

SEPTEMBER 2012

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NAILS

m a g a z i n e

safarichic

[ON THE PROWL FOR FALL POLISH]

YELP! HELP!

HOW DO YOU RATE ON REVIEW SITES?

HOW
EXTREME
CLIMATES
**AFFECT
YOUR
TECHNIQUE**

**9 WAYS TO IMPROVE
OUR NAIL SCHOOLS**

Client Handout:
**Why I Use Salon
Brand Products**

ONLY®



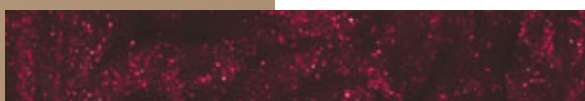
www.nailsmag.com/fifi/20101



Fired Up



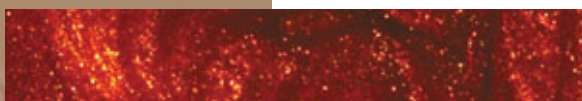
rapture
crème



smolder
shimmer



ignite
crème



flicker
shimmer



flare
shimmer



glow
crème

Chantal is wearing Flame design using Smolder over Flicker



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Germany Collection



COLORS FROM LEFT TO RIGHT, TOP TO BOTTOM:

My Very First Knockwurst, Don't Pretzel My Buttons, Berlin There Done That, Don't Talk Back to Me, Schnapps Out of It!*, Deutsch You Want Me Baby?*, Danke Shiny Red, Suzi & the 7 Düsseldorf*, Every Month is Oktoberfest*, German icure by OPI, Nein! Nein! Nein! OK Fine!*, Unfor greta bly Blue*



12 piece display



36 piece display



90 piece display

O.P.I.

Try it on at opi.com

*Also available in GelColor by OPI (colors subject to change).
MODEL IS WEARING UNFOR GRETA BLY BLUE
CONTAINS NO DBP, TOLUENE, OR FORMALDEHYDE
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Nail Professionals are the pulse of CND. That's why we are committed to remaining a 100% professional brand.

Like Gloria, with the CND Shellac system, you too can boost your business.

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"Before we learned about the CND Shellac System, we weren't really doing many Pedicures in the winter. Nobody wanted to wait for their toenails to dry. Now Shellac helps boost our business year round!"

Gloria L. Williams

Gloria Williams
Celebrity Pedicurist
Owner, footnanny.com, Chicago

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Power Polish™



On Like Polish. Wears Like Gel. Off in Minutes. No Nail Damage*. (Really!)

Go to cnd.com/cndshellaclayering to learn more about Gloria and additional tips, tricks and layering combinations.

Gloria is wearing CND Shellac Wildfire on her toes and Gotcha on her fingers. *When used as directed.





Performs like Gel, Applies like Polish™

Model is wearing Backstage Beauty

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THE MONEY



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tighten your belt when you practice
style nomics.”

Essie

fall
collection
2012



don't sweater it



head mistress



recessionista



skirting the issue



miss fancy pants

DBP, Toluene and
Formaldehyde free



stylenomics

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**breast cancer
awareness
collection
2012**



good morning
hope



check-up



I am strong

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“why create so many colors?
it must be
love.”

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Essie

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WOW...

Yeah, Bro. The Fall Winter
Mani•Q Colors are totally
gonna blow your mind.

Gold 101

Blue 105

Violet 101

Violet 102

Slate 101

Grey 101

Brown 103

Red Orange 101

young  **nails**

it's all about you.

www.nailsmag.com/fifi/20260

Sure, seasons change. As the days grow shorter, colors get darker and more intense. Brave the colder months with our incredible Fall Winter Mani•Q Colors, eight new shades inspired by the hottest runway looks. Six new metallic shades run the gamut from gold, brown, slate, electric blue, and vivid violet. For good measure, we've thrown in two glossy Must-Haves in cool grey and red orange. More serious color and shine you can always count on. You could say they're deep, just like us. We know you take your work seriously. So check out the seriously sweet deals we're offering for the next few months.

September/October Sizzling Promos



Gold 101, Red Orange 101, Blue 105, Brown 103,
Violet 101, Violet 102, Grey 101, Slate 101

Order mani•Q color - Fall/Winter Collection
and receive free: Illum 1 Glitter Collection.



Order Finish Gel
and receive free: 15g Concealer Pink.





Order a mani•Q color Base
and receive free: 1/4 oz Protein Bond.

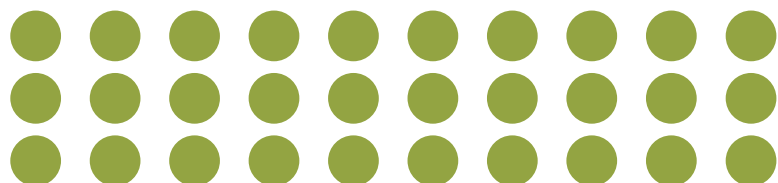


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young nails
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Model is wearing *Audacious*.
www.nailsmag.com/fifi/20104



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MY ADDRESS IS "HOLLYWOOD"




I EAT MAINELY LOBSTERS



COLOR TO DINER FOR




HONK IF YOU LOVE OPI




ARE WE THERE YET?



ROADHOUSE BLUES



DID YOU TEAR ABOUT VAN GOGH?



WOODEN SHOE LIKE TO KNOW?

THE THRILL-SEEKERS

6 new shades from the
**TOURING
AMERICA
COLLECTION**

GELCOLORS FROM
LEFT TO RIGHT,
TOP TO BOTTOM:
My Address is "Hollywood"
I Eat Mainly Lobster,
Color to Diner For
Honk if You Love OPI
Are We There Yet?
Roadhouse Blues



THE IMPRESSIONISTS

6 new shades from the
**HOLLAND
COLLECTION**

GELCOLORS FROM
LEFT TO RIGHT,
TOP TO BOTTOM:
Did You 'ear About Van Gogh?
Wooden Shoe Like to Know?
Thanks a WindMillion
I Have a Herring Problem
Pedal Faster Suzi!
Vampsterdam



THANKS A WINDMILLION

I HAVE A HERRING PROBLEM

PEDAL FASTER SUZI

VAMPSTERDAM

GelColor
by OPI

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Shine-Intense
Lasts for Weeks
Cures in 30 Seconds

O.P.I

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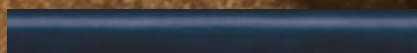
What kind of *Woman* are you?

NEW from Colour Gloss

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Model is Wearing Sensual



DEFIANT



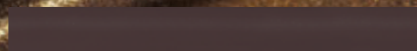
DARING



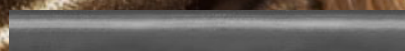
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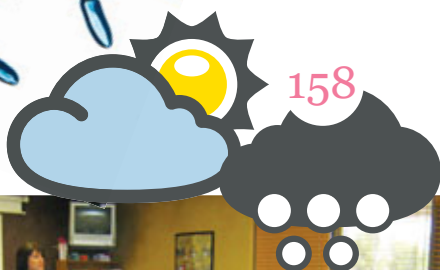
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147



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Features

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On the Prowl

Animal prints have come roaring back onto the fashion runways and into our lives. We used this season's wild new nail polish colors to show off the animals on the prowl.

158

Extreme Nailing

Does our environment change how we do nails? Do techs living in climates where it dips into double digits below zero work differently than techs who live where it's nearly 100 degrees with 80% humidity?

164

Making the Grade

All too often, cosmetology schools in the U.S. aren't putting their best foot forward when it comes to educating future nail technicians. For nail schools to get all As when it comes to training students for the real salon world, we need more dedicated nail instructors, increased hours, and a commitment to more than just the state board exam.

174

Bet Big, Win Big: Allison Baker Lands Top Spot on Top 25 List

After dabbling in competitions for years, nail tech Allison Baker started this year out with gusto by keeping her competition schedule full and her product applications perfect. Her hard work paid off, landing her the #1 spot on this year's Top 25 list above a group of very talented and competitive nail techs.

182

Why I Use Professional Products: A Handout for Clients

As a professional, you choose products you believe deliver the best results. Because of your careful selection, clients recognize something different about their nails when they come to you instead of doing their nails at home. Do you ever take the time to educate clients about the benefits they receive from the products? Use this handout to explain the why of your product choices.

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Cover Look

Nails: Elsbeth Schuetz, Orange, Calif.,
ms-management agency LA

Photographer: Vu Ong

Model: Ladae Bond, Body Parts Models



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NEW

DS LUXURIOUS

A captivating coral red
with a golden glisten

DS INDULGENCE

A radiant red violet with
a shimmering, golden finish



Distinctly different.
Distinctly alluring.
Distinctly you.

DESIGNER SERIES

Fall is the season to indulge in your favorites... rich leather boots, sumptuous cashmere scarves... and now the two must possess colors for nails. **DS luxurious** and **DS indulgence**, the newest additions to **OPI's Designer Series**, featuring diamond dust formulations, are just what you deserve this fall.



O·P·I

Try it on at opi.com



66



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Technique 59

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Demos

Step-by-steps from Light Elegance and Mash Nails

66

Signature Services

Step-by-steps for a Moroccan Mud Pedicure and a Coconut Cream Manicure

68

Best. Surprise. Ever.

Veteran tech John Hauk drops in on student blogger Starr Rooks after hearing that meeting him was one of her professional goals.

72

The Rhinestone Center

Kai Keach, owner of Kai's Kottage in Titusville, Fla., is a loyal user of Bio Sculpture Gel products and has become known for her elegant manicures with a single rhinestone placed at the focal point of the design.

Style 75

80

Nail Art Studio

Step-by-steps on new nail art designs

84

Behind the Scenes

Find out how to do the nails that are on this month's cover.

86

Nail Trends from the Fall 2012

Fashion Week Runways

On the New York Fashion Week runways, juicy stone fruit colors from cherry red to plum purple reigned on nails. Custom colors and custom nail art — to complement the fabrics — were also popular, as were tasteful nude shades.

92

Boutique: Gifts for Guys

Don't wait for Father's Day to stock your retail boutique with cool gifts for men. Make male clients more at home by giving them a place to peruse between services and turn your salon into a hot spot for product trends. (Your female clients will thank you too.)

Business 95

98

Reader to Reader

Do you give preference to stocking your salon's retail boutique with items that are made in the U.S.A. (or in your native country, if you aren't in the U.S.)?

100

How Do You Rate?

Salon owners have more control of their online reputations than you might think. Up the interaction on consumer review sites to get the most out of social networking.

104

Salon Profile

Sisters and owners of Colour Nail Bar in the greater Houston area, Rhonda Townsend and Roslyn Bazile are seeing an increase in clients who love their salon's bright atmosphere.

Health 111

116

Under the Microscope: Alopecia Areata

Alopecia areata is a highly unpredictable autoimmune skin disease resulting in hair loss. In rare instances, it affects the nails.

142

Do You Love Gloves?

Personal touch is a hallmark of a nail tech's work. So what about wearing gloves? Does it detract from the service experience or put both the tech and client at ease that the highest standards are being followed?

144

Secret Ingredient: Cleansers

A closer look at the ingredients that make up common nail prep products.

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COLOR SHOWN:
3 COATS OF **SASHAY MY WAY**
OVER A CLEAR BASE

Any **FLASH GLAM FX** color can
have 2 different **effects**:

- For a **sheer look**, apply 3 coats of any **Flash Glam FX** color over a clear base
- To **intensify the look**, layer over black **Liquid Vinyl**

COLOR SHOWN:
SASHAY MY WAY OVER 2 COATS
OF BLACK **LIQUID VINYL**



mermaid tale
glitter

spazmatic
glitter

can't be tamed
glitter

be brave
glitter

sashay my way
glitter

liquid vinyl
crème

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Celebrate CND's 15 Years at Fashion Week.

Congratulations to CND for its milestone 15 years doing nails for Fashion Week runways. Watch a video for a look back at how it all began, plus some of the amazing nail art designs that have graced the runways over the years.

www.nailsmag.com/video/CND15



Sign Up for Nail School News.

NAILS has launched a new e-newsletter specifically geared toward improving nail schools from inside the classroom and out. Sign up for Nail School News today if you're a nail instructor, school owner, or other beauty school employee to gain the edge needed to attract the best students, educate students for the real world, and increase your job placement rate.

www.nailsmag.com/enews/signup

View Pantone's Color Predictions.

The Pantone Fashion Color Report Fall 2012 predicts the 10 colors that will be most popular this fall from ultramarine green to rose smoke.

www.nailsmag.com/fall2012colortrends

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ILLUSTRATIONS BY (LEFT TO RIGHT) BCBG BY MAX AND LUBOV AZRIA, NICOLE MILLER, AND ELLA MOSS BY PAMELA PROTZEL SCOTT. ORIGINALLY APPEARED IN THE PANTONE FASHION COLOR REPORT FALL 2012.

25
top
NAIL
COMPETITORS

Admire the Top 25.

The Top 25 competitors from 1993 to the present are organized in a sortable chart on our website. View the winners by year, rank, or name.

www.nailsmag.com/top25

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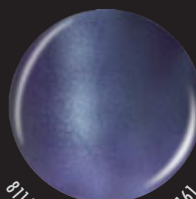
81141 Positively In Love #1158



81142 Bond-Tastic #1159



81143 Get Charged #1160



81144 Sparks Will Fly #1161



81145 Con-Fused? #1162



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Model is wearing *Positively In Love*.

I'm in a Video State of Mind

I have a confession to make. I'm obsessed with YouTube. Actually, I'm obsessed with watching videos online, no matter what the forum or topic. I have to admit that in addition to hours of live concert footage and Funny or Die sketches, I've watched my fair share of crazy cat videos. But some of my favorite online videos are really simple how-tos. How to roast a chicken, how to take my oven apart so I can re-light my pilot light. Watched it, learned it. I even watched a really cool video about how to make your own nail decals using Saran Wrap, top coat, and nail polish.

Gone are the days when a tech in The Middle of Nowhere has no resources for continuing education because there aren't any shows coming to town. She can now Google anything from new gel-polish techniques to a caviar manicure.

We're creative people, and we're visual. We learn by watching. Pictures are great, but when you can see a "live" tutorial (with endless playback!), you learn in an entirely different way. That's why we've launched a new initiative on our NAILS website to increase the amount of video content, including a new section of completely original videos called Troubleshooter. This new section is focused on very specific techniques that can challenge nail techs (fitting a nail form to an unusually shaped nail, for instance).

We've rigged up a three-camera system in our photo studio so that we can provide you with the most complete educational videos available online. From three angles, you'll see how particular techniques are done, narrated by top nail technicians who do the step-by-steps themselves. They've been challenged by these problems at some point in their careers, so they'll walk you through solutions and new tricks with firsthand knowledge.

On NAILStv, there's always something new, whether it's our own Troubleshooter videos or manufacturer-produced, nail tech-sourced, or news and media-related videos. You can search our archives by keyword or peruse through the four main sections (Health, Business, Technique, and Style). We have everything from how to do a great French to e-file safety tips to nail art designs.

Our own Tim Crowley is in charge of the Troubleshooter series, so if you have suggestions for Troubleshooter videos, please e-mail him at Tim.Crowley@bobit.com with your ideas. We want to build this section of our site to *your* specifications. If you have a YouTube channel or you have your own stash of videos, send us the links and we'll add them into NAILStv. Share your experience with your fellow nail technicians and get feedback on your own material.

It's a great time to be a nail tech. Nail art is so popular right now. Gel-polish services are bringing lots of new clients into the salon — and they're trying new things. Make sure you stay up on the latest techniques and styles by paying attention to what's going on in the industry. And the best way to do that — besides faithfully reading NAILS each month — is to hop online and watch some videos! If you want to be alerted for new videos in the Troubleshooter series, sign up for the e-newsletter at www.nailsmag.com/enews.

Don't forget to vote for our Readers' Choice Awards. Deadline to vote is September 14! Go to www.nailsmag.com/rca2012.



Hannah.Lee@bobit.com

Hannah



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is changed forever

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+ Gelife™
POLISH-ON SOAK-OFF GEL

Lose the brush lines

Even Color Coverage
Brilliant Two-Week Wear
No Streaks, No Smudges

Comparison of ColorFX + Gelife vs traditional gel polish



PORCELAIN PRINCESS



LIGHTLY FROSTED



NUDY PATOOTIE



WATCH MY MILK SHAKE



BARE BEAUTY



NAKED & SACRED



SET ON SHIMMER



PURGASM



I DON'T BLUSH



PETAL PUSHER



BABY LUSH



AFTERGLOW



NOT REALLY A SIN



SAY MY NAME



OOH LA LITA



DRAMA MAMA



SO OVER IT!



TAKE A BITE



PASSION FORWARD



BEHIND CLOSED DOORS



I DON'T DO DAYLIGHT



SUGARED AND SPICED



MAYBE TONIGHT



NOT A SOCCER MOM

Forget the acetone

Lifts Away in Seconds
Gentler Removal for Nails
No Foil, No Fumes

Comparison after acetone free removal of ColorFX
vs soak off removal of traditional gel polish

in 48 stunning shades



STARK
STATEMENT



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INTERVENTION



HARD
TO LEAVE



SWEETNESS
FOLLOWS



GOOD
LIBATIONS



GOING
COMMANDO



ENTRE
NOUS



PHOTO
READY



BLUE
ME AWAY



PRIVATE
INDULGENCE



THAT'S
THE SPOT



VAMP
IT UP



MY TIME TO
SHINE



JUST A
NIBBLE



SOCIETY
CALLS



TOUCH
WORTHY



SEMI
SWEETNESS



IN THE
FRAY



OFF
CAMERA



OFF THE
DEEP END



LIGHT JUST
FINDS ME



LOSING MY
RELIGION

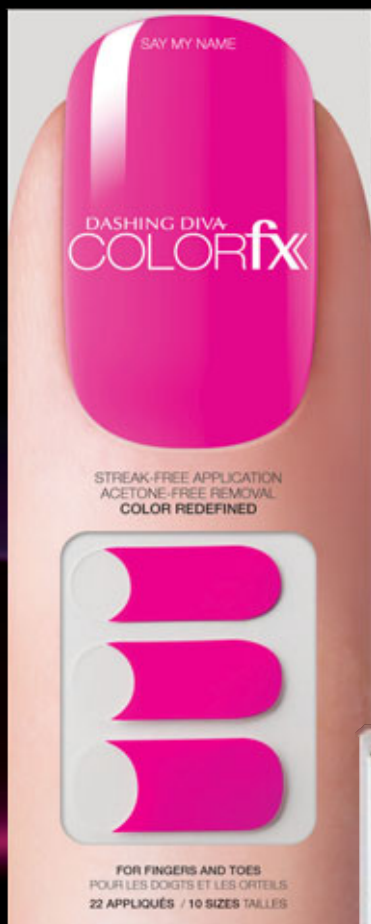


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COLORFX APPLICATION



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2. OVERLAY & CURE



FINISHED!

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1. USE NON-ACETONE REMOVER



2. LIFT TO REMOVE



FINISHED!



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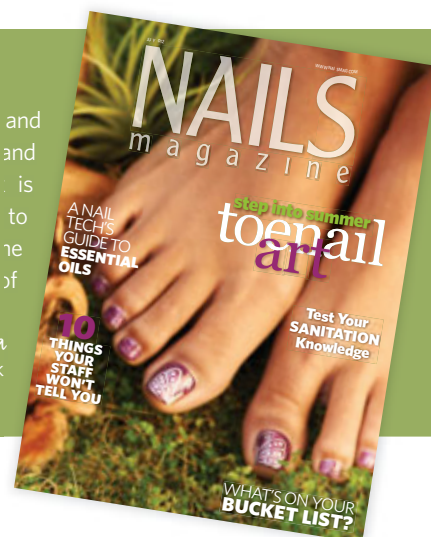
Maggie Awards



{on your mind}

LOVE THE FINGERNAILFIXER I had the pleasure and honor of meeting the FingerNailFixer while in Orlando and I must say she is simply amazing and her work is phenomenal. She was actually leaving but stopped to take a picture with me, autograph my NAILS Magazine in which she graced the cover, and wish me the best of luck in my career. So again Holly I say, thank you.

NailsBy Loretta
Via Facebook



SURPRISE VISIT

Today was so awesome! John Hauk came to my school today! It was so amazing and I couldn't believe it. He came to visit on his way to Gatlinburg, Tenn., for the Nail Tech Event of the Smokies. He did some demos, took pictures, gave words of encouragement and even brought goodies. He is so incredibly nice — it was just amazing. I'm at home now and I'm still excited about today. This was by far the best nail day! I'm still smiling!

Starr Rooks
Academy of Nails and Esthetics
Charlotte, N.C.

Editor's Note: We're so glad it all worked out! You can read more about John Hauk's surprise visit to Starr's school on page 68 in this month's issue. And you can follow Starr's weekly exploits in nail school at blogs.nailsmag.com/student.

KUDOS FOR NAIL ART GALLERY

I just love Nail Art Gallery (nailartgallery.nailsmag.com). I have gone and searched other sites to see what they are doing, and your entire site — the gallery and all — is totally shining like a brilliant diamond against a few pearls. It is so exciting to have the opportunity to use this gallery as a way of marketing my work, for soft competition with other artists, and a sort of resume I can send people to view all of my art. There are several other forums available, but the fact is none of them are as well-known as NAILS Magazine in this industry. Kudos to all of you who put it together. Thank you!

Jaette Burneo
Via e-mail

GOT PRINT?

How would I go about having my nails featured in your magazine?

Lisa Hebert
Via e-mail

Editor's Note: There are many ways to get yourself (or your art or your salon) featured in NAILS Magazine. And we are always looking for interesting stories and new sources and contacts. Last year, we posted a full blog about who to contact for each type of story. You can read that here at <http://tinyurl.com/nailsfeature>. And when in doubt, e-mail editor@nailsmag.com and we'll forward your information along to the proper writer. Don't forget to include detailed information of why you should be featured in NAILS and photos if you are sending your art.

SUBSCRIPTION CHANGE

I'm moving from Switzerland to Canada and I'd like to change my address on my subscription. Thank you very much for moving all around the world with me and giving me the same great service! I'm glad to bring you back home.

Stephanie Pomerleau
Via e-mail

Editor's Note: We're glad to be of service — wherever you are in the world. You can change your address and manage your subscription by contacting (888) NAILS-44 or bobitpubs@halldata.com. >>>

{on your mind}

Where in the world is
NAILS Magazine?

Six friends planned a trip to Italy and I took NAILS Magazine with me. We rented a villa in Tuscany and traveled each day to someplace fantastic. This picture is at one of the many fountains. It's Tivoli, where if you throw three coins in the fountain you will come back to Italy, meet an Italian man, and marry the Italian man. I only threw one coin.

Joyce Converse

Joseph's Colleges, Lincoln Campus
Lincoln, Neb.

Do you have a picture of yourself reading NAILS Magazine? Send a pic to Hannah. Lee@bobit.com and make sure to include your name, salon name, city, state, and a brief synopsis of what's going on in the photo (where you are, what you're there for).



Correction: There was an error in the Premiere Orlando Show competition results that ran in the August issue. Amanda Lenher took fourth place in the Fantasy Nail Art, Novice Division, and Kazuko Tomiyagama took fourth place in the Fantasy Nail Art, Veteran Division.



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WEB POLL

How many times can a client no-show on you (no cancellation notice within 1 business day) until you "fire" her?

Only once	6%
2 times (everybody gets one)	49.6%
3 strikes and you're out	36.8%
4 or more times (I can't risk losing clients)	7.5%

We asked. You answered. Log on to www.nailsmag.com to answer this month's question and don't forget to check back here to see what other nail techs have to say.

WHERE CAN I FIND?

Hello, I am a licensed nail technician who has been out of the loop for a while. I want to get back in the business doing gel services. Are there any health articles, concerns, news regarding using LED and/or UV lights? Is either better or more preferred?

STACY LEWIS
Via e-mail

Editor's Note: Welcome back to the world of nails. We have run a bunch of articles on the new generation of gels and lamps. If you log onto www.nailsmag.com and type "UV lights" into the search bar, it will pull up some great information. You can also search for "gels" to find more stories, products, and how-tos. Good luck.

Psssst...

Send your comments to Hannah.Lee@bobit.com or send us a letter via snail-mail to Hannah Lee, 3520 Challenger St., Torrance, CA 90503.

(NAILS Magazine reserves the right to edit letters for space and clarity. Please include your name, address, phone number, and e-mail address.)



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VIBRATION.**

The winner in the nail artistry category, Teanna Licorish, poses with Nick Arrojo (left) and Kyle Schoeneman (right).



Empire's Future Professionals Focus on Success

Designed to jump-start beauty professionals' careers with an infusion of energy, education, and enthusiasm, Empire Education Group's Future Professionals Expo — which took place in Hershey, Pa., in May — is the largest trade show, expo, and competition event of its kind in the country. This year, students from Empire's 109 schools in 22 states competed for thousands of dollars in cash, prizes, and advanced education opportunities and learned how to work a professional trade show for greatest benefit. They also attended advanced education classes, networked with fellow students, educators, and industry leaders, tested the newest products and tools for use in the salon, and played during an evening at Hershey Park.

"Your education is just as important as a Harvard education, because you, as beauty professionals, are critical to helping other people feel good about themselves," said Frank Schoeneman, chairman and CEO of Empire Education Group.

Six months of competitions on the local school level culminated with the national finals and awarding of fabulous prizes in nails, men's and ladies' hairstyling, and makeup. The winner in the nail artistry category was Teanna Licorish of Concord, N.C.

Next year's Future Professionals Expo is scheduled for June 23-24, 2013. For more information, visit futureproexpo.com.



1st place: Teanna Licorish, Concord, N.C.



2nd place: Madison Pham, Lehigh Valley, Pa.



3rd place: Brigitta Torster, Bordentown, N.J.

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Susan G. Komen for the Cure's promise is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures. For more information, visit komen.org or connect with us on Facebook and Twitter.

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Cover Tech Call for Entries

Enter NAILS' Annual Cover Tech Contest, and in just a few months you could see your nails on our cover. We're asking professional and student nail technicians to submit digital images of their most spectacular nails. The winning image will appear on NAILS' January 2013 cover, and the winning nail tech will be featured in a behind-the-scenes interview. Runner-up images will also be presented inside the magazine.

Your submissions may feature natural or artificial nails, hands and/or feet, and may include props. In addition to the quality of the nails, entries will be judged on their overall creativity, composition, and visual appeal. Keep in mind that the cover image will need to fit into our vertical format with room for the NAILS logo and coverlines.

NAILS will determine the finalists and NAILS' readers will vote for the winner online. Before submitting your entries, please read the rules and regulations below.

All entries must be received by Monday, October 1, 2012.

Start planning that January cover now!

RULES AND REGULATIONS:

1. Open to professional nail technicians and students.
2. Format: We will accept digital images; images should be 300 dpi, Jpeg or Tiff, and at least 4 x 6 inches. Digital images should be submitted on a disk with a color printout. We will also accept slides in a 2 1/4- or 4 x 5-inch format.
3. Label each image clearly with your name and phone number and attach it to an entry form.
4. Up to three submissions per technician are allowed.
5. Images that have been previously published, used in advertising, or are still under consideration for other photo competitions are not acceptable.
6. Entries must be received no later than October 1, 2012.
7. **Mail to: Cover Tech Contest, NAILS Magazine, 3520 Challenger St., Torrance, CA 90503.**
8. All entries must be accompanied by a signed Model Release Agreement (see below).
9. All entries become the property of NAILS Magazine and cannot be returned. Submission of entry implies that your works are original and that you agree to allow NAILS Magazine to use them for editorial and promotional purposes without compensation to you, the photographer, or the model.



Looking for inspiration? Check out last year's submissions at www.nailsmag.com/cover2012.



Ruth Deruddere (2012)



Kelly-Marie Daly (2011)



Julie Kandalec (2010)



Jessica Hoel (2009)

Name _____

Salon/School Name _____

Address _____

City, State, Zip _____

Daytime Phone _____ Evening Phone _____

E-mail _____ Photographer's Name _____

Model Release Agreement: I hereby consent to and authorize the use and reproduction by NAILS Magazine/Bobit Business Media of any and all photographic images submitted by _____

[name of entrant] for any editorial or promotional uses whatsoever without compensation to me. I am age 18 or older.

