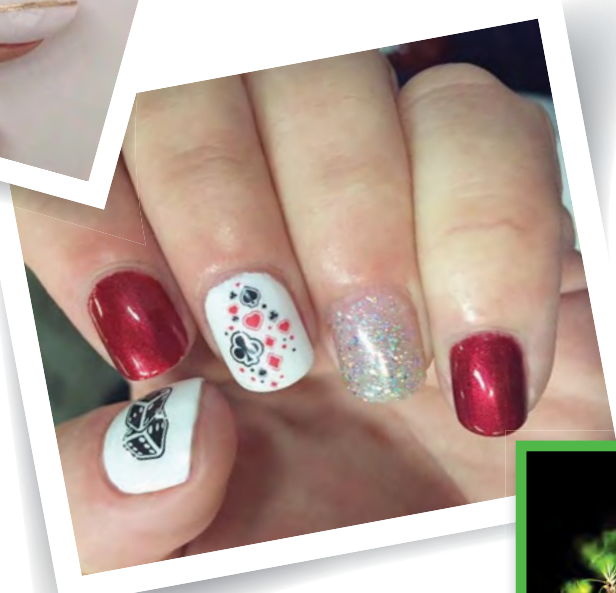
**By Sarah Emick**

# VEGAS BABY!

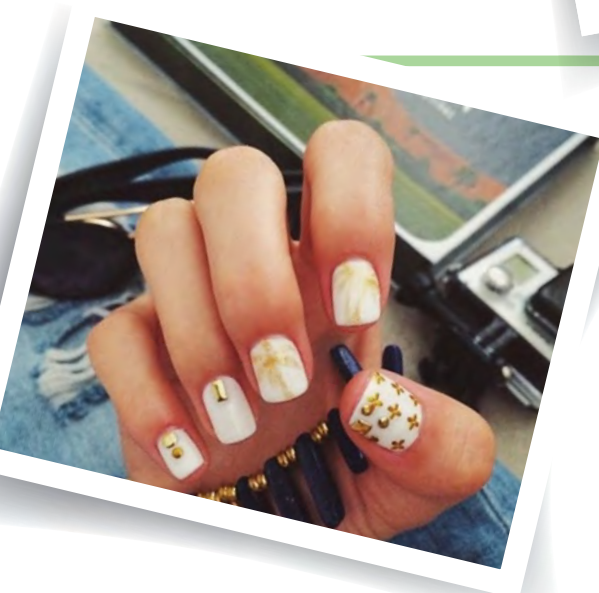


↑ I went to Vegas last year with my friend on an impromptu holiday. She was going through a lot and needed a break. We checked in and were upgraded to business class for free. (Win!) Then, I bought this perfume, which matched my nails perfectly. Best holiday ever!  
—**Hannah Bond**

↑ It was my and my husband's first time in Vegas. We gambled a little, but didn't win anything big—mostly because we prefer the penny slots! My favorite part of Vegas was checking out the different themed hotels; the Venetian was gorgeous!  
—**Tanya Lohmann**



← I did these for my trip to Vegas over spring break. After gambling a little, I came back with the same amount of money I started with. Breaking even is always a good thing!  
—**Melissa Dimont Leonard**



← I took a trip to Palm Springs for Coachella last year and was inspired by the scenery. I've always loved white for summer, and it matched the gold jewelry I wore that weekend!  
—**Frania Hernandez**



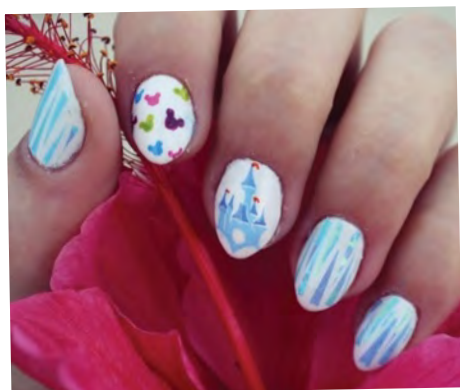
*Vegas is so much fun! We went to a show and and won on the slots! Woohoo!*

*Dylan & Taylor  
Santa Clarita, CA*

# DISNEY MAGIC



↑ I went with my husband and two children to Disneyland last September. It was the first visit for all of us. It was 102-degrees every day we were there, but we had a blast! My favorite ride was Star Tours. We rode it five times. I used CND Shellac in Tartan Punk and Black Pool for this hand painted design—and Minnie loved them! —**Melissa Weaver**



↑ I did these glass nails for my trip to Disney World. I was inspired by Sleeping Beauty's iconic castle! —**Katelyn Armstrong**

Having a great time at Disneyland!  
Wish you were here!

Ryan & Tiana



← My birthday nails for Disneyland! I got so many compliments; even Sleeping Beauty loved them. In fact, she said she was jealous! —**Rosie Bills**

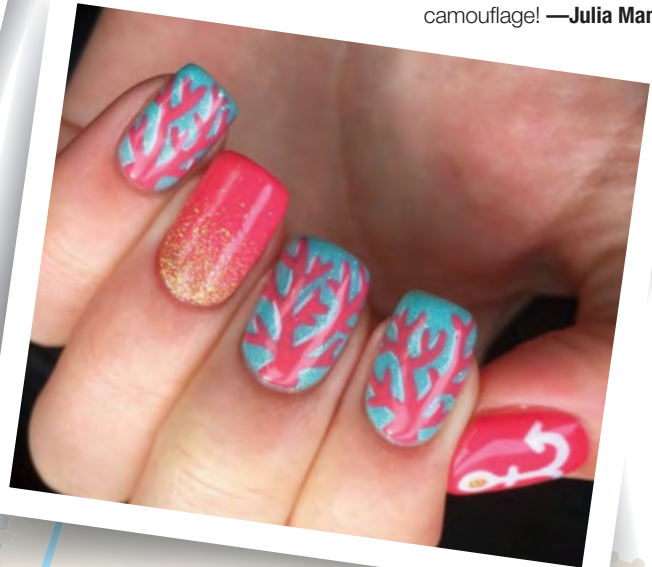


↑ I did these for a trip to Walt Disney World. We stayed at the Caribbean Beach Resort, so it was only fitting to do pirate treasure-inspired nail art. I always have an amazing time when we go (even though I walked around all week on a sprained foot). At least my nails looked good! —**Heather Murray**

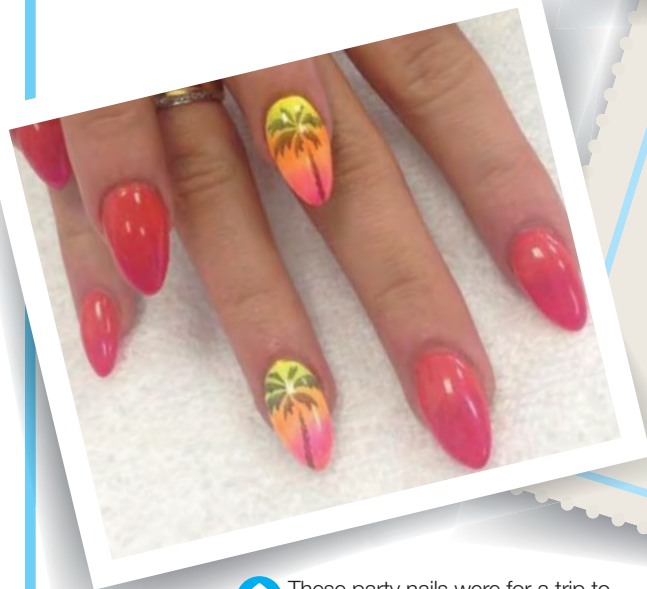
# LIFE'S A BEACH



↓ Prior to my trip to Belize last March, I did these nails. The coral design was inspired by an online photo of the coral reef where we spent a week snorkeling. I was hoping to attract some marine life with my coral camouflage! —**Julia Manstan**



↑ My wife and I visited Cancun and Cozumel in Mexico for our honeymoon. I did her nails for the trip! —**Luis Renton Cure**



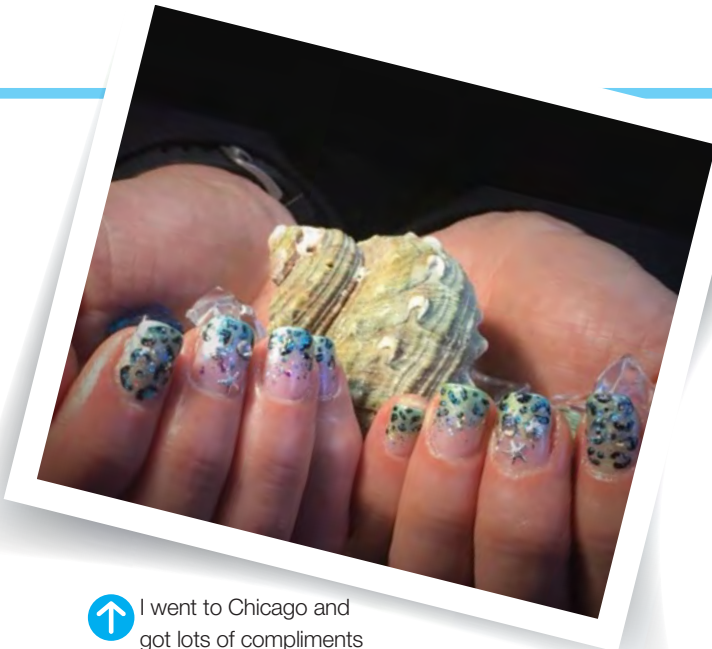
↑ These party nails were for a trip to the Greek island of Zante with the girls. They glowed as we danced the night away! —**Gill Osborne**

We went snorkeling in the ocean!  
The water was so blue and beautiful!

Stephanie & Mike  
Syracuse, NY



PHOTOS: (BEACH) GETTY IMAGES / ALAN COPSON; (SEASHELLS) GETTY IMAGES/SCIENCE PHOTO LIBRARY



↑ I went to Chicago and got lots of compliments on my nails when we went to the beach! —**Nada Aljalily**

↘ I wore these on my trip to Ventnor Beach, New Jersey. I'm counting the days until I go back! —**Tina Grilli**

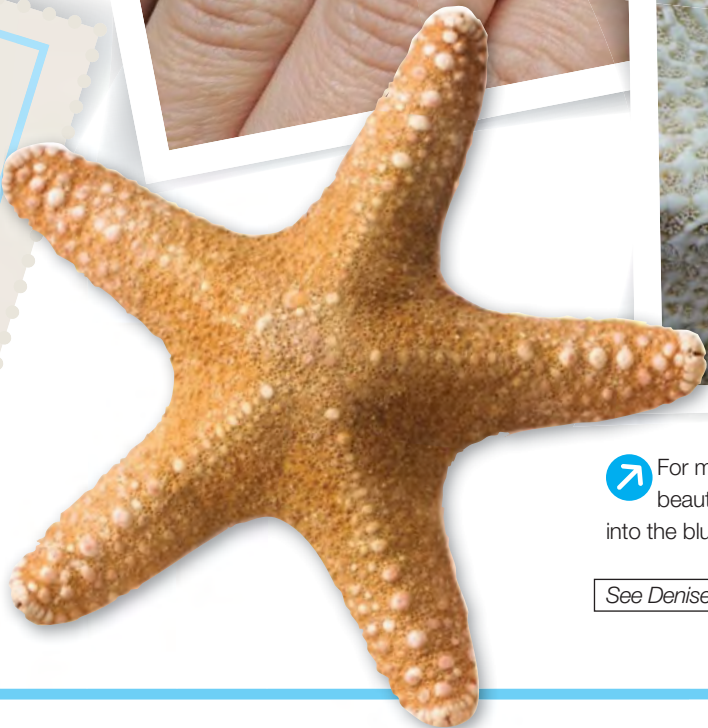


← These nails were inspired by my love of the iridescent crystal-blue water that reflects the sunlight, plus some of the marine life found at my favorite ocean getaway in Virginia Beach! —**Sara Kunkel**



↗ For my trip to the Florida Keys I wanted something blue to match the beautiful water. There's nothing like sitting on the beach staring out into the blue abyss! —**Denise Heavner**

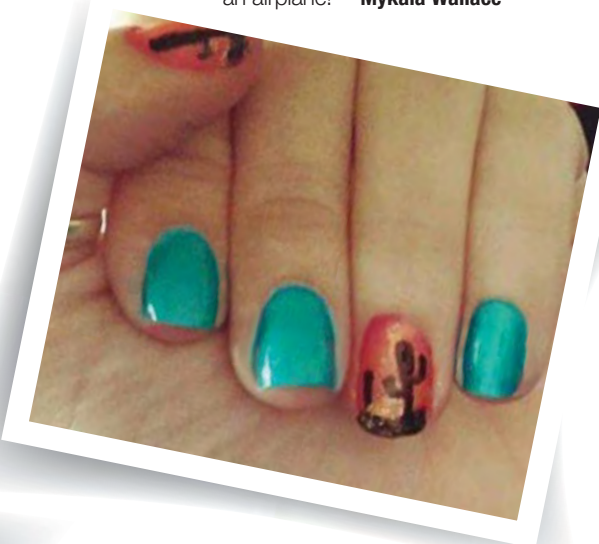
See Denise's video tutorial for her nails at [nailpro.com/video/ocean-french](http://nailpro.com/video/ocean-french).





↑ I just visited the Maya Riviera in Mexico in April. The trip was my first time zip lining and rappelling. Yes, with these nails! —**Patricia Herold**

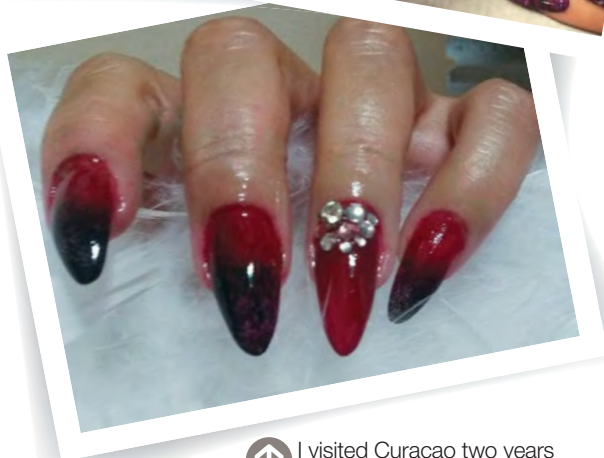
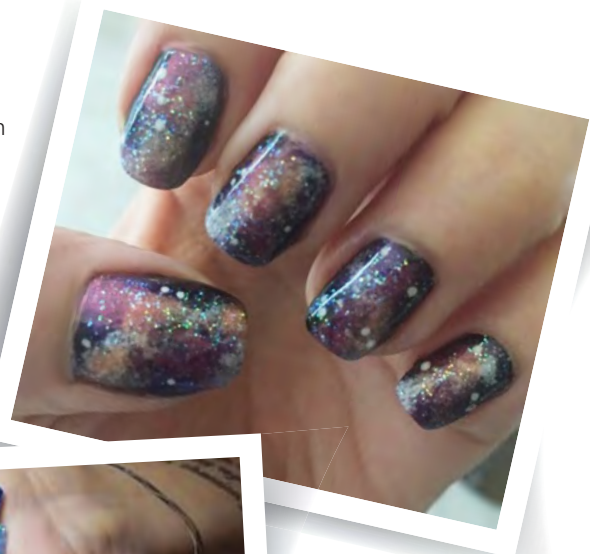
↓ I took a trip with my fiancé to visit my dad in Phoenix. I wanted my dad to get to know my future husband a little better before we got married. Plus, it was my fiancé's first trip on an airplane! —**Mykala Wallace**



← I did these myself for a trip to Atlanta. We went to the aquarium and saw an amazing dolphin show! —**Julie Brumit**



→ I visited a great beach in Mexico. My galaxy nails were inspired by the starry night sky over the ocean. —**Loren Lei**



↑ I visited Curaçao two years ago. One day we drove to Boka Boka and got completely lost on our way back to the hotel. That was an adventure I'll never forget! —**Ria von Niesewand**



← I wore these on my vacation to Turkey! It was funny because people would stare at them, amazed, and they were shocked when they heard I did them myself! I was so proud! —**Milića Ili**

# FUN IN FLORIDA



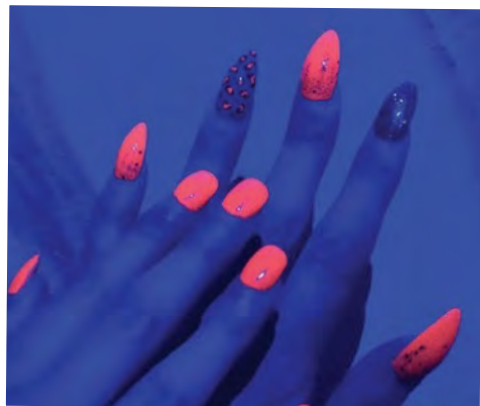
➔ In preparation for my trip to Miami, I did a manicure in pastel colors to match the buildings in the iconic Miami Art Deco District! —**Britney Tokyo**



➔ These nails were for my two-week road trip to Florida. I was inspired by the vibrant colors of Miami, and I wanted to do something other than the standard palm trees and mermaids. —**Nicole Rios-Soto**

*Seeing the sights!  
The weather  
has been picture  
perfect and the  
food is amazing!*

*Steve & Jennifer  
Albany, NY*



➔ This is a shot of both my nails and my daughter's when we went to Florida last summer. We loved how they lit up while we were waiting in a tunnel to get on a ride at SeaWorld. —**Lesley Kinnon** ↓



Sarah Emick is a freelance writer in Los Angeles.