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Model's Name (printed) _____


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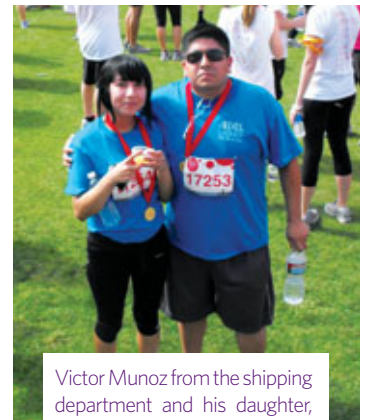
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A.I.I. Puts its Best Foot Forward

In May, a team of American International Industries (A.I.I.) employees, friends, and family members joined over 30,000 participants for the EIF Revlon Run/Walk For Women. Under the team name Ardell Lashes Out for a Cure, the A.I.I. group proudly completed the 5K in matching blue shirts designed by Korrin Torchia from the art department. The event began outside the L.A. Memorial Coliseum and took participants through the surrounding area, then concluded inside the venue with live music, medals, and refreshments.

The EIF Revlon Run/Walk for Women aims to increase awareness, educate, and assist in funding research efforts and treatment services for women battling cancer. Over \$65 million have been raised by sponsors and participants involved in the 19 years. A.I.I. is proud to help in these efforts by standing together and supporting the friends, families, and colleagues who are affected by cancer for the seventh year in a row. Executive vice president Terri Cooper, who sponsors the A.I.I. team each year, says, "We're in the business of making women look and feel good. Cancer can have such a profound effect on both. Our participation in this event reminds us that what we do is important and so is our commitment to the cause."



Victor Munoz from the shipping department and his daughter, Cynthia G. Munoz, celebrate the completion of the 5K inside the L.A. Memorial Coliseum.



Salon Week Expanding From Boston to New York and New Jersey

More than 20 salons in the greater Boston area participated in the first-ever Salon Week event in April, servicing hundreds of clients. Top salons signed up to show appreciation for their existing clients, bring back inactive customers, and gain new ones by offering 50% off select services.

As a result of the exposure gained through Salon Week, participating salons experienced an increase in both retail and services sales. According to a survey conducted after the event, the majority of salon managers and owners also indicated that Salon Week clients were likely to return and experienced a positive rebooking rate.

"For many salons, marketing can be a daunting, expensive part of running their business. Salon Week enables them to share in the national advertising, PR, social media exposure, and in-salon marketing materials provided through the event," says Maria Lekkakos, president of Salon Week.

The Fall 2012 event will take place in Boston, New Jersey, and New York on October 1-7. Salons can participate for a fee of \$699. For more information, visit www.salonweek.com.



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Las Vegas Competition Results In

Here are the results of the competitions at the IBS Las Vegas show in June. To see the final Top 25 Ranking for this competition season and meet some of the winners, turn to page 174.

3-D Nail Art, Novice

- 1st: Keiko Matsui
- 2nd: Sayuri Ikoma
- 3rd: Kozue Kubota
- 4th: Tanka Astankovia

3-D Nail Art, Veteran

- 1st: Ryoko Garcia
- 2nd: Yasushi Arakawa
- 3rd: Erina Ogawa

Hand-Painted Nail Art, Novice

- 1st: Naoka Haragama
- 2nd: Ji-su Seo
- 3rd: Arisa Kiyuna
- 4th: Yuko Tanaka

Hand-Painted Nail Art, Veteran

- 1st: Ryoko Garcia
- 2nd: Kazuyo Yamamoto
- 3rd: Sung-a Lee
- 4th: Yee Soon Yoon

Sculptured Nail, Novice

- 1st: Chizue Nayaga
- 2nd: Sun-mi Lee
- 3rd: Ji-su Seo
- 4th: Jeong-hwa Hong

Sculptured Nail, Veteran

- 1st: Gabriella Kovacs
- 2nd: Erina Ogawa
- 3rd: Mayumi Hase
- 4th: Azumi Kanene

Extreme Stiletto Design, Novice

- 1st: Classic Mully
- 2nd: Jisu Seo
- 3rd: Juonghwa Hong
- 4th: Brandy Graham

Extreme Stiletto Design, Veteran

- 1st: Amy Becker
- 2nd: Allison Baker
- 3rd: Ashley Craig
- 4th: John Hauk

Soak Off Gel Manicure (non-divisional)

- 1st: Trina Ngo
- 2nd: Amy Becker
- 3rd: Allison Baker
- 4th: Brandy Graham

Fantasy Nail Art, Novice

- 1st: Hawa Tagawa
- 2nd: Classic Mully
- 3rd: Sandy Combs
- 4th: Amanda Lenher

Fantasy Nail Art, Veteran

- 1st: Ami McClure
- 2nd: Traci Dungan
- 3rd: Angela Jones
- 4th: E ko Kutsuzawa

New Perfect Match - One Model Two Competitors (non-divisional)

- 1st: Erina Ogawa/Megumi Sawase
- 2nd: Allison Baker/Nicole Payton
- 3rd: Azumi Kanene/Noriko Tomura
- 4th: Trang Nguyen/Kyunghee Choi

U.S. Acrylic Nail Invitational (non-divisional)

- 1st: Trang Nguyen
- 2nd: Allison Baker
- 3rd: John Hauk

U.S. Gel Nail Invitational (non-divisional)

- 1st: Amy Becker
- 2nd: Kira Frazier-Jones
- 3rd: Shannon McCown

Salon Success, Novice

- 1st: Chizue Nagaya
- 2nd: Sun-mi Lee
- 3rd: Mayu Suehiro
- 4th: Ikumi Sato

Salon Success, Veteran

- 1st: Gabriella Kovacs
- 2nd: Mayumi Hase
- 3rd: Noriko Tomura
- 4th: Amy Becker



Amanda Lenher earned fourth place in the fantasy nail art competition, novice division, with this creation.

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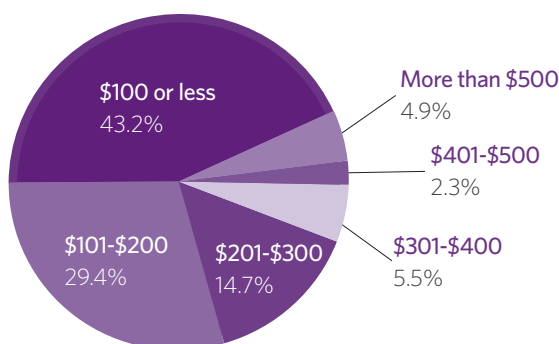
Hey, Big Spender

How do your buying habits stack up against your colleagues'? Are you spending too much on nail supplies each month? Check out these stats from NAILS 2011-2012 Big Book.

Do You Purchase Your Own Nail Products?

Yes, I provide all my own supplies, including tools and equipment	70.4%
I provide some supplies, the salon provides some supplies	6.5%
The salon provides all my supplies, except my tools	11.6%
The salon provides all supplies including tools and equipment	11.5%

How Much Do You Spend Per Month on Nail Supplies?



Find more industry statistics at www.nailsmag.com/market-research.



Custom-Fit Nails Invented by Cosmetic Dentist

They're trying to replace you again. An interesting do-it-yourself approach to nail care, Custom Nail Solutions is the brainchild of a cosmetic dentist

who uses dental putty to take impressions of the customer's nail bed in order to create reusable custom-fitted full-coverage nails. The impression is scanned by the company's state-of-the-art laser system to create one-of-a-kind tips. Wearers can choose the length, smile line, and shape they desire.

According to the company, "Custom Nail Solutions are made of an indestructible, high-impact thermo-plastic guaranteed to never chip, break, crack, or change shape. You may polish your custom fit nails with any brand or color polish and apply nail art. Then it may be removed with nail polish remover and your nails will never stain." The nails are worn two to three weeks, then soaked off.

At \$139.95 for the kit, it may make sense on paper, but somehow I don't think you'll be out of a job anytime soon. ■



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IBS Las Vegas Offers Excellence In Beauty

IBS Las Vegas, which took place June 9-11, 2012 at the Las Vegas Convention Center, was teeming with enthusiastic beauty professionals. The show boasted hundreds of classes taught by esteemed educators and an exhibit hall filled with new products and demonstrations. The nail art competition featured highly skilled technicians and beautiful artistic designs, and the aisles bustled with professionals sampling and buying the latest wares.

Be sure to save the date for next year: June 22-24, 2013.



CND's Lisa Wong (right) helped show attendee Stephanie Russo try out CND's new pure pigment and effects at the Additives nail bar.



Hand & Nail Harmony CEO Danny Haile and education manager Thao Nguyen pose next to the new Gelish 18G LED Lamp.



NailGrafx marketing manager Patrick Griffin, educator Mami Griffin, and Japan sales director Hiromi Kanaguchi promoted their extra thin adhesive nail ornaments.



Estelina, president of Estelina's Spa Products, shows off her convenient carrying kit of pedicure products. Each product is a step with corresponding number on the pouch so a nail tech can easily apply a thorough deluxe spa pedicure on the go.



NSI vice president of sales Stu Ludlow, Sarah Burel, Kristi Spencer, and Malinda Haggerty were eager to show off the latest colors of Polish Pro.



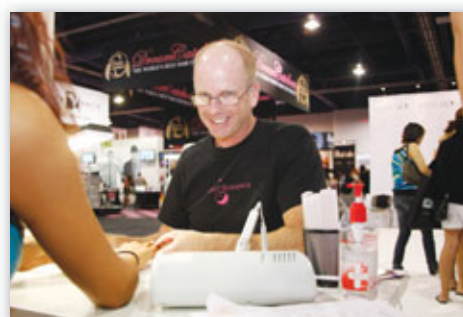
Sparkles Nail Product educators Angela Jones, Shelly Hill, DeDe Albino, and Theresa Blackwood showed off some new glitter colors.



Akzéntz educator Gina Silvestro created these stunning butterfly nails.



Christio educators Yuki Fukuda, My Anh Vo, Ann Nguyen, and owner Christine Le had a great time greeting show attendees.



Light Elegance CEO Jim McConnell wasn't too shy to demo his latest glitter gel on his neighboring booth exhibitors.



It's one big happy and busy family when it comes to Young Nails and beauty shows. Pictured above are CFO Habib Salo (far right), CEO Greg Salo (second from right), and their parents Ted and Young Salo.

Family-owned company Erica's ATA was named after the family's daughter, Erica Schlachach (center). She's flanked by her brother David Tausch (left) and husband Renn Schlachach.





Backscratchers' Diana Snipe buffs fellow educator Carol McCoy's nails at the company's nail station.



China Glaze educator Lynn Long entertained show attendees with the use of the Magnetix magnetic polish line.



IBS Las Vegas show attendees from Bling Salon in Hayden, Idaho, stopped by the party. From left to right, back row: Tasha Holmes, Kathy Corbit, Michelle Engelbrecht, and Kayla Winebarger from Shimmer Salon in Coeur d'Alene, Idaho. Front row: Colleen Carter, Andrea Platt, Idella Mansfield, Danika Cross, Donna Brand, and Kasey Fulkerson.



Dazzle Dry sales/marketing manager Kathy Bachi (left) and Dr. Vivian Valenty demonstrated the use of their Dazzle Dry polish products.



Sheekee International's Nickole Orton and Debbie Taylor promoted Sheekee and Vamp Nail wraps.



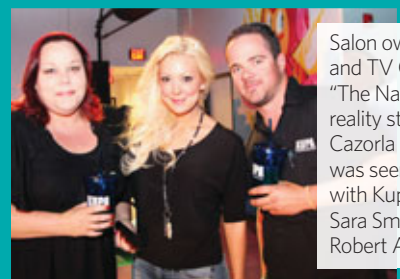
President of Medicool Jay Lee and e-file expert and educator Rob Munkel were all smiles on the show floor.



Famous Names owners Jim and Linda Nordstrom, Ken Cooper, and educator Lisa Cooper (front) promoted their Dadi'Oil 95% organic cuticle nail treatment.



Nail artists Kiry Ya, Karen Zirbel, Cindy Mark, DJ Bree Cohen, Brass Montgomery, and educator Ann Chang worked together to help create a successful event.



Salon owner and TV Guide's "The Nail Files" reality star Katie Cazorla (center) was seen here with Kupa's Sara Smith and Robert Arthur.



Educators Cathy Isakson, Ashley Morrow, Jennifer Wood, and Myra Isakson had fun with glitter at the Elegant Glass booth.



Beauty Millennium's Vinh Lu and Dominic Do promoted a few of their products, including Gel On soak-off gel-polish.



Hey, Nice Nails! artists/bloggers/sisters Ginny and Donne Geer came out to support Brass' (right) nail art documentary. Watch the trailer on NAILstv.

A Night of Nail Art and Video Games

Kupa Inc. officially re-launched its Beautiful Nails line of acrylics, glitters, and soak-off gels products with a nail party after show hours at Insert Coin(s) Video Lounge and Game Bar. Later in the night, Brass Montgomery, a filmmaker and nail art enthusiast, unveiled a trailer for her documentary, NAILgasm.

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NSI's Polish Pro Discover Kit Has It All

Two can win an NSI Polish Pro Discover Kit, the ideal gel-polish kit for any professional. A base and top coat, six popular Polish Pro colors, and all the necessary prep products make up the contents of this kit. Since NSI Polish Pro is curable under both LED and UV lamps, long drying times are eliminated.



Get Long-Lasting GELeration From Jessica Cosmetics

Be the lucky winner of a GELeration Essentials Kit from Jessica Cosmetics. Essentials includes the key products to perform a GELeration manicure or pedicure. Self-leveling formulas bond to the natural nail while maintaining the ultimate flexibility. The prize also includes three Perfect Pair packs. GELeration comes paired with its matching Jessica Custom Colour to extend the life of the service.



*Congratulations to
 July's Freebie Winners*

Three readers received polish-bottle necklaces from The Bohemian Gypsy and five readers received La Palm Products' Gel II.



Win the New Upower-2G

Register today to win a portable Upower-2G from Kupa. This new electric nail filing system is manufactured exclusively for Kupa in Japan and features a rechargeable lithium ion power supply. Each month through the end of the year the company will pick a random winner from all who register at www.kupainc.com. Enter only once to qualify for all the drawings.



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{on the road}

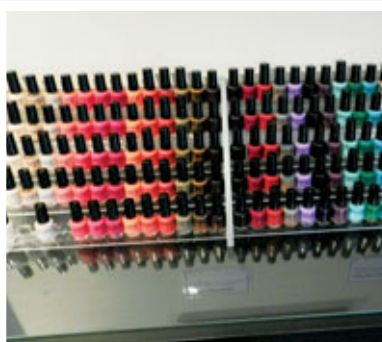
Julep Nail Parlor

Five years after Jane Park opened her first salon dedicated to connecting women through color, the Julep brand is still bringing women together, in the Seattle metro area and beyond. **BY CARLA BENAVIDEZ**

Nail tech Channy Bun performed the Girlfriend Glycolic Manicure, featuring a Glycolic peel and cream mask, that leaves skin brighter and ultra soft.



CONNECTING IN THE SALON Each of the four Julep locations are a local destination for girlfriends to gather, socialize, and enjoy natural nail services. The salons have a casual but festive atmosphere, created in part by the open layout of the service area, along with chairs that move to provide clients options. Owner Jane Park's vision was inspired by southern beauty parlors such as Truvey's — from the movie "Steel Magnolias" — a place where women can socialize freely without having to use their "spa voices". Brand manager Suzie Nalivka and I chatted at a service table during my Girlfriend's Glycolic Manicure.



CONNECTING THROUGH COLOR Julep has 50 core colors available in salons and 80 available online, plus every month 10 colors are introduced. Nail Vernis colors are named after women Park and Co. find inspirational, such as Meryl (Streep) and Stefani (a.k.a. Lady Gaga). In July 2011, Julep rolled out its Maven subscription program. Each subscriber builds a color profile, then the program hand-picks nail colors and products to ship every month for \$19.99. There is also a membership club for services: The Parlor Club membership offers a choice of pedicure, facial, PDQ mani/pedi, or Fab 14 mani for \$56 per month.



CONNECT WITH COMMUNITY Social nights at the four locations also encourage the "friends and family" aspect of nail services: the Bellevue, University District, and Gig Harbor locations provide complimentary child care on Mommy Mondays and all locations feature Chick Flick Thursdays, where clients watch classics like "Mamma Mia" on plasma TVs. Reaching out to the community is another important part of the company's mission. Its Powered by Girlfriends program ensures that \$1 of every Julep nail service is donated to organizations that empower women such as National Women's Sports Foundation and Dress for Success Worldwide.

*FUN FACTS

- > Julep reached out to one of the online store's earliest and best customers, Gayle, who they discovered works at a women's shelter and gifts Julep products to the residents. Being that Gayle is a true example of its Powered by Girlfriends initiative, Julep named its perfect eggplant nail color, Gayle, in her honor.
- > Julep's name is reminiscent of the southern lifestyle of hanging out on the porch with girlfriends, sharing stories, memories and laughter. The service menu extends that idea, offering the Porch Manicure and Porch Pedicure — the best 30 minute mani/pedi in town.
- > Julep's blog, Beauty Buzz (blog.julep.com), provides a ton of fun and informative content to its clients and followers such as posts on how to photograph your manicure, DIY nail art tutorials, and Fan Nail of the Day.

MENU HIGHLIGHTS

Manicure: \$48/\$36 members
Pedicure: \$48/\$40 members
Girlfriend's Glycolic upgrade: \$10
Junior Pedicure: \$28
Facial: \$94/\$54 members
Brow wax: \$25/\$18 members

PRODUCT HIGHLIGHTS

Julep uses its own brand of color and products on every service including Nail Vernis, The Best Pedi Cream Ever! and the Glow on Age Defying Hand Brightener.

www.julep.com



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TECHNIQUE}



Hidden Hard Gel

Jessica Hoel of LuvNailz salon in Bellevue, Wash., has an interesting technique for her color gels. She puts a very thin layer of clear hard gel down as a base before she applies the color gel, be it soak-off or soak-off gel-polish.

But Hoel is quick to point out that this cannot be done with every gel. Her preferred brand, Akzéntz, has according to her, “hard gels that work perfectly with the Akzéntz Options Colored Gels to give a balance that creates an incredibly strong nail – stronger than hard or soft gels by themselves,” she says.

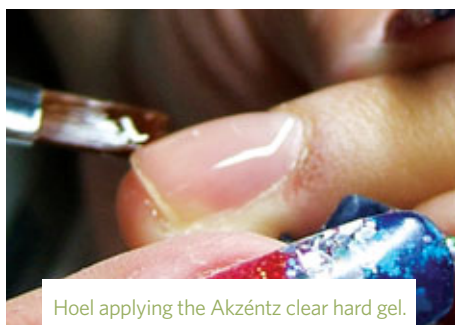
“I do not put an arch in the nail,” explains Hoel, “Anyone who does hard gels knows that a very thin hard gel nail with no arch will crack. But because of Akzentz’s unique flexibility in its color gels, they balance out perfectly with the hard gel and create a strong nail that is still very thin.”

The technique is bringing her great success in the salon. It adds extra durability and her clients report that manicures go three to four weeks without chipping or breaking nails. It also allows Hoel to use an e-file to take the color off. The hard gel prevents the e-file from generating heat, which is common when e-filing a soak-off color by itself, and it protects the natural nail.

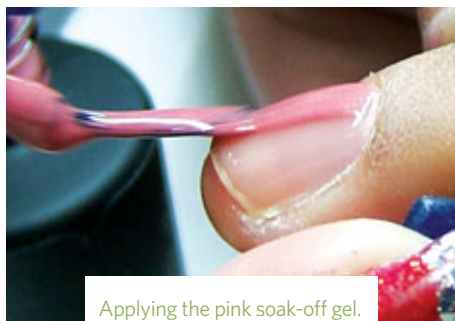
She says she can get the color off in less than 10 minutes start to finish, which is competitive when considering the time it takes to get nails wrapped in cotton and tin foil when soaking off nails and then physically removing the product after the soak.

“I e-file off the color right down to the hard gel (so the e-file never touches the natural nail) and then fill it quickly before applying the new color,” she says. “Some of my clients might prefer soaking to begin with because they may not have had experience with proper e-file use, but eventually they end up preferring the e-file.”

Hoel calls this unique service her “30 Day Manicure” and teaches it at trade shows throughout the year. >>>



Hoel applying the Akzéntz clear hard gel.



Applying the pink soak-off gel.



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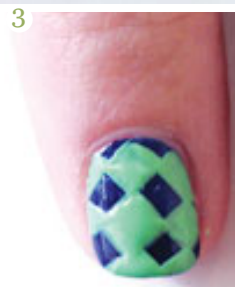
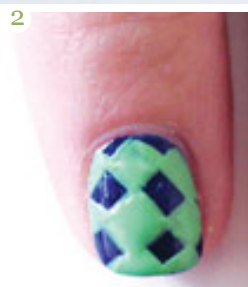
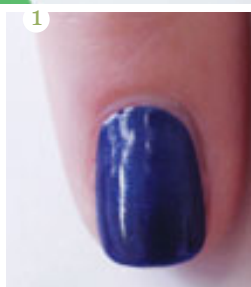
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www.nailsmag.com/fifi/20212



Argyle Style

For a sophisticated look this fall, check out Julep's new argyle design. The stand-out polish colors work well against each other in the signature pattern design, and the intricate details can be achieved easily with the help of a striper brush. For information about this product, go to www.nailsmag.com/fifi/20411.

Tools & Julep Nail Color Used:

Julep colors Marisa, Courteney, and Leighton

Small nail art brush

Striper brush

How to create the look:

1. Create your canvas. Apply one coat of Julep base coat/nail therapy and then apply two coats of Marisa (dark blue).
2. Using your small nail art brush, outline four diamonds and fill the outer space with Courteney (green). Don't worry about being a perfectionist, the next step will help hide any imperfections.
3. Use your striper brush and, add a line of Leighton (silver) through the center of each diamond creating a criss-cross look. Let all nails completely dry and finish with top coat.



Mr. Pumice Goes Metal

Mr. Pumice added a brand-new product to its line called the Metal Foot File. Unlike many pedicure tools that require water, the Metal Foot File can be used on dry skin and helps to remove thick, tough callus. It is safe and gentle to use, and the metal grate can be removed to be sanitized following each use. The bright purple handle follows the brightly colored and playful essence of the rest of the Mr. Pumice line. For more information, go to www.nailsmag.com/fifi/20412.





Vamoos Lite Wrap and Pads Application

Vamoos Lite Remover Wraps and Pads from Famous Names are a unique system that makes removal of all enhancement products (on both fingers and toes) easy and economical. Vamoos Lite Removal System is designed to cut down on your removal time and to utilize just the right amount of remover. These easy-to-use foils have a seam for easy placement just above the cuticle line. Vamoos Lite Remover Wraps are designed to be used with Vamoos Lite Remover Pads and acetone or your preferred remover. On average, removal should take 12 to 30 minutes depending on the enhancement being removed. Vamoos Lite Remover Wraps and Pads come in a box of 200. For more information, go to www.nailsmag.com/fifi/20413.



Does anyone know how to whiten discolored natural nails?

Sometimes, you'll encounter a client with a bit of yellowing to her natural nails. Often this is caused by the use of darker colored nail polish or smoking. Here are a few tips that may help.

First, buff the natural nail very lightly to remove small amounts of yellow discoloration.

Then try one of the methods below:

- > Dissolve a denture-cleaning tablet in water and use this to soak nails for several minutes.
- > Squeeze fresh lemon juice into a small bowl, then soak nails for a few minutes. Wash hands. Be sure to use a moisturizer after the service, as lemon juice can be very drying.
- > Make a paste of baking powder and lemon juice and apply a small amount to each nail. Buff lightly, then wash, dry, and moisturize hands and nails.
- > Make a paste of three tablespoons of baking soda and one tablespoon of 3% hydrogen peroxide. Use a cotton swab to apply the paste to the tops of nails and underneath the tips. Leave on for five minutes, then rinse off. **IN**

— Greg Salo is the president and head of education at Young Nails.

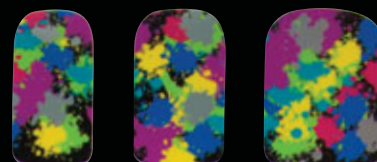
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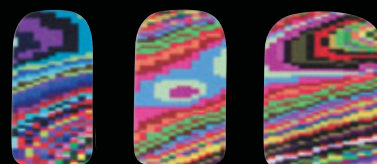
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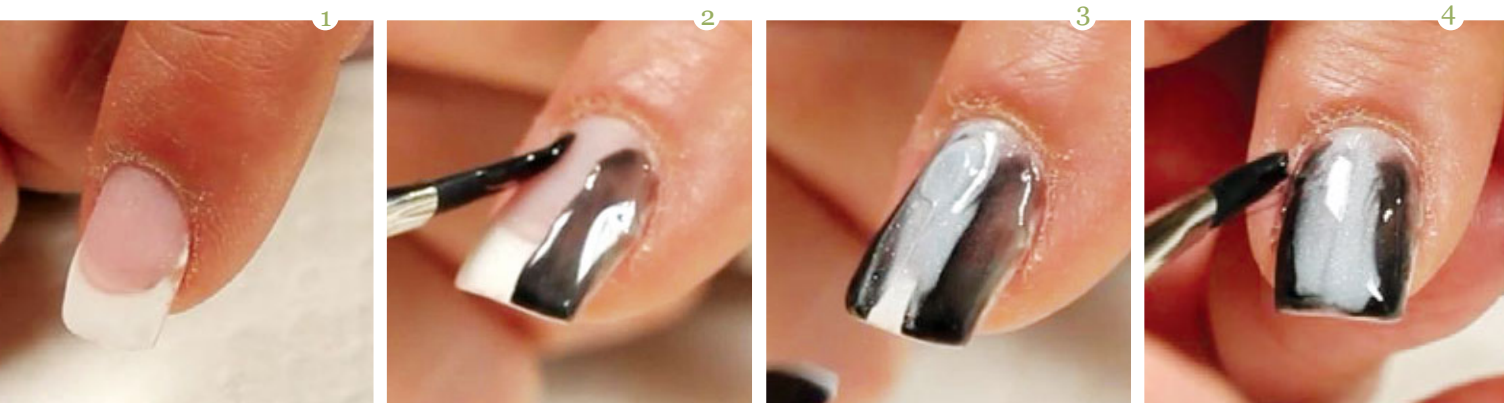


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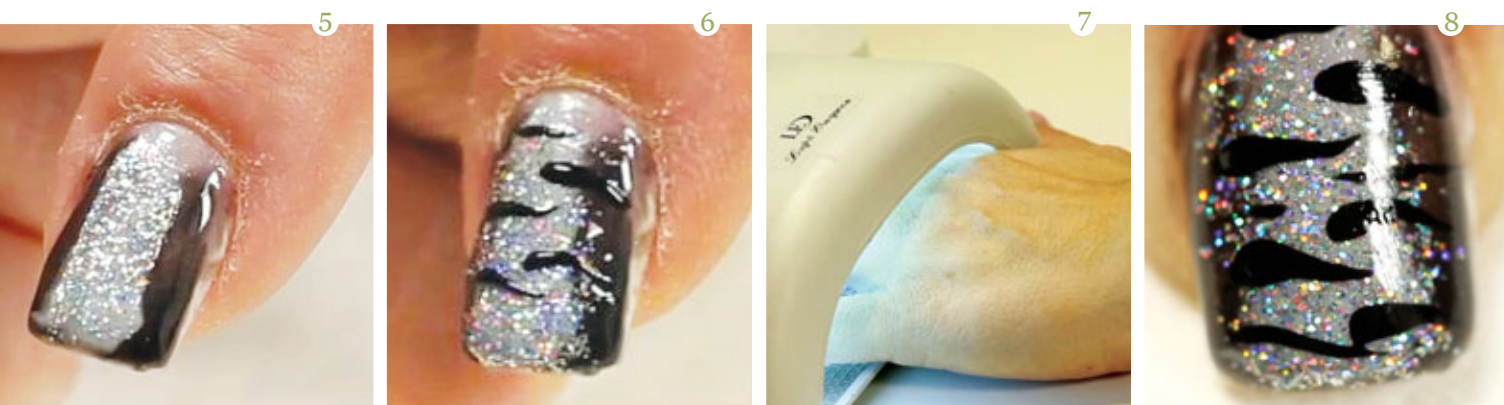
Light Elegance Color Gel Disco Tiger Design



Light Elegance gel-polish offers excellent color coverage and hold and comes in a wide range of colors that can be combined to create endless nail art designs. Light Elegance gels are engineered to perform well on any type of nail from full-coverage color saturation to free edge-extended Frenches and even 3-D sculpting.

1. Begin with a base coat of Light Elegance 1-Step or Soak Away Gel on the natural nail.
2. Apply a light coat of Beauty School Dropout on the left and right sides.
3. After you've wiped your brush, apply a coat of Teeter Totter down the middle.
4. Using a #4 oval brush, slightly fade the two colors together.
5. After cleaning your brush again, apply Disco Glitter Gel down the center of the nail.
6. Using a small striping brush and Light Elegance Black Gel Paint, place random stripes from the center to the sidewalls.
7. Cure for two minutes.
8. Finish with a nice, thin coat of Light Elegance Super Shiny from cuticle to free edge. Cure for two minutes. Remove sticky residue with Light Elegance Cleanser. Apply cuticle oil.

[For more information, go to www.nailsmag.com/fifi/20311]



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Prep natural nail plate.



Apply as base layer, be sure to cap the free edges. Cure in UV lamp for 90 seconds or LED for 30 seconds.



Proceed to Polish Pro color of your choice (Pink Cashmere & Blanca is used here for a Polish Pro pink & white).

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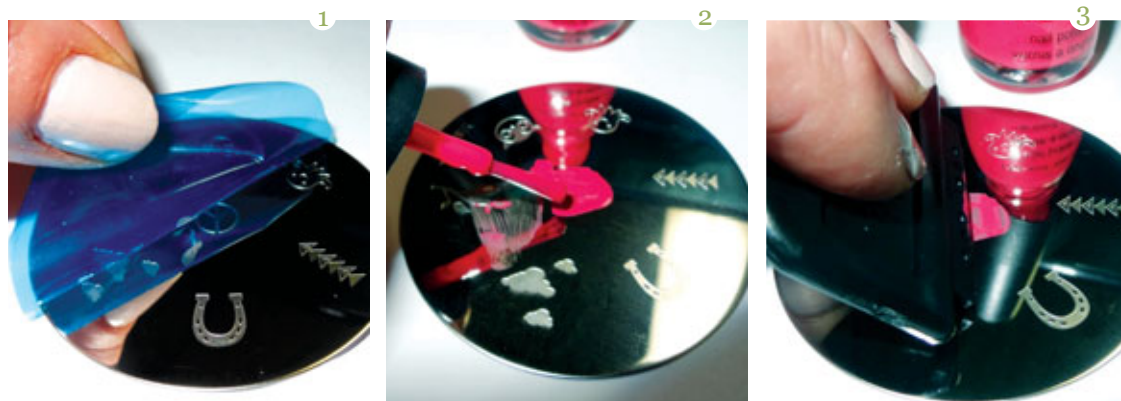
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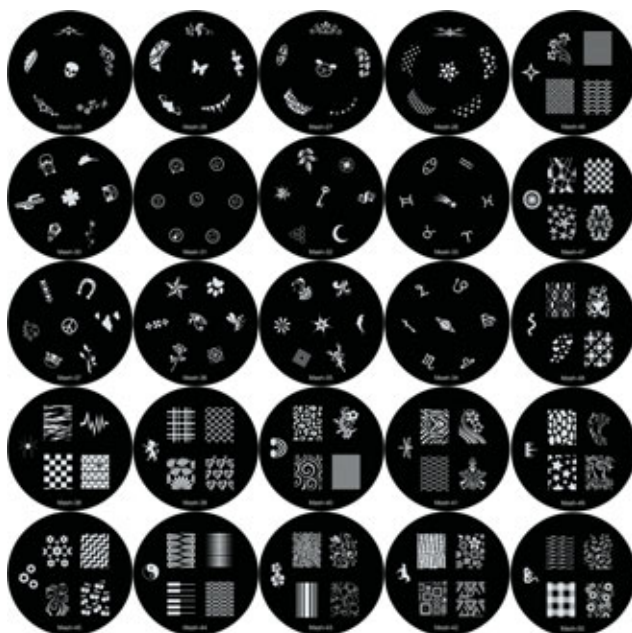
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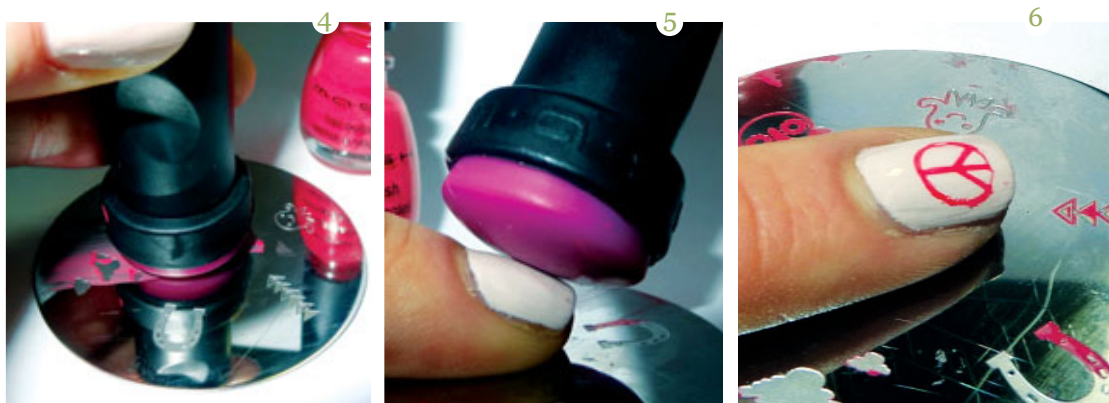
Mash Nails Nail Art Stamping



Mash Nails has a new collection of Nail Art Image Plates to give you exciting new designs for nail art stamping. Each plate measures about 1.8" with sanded edges for easy, comfortable handling and a protective nylon screen. All image plates are made from high-grade stainless steel and are paper-backed to prevent scratching during storage. This fantastic bundle comes with 25 plates, each containing five to seven designs per plate, which make for over 125 images.

1. Peel off the protective plastic coat.
2. Apply polish to the image on the plate design.
3. Using the scraper, scrape off the excessive nail polish.
4. Stamp the image in a rolling motion, from top to bottom, to imprint the polish design onto the stamp.
5. Stamp the design onto the nail smoothly, using a quick side-to-side motion.
6. Apply top coat to seal the design.

[For more information, go to www.nailsmag.com/fifi/20312]



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TECHNIQUE } signature services



Moroccan Mud Pedicure

W Nails & Spa, Arlington, Va.

W Nails & Spa uses:

Lavender essential oil; Mountain Body Sandalwood, Jasmine, and Rose Sea Salt Scrub, Oasis Mud Mask, and Exotic Foot Balm; base coat, polish, and top coat.

1. Soak the client's feet in warm water with a few drops of lavender essential oil for about three minutes.
2. Prepare nails, including filing, pushing back the cuticles, buffing, and removing calluses from feet.
3. Exfoliate the client's legs and feet with Mountain Body Sandalwood, Jasmine, and Rose Sea Salt Scrub. Rinse.
4. Apply Mountain Body Oasis Mud Mask. Let it sit for about four minutes.
5. Wrap the client's legs with hot towels for about four minutes. Remove the mask with the hot towels.
6. Add a few drops of lavender essential oil to Mountain Body Exotic Foot Palm, then massage into the client's feet and lower legs.
7. Apply base coat, two coats of polish, and top coat.



price: \$50



Coconut Cream Manicure

Present Nail Spa, Falls Church, Va.

Present Nail Spa uses:

Cacee Soap Spa Refreshment in Tangerine and Aloe Vera Massage Oil; KVN COSKM Coconut Milk Scrub; Qtica Smart Spa Colada Sparkle Moisture Mask; CND Scentsations in Mango and Coconut; OPI Natural Nail Base Coat and Top Coat; polish.

1. Soak the client's hands in warm water with two to three flower petals of Cacee Soap Spa Refreshment in Tangerine.
2. Prep the client's fingernails.
3. Exfoliate the client's hands and arms with warmed KVN COSKM Coconut Milk Scrub. Start by massaging the scrub into each finger, gently circling until the entire hand and arm are exfoliated. Rinse and towel dry.
4. Apply an even layer of Qtica Smart Spa Colada Sparkle Moisture Mask to the hands and arms. Massage in for silky skin. Cover with warm towels to promote full penetration into the skin. Remove after about five minutes.
5. Apply warmed Cacee Aloe Vera Massage Oil to the hands and arms and massage using circular motions.
6. Massage warmed CND Scentsations in Mango and Coconut into the client's hands and arms using deep stroking movements and light stroking to the top of the arms. Massage the fingers by wiggling, squeezing, and rolling each finger individually.
7. Apply OPI Natural Nail Base Coat, two coats of polish, and OPI Top Coat.



price: \$32

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Best. Surprise. Ever.

Veteran tech John Hauk drops in on student blogger Starr Rooks after hearing that meeting him was one of her professional goals.

The Royalty Beauty team of Candy Legg, John Hauk, and Nicole Brown flank Starr Rooks (second from right) during their surprise visit.

At NAILS Magazine, we pride ourselves on bringing you the latest industry stories, but every once in a while we get to be part of the story ourselves. Such was the case back in May of this year, when we were working on a story called “What’s on Your Bucket List?” One of the respondents was a nail student by the name of Starr Rooks, who wrote, “I just wanted to submit my nail tech bucket list items. I’m currently a student and I’m not sure if I could participate, but if so then here they are.” We were of course thrilled to hear from a student who already had so many goals in mind, so we followed-up on her list to flush out the article.

The first thing on her list: “Meet John Hauk.” Hauk, for those of you unfamiliar with him, is a world champion nail competitor, global educator, and celebrity manicurist based in Centerville, Ohio. He’s been featured in NAILS many times over the course of the past two decades, but we contacted him to update his headshot (and to pass along the sweet message that a nail student looks up to him so much as

to put him on her bucket list). He was so touched by this that he wanted to do something more for Rooks than simply update his headshot for the article. And that’s where this story begins.

JOHN’S STORY

It all started when NAILS Magazine contacted me to update my headshot. One of the editors told me the magazine was working on an article on nail techs who have made bucket lists and that I was number one on Starr Rooks’ list. I was so touched that someone would not only think of me but would put me on their list as number one! I quickly began brainstorming what to do to make a project out of this, make the most of this for Starr, and give back to the nail industry. I called my good friend Jim McConnell at Light Elegance and shared my thoughts; he graciously donated all kinds of products to my project.

After doing some sleuthing, I found out Starr lives in Charlotte, N.C., and is in beauty school. I thought to myself, “How cool would it be to visit her at school and give a personal one-on-one class?” So I made arrangements with her instructor Pasty Worley at Academy of Nails and Esthetics to make a visit. On

Thursday, June 21, my Royalty Beauty Team — Royalty Beauty is a company I founded in January to organize events such as Cruise with the Nail Stars — of Nicole Brown, Candy Legg, and I packed up the car and drove 500 miles southeast, all the way from Cincinnati to Charlotte to give the school a surprise visit the next morning.

I wasn’t sure what to expect or how we would be received, but once we were inside the school I was thrilled to see there were about 30 students and staff members awaiting our arrival, all with cameras. Her fellow students had gotten her to stay in the back of the school, so we could get ready to surprise her. They then called Starr up front to “do a manicure on a client,” or so she thought.

When she came out we were waiting for her with flowers, balloons, and gifts. Everyone yelled “Surprise!” Starr put her hands over her mouth. She just stood there shocked for a minute. I walked up to her and gave her a hug, and I started to explain why we were there. I told her how NAILS Magazine had gotten a hold of me to share the bucket list article and that I was touched, so I want to do something very special and help her along in her career of doing nails.

After presenting all the goodies we



Read the original “What’s on Your Bucket List?” story at www.nailsmag.com/bucketlist.

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had brought to her we settled down and demoed some nails for her. I asked her if it would be OK to use her as a model, and she said yes. I demoed an acrylic tip and overlay, acrylic sculptured, and gel tip and overlay, but what stole the show was the gel stiletto and gel art that Nicole and I did. I know those nails left an impression on Starr and the other students. We answered many questions about nails, clients, competition, and products, all while giving advice on how to get started in the nail industry and working in the salon.

I hadn't really planned this part out ahead of time, but while at the school, I felt compelled to pay off the balance on Starr's tuition. I had heard that life had thrown a bunch of road blocks in her way, so much so that she had almost not been able to start beauty school. So several hours later after we were done demoing all kinds of nails and techniques, I, on behalf of Royalty Beauty, presented Starr with a receipt that her school tuition was paid in full. She began to cry. Everyone around her started to

get emotional too, and they formed a group hug and told her she deserved this, as Starr is such a generous and gracious person. She thanked me as she accepted the gift.

After Candy, Nicole, and I said our goodbyes to all the new friends we had made, we began sharing with each other how successful and fulfilling the visit was. We wish Starr all the best and much success!

STARR'S STORY

I'm still floating on cloud nine, so before I begin rambling let me just start at the beginning.

I'm a quiet person; some might even call me shy. I knew I would have to work on that in order to pursue my dream. It is definitely a work in progress. A few months ago I saw a NAILS Magazine posting on Facebook regarding professional bucket lists. So I wrote one out and didn't send it. A few days later I

conquered my nerves and submitted it. Let me tell you I am so glad I did.

To my surprise NAILS managing editor Sree Roy e-mailed me and told me there was a possibility I would be in the magazine. At this point, I'm excited and glad that I got over my nerves.

The number-one thing on my bucket list was to meet John Hawk. He creates the most beautiful, amazing, and flawless nails. If you have ever seen his pink-and-whites then you know exactly what



Starr is rendered momentarily speechless when John presents her with her beauty school tuition paid in full.

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John demoed a variety of nail styles on Starr, as her classmates take photos and videos to capture the experience.

I'm talking about. Seeing his work definitely gives me something to aspire to.

One day in early June my instructor tells the class that we're having a guest speaker and some 3-D nail art demos on Friday, June 22, so she wants to make sure everyone will be in class. 3-D nail art? Count me in. While waiting for the guest speaker to arrive, I was told a client had requested me to do her manicure. As I turned the corner to greet my client, guess who was there?

JOHN HAU!

I could not believe it. John Hau was there — at my school. I was totally speechless. I just can't put into words how awesome that was. John also brought the amazing Nicole Brown and Candy Legg with him. Talk about some talented ladies. Wow!

When I wrote the bucket list, I had just assumed that I would be at a nail show one day and meet John, take a photo with him, and that

would be it. I never imagined that they would drive out of their way to Charlotte en route to the Nail Tech Networking Event of the Smokies in Gatlinburg, Tenn. I was just so honored that he made the trip to meet me.

Not only did John stop by the school, but he also brought me some amazing goodies! There were beautiful flowers, star-shaped balloons, and a ton of Light Elegance products. I

had reached the height of my excitement and went into shock. Then he did demos of pink-and-whites, tips with overlay, and gel and stiletto nails. Nicole also did a demo of a sculpted gel with color gel marbling that was so beautiful.

I'm so glad my classmates and I got to learn new techniques and watch John in person. That was definitely a once-in-a-lifetime experience.

I simply cannot thank John Hau, Nicole Brown, Candy Legg, NAILS Magazine's Hannah Lee and Sree Roy, Light Elegance, and the Academy of Nails and Esthetics enough for this amazing opportunity.

I'm so glad that I finally mustered up the courage to pursue my dream to become a nail technician. I have already met some wonderful people and I can't wait to really get out there and meet more wonderful people and make more amazing friends. **N**



Learn more about Starr's journey on our student blog: blogs.nailsmag.com/student.

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The Rhinestone Center

Kai Keach, owner of Kai's Kottage in Titusville, Fla., is a loyal user of Bio Sculpture Gel products and has become known for her elegant manicures with a single rhinestone placed at the focal point of the design.

Here she shows how she crafts a red French design with two white nail art disks on either side to accentuate the rhinestone.

1. Perform a basic manicure making sure cuticles are pushed back and no pterygium is left on the nail by buffing lightly with a buffing block.
2. Apply clear gel. Cure for two minutes.
3. Apply red color gel to the free edge to create the French look and wipe the smile line.
4. Place the rhinestones and disks delicately on the smile line. Cure to set them.
5. Apply another layer of clear gel and cure for two minutes. Wipe the tacky layer off and apply cuticle oil to complete the manicure.



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O.P.I.

TREND fall 2012 watch: color trends

From love potions and the magical hour of sunset to witches and warlocks, fantasy and illusion are inspiring designers this fall season. With an unexpected mix of darks, brights, and neutrals, they cleverly manipulate reality to transport consumers to an enchanting place, free from the stresses of everyday life, according to the Pantone Color Institute. "By playing to consumers' practical side with versatile neutrals and boosting their confidence with bold, spirited hues, this skillfully balanced palette has something for everyone," said Leatrice Eiseman, the institute's executive director.

The Pantone Fashion Color Report Fall 2012 predicts that bright chartreuse, pink flambé (both shown in illustration), tangerine tango (also named by Pantone as the "color of 2012"), ultramarine green, and six other hues will make up the palette of the season. View the full report at www.pantone.com/fall2012. >>>



View a slideshow of all 10 fall shades at www.nailsmag.com/fall2012colortrends.

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Amanda Lenher,
Posare Salon,
Las Vegas



Lina Dinh,
Ly nah's Nail Designz,
Beloit, Wis.



Marialena Hall,
A Better Cut Hair & Nail Salon,
West Palm Beach, Fla.



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www.nailsmag.com/fifi/20285



Nail Tech Knows Best

Support a fellow nail tech and flaunt a striking array of hues with new Polish & Co. brand nail polish. The line, which debuted with 17 colors, is created by Theresa Williamson, a former educator (with Tammy Taylor Nails), salon owner (of Hints in Greensboro, N.C.), and now beauty product creator. Williamson's polishes are made in the United States, and she envisions them on the nails of both male and female clients.

For more information, go to www.nailsmag.com/fifi/20421.



Williamson

Read My Lips

Amidst the current surge of nail art comes a new trend in temporary body art; for lack of a better term, we've dubbed it lip art. Lip appliques and foils in a wide variety of designs from florals to animal prints to glitter rockstar lips are appearing at beauty shows across the country and making their way into salons as a retail item and as an add-on service for make-up artists.



Ravid Yosef, VP of marketing at Violent Lips LLC (whose Daisy lip applique is shown in the photo), says the trend started on the edges of the country, with the company's top markets being Los Angeles, New York City, Atlanta, and

Chicago. "It's pretty amazing to see the reactions we get," Yosef says. "A drop of the jaw is usually followed by, 'OMG. What the heck is this and how does it work?'" Violent Lips releases new designs each quarter, with its most popular appliques in 2012 being the American flag, followed by its Glitteratti Collection.

We recommend creating an accent nail to match the lip pattern or to select a complementary polish shade so it's not too matchy-matchy.

GET THE LOOK

Glitzzy Lips, www.nailsmag.com/fifi/20422

Orgasmic, www.nailsmag.com/fifi/20423

Trendy Nails Unlimited, www.nailsmag.com/fifi/20424

Violent Lips, www.nailsmag.com/fifi/20425



Watch a lip applique how-to video on NAILStv:
nailsmag.com/video/violentlips



Bounce Off the Walls

Modular Privacy Rooms from Walls + Forms may be your ideal waxing or facials room solution. Instead of hiring a contractor to add a wall made of conventional drywall, simply assemble the Modular Privacy Room with minimal components and panels that snap together in minutes. It even provides 30% more room than conventional drywall construction in the same amount of space. No tools are needed for assembly, there are no complicated parts to worry about, and the set-up eliminates assembly errors. Many options are available for colors, doors, knobs, and trims, so you can pick a scheme that best fits your salon.

For more information, go to www.nailsmag.com/fifi/20426.



New Look, New Educators at Beautiful Nails

Kupa Inc. is celebrating the new products in its Beautiful Nails brand with a few fun changes. The Beautiful Nails line includes a magnificent array of enhancement and nail art products, including acrylic, odorless acrylic, colored acrylic, glitter, manicuring tools, sculpting brushes, soak-off gel colors, top gel sealants, top coats, cuticle oil, prep products, and more. One change is a new logo, reminiscent of the beauty of the nail products. The second is two new educators, Ann Chang and Sindy Mark, who are amazing artists and were spotted doing creative nail designs at the Beautiful Nails by Kupa Launch Party in Las Vegas during IBS Las Vegas weekend and at the NailTech Network Orlando Social the night before Premiere Orlando. Be sure to catch Chang and Mark at the next beauty show.



Mark

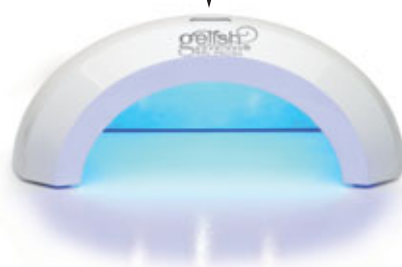


Chang

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{ QA AND }

I'm an established nail tech in the New York area. (I've been a nail tech for 25 years and had my own nail business for six.) I am looking to branch out. Specifically, I'm interested in doing nails for celebrities, movies, commercials etc., but I'm not sure how to make those connections. Do you have any suggestions or info for me?

The good news is that manicurists take the same steps as a makeup artist or hairstylist to gain entrance into the business of print, video, film, and television. There are no secrets. Everything starts with building a portfolio through a process called testing. Quite simply, the manicurist connects with photographers, makeup artists, hairstylists, and fashion stylists who have the same goal — to build a portfolio with pictures that can be used to get work in the entertainment and fashion industries.

Working with professional photographers is key. I always suggest visiting photography schools like Art Center in Pasadena, Calif., SVA (School of Visual Arts) in New York, and the Portfolio Center in Atlanta, to name a few. These schools and more are easily unearthed with a Google search that contains the words, "photography schools + city, state." Once identified, the manicurist should call and ask if there is a system in place to connect manicurists with photographers who are building their books for fashion and beauty. If the answer is yes — sign up. If the answer is no, I suggest getting over to the campus and introducing yourself to the professors and the photographers in class.

There are also some great websites, like photocrew.com and modelmayhem.com, where artists congregate, connect, and work on their portfolios.

As soon as you have about 10 to 12 great images in your print or online portfolio you're ready to start sharing your work with creative decision-makers who can hire you for work.

— Crystal Wright is the author of *Crystal Wright's Hair Makeup & Fashion Styling Career Guide* (available on amazon.com), which provides more detailed guidance on becoming a celebrity manicurist.

Can the One-Stroke nail art painting technique be applied to gel?

I've only tried the One-Stroke technique on top of gel top coats. When my nail tech puts a UV top coat on my pink-and-whites, I have painted designs right on it. I use enamel paints (FolkArt Acrylic Paints brand), and it's great because if I don't like the design I can just wipe it off. Alternately, the design will stay well if you seal it with top coat. I would love you to try a One-Stroke nail art design with UV color gels and let me know how it works at donnaontheroad@hotmail.com

The most important thing to think about with One-Stroke nail art is to paint your art on lightly buffed matte finish nails then seal or finish the nails completely then paint the design on top (if you'd like to take the art off and still have the nails look good). And leave the nails unsealed if you use FolkArt Enamels or seal with other FolkArt acrylic and glitter acrylic designs. **N**

— Donna Dewberry (www.dewberrycrafts.com) is the inventor of the One-Stroke painting technique.

Have a style question?

(about nail art, fashion, salon decor, etc.)

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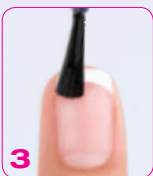
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Foil Flower

1. Apply Kinetics E-Sculptor Gel Glass to the entire nail. Cure. Apply Kinetics Nailfinity Cover Gel to the nail bed, and Kinetics Color Gel in Black Night Carnival in a stiletto shape on the free edge, creating a French. Cure. Apply Kinetics E-Light Gel Clear over the entire nail. Cure. Wipe off the tacky layer.
2. Use a fan brush to apply fine orange glitter to one vertical half of the free edge. Apply Kinetics E-Light Gel Clear over the entire nail. Cure. Wipe off the tacky layer.
3. Apply Dollar Nail Art Transfer Foil Adhesive in dots along the side of the free edge and in a flower shape on the nail bed. Apply Dollar Nail Art Transfer Foil in Rainbow Swirl on top of the adhesive.
4. Use size 2 and size 1 Sonnet kolinsky brushes and Polycolor Fine Acrylics paint in black and in white to outline the foil transfers.



Maja Rokov, Arty Nails Croatia, Split, Croatia



Watch a video of this step-by-step on NAILStv: nailsmag.com/video/foilflower.



Hang Tran, Monde De Luxe Hair & Nail Studio, New Orleans

3-D Sunflowers

1. Polish the nail a leafy green. Let dry.
2. Create a small ball using green acrylic. Apply the ball to the nail, then sculpt it into a leaf shape. Repeat two times on opposite ends of the nail.
3. Create a large ball using brown acrylic. Apply the ball to the nail. Before it dries, press into it with a marbling tool to make an indentation. Repeat one time on a different spot on the nail.
4. Create a small ball using yellow acrylic. Apply the ball next to the brown center, sculpting it bit by bit into a petal. Repeat for the other eight petals. Then repeat to create the petals for the second flower. Use a striper brush to apply gold glitter swirls around the flowers.

Wild Love

1. Polish the nail in China Glaze Shocking Pink. Let dry.
2. Use a black striper to add zebra stripes, but leave an area open to write in.
3. Write "Love" in the open space. Handpaint a few white hearts as accents.



Lorri Silvestre, Nail Divas Salon, Grover Beach, Calif.



Sara Khalaf, Romulus, Mich.

Creative Crayons

1. Polish the nail sparkly green. Choose four different polish colors for your crayons. Paint them side-by-side at the bottom.
2. Use white polish to make each of the four colors a shade lighter. Polish the lighter color onto the bottom part of each crayon, leaving the tops exposed.
3. Paint a thin black line where the light and dark colors meet. Paint two thicker black lines below, leaving a space in between.
4. Write "Good Job!" in white paint.

Follow Your Heart

1. Apply a light-colored glitter gel to the entire nail. Cure. Apply blue gel to most of the nail, leaving only a large moon exposed. Cure.
2. Apply dots of black and blue gel on top of the cured blue gel. Don't cure.
3. Use the tip of an art brush to swirl the uncured black and blue gel. Cure.
4. Add a 3-D black heart. Apply bullion beads around the border of the moon.



Miyuki Ueda, Myu Beauty, Irvine, Calif.



Jade Sewell, Just Nails, Great Falls, Mont.

Key to My Heart

1. Apply dark glitter purple acrylic to the bottom of the nail. Apply medium glitter purple acrylic just above, overlapping a bit with the dark purple. Apply light glitter purple acrylic just above, overlapping a bit with the medium purple. Apply very light glitter purple acrylic just above, overlapping a bit with the light purple.
2. Use a detail nail art brush and white acrylic craft paint to draw a heart-shaped locket and a key.
3. Fill in the heart with a thin coat of sparkle nail polish. Use the detail nail art brush and black acrylic craft paint to add a keyhole. Attach the lock to the key by adding a "chain" of clear rhinestones. **N**

Want to see your
nail art how-to here?

Mail your tips (one for each step) and instructions to Sree Roy, NAILS Magazine, 3520 Challenger St., Torrance, CA 90503. Make sure to include your name, salon name (if applicable), city, state, and contact information.



For more nail art step-by-steps, visit www.nailsmag.com/style, then click on Nail Art.



When mailing us tips for Nail Art Studio, please mail them in a padded envelope or box to keep the nail tips fully intact in transit.



A close-up photograph of two hands with light skin and manicured, pale pink nails. The hands are positioned with one hand resting on the other, fingers slightly spread. Overlaid on the hands is the text "we have the answer" in a black serif font. The word "answer" is significantly larger and bolder than "we have the".

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TECHNIQUE } behind the scenes

Call of the Wild



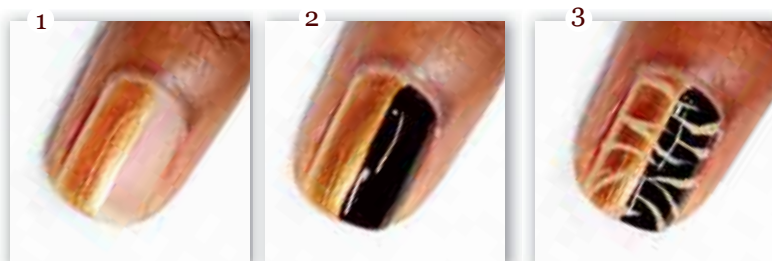
Schuetz

For this month's polish preview, we asked Orange, Calif.-based nail tech Elsbeth Schuetz to create a variety of animal-print looks to showcase the fall colors. The color combinations for our jungle friends are definitely untraditional, but nails are the perfect place to dream up multi-hued animal prints.