# ART

# REVIVAL

Breathe new life into your nail art services with pricing tips and on-trend techniques.

By Taylor Foley

**N**ail art is constantly evolving and old-school products, namely stripers, stickers and stampers, have experienced a full-blown salon renaissance. However, with newfound techniques comes the age-old question: What should I charge? The answer must take into account time, difficulty and materials used. Here, helpful tips to increase the profitability of your nail art services, along with step-by-steps and product picks for the most up-to-date designs.

PHOTO: GETTY IMAGES/TATARNIKOVA/DIGITAL VISION VECTORS

# RT

## #1 Consider the variables.

Most nail art trends are not overly complicated, but it can be hard to figure out what a design is worth. A safe bet: Eliminate guesswork with a set pricing system. "Our salon has three tiers: Tier 1 is for simple designs, Tier 2 is for complex detailed painting and Tier 3 is for rare or special embellishments, like abalone shell or opal," says Natalie Minerva, owner of Los Angeles-based Nail Swag. Another option? Offer nail art at a flat base rate per nail, but factor in the cost of the supplies. "If we use a few Swarovski crystals [instead of regular rhinestones], we charge \$10 per nail," says Angela Vieira, owner of Miami-based Nailbar & Beauty Lounge. "But one nail covered in crystals can cost as much as \$35." Along the same lines, Lexi Martone, co-owner of Salon Martone in East Northport, New York, prices her nail art a la carte. For example, "I charge \$7 to \$10 a nail for a marble design, depending on how many colors I use," she says.

## #2 Scheduling is key.

In the salon, time is money, but techs need enough time to fully execute nail art without impacting the rest of their appointments. Rita de Alencar Pinto, founder of Vanity Projects with locations in New York and Miami, follows a strict timing system when scheduling appointments. "We offer three types of nail art appointments: Our Weekly Gel Special is a design that can be accommodated in 45 minutes, our Gel Manicure with Simple Art

takes one hour to complete and our Custom Art appointments usually take about two hours," she says, noting that clients must book an appointment for nail art before arriving at the salon or the manicurist may not be able to accommodate their request. Nail artist Misako Matsui says esNail, the Los Angeles-based salon where she works, charges a \$120 flat rate for extensive nail art and allots two hours per appointment. "We like to keep everything consistent for new and existing clients," she says.

## #3 Sharpen your skill set.

Techs and salon owners know, the easiest way to make a profit is to see as many clients as possible—leaving little to no room for error. To that end, nail art education is essential to ensure that techs are familiar with the latest trends and able to execute them quickly. "Our salon offers an artist-in-residency program that allows techs to share techniques and gain confidence in their work," says de Alencar Pinto. Matsui says that esNail follows a similar protocol, adding, "We're also trained on nail designs that only require a short amount of time." Indeed, last minute changes are inevitable and no matter how often techs tell their clients to book nail art in advance, it's hard to say no to an upsell.

To make sure you don't miss your next nail art opportunity, we turned to nail artists Fariha Ali and Bel Fountain-Townsend. Here, they provide step-by-step tips for quick, on-trend designs using their favorite go-to products. Plus, check out our roundup of the latest stickers, stripers and stampers—oh my!

# STRIPE IT!

**ARTIST: Bel Fountain-Townsend**

**STEP 1** Prep the nail for gel polish. Apply two coats of neon pink gel polish to the bottom 1/3 of the nail, covering the free edge, and curing after each coat. Use a lint-free cotton pad soaked with cleanser to remove the tacky layer.

**STEP 2** Using a striping brush, paint a horizontal white line across the nail where the neon pink and the natural nail meet, then cure.

**STEP 3** Cut out two geometric water transfer decals and place them in water for 20 seconds. Then, apply the decals above and below the center of the white line. Apply a thin layer of base gel to encapsulate the decals, then cure. Finish with a thin layer of gel top coat and cure.

 For a step-by-step video, go to [nailpro.com/art-revival](http://nailpro.com/art-revival).



# STICK IT!

**ARTIST: Fariha Ali**

**STEP 1** Prep the nail for gel polish, then paint the four corners of the nail with silver glitter gel polish and cure. Apply a thin layer of base gel and cure. Use a lint-free wipe soaked with cleanser to remove any tacky residue.

**STEP 2** Buff the surface of the nail with a high-grit buffing block. Wipe away any dust and then apply a flower decal to the center of the nail. Use a plastic cuticle pusher or an orangewood stick to smooth out any imperfections.

**STEP 3** Apply four pieces of thick gold striping tape in a diamond shape around the flower. Then, apply a layer of base gel to encapsulate the design and cure. To finish, apply a thin layer of gel top coat and cure.

PHOTOS: ARMANDO SANCHEZ

# TAPE IT!

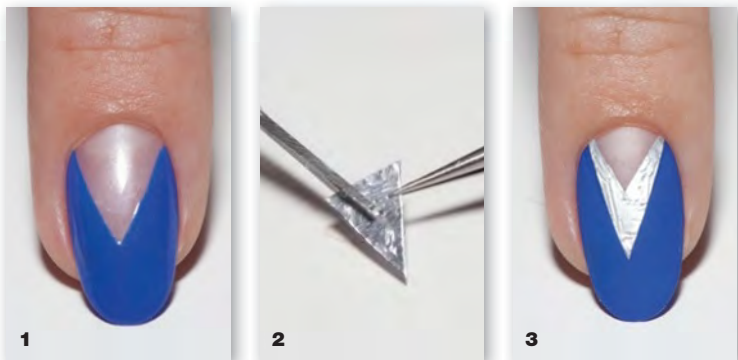
**ARTIST: Fariha Ali**

**STEP 1** Prep the nail for gel polish. Apply one coat of cobalt blue gel polish to the nail, leaving a “V” shape of negative space above the cuticle. Use a detail brush to clean up the lines of the “V” and cure. Then, apply a second coat of gel polish and cure. Use a lint-free cotton pad soaked with cleanser to remove any tacky residue.

**STEP 2** Cut a piece of self-adhesive metallic foil into a small triangle shape. Then, cut a small “V” shape from the base of the triangle.

**STEP 3** Apply the foil to the cuticle area, fitting the triangle into the “V” shape on the nail. Use an orange-wood stick or a plastic cuticle pusher to smooth out any imperfections. Apply a layer of base gel to the entire nail to encapsulate the foil and cure. To finish, apply a thin layer of matte top coat and cure.

 For a step-by-step video, go to [nailpro.com/art-revival](http://nailpro.com/art-revival).



# STAMP IT!

**ARTIST: Bel Fountain-Townsend**

**STEP 1** Prep the nail for gel polish. Apply two coats of nude gel polish, curing after each. Use a lint-free cotton pad soaked with cleanser to remove the tacky layer.

**STEP 2** Apply tape to the skin around the nail. Paint white stamping polish onto a lace pattern stamping plate and scrape away the excess polish. Press the stamper to the plate to pick up the design, lift, then roll the stamper across the nail. Allow it to dry. Remove the tape, apply a thin coat of base gel and cure. Wipe the nail with a lint-free cotton pad soaked with cleanser to remove the tacky layer.

**STEP 3** Cut a piece of rose gold striping tape to half of the length of the nail. Then apply, placing one end at the center of the cuticle. Apply a thick layer of gel top coat to encapsulate the tape, then cure.

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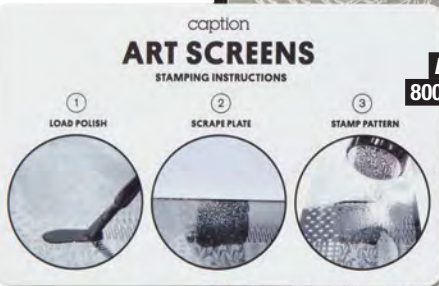
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# Trouble Afoot?

Learn how to identify and address four major foot problems.

**H**ow common are foot disorders? In a 2014 American Podiatric Medical Association survey of 1,000 adults over 18, 77 percent reported having experienced significant foot pain. Even without such discomfort, a disorder is often lurking. As a nail tech, you must be prepared to recognize—and know how to handle—a foot malady *before* the first swipe of your file. Here, we identify four common foot issues and offer up expert advice for effective client care.

## Footnotes\*

- The average adult takes 4,000 to 6,000 steps per day.
- Our feet start spreading in size after the age of 20.
- 49% of all women wear high heels at least occasionally.
- The average pair of feet give off approximately half a pint of perspiration daily.
- 20% of people think their feet are the most unattractive part of their body.
- Foot problems most commonly occur in our 40s, 50s and 60s.

\*SOURCES: American College of Foot and Ankle Surgeons, American Podiatric Medical Association ([apma.org](http://apma.org)), American Academy of Podiatric Sports Medicine ([aapsm.org](http://aapsm.org)), North American School of Podology ([pedology.net](http://pedology.net)), Society of Chiropodists and Podiatrists ([scpod.org](http://scpod.org))

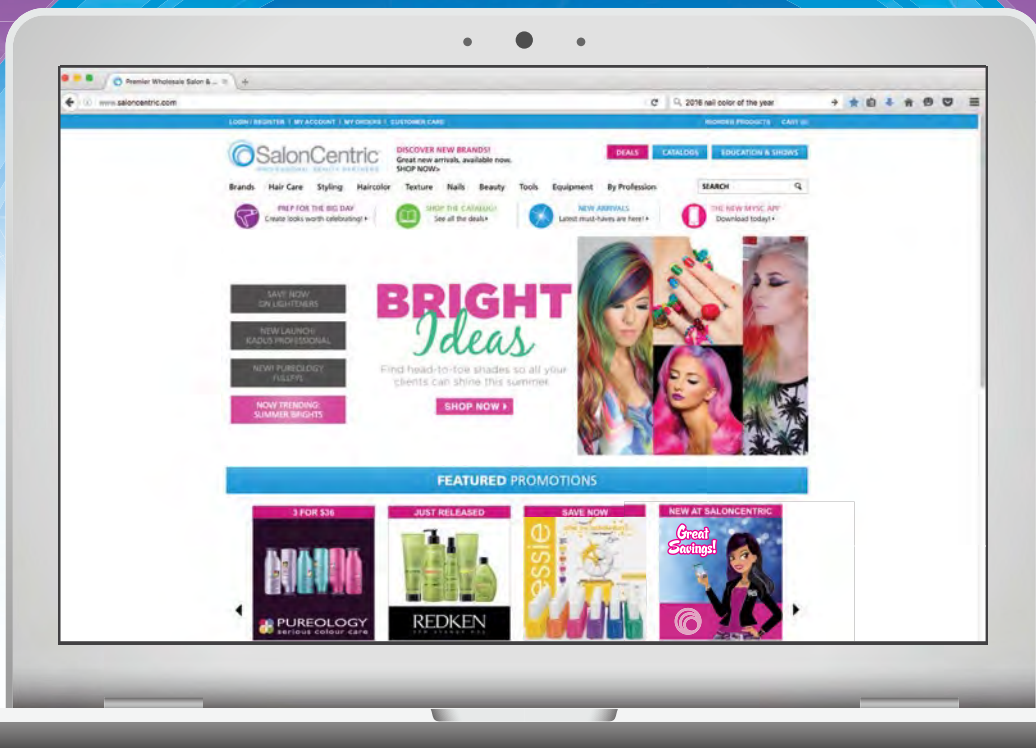
**“ATHLETE’S FOOT”** is the layperson’s term for a fungal infection, or *tinea pedis*. Although it usually only affects the superficial layers of the skin, the problem isn’t superficial at all; the infection is easily picked up, especially via exposure of feet and contact with communal areas, such as locker rooms and showers. The condition shows up as dry, flaky, scaly skin between the toes and around the sides of the foot, accompanied by intense itching and burning. Another less obvious presentation of the disorder, notes Katharin Von Gavel, founder and CEO of Footlogix, “is dry or rough feet, to the point where they catch on bedsheets at night. But, moisturizers just don’t work.” She adds that today’s practice of wearing flip-flops leaves feet more prone to drying out. The dry skin then creates portals through which fungi can enter. Middle-aged and elderly women are especially vulnerable to this problem.

**What should techs do?** If you suspect that your client has a fungal infection, assess the severity. “If the skin is inflamed,

broken or weeping, it’s best not to treat the client,” says Kristin Hudacek, M.D., a board-certified dermatologist at Richard G. Glogau M.D. in San Francisco. “Any client with suspected athlete’s foot should be urged to see a board-certified dermatologist.” Additionally, infection control is crucial, as cross-contamination is a threat. “Wear gloves,” advises Hudacek. “After

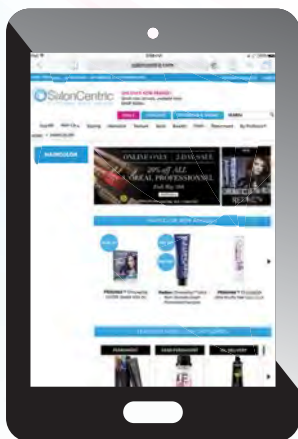


Dry, rough skin can sometimes be a foot fungus.



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**Athlete's foot often shows up between the toes.**



**Help clients heal cracked skin with hydration.**



**Bunions are the most common cause of foot pain.**

the pedicure, discard or sanitize any used tools to prevent spreading the infection to other clients."

**What should clients do?** Although nail techs cannot diagnose, they can suggest clients try a moisturizer with an anti-fungal and advise them to change shoes and socks frequently, avoid exposure in common areas and keep feet in good condition to lower risk of infection. They should also encourage clients to see a

medical professional. There are many over-the-counter and prescription preparations for treating tinea pedis.

**CRACKED HEELS** arise from dry, dead skin that has built up over time—the resulting thick calluses split and cause pain. In some cases, the cracks are deep enough to bleed because they've gone into the epidermal layer. Not only is this condition painful, but it can be dangerous,

as it leaves the body open to viral, fungal or bacterial infection.

**What should techs do?** Whether a client with cracked heels should receive a pedicure depends upon the individual case. "If the cracks are deep and painful, it's best to not treat and to refer the client to a dermatologist," says Hudacek. "If the cracks are superficial, soak the client's feet in water first, then gently exfoliate with a scrub or pumice, stopping if they

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Planter warts are extremely contagious.

report any pain.” Von Gavel suggests use of a non-acid-based callus softening product and filing with a sterilizable or single-use foot file, moving in the direction of the crack.

**What should clients do?** If cracks aren’t deep enough to require medical attention, the solution is consistent home and professional care focused on exfoliation and hydration to help the skin heal.

A **BUNION** is a progressive deformity of the joint of the big toe, usually due to an inherited faulty mechanical structure in the foot, and it appears as a bump on the side of the big toe. Although it isn’t always painful, bunions are still the most common reason for foot pain, and can cause inflammation and even numbness.

**What should techs do?** “It’s safe for someone with a bunion to receive pedicures,” says New York City podiatrist Jeffrey L. Adler, D.P.M. “However, the tech should be aware and have the client state if there’s any pain.” Von Gavel cautions nail techs to look out for calluses or blisters in the area. “Exfoliate the callus on a bunion, but not too much, especially for diabetic clients,” she says. “There’s potential for ulceration, which could cause a life-threatening infection.”

**What should clients do?** Shoes don’t cause bunions, but high heels or a tight toe box can worsen the condition. Bunion pads, icing and anti-inflammatory medications can provide relief. If not, doctors can offer injection therapy, orthotics or surgery.