Elsbeth's Top 12 Tips for Animal Prints

1. Leopard prints can be done with a fine brush or a dotting tool.
2. When painting leopard prints imagine uneven "U"s and "O"s and spots — it's actually perfect if your hands are jittery from too much coffee.
3. Do a marble design first, then randomly paint your animal print on different sections of the nail plate.
4. Consider doing the print on only a portion of the nail. For instance you might just paint the free edge or the moon area with the animal print of your choice.
5. Tiger and zebra prints are very similar. Zebra stripes are smooth, straight, and tightly applied. Tiger prints are not as tightly packed and a bit more crazy and zig-zag.
6. Giraffe prints look great using a white base and silver or gold polish for the design. Or you can create a fantasy giraffe in black and blue.
7. Be bold and paint one accent nail with the animal's eye or face.
8. Kids love pink and purple zebras (and it's a cool fast design for a kid's birthday party).
9. Do a gradient look with neon colors first then paint the animal print on top.
10. Top coat needs to be applied in fast strokes or you will smear the animal print.
11. For a unique look, try combining more than one animal print (like we did on the cover).
12. Single ladies: animal prints on toes will get the guys' attention. Raarrrrh.

Zesty Zebra



On the nails: Cuccio Russian Opulence, Orly Rapture, China Glaze Kalahari Kiss



Left: SpaRitual Cassiterite, OPI Every Month Is Oktoberfest
Middle: Bio Sculpture Love Potion, Dare to Wear Fools Gold
Right: OPI Don't Talk Back to Me, MK Salsa

Languid Leopard

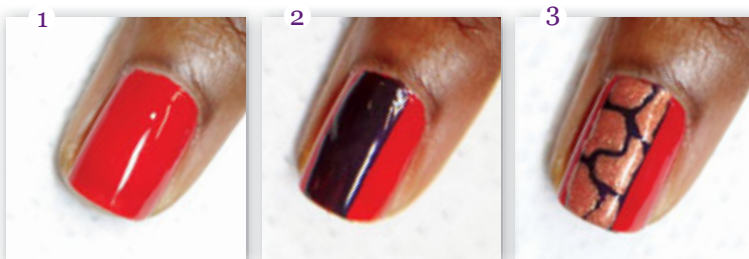


On the nails: OPI My Very First Knockwurst, Essie Recessionista, LCN London Glam

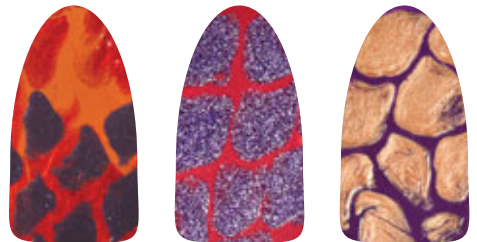


Left: Misa Live Without Knowing, Orly Glow
Middle: CND Plumville, Dazzle Dry Portia's Wit
Right: Jessica Champagne Bubbles, Seche Opulent, Seche Contemporary

Gentle Giraffe



On the nails: China Glaze Jungle Queen, Nailite Raisin Hell, Misa Taking Chances

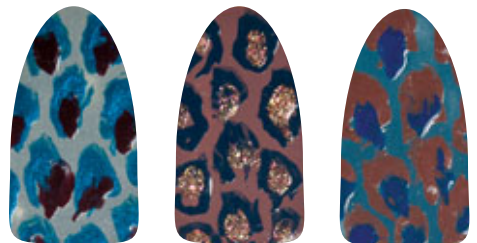


Left: China Glaze Desert Sun, Orly Flicker, China Glaze Jungle Queen
Middle: OPI Schnapps Out of It!, MK Jamaica Reggae
Right: Misa Break Away, Dazzle Dry Katherine's Crown

Proud Peacock

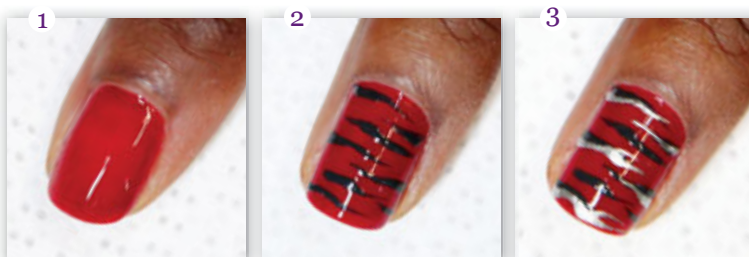


On the nails: Jessica Pumpkin Delight, Cuccio On the Nile Blue, LCN Green Emerald, China Glaze Elephant Walk



Left: China Glaze Elephant Walk, LCN Blue Sapphire, China Glaze Call of the Wild
Middle: Seche Portobello, CND Midnight Sapphire, Jessica Gingersnap
Right: Bio Sculpture Indecent Proposal, Jessica Brown Sugar, China Glaze Man Hunt

Tempting Tiger



On the nails: Orly Ignite, Seche Nouveau, CND Silver Chrome



Left: SpaRitual Conglomerate, China Glaze Adventure Red-y, MK Platinum
Middle: Essie Head Mistress, Dazzle Dry Joan's Armor, SpaRitual Marble
Right: Cuccio Oh My Prague, LCN Ruby Red

STYLE } Nail Trends from the Fall 2012 Fashion Week Runways

On the New York Fashion Week runways, juicy stone fruit colors from cherry red to plum purple reigned on nails. Custom colors and custom nail art — to complement the fabrics — were also popular, as were tasteful nude shades.



To accessorize Alexandre Herchcovitch's opulent collection, CND's Wanda Ruiz polished nails in Gold Chrome topped with Air Dry Top Coat, which was coupled with gold eye shadow and metallic pieces on the runway amidst earthy neutrals, dusty rose, and flesh tones.

Photography courtesy of CND

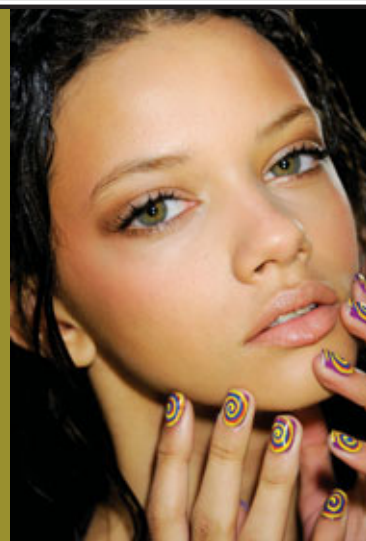


Led by manicurists Josephine More and Joy Johnson, the China Glaze team applied bold burgundy Prey Tell to complement the gorgeous fabrics and leathers in the American contemporary line Porter Grey.

Photography by Matthew Carasella

At Nicole Miller, CND's Wanda Ruiz created hypnotic swirls of Plumville, Electric Orange, Bicycle Yellow, and Anchor Blue, a look that can be replicated with a toothpick (or a detailing brush) and some patience.

Photography courtesy of CND



At The Blonds, CND's Kristina Estabrooks and her team spent 130 hours hand detailing biker babe manicures, including crystals, glitter, leather, Phillippe Blond faces, crushed glass shards, and acid-washed denim designed nails.

Photography courtesy of CND

At Christian Cota, Candice Manacchio created an ombré effect with CND Colour in Chocolate Milk and Putty, which can be done at the salon by using a makeup sponge to apply Chocolate Milk from the cuticle to halfway down the nail, then adding Putty from halfway to nail end and finishing with CND Super Matte Top Coat to combine the two colors while still wet.

Photography courtesy of CND

>>>



Unleash Your Inner Artist

1

First apply Base Coat, then paint nails with 1-2 coats of white lacquer and let dry.



2

Create stripes by dragging the Hot Purple striper from left to right, and continue all the way down the nail.



3

Repeat the same process with the Hot Pink and Hot Green stripers.



4

Apply Top Coat to dry nails to preserve your fabulous nail art.

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Models at Theia wore **Dashing Diva** Season Tickets, a beige semi-sheer crème on their fingers and toes.



For the threeASFOUR show, **Color Club** created a custom gray.



Models at Tibi wore an opaque, bright white — **Dashing Diva** NYC Fleet Week — to complement the gorgeous prints, chunky sweaters, and leather that were seen on the runway.



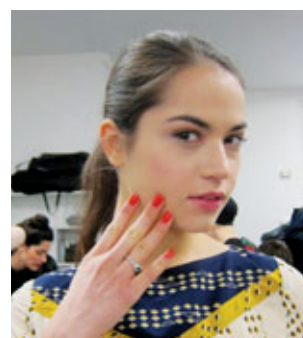
At DKNY, nails got a shiny neutral polish job with two coats of **Essie** Brooch the Subject.



Zoya custom color expert Rebecca Isa (left) developed custom colors for Peter Som (center; also shown is Zoya's Leo Reyzis). The colors were named after Som's muses: Audrey, pale pink showcased on models' fingers; Evvie, a slate green featured on toes; and Katherine, plum nail gloss not used on the models, and polished by lead manicurist Sunshine Outing and her team.



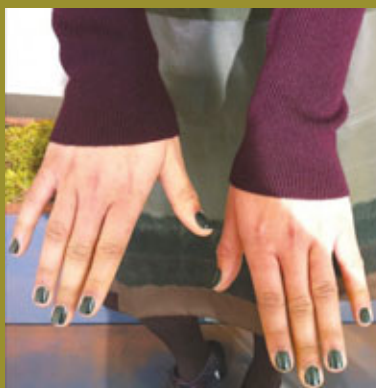
Zoya and fashion designer Bibhu Mohapatra created three custom shades for the designer's show: Models all wore **Rekha** (a custom red) on their left hands as an homage to Mohapatra's mother and either **Parveen** (a custom nude) or **Zeenat** (a custom pewter) on their right hands.



Lauren Moffatt's show featured the bright orange hue **OPI** A Good Man-darin Is Hard to Find on the models' nails, which were shaped short and squoval. *Photo courtesy of OPI*



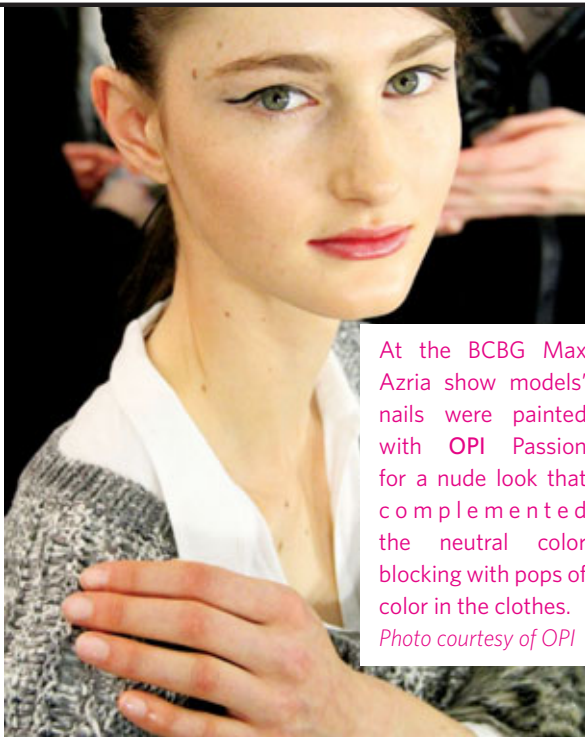
Deep royal purple reigned at the Yuna Yang show, which used **Priti NYC Polish** in **King Spider Orchid** to match the smoky eyes and glossy lips.



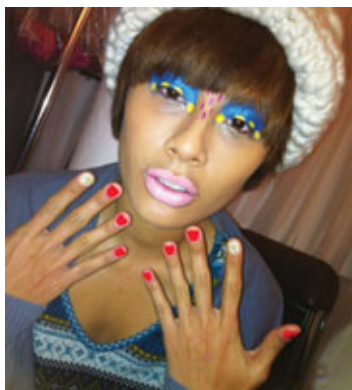
Essie manicurist Elle Gerstein's technique at the Rachel Roy show was all about layering and creating textures, so for those models representing greenery, her team polished a coat of **Licorice** (black) and then added two coats of **Going Incognito** (deep emerald) to create a custom pine shade (shown), and models symbolizing soil wore two coats of **Carry On** (a rich burgundy).



Essie lead manicurist Elle Gerstein and assistant Paula Knight-Osborne created a "factory girl" inspired ombré look for the Pamela Love show by using thin layers of **Little Brown Dress** polish that deepens as it moves towards the nail tip, with a little glitz with its **As Gold As It Gets** polish.



At the BCBG Max Azria show models' nails were painted with OPI Passion for a nude look that complemented the neutral color blocking with pops of color in the clothes. Photo courtesy of OPI

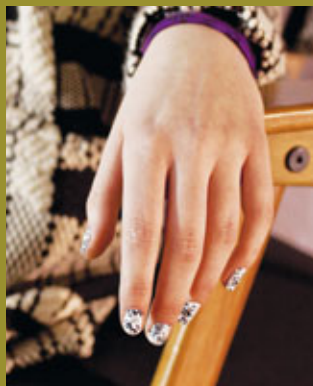


Bright colors were applied by lead nail tech Melissa Bozant and assistants Paula Knight-Osborne and Gloria Williams at the Degen show to accentuate the collection's whimsical knits and tribal face paint. NailEZZEE's chalky pastel Sunny Side Up was paired with custom shade Rock my Teal, plus Sun Kissed for an unexpected pop of color.



Models at the Miguel Adrover show wore Ginger + Liz polish in Skin Tight with the company's soon-to-be-released Matte Top Coat, and lead nail tech Indigo Makong dipped the tips of the models' nails in fine black sand to achieve a grunge look.

Photography by Jerome Shaw



Nail Taxi's Cinnamon Bowser, Emily Ryan, and Janee Baldwin applied custom Minx to the models in the Calla show.

Photography courtesy of Calla



Celebrity nail tech Lisa Logan and her team of Tiana Logan, Najzali Allen, Valerie Quinones, Titilayo Bankole, Priscilla Parker, Courtney Foster, and Nail Taxi NYC's Danielle Corbin Jaime applied custom Minx to models at the Daniella Kallmeyer show.

Photography by Becky Yee



Melissa Bozant, Paula Knight-Osborne, and Gloria Williams pulled in neutral favorite NailEZZEE Concrete Jungle to balance the eccentric international prints from Arnaldo Ventura and complement the textured pieces from Cynthia Hayashi and Gabriela Sakate for the Ponto Zero Project.



Cushnie et Ochs' models who wore cream/beige/neutral on the top and navy on the bottom strutted down the runway with Dashing Diva's NYPD Blue on their fingernails (shown), while models wearing navy on top and cream/beige/neutral on the bottom wore nude Chelsea in the Buff on their nails.



For more Fashion Week nail styles, visit www.nailsmag.com/fall2012fw.



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Gifts for Guys

Don't wait for Father's Day to stock your retail boutique with cool gifts for men. Make male clients more at home by giving them a place to peruse between services, and turn your salon into a hotspot for product trends. (Your female clients will thank you too.)



1. With products in stores such as Nordstrom and Saks Fifth Avenue, **Cufflinks, Inc.** allows customers to make a bold and urbane fashion statement on their wrists. Cufflinks, Inc. has over 4,000 styles to choose from. Featured above are the Camera cufflinks, Functional Compass cufflinks, and the Beer Bottle Opener cufflinks.

www.nailsmag.com/fifi/20431

2. Blow customers away with **Sempli's** trendy Cupa-Rocks. These wine or liquor glasses — without a traditional stem — feature a rounded bottom allowing it to spin on hard surfaces. Therefore, customers can still achieve that necessary swiveling motion used to oxygenate wine or smell its aromas. Also available are Cupa-Stay Coasters, which keep the revolving glasses stationary.

www.nailsmag.com/fifi/20432

3. Customers can make a statement with **Grigio Design's** vintage-inspired handmade

money clips. Made from nickel silver, there are two sizes available and they come in a variety of finishes from antique sterling silver-plated brass to hand-patina brass. Featured above are the Velocipede, Lioness, and Three Wise Monkeys money clips.

www.nailsmag.com/fifi/20433

4. Swiss army knife manufacturer **Wenger** offers its sleek EvoWood 81. For customers who want to stay prepared and show their commitment to conservation, this gadget's distinctive handle is made from sustainable, top-quality walnut. It's compact and easily carried, yet durable enough for light outdoor use.

www.nailsmag.com/fifi/20434

5. **Man Lotion's** Man Stuff is a variety of bath wash, lotion, and rinse made with quality plant extracts, made with no animal testing or petroleum by-products. Designed for working men, the products soak in quickly and leave

no greasy residue or lingering scent. Featured above is the popular gift set; each product can also be purchased separately.

www.nailsmag.com/fifi/20435

6. **Sipping Stones** are sophisticated alternatives to the ice cube. Made from pure soapstone, the naturally cool cubes can be refrigerated and then dropped directly into a drink to maintain optimum temperature without diluting flavor. Crafted specifically for hard liquor, sipping stones are safe to use on glassware and do not impart any flavor.

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7. **Craft A Brew's** Premium Beer Brew Kits include everything needed to turn beer-loving customers into beer brewers. The kits contain all the necessary equipment along with a recipe guide and instruction manual. The company uses fresh ingredients and the same basic processes of professional craft brewers.

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Sponsors Lend Cachet to Grand Opening

If you think sponsors are only for race cars and recovering alcoholics, think again. Bellacures Nail Salons, a small Southern California-based chain, had more than a dozen companies lined up as sponsors for the grand opening of its Pasadena store in June — including OPI and SpaRitual. How did they do it? “We approached the PR firms of a few handpicked, like-minded brands that we felt would complement the Bellacures brand,” says Bellacures founder Samira Asemanfar. Generally, the sponsors either donated products to a gift bag or donated their services at the event. “This allows them the chance to publicize their brand to our audience while leveraging the Bellacures name to elevate their own brand into the spotlight,” she says. It’s a win-win that requires little arm-twisting: “The brands we approached were all extremely excited to have the chance to be in front of our high-end clientele,” she says. >>>



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Say What? Scripting Your Response

Let's face it — the customer is not always right. But customers are always important, and we can make them feel much better by agreeing with them on the importance of the service qualities they identify and value. So says Ron Kaufman, author of *Uplifting Service: The Proven Path to Delighting Your Customers, Colleagues, and Everyone Else You Meet*. "The last thing a customer with a complaint wants to hear you say is, 'You're wrong,'" says Kaufman. "What they want to hear is that you understand them, appreciate them, and agree with them on the importance of the value they have cited in their complaint."

Here are a few quick scripts to use when responding to customer complaints:

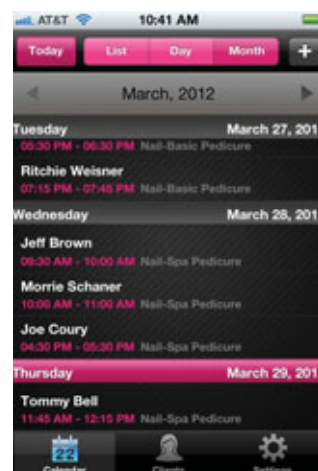
Customer Complaint:	Your customer says:	You say:
RUDE SERVICE	"Your staff was rude and totally unprofessional."	"You are right to expect a courteous, respectful, and professional staff."
OVERPRICED	"This isn't anything I like what I was promised. And your price is way too high!"	"I am on your side in this situation. You have a right to be satisfied with whatever service you receive from us. You deserve good value for your money. Let's see if there's a better option for you."
TOO SLOW	"I've been waiting forever. Why did it take you so long to get me in?"	"We understand that in today's world speed counts. You deserve fast, friendly service."

"Notice how your responses make the customer feel right," says Kaufman. "We don't argue over the facts, but we do actively agree on the importance of what they value most."

Salon Share App Means Fewer Missed Appointments

The Salon Share app from Fill Your Chair is for salon professionals looking for efficient scheduling and timely notifications using the latest technology. "Salon Share turns your phone into a personal assistant. The app was designed with today's smart phone-carrying, social-networking cosmetology professionals in mind," says Tommy Bell, CEO of SalonShare.com. "We recognize the daily disturbances include missed appointments, lost client information, and zero online visibility for independent salon professionals. Salon Share gives salon personnel a turn-key webpage with dynamic tools for performance and client management, all in an easy-to-use format." Users may register their accounts in a couple of steps when they visit www.salonshare.com or when they download the app through iTunes or Google Play (search "salon share").

For more information, go to www.nailsmag.com/fifi/20441.





A Stand Out Salon

In ritzy Beverly Hills, it takes a lot for a salon to stand out above the competition. That's why Chi Nail Bar & Organic Spa is so proud of its nomination for a Business Excellence Award in the category of most innovative practices by the Beverly Hills Chamber of Commerce. "We pride ourselves on providing our customers with fabulously indulgent nail care and the most options in high fashion nail trends with an emphasis on utilizing all natural and organic products," says Chi's owner Fawn Dixon. She outlines some of the innovations that brought them the nomination:

- > "Chi goes above and beyond the state of California's safety requirements. To ensure our clients are protected, all of our equipment is medically sterilized and a fresh set of tools is used each time."
- > "Chi offers the hottest trend in nails with hundreds of shades, crystallized glitters, and customized nail art. Our constantly evolving nail designs are developed on location by our talented staff and are highly regarded by Beverly Hills' discriminating client base, such as Paris Hilton, Serena Williams, Paula Abdul, Penelope Cruz, and Jessica Alba."
- > "Emphasis is on the most current beauty techniques, yet ancient remedies inspire our treatments to help balance the 'chi' energy pathways of the body and to help rejuvenate the body naturally. All spa treatments use organic and natural products that harness the botanical and life-giving energy of plants and the sea."



I have owned a booth rental salon for four years. I need to increase how much money I'm bringing in and was thinking about converting to a commission situation. Is this really going to be more profitable? What else do I need to consider?

Before considering if you should switch to commission you need to weigh a few important things: 1) Have you exercised every available option you have to increase income as a rental business? This includes raising your rent, increasing retail sales, and also double shifting. If you have four stations, you could have eight renters instead of four renters by setting two shifts per day. This could make a great impact. 2) If all of these options are exercised and you still are not profitable, before switching to commission, you have to ask yourself what impact it will have on your culture and your daily operations. If you then feel that you want to move forward with the switch you will need to look at the impact being a commission business will have financially. Work out financial projections that include an increase in sales, but also an increase of the corresponding expenses that come with it, like service and retail commission, payroll taxes, an increase in back bar costs, workers compensation, and increased marketing and training expenses. **N**

— Steve Gomez is professional development manager for Milady (www.milady.cengage.com).

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Do you give preference to stocking your salon's retail boutique with items that are made in the U.S.A. (or in your native country, if you aren't in the U.S.)?

No, but we should! That would be so difficult though. I once made it my New Year's resolution to not buy anything made in China. Well, needless to say, I saved a lot of money because every time I went to the store (for anything really) all the tags said the items were made elsewhere. I think America makes great quality items, but we import so much that American-made items are difficult to find. I only made it to April before giving up.

Erica Danforth
Bling Salon, Hayden, Idaho

I stock my salon with handmade products. I think local, not just U.S., is the way to go depending on what retail you would like to carry.

Lauren Scales
Graffiti Nail Bar, Memphis, Tenn.

I use and offer products that are as local as possible. I believe in supporting my community and, in

doing so, I am able to make sure they are of the highest quality because I get to know the creator and where they get the ingredients to make their products.

Karri Patton
Studio Karri L., Seattle

I stock what I use and what sells. I selected companies that I have faith in and whose products are high-quality. That being said, I haven't looked into where they are made.

Sara Cole
Parisian Nails of Sequim, Sequim, Wash.

I buy handmade products and make jewelry myself.

Danielle Stirling
She Walks in Beauty, Calgary, Alberta, Canada

I definitely give preference to products made in the U.S. In fact, starting last fall all of the new products that I bring in are made in the U.S. Our country has a wealth of talent, and I love

supporting other small businesses and artists. My clients appreciate the thought I put into my boutique, so we can all feel good about where our money is going.

Candice Everest
Panache Nail Studio, Stanwood, Wash.

I like to stock my area with products that my clients need, regardless of where they are made. I would not mind paying more for products if I knew they would help clients' nails.

Laura Gentile
Salon 117 & Essence Day Spa, Arlington Heights, Ill.

I don't have a retail area in my current salon yet. But I buy American-made (and even local if I can) for the products I use in my services. I like knowing where my products come from. And if I know the actual person, that's even better!

Amy Murphy
New Image Salon, Arcadia, La.

Next question:

What solutions do you have for handling extremely obese clients respectfully (for instance, if they run the risk of breaking your waiting room chairs)?

[Answers will be printed in the December 2012 issue.] Share your opinion on the topic by e-mailing your response by September 15 to sree.roy@bobit.com. Please include your name, salon name, city, and state with your response.



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How Do You Rate?

Salon owners have more control of their online reputations than you might think. Up the interaction on consumer review sites to get the most out of social networking. BY ERIN SNYDER DIXON

As social media evolves, the business/consumer relationship becomes less linear, more interactive, and draws in participants from unlikely places. “How did you hear about us?” takes on new meaning. Like a modern day Hansel and Gretel, online rating sites can leave a virtual bread trail to your business. Sites such as Facebook, Twitter, Yelp, Yahoo, Citysearch, and Angie’s List have created a social melting pot for engaged businesses where citizen journalism meets supply and demand.

For salons, managing your brand becomes a key component of the marketing plan. Yelp sits squarely on the shortlist of sites a business should be monitoring.

Why, you ask? Why should I spend time on a consumer-dominated site? Why waste time reading reviews? What’s in it for me?

First of all, it’s totally up to you to decide to participate in the Yelp community. However, choosing not to participate won’t keep your salon off the site. It won’t keep people from relating their experiences (on or offline), and it won’t shine a light on that truly awesome pedicure you just invented.

A BIT OF HISTORY Yelp has been on the scene since 2004. In the early days, its

goal was to connect the residents of San Francisco with local businesses. They had growing pains on the first leg of their journey to help consumers find businesses that were a good fit. Several years into the venture, the folks at Yelp launched a trust filter algorithm to help weed out misleading (fake) or inappropriate reviews. Since then, the response from consumers has been meteoric — more than 71 million unique monthly visitors. Like most social networking sites, Yelp is monetized through advertising dollars. For \$300+ a month, an ad aims to increase a salon’s exposure on searches in its geographic area.

GETTING STARTED OK, so assuming you have decided to play along, the next step is to check if your salon is already listed. Wow, imagine that. The world may have already found you. Is that good or bad? Oh no, what are they saying? Well, we’ll talk about that later.

If you are already listed, you will need to claim your business, be verified by phone, and then update your listing with a photo and some basic information. Now would be a good time to read the FAQ, the business resources, and take a tour of the site. You can find the links at the bottom of the Yelp homepage. Read it now, before you start reading the reviews of

your salon. So you couldn’t resist? It’s understandable. We are all curious about what people think of our salons. Whether it’s a glowing report from a devoted fan or a dismal account from a trollish reviewer, you will need to be prepared to deal with it graciously.

If your business isn’t listed, it’s time to get it registered. Simple, fill out the form and verify your e-mail address using the link they send you, upload a photo, and you are on your way. The more information the system has, the better job it can do in linking you to potential clients. For instance: A future client is having an off night and decides she will cheer herself up with a manicure. She goes to Yelp and searches using the “open now” option and “\$\$.” Your salon has no hours or fees listed so she never even sees you in the search. Sad, because she could have really used your services. Let your customers know where to find you in social media. You probably already have them Facebooking and Tweeting — get them to let out a Yelp in your favor.

Before we get to how to deal with reviews, let’s address that spiffy filter used to sort reviews. The algorithm subscribes to some generally accepted principles. The first is that active members using their real name are more likely to be honest since they have

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Model is wearing Just So Lovely.

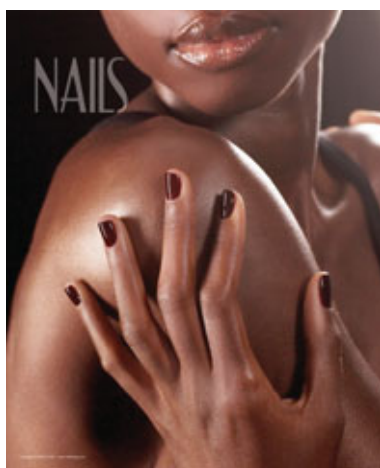


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built a reputation on the site. Also, the algorithm places less weight on reviews by reviewers who only author a single review and then disappear. This cuts down on fake accounts. It can be disheartening to see legitimate positive reviews hidden by the filter, but it can be a real bonus when the system hides that inaccurate review by that mystery client. So, while the system is constantly evolving, we hope it all evens out in the end. It's not perfect but it only improves if more honest people participate.

FIVE-STAR REVIEWS Great, those glowing reviews are starting to roll in. Bragging rights are yours! By all means, thank the reviewer when you see them or dash off a note now. Everyone loves to be recognized for good deeds. If these reviewers are active Yelpers, everyone is likely to see it. If not, don't be discouraged. The mix of featured reviews changes frequently. Add to your success by snagging a "People Love Us on Yelp!" sticker and placing it on your front door. Then place an ad, "Clients rated this pedicure five stars, but today you can try it out at a three-star price (or free with another service)." You get the idea.

LESS THAN STERLING REVIEWS There is always going to be that one client you just can't make happy. Hopefully she doesn't know about Yelp yet. In case she does, remain calm and work your plan for dealing with dissatisfied clients. No one likes to deal with difficult situations. However, unhappy clients pose the most threat and the most opportunity to your business.

A successful component in dealing with complaints is to always thank the reviewer for her valuable input. To engage the client in a positive way helps to develop a relationship. Yelp offers some advice to business owners. "Private messaging is often the best way to resolve a dispute," according to the guidelines.

Sometimes just asking a client how she would correct the situation and then listening is enough to prompt the reviewer to remove or change the post.

It's not about defending the salon or the employees at this point. It's about changing a client's perception. "Give us another chance," is another favorite. Part of what makes a salon great is the hospitality. We make people feel special. Turning around a complaint may hinge on a simple act of comfort.

How you choose to deal with complaints may depend on the atmosphere in the salon. A quirky, trendy salon may choose to poke fun at the only awful review. A conservative spa may deal with the review more quietly. Whatever plan you choose should be respectful and honest (even if just a wee bit irreverent). How do you deal with in-salon complaints? How has the system worked? Instead of seeing a negative review as punishment, leaving you on the defensive, choose to see it as an opportunity to move forward. Legitimate complaints are usually rooted in a (sometimes) tiny truth. Things go wrong. Even salon pros have an off day. Whatever the case, identifying the real cause for the complaint may offer up an opportunity for improvement.

So what happens when the obviously fake review shows up on your Yelp account? If it is threatening or contains offensive language report it to Yelp. If the account is later flagged by the system or closed, the review will disappear altogether. Thank the reviewer for her input and invite her to discuss the matter privately. In time the negative review will be sifted in with all the rest. Social media is growing quickly and new reviews will surely take its place. Keep calm and carry on.

Every salon needs a designated brand manager. In small salons, the owner may wear this hat as well as work at the table. The brand manager is responsible for periodically scanning review sites, running searches to locate good and bad public relations issues, and interacting in the social media world on behalf of the salon.

Hang in there. Interact regularly and let your salon's light shine. A little birdie told me that they send out those coveted "People Love Us on Yelp!" stickers to qualifying businesses every quarter. **N**

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Model is wearing Sensational Siren.



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A Social Experience in a Salon that Pops with Color



Colour Nail bar has strict sanitation policies that clients appreciate.

Sisters and owners of Colour Nail Bar in the greater Houston area, Rhonda Townsend and Roslyn Bazile are seeing an increase in clients who love their salon's bright atmosphere. **BY ERIN SPANDORF**

After a year of being in business, Colour Nail Bar in Spring, Texas, has attracted a large client base and a reputation of quality, professionalism, and friendliness.

The idea of Colour Nail Bar began to form in the minds of sisters Rhonda Townsend and Roslyn Bazile after Townsend had gone through her third layoff. Townsend didn't want to go back to the corporate world, so the family began to brainstorm ideas for a business that the two sisters could run together.

Bazile's daughter played a large role in the decision making process. She loved getting her nails done and

proposed the idea of her mother and aunt opening up a nail salon. "After going down the list, the nail salon was the one that we agreed we should do," explains Bazile.

Though the salon didn't turn out exactly how they thought it would, they did follow through with plans to set

QUICK LOOK

Salon Name: Colour Nail Bar

Location: Spring, Texas

Owners: Rhonda Townsend and Roslyn Bazile

Square Footage: 1,800

Opened: August 2011

Number of Nail Techs/Total Staff: 5/8

Specialties: Gel-polish, diabetic foot care

Compensation: Mostly commission based (sometimes salary plus commission)

Website: www.colournailbar.com >>>

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Model is wearing Sargasso Sea.



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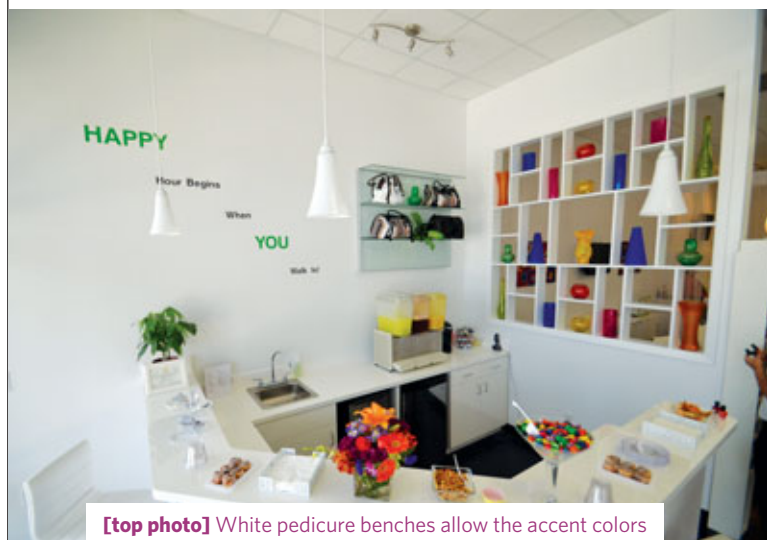
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[top photo] White pedicure benches allow the accent colors to truly pop. **[bottom photo]** The owners do not have any goals for the immediate future but say they would ultimately like to franchise.

themselves apart from other salons in the area. Houston is home to many discount nail salons and that is exactly what Townsend and Bazile wanted to differ from. They decided their salon would be moderately priced to serve middle class families and would provide a social atmosphere where clients and employees could interact and engage with each other while getting their nails done.

A SOCIAL EXPERIENCE Colour Nail Bar's slogan says it all: "Happy hour begins when you walk in." Townsend and Bazile wanted their salon to be about more than just getting your nails done but also about having fun and being engaged with the people around you.

The nail techs and clients know each others' names, and Townsend and Bazile pride themselves in knowing that they and their employees build relationships with their clients.

In an effort to better serve their clients, the salon highly encourages appointments. The clients like this and like the fact that the salon is truthful about its wait



[top photo] The Colour Cove room can be rented out by the hour and is a two-person private pedicure room with a television and specialty food and drinks. **[bottom photo]** Colour Nail Bar offers its nail techs a flexible schedule, training, and a week of paid vacation after one year of work.

times. “We don’t want people to just sit there and wait and wait,” says Townsend.

The entire design of the salon is meant for the purpose of social interaction. The modern music, open spaces, and bright colors put clients and employees in a positive mood.

A COLORFUL DESIGN Colour Nail Bar has a unique design created by the owners themselves. The complete decor including the paint design, artwork, pillows, and sofa were all purchased and arranged in the salon by the two sisters. Most of the decor is even custom made. The bright and colorful atmosphere reflected in the salon’s name is one main attribute that makes it stand out from others.

Many clients are used to pedicure chairs but here clients are seated on white pedicure benches decorated with pillows of different designs and colors. The white base color in the salon allows the brightly colored accents to pop and stand out. The sisters explain that their salon is not for clients who like to be surrounded by earth tones.

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www.nailsmag.com/fifi/20262

One attribute to the salon is a piece of furniture that was originally meant to be a nail bar but progressed to be an original idea that both employees and clients alike love about the salon. The nail bar was originally meant for quick nail services with non-alcoholic drinks. It became apparent to Townsend and Bazile that quick

nail services at the bar didn't work very well and the bar became solely used for food and beverage services.

While the name of the salon reflects the interior decor and the personalities of its owners, the choice to use the British spelling of the word "colour" in its name sparks interest in many people. Once again Bazile's daughter

played a role.

Bazile explains they originally spelled "color" the traditional way. She was sending out paperwork for the salon when her daughter advised her to change the spelling to make the title more unique and attractive. Bazile added the "u" and her British clients love it.

LOVED BY ALL Townsend and Bazile have heard from employees that there are many differences between working at Colour Nail Bar and at other salons, but all of the comments are positive.

Employees say they are more relaxed than at other salons they have worked at because at Colour Nail Bar they can take five or six clients per day and make the same as they did with 10 to 12 clients at a discount salon. Employees also like the respectful atmosphere and that the salon is closed on Sundays and Mondays for the employees to recuperate.

"Our employees do appreciate that we respect them as well," says Bazile. "We are very intentional about treating them with respect and respecting their time."

On June 8, Christina Cheng posted on Twitter, "I just left work and [am] missing @colournailbar already. I really had the best boss, co-workers, friends and clients ever! Love you guys!"

But it's not just the employees that love the salon, the clients love it as well. According to the sisters, client numbers have increased over the past year because of advertising, social media, and word of mouth.

Townsend explains they have a mother and daughter team who love the salon so much that they come in every two weeks and use the private two-person Colour Cove room to catch up.

The social atmosphere has a lot to do with the salon's popularity. Much of the love from clients comes from the relationships fostered between the employees and the clients themselves. The sisters say some of their clients even bring them souvenirs from their travels. "We appreciate them and they appreciate us," says Townsend. **N**

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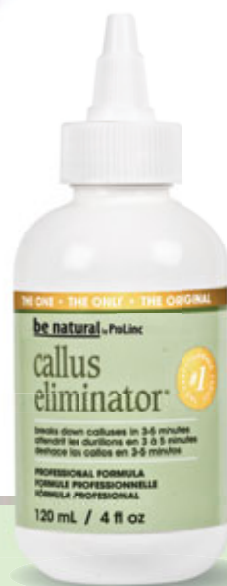
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Paint Toes Teal to Raise Awareness of Ovarian Cancer

"Painting toenails teal starts the conversation about the signs of this whispering killer," says Carey Fitzmaurice, founder of Teal Toes and a survivor of ovarian cancer. Teal Toes encourages people to paint their toenails teal, the color of ovarian cancer awareness, during the month of September, which is Ovarian Cancer Awareness Month. "The conversation can save lives," says Carey. "Women diagnosed at an early stage have a much higher five-year survival rate than those diagnosed at a later stage. Fewer than 20% of ovarian cancer patients are diagnosed early."

Historically ovarian cancer was called the "silent killer" because symptoms were not thought to develop until the chance of a cure was poor. However, recent studies have shown this term is untrue and that certain symptoms are much more likely to occur in women with ovarian cancer than in women in the general population. These symptoms include bloating, pelvic or abdominal pain, difficulty eating or feeling full quickly, and urinary symptoms (urgency or frequency).

The Teal Toes website contains more valuable information about symptoms of ovarian cancer, resources for additional information, ideas for how to spread the word about ovarian cancer, and even lists of teal nail polish brands.

The organization urges salons to participate in this awareness campaign in several ways.

- > Offer teal polish in your salon. Many lovely teal polishes are currently available.
- > Feature "Teal Toes" cards (which have the symptoms printed on one side) in a prominent area of your salon and encourage your customers to take one. Go to www.tealtoes.org/contact to order cards. They can also assist you with fliers and signs.
- > Consider offering a discount on pedicures that use teal polish, or make a donation to your local cancer center or ovarian cancer organization for each teal pedicure done in your salon.

Get involved and get your name on the Teal Toes "honor roll" of participating salons. For more information go to www.tealtoes.org or www.facebook.com/tealtoes. >>>

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For Nails Prone to Fungal Infection



Designed to inhibit and prevent fungal infections under the nail, Footlogix #7 Anti-Fungal Nail Tincture has an easy-to-use applicator that allows the product to get right under the nail to the problem areas. Free of perfumes and preservatives, the concentrated liquid spray contains ingredients such as panthenol and avocado oil to make chipped, rough, and damaged nails look manicured and glossy again. The antifungal agent clotrimazole helps prevent the development of nail fungal infections. The unique spray system applicator allows for a hygienic application that avoids contamination.

The tincture is also recommended as preventative nail care for diabetics and people who spend a lot of time in wet areas (saunas, pools, changing rooms), as well as people who wear non-breathable footwear.

For more information, go to www.nailsmag.com/fifi/20451.

BEFORE



AFTER 8 WEEKS



AFTER 18 WEEKS



For Heels Soft as a Baby's Bottom

To repair dry, cracked, and fissured heels, podiatrist Bill Danzeisen swears by Barefoot Botánica's Cracked Heel Repair Creme and Pomegranate Sugar & Shea Scrub, products he custom formulated for his clients. "At our medspa, we use these products together as part of our medical pedicure," he says. "It leaves feet crack-free and soft as a baby's bottom."

For mildly dry skin, calluses, or cracked heels, Dr. Danzeisen recommends once daily application of Cracked Heel Repair Creme alone. For moderate to severe cases, he recommends daily application of the heel treatment plus twice weekly exfoliation with Pomegranate Sugar & Shea Scrub. "It does more than just exfoliate," he says. For severe cases of cracked heels and abnormal dryness of the skin, he recommends applying the Repair Creme to the heels while sleeping two or three times per week for maximum penetration. "Wear white socks to bed — or better yet, Saran Wrap and socks," he says.

For more information, go to www.nailsmag.com/fifi/20452.



Eliminating Ingrown Nails

Wearing the wrong shoes is a major cause of ingrown nails (unguis incarnatus). This common nail problem is accompanied by skin growths in the paronychia regions and often painful inflammations of the nail edge. Wrong pressure distributions and changes in the arch of the foot or the toes are also frequent causes of ingrown nails. Errors in nail care do the rest. Fortunately, ingrown nails can be eliminated by preventative measures and the appropriate care. Transforming hard nails back to their original softness and helping to prevent them from growing inwards, Gehwol Med Nail Softener softens hard skin beneath the nail and the nail fold so it can be easily removed without pain. One of the active ingredients, bisabolol, helps prevent redness and irritation. An at-home treatment, nails should be coated daily.

For more information, go to www.nailsmag.com/fifi/20453.



I have a client who has worn pink-and-white acrylic for years, but all of a sudden all her nails have begun lifting from the nail bed. It's a very small amount, only on the right side of the nails. It almost looks fungal. She has not changed anything, diet, medication, etc., that we can think of. Do have any ideas what this could be?

You are describing onycholysis, which is when the nail separates from the underlying bed. In this scenario, air under the lifted nail appears as a white or yellow discoloration. You will observe the normal white tip of the nail begin to track toward the cuticle. This may occur for a number of reasons. New onset onycholysis can indicate that something is going on with the thyroid. Your client should be referred to her dermatologist or primary care physician for laboratory testing. Another scenario and the more likely cause is that your client may have developed an allergy to one of the chemicals in the acrylic causing the nails to separate. Even if the client has been wearing acrylics for years an allergy can still develop. The other possibility is that the nails are being cleaned with an implement too vigorously. This can cause separation of the nail from the underlying bed. Regardless of the scenario, your client should be seen by a dermatologist so that she can be treated in a prompt manner. Onycholysis is relatively easy to treat if caught early, but if it persists it can cause permanent separation of the nail from the underlying nail bed.

— Dana Stern, M.D. is a board-certified dermatologist specializing in nails. She works in private practice in New York City.

I'm filing my skin away. Is there any type of glove out on the market that I can buy for this problem. I would have to cover three fingers on my right and two on my left. They get so bad that they start to bleed. Please help me.

Something I have seen a lot of nail professionals use that is easy and economical is a flex tape or wrap. It comes in a variety of colors and sizes for multiple uses and will stick to itself for easy application. You can simply wrap the finger or fingers that tend to get hit and replace the wrap as needed to protect the fingers. They can be found in medical supply, nail supply, and even veterinary supply stores or catalogs. The wraps are a good place to start, but practice of file control is an ideal add-on!

— Holly Schippers is a CND education ambassador and blogger for NAILS (blogs.nailsmag.com/fingernailfixer).

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Look Good...Feel Better

Look Good...Feel Better is a free, non-medical, national public service program dedicated to helping women with cancer cope with the appearance-related side effects of the illness and treatment. Created to help individuals with cancer look good and improve their self-esteem and confidence, Look Good...Feel Better offers cancer patients advice and assistance through group programs, self-help materials, websites, and brochures.

Here are some things you may not know about this 24-year-old organization:

- > In 1988 Look Good...Feel Better introduced its pilot program in New York at Memorial Sloan Kettering Cancer Center and in Washington D.C. at Georgetown University's Lombardi Cancer Center.
- > By 1992 Look Good...Feel Better was available in all 50 states.
- > Annually there are approximately 8,700 group programs offered nationwide in more than 2,500 locations, including comprehensive cancer centers, local hospitals, American Cancer Society offices, and other community settings.
- > Look Good...Feel Better has served 650,000 women since the program's inception.
- > In 1993 renowned fashion designer Oscar De La Renta unveiled an original scarf design to benefit Look Good...Feel Better.
- > Ninety-eight percent of Look Good...Feel Better participants who responded to an online evaluation rated the program as very useful or useful. Ninety-five percent stated that Look Good...Feel Better was of value in improving their self-esteem.
- > There are 14,000 volunteers who donate their time to Look Good...Feel Better.
- > Look Good...Feel Better has been featured on Behind the Bash, CNN Headline News, Entertainment Tonight, Extreme Makeover Home Edition, The Today Show, and The View.
- > Look Good...Feel Better is supported by 262 companies who contribute through financial, product, and in-kind donations.
- > Look Good...Feel Better for Men conducted its first group workshop pilot program in January 2009 at the Memorial Sloan Kettering Cancer Center in New York.

The organization is looking for licensed cosmetologists — as well as nail techs, estheticians, and make-up artists — to conduct group programs and/or one-on-one salon consultations. As a volunteer cosmetologist, you would teach women tips and techniques to improve their appearance and maintain a positive self-image.

For more information, go to lookgoodfeelbetter.org. ■

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www.nailsmag.com/fifi/20109

Alopecia Areata

Alopecia areata is a highly unpredictable autoimmune skin disease resulting in hair loss. In rare instances, it affects the nails.



What is it?

According to the American Academy of Dermatology, nearly 2% of the U.S. population will develop alopecia areata — an autoimmune disease — in their lifetimes. There are three types of alopecia areata. The common term “alopecia areata” is used when hair falls out of the scalp and leaves visible patches of baldness. “Alopecia areata totalis” is the term used for a total loss of hair on the scalp. “Alopecia areata universalis” refers to complete loss of hair on the scalp and body, including lashes, brows, beards, and, in some cases, even the thin, protective coat of hair over the whole body. Very rarely alopecia areata will affect a client’s fingernails and toenails. When it does affect the nails — some or all — it usually creates a pitted look due to irregular keratinization in the nail matrix. Less common nail symptoms include longitudinal ridging, koilonychia (spoon-shaped nails), brittle nails, onycholysis, and redness of the skin around the nail.

How do you get it?

Autoimmune diseases like alopecia areata have long stumped medical professionals. There are no hard and fast answers as to why the body’s immune system turns on itself and begins harming the body it’s meant to protect. Doctors don’t know why the condition begins, nor do they know what triggers the hair to grow back.

How is it treated?

No cure for alopecia areata exists. However, in all forms of the disease, the hair follicles remain alive and are ready to resume normal hair production whenever they receive the appropriate signal. Hair re-growth may occur even without treatment, and even after many years. Medical treatment includes corticosteroids, which are used to treat milder cases. Products that contain minoxidil, such as Rogaine, are also used. For more severe cases, doctors may choose a treatment known as topical immunotherapy.

What can a tech do?

In those rare instances when a client has alopecia areata that damages the nails, don’t be alarmed. Alopecia areata is not contagious and the nails can easily be beautified. However, don’t immediately try to remedy the appearance of the nails with enhancements. Instead, consult with your client’s doctor. Alopecia areata is unpredictable, and the condition of the nail could change. Enhancements would make it difficult for the client and her doctor to monitor the changes. Also, remember a person suffering with alopecia areata has an autoimmune system that’s working overtime, so it’s very sensitive. Techs work with chemicals that are considered to be allergens. Any product that touches the skin could cause a negative allergic reaction.

What else?

Many people who suffer with alopecia areata benefit from consulting a therapist who can help them deal with the emotional and psychological trauma that accompanies hair loss. A therapist will be able to help them develop tools to deal with the overwhelming emotions that often accompany hair loss, such as grief, embarrassment, anger, loneliness, and depression. Wigs, scarves, and false eyelashes can help alopecia areata sufferers maintain a healthy, beautiful exterior, but often a professional is needed to help an alopecia areata sufferer come to terms with the internal conflict.

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Sept - Oct 2012

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2 NEW
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HOLIDAY PREVIEW ISSUE

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50 YEARS OF 007™

FEATURING BOND GIRL

SÉVERINE

Bérénice Marlohe wears
Skyfall and **GoldenEye**.

SKYFALL

007[™] by OPI

ONLY IN CINEMAS

OPI celebrates the 50th Anniversary of Bond 007 and the Sony release of Skyfall starring Daniel Craig and Javier Bardem in the Holiday 2012 Skyfall Collection – 12 dangerously dazzling new shades for the holidays and beyond. Moviegoers will spot the supremely gorgeous Bérénice Marlohe wearing two of the OPI shades in the Skyfall Collection: Skyfall, a magnificent maroon on top of her nails, and GoldenEye, a glorious gold painted on the undersides. The result is as luxuriously dangerous as James Bond himself.

Skyfall Trendsetters Display

OPI Item No. HL D21

Includes all 12 shades from the Skyfall Collection. Includes Trendsetters Acrylic Display with header card and a **FREE** Holiday Fashion Tote!

12.75" H x 9.5" W x 6.75" D • 33 cm H x 25 cm W x 18 cm D

Salon Price	\$ 149.95 U.S.	\$ 187.50 CAN
Sugg. Retail Each	\$ 8.50 U.S.	\$ 9.95 CAN
Total Retail Value	\$ 306.00 U.S.	\$ 358.20 CAN
Salon Profit	\$ 156.05 U.S.	\$ 170.70 CAN

FREE!

OPI Holiday Fashion Tote Bag



Open Stock Nail Lacquer

Salon Price	\$ 4.25 U.S.	\$ 5.50 CAN
Sugg. Retail Each	\$ 8.50 U.S.	\$ 9.95 CAN



GoldenEye
All eyes will be upon you when you wear this glorious gold.
HL D07



The Spy Who Loved Me
A red as romantic as the secret agent inside you.
HL D08



Die Another Day
Live in the moment in this hot and lively red.
HL D09



Casino Royale
This high-rolling plum is fit for royalty.
HL D10



You Only Live Twice
This rich high-shimmer magenta is a once-in-a-lifetime find.
HL D11



Skyfall
Get Bonded with this magnificent maroon.
HL D12

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CONTAINS NO DBP, TOLUENE, OR FORMALDEHYDE.
Features OPI's exclusive ProWide™ Brush (Patent Pending).

Skyfall 12-pc Display Seductive Shades

OPI Item No. HL D19

Display includes 2 each Skyfall lacquer shades: **GoldenEye, The Spy Who Loved Me, Die Another Day, Casino Royale, You Only Live Twice** and **Skyfall**.

11.5"H x 11" W x 5" D • 29.2 cm H x 27.9 cm W x 12.7cm D

Salon Price Per Display . \$	49.95 u.s.	\$ 64.95 CAN
Sugg. Retail Each \$	8.50 u.s.	\$ 9.95 CAN
Total Retail Value. \$	102.00 u.s.	\$ 119.40 CAN
Salon Profit. \$	52.05 u.s.	\$ 54.45 CAN



Skyfall 12-pc Display Dangerous Shades

OPI Item No. HL D20

Display includes 2 each Skyfall lacquer shades: **Moonraker, Tomorrow Never Dies, The Living Daylights, On Her Majesty's Secret Service, Live and Let Die** and **The World Is Not Enough**.

11.5"H x 11" W x 6" D • 29.2 cm H x 27.9 cm W x 15.7cm D

Salon Price Per Display . \$	49.95 u.s.	\$ 64.95 CAN
Sugg. Retail Each \$	8.50 u.s.	\$ 9.95 CAN
Total Retail Value. \$	102.00 u.s.	\$ 119.40 CAN
Salon Profit. \$	52.05 u.s.	\$ 54.45 CAN



Moonraker
Drive your fastest car to get this exhilarating metallic grey.
HL D13



Tomorrow Never Dies
This eternally intense purple will live forever.
HL D14



The Living Daylights
This courageous multi-hued glitter sparkles 24/007.
HL D15



On Her Majesty's Secret Service
This misty-green pewter commands attention.
HL D16



Live and Let Die
Burn the candles at both ends in this private jet black.
HL D17



The World is Not Enough
This rosy silver is as addictive as it is beautiful.
HL D18

Bond-ettes

OPI Item No. HL D43

They're tiny, yet tempting. Four mini nail lacquers – **GoldenEye**, **The Spy Who Loved Me**, **The World Is Not Enough**, **Live and Let Die**.



Salon Price \$ 6.50 U.S. \$ 8.50 CAN
Sugg. Retail Each . . \$12.50 U.S. \$14.95 CAN

The Man with the Golden Gun 18k Top Coat



OPI Item No. HL D22

Care to top off your mani with flakes of genuine 18k gold?

The Man with the Golden Gun Top Coat

4.625" H x 2.625" W x 1.875" D
 12 cm H x 7 cm W x 5 cm D



Featuring
The Spy Who Loved Me
 lacquer with
The Man with the Golden Gun
 18k Top Coat

Salon Price \$ 15.00 U.S. \$ 18.75 CAN
Sugg. Retail Each \$ 30.00 U.S. \$ 37.50 CAN

Get Bond-ed With OPI!

OPI Item No. HL D65

Deal contains:

3 - 15 mL – 0.5 Fl. Oz. Nail Lacquer:



The Spy Who Loved Me

A red as romantic as the secret agent inside you.

GoldenEye

All eyes will be upon you when you wear this glorious gold.

Skyfall

Get Bonded with this magnificent maroon.

Salon Price \$ 9.95 U.S. \$ 12.50 CAN
Sugg. Retail Each \$ 19.95 U.S. \$ 24.95 CAN

Get The Bond Manicure!



Worn separately or together, these three dangerously glamorous shades create as many looks as 007 has gadgets, all right at your fingertips! Try these looks yourself, or ask your manicurist to create something unique just for you.

- 1 **Layer it!** Apply two coats of The Spy Who Loved Me or Skyfall, followed by one coat of GoldenEye.
- 2 **For even more drama**, apply GoldenEye only to the tips or on the moons of your nails.
- 3 **Do you have long nails?** Try The Spy Who Loved Me or Skyfall on top of your nails and polish the undersides with GoldenEye to create the look worn by actress Bérénice Marlohe in the movie! Instant Bond Girl-ness!



Magnetic Lacquer Packs 9-pc Display

OPI Item No. HL D59

It's all about having the "magnetic touch." Available in **Is that Silva?**, **Bond... James Bond** and **Morning, Moneypenny**.

Display includes:

- 3 – Magnetic Lacquer Pack - Is that Silva?
- 3 – Magnetic Lacquer Pack - Bond... James Bond
- 3 – Magnetic Lacquer Pack - Morning, Moneypenny
- 1 - chipboard display

7.625" H x 10.75" W x 4.375" D • 20 cm H x 28 cm W x 12 cm D

Salon Price Per Display . \$ 74.95 U.S. \$ 94.50 CAN
Sugg. Retail Each \$ 17.50 U.S. \$ 21.95 CAN

Each Magnetic Lacquer Pack includes one Magnetic Nail Lacquer and one magnetizer gadget in designs as shown.

*GelColor Top Coat is recommended for exceptional shine and depth.

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Free Set of Nail Apps!

(choice of 4 designs)



HL D36
Positively
Shocking



HL D37
Nice
Tux



HL D38
Shaken Not
Stirred



HL D39
Floating
Dragon

WITH PURCHASE OF GELCOLOR TOPCOAT! **SEAL THE DEAL!**

Great for manicures and pedicures, each Pure Lacquer Nail App pack contains 2 pre-cut strips, offering 16 sizes per strip.

OPI Item No.