**PLANTAR WARTS** are caused by the human papillomavirus (aka, the HPV

virus). “They look like rough bumps that disrupt the “fingerprint” lines on the palms of hands and soles of feet,” says Hudacek. “They are harmless, but can be painful to walk on.” If not in a weight-bearing area, a wart can go undetected for years. The bumps may resemble a callus, but with tiny black dots on their surface (from dried blood contained in the capillaries).

**What should techs do?** Even with the use of gloves, warts are so contagious that

nail techs should not work on clients who have them.

**What should clients do?** Although home remedies exist, doctors urge individuals not to try to remove warts at home. Rather, visit a medical professional for topical and oral treatments, laser therapy, cryotherapy, acid treatments or surgery. ↓

Linda Kossoff is a health and beauty writer based in Los Angeles.



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**4** Wipe away the mask using a warm towel. Then, apply Massage Cream to each leg and foot, massaging until moisturized. To finish, wipe away any excess cream.

PHOTOS: ARMANDO SANCHEZ



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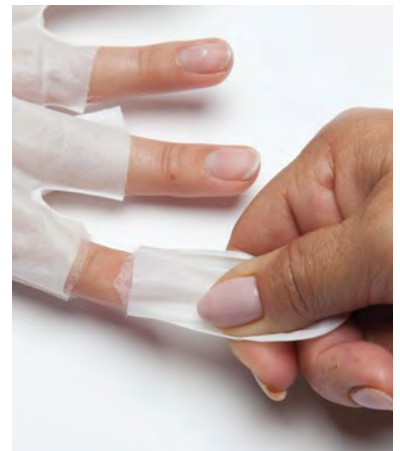
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**1** Remove polish, then slide the gloves over the client's hand and leave on for 5 -10 minutes.



**2** While waiting, massage the nail plate and cuticles through the glove.



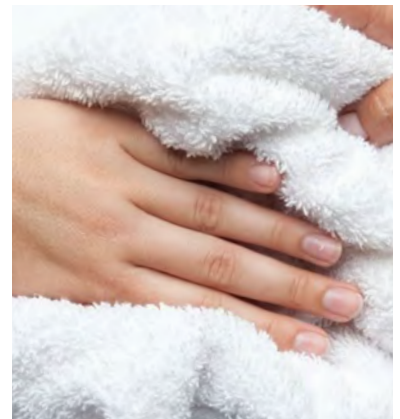
**3** Then, tear off the gloves' fingertips along the perforated marks. Prep the nails, paying special attention to the cuticles. Before applying gel polish, use a cotton pad soaked in acetone to remove all moisturizer from nails.



**4** Continue the service with lacquer, gel polish or a buff. Then, remove the gloves inside out, slipping them onto *your* hands.



**5** Using the gloves' exposed lining, massage the client's hands and arms.



**6** Remove the gloves and discard. To finish, wipe off any excess moisturizer from the client's hands.

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## Step-by-Step

- 1** Prep the nail. Sanitize the nail plate with Bio Sculpture Gel Nail Cleanser\*. Apply one coat of Evo<sub>2</sub> Oxygenating Base Gel and cure for 30 seconds under an LED lamp. Next, apply one coat of Anastasia and cure.
- 2** Using the Evo<sub>2</sub> Nail Art Brush\*, outline the free edge of the nail with Whitney. Next, paint two horizontal lines of different widths across the bottom half of the nail. Flash cure.
- 3** Paint a small triangle at the cuticle. Then, on each side of the triangle, paint two diagonal lines that extend from the triangle to the edge of the nail.
- 4** Create a large triangle shape by painting two vertical diagonal lines that meet at the first horizontal line. Then, create a smaller triangle at its peak by painting a short horizontal line. Flash cure.
- 5** Paint two curved white lines, each one extending from the sides of the large triangle toward the widest horizontal line. Then, paint two more curved lines, each one starting near the peak of the large triangle and meeting at the center of the nail tip.
- 6** Using a detail brush, fill in the small triangles at the cuticle and center of the nail, and the two rectangles at the cuticle with Megan. Then, in the same color, paint two short lines along the sides of the large triangle. Next, trace the curved lines at the tip. Flash cure. To finish, apply top coat and cure.

PHOTOS: COURTESY OF BIO SCULPTURE GEL

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**1** The average pair of feet give off approximately \_\_\_\_\_ of perspiration daily.

- A. Four ounces
- B. Half a pint
- C. Half a quart
- D. Two tablespoons

**2** What causes bunions?

- A. A mechanical structure in the foot
- B. Abnormally long toes
- C. Wearing high, pointy-toe shoes
- D. A fungus

**3** The symptoms of athlete's foot can include red, flaky and scaly skin.

- A. True
- B. False

**4** Plantar warts are the result of \_\_\_\_\_.

- A. A fungus
- B. Bacteria
- C. An inherited problem
- D. A virus

**5** "Tinea pedis" is the medical term for what foot disorder?

- A. Bunions
- B. Warts
- C. Tiny feet
- D. None of the above

**6** Which of these is *not* good advice for someone with athlete's foot?

- A. Wear flip-flops as much as possible.
- B. Avoid walking barefoot at the gym locker room.
- C. See a board-certified dermatologist.
- D. Change your shoes and socks frequently.

**7** Foot problems most commonly occur in the:

- A. Teenage years

- B. Elderly years
- C. 40s, 50s and 60s
- D. 20s and 30s

**8** You should always treat a client with cracked heels.

- A. True
- B. False

**9** Improper treatment of a bunion could lead to a life-threatening infection.

- A. True
- B. False

**10** In a 2014 survey by the American Podiatric Medical Association, what percentage of adults over 18 reported significant foot pain?

- A. 100%
- B. 87%
- C. 77%
- D. 49%

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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., "Trouble Afoot?") 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 July 31, 2016. Answers will appear in the September issue.

**Answers to May Test**

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

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### SHOWS & EVENTS

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July 9-11  
Gatlinburg Convention Center,  
Gatlinburg, TN.  
Contact Nail Tech Event of the  
Smokies; info@nailtechevent.com;  
nailtechevent.com.

##### **Cosmoprof North America**

July 24-26  
Las Vegas Convention Center,  
Las Vegas, NV.  
Contact Professional Beauty  
Association, 15825 North  
71<sup>st</sup> St., #100, Scottsdale,  
AZ 85254; 800.468.2274;  
cosmoprofnorthamerica.com.

#### August

##### **The Makeup Show San Francisco Pop-Up Shop**

August 13-14  
Hyatt Regency, San Francisco, CA.  
Contact The Makeup Show, 123 W.  
18th St., 8th Fl., New York, NY 10011;  
212.242.1213; themakeupshow.com.

##### **Face & Body**

August 20-22  
McEnery Convention Center, San  
Jose, CA.  
Contact Allured Business Media,  
336 Gundersen Dr., Ste. A, Carol  
Stream, IL 60188; 630.653.2155;  
faceandbody.com.

#### September

##### **NAILPRO Sacramento**

September 11  
Sacramento Convention Center,  
Sacramento, CA.  
Contact NAILPRO, 7628 Densmore  
Ave., Van Nuys, CA 91406;  
888.491.8265;  
nailprosacramento.com.

##### **The Makeup Show Dallas**

September 24-25  
Hyatt Regency Dallas, Dallas, TX.

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

#### October

##### **Northwest Nail Tech Retreat**

October 14-17  
Camp Burton Conference Center,  
Vashon Island, WA.  
Contact NW Nailtechs, 820 Riverside  
Dr. SE, North Bend, WA 98045;  
425.330.8844; nwnailtechs.com.

##### **Premiere Birmingham**

October 23-24  
Birmingham Jefferson Convention  
Complex, Birmingham, AL.  
Contact Premiere Show Group, 1049  
Willa Springs Dr., Ste. 1001, Winter  
Springs, FL 32708; 800.335.7469;  
premierebirminghamshow.biz.

## CLASSES

#### July

##### **CND**

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**3** Seasonal Trend Play Station:  
Raleigh, NC, 877.733.4772.

**7** Seasonal Trend Play Station:  
American Fork, UT; Orem, UT,  
801.225.7261.

**10** Seasonal Trend Play Station:  
Denver, CO, 303.777.0222.

**11** Natural Nail Clinic;  
Troubleshooting: Westminster, CO,  
303.457.8505.

**11** Seasonal Trend Class;  
Shellac Certification: Sedalia, MO,  
660.827.4051.

**11** Seasonal Trend Play Station:  
Miami, FL, 305.278.7010.

**12** Shellac Certification; Skill Building  
with Brisa Gel: Baton Rouge, LA,  
225.906.0561.

**18** Master Painter: Farmington Hills,  
MI, 248.347.7700.

**18** Shellac Certification: Oakhurst,  
NJ, 732.517.8822.

**25** Manicure & Pedicure with CND  
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**25** Seasonal Trend Play Station:  
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	<b>PLUG IN</b>	KUPA \$149.95 Mini-Pro Razzberry 15,000 RPM ADJ. SPEED AND 3 BITS	Erica's MT-20 \$399.95 20,000 RPM	SonicTouch Ultrasonic Remover \$99.95	Valentino Beauty Pure III Air Filtration System \$378.00	BreatheEasy Dust Collector \$49.95	Hot Towel Cabinet \$129.95 WITH UV FUNCTION	Mini Hot Towel Steamer Kit \$49.95	T-209 UV Sterilizer \$79.95	Spa Manicure Warmer \$9.95 25 cups \$1.95	Electric Heated Mittens or Booties \$19.95										
<b>ABRASIVES</b>	Mini Files Black or Zebra 20-ct. \$2.95	Professional Files Black or Zebra 20-ct. \$4.95	Hygienic Files Black or Zebra 20-ct. \$5.95	Natural Nail Garnet Boards 50-ct. \$6.95	Cuticle Eraser Stone \$0.59	3-Way Buffer Files \$0.49 EACH 50-ct. \$19.95	3-Way Shiner Blocks \$0.49 EACH 10-ct. \$4.50	STAR NAIL Mini Buffing Blocks 126-pk. \$4.95 1"x1" Case/1512 \$53.95*	Mini Orange Sani Blocks 10-pk. \$1.50 Case/1000 \$119.95*	Sanitizable Blocks ORANGE MEDIUM/FINE MED/FINE PURPLE MED/COARSE BLUE FINE/SUPER FINE 10-pk. \$2.00 Case/500 \$89.95*											
	Yellow Manicure Blocks 240/240 10-pk. \$2.50 Case/500 \$99.95*	Pink Pedicure Blocks 100/180 10-pk. \$2.50 Case/500 \$99.95*	Slim Blocks ORANGE 100/180 or WHITE FINE 10-pk. \$1.50 Case/500 \$69.95*	Arctic White Blocks FINE 10-pk. \$2.00 Case/500 \$89.95*	Mini Arctic White Blocks FINE 10-pk. \$1.50 Case/1000 \$119.95*	Micro Arctic White Blocks FINE 30-pk. \$2.00 Case/1500 \$89.95*	Sponge Boards Block \$0.90 EACH 50-ct. \$44.95	Sponge Boards Standard \$1.00 EACH 50-ct. \$49.95	Sponge Boards Jumbo \$1.25/25-ct. \$29.95												
<b>NAIL TREATMENT COLORS</b>	galish GEL POLISH VISIT WEBSITE FOR CURRENT PROMOTIONS .5 oz. \$16.95	Omega Striper Lacquers BUY 2 GET 1 FREE! .25 oz. \$2.50	99% Alcohol, Non-Acetone, or Acetone BUY 10 GET 2 FREE! 32 oz. \$4.95	Northern Lights Hologram Top Coat .5 oz. \$3.50 2.5 oz. \$8.95 4 oz. \$11.95 16 oz. \$19.95	Out The Door Top Coat SALE! 5 oz. \$3.50 2.5 oz. \$8.95 4 oz. \$11.95 16 oz. \$19.95	DURABLE ACRYLIC POLISH DISPLAYS TABLE TOP DISPLAY Holds 30 Bottles \$19.95 Holds 60 Bottles \$29.95 WALL MOUNTED Holds 36 Bottles \$19.95 Holds 90 Bottles \$29.95	Cuccio COLOUR VENEER MATCHMAKERS One LED/UV Colour Veneer & One Lacquer ONLY \$15.95 BUY 2 GET 1 FREE!	Cuccio Cuticle Oils .5 oz. \$3.95 2.5 oz. \$6.95	Blue Cross Blossom Floral Cuticle Oil 1 oz. \$4.95	VARISI Natural Nail Treatment .5 oz. \$4.95	OMEGA LABS Fungus Treatment BUY 1 GET 1 FREE! .5 oz. \$5.95	INFA-LAB Magic Touch Liquid Sytyptic .5 oz. \$1.95	DeMert Nail Enamel Dryer 8.5 oz. \$2.50 Case (12) \$23.95	EMPTY DISPLAYS Holds All Popular Brands							
	<b>TIPS &amp; ACCESSORIES</b>	NAIL BASIX™ PROFESSIONAL TIPS 500-ct. \$6.95 50-ct. \$1.95 SIZES 1-10 Square, Half-Well Clear, Tapered, Half-Well, French White	Extra Strength Bullet Glue Dries in Seconds! Twist-Off Nozzle! \$0.20 EACH Box/250 \$44.95	Split Second Brush-On Nail Glue 10 gm. \$2.50	Rectangular Nail Forms 500-ct. \$2.49	Dust Masks 50-ct. \$2.50 Case/2000 \$79.95*	Double Spring Cuticle Nipper \$2.50	Stainless Cuticle Pushers \$2.95 EACH	Spoon Pusher Spoon Pusher / Pterygium Remover 2-Sided Straight Pusher Straight Pusher / Cleaner	Sterilizer Tray \$4.95	Latex Gloves \$4.95 100-ct.	Little Dipr's 10-ct. BUY 1 GET 1 FREE! \$9.95	Mushroom Pump Bottle 6 oz. \$1.50	Stainless Steel Pump Bottles 4 oz. or 8 oz. \$2.95	French Manicure Brush DOTTING TOOL ON HANDLE BUY 1 GET 1 FREE! \$4.95	Pure Kolinsky Acrylic Brushes #8 \$5.95 #10 \$7.95 #12 \$9.95 #16 \$12.95 #18 \$14.95 #20 \$17.95 Acetone Resistant Clear Handles	Chastity™ Chasticide® Disinfectant 16 oz. \$3.95 Gal. \$14.95*	KING RESEARCH Barbicide® Disinfectant 16 oz. \$5.50 64 oz. \$17.50			
<b>GELS</b>	No Lift Nails No Lift Primer .75 oz. \$11.95	NAIL BASIX™ Primer .25 oz. \$1.95	NAIL BASIX™ Violet Acrylic Liquid 2 oz. \$2.95 4 oz. \$4.95 8 oz. \$6.95 32 oz. \$19.95 Gallon \$69.95	NAIL BASIX™ Acrylic Powders .75 oz. \$2.95 2 oz. \$4.95 4 oz. \$9.95 48 oz. \$99.95	NAIL BASIX™ Single Process UV/LED Gels 1 oz. \$6.95 4 oz. \$19.95 16 oz. \$59.95	ni Attraction Liquid 8.1 oz. \$33.95 32 oz. \$59.95 SAVE 24%	ni Attraction Powders 1.4 oz. \$11.95 4.6 oz. \$32.95	STAR NAIL Starlite UV Gels 1 oz. \$18.50	STAR NAIL T3 Fibergels 1 oz. \$24.95	STAR NAIL Natural Nail Dehydrant 1 oz. \$3.95	Stikr Resin 5 oz. \$11.25 1 oz. \$19.25	Stikr Brush-On Adhesive Resin 8 gm. \$6.15	Kikr 2 oz. \$19.25 8 oz. \$54.00	Pressurized Spray Activator 6 oz. \$16.75	Glazed Glass 2 yds. \$5.75 12 yds. \$28.45	Extreme Finish Glaze .5 oz. \$11.75	Base Glaze .5 oz. \$11.75	Extreme Powders 1oz. \$12.55 4 oz. \$33.55	Extreme Glaze Dryer 6 oz. \$16.75	Extreme Glaze Sealer .5 oz. \$8.20 4 oz. \$37.00 SALE! \$31.45	SeptiFile Handles 6-ct. \$7.75 Grits 50-ct. \$14.50

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ADVERTISED PRICES!**

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SOAK-OFF®  
GEL POLISH

**SAVE  
OVER  
\$400** **\$399**

Buy One Gelish 18G LED Lamp,  
Get 24 Select Gelish  
Shades .5 oz. **FREE!**

**GELISH 5-45 LED LAMP**

**\$99** **SAVE  
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Cures all 5 fingers  
in 45 seconds!

**GELISH DYNAMIC DUO**

**FREE!**

SAVE \$15.95 **\$24.95**  
Buy One Foundation Base Gel,  
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**\$24.95  
YOUR CHOICE**

**BUY 1  
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.5 oz.

**\$4.95  
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**CUCCIO COLOUR  
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LEADERS NAIL COLOUR

**TOP COAT  
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**BUY 1  
GET 1  
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13 ml.  
**\$11.95**

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**Professional Pedicure**  
Extended Massage  
Lotion 32 oz.