HL D36 **Positively Shocking** w/GelColor Top Coat

HL D37 **Nice Tux** w/GelColor Top Coat

HL D38 **Shaken Not Stirred** w/GelColor Top Coat

HL D39 **Floating Dragon** w/GelColor Top Coat

Salon Price \$ 17.50 U.S. \$ 22.50 CAN

Salon Value \$ 23.45 U.S. \$ 30.45 CAN



PURE LACQUER NAIL APPS

Skyfall Pure Lacquer Nail Apps Display

OPI Item No. HL D35

4 Each:

Floating Dragon

Shaken Not Stirred

Nice Tux

Positively Shocking

1 - chipboard counter display

Display Dimensions: 11.5" H x 10.5" x W 25" D • 30 cm H x 27 cm W x 14 cm D

Salon Price \$ 89.95 U.S. \$ 112.45 CAN

Salon Value \$ 95.20 U.S. \$ 127.20 CAN

GET **BONDED** WITH GelColor[™] by OPI

HOLIDAY 2012

limited edition Bond[™] shades



Skyfall GelColor Trendsetters Display 36-pc

OPI Item No. HL D30

Display includes 6 of each shade:

- HL D24 GoldenEye
- HL D25 The Spy Who Loved Me
- HL D26 Skyfall
- HL D27 On Her Majesty's Secret Service
- HL D28 Tomorrow Never Dies
- HL D29 Casino Royale

1 - Trendsetters Acrylic Display with header card

12.75" H x 9.5" W x 6.75" D • 33 cm H x 25 cm W x 18 cm D

	U.S.	CAN
Salon Price Per Display	\$ 599.95	\$ 769.95
Sugg. Retail Each	\$ 630.00	\$ 810.00

Skyfall GelColor Collection

Six new, dangerously glamorous GelColors!

Individual Shades

	U.S.	CAN
Salon Price	\$ 17.50	\$ 22.50



On The "Case"

6-Piece Limited Edition BOND[™] GelColor Add-On Kit

OPI Item No. HL D58

Includes 1 of each GelColor Shade:

- GoldenEye
- The Spy Who Loved me
- Skyfall
- On Her Majesty's Secret Service
- Tomorrow Never Dies
- Casino Royale
- Tabletop Instructions
- Instructional Brochure
- Blank Nail Palette
- FREE Sequined Carrying Case

	U.S.	CAN
Salon Price	\$ 89.95	\$112.50
Salon Product Value	\$ 105.00	\$135.00
Salon Savings	\$ 15.05	\$ 22.50

Dear OPI, I Love You

Rock your own "signature style" with this **FREE** ultra-glam pen and two lovely OPI Nail Lacquers.



OPTION 1

OPI Item No. HL D48

Pirouette My Whistle and
Lucerne-tainly Look
Marvelous plus **FREE** Pen



OPTION 2

OPI Item No. HL D49

Yodel Me On My Cell and
OPI Ink. plus **FREE** Pen



OPTION 3

OPI Item No. HL D50

An Affair in Red Square and
Lincoln Park After Dark plus **FREE** Pen

Salon Price\$ 8.00 U.S. \$ 10.00 CAN
Sugg. Retail Each....\$ 14.95 U.S. \$ 18.95 CAN
Retail Value\$ 17.00 U.S. \$ 19.90 CAN

Plus FREE Pen!



The Top Ten Mini Pack

OPI Item No. HL D44

Adorable mini versions of OPI's 10 most popular colors, all in one place!

10 mini OPI Nail Lacquers in Alpine Snow, Bubble Bath, Tickle My France-y, Kiss Me on My Tulips, Red Lights Ahead... Where?, Big Apple Red, I'm Not Really a Waitress, You Don't Know Jacques!, Vampsterdam, Lincoln Park After Dark.



Salon Price\$ 12.50 U.S.
Sugg. Retail Each\$ 24.95 U.S.

\$ 15.75 CAN
\$ 29.95 CAN

Lovely Lips & Tips

The perfect pair for fabulous holiday nails & lips in coordinating OPI Nail Lacquer & Lip Gloss!

Salon Price\$ 8.00 U.S. \$10.00 CAN
Sugg. Retail Each ..\$14.95 U.S. \$18.95 CAN
Retail Value.....\$21.00 U.S. \$24.95 CAN

OPTION 1

OPI Item No. HL D45
Princesses Rule!



OPTION 2
OPI Item No. HL D46
Cozu-Melted In the Sun



OPTION 3
OPI Item No. HL D47
Big Apple Red

Put a Bangle on It!

OPI nail strengthening essentials plus a **FREE** fashion bangle to keep your nails strong and the rest of you in fashion!



OPTION 1
OPI Item No.
HL D01
1 – 15 mL
– 0.5 Fl. Oz.

Original
Formula
Nail Envy
Natural Nail
Strengtheners
and 1 – **FREE**
fashion
bangle.



OPTION 2
OPI Item No.
HL D02
1 – 15 mL
– 0.5 Fl. Oz.

Sensitive
& Peeling
Nail Envy
Natural Nail
Strengtheners
and 1 – **FREE**
fashion
bangle.

Plus FREE
Fashion
Bangle!

Salon Price \$ 8.50 U.S. \$10.95 CAN
Sugg. Retail Each \$ 16.95 U.S. \$19.95 CAN

A Girl & Her Gadgets

12-pc. Mini Manicure Kit Display
OPI Item No. HL D52

This "tool"-tally cute mini manicure kit with stainless steel implements is perfect to give or get! Promotion contains 12 mini mani kits with Mini Manicure Scissors, Nail Clippers, Mini 3-in-1 Nail File, Tweezer, Cuticle Pusher and display.



Salon Price	\$ 119.40 U.S.	\$ 150.00 CAN
Suggested Retail Each.....	\$ 19.95 U.S.	\$ 24.95 CAN
Total Retail Value.....	\$ 239.40 U.S.	\$ 299.40 CAN
Salon Profit.....	\$ 120.00 U.S.	\$ 149.40 CAN

Sweet Things

OPI Item No. HL D56

Juice up your skin with six 30 mL - 1 Fl. Oz. flavors of Avojuice Skin Quenchers Lotion, including **Mango Juicie**, **Jasmine Juicie**, **Coconut Melon Juicie**, **Cran & Berry Juicie**, **Vanilla Snowflake Juicie** and **Peppermint Shimmer Juicie**.



Salon Price	\$ 4.95 U.S.	\$ 6.25 CAN
Sugg. Retail Each	\$ 9.95 U.S.	\$ 12.50 CAN
Retail Value.	\$ 11.70 U.S.	\$ 15.00 CAN

Lil' Sweeties

OPI Item No. HL D57
60 1 oz minis w/ free tester

1 oz. Mini sizes of
Avojuice **Peppermint Shimmer**
Juicie and holiday fave
Avojuice **Vanilla Snowflake**
Juicie make the sweetest
stocking stuffers!
(each Display Contains
30 pcs per Flavor)



Salon Price	\$ 59.40 U.S.	\$ 74.50 CAN
Suggested Retail Each. . .	\$ 1.95 U.S.	\$ 2.50 CAN
Total Retail Value.	\$117.00 U.S.	\$150.00 CAN
Salon Profit.	\$ 57.60 U.S.	\$ 75.50 CAN

Plus **FREE** 200 mL - 6.6 Fl. Oz. testers
of each flavor let customers try then buy!

LIMITED EDITION Open Stock

A wintry blend of sweet
vanilla and buttercream!
Limited-edition Avojuice
Vanilla Snowflake treats
skin to a drink of smooth,
rich moisturizers plus
nourishing Avocado and
Aloe extracts – with the
blissful aroma of vanilla
and buttercream!

Open stock available for a limited
time only, while supplies last.



30 mL - 1 Fl. Oz.

Avojuice Vanilla Snowflake Juicie – HL C01

Salon Price	\$ 0.99 U.S.	\$ 1.25 CAN
Sugg. Retail Each	\$ 1.95 U.S.	\$ 2.50 CAN

200 mL - 6.6 Fl. Oz.

Avojuice Vanilla Snowflake Juicie – HL C02

Salon Price	\$ 3.95 U.S.	\$ 4.95 CAN
Sugg. Retail Each	\$ 7.95 U.S.	\$ 9.95 CAN

LIMITED EDITION Open Stock

A winter-bright, berry
bouquet! Avojuice
**Peppermint
Snowflake** Juicie treats
skin to a drink of smooth,
rich moisturizers plus
nourishing Avocado and
Aloe extracts – with a
soft peppermint aroma
and a kiss of shimmer!

Open stock available for a limited
time only, while supplies last.



30 mL - 1 Fl. Oz.

Avojuice Peppermint Shimmer Juicie – HL D53

Salon Price	\$ 0.99 U.S.	\$ 1.25 CAN
Sugg. Retail Each	\$ 1.95 U.S.	\$ 2.50 CAN

200 mL - 6.6 Fl. Oz.

Avojuice Peppermint Shimmer Juicie – HL D54

Salon Price	\$ 3.95 U.S.	\$ 4.95 CAN
Sugg. Retail Each	\$ 7.95 U.S.	\$ 9.95 CAN

OPI Holiday Exclusive!

SALON CLIENT GIFTS

Mini OPI Nail Treatments for Salon Gift-Giving

Each includes 24 – 3.75mL -
1/8 Fl. Oz. of the chosen
product option, with a "To"
and "From" gift hang tag.



Salon Price	\$24.95 U.S.	\$ 31.25 CAN
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OPTION 1 - Mini OPI Top Coat
OPI Item No. HL D03

OPTION 2 - Mini Original Nail Envy
OPI Item No. HL D04

OPTION 3 - Mini RapiDry Top Coat
OPI Item No. HL D06

OPTION 4 - Mini Chip Skip
OPI Item No. HL D05

Hopeful Hearts Can't Help But Glitter!

PINK OF HEARTS 2012

Every year, public awareness about breast cancer grows, and every year, so grows OPI's commitment to supporting this cause with the annual Pink of Hearts promotion benefitting breast cancer education and research toward a cure.

Underlying the force that moves the cause forward is Hope, and OPI celebrates that hope with a new limited-edition pink glitter, **You Glitter Be Good to Me**, paired with an OPI classic, **I Think in Pink**. Worn separately or layered, the result speaks volumes about your commitment to Hope...hope for lives saved and lives celebrated.

Each **Pink of Hearts 2012** duo-pack contains one bottle of You Glitter Be Good to Me and I Think in Pink. Place the Pink of Hearts 6-pack display prominently in your salon to show your own support of glittering Hope.



Pink of Hearts 2012 Promotion 8-pack Display

OPI Item No. SR DC6

8 – Pink of Hearts 2012 Duo Packs, each containing:

- 1 – You Glitter Be Good to Me
- 1 – I Think in Pink

7.5"H x 9.875" W x 5.75" D • 19 cm H x 25 cm W x 15 cm D



You Glitter Be Good to Me

You totally deserve this hopeful pink glitter.

I Think in Pink

You think — therefore you are...sure to love this dreamy sheer pink.

	U.S.	CAN
Salon Price	\$ 64.00	\$ 92.00
Suggested Retail	\$ 14.95	\$ 20.95
Total Retail Value	\$ 119.60	\$ 167.60
Salon Profit	\$ 55.60	\$ 75.60

OPI has donated \$25,000.00 to Susan G. Komen for the Cure® in connection with the 2012 Pink of Hearts program. To learn more about breast health and breast cancer visit www.komen.org or call 1-877 GO KOMEN.

Susan G. Komen for the Cure's promise is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures. For more information visit komen.org or connect with us on Facebook and Twitter.

CONTAINS NO DBP, TOLUENE, OR FORMALDEHYDE.

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For more information about Pink of Hearts by OPI, log on as a professional at www.opi.com or contact your Authorized OPI Distributor.

IN-YOUR-FACE COLOR FOR THE INNER ROCK STAR IN YOU

OUTRAGEOUS NEONS

Motorcycle jackets, thigh-high boots, and leopard-print leggings...or...cardigans, sensible pumps, and slacks. What's in your closet? The former may be a little too outlandish for boardrooms, carpools, and little league, but if your inner rock star is begging to be free, then **Outrageous Neons** is your ticket.

Even if your wardrobe tends toward the sensible, your nails don't have to. Fingernails and toenails rock in ready-for-trouble shades too outrageous for anyone but you.



RIDICULOUSLY YELLOW

So yellow, it's beyond understanding.

FORMIDABLY ORANGE

Brace yourself for this powerful orange.

RIOTOUSLY PINK

This pink has been known to create a scene.

SERIOUSLY PURPLE

I really mean it...it's really purple!

The Outrageous Neons mini pack includes mini bottles of all four shades, plus a white base to produce the most intense color blast possible, and Top Coat to finish and protect with in-your-face shine.

Outrageous Neons Mini Pack

OPI Item No. SR DC1

- 1 – Ridiculously Yellow
- 1 – Formidably Orange
- 1 – Riotously Pink
- 1 – Seriously Purple
- 1 – White Base
- 1 – Top Coat

3.375" H x 7.625" W x 1" D • 9 cm H x 20 cm W x 3 cm D

	U.S.	CAN
Salon Price	\$ 9.95	\$ 12.50
Suggested Retail	\$ 19.95	\$ 24.95
Salon Profit	\$ 10.00	\$ 12.45

5 SIMPLE STEPS FOR THE PERFECT NEON NAILS

STEP 1: One coat of White Base.

STEP 2: Two coats of your chosen Outrageous Neons shade.
(But why stop at only one color?)

STEP 3: One coat of Top Coat.

STEP 4: Prepare to dazzle!

STEP 5: DAZZLE!

DISTINCTLY DIFFERENT. DISTINCTLY ALLURING. DISTINCTLY YOU.

DESIGNER SERIES

by OPI

NEW!
& DS luxurious
& DS indulgence

Fall is the season to indulge in your favorites... rich leather boots, sumptuous cashmere scarves... and now the two must-possess colors for nails. **DS luxurious** and **DS indulgence**, the newest additions to OPI's Designer Series, featuring diamond-dust formulations, are just what you deserve this fall.

DS luxurious – A captivating coral-red with a golden glisten.

DS indulgence – A radiant red-violet with a shimmering, golden finish.



Designer Series Trendsetters Display

OPI Item No. DS D43 (2012 mix)

- 33 - Designer Series Nail Lacquers (3 each of 11 shades)
- 3 - Designer Series Top Coat
- 1 - 2-tier Acrylic Display complete with label strips
- 1 - 12-tip color palette with chain
- 1 - Pad DS Color Charts

	U.S.	CAN
Salon Deal Price	\$ 199.95	\$ 248.00
Sugg. Retail Each.....	\$ 12.50	\$ 14.95
Total Retail Value.....	\$ 450.00	\$ 538.20
Salon Profit	\$ 250.05	\$ 290.20

National Release Date:
September 5, 2012

CONTAINS NO DBP, TOLUENE, OR FORMALDEHYDE.

Features OPI's exclusive ProWide™ Brush

For more information about Designer Series by OPI, log on as a professional at www.opi.com or contact your Authorized OPI Distributor.



DS indulgence NEW DS 042
A radiant red-violet with a shimmering, golden finish.



DS luxurious NEW DS 043
A captivating coral-red with a golden glisten.



DS extravagance DS 026
Glittering, glamorous magenta.



DS reserve DS 027
A shimmer of vintage pink.



DS opulence DS 028
Magnificent mauve drenched in diamonds.



DS reflection DS 030
Rich, glowing ruby.



DS classic DS 031
An elegant shimmer of golden beige.



DS mystery DS 037
An alluring dark violet diamond shimmer.



DS radiance DS 038
Luxuriously rich, brilliant silver.



DS magic DS 039
An intriguing, deep blue.



DS bold DS 041
A brilliant sparkle of rich, shimmering red.



DS top coat DS T03
Infused with diamond dust for exceptional shine, performance, and wear.



Featuring SUZI'S PICKS Promotion

Designer Series Suzi's Picks Promotion

OPI Item No. DS D45 (2012 mix)

4 – 15 mL - 1/2 Fl. Oz. DS indulgence Nail Lacquer
4 – 15 mL - 1/2 Fl. Oz. DS luxurious Nail Lacquer
1 – Chipboard Display

	U.S.	CAN
Salon Price	\$ 49.95	\$ 62.00
Total Retail Value	\$ 100.00	\$ 119.60
Salon Profit	\$ 50.05	\$ 57.60



Designer Series 12 Piece Counter Display

Designer Series 12 Piece Counter Display

OPI Item No. DS D44 (2012 mix)

11 – Designer Series Nail Lacquers (1 each of 11 shades)
1 – Designer Series Top Coat
1 – Chipboard Display
1 – 12-tip Color Palette with Chain

	U.S.	CAN
Salon Deal Price	\$ 74.95	\$ 93.00
Total Retail Value	\$ 150.00	\$ 179.40
Salon Profit	\$ 75.05	\$ 86.40

National Release Date:
September 5, 2012



MODEL IS WEARING
GELCOLOR BY OPI
DEUTSCH YOU WANT ME BABY?

GelColor
byOPI

MORE ICONIC OPI COLORS YOU LOVE!

12 NEW GELCOLOR BY OPI SHADES*



the classics

six shades from OPI's classic line
OPI Item No. GC 942

Cozu-Melted in the Sun (GC M27)
My Chihuahua Bites! (GC M21)
Chick Flick Cherry (GC H02)
Black Cherry Chutney (GC I43)
Romeo & Juliet (GC S72)
Yodel Me on My Cell (GC Z20)
Tabletop Instructional Brochure
Blank Color Palette

Salon Price	\$ 89.95 U.S.	\$ 112.50 CAN
Salon Value	\$ 105.00 U.S.	\$ 135.00 CAN
Salon Savings.....	\$ 15.05 U.S.	\$ 22.50 CAN



the divas

six shades from the Germany Collection
OPI Item No. GC 943

Every Month is Oktoberfest (GC G18)
Suzi & the 7 Düsseldorf (GC G23)
Deutsch You Want Me Baby? (GC G15)
Nein! Nein! Nein! OK Fine! (GC G21)
Unfor-gret-a-bly Blue (GC G24)
Schnapps Out of It! (GC G22)
Tabletop Instructional Brochure
Blank Color Palette

Salon Price	\$ 89.95 U.S.	\$ 112.50 CAN
Salon Value	\$ 105.00 U.S.	\$ 135.00 CAN
Salon Savings.....	\$ 15.05 U.S.	\$ 22.50 CAN



Individual Shades

Salon Price	\$ 17.50 U.S.	\$ 22.50 CAN
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*Colors and packaging subject to change. For more information about GelColor by OPI, log on as a professional at www.opi.com or contact your local Authorized OPI Distributor.

Gel Savings!

Save 25% on 15mL – .5 Fl. Oz. Axxium UV Top Sealer!

OPI Item No. AX 212

	U.S.	CAN
Salon Price	\$ 9.35	\$ 11.95
Salon Value.....	\$ 12.50	\$ 15.95
Salon Savings	\$ 3.15	\$ 4.00



Save 25% on 13.5g. – 47 Oz. Axxium Gels!

AX 202	Clear Overlay Gel
AX 102	Luminous White Overlay Gel
AX 122	Clear Sculpture Gel
AX 132	Soft Pink Sculpture Gel
AX 142	Opaque Pink Sculpture Gel
AX 112	Soft White Sculpture Gel
AX 002	Gel Base



	U.S.	CAN
Salon Price	\$ 11.20	\$ 14.20
Salon Value.....	\$ 14.95	\$ 18.95
Salon Savings	\$ 3.75	\$ 4.75

Save \$20.00 on Axxium Intro Kit!

OPI Item No. SP DG7



Kit Includes:

- | | |
|---|--|
| 1 – 13.5g - .47 oz. net wt. Clear Overlay Gel | 1 – Educational DVD |
| 1 – 13.5g - .47 oz. net wt. Clear Sculpting Gel | 1 – Universal Gel Brush |
| 1 – 13.5g - .47 oz. net wt. Soft Pink Sculpting Gel | 1 – 24 ct. Structure White Tips |
| 1 – 13.5g - .47 oz. net wt. Soft White Sculpting Gel | 1 – Tabletop Brochure |
| 1 – 13.5g - .47 oz. net wt. Luminous White Overlay Gel | 1 – Instructional Brochure |
| 1 – 13.5g - .47 oz. net wt. Base Gel | 1 – Tips for the Perfect Nail Brochure |
| 1 – 15mL - .5 Fl. Oz. No-Cleanse UV Top Sealer | |
| 1 – 120mL - 4 Fl. Oz. N.A.S. 99 Nail Cleansing Solution | |

	U.S.	CAN
Promo Price	\$ 79.99	\$ 104.95
Salon Value.....	\$ 99.95	\$ 124.95
Salon Savings	\$ 20.00	\$ 20.00

Save 50% on Axxium Intro Kit with purchase of Axxium UV Light!*

OPI Item No. SP DG8

Includes:

- 1 – Axxium Intro Kit
- 1 – Axxium UV Light

*UV Light and Intro Kit packed in 1 case.



	U.S.	CAN
Promo Price	\$ 299.95	\$ 362.40
Salon Value.....	\$ 349.90	\$ 424.90
Salon Savings	\$ 49.95	\$ 62.50

Brilliant Savings

FREE Matching OPI Lacquer with Purchase of Select GelColor by OPI Shades!



OPI Item No.

- | | |
|--------|-------------------------------|
| SP DG9 | Alpine Snow |
| SP DH1 | Bubble Bath |
| SP DH2 | Passion |
| SP DH3 | Big Apple Red |
| SP DH4 | I'm Not Really a Waitress |
| SP DH5 | Malaga Wine |
| SP DH6 | Louvre Me, Louvre Me Not |
| SP DH7 | Lincoln Park After Dark |
| SP DH8 | Russian Navy |
| SP DH9 | Here Today... Aragon Tomorrow |
| SP DI1 | Brisbane Bronze |
| SP DI2 | You Don't Know Jacques! |
| SP DI3 | My Private Jet |
| SP DI4 | Black Onyx |

	U.S.	CAN
Salon Price	\$ 17.50	\$ 22.50
Salon Value.....	\$ 21.75	\$ 28.00
Salon Savings	\$ 4.25	\$ 5.50

Fall into Avoplex!

FREE High-Intensity Hand & Nail Cream

120 mL – 4 Fl. Oz.
with purchase of
30 mL – 1 Fl. Oz.
Avoplex Nail & Cuticle
Replenishing Oil

OPI Item No. SR D76



	U.S.	CAN
Salon Price:	\$ 13.75	\$ 17.50
Salon Value.....	\$ 21.70	\$ 27.45
Salon Savings:	\$ 7.95	\$ 9.95

SO SO SKULLICIOUS

Those big eyes! Those high cheekbones! Those perfect teeth! Cheerleading captain? Super model? Neither... we're talking about the edgiest fashion icon that is seen everywhere in jewelry, clothing, and even tattoos – the skull!

Need a perfect excuse to add a skullicious little touch to your nails this fall? How about Halloween? OPI brings pretty little skulls on a platter



to your fingertips with the **So So Skullicious** mini pack promotion.

Create colorfully spooky Halloween nails with four mini Nail Lacquers plus FREE nail decals featuring fashionable and oh-so-cute skulls to transform your nails from plain to absolutely SKULLICIOUS!

Hi, Pumpkin!

This jack-o-lantern orange is sweet on you.

Mourning Glory

A black so shiny, it will lift your spirits.

A-Rose from the Dead

This hot pink is the life of the party.

Candlelight

Be all aglow in this flame yellow.



So So Skullicious Mini Pack

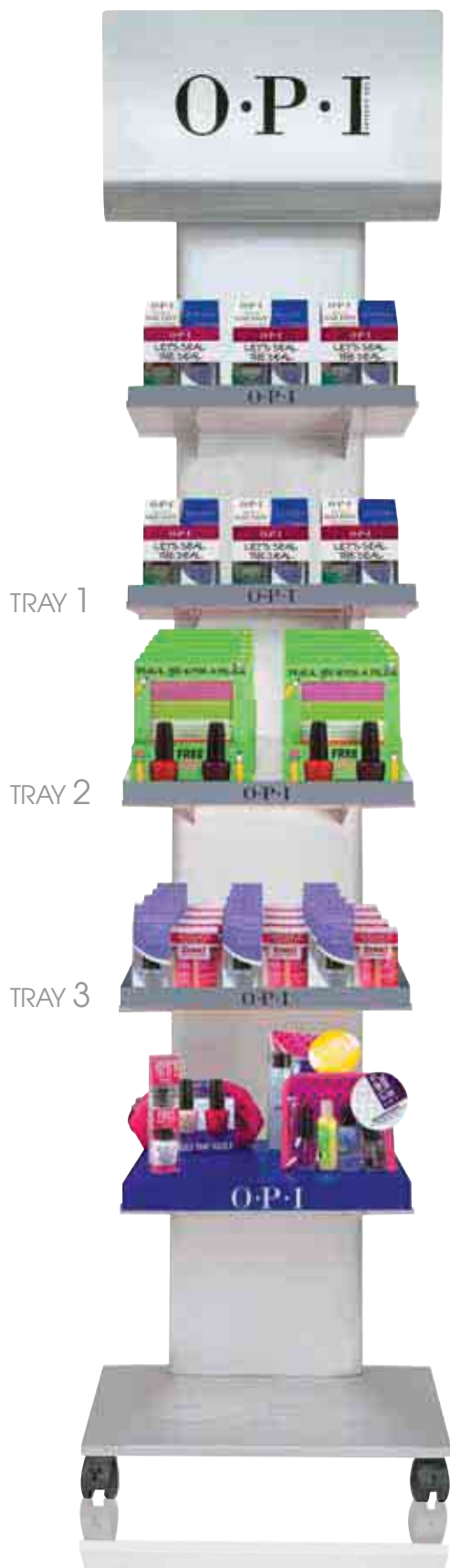
OPI Item No. SR DC7

- 1 – Hi, Pumpkin! mini Nail Lacquer
- 1 – A-Rose from the Dead mini Nail Lacquer
- 1 – Mourning Glory mini Nail Lacquer
- 1 – Candlelight mini Nail Lacquer
- 1 – sheet nail decals

Mini Pack Dimensions:
5.875" H x 4.875" W x 1" D
15 cm H x 13 cm W x 3 cm D

	U.S.	CAN
Salon Price	\$ 6.50	\$ 8.50
Total Retail Value	\$ 12.50	\$ 14.95
Potential Salon Profit	\$ 6.00	\$ 6.45

For more information about So So Skullicious, log on as a professional at www.opi.com or contact your Authorized OPI Distributor.



Your ^{call} **FOR** fall

Fall brings new fashion, new colors, and a fresh new style – and OPI retail promotions are ready for all the shopping excitement. Your customers will love the OPI bestsellers and beauty bonuses in each pack – and you'll love how OPI retail makes fall profits rise!

Promo Center Display

OPI Item No. SR 540

Ask your distributor how you can earn this display for **FREE!**

	U.S	CAN
Salon Price	\$ 250.00	\$ 299.00

Bonus!

OPI Item No. SR D80

Bonus:

When you purchase three PrePack Trays (one each of #1, #2, & #3), you'll receive one pack from each tray **FREE!**

	U.S	CAN
Salon Price	\$ 375.00	\$ 476.55
Retail Value	\$ 780.60	\$ 936.85
Potential Salon Profit	\$ 405.60	\$ 460.30

1 Let's Seal the Deal

Purchase:

1 – 15 mL – .5 Fl. Oz. Original Nail Envy

Maximum strength formula helps nails grow harder, longer, and stronger and resist peeling, cracking, and splitting.

Get FREE:

1 – 15 mL – .5 Fl. Oz. RapiDry Top Coat

Dries to a high shine in minutes!

	U.S.	CAN
Salon Price	\$102.00	\$131.40
Salon Price Each.....	\$ 8.50	\$ 10.95
Suggested Retail Each	\$ 16.95	\$ 19.95
Retail Value Each	\$ 29.45	\$ 35.70



12 UNITS WITH TRAY: SR D81

OPEN STOCK: SR D84

2 Pencil You In for a Polish

Purchase:

1 – 15 mL – .5 Fl. Oz. OPI Nail Lacquer in Big Apple Red

Bright, shiny and ready to take on the world!

1 – 15 mL – .5 Fl. Oz. OPI Nail Lacquer in Honk If You Love OPI

Don't let this delicious dark grape pass you by.

Get FREE:

1 – Note/Mouse Pad

	U.S.	CAN
Salon Price	\$96.00	\$120.00
Salon Price Each.....	\$ 8.00	\$ 10.00
Suggested Retail Each	\$ 14.95	\$ 17.95
Retail Value Each	\$ 17.00	\$ 19.90



12 UNITS WITH TRAY: SR D82

OPEN STOCK: SR D85

3 Do Yourself a Flavor!

Purchase:

1 – 15 mL – .5 Fl. Oz. Start-To-Finish

Base Coat, Top Coat and Nail Strengthener in one!

Get FREE:

1 – 30 mL – 1 Fl. Oz. Avojuice Lotion in Cran & Berry and Ginger Lily

	U.S.	CAN
Salon Price	\$75.00	\$93.75
Salon Price Each.....	\$ 6.25	\$ 7.95
Suggested Retail Each	\$ 12.50	\$ 15.75
Retail Value Each	\$ 16.40	\$ 20.75



12 UNITS WITH TRAY: SR D83

OPEN STOCK: SR D86

NEW One-Day Workshop!