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Treatment 16 oz. **\$11.95**

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**AVRY JELLY BATH**  
Turns warm water into soothing, fragrant jelly!

**NEW!**

**AVRY SHEA  
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Waterless  
manicure  
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pre-filled with  
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**AS LOW AS  
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**AVRY Beauty**

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**SANI CARE**

**SAVE  
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Buy One Sani-Tablets 100-ct., Get One  
Disinfectant Spray 16 oz. **FREE!**

**\$49.95**

**Petal  
Fresh  
PURE**

This rich formula  
is fortified with  
essential oils and  
healthy ingredients  
that leave skin  
feeling silky smooth  
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Buy Any One Organic Spa Pedicure 64 oz.  
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NO HARSH  
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**AS LOW AS  
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Sea Salt Soak, Moisture Scrub, Mud Masque, Massage Lotion

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100-ct. \$1.95

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\$0.10 a pair  
1440 pair \$99.95\*

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\$0.20 a pair  
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Box / 24-ct. \$11.95

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**BUY 3  
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Gallon  
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Peppermint  
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- 20 Liners
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**Pedicure Tub with  
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100-ct.  
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Just Add  
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with five each  
60 and 100 grit  
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Kills 99.99%  
of bacteria  
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MAKES 128  
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**Disinfectant  
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16 oz.  
\$4.95  
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6 LBS. \$17.95\*

**Paraffin Liners  
New & Improved!**

100-ct.  
\$5.95

**Mani in a Box**  
3-Step \$2.50 ea.

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4-Step \$2.80 ea.

**Collagen Gloves or  
Socks** \$2.50 per pair

**SpaBASIX**

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Manicure Towels 12 x 12 \$5.95  
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**Spa Beauty  
Wipes**  
2"x2"

200-ct.  
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**GRAHAM  
PROFESSIONAL**

**Nail Wipes**  
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**Nail and Cosmetic  
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60-ct. \$4.50  
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**GRAHAM  
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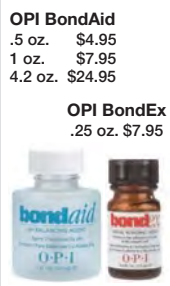
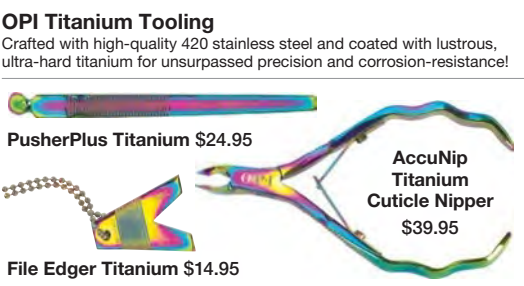
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VINYLUX POP DISPLAY 20-CT.  
16-CT. VINYLUX + 4-CT. WEEKLY TOP COATS  
ONLY \$105.00



Vinylux™  
.5 oz.  
\$5.25



Oxblood Leather Satchel Denim Patch Brick Knit Fern Flannel Patina Buckle Hand Fired Brass Button

Shellac™  
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\$15.95



Leather Satchel Brick Knit Patina Buckle Hand Fired Denim Patch Oxblood

CRAFT CULTURE ADDITIVES  
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SAVE OVER 20%

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Premier Nail Source EXCLUSIVE OFFER!



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16 oz. \$59.95 \$48.00  
32 oz. \$84.95 \$68.00  
Gallon \$235.25 \$188.20

SAVE 20%



### CND SPA PEDICURE MARINE MINERAL BATH

Buy One 78 oz. Bulk Size Jar,  
Get One 18 oz. Professional Size

FREE! \$57.00  
SAVE \$22.75



FREE!

CND Shellac™  
Shades .25 oz. \$15.95



Base Coat or Top Coat  
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.25 oz. \$15.95

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

Shellac™ Trial Packs  
Chic or Trendy Collection

YOUR CHOICE \$85.00

Each Trial Pack includes:  
Base Coat, XPress5 Top Coat, and 4 Shellac Color Coats (all .25 oz.) plus Shellac Nourishing Remover 2 oz., 10 Foil Remover Wraps, ScrubFresh 2 oz., Isopropyl Alcohol 2 oz., SolarOil .25 oz., CuticleAway 6 oz., Kanga File, Orangewood Stick, Shellac Brochure, and Shellac Pro Certification Flyer

Foil Remover Wraps  
250-ct. \$19.95  
10-pk. \$1.95



CND Vinylux™ Weekly Polish

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

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

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

SolarOil™ Nail & Cuticle Conditioner  
.25 oz. \$4.25  
.5 oz. \$4.95  
2.3 oz. \$16.95  
4 oz. \$24.95

Rescue Rx™ Daily Keratin Treatment  
.5 oz. \$9.95  
40-ct. Minis \$99.95

Stickey™ or Super Shiney™  
.33 oz. \$4.25  
2.3 oz. \$10.25

See all available CND treatments on website.

Solar Speed Spray™ Conditioning Polish Dryer  
4 oz. \$9.95  
32 oz. \$48.95

CND Scentsations™  
Scentsations™ Washes  
8.3 oz. \$4.95

Scentsations™ Lotions  
8.3 oz. \$4.95  
31 oz. \$17.50  
SALE! \$13.95

### CND Nail Prep

Essential products for ensuring successful adhesion and removal of enhancements.

NailFresh™  
1 oz. \$8.25

NailPrime  
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Cuticle Away  
6 oz. \$5.95



### CND Liquid & Powder System

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

Retention+™ and Radical SolarNail™ Sculpting Liquids

4 oz. \$18.20  
8 oz. \$30.60  
16 oz. \$48.00  
32 oz. \$68.00  
Gallon \$188.20

SAVE 20%



### Retention+™ Powders

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

### Retention+™ and Perfect Color™ Sculpting Powders

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



### Perfect Color Powders

feature superior workability and extensive color and coverage options.

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



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



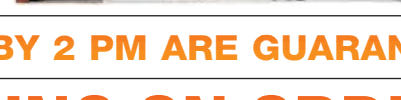
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Gloss Gel Top Coat .5 oz. \$19.75

CND 3C LED LAMP \$299.95



Specially designed for use with CND Shellac and Brisa!

ProSeries Gel Brushes #6 Oval or Square \$16.50



CND Velocity Nail Tips

TIPS  
50-ct. \$6.25  
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Clear 300-ct. \$22.75 • Silver 300-ct. \$15.50



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**JULY-AUGUST PROMOS**

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 Soak, Scrub, Mask or Massage  
 Infused with Charcoal  
**SAVE 20%**  
 14.6 to 15.5 oz. **\$7.96** ea.

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 Healthy Hoof Lacquer  
**BUY 1 GET 1 FREE!**  
 4 oz. **\$9.95**

**NailTek**  
 Top Sellers Display  
 Four each of three best-selling treatments:  
 Intensive Therapy 2  
 Xtra 4  
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**NEW!**  
 12 X .5 OZ. **\$39.95**  
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**SAVE 20%**  
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**SAVE OVER 58%**  
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**ProLinc**  
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**SAVE OVER 55%**  
 4 OZ. **\$3.95**  
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**body drench**  
 Original Lotion  
**BUY 1 GET 1 FREE!**  
 16.9 oz. **\$8.95**

**body drench**  
 Quick Tan Spray  
**SAVE \$3.80**  
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**EzFlow**  
 Gel It! Finish It! Top Coat  
**SAVE \$5**  
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**EzFlow**  
 Never Yellow Sealer  
**SAVE \$6**  
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 All Purpose Honeye  
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**\$13.50 VALUE + 4 OZ. FREE!**

**EzFlow**  
 Q Monomer  
 8 oz. \$29.95  
 16 oz. \$69.95  
 32 oz. \$74.95  
**\$49.95**  
**SAVE \$25**  
 EzFlow's exclusive color-stabilizing, strengthening, bubble-resistant liquid monomer

**A Polymer Acrylic Powders**  
 .75 oz. \$7.95  
 4 oz. \$21.95  
 16 oz. \$69.95  
 An easy way to perfect nail enhancements in classic, gotta-have-it colors!

**EzFlow**  
 Boogie Nights Glitter Acrylic Powders  
 .75 oz. \$11.95  
**BUY 2 GET 1 FREE!**  
 Designed Color Acrylic Powders .5 oz. \$8.95

**EzFlow Primer** .5 oz. \$9.95  
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**Grand Artist Acrylic Brush** \$32.95  
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**DuraLash Flares or Naturals Lashes** \$2.75 MIN: 6  
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 Just Gel Polish  
**BUY 2 GET 1 FREE!**  
 .5 oz. \$13.95  
 The pure IBD gel you love in an easy to polish application.

**Just Gel Polish Base Coat or Top Coat**  
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**BUY 1 GET 1 FREE!**  
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**SALE!**  
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# DIVA I



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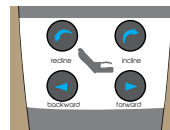
LED Glow Bowl



Color matching leather accent panel



Shiatsu Multi-Function massage system



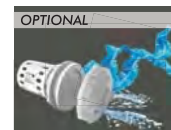
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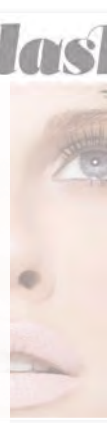
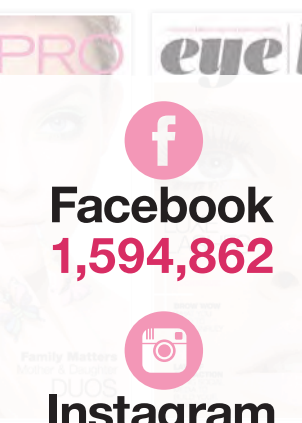
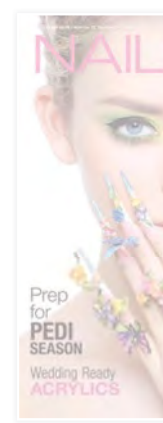
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# PRETTY LITTLE LACQUER

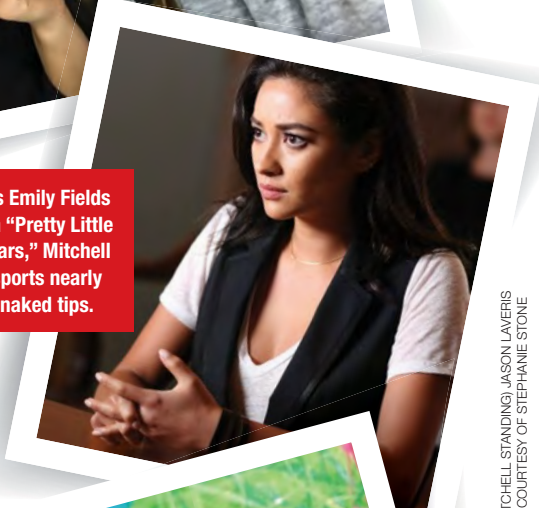
Celebrity manicurist Stephanie Stone dishes on actress Shay Mitchell's nail style on and off camera.

**S**hay Mitchell may play sporty-chic Emily Fields on the hit Freeform series "Pretty Little Liars," but the actress opts for playful, on-trend designs behind the scenes, thanks to her trusted nail stylist Stephanie Stone. The two met on the set of a *Seventeen* magazine photo shoot in 2012 and instantly bonded over their love of nails. "The first time I did Shay's nails, we chatted about doing picture tutorials for her blog," says Stone. Soon after, Mitchell and Stone collaborated on a series of nail art step-by-steps that struck a cord with "Liars" fans and nail art aficionados alike.

These days, when she's not booked for red carpet appearances or editorial shoots, Stone appears on Mitchell's YouTube channel where the actress's more than 1 million followers can find themed nail tutorials that range from pastel Easter-inspired designs to good-enough-to-eat junk food tips. Stone also regularly visits Mitchell on the "Pretty Little Liars" set, saying, "Whenever Shay is shooting, we opt for a nude or soft pink." Going forward, the twosome plan on collaborating even more. "We've shot a few tutorials of Shay recreating a design on her own hand or on me," says Stone. "We want to show women that if Shay can do nail art, they can too!"



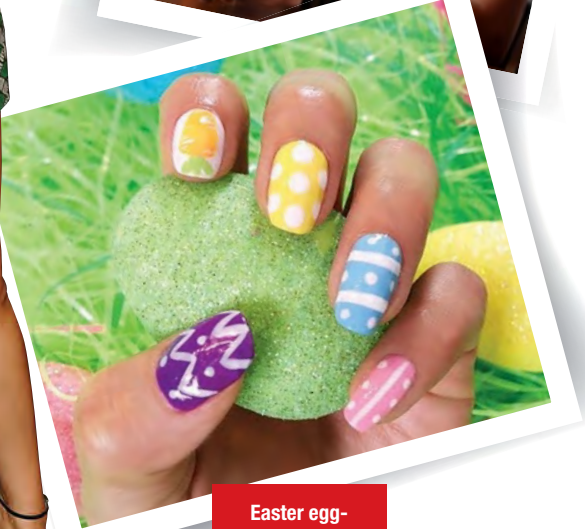
Mitchell's fav nail shape? Square and slightly rounded at the sides, says Stone (right).



As Emily Fields on "Pretty Little Liars," Mitchell sports nearly naked tips.



Junk food nails à la Stone!



Easter egg-inspired tips.

PHOTOS: (PRETTY LITTLE LIARS) ADAM TAYLOR/DISNEY ABC TELEVISION GROUP; (MITCHELL STANDING) JASON LAVERIS/FILMAGIC; (EASTER NAILS) INSTAGRAM@STEPHSTONENAILS; ALL OTHER PHOTOS COURTESY OF STEPHANIE STONE

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6 NEW PIXIEDUSTS FOR SUMMER pgs. 4-5

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NAILS IN MINUTES! pgs. 8-11

## GOTTA HAVE 'EM

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GIFT SETS & DISPLAYS

ZOYA SEASHELLS & SUNSETS pgs. 3-5

ZOYA PETALS pgs. 6-7



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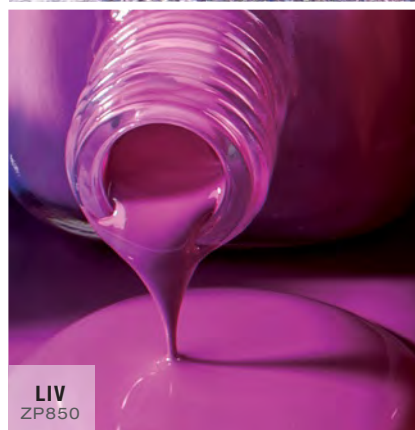


MAXWELL  
ZPLIP08

CHECK OUT  
OUR NEW  
SUMMER QUADS  
ON PAGE 4!

# SEASHELLS

NEW FOR SUMMER 2016!



1

2

3

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SUNSETS - ZPSAMPLER1604

**SALON PRICE \$27**

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ZPSEASHELLSQUAD160302

SUNSETS - (.25oz) Dory, Dixie, Brynn, Liv  
ZPSUNSETQUAD160402

**SALON PRICE \$10**

### 3. LIPS & TIPS QUADS

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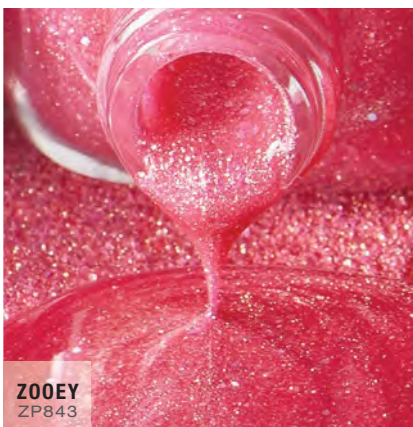
SEASHELLS - Zoya Lipstick in Mellie, (.25oz) of Levi, Linds, Tilly  
ZPSEASHELLSQUAD1603

SUNSETS - Zoya Lipstick in Candy, (.25oz) of Dixie, Brynn, Liv  
ZPSUNSETQUAD1604

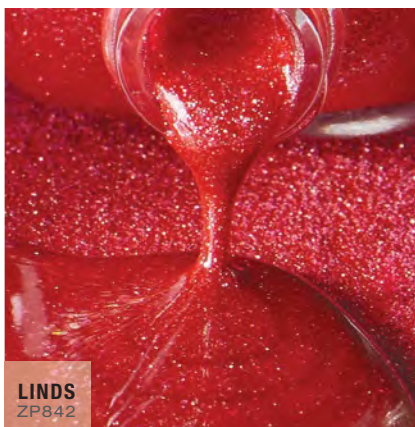
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# & SUNSETS

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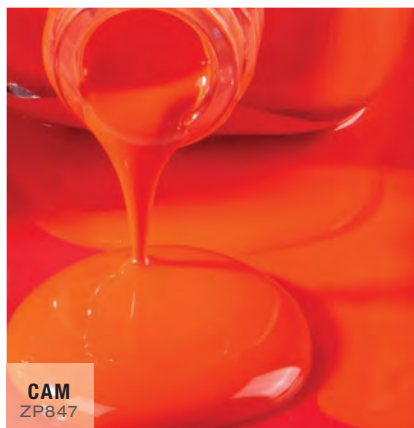
**LEVI**  
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ZP849



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4



5



DISPLAYS

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**SALON PRICE \$60**

SUNSETS - ZPDPL1604

**SALON PRICE \$54**

#### 5. ZOYA SEASHELLS & SUNSETS - ULTIMATE RETAIL DISPLAYS

Modular acrylic retail display features 3 or 6 bottles of each shade, for a total of 36 bottles in one beautiful unit. Removable modular shelves also work independently for color organization. Choose Seashells & Sunsets, Seashells or Sunsets. \*Free nail plate with display purchase.

SEASHELLS - ZPDPL1603ULTIM

**SALON PRICE \$180**

SUNSETS - ZPDPL1604ULTIM

**SALON PRICE \$162**

SEASHELLS & SUNSETS - ZPDPL16031604ULTIM36

**SALON PRICE 171**

#### OPEN STOCK POLISH

SEASHELLS

**SALON PRICE \$5.00 ea.**

SUNSETS

**SALON PRICE \$4.50 ea.**

SPRING 2016

# poeta



**ZOYA IS THE  
HEALTHY COLOR  
OF FASHION**

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

LAUREL  
ZP840

TULIP  
ZP839

ZAHARA  
ZP838

AZALEA  
ZP837

ASTER  
ZP836

LEIA  
ZP835

# S



1



2



3



VIBRANT - ZPPETALSQUAD01

Includes: Lipstick in Brooke and Aster, Azalea, Zahara nail polish colors.



SOFT - ZPPETALSQUAD02

Includes: Lipstick in Wren and Leia, Tulip and Laurel nail polish colors.

4



Brooke  
ZPLIP09

Wren  
ZPLIP10

5

DISPLAYS & SETS

### 1. ZOYA PETALS SAMPLER

Gorgeous 6 piece set presents the full collection in an attractive clear plastic box. Full size 0.5 oz. bottles. ZPSAMPLER1602  
**SALON PRICE \$27**

### 2. ZOYA PETALS RETAIL STARTER DISPLAY

Holds 2 bottles of each shade, for a total 12 bottles per display. \*Free coordinating color plate with display purchase! ZPDPL1602  
**SALON PRICE \$54**

### 3. ZOYA PETALS ULTIMATE RETAIL DISPLAY

Modular acrylic retail display features 6 bottles of each shade, for a total of 36 bottles in one beautiful unit. Removable modular shelves also work independently for color organization. \*Free nail plate with display purchase. ZPDPL1602ULTIM  
**SALON PRICE \$162**

### 4. ZOYA PETALS LIPS & TIPS QUADS

Each set includes three 0.25 oz. ZOYA Petals shades and a coordinating cream lipstick. Choose Vibrant or Soft. VIBRANT - ZPPETALSQUAD01  
SOFT - ZPPETALSQUAD02  
**SALON PRICE \$9 ea.**

OPEN STOCK

### 5. ZOYA LIPSTICKS

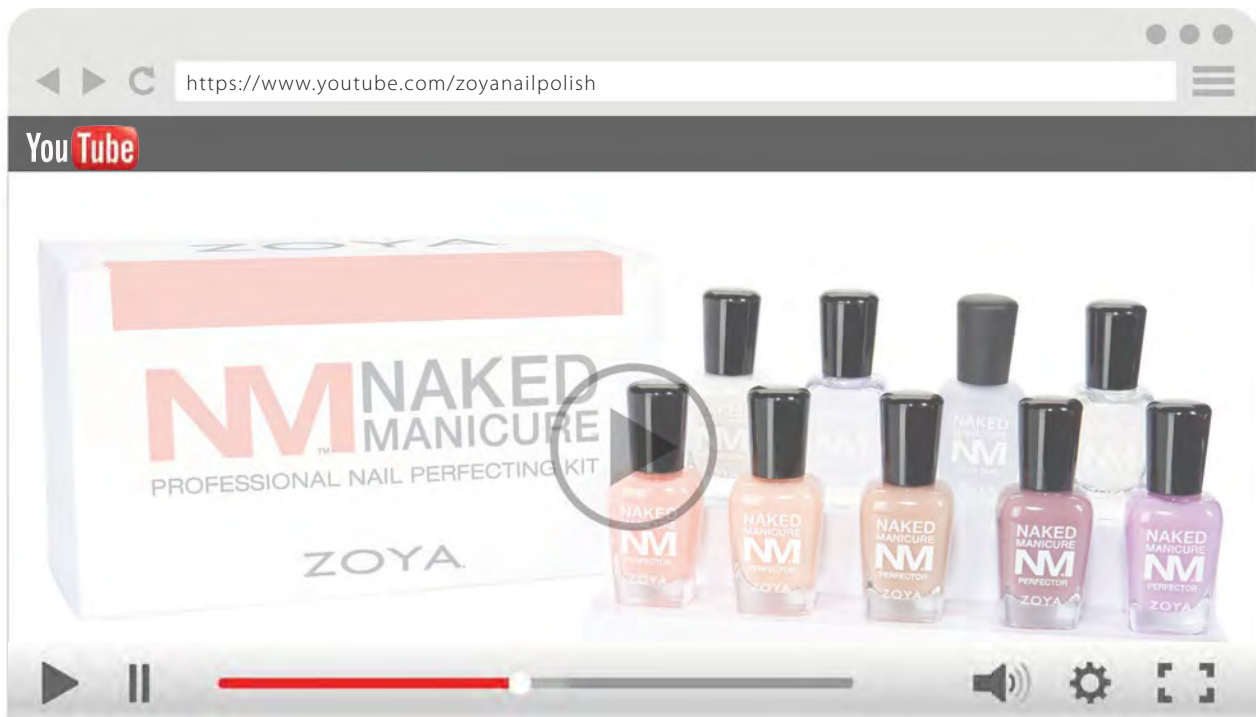
Popular hydrating cream formula in two new shades - Brooke and Wren!  
**SALON PRICE \$6 ea.**

### OPEN STOCK POLISH

LEIA - ZP835  
ASTER - ZP836  
AZALEA - ZP837  
ZAHARA - ZP838  
TULIP - ZP839  
LAUREL - ZP840  
**SALON PRICE \$4.50 ea.**

# WATCH • LEARN • TREAT

THE SCIENCE BEHIND THE SYSTEM



AS EASY AS...

1

## WATCH & LEARN

Visit [youtube.com/zoyanailpolish](https://www.youtube.com/zoyanailpolish) and watch the NAKED MANICURE™ video and the many ways you and your clients can use NAKED MANICURE™ to achieve perfect, healthy looking nails in minutes and get the therapeutic benefits of stronger flexible nails over time. Remember, you can even use NAKED MANICURE™ to get the look of gels without the potential damage. ONE SYSTEM: MANY USES!

2

## ORDER A STARTER KIT

Ordering is easy! Simply purchase from your favorite professional beauty distributor or visit [ZOYA.com](http://ZOYA.com) (create a professional account for special pricing and discounts). You can call us at 1-800-659-6909 and place an order with our team over the phone, too. See all options on the following spread.



Don't forget our award winning Perfector in Lavendar!

3

## BE A HERO

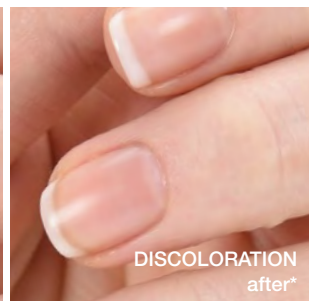
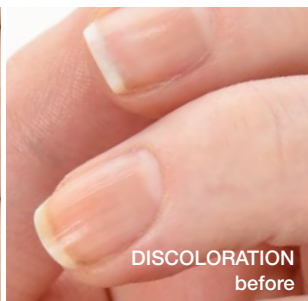
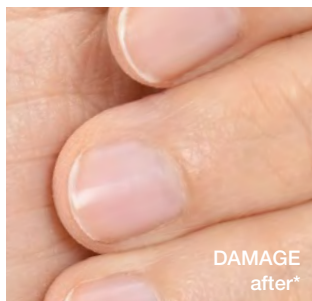
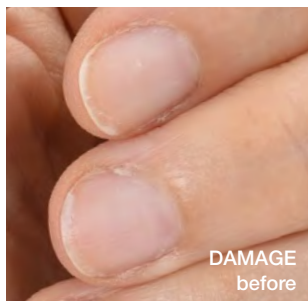
Make your clients happy by having the only system that can instantly transform the cosmetic appearance of their nails and deliver long term therapy, strength and length without the damage. Yes #IWokeUpLikeThis perfect, healthy nails are simple and attainable in minutes!

LET'S SOCIALIZE!

@ZoyaNailPolish



# T • CORRECT • PROTECT



THE PERFECT SYSTEM FOR

#iwokeuplikethisNAILS



## TREAT & CORRECT DAMAGE FROM...

DISCOLORATION CAUSED  
BY POLISH OR AGING

FRAYING FREE EDGES

GEL DAMAGE

PITTING

RIDGES

AS SEEN IN  
VOGUE  
InStyle  
GLAMOUR  
redbook  
marie claire  
TOWN&COUNTRY  
allure || SELF

\*Unretouched NAKED  
MANICURE™ five minute, one  
application results shown.





2



1



4



3



5

DISPLAYS & KITS

**1. ULTIMATE DISPLAY**

Three (3) full-size (0.5 oz.) bottles of each:  
 Pink Perfector  
 Buff Perfector  
 Nude Perfector  
 Mauve Perfector  
 Lavender Perfector  
 White Tip Perfector  
 Six (6) Naked Base  
 Six (6) Satin Seal Topcoat  
 Six (6) Glossy Seal Topcoat  
 ZPDPNM1  
**SALON PRICE \$198**

**2. PRO INTRO 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**

**3. PRO MINI INTRO KIT**

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.  
 ZPNMPROKIT0R  
**SALON PRICE \$17.50**  
 SUG. RETAIL \$35.

**4. WOMEN'S STARTER 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 \$15** SUG. RETAIL \$30

**5. MEN'S STARTER KIT**

Men's grooming kit includes full-size (0.5 oz.) Naked Base, Buff Perfector and Satin Seal Topcoat.  
 ZPNMMENRETKIT01  
**SALON PRICE \$12** SUG. RETAIL \$24



Allure Best of Beauty 2015: Breakthrough Award Winner

Zoya NAKED MANICURE™ Perfector in Lavender



AS SEEN IN

**allure** **SELF**  
**TOWN&COUNTRY**  
**marie claire**  
**redbook**  
**GLAMOUR**  
**InStyle**  
**VOGUE**



7



8



9

OPEN STOCK

**6. PERFECTORS**

PINK - Use to brighten. ZP786  
 BUFF - Use to warm. ZP784  
 NUDE - Use to soften. ZP787  
 MAUVE - Use to deepen. ZP788  
 LAVENDER - Use to cool or correct discoloration. ZP785  
 WHITE TIP - Mimics a natural nail free edge. ZP789  
**SALON PRICE \$5 ea.**  
 SUG. RETAIL \$10

**7. 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

**8. 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

**9. GLOSSY SEAL 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



# BEACH-READY PEDICURES

TO KEEP THE PROFITS FLOWING!  
**5**  
STEPS



### STEP 1: ANTI-BACTERIAL "GERMINATOR" SPRAY

Unscented easy to use spray instantly disinfects, refreshes and eliminates odor causing bacteria from hands and feet. Advanced medical-grade formula helps kill bacteria and eliminate odors. Keep yourself, your service area and your clients safe. Great for reviving tired feet and freshening up shoes.



### STEP 2: ANTI-BACTERIAL SOAK

This medical-grade antibacterial soak softens water, provides aromatherapy and adds a colorful tint. Softens and sanitizes water, along with delivering just the right amount of wonderful cleansing foam! BONUS - This super formula never leaves residue behind.



### STEP 3: EXFOLIATING SUGAR SCRUB

Perfect for pedicure, manicure and all-over body smoothing! This simply is the best exfoliating product ever created... and that's why it's a BEST-SELLER. Takes hassle-free to a new level, no mixing or stirring needed, ever! Non-drying and non-irritating formula is easy on delicate skin. The key word is sugar, which means that it's a clean-dissolving exfoliant that will never leave a sticky residue behind or harm/clog spa jets.



### STEP 4: MOISTURE MASK

Loaded with anti-oxidants and skin regenerating ingredients, this super-hydrating mask cools, softens, rejuvenates, and brightens skin to a glowing and youthful appearance. See, feel, and smell the difference immediately! The most hydrating anti-oxidant mask formula ever created. Repairs skin damage and brightens skin. Wipes off easily after use.



### STEP 5: LUXURY LOTION

A unique balance of vitamins, nutrients and essential oils creates the perfect hydrating product to help repair dry/damaged skin and stimulate the senses. Intense hydration lasts for hours. Ideal for manicures, pedicures and total body moisturizing.

QTICA  
SMART SPA  
SCENTS

	ANTI-BACTERIAL SOAKS	SUGAR SCRUBS	MOISTURE MASKS	LUXURY LOTIONS
 <p><b>LEMONGRASS GINGER</b></p>	35 fl. oz QTLGGSOP \$18.00 	7 oz Tube QTLGSS01 \$9.00 44 oz QTLGSSOP \$34.00 	38 oz QTLGMMOP \$28.00 	8.5 oz Pump QTLGLO1 \$8.00 34 oz QTLGLOP \$18.00 
 <p><b>GRAPEFRUIT SURPRISE</b></p>	35 fl. oz QTGFSOP \$18.00 	7 oz Tube QTGSS02 \$9.00 44 oz QTGSSOP \$34.00 	38 oz QTGMMOP \$28.00 	8.5 oz Pump QTGLO1 \$8.00 34 oz QTGLOP \$18.00 
 <p><b>LEMON DREAM</b></p>	35 fl. oz QTLDFSOP \$18.00 	7 oz Tube QTLDS02 \$9.00 44 oz QTLDSOP \$34.00 	38 oz QTLMMOP \$28.00 	8.5 oz Pump QTLLO1 \$8.00 34 oz QTLLOP \$18.00 
 <p><b>MANDARIN HONEY</b></p>	35 fl. oz QTMHFSOP \$18.00 	7 oz Tube QTMHSS03 \$9.00 44 oz QTHSSOP \$34.00 	38 oz QTMHMMOP \$28.00 	8.5 oz Pump QTHLO2 \$8.00 34 oz QTHLOP \$18.00 
 <p><b>GUAVA PASSION</b></p>	35 fl. oz QTGPFSOP \$18.00 	7 oz Tube QTGPSS01 \$9.00 44 oz QTGPSSOP \$34.00 	38 oz QTGPMOP \$28.00 	8.5 oz Pump QTGPL01 \$8.00 34 oz QTGPLOP \$18.00 
 <p><b>COLADA SPARKLE</b></p>	35 fl. oz QTKSFSOP \$18.00 	7 oz Tube QTKSS01 \$9.00 44 oz QTKSSOP \$34.00 	38 oz QTKSMMOP \$28.00 	8.5 oz Pump QTKSLO1 \$8.00 34 oz QTKSLOP \$18.00 
 <p><b>LIME ZEST</b></p>	35 fl. oz QTLZFSOP \$18.00 	7 oz Tube QTLZS01 \$9.00 44 oz QTLZSOP \$34.00 	38 oz QTLZMMOP \$28.00 	8.5 oz Pump QTLZLO2 \$8.00 34 oz QTLZLOP \$18.00 
 <p><b>VANILLA WILD PLUM</b></p>	35 fl. oz QTVPFSOP \$18.00 	7 oz Tube QTVPS01 \$9.00 44 oz QTVPSOP \$34.00 	38 oz QTVPMOP \$28.00 	8.5 oz Pump QTVPL02 \$8.00 34 oz QTVPLOP \$18.00 
 <p><b>EXOTIC MANGO</b></p>	35 fl. oz QTEMFSOP \$18.00 	7 oz Tube QTEMS01 \$9.00 44 oz QTEMSOP \$34.00 	38 oz QTEMMOP \$28.00 	8.5 oz Pump QTEML02 \$8.00 34 oz QTEMLOP \$18.00 
 <p><b>POMAGRANATE LIME</b></p>	35 fl. oz QTPGFSOP \$18.00 	7 oz Tube QTPGSS03 \$9.00 44 oz QTPSSOP \$34.00 	38 oz QTPLMMOP \$28.00 	8.5 oz Pump QTPGL02 \$8.00 34 oz QTPGLOP \$18.00 

INSIDER SECRET  
**COLOR  
 LOCK**  
 SYSTEM

PROTECT COLOR  
 AND INCREASE  
 POLISH WEAR TO  
**7-10 DAYS**



1



BEST SELLER



2

**ZOYA IS THE HEALTHY COLOR OF FASHION**

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

REMOVER

**1. 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.

8 fl. oz. Big Flipper  
 ZTBF02

**SALON PRICE \$4.99**

32 fl. oz. refill ZTRM03  
**SALON PRICE \$12.50**

GIFT SET

**2. 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 Top Coat, 0.25 fl. oz Anchor Base Coat, 0.25 fl. oz Fast Drops Speed Dry Drops.