THE GAME CHANGER

GelColor by OPI

Featuring:



Joey Brown,
OPI International
Spokesperson



Vu Nguyen,
Internationally-acclaimed
OPI Guest Artist

Master lightning-speed services and design techniques in this full day workshop.

- Give your salon menu a makeover with GelColor by OPI
- Discover easy artistic add-ons (that add up!) including trendy graphics, animal prints and floral designs.
- Learn how to power book for profits!



COMING SOON TO A LOCATION NEAR YOU!

Monday, September 10, 2012

Professional Beauty Supply
Baltimore, MD

Tickets: 800-233-5956 ext. 118

Saturday, October 20, 2012

Beauty Systems Group
Charlotte, NC

Tickets: 800-362-3186

Monday, October 15, 2012

Blondies International
West Palm Beach, FL

Tickets: 561-471-3343/800-256-6397

Monday, November 19, 2012

Tru Beauty Concepts
Southampton, PA

Tickets: 888-371-5040

WHAT TO BRING:

OPI LED Light or Axxium UV Light, Tooling Implements, Nail Art Brushes.



CENTRAL AMERICA welcomes GelColor



This year, OPI International Guest Artist Patthy Jimenez traveled to Central America to introduce OPI's newest system, GelColor. Her first stop was in Honduras where she participated in a variety of GelColor workshops with OPI distributor Barletta Beauty Supply. From there, she headed to El Salvador to conduct a 4-day Absolute and GelColor training event to approximately 60 attendees a day. With the help of Patthy, OPI distributor



Corporación Cosmética launched and introduced GelColor at a demonstration to 150 people—it was a huge success! Lastly, Patthy traveled on to Guatemala where OPI distributor MCA Distribuidora launched GelColor and hosted a GelColor seminar covering GelColor application, "French" tip, nail art and GelColor removal.



VU TRAVELS TO EUROPE



International Guest Artist Vu Nguyen recently traveled to Switzerland and France to conduct Gelcolor workshops for both OPI distributors. His first stop was with OPI's French distributor, AD Beauty, where he conducted a 2-day training event covering Absolute, Axxium, Axxium Soak-Off, and GelColor. The event took place at the AD Beauty headquarters, and it was an enormous success. According to

AD Beauty's Alexandra Falba, "We learned a lot, we had a great time practicing and it was really an honor being nail-printed by Vu." After leaving France, Vu continued to Switzerland's beautiful city of Zurich to conduct an exclusive training event for Swiss distributor SoBe Cosmetics, which took place at the SoBe headquarters. Nguyen presented OPI's new GelColor system to SoBe's sales team, educators and nail techs.



URAGUAY GETS GELLED

Alberto Castagnet & Diego Duarte, Owners of OPI Distributor Multiler S.A., invited the top 20 salons in Uruguay to the launch of GelColor by OPI. The 30 attending nail techs were thrilled with OPI's new LED Light and GelColor products, and each of them were offered three hours to work with the system and Multiler S.A



Educator, Natalia. The feedback was positive: Attendees said the system was fast, easy to use, had a low cost per-service, and that they couldn't wait to get their hands on the products to take back to their salons. The launch was spectacular, and everyone at the event was very excited about GelColor by OPI.

AND THE OSCAR GOES TO ...OPI!

Former wrestler and actress Stacy Keibler and The Muppets star Amy Adams were both spotted wearing



OPI Nail Lacquer in Samoan Sand while walking the red carpet at the 84th Annual Academy Awards earlier this year.

This nude hue, which complemented the ladies' respective gold and silver dresses, is a favorite of celebrities and fashion designers alike.



OPI WINS NOT ONE... NOT TWO... BUT THREE PRESTIGIOUS BEAUTY AWARDS!

The Holland Beauty Awards, The Netherlands' most prestigious beauty awards organization, awarded OPI The Netherlands with an award in the "Best Nail Lacquer" category." OPI's competition included Dior, Chanel, YSL and Essie.



WORLD-FAMOUS MEDICAL CENTER HONORS OPI'S GEORGE SCHAEFFER



Because of his generous support and dedication to Cedars-Sinai Medical Center's up-and-coming Advanced Health Sciences Pavilion (AHSP); OPI CEO and President George Schaeffer and his family were recently

honored at a celebratory dinner at the well-known Spago Restaurant in Beverly Hills. The best part? When the AHSP opens in 2013, its new lobby will be named after none other than George Schaeffer himself.

OPI GIVES TO GIRLS IN NEED

Employees of Robb|B Salon gave manicures left and right to attendees of the 2nd annual Beauty Drive fundraising event at the House of Blues in Hollywood, California on April 17. The event was put on by the Beauty Bus Foundation, a non-profit organization committed to enhancing the quality of life for terminally or chronically ill people and their caregivers with free in-home beauty treatments. Along with Robb|B Salon; Epic Salon, Pop Tinsel and Glitz Beverly Hills hosted their own "Beauty Stations" and offered their products and services to hundreds of attendees.





ROBERT & VU GO TO BRAZIL

Earlier this year, OPI Guest Artists Robert and Vu Nguyen made a whirlwind training and PR trip to São Paulo, Brazil! While there, Robert and Vu conducted an introductory-training session on GelColor by OPI. The training was attended by more than 45 salon participants.



A LITTLE LOVE (AND LACQUER!) GOES A LONG WAY



When OPI customer Kara May traveled to Ethiopia to volunteer at a handful of orphanages, she quickly realized that because of the language barrier, she wasn't sure what to do to "break the ice" and connect with the kids. "Then I remembered I had brought a few bottles of my OPI Nail Lacquer with me, so I started painting the girls' nails!" said Kara.

"Their faces lit up and were so excited; you could see the girls chatting amongst themselves excitedly about their pretty nails." The next time Kara returns to Ethiopia, she plans on bringing OPI along for the ride; "I could see how that small act made them feel like princesses!"

HOLLAND COLLECTION LIGHTS UP THE BIG APPLE



Earlier this year, OPI "polished" New York City with an onscreen appearance on the Geoffrey Tron—the 20-foot LED video billboard above the Toys "R" Us flagship store in Times Square. Throughout the months of February and June, OPI's vibrant new Holland Collection flashed on the giant screen; appearing 48 times a day!

CIAO BELLA!

This past March, more than 175,000 people from all over the world traveled to Bologna, Italy for the 45th edition of Cosmoprof Worldwide Bologna--the leading worldwide exhibition for the cosmetic industry. As always, OPI Italian Distributor Piermario Viale showcased a fabulous booth featuring an extensive variety of OPI products, where OPI International Guest Artist Danny Phung won over the crowds with his step-by-step demonstrations of Absolute, Axxium, Axxium Soak-Off, and our newest system, GelColor. During the event, George Schaeffer, OPI President & CEO; Christian Lacheny, OPI VP of International Sales; and International Sales Managers Rosa Barajas and Scott Smith met with OPI European Distributors from all over the continent.



O.P.I

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September/October 2012

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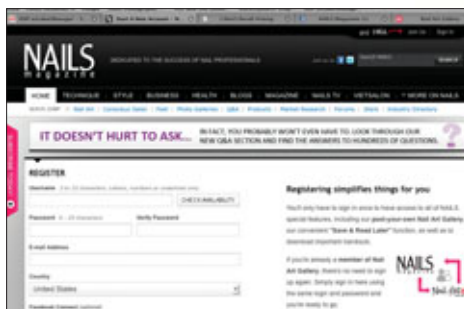
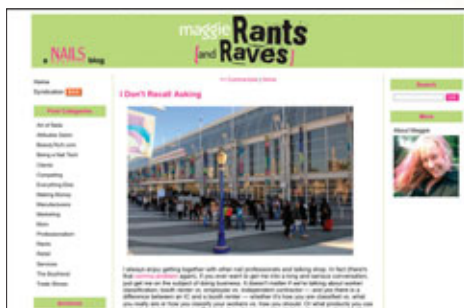
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Do You Love Gloves?

Personal touch is a hallmark of a nail tech's work. So what about wearing gloves? Does it detract from the service experience or put both the tech and client at ease that the highest standards are being followed? The responses were mixed when we asked our readers: Do you wear gloves while doing pedicures (or any service)?

I glove up when using callus remover or if a client requests it. However, I can feel the texture of the foot better without, so I usually remove them prior to using the massage lotion to make sure no additional buffing is needed around the ball of the foot or heel.

Amy Murphy

New Image, Arcadia/Ruston, La.

I have been a nail artist for 10 years, and I am also a manicuring instructor. I have never worn gloves during a service unless I had a cut on my hand. Wearing gloves makes clients feel uncomfortable. If the technician is keeping her equipment sanitized, giving a thorough consultation, and cleansing the feet before the service, there should be no need for gloves.

Tracy Balistreri

Nails By Tracy, Milwaukee, Wis.

I never wear gloves although I know I probably should. I just feel like gloves really dull your sense of touch. I also know that some people are offended by it because they think that you think their feet are nasty.

Kathy Dent

Salon Glow, Reno, Nev.

The only time I wear gloves is when waxing. There really is no need to wear gloves for pedicures as clients' feet should be cleaned properly prior to treatment. I would find it rather offensive if gloves were put on to do my feet. If your client had a contraindication you would have noticed this in your consultation. Therapists who dislike like feet should reconsider their careers totally.

Soraya Wizzart

Wizzarts Beauty Salon, Manchester, U.K.

I always wear gloves. The exfoliating scrubs are great for pedicures but are too harsh for my hands, as is cuticle remover. I take them off for the massage so I do benefit from the lotion as I apply it and massage my client. For my manicures, I wear gloves while applying gel-polish removal wraps too, so I don't have repeated exposure to the acetone,



as well as during the cuticle remover and exfoliating service, and again take them off before the massage and polish.

Shirlee Ann Kerr

Five Doors Down the Salon, San Dimas, Calif.

I don't wear them. It bothers me to put gloved hands in water; it feels claustrophobic. That said, I make sure feet are properly clean before I touch them and if clients' feet look too nasty I turn them away. It's mean but it works for me. I haven't suffered financially from it.

Kelly Louise

Pearlisque, Gympie, Queensland, Australia

I wear gloves for pedicures throughout the entire service. I also wear gloves when applying certain products like a mask or scrub to the hands. Universal precautions! This protects the client from me and me from the client.

Monet Macomber

Nine Stones, Portland, Maine

I wear them to be safe, but I also wear them during services so I don't mess up my nails. I like to look cute too!

Michelle Jackson

Diamond Girl Nails, Morrow, Ga.

Yes. Yes. Yes. I wear gloves for both manicures and pedicures. I feel that it protects not only myself but my client too. It's more sanitary in my eyes. Regardless of how well you clean the footies, there's still bacteria. It also protects your hands from the products that are being used during the service. I don't know about others, but this gal doesn't want fungus or any extra bacteria on these phalanges.

Jessica Del Leda

Cutting Edge 54 Salon, Elk Grove Village, Ill.

I personally don't use gloves unless I have an open sore. People like to feel the touch of a hand, not a rubber glove and mask like you're going to war or something. I think it makes the service more personal and I have had no complaints.

Dianna Medeiros

Woodbury Heights, N.J.



Shocking S249064

Hypnotic S249063

Adventurous S249062

Blinding S249061

Sassy S249060

Daring S249065



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cleansers

Cleansers are used in the nail industry to remove oils and moisture from the nail plate prior to product application. The cleanser temporarily dehydrates the nail plate so it is better able to adhere to the product about to be applied, thus helping prevent service breakdown.

1

Isopropyl Alcohol: The main component in cleansers, isopropyl alcohol, is a clear and flammable liquid derived from propene and water. Isopropyl alcohol is a common household ingredient often used for cleaning and disinfection, and most often referred to as rubbing alcohol. Isopropyl alcohol helps to rid the nail plate of bacteria and fungal spores that might be there.

Isopropyl alcohol has a quick evaporation rate and because it is a solvent it quickly absorbs and removes moisture from the skin and nail beds. It is produced industrially using a process called hydration, where water and propene are chemically bound together to create isopropyl alcohol.

It is used in the transportation industry as a fuel additive to help keep water from separating from the actual fuel and potentially freezing in colder temperatures and causing engine problems. The isopropyl alcohol helps keep the water soluble in the gasoline, where it is less damaging to the engine.

It also is a common ingredient in windshield de-icing products.

2

Acetone: Used sometimes in cleansers but at lower concentrations, acetone aids in removing surface oils and other contaminants from the nail plate, leaving the nail bed dry and ready for product application.

3

Butyl Acetate and Ethyl Acetate:

These are common solvents used to help keep all the ingredients together in a liquid form prior to use.

.com

Check out the "cleanser" entry on NAILS Encyclopedia, www.nailsmag.com/encyclopedia, for more articles on everything you'd want to know about cleansers.

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On the



Leopards and tigers and zebras, oh my! Wild animal prints have come roaring back onto the fashion runways and into our lives. We're seeing animal prints on everything from clothing to home decor to baby items. Sometimes just a hint of something primal is enough to release your inner animal. For ladies who want to dabble in exotic styles without going all out, try a touch of animal print on the fingernails or toenails. And in terms of color combinations, you don't have to keep things the way nature intended. We used this season's wild new nail polish colors to show off the animals on the prowl.

By Hannah Lee Nails by Elsbeth Schuetz Photography by Vu Ong

(NO ACTUAL ANIMALS WERE HARMED IN THE PRODUCTION OF THIS POLISH PREVIEW.)



On the nails:

Cuccio Russian Opulence

Orly Rapture

China Glaze Kalahari Kiss

While traditionally black and white,
zebra stripes in deep blood reds and
golds make a lovely fall style.

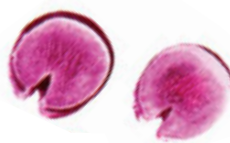
Zesty



China Glaze Kalahari Kiss



Misa Epiphany



China Glaze Prey Tell



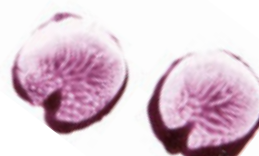
CND Gold Chrome



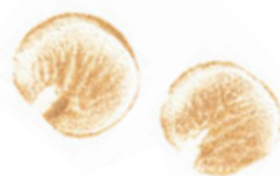
Jessica Cinnamon Kiss



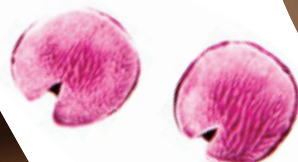
China Glaze Call of the Wild



MK Salsa



Cuccio Russian Opulence



Jessica Crimson Tattoo

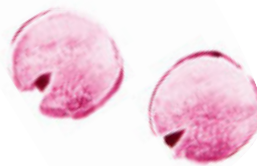
y Zebra



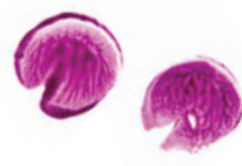
Orly Flare



OPI Don't Talk Back to Me



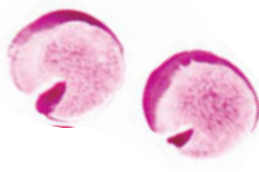
Nailite Black Cherry



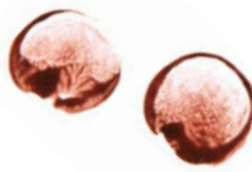
Bio Sculpture Love Potion



Dare to Wear Fools Gold



Nailite Scarlet Red



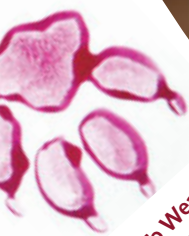
Orly Rapture



Essie Skirting the Issue

Tempting Tiger

Made up of metallic silvers and bright reds, a tiger sometimes changes the color of his stripes.



Dare To Wear
Seductive Lingerie



Nubar
Velvet Silver



Dare To Wear
Holly Berries

On the nails:
Orly Ignite
Seche Nouveau
CND Silver Chrome



LCN Ruby Red



OPI Nein! Nein! Nein! OK Fine!



Essie Head Mistress



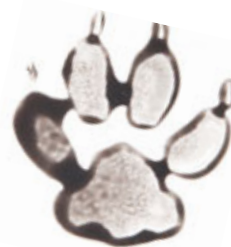
SpaRitual Basalt



Seche Rouge



China Glaze Adventure Red-y



LCN Tokyo Expression



Cuccio Oh My Prague



Dazzle Dry Joan's Armor



MK Platinum



QRS Madame Crimson



China Glaze Elephant Walk



Only Ignite



Seche Nouveau



Duri Undisclosed Desires



CND Silver Chrome



SpaRitual Conglomerate



OPI Danke-Shiney Red



MK Dance on Fire



Use your imagination for this big cat's spots.
Magenta and gray might not blend into
the jungle landscape, but the color combo
makes for a fun pop of fashion.

Languid



Dare To Wear
Love Castle



LCN
London Glam



OPI
Suzi & The 7 Dusseldorfs



Bio Sculpture
Chocolate Fudge



OPI
Don't Pretzel My Buttons



Misa
Live Without Knowing



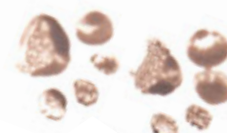
Nubar
Rouge



MK
Amethyst



China Glaze
Purr-Fect Plum

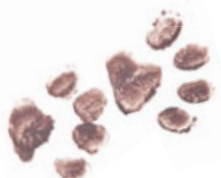


Essie
Miss Fancy Pants

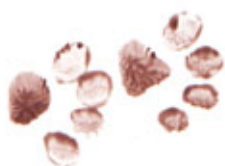
On the nails:
OPI My Very First Knockwurst
Essie Recessionista
LCN London Glam



Leopard



Duri
Bedroom Talk



Misa
Lost to the World



Essie
Recessionista



OPI
Berlin There Done That



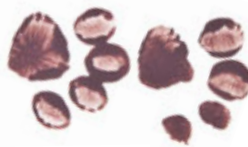
SpaRitual
Slate



Seche
Opulent



Essie
Don't Sweater It



Seche
Contemporary



CND
Plumville



Dare To Wear
Smokin' Diva



China Glaze Elephant Walk



Cuccio Glasgow Nights



CND Midnight Sapphire



Duri You Belong to Me



Bio Sculpture Indecent Proposal



OPI Unfor-Greta-Bly Blue



Seche Portobello



Jessica Brown Sugar



Essie Stylenomics



LCN New York Beat



Nubar Mystique



Cuccio On the Nile Blue



Nubar Chartreuse



LCN Green Emerald



China Glaze Man Hunt



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around the world

For our avian print, look no further than the beautiful markings on this majestic bird's feathers. Blues, greens, and browns offer a very true-to-life representation of the plumage.



On the nails:
Jessica Pumpkin Delight
Cuccio On the Nile Blue
LCN Green Emerald
China Glaze Elephant Walk

On the nails:
China Glaze Jungle Queen
Nailite Raisin Hell
Misa Taking Chances



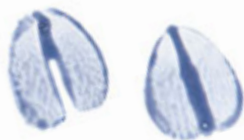
LCN Violet Amethyst



Orly Flicker

Giraffe Gentle

Newer on the fashion scene,
giraffe print is similar to a leopard,
but with larger patches of color.
Why not try purple and orange
for a funky mix?



Misa Frozen in Time



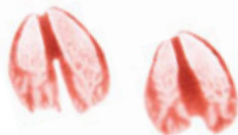
CND Chocolate Milk



Dare To Wear Midnight Illusion



OPI Deutsche You Want Me Baby



SpaRitual Quartz



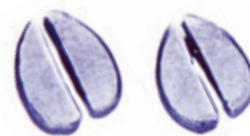
China Glaze Desert Sun



Dazzle Dry Juliet's Passion



Seche Risque



OPI German-icure By OPI



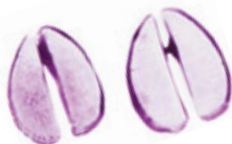
Duri Blinding Obsession



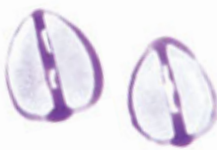
QRS Coral Reef



Duri Oh, My!



Bio Sculpture On The Dark Side



Nubar Romance



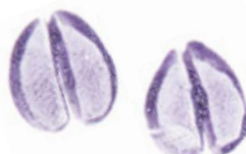
Dazzle Dry Katherine's Crown



China Glaze Jungle Queen



Nailite Ash Rose



MK Jamaica Reggae



Nailite Raisin Hell



OPI Schnapps Out of It!



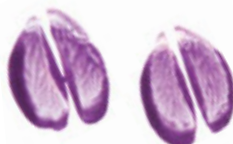
Nailite Mother Earth



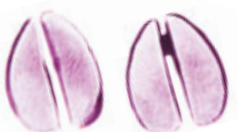
QRS Eggplant



Nailite Raisin Hell



Misa Break Away



Duri Behind the Closed Doors



extreme nailing

While all of us are dependent on thermostats to keep our workplace at the ideal temperature, concessions must be made when the extremes of nature influence the atmosphere of the salon — and the body temperature of clients. Depending on conditions, clients' hands and feet may be puffy, moist, and sweaty or cold, dry, and numb. A tech needs to know how to compensate for these changes so she can apply product to a consistent, stable nail surface each time.

Heat, cold, and humidity change not only the air and our body temperature, but also the products themselves. An inexperienced tech might wonder what unseen force is messing her up, but with experience (and a few tricks), techs can work around limitations in the product no matter what the season. The next time you're wondering why the product is unmanageable and making your job so hard, check the thermostat.

Nail Polish

Nail polish is made up of solvents, resins, pigments, and a few additives. As nails are polished, the pigment imparts color and the solvents evaporate to create a vapor, explains Vivian Valenty, founder of VB Cosmetics. In low humidity with comfortable temperatures, the vapor dissipates into the air, moves out of the way, and the surface of the polish cools down and dries fully. In warmer temperatures, the solvents within the nail polish evaporate at different rates; some of the solvents evaporate even before the polish is complete, making the polish on the nail gummy. Add humidity to the equation, where the thick, stagnant air hangs without moving, and problems are compounded. The humidity stifles the air flow that moves the vapor out of the way, disrupting the drying process.

Typically, the drying rate for polish isn't a problem for techs, since the humidity level and temperature is controlled in the salon. However, in humid areas, clients experience problems when they leave the salon too early. "I've had clients tell me their polish was still wet an hour and a half after they had left the salon," says Vicki Adams, owner of Nail Mogul in Houston. "It's not wet to the touch, but it can still be ruined because it's soft underneath," she explains.

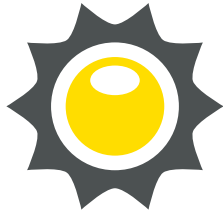
To compensate for polish problems, Jim McConnell from Light Elegance suggests techs use a lamp with a warm fan to aid in the drying process. "A nail polish dryer is suggested, but a red heat bulb with a small fan would work very well," says McConnell. The idea is to move the evaporating solvents out of the way so more can evaporate to complete the drying process. "Picture a gate at an amusement park," says McConnell. "If a crowd of people are coming through the gate, but aren't being moved out of the way, the people in line behind them aren't going to be able get through the gate." The same applies to the drying process for nail polish — you need to get the air moving around the fingernails so the rest of the solvents in the nail polish will be allowed to dry. >>>

Acrylic

The chemical reaction that causes acrylic to set is sensitive to heat. The higher the temperature of the liquid, the faster the reaction, and the quicker the set time. Techs may find the product difficult to work with when it sets up too fast. Conversely, on colder mornings, techs may find the product runs more easily into the cuticle wells, takes longer to dry, and generally is more disagreeable.

To compensate for cool weather, make sure the liquid monomer is up to a working temperature before applying acrylic on the first client. If acrylic liquid has been in a salon where the overnight temperature was lowered to save energy, it needs to come up to a more pleasant 68°-72° to work well, says Fred Slack, co-founder and director of R&D at NSI. If the liquid is cold and clients have cold hands, it will be almost pointless to begin application. In this situation, try using a warming mat to raise the temperature of the liquid, which should take only a few minutes if you heat only the monomer in the liquid dispenser. Another handy source of heat that can help with the drying rate when the liquid is chilly? The bulb in your desk lamp. Place monomer under the lamp while you prep the client's nails and it should be ready to go by the time you're ready to apply.

For hot climates, techs may find success when they switch to an acrylic system with a slower-set time, instead of opting for a fast-setting system. In a slow-set system, explains McConnell, slower reacting monomers are used. Because of this, the monomer takes longer to find the peroxide and set, giving techs more time to work.



On cold winter days, Laura Merzetti sometimes needs to warm up products like builder white gels and soak-off gels so they aren't so stiff.

Gel

Hot and cold temperatures also play a critical role in UV gel, not in the product's effectiveness, but in the ease-of-use during the application. "Every degree, whether lower or higher, will change the viscosity of gel," explains Slack. "If it becomes too hot, the gel becomes water-like and is totally unmanageable." Slack compares the change in viscosity to what happens to honey. "If the temperature of the room is cool, the movement of the honey will be slower," says Slack. "When the room warms up, the honey flows smoother and easier; it's more fluid. In gels, we're able to measure the chemistry and control it to some extent, but techs let us know they notice this reality in the salon."

Laura Merzetti understands. As the owner of Scratch My Back Nail Studio in Ajax, Ontario, Canada, Merzetti has experienced the changes in a gel's viscosity, and she knows how to handle them. "In the winter months, on extremely cold days, I sometimes need to warm up products like my builder white gels and my soak-off gels so they aren't so stiff. I use a small candle/cup warmer at my station and am mindful of how quickly it works, only a minute or two is all that is needed. Then I give them a good stir or shake, and they are ready to go," says Merzetti.

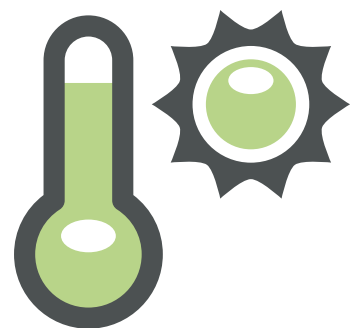
While techs do attest to fluctuation in the viscosity of gel because of temperatures, gel product is the least likely among the commonly used enhancement products to give techs trouble. One reason for this is, regardless of temperature, gel is able to "interface between the base material and the enhancement material before it bonds together," explains McConnell. When we add the powder and liquid together

in an acrylic enhancement, the bonding process begins immediately. The acrylic may not have a chance to interact with the base material (the nail) before it begins to set up. In a gel, the "setting up" doesn't happen until it's under the light, so it's had plenty of time to make a connection with the nail.



Gel-Polish

Gel-polish will give you the least amount of trouble, which is one reason techs suggest clients opt for gel-polish over traditional polish. A few reminders for best results: Roll the bottle between your hands before each use and apply only a thin coat. Heat is released during the setting process under the light, so be aware of the temperature of your clients' hands. If her internal temperature is already elevated, she may experience discomfort under the light as the product cures. >>>





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Working in the Elements

Biting Cold

Techs who have been in the business for a while will remember the days when crystallization was a concern. Today, acrylic formulas aren't as sensitive to cold; nonetheless, cold temperatures do change the way the product handles, so techs have developed clever ways to keep clients' hands warm so product isn't applied to a cold surface. In Fargo, N.D., which appears on the Top 10 list of cold cities, clients can come in from freezing temperatures with uncomfortably cold hands — even if they wear gloves. Karissa Olstad, manager of The Nail Bar Downtown in Fargo, says the salon offers clients warm neck wraps and blankets to keep them warm.



Karissa Olstad, manager of The Nail Bar Downtown in Fargo, N.D., says the salon offers clients warm neck wraps and blankets.

gradually once the feet are soaking. Though it might seem odd to put cold feet in water that is only lukewarm, the truth is when the water is too warm on cold toes, it creates an unpleasant burning sensation.

Stifling Humidity



Ana Braun says in Florida clients' heels are cracked because everyone is in open shoes.

In addition to bitter cold, Fargo experiences extreme heat in the summer. Climate control keeps product problems in check, but clammy hands can be an issue. "We wrap hands and feet in warm towels," says Olstad. "You'd be surprised at how quickly that removes the clammy feeling."

"I see the biggest factor of temperature change being less about product application and more about the wear and tear

of the elements between appointments," says seasoned nail tech Ana Braun, owner of Ana Braun at Embody Wellness and Fitness Studio in Sarasota, Fla. Braun says when she did nails for 12 years in Rhode Island, clients had dry cuticles and brittle nails because of the cold weather, but their feet were usually in good condition because they were always covered. Now, a resident of Sarasota, Fla., where August temperatures hover in the 90s with 90% humidity, Braun says clients have healthy cuticles because of the warm, moist air, but their heels are cracked because everyone is in open shoes. Pedicures don't last as long with pool and beach activities. "Up north, I would give clients cuticle treatments to apply every night; here I ask my clients to exfoliate their heels with a pumice stone and apply lotion," says Braun.