ZTCLS0R  
**SALON PRICE \$10**

OPEN STOCK

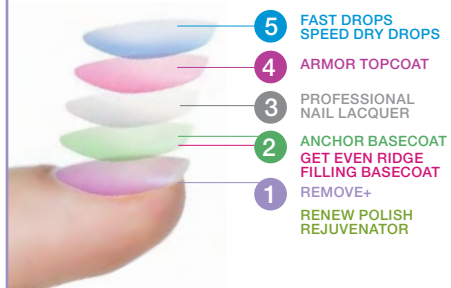
**3. ZOYA ANCHOR BASECOAT**

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**

2 fl. oz refill ZTAN0P  
**SALON PRICE \$10**

THE INSIDER  
SECRET  
TO ULTRA  
LONG  
WEARING  
NAIL COLOR



AWARD  
WINNER

THE REAL  
SECRET TO ULTRA  
LONG-WEARING  
NAIL COLOR



InStyle 2016 Best Beauty Buys Winner



3



4



5



6



7

**4. ZOYA GET EVEN 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**

2 fl. oz refill ZTGE0P  
**SALON PRICE \$10**

**5. 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**

2 fl. oz refill ZTAR0P  
**SALON PRICE \$10**

**6. ZOYA FAST DROPS**

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

0.5 fl. oz (with dropper) ZTFD01  
**SALON PRICE \$8**

2 fl. oz refill ZTFDOP  
**SALON PRICE \$20**

**7. 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**

2 fl. oz refill ZTRN0P  
**SALON PRICE \$10**

AS SEEN IN...



OVER 300 LONG-WEARING, VEGAN FRIENDLY, BIG5FREE COLORS:  
Formula contains no formaldehyde, formaldehyde resin, toluene, dibutyl phthalate or camphor.

# ZOYA®

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

@ZOYANAILPOLISH, #ZOYANAILPOLISH



VISIT OUR BLOG FOR EXCITING CONTENT & IDEAS **BLOG.ZOYA.COM**

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AOBSALON077



essie

introducing  
**gelcouture**  
only from *Essie*

up to **14 days**  
of flawless **color & shine!**  
no lamp. easy soak-free removal.

**STEP 1**  
luxurious  
couture  
color



**STEP 2**  
impeccable  
gel-like  
shine





gel-like wear & shine in an  
for up to

**step 1**  
luxurious  
couture coat



**step 2**  
flawless  
gel-like top coat



finish with our cutting edge, high gloss top coat. this quick-drying top coat helps protect color and magnifies shine for an ultra-glossy finish without a lamp.

choose from 42 all new essie shades with pure color pigments that lay down rich, streak-free color for a perfectly tailored fit. repeat with second coat. no base coat necessary.

gelcouture  
only from *Essie*

easy **2-step system**  
**14 days** of wear!



tapered cut brush for  
perfect color application

### **new breakthrough brush & stem**

the meticulous, tapered cut design of this patent-pending swirl stem brush hugs the curvature of the nail and ensures perfect color application. the unique swirl stem design allows for the perfect flow of product every time.



# gelcouture application

essie's gel couture is formulated for use on natural nails **without a base coat**



no basecoat needed. start by helping your client pick from our 42 couture-inspired shades.

shown here:  
***rock the runway***



simply apply color with a seamless swipec. place brush near the cuticle, then pull to the free edge in one long, straight stroke. if needed, fill in with one additional stroke on each side. cap and seal the free edge.



apply a second coat using the same technique.

**tip:** allow at least 1 minute between coats—this helps the richly pigmented formula to fully adhere to the nail.



wait 1 minute, then seal with ***gel couture top coat***. cap and seal the free edge.



allow to dry. general dry time is slightly less than with traditional top coat.

# gelcouture **easy removal**

gel couture is a long wearing enamel formula that does not require soaking or wrapping to remove



place a lint-free pad with *naturally clean* polish remover on the nail.  
pull pad down the nail.

**tip:** avoid rubbing back and forth—the intense gel couture pigments could transfer to the skin, adding time to the removal service.



re-hydrate cuticles with a few drops of *apricot cuticle oil*.

# 42 couture-inspired shades

## neutrals

---

whims & pins



11  
sheer fantasy

20  
spool me over

30  
sew me

40  
fairy tailor

50  
stitch by stitch

## pastels

---

preview peek



138  
pre-show  
jitters

140  
couture  
curator

150  
haute to trot

160  
zip me up

170  
beauty nap

## brights

---

runway reveal



190  
style in excess

200  
labels only

210  
on the list

230  
signature  
smile

240  
model citizen

## deeps

---

after the after party



310  
turn 'n' pose

320  
find me a  
man-nequin

340  
drop the gown

345  
bubbles only

350  
gala-vanting

# gelcouture

only from *Essie*



60  
pinned up

70  
take me  
to thread

80  
twill seeker

91  
make the cut

100  
pearls of  
wisdom

130  
touch up

135  
first view



180  
dress call



245  
take a walk

250  
looks to thrill

260  
flashed

270  
rock the  
runway

280  
beauty  
marked

291  
sit me in the  
front row

300  
the it-factor



360  
spiked with  
style

371  
model clicks

380  
off-duty style

390  
surrounded by  
studs

400  
caviar bar

410  
hang up  
the heels

420  
wrap party

# *expert testimonials*

from essie educators

“gel couture is the most exciting product for me in a long time. finally a manicure that **can last up to 14 days!**”

- Kim Tucker  
Owner of The Upscale Nail  
Yorba Linda, California

“I love that essie makes the nail stylist’s job easy with a brush that custom fits any nail type. I love it!”

- Jeanita Spikes, Nail Tech  
Allen, Texas

“essie gel couture is truly something special...the full brush helps me paint my client’s nails beautifully, leaving a high shine of color.”

- Debbie Leavitt, Nail Tech  
Los Angeles, California

“one of my favorite things about gel couture is the new, innovative brush. the new twisted stem helps control the flow of polish!”

- Erin J Caldwell, Owner  
Janeé Lawrence Spa Studio  
Chicago, Illinois

“these eye-catching, hourglass bottles contour my hand comfortably...brilliant!”

- Danalynn Stockwood, Nail Tech  
Athol, Massachusetts

“a thoroughly modern mani! essie’s gel couture extends a salon manicure up to 14 days.”

- Hillary Fry, Nail Tech  
Brookfield, WI

“such a variety of shades to choose from with **so much shine!**”

- Melissa Guyer, Nail Tech  
Marion, Iowa



gelcouture  
only from *Essie*

**“the brush is incredible!**  
the flat, wide brush gives you almost full  
coverage in just one stroke! **”**

- Nicole Goldberg, Nail Tech  
Boynton Beach, Florida



# merchandising offers

## high-impact floorstand display

holds up to  
168 gel couture color bottles  
and 72 top coat bottles

ask your distributor for  
special buy-in offer



# gelcouture

only from *Essie*



## *compact* **counter unit**

material #U2319400  
24 gel couture colors  
4 top coats

salon price \$161.00  
salon value \$322.00



## *luxury* **wall unit**

material #U2229200  
42 gel couture colors  
4 top coats

salon price \$264.50  
salon value \$529.00

Limited availability on all offers. Ask your local distributor for more information.

introducing  
**gelcouture**  
only from *essie*

up to **14 days**  
of flawless **color & shine!**  
no lamp. easy soak-free removal.

**essie**

**#gelcouture**

visit [essie.com/pros](http://essie.com/pros) for inspiration and  
share your looks with **#essielove**

U2289600

# worldnews

Jul - Aug 2016

WASHINGTON DC  
*fall / winter 2016*

O.P.I.

#1 SALON BRAND WORLDWIDE

*Kerry Washington for OPI*

# WASHINGTON DC

fall / winter 2016

ALL SHADES PERFECTLY MATCHED IN  
OPI GELCOLOR

EXPERIENCE THE COLLECTION AT [OPI.COM](http://OPI.COM)



**CIA = Color  
is Awesome**

A smart, dusky  
blue for secret agent  
fashionistas.

NL W53 / GC W53



**Stay Off  
the Lawn!!**

Don't trespass  
on this deep,  
lush green.

NL W54 / GC W54



**Suzi - The First  
Lady of Nails**

Command the  
political scene in  
this chic olive green.

NL W55 / GC W55



**Never a  
Dulles Moment**

A curry yellow seen  
on airport and fashion  
week runways.

NL W56 / GC W56



**Pale to  
the Chief**

So nearly nude,  
it's almost  
scandalous.

NL W57 / GC W57



**Yank My  
Doodle**

Get a tawny copper  
mani and call  
it macaroni.

NL W58 / GC W58

The women of Washington DC represent strength and vision, which is why OPI is delighted to be partnering with someone who embodies that feminine power, actress and activist Kerry Washington, on the Washington Collection for fall/winter 2016.

Washington DC, where more and more women are filling the ranks of the movers and shakers in all branches of government, is considered to be one of the most beautiful cities in the U.S.— a magnificent mix of the historical and the cosmopolitan. The Washington DC palette reflects a sophisticated twist on classic fall shades: winter squash, crimson reds,



earthy browns, rustic gold, dusky blue, and lush green – fashion's hottest shade – to add a bolt of power to your favorite fall looks. Join OPI and Kerry Washington as we celebrate the capital city with capital color!

OPEN STOCK NAIL LACQUER & GELCOLOR 15 mL – 0.5 Fl. Oz.

**NAIL LACQUER SALON PRICE \$ 5.00 US \$ 6.75 CN**  
Suggested Retail \$ 10.00 US \$ 13.40 CN

**GELCOLOR SALON PRICE \$ 15.99 US \$ 21.75 CN**



**Kerry Blossom**  
NL W65

**"Liv" in the Gray**  
NL W66

**Inside the ISABELLEtway**  
NL W67

*SPECIAL EDITION SHADES*



**Freedom of Peach**

Wearing this creamy peach is your fashion right.

NL N59 / GC W59



**Squeaker of the House**

A chocolate brown so yummy, it crosses party lines.

NL W60 / GC W60



**Shh... It's Top Secret!**

A deep, deep brown so dark, it's incognito.

NL W61 / GC W61



**Madam President**

A commanding red with real Oval Office power.

NL W62 / GC W62



**OPI by Popular Vote**

It's a landslide victory! This cool apple red is a real winner.

NL W63 / GC W63



**We the Female**

You're hereby authorized to wear this empowering garnet.

NL W64 / GC W64

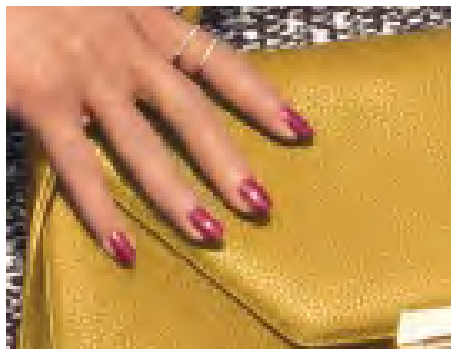
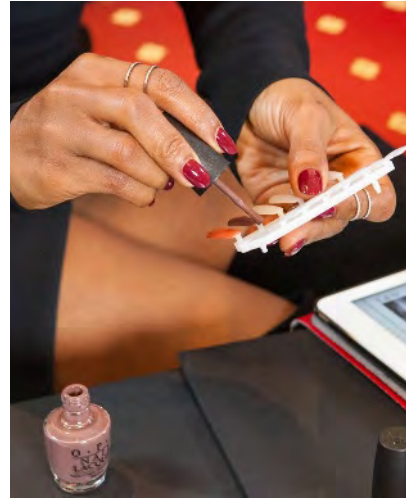
# BEHIND THE *SCENES*

SUBSCRIBE TO OUR OPI CHANNEL ON **YOUTUBE**



“Working with Suzi has been a thrill,” said Kerry. “It’s a real art and science to develop color that will appeal to women of all types and skin tones and that coordinates with and complements the forecasted fashion trends for the season. It was so gratifying to help Suzi create and name the collection, especially the

three limited-edition shades. Nail color is an easy way for a woman to express her individuality. It’s a small detail, but it makes a big impact, and not only outwardly; wearing a bold color has a way of uplifting a woman’s spirit, which has no choice but to shine through. That kind of energy is contagious!”



"NAIL COLOR IS AN EASY WAY FOR A WOMAN TO EXPRESS HER INDIVIDUALITY. IT'S A SMALL DETAIL, BUT IT MAKES A BIG IMPACT" - KERRY WASHINGTON

# O·P·I

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## GelColor

### WASHINGTON DC

*fall / winter 2016* DC



### NEED MORE INSPIRATION...

DC comes to life with these on-trend nail looks that reflect a sophisticated twist on classic fall shades. These easy-to-wear looks created with the hottest trend colors will make your clients nails a monumental fashion statement!

The Washington DC collection reflects a sophisticated twist on classic fall shades: Winter squash, crimson reds, earthy browns, rustic gold, dusky blue, and lush green – fashion’s hottest shade – to add a bolt of power to favorite fall looks. We’ve taken these colors and combined what’s trending in fashion to create exciting seasonal looks.



### LOOK 1 *MONUMENTAL*

The graphic minimalist design gets a reboot. Instead of the stark contrast of black against white, switch it up with bold colors and try experimenting with varying shapes.



### LOOK 2 *THE BELTWAY*

From catwalks to country sides, tweed this fall is everywhere. Classic patterns and feminine twists grace runways on jackets, pants, belts and scarves. OPI takes this trend to nails creating interesting woven tweed-like patterns that imitate the twisting together of different colored woolen strands.



### LOOK 3 *CHERRY BLOSSOMS*

There's something visually intriguing about a monochromatic textured nail. Embrace single-colored nail designs by mixing varied versions of tints and shades to get an undeniably interesting look. Bordeaux and Red tones are especially hot in this trend.





# WASHINGTON DC

fall / winter 2016



## GelColor Duo Pack #1

OPI Item No. GC 818  
 Kerry Blossom  
 1 – 15 mL – 0.5 Fl. Oz. GelColor  
 1 – 15 mL – 0.5 Fl. Oz. Nail Lacquer



## GelColor Duo Pack #2

OPI Item No. GC 819  
 "Liv" in the Gray  
 1 – 15 mL – 0.5 Fl. Oz. GelColor  
 1 – 15 mL – 0.5 Fl. Oz. Nail Lacquer



## GelColor Duo Pack #3

OPI Item No. GC 820  
 Inside the ISABELLEtway  
 1 – 15 mL – 0.5 Fl. Oz. GelColor  
 1 – 15 mL – 0.5 Fl. Oz. Nail Lacquer

<b>SALON PRICE each</b>	<b>\$ 18.95 US</b>	<b>\$ 25.75 CN</b>
Salon Value each	\$ 20.99 US	\$ 28.50 CN
Salon Savings each	\$ 2.04 US	\$ 2.75 CN



## GelColor Add-On Kit #1

OPI Item No. GC 821  
 1 Each of the Following 15 mL - .5 Fl. Oz. GelColor:  
 CIA = Color is Awesome, Stay off the Lawn!!,  
 Suzi - The First Lady of Nails, Never a Dulles  
 Moment, Pale to the Chief, Yank My Doodle  
 1 – Tabletop instructions  
 1 – 20ct Expert Touch Removal Wrap  
 1 – Color palette



## GelColor Add-On Kit #2

OPI Item No. GC 822  
 1 Each of the Following 15 mL - .5 Fl. Oz. GelColor:  
 Freedom of Peach, Squeaker of the House,  
 Shh...It's Top Secret!, Madam President,  
 OPI by Popular Vote, We the Female  
 1 – Tabletop instructions  
 1 – 20ct Expert Touch Removal Wrap  
 1 – Color palette

<b>SALON PRICE each</b>	<b>\$ 89.95 US</b>	<b>\$ 114.75 CN</b>
Salon Value each	\$ 95.94 US	\$ 130.50 CN
Salon Savings each	\$ 10.99 US	\$ 15.75 CN



## GelColor 24-Piece Store Display

OPI Item No. GC 825

24 - GelColor 15 mL - 0.5 Fl. Oz. (2 per shade)

1 - Acrylic counter display

1 - Color palette

**SALON PRICE**      **\$ 383.76 US**      **\$ 522.00 CN**

## GelColor 12-Piece Display

OPI Item No. GC 823

12 - GelColor 15 mL - 0.5 Fl. Oz. (1 per shade)

1 - Chipboard counter display

1 - Color chart

1 - Color palette

<b>SALON PRICE</b>	<b>\$ 169.90 US</b>	<b>\$ 229.50 CN</b>
Salon Value	\$ 191.88 US	\$ 261.00 CN
Salon Savings	\$ 21.98 US	\$ 31.50 CN



## GelColor 24-Piece Wall Display

OPI Item No. GC 824

12 - GelColor 15 mL - 0.5 Fl. Oz. (1 per shade)

12 - Nail Lacquer 15 mL - 0.5 Fl. Oz. (1 per shade)

1 - Aluminum Add-A-Shelf wall display

1 - Color palette

<b>SALON PRICE</b>	<b>\$ 269.90 US</b>	<b>\$ 364.50 CN</b>
Salon Value	\$ 291.88 US	\$ 396.00 CN
Salon Savings	\$ 21.98 US	\$ 31.50 CN





### Limited Edition 9-pc

OPI Item No. DC W08  
 9 – Nail Lacquers (3 per shade)  
 1 – Chipboard counter display

<b>SALON PRICE</b>	<b>\$ 44.95 US</b>	<b>\$ 60.50 CN</b>
Suggested Retail	\$ 90.00 US	\$ 121.50 CN
Salon Profit	\$ 45.05 US	\$ 61.00 CN



### Edition A

OPI Item No. DC W01  
 12 - Nail Lacquers (1 per shade) 15 mL - 0.5 Fl. Oz.  
 1 – Chipboard counter display  
 1 – Color chart  
 1 – Color palette

<b>SALON PRICE</b>	<b>\$ 59.95 US</b>	<b>\$ 80.95 CN</b>
Total Retail Value	\$ 120.00 US	\$ 162.00 CN
Salon Profit	\$ 60.05 US	\$ 81.05 CN

### Edition A+

OPI Item No. DC W02  
 24 - Nail Lacquers (2 per shade) 15 mL - 0.5 Fl. Oz.  
 1 – Chipboard counter display  
 1 – Color chart  
 1 – Color palette

<b>SALON PRICE</b>	<b>\$ 118.50 US</b>	<b>\$ 160.00 CN</b>
Total Retail Value	\$ 240.00 US	\$ 324.00 CN
Salon Profit	\$ 121.50 US	\$ 164.00 CN



### Monumental Minis Mini 4-Pack

OPI Item No. DC W07  
 4 – Mini Nail Lacquers: *We the Female, Pale to the Chief, CIA = Color is Awesome, Never a Dulles Moment*

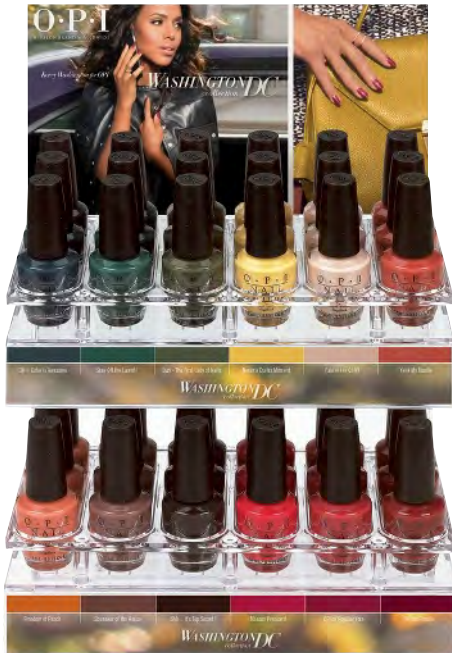
<b>SALON PRICE</b>	<b>\$ 7.95 US</b>	<b>\$ 10.00 CN</b>
Suggested Retail	\$ 14.50 US	\$ 19.95 CN
Salon Profit	\$ 6.55 US	\$ 9.95 CN



### Visionary Beauties Mini 3-Pack

OPI Item No. DC W09  
 3 – Mini Nail Lacquers: *Kerry Blossom, "Liv" in the Gray, Inside the ISABELLEtway*

<b>SALON PRICE</b>	<b>\$ 5.50 US</b>	<b>\$ 7.50 CN</b>
Suggested Retail	\$ 10.95 US	\$ 14.95 CN
Salon Profit	\$ 5.45 US	\$ 7.45 CN



## Edition C

OPI Item No. DC W03

36 - Nail Lacquers (3 per shade) 15 mL - 0.5 Fl. Oz.  
 1 - Acrylic counter display  
 10 - Color charts  
 1 - Painted color palette

<b>SALON PRICE</b>	<b>\$ 179.90 US</b>	<b>\$ 242.90 CN</b>
Total Retail Value	\$ 360.00 US	\$ 486.00 CN
Salon Profit	\$ 180.05 US	\$ 243.05 CN

## Edition C+A

OPI Item No. DC W04

48 - Nail Lacquers (4 per shade) 15 mL - 0.5 Fl. Oz.  
 1 - Acrylic counter display  
 1 - Chipboard counter display  
 10 - Color charts  
 1 - Painted color palette

<b>SALON PRICE</b>	<b>\$ 236.95 US</b>	<b>\$ 319.95 CN</b>
Total Retail Value	\$ 480.00 US	\$ 648.00 CN
Salon Profit	\$ 243.05 US	\$ 328.05 CN

## Edition COF

OPI Item No. DC W06

72 - Nail Lacquers (6 per shade)  
 3 - Natural Nail Strengthener  
 3 - Matte Top Coat  
 6 - Natural Nail Base Coat  
 6 - Top Coat  
 1 - Acrylic Colors of Fashion display  
 25 - Color charts  
 1 - Painted color palette

<b>SALON PRICE</b>	<b>\$ 444.95 US</b>	<b>\$ 599.95 CN</b>
Suggested Retail	\$ 900.00 US	\$ 1,215.00 CN
Salon Profit	\$ 455.05 US	\$ 615.05 CN



## Edition F

OPI Item No. DC W05

24 - Nail Lacquers (2 per shade)  
 1 - Aluminum Add-A-Shelf wall display  
 1 - Color chart  
 1 - Color palette

<b>SALON PRICE</b>	<b>\$ 120.00 US</b>	<b>\$ 162.00 CN</b>
Suggested Retail	\$ 240.00 US	\$ 324.00 CN
Salon Profit	\$ 120.05 US	\$ 162.00 CN



WASHINGTON DC  
fall / winter 2016



WE THE FEMALE —  
ONE OF 15 NEW SHADES AVAILABLE IN NAIL LACQUER & GELCOLOR · OPI.COM · #WETHEFEMALE





*Kerry Washington for OPI*



# O·P·I

#1 SALON BRAND WORLDWIDE



*GIVE YOUR*

Did you know  
**you can make an average  
of \$10.00 more**

everytime you upgrade clients  
from a regular manicure to a  
**OPI GelColor** manicure?

---

Couple that with OPI's lowest cost per service (\$0.52)\*  
and we're talking some serious profitability.

# *SELF A RAISE* with *OPI GELCOLOR*

There's a reason (or two) that  
OPI GelColor outshines the competition!

## **Performance & Profitability**

- 100% pure gel top coat = unbeatable gloss retention\*
- Better adhesion\*
- 30 second cure vs. 1 minute for leading competitor
- Weeks of shine-intense wear
- Preferred by professionals for ease of application & color coverage
- 160+ name for name matched GelColor & Nail Lacquer shades

\*VS. LEADING COMPETITION

# New GelColor Base Coats with Benefits

Two concern specific base coat formulas that lay the foundation for flawless GelColor services that last for weeks.

## RIDGE FILLER

90% agree OPI GelColor Ridge Filler eliminates the need to resurface ridge-prone nails.



## STRENGTHEN

80% experienced noticeable **improvement in natural nail strength**, even after removal.

**THEY'VE GOT PROBLEMS, YOU'VE GOT SOLUTIONS.**

**NEW** benefit-driven OPI GelColor Base Coats enable you to offer customized services that solve some of your clients' most frustrating nail concerns.

## STRENGTHENING FORMULA BASE COAT

A long-wearing, calcium infused foundation with a proprietary vitamin complex to strengthen nails during gel use and removal.

OPI Item No. GC 011

- Protective, nutrient-infused base coat features Calcium and a proprietary blend of potent vitamins to strengthen nails during GelColor wear
- Leaves nails in a healthy state upon removal

**SALON PRICE**    **\$ 15.99 US**    **\$ 21.75 CN**



## RIDGE FILLER FORMULA BASE COAT

Covers ridge lines for a smooth application of any GelColor shade. Eliminates the need to file and resurface uneven nail beds for lasting wear.

OPI Item No. GC 013

- Formulated to smooth ridge lines & refinishes for a flawless foundation
- Eliminates need for aggressive filing and smoothing of nails prior to gel polish service

**SALON PRICE**    **\$ 15.99 US**    **\$ 21.75 CN**

## BASE COAT TRIO

OPI Item No. GC 826

3 – GelColor Base Coats – 15 mL – 0.5 Fl. Oz.  
Original Base Coat  
New! Strengthening Base Coat  
New! Ridge Filler Base Coat

<b>SALON PRICE</b>	<b>\$ 35.98 US</b>	<b>\$ 48.75 CN</b>
Suggested Retail	\$ 47.97 US	\$ 65.25 CN
Salon Profit	\$ 11.99 US	\$ 16.50 CN





# A Defining Moment in Gel Art



O·P·I  
GELCOLOR

ARTIST SERIES  
DESIGN GEL

CHANNEL YOUR  
INNER ARTIST!

MIX • DOT • DAB • DEFINE • CREATE!

**NEW** Artist Series Design Gels promote limitless creativity with intermixable, single coat gel colors that make precision lines and intricate design easier to achieve than ever before. 24 pigment-rich, high-intensity primary, secondary and tertiary shades redefine color and inspire endless possibilities.

Because great design  
is in the details.

O·P·I | GELCOLOR ARTIST SERIES



# O.P.I.

## GELCOLOR

# ARTIST SERIES

## DESIGN GEL

- 24 intermixable “**single application**” shades
- 18 high-intensity Artist Series Design Gel shades & 6 luxurious shimmers
- Pigment-intense, precision coverage formula
- 30-second LED cure
- Fast soak-off removal
- Layer over OPI GelColor to create an array of looks



INDIVIDUAL SHADES

SALON PRICE **\$12.99 US** **\$ 17.75 CN**



WATCH THE EVENT  
SUBSCRIBE TO  
OPI ON PERISCOPE



## LAUNCH EVENT

The launch of the Artist Series Design Gels was celebrated with a sneak-peek & hands-on nail experience for salon professionals, celebrity nail artists & media. OPI took over one of the largest street art galleries in the US, to capture the artful atmosphere for nail inspiration as guest participated in the art of nail-arting.





# O·P·I GELCOLOR

## ARTIST SERIES DESIGN GEL



### Intro Kit

OPI Item No. GP 900

6 - GelColor Artist Series Design Gels

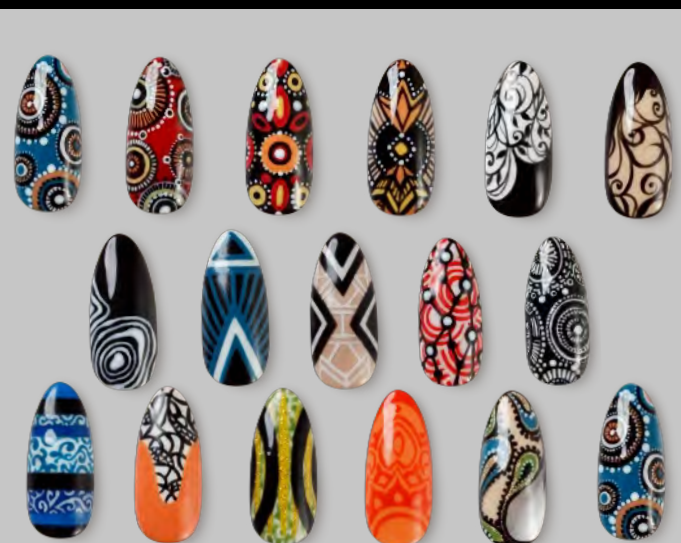
6g - 0.21 oz. net wt. **Cantaloupe on a First Date!, A Fuschia Too Many, Totally Red Up with You, Berry the Hatchet, Are We in Agreement?, The Time is White**

1 - Artist Series Striper brush

1 - Nail palette

1 - tabletop instructions

<b>SALON PRICE</b>	<b>\$ 72.50 US</b>	<b>\$ 97.95 CN</b>
Salon Value	\$ 87.89 US	\$ 120.00 CN
Salon Savings	\$ 15.39 US	\$ 22.05 CN



### Artist Series Design Brush Set

OPI Item No. GP 905

4 - Artist Series Design Brushes:

**Dotter, Striper Brush**

**Clean-up Brush**

**Smile Line Brush**

1 - Carrying Case

<b>SALON PRICE</b>	<b>\$ 29.95 US</b>	<b>\$ 40.50 CN</b>
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## 24 piece Salon Display

OPI Item No. GP D01  
 24 – GelColor Artist Series Design Gels  
 (1 per shade) 6g - 0.21 oz. net wt.  
 1 – Artist Series Design Brush Set  
 1 – Counter Display

<b>SALON PRICE</b>	<b>\$ 315.99 US</b>	<b>\$ 426.75 CN</b>
Salon Value	\$ 341.71 US	\$ 466.50 CN
Salon Savings	\$ 25.72 US	\$ 39.75 CN



## Trial Kit Primary Colors

OPI Item No. GP 901  
 3 - GelColor Artist Series Design Gels 6g - 0.21 oz. net wt.  
**A Sunny Disposition, I Red it Online, Blue-per Reel**

## Trial Kit Defining Colors

OPI Item No. GP 902  
 3 - GelColor Artist Series Design Gels 6g - 0.21 oz. net wt.  
**Tarry Tarry Night, The Time is White, Bottle of Bubbly**

## Trial Kit Metallic Set #1

OPI Item No. GP 903  
 3 - GelColor Artist Series Design Gels 6g - 0.21 oz. net wt.  
**This Grey is Totally Coal!, It's a Steel!, Bronze has More Fun**

## Trial Kit Metallic Set #2

OPI Item No. GP 904  
 3 - GelColor Artist Series Design Gels 6g - 0.21 oz. net wt.  
**Paid a Pretty Penny, In a Gold Rush, Ya' Got Me Copper!**

<b>SALON PRICE each</b>	<b>\$ 32.50 US</b>	<b>\$ 43.95 CN</b>
Salon Value each	\$ 38.97 US	\$ 53.25 CN
Salon Savings each	\$ 6.47 US	\$ 9.30 CN



# O·P·I

## INFINITE SHINE

Professional Long-Wear Lacquer

Increase your revenue by 20% with OPI's Infinite Shine Professional Long-Wear Lacquer System without increasing service time!

### DID YOU KNOW?

42% of clients are willing to pay more for an Infinite Shine manicure and once they've experienced its benefits they're less likely to go back to using classic nail polish.

### WHY?

Infinite Shine offers the benefits of gel in a lacquer-easy formula.

- Up to 10 days of wear and gel-like shine
- Simple and easy to apply and remove
- No prolonged rubbing / No soaking
- No filing / No staining
- No light curing needed
- 3 easy steps

Trade up just 2 manicure clients a day and earn almost \$50 more each week.  
*That's a \$2600.00 annual raise!*

Experience the next generation of salon quality nail color in 70+ shades only OPI can deliver!



# NEW SUMMER NUDES TO KEEP YOU COOL!

## NEW SHADES FOR SUMMER

Just in time for the days of sandy shores and shimmering sunrises, introducing six new limited edition shades of muted cool perfection. Prepare to bask in our soft-hued spectrum of creamy neutrals from ethereal beige to illusive peach, each sure to keep your look fresh no matter how high the temperature rises.

## INFINITE SHINE 3-STEP SYSTEM:

PRIME. LACQUER. GLOSS.

- Up to 10 days of wear and gel-like shine
- Easy application and removal
- No light needed
- *Now in 70 runway-inspired shades*



**Staying Neutral  
on This One**  
ISL69



**Don't Ever Stop!**  
ISL70



**Can't Stop Myself**  
ISL71



**No Stopping Zone**  
ISL72



**Hurry Up & Wait**  
ISL73



**No Strings Attached**  
ISL74

# INFINITE SHINE

NEW SHADES FOR SUMMER



## Trio Pack #1

OPI Item No. IS P01  
 15 mL - 0.5 Fl. Oz.:  
 1 - Infinite Shine Gel-Lacquer, Staying Neutral on This One  
 1 - Infinite Shine Primer  
 1 - Infinite Shine Gloss



## Trio Pack #2

OPI Item No. IS P02  
 15 mL - 0.5 Fl. Oz.:  
 1 - Infinite Shine Gel-Lacquer, Don't Ever Stop!  
 1 - Infinite Shine Primer  
 1 - Infinite Shine Gloss

<b>SALON PRICE each</b>	<b>\$ 14.95 US</b>	<b>\$ 19.95 CN</b>
Suggested Retail each	\$ 29.95 US	\$ 39.95 CN
Total Retail Value each	\$ 37.50 US	\$ 50.85 CN
Salon Profit each	\$ 22.55 US	\$ 30.90 CN

## 18-pc Acrylic Counter Display

OPI Item No. IS D12

- 18 - Infinite Shine Gel-Lacquers - 15 mL - 0.5 Fl. Oz. (3 per shade)
- Staying Neutral on This One, Don't Ever Stop!, Hurry Up & Wait,  
No Strings Attached
- 3 - Infinite Shine Primer
- 3 - Infinite Shine Gloss
- 1 - white acrylic counter display
- 1 - chipboard header
- 1 - color palette with chain and label

<b>SALON PRICE</b>	<b>\$ 112.50 US</b>	<b>\$ 152.95 CN</b>
Total Retail Value	\$ 225.00 US	\$ 305.10 CN
Salon Profit	\$ 112.50 US	\$ 152.15 CN



## 36-pc Acrylic Counter Display

OPI Item No. IS D13

- 24 - Infinite Shine Gel-Lacquers - 15 mL - 0.5 Fl. Oz. (6 per shade)
- 6 Staying Neutral on This One, 6 Don't Ever Stop!, 3 Can't Stop  
Myself, 3 No Stopping Zone, 3 Hurry Up & Wait, 3 No Strings Attached
- 6 - Infinite Shine Primer
- 6 - Infinite Shine Gloss
- 1 - white acrylic counter display
- 1 - chipboard header
- 1 - color palette with chain and label

<b>SALON PRICE</b>	<b>\$ 225.00 US</b>	<b>\$ 305.00 CN</b>
Total Retail Value	\$ 450.00 US	\$ 610.20 CN
Salon Profit	\$ 225.00 US	\$ 305.20 CN



## Open Stock Infinite Shine 15 mL - 0.5 Fl. Oz.

<b>SALON PRICE</b>	<b>\$ 6.25 US</b>	<b>\$ 8.50 CN</b>
Suggested Retail Each	\$ 12.50 US	\$ 16.95CN



COMING SOON

# INFINITE SHINE

30 of your favorite  
iconic shades!

Are Hue Ready?

SEPTEMBER 2016



# TRU NEON



## NO DOUBT ABOUT IT NEONS FOR NAILS

Ready to make a statement with righteous color? Don't just say it, shout it with Tru Neons by OPI — colors you can count on, seriously vibrant neon shades with undeniable brio. These shades don't lie: vibrant green, blazing yellow, four-alarm orange, two impertinent pinks, and a blue so true, you'll swear you're dreaming. But these colors are for real and the only thing you won't believe is how gorgeous you look when your nails are polished with the seriously vibrant shades of Tru Neons by OPI.



**No Faux Yellow**  
This day-glo yellow delivers real-deal shock appeal. NL BB8

**Pants on Fire!**  
Sound the alarms, this blazing orange lights up every room. NL BB9

**Precisely Pinkish**  
A radiant pink too powerful to let anyone pin it down. NL BC1

**No Doubt About it**  
I swear this luminous coral will glow on you. NL BC2

**Correctamundo**  
Day or night, you'll be perfectly gleaming in this twilight blue. NL BC3

**Green Come True**  
Here's just the vivid green you've been wishing for. NL BC4

**Put a Coat On!**  
Amp up any bright shade with this color-boosting base coat. NT N01



## Tru Neon Edition A

OPI Item No. DD R01

12 – Nail Lacquers 15 mL - 0.5 Fl. Oz.

1 – Chipboard counter display

1 – Color palette with chain and label

<b>SALON PRICE</b>	<b>\$ 59.95 US</b>	<b>\$ 80.95 CN</b>
Total Retail Value	\$ 120.00 US	\$ 162.00 CN
Salon Profit	\$ 60.05 US	\$ 81.05 CN

## Tru Neon Edition C

OPI Item No. DD R02

36 – Nail Lacquers 15 mL - 0.5 Fl. Oz.

1 – Acrylic counter display with printed footers

1 – Chipboard header

1 – Color palette with chain and label

<b>SALON PRICE</b>	<b>\$ 179.95 US</b>	<b>\$ 242.95 CN</b>
Total Retail Value	\$ 360.00 US	\$ 486.00 CN
Salon Profit	\$ 180.05 US	\$ 243.05 CN



## Tru Neon Mini 4-Pack

OPI Item No. DC R03

4 – Mini Nail Lacquers 3.75 mL - .125 Fl. Oz.

*No Faux Yellow, Pants on Fire!, Correctomundo, Precisely Pinkish*

1 – Put A Coat On (white base coat) 15 mL - 0.5 Fl. Oz.

<b>SALON PRICE</b>	<b>\$ 4.95 US</b>	<b>\$ 15.95 CN</b>
Suggested Retail	\$ 23.95 US	\$ 31.95 CN
Salon Profit	\$ 12.00 US	\$ 16.00 CN

## Tru Neon Mini 6-Pack

OPI Item No. DC R03

6 – Mini Nail Lacquers 3.75 mL - .125 Fl. Oz.

*No Faux Yellow, Pants on Fire!, Precisely Pinkish,*

*No Doubt About It, Correctomundo, Green Come True*

<b>SALON PRICE</b>	<b>\$ 10.95 US</b>	<b>\$ 14.75 CN</b>
Suggested Retail	\$ 21.95 US	\$ 29.50 CN
Salon Profit	\$ 11.00 US	\$ 14.75 CN



# O·P·I

Don't let your clients go Topless  
with OPI's new Top Coats!

**PLUMPING**  
makes nails  
appear  
**3x thicker**  
—  
give nails a  
plumped  
gel-like look



**BRILLIANT**  
is the shiniest  
OPI Top Coat  
—  
give nails a  
luxurious,  
high-shine finish

Give Your Clients' Nails a Plumped Gel-like Look with **OPI's Plumping Top Coat**.  
Nails instantly look thicker and stronger with this  
amplifying, long-lasting, highshine formula.

Give Your Clients' Nails a Luxurious, High-Shine Finish with **OPI's Brilliant Top Coat**.  
This long-lasting formula offers unparalleled shine with protective  
power to guard against chips and color fading.

## Plumping Top Coat

OPI Item No. NT T36  
15 mL - 0.5 Fl. Oz.

## Brilliant Top Coat

OPI Item No. NT T37  
15 mL - 0.5 Fl. Oz.

**SALON PRICE EACH**      **\$ 6.95 US**      **\$ 9.50 CN**  
Suggested Retail Price Each      \$ 13.95 US      \$ 18.95 CN



# INTRODUCING 2 NEW TOP COATS BY OPI

Deliver **long-lasting protection** for your OPI manicure.



## New Top Coats Counter Display

OPI Item No. NT D06

4 - Plumping Top Coats 15 mL - 0.5 Fl. Oz.

4 - Brilliant Top Coats 15 mL - 0.5 Fl. Oz.

1 - Chipboard counter display

<b>SALON PRICE</b>	<b>\$ 53.95 US</b>	<b>\$ 72.95 CN</b>
Total Retail Value	\$ 111.60 US	\$ 151.60 CN
Salon Profit	\$ 57.65 US	\$ 78.65 CN

# I ♥ OPI

OPI is celebrating **#35YearsofLove** and you're invited to join the party! Show your OPI love and share it too with promotions featuring OPI's most-loved Nail Lacquer shades. Each promotion includes a **SHARE THE LOVE** heart to include in selfies and shots featuring your love-ly polished nails in and around your world. Coffee stop...snap! Shopping...snap! Work...snap! Then share, share, share online to show all your love for OPI! What's your favorite OPI shade of all time? Let the world know at **#35YearsofLove!**



SR H22

## LACQUER LOVELIES

### Purchase at a Special Price:

3.75 mL – 0.125 Fl. Oz. Nail Lacquer and Top Coat minis  
Includes: **Bubble Bath, Big Apple Red, Black Onyx,**  
and **Top Coat**

1 - Share the Love Heart

<b>SALON PRICE</b>	<b>\$ 7.95 US</b>	<b>\$ 10.75 CN</b>
Suggested Retail	\$ 14.50 US	\$ 19.95 CN
Retail Value	\$ 6.55 US	\$ 9.20 CN



SR H23

## ALL YOU NEED IS...OPI

### Purchase at a Special Price:

15 mL - 0.5 Fl. Oz. each. **Nail Lacquer** in **Cajun Shrimp**  
and **RapiDry Top Coat**

1 - Share the Love Heart

<b>SALON PRICE</b>	<b>\$ 9.95 US</b>	<b>\$ 13.50 CN</b>
Suggested Retail	\$ 19.95 US	\$ 26.95 CN
Salon Profit	\$ 10.00 US	\$ 13.45 CN



SR H24

## OPI ♥ MY NAILS!

**Purchase at a Special Price:**

15 mL – 0.5 Fl. Oz. Nail Lacquer in **Strawberry Margarita** and **Alpine Snow**

1 - Share the Love Heart

<b>SALON PRICE</b>	<b>\$ 9.50 US</b>	<b>\$ 12.75 CN</b>
Suggested Retail	\$17.95 US	\$ 24.25 CN
Salon Profit	\$ 8.45 US	\$ 11.50 CN



SR 540

## RETAIL PROMO CENTER DISPLAY

Stock this stylish, aluminum-finish floor display with these retail promotions to create a one-stop shopping center for easy grab-and-go purchases!

<b>SALON PRICE</b>	<b>\$ 250.00 US</b>	<b>\$ 337.50 CN</b>
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## ABSOLUTE-LY SPECIAL!

**SAVE 25% on Absolute Acrylic Powders  
and 50% on Absolute Liquid Monomer!**

OPI Item No.

AB 406 16 Fl. Oz. – 480mL Absolute Monomer

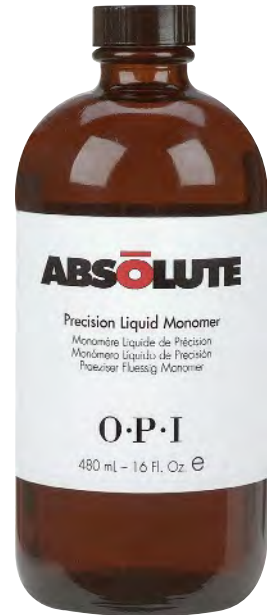
<b>SALON PRICE</b>	<b>\$ 9.95 US</b>	<b>\$ 13.50 CN</b>
Salon Value	\$ 19.95 US	\$ 26.95 CN
Salon Savings	\$ 10.00 US	\$ 13.45 CN

32 Oz. – 907g

OPI Item No.

AB 507 Translucent Pink  
AB 517 Opaque Pink  
AB 527 Brilliant Pink  
AB 547 Truly Natural  
AB 567 Crystal Clear

<b>SALON PRICE</b>	<b>\$ 97.45 US</b>	<b>\$ 131.63 CN</b>
Salon Value	\$ 129.95 US	\$ 175.50 CN
Salon Savings	\$ 32.50 US	\$ 43.87 CN



## SAVE ON MANI ESSENTIALS!



### Special Purchase with FREE DripDry!

OPI Item No. SP H14

- 1 - DripDry Drying Drops 120 mL - 4 Fl. Oz.
- 1 - FREE DripDry Drying Drops 9 mL - .3 Fl. Oz.
- 1 - Expert Touch Table Towels - 45-count

<b>SALON PRICE</b>	<b>\$ 34.95 US</b>	<b>\$ 47.25 CN</b>
Salon Value	\$ 47.65 US	\$ 64.50 CN
Salon Savings	\$ 12.70 US	\$ 17.25 CN

## CLEAN UP ON CLEAN!

### Save on 1 gallon SpaComplete!

OPI Item No. SP H27

- 1 - SpaComplete  
One-Step Disinfectant  
3.785 L - 1 Gallon

NOT AVAILABLE IN CANADA

<b>SALON PRICE</b>	<b>\$ 48.95 US</b>
Salon Value	\$ 54.50 US
Salon Savings	\$ 5.55 US



## SAVE WITH GELCOLOR/ NAIL LACQUER DUOS!

**Get OPI Nail Lacquer for only \$2.00  
with Purchase of matching GelColor!**

EACH DUO INCLUDES:

- 1 - GelColor 15 mL - 0.5 Fl. Oz.
- 1 - Nail Lacquer 15 mL - 0.5 Fl. Oz.

ITEM NO.

- SP H15 Alpine Snow
- SP H16 Bubble Bath
- SP H17 Big Apple Red
- SP H18 Mod About You
- SP H19 Black Onyx
- SP H20 Malaga Wine
- SP H21 Strawberry Margarita
- SP H22 Cajun Shrimp
- SP H23 Funny Bunny
- SP H24 Passion
- SP H25 Thrill of Brazil
- SP H26 Pompeii Purple



<b>SALON PRICE</b>	<b>\$ 17.99 US</b>	<b>\$ 23.75 CN</b>
Salon Value	\$ 20.99 US	\$ 28.50 CN
Salon Savings	\$ 3.00 US	\$ 4.75 CN

## LET THE SAVINGS FLOW!

**Savings on 12-Pack  
480 mL - 16 Fl. Oz. OPI Removers!**



### Original Polish Remover

OPI Item No. SP H30  
12 - 480 mL - 16 Fl. Oz. Polish Remover

### Purified Acetone Polish Remover

OPI Item No. SP H31  
12 - 480 mL - 16 Fl. Oz. Purified Acetone Polish Remover

### Expert Touch Lacquer Remover

OPI Item No. SP H29  
12 - 480 mL - 16 Fl. Oz. Expert Touch Lacquer Remover

<b>SALON PRICE</b>	<b>\$ 78.00 US</b>	<b>\$ 105.50 CN</b>
Salon Value	\$ 95.40 US	\$ 129.00 CN
Salon Savings	\$ 17.40 US	\$ 23.50 CN

### Acetone-Free Polish Remover\*

OPI Item No. SP H28  
12 - 480 mL - 16 Fl. Oz. Acetone-Free Polish Remover

\*NOT AVAILABLE IN CALIFORNIA

<b>SALON PRICE</b>	<b>\$ 87.00 US</b>	<b>\$ 117.50 CN</b>
Salon Value	\$ 107.40 US	\$ 147.00 CN
Salon Savings	\$ 20.40 US	\$ 29.50 CN

# O·P·I

OPI Products Inc.  
13034 Saticoy Street  
N. Hollywood, CA 91605/USA

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OPI Item No. PR574  
**Domestic Edition**

## Advertising & Marketing

You and your clients can see OPI in the July/August issues of these magazines:



You'll also find OPI in American Salon, Modern Salon, Canadian Hairdresser, DaySpa, Launchpad, Nails, Nailpro, Nailco (The Industry Source), Salon Magazine, Viet Beauty, & Viet Salon.

# O·P·I

Try it on at [opi.com](http://opi.com)

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