Scorching Heat



Amanda Lenher is a Nubar educator and nail tech at Posare Salon in Las Vegas. Temperatures in her town can often break 100°, sweltering by anyone's standards. She says most of the time the temperature is controlled by air conditioning, but still, there are ways she needs to compensate for the heat. "Clients come in and their hands are cold because they have been in air conditioning all day, plus they have an iced coffee in their hands," explains Lenher. "I rest my clients' hands on warming mats during nail services to raise the temperatures in their fingers." **N**

Air-conditioning leaves Amanda Lenher's clients with cold hands so she rests them on warming mats during nail services.



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MAKING THE GRADE

All too often, cosmetology schools in the U.S. aren't putting their best foot forward when it comes to educating future nail technicians. For nail schools to get all As when it comes to training students for the real salon world, we need more dedicated nail instructors, increased hours, and a commitment to more than just the state board exam. **BY SREE ROY**

SCHOOL REPORT CARD

Subject	Grade
Real-World Techniques	Needs improvement
Commitment to Nail Instructors	Needs improvement
State Board Pass Rate	Good
Number of Hours	Incomplete

Attendance Hours 425 Absent 0 Tardy 1

A = Excellent • B = Good • C = Satisfactory • N = Needs Improvement
U = Unsatisfactory • I = Insufficient / Incomplete

Student: Nail Program Grade: N Year: 2012

A

full classroom of enthusiastic students is a beautiful thing. Eager hands raised at every question. No grades below an 85% on any test. Students who are lifelong friends with each other, and lifelong friends with their instructors. A 100% homework completion rate. This isn't a fantasy. It's a day-to-day occurrence at numerous law schools, medical schools, journalism schools, business schools, and, yes, at select nail schools and beauty schools' nail programs.

Karyn Lenhart was one such enthusiastic nail student (now she's a licensed nail tech and salon owner), who was so happy with Citrus Heights Beauty College in Citrus Heights, Calif., that she went there twice — once for her esthetics education and a second time for nails. Citrus Heights is so successful that it has a waiting list for many of its programs. "When I was researching beauty schools, one kept coming up over and over again. Whether it was word of mouth or passing statistics, everyone said, 'Go to Citrus Heights Beauty College,'" Lenhart remembers. "I applied, took an exam, and then got wait-listed. I decided it was worth the wait."

Lenhart's school choice paid off. "My expectations were high. I knew I got more than my money's worth the first time so the bar was way up there. The school's programs don't disappoint." As soon as she graduated from the nail program and passed her state board exam, she immediately added nail services to her menu of salon offerings. "I had enough knowledge to go out in the world and put my hands

to work," she says.

At Royal Beauty School in South Houston, Texas, instructor Madelyn Johnson has spent the past three years making improvements to the nail program and delights in seeing the improvements pay off for her students. Johnson says, "I have salon owners call me all the time to hire my students. I have two students who right out of school got hired at day spas and who are still working there more than a year later. Salon owners have called me to say what great students we have at Royal Beauty,

HOW TO FIND A GREAT NAIL SCHOOL

- Look at the pass/fail rate. State boards typically publish these results (the number and/or percentage of students at each school who pass and who fail each state board exam). Look on the state board's website and call the board if it's not published online.
- Make sure the school has a designated nail instructor with experience doing nails professionally.
- Ask what the school will be teaching you specifically. Will it teach you how to sculpt? What about how to apply gel-polish?
- Find out what the student kit will contain and what products you will be taught on.
- What textbook does the school use? Many use textbooks by Milady. Others use their own proprietary books. Find out what topics the book covers.
- Ask how long it will be before you work on real clients.



Color My Nails School of Nail Technology brings in guest speakers, such as this woman who is sharing information on body language and how to build your nail business, and invites both current students and alumni to these continuing education classes.

reporting back that the graduates are on time and cordial to the customers." Improvements Johnson implemented included setting up a definite classroom schedule, teaching techniques that will make the students money even if those techniques aren't tested on the state board exam (including gel-polish and 3-D nail art), and turning the student product kit from the size of a caboodle to the size of a checked bag. With the support of the school director, Johnson added more products to the kit to prepare students for real world nail salons.

Project coordinator and instructor Gracie King, who works at Bella Beauty College in San Antonio, Texas, also teaches students beyond what's required to pass the state board exam. "One of my graduates had an inspection and the inspector asked her where she got her training, because he had never seen such a clean and organized salon," King says, adding that several of her students have come back to become instructors themselves, helping the industry improve by training and graduating more educated nail techs.

Unfortunately, these school success stories are not universal, and many argue they are not even the norm. I discovered this firsthand a few months ago, when an aspiring nail tech e-mailed me to ask if I could recommend a great nail school in her area, which is one of the most populated metro areas in the United States and also has one of the highest populations of licensed nail techs. I e-mailed a few established nail salon owners in the area and waited for the responses to roll in. When they did roll in, I wondered if I could simply delete all the e-mails and pretend I'd never asked. "No, don't have one. Sorry," said the first, who added that "advanced education is best after they get their license" as the only way to really get proper training. Another owner, who owns two nail salons no less, said, "I don't know of any good schools to recommend." And one salon owner resorted to calling area schools a four-letter word, adding that school is "just to pass the test."

Johnson is not surprised. "Do you want to know who I

learned from in nail school? The girl sitting next to me. The instructor was a cosmetologist who specialized in hair and knew nothing about nails. She announced to the class that she knew nothing about nails. She was just there to show us how to pass the state board exam."

OBSTACLES

Teaching can be a thankless job, and while we may say we appreciate our teachers in theory, in reality, there are several major obstacles preventing nail teachers and nail schools as a whole from moving forward.

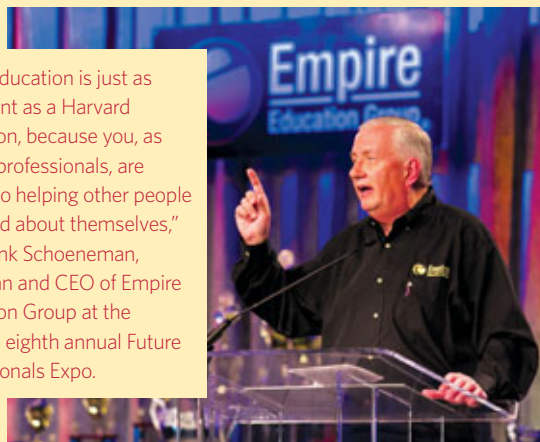
Funding is one such hurdle. Many state programs that help pay for other postsecondary degrees, such as nursing or truck driving, do not pay for nail school, invoking such bizarre arguments as the industry is not high growth, high demand, or high wage (this despite the fact that the 2012 projected nail market size is \$7.3 billion, according to NAILS' 2011-2012 Big Book, up from \$6.6 billion in 2011 and \$6.2 billion in 2010, and that a nail tech graduate is pretty much guaranteed a job) or with implications that being a nail tech is not a true profession.

Required hours are sometimes to blame for the lack of funding. "There is no financial aid for manicuring students because of the amount of hours required to complete the course. If no one signs up, I don't have a class and am on unemployment until there is a class," says Ann-Marie Reaves, a manicuring instructor at Henries School of Hair Design in Ashby, Mass.

With some instructors simply teaching to the test, the disparity between what's covered on the state board exam, versus what's needed in the real world, also causes problems in the classroom. New technologies such as brush-on gel-polish, which is done at 79% of nail salons, are commonly not covered, but older technologies such as wraps, which are done at only 31% of nail salons, are. King says, "In our state our students are required to do one odorless acrylic sculpture and one tip overlay with a wrap. Most of the schools, salons, and product lines are low-odor, not odorless, so why not test with what they practice with? Also the wrap is not as popular, I'm sure somewhere in America it is, but not generally, so again why test on the one thing they are probably not going to do in the salon?"

In addition, the application method expected on the exam sometimes differs from the application method preferred in real salons. "I teach students the state board way, then I teach them the 'make-money way,'" Johnson says. For instance, Johnson says, the state board way has nail techs apply the wrap directly to the nail tip, then cover the entire nail including the tip with the wrap. Then the tech just applies two coats of resin. "The 'make-money way' is to apply two coats of resin, then apply the tip, followed by two coats of resin, the wrap, then two more coats of resin, followed by a coat of gel. It is a stronger application that protects the entire nail plate from the product, makes a prettier nail, and gives you more satis-

"Your education is just as important as a Harvard education, because you, as beauty professionals, are critical to helping other people feel good about themselves," said Frank Schoeneman, chairman and CEO of Empire Education Group at the school's eighth annual Future Professionals Expo.



fied clients."

Many state board tests tend to focus on sanitation and safety practices (closing product lids, storing tools properly, disinfecting implements), as opposed to proper application technique and form. From a public health standpoint, sanitation is the more important concern; however, not testing on proper form means many students are clueless on how to apply an acrylic nail to a client's satisfaction when they get into the real world, especially if their teacher's only goal was to teach them to pass the state board exam.

Christie Tran, president of the California State Board of Barbering & Cosmetology (BBC) and a licensed nail tech, says the state board's main focus is to ensure the licensee has the skills and knowledge to perform safely on consumers. "Therefore," Tran says, "the licensing exam is meant to test that minimum level of competency across a general scope of practice. The goal of our exam is not necessarily to keep up with all industry trends and technological advances, but to make sure all licensees understand the basics to keep their clients safe." Tran adds that is costly to the BBC and cumbersome for licensees each time it alters the regulated scope of practice or various mandated protocols, "so we are hesitant to alter our regulations unless something new becomes widely utilized and incorrectly applied to consumers." The BBC's 20 field inspectors and four members who are industry appointees keep the BBC up with industry evolutions and product and equipment advances as relevant, she says.

Inconsistency from state to state on hours required to sit for the test and what is tested and what's not is another obstacle. Alabama requires the most hours at 750, while Alaska requires the least at 12 (and Connecticut doesn't even require licensing to do manicures and pedicures). Some states approve apprenticeships and many don't.

In recent years, a number of states have standardized their exams by using a national test created by the National-Interstate Council of State Boards of Cosmetology (NIC). As of 2011, there are 29 states that use the NIC written exam in nail technology and 21 that use the NIC practical. A national test is likely a step in the right direction, though schools, graduates, and salon owners do

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At Royal Beauty School, students enrolled in the nail program learn 3-D nail art and even participate in in-house competitions to improve their skills. This is the winning design from the school's Fourth of July Nail Art Competition.



voice concerns about which topics should be covered on the test and if the test is challenging enough to techs who hope to immediately begin servicing clients.

Mary Manna, a member of the NIC's National Examination Committee and a licensed nail tech, says the NIC does listen to and regularly address those concerns. "We update our exams every five years to make them current. We've just finished the five-year job analysis on esthetics, which included a booth at a major beauty show, from where we reached out to licensed professionals. We asked them to go through a survey, which listed all of the procedures that could possibly be covered in an exam and had them rate the procedures in order of importance," Manna says. "So it really is licensed professionals and the industry itself that tells us what we should be testing entry-level graduates on." The next five-year job analysis on nails and the subsequent exam updates is scheduled to start in 2013.

A final obstacle to teachers is that non-traditional students are frequently attracted to nail schools, allured by a career that gives them the opportunity to create a flexible schedule or to pursue a lifelong passion stoked by drugstore nail polish as a child. That said, these students may be older and have other priorities and commitments, such as children and full-time employment. Indeed, a recent NailsMag.com web poll found that 44% of licensed nail techs started their nail education when they were age 25 or older.

ELEVATING SCHOOLS

That's not to say that schools haven't seen improvements in the past few decades. They have. Paul Barry, president of

Barristar Student Services, a beauty school student resources organization in its 25th year, says, "Schools have gotten much better. They have better instructors and have become more sophisticated. Chains came in and purchased a big chunk of mid-level schools and set them up. Big names, such as Paul Mitchell, Tigi, and Aveda, have stepped up the bar in schools. Schools in general have a much cleaner look. Accreditation has become bigger. Funding has changed dramatically."

Nail manufacturers have helped schools step up too. Through its School Partner Program, CND elevates nail programs that meet certain criteria (including being accredited, having on-site instructors present for all trainings, and displaying superior instruction and sanitation standards). Jan Zanettini, CND's national sales manager schools/spas and a licensed nail tech, says, "We have had wonderful feedback from Partner School alumni, who return to schools to participate in advanced education and aspire to become CND education ambassadors, assisting with trade shows and events." Benefits current students at CND Partner Schools get include mentoring from existing CND education ambassadors, with possible referral and placement into spas and salons. Zanettini says, "Schools should make decisions to partner with vendors that will benefit the growth in admissions, education, clinic service, promos, and retail opportunities."

Backscratchers Salon Systems Inc. also focuses on helping nail schools and students, a topic close to the heart of

"Do you want to know who I learned from in nail school? The girl sitting next to me. The instructor was a cosmetologist who specialized in hair and knew nothing about nails."

company CEO Michael Megna, whose father once owned a beauty school. The manufacturer regularly sends its educators to schools to teach students nail theory and do hands-on demos. During its visits, the manufacturer educators are encouraged to impart real-life tips. "Some of my independent product demonstrators are salon owners. They share information on what has worked in their salon. I encourage my educators to give classes their experiences, to let students know the ups and downs of being an owner," Megna says. In addition, Backscratchers' website includes a "student portal," which includes special promotions, student contests, state board links, and a place for students to publicize their nail pictures.

And schools that make improvements can expect to reap the rewards down the road. At Royal Beauty School, Johnson reports, "Nail program enrollment has gone up tremendously because word has gotten out. When I started, the program had six students, and now at times we have as many 21." Nail school experts including Johnson help us identify nine ways we can improve nail schools across the board for enrollment increases, more satisfied graduates, and more success in the real world.

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1. Have a dedicated nail instructor. Employ instructors who have worked as nail techs and who are passionate about nails specifically. “Forcing the cosmetology instructor to teach the nail curriculum when they do not have the knowledge or desire is detrimental to the school’s reputation and program,” Zanettini says. “I believe that an instructor can make or break a school’s program.” Schools should also require that instructors continue to train and update in technique and along with changes in innovation, Zanettini posits.

It’s also generally good practice to hire instructors who are also educators for a specific nail product line, as it usually means they are constantly being trained, are up to date on trends, are well networked, and attend major beauty shows.

2. Offer support to the nail instructor. We have all seen day spas in which the nail services felt like an afterthought, with no marketing to speak of and no technical or networking help. Sadly, this same problem happens in beauty schools, in which cosmetology or esthetics instructors get preferential treatment over manicuring instructors. Make sure nail instructors are afforded continuing education opportunities, have well laid-out classrooms and prep areas, and promote their services at the school’s salon. Essentially whatever support you offer to the other program instructors should be offered to the manicuring instructors as well.

3. Teach beyond the state board to real-world strategies, including money-making lessons. So many new nail technologies and trends have appeared in recent years, and they must be added to curricula. The list includes brush-on gel-polish, full-coverage nail coatings like Minx, waterless pedicures, stamping nail art, water marbleizing, 3-D gel and acrylic art, magnetic polish, and a variety of polish textures from matte to crackle. “I’ve tweaked the curriculum to reflect new techniques/trends and of course the additional safety measures involved with new techniques,” King says. “I think it’s important to have more salon style classes/training so everyone across the board can value this career,” she continues. “Too many new nail techs sell themselves short and work for very little money.”

Johnson encourages her students to bring in YouTube videos of aspirational nail designs. After completing the official hands-on lesson of the day, Johnson allows for “play time” where they try to recreate the design from the video. “Most of the time I know how to do what the student found on YouTube or I’ll figure it out. Then it becomes a class for me and for them. My students know once they complete their assignment it’s play time. Plus it keeps my class from getting boring.”

Once students gain confidence in technical skills, it’s time to move on to business building. This includes a basic bookkeeping class. If none of the current nail instructors have worked in a salon recently, then bring in a guest speaker, such as a reputable salon owner, to give this lecture, suggests Lenhart.

4. Increase nail programs nationally to at least 600 hours.

It’s near impossible to add things to the curriculum such as full-coverage nail coatings or bookkeeping if the course is only 100 hours. In the U.S., only 10 states — Alabama, Arizona, Arkansas, Kentucky, Nevada, Oklahoma, Oregon, Tennessee, Texas, and Washington — require 600 or more hours of school to get licensed, with the rest all requiring less.

There is no magic number of hours that a program needs to be successful, but 600 is a good benchmark because it’s generally the bare minimum to be considered for certain types of national and state funding.

King suggests, “Require more extensive commitments from the students and staff. If the state requires less hours, then offer a grad program or an advanced techniques seminar.”

5. Offer student competitions. Vanessa Sifuentes, a June 2012 graduate of Beyond 21st Century Academy, Santa Fe Springs, Calif., said school lived up to her expectations because “it gave me the experience of entering in student competitions along with in-house school competitions that help prepare each student in building up skills and speed.”

Empire Education Group’s Future Professionals Expo is the largest student competition and tradeshow in the beauty industry. “We often hear feedback after the show from vendors who were thrilled with the students, their professionalism, and their eagerness to learn new tips and techniques,” says Angela Watson, director, public and media relations for Empire. “Fortunately, the biggest challenge for us is not participation, rather accommodation. As you can imagine, getting 2,000 students to Hershey, Pa., for the weekend is quite an undertaking.” The school keeps the competition fresh by adding a new category almost every year that speaks to industry trends. For the 2012 show, the school added “Styling for the Red Carpet.”

For schools that can’t handle the logistical challenge of an in-house competition, another option is to take students to a competition organized by another group. At the Barri-star Student Forum in Anaheim, the Long Beach Hair-



Karyn Lenhart had such a great experience at Citrus Heights Beauty College (where she earned her esthetics degree) that she went back to the same school for nails several years later.



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dressers Guild runs hair, nail, and make-up competitions just for students. Barry says, "For students, it is really valuable. The prize is the journey not the destination." He says they purposely do real-life-style competitions (not fantasy nails, make-up, or hairstyles), so students get useful experience. "We give lots of trophies away, including to the teachers who helped them," Barry says.

6. Offer free continuing education classes for the lifetime of the professionals' career. Color My Nails School of Nail Technology in Midvale, Utah, offers continuing education to its alumni. Owner Jamie Comstock explains, "I think it's important to do continuing education. I invite current students and alumni. Let's say we're doing nail art tomorrow. All of my past students know that they can come in for free to take a refresher course. We figure those alumni will refer us more people." She adds that for students who postpone taking their state board exam, it's also a great way for them to get a refresher.

Also provide your students with lists of outside continuing education classes they can take, whether your state requires it or not (only 13 do), and a list of places where they can find this information in the future. "It seems that nail professionals are not as quick to invest in the future of their career, such as hairstylists," says CND's Zanettini. "CND is changing this thought pattern with all of our Master Certification Classes and online consumer referral programs."

7. Update the kit to include the newest technologies and real-world quality products. The kit should include products like colored acrylics, gel-polish, hard gels, embellishments, and quality brands that the students can continue to use on their first job. If you're concerned that upping the quantity and quality of products in the kit will raise the cost of tuition, then just think about it being an up-front cost, instead of a cost several months down the road when the student spends her own money to buy better polish, base

Silk and linen wraps are only done at 31% of nail salons (according to NAILS' 2011-2012 Big Book), yet a wrap practical appears on many state board exams. This is in contrast to nail art, which is done at 89% of nail salons, and brush-on gel-polish, which is done at 79% of nail salons, but which are generally not tested on state board exams and frequently not covered in nail schools.



coat, nippers, clippers, etc., anyway.

Reaves says, "I purchase sample kits with my own money, and I ask for free products from manufacturers so my students will know there is more than just the product line they have in their kits. To get free samples, I call, get samples at networking events, beauty shows, send e-mails, and I will beg if I have too!" Reaves also gives students a list of all the manufacturers and their websites so students can also go online themselves and search for samples.

8. Use modern technology to students' advantage. Johnson is excited because the school she works for is getting ready to launch a YouTube channel. She sees this as a great opportunity both for recruitment and for students who miss a lecture to easily make it up. In addition to YouTube, schools should have presences on Facebook, Twitter, and LinkedIn to establish connections with potential students before enrollment, to assist them during school, and after graduation to help with job placement.

9. Enforce stringent standards for applicants to ensure they are ready and willing to learn nails. Harvard Law School doesn't let in just anyone, and neither should nail schools. Require a real application that includes questions about applicants' motivation and have them take a test to show their knowledge and interest. We need to ensure that entering students are enthusiastic about learning, responsible enough to repay their loans, and will contribute to the field once they've graduated. Be frank with students during orientation, and let the uncommitted ones go for now, to potentially come back when they are truly ready.

To reform our nail schools, we need commitments from everyone — the schools themselves, of course, but also the students, nail manufacturers, licensed nail techs, state boards, salon owners, and federal and state-level governments. But these commitments should be easy for those of us who truly love the nail industry as both a career and a passion.

Or, as Barristar's Barry says, "We have a great industry with great people who are smart and talented and caring. Go to beauty school. Go to nail school. You get out of it what you put into it. It's so rewarding." ■



NAIL SCHOOL NEWS



We at NAILS Magazine want to be part of the positive change in nail schools. To that end, we have just launched a new e-newsletter specifically geared toward improving nail school; from inside the classroom and out. Dubbed Nail School News, it will give nail instructors, school owners, and other beauty school employees the edge to attract the best students, educate students for the real world, and increase your job placement rate. Sign up to receive Nail School News at nailsmag.com/enews/signup.

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Bet Big, Win Big:

Allison Baker Lands Top Spot on Top 25 List



After dabbling in competitions for years, nail tech Allison Baker started this year out with gusto by keeping her competition schedule full and her product applications perfect. Her hard work paid off — landing her in the #1 spot on this year's Top 25 list above a group of very talented and competitive nail techs.



Allison Baker

Allison Baker has been a nail tech in southern Oregon for 15 years, and an educator for EZ Flow and its sister companies for 10 years. She is the owner of Nail It! Professional Nail Studio in Medford, Ore., and travels the world educating for EZ Flow. NAILS asked Allison about her outstanding year of competing.

Q What competitions did you enter this year?

A It all started with the Nailympics in London last September. I didn't place individually but was part of the winning team entry, and I got the taste [for competing] back. After that I competed in Sacramento, in the Nailympics USA, at ISSE in Long Beach, Premier Orlando, and IBS Las Vegas. I also just competed at the Nailympics USA again in June. *(Ed note: Those results aren't included in the 2011-2012 Top 25.)*

Q What led to your increase in competing this year?

A My big push came from the director of education at EZ Flow, Dennise Mason. She threw me into the London Nailympics, and since then she's been my biggest cheerleader.

Q How do you feel about your competitions this year? Do you plan on competing next year?

A I'm really happy about this year. I did better than I ever expected to. I do nails full time in my salon and I educate worldwide for All and EZ Flow, but the level and style of nails in competitions is so different. I have been extremely surprised with myself. I'm naturally a competitive person and my worst critic. I do plan on competing next year. There's always room for improvement.

Q What is your favorite competition category?

A I think I would have to say stiletto. They're challenging but I love the way they look. It's also my favorite shape to wear.



1. An example of Baker's exquisite nail embellishment designs, incorporating color fades, 3-D nail art, and asymmetrical stiletto sculptures. **2.** Allison's entry for the Perfect Match competition that earned her and her partner Nikki Payton 2nd place



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Q AND A What win are you most proud of?

Definitely my second place spot in Perfect Match at IBS Las Vegas with Nikki Payton. We work together in the salon and in January I somewhat forced her to partner up with me for that event in Long Beach. She had never competed before and was extremely nervous. I made some mistakes and changed applications on her last minute and we blew it. It was a disaster to say the least. We decided to give it another shot in Vegas and things just clicked. They called our names for second place and I really don't think I have ever seen Nikki more shocked and excited in my five years of working with her. I was so happy and proud at that moment and still am. Our trophy sits in between our tables at work.

Q AND A What is the greatest challenge in the competition arena? How do you deal with it?

Time and temperature. I always seem to be pushing the time limits and rushing to finish. It seems at the beginning it's plenty of time but when you are trying to create that "perfect" set of nails it just flies by. It is always freezing cold too. My poor models sit there for hours at a time through the competition and then judging turning blue and shivering. Product doesn't work optimally in the cold either, so that affects my time. My answer to both: heating pads and Snuggles.

Q AND A What don't we know about you? What do you do for fun?

I watch a lot of football games and wrestling matches and I love to get on my Harley whenever I can and just ride. I call it bike therapy. When I really think about it, my career is the most girly thing about me. I love camping and outdoor stuff. I have two teenage boys that have always been very supportive of what I do, and I'm also newly married and have five great new stepchildren, and a wonderful husband.



Allison winning 2nd place at the US Invitational at IBS Las Vegas in the Perfect Match category, with first place winner Trang Nguyen (right), and third place John Hauk (left).

25 top NAIL COMPETITORS

2011-2012 Final Nail Competitors Ranking

	PARTICIPANT	TOTAL POINTS	1ST	2ND	3RD	4TH	SP1	SP2	SP3	SP4
1	Allison Baker	111	0	1	0	0	2	3	5	2
2	Gabriella Kovacs	80	0	0	1	0	5	1	0	1
3	Amy Becker	72	1	0	1	0	2	1	2	2
4	Azumi Kanene	65	1	1	0	0	0	4	1	1
5	Erina Ogawa	56	1	0	1	0	1	1	3	0
6	Seo Sang-Mi	54	0	0	0	0	2	3	0	0
7	Trang Nguyen	46	1	0	0	0	2	1	0	1
8	Shannon McCown	38	1	2	2	0	0	0	1	1
9	Jang In Hee	35	5	1	0	0	0	0	0	0
10	Joe Chua	34	0	0	0	0	2	1	0	0
11	Viv Simmonds	32	0	0	0	0	1	2	0	0
	Noriko Tomura	32	0	0	0	0	0	0	4	0
	Marina Lopresto	32	0	0	0	0	1	2	0	0
14	Megumi Sawase	30	0	2	0	0	1	0	1	0
	Mayumi Hase	30	0	0	0	0	1	1	1	0
16	Trina Ngo	28	0	0	0	0	1	0	2	0
17	Lorena Marquez	26	0	0	0	0	0	1	2	0
	Yuriya Matsumoto	26	0	0	0	0	1	0	1	1
19	Ryoko Garcia	24	0	0	0	0	2	0	0	0
20	Park Young	23	3	1	0	0	0	0	0	0
21	Gabrielle Diamanti	22	1	0	4	0	0	0	0	0
22	Brandy Graham	21	0	0	3	1	0	0	0	1
	Juonghwa Hong	21	0	2	2	1	0	0	0	0
	Kazuyo Yamamoto	21	1	1	0	0	0	1	0	0
	Adriana Riveros	21	1	0	3	1	0	0	0	0

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5 Erina Ogawa

Erina Ogawa has been in the U.S. for one year and seven months, living in New York City. It didn't take long for her to develop an intricate and tasteful nail art style to make her nail work into competition caliber winners.

"When I first started doing nails in the U.S., I never made crazy nail art stuff, like handpainted nail art or 3-D because the clients I worked on in Japan preferred conservative nail styles," she says. "I wanted to win first place so I knew I had to try it. And I found out I could do it, which really surprised me.

"I was worried though because to make these detailed nail art tips, I needed a long time, like one month or more for some, and I thought I might lose friends because I could never hang out with them and had to work on these designs. But when I won at the shows they would celebrate with me when I got back, and this made me so happy."



1. Erina Ogawa winning first place in the Hand Painted Nail Art category at IBS Las Vegas.

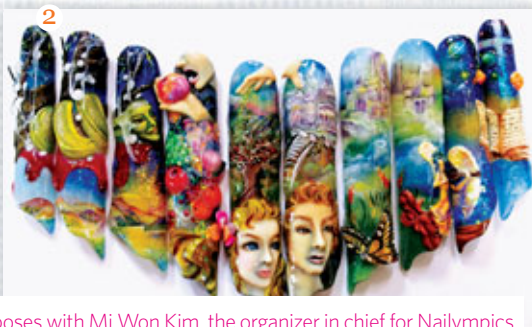
2 and 3. Erina Ogawa's Zombie and Brains fantasy nail art piece with the fully costumed model at IBS Las Vegas.



7 Seo Sang-Mi

In addition to competing, Seo Sang-Mi currently serves as the director of creative technology for the Korea Association of Nail Knowledge Services (KANK).

In 2011, she won the Winner of Winners for Division 3 (Masters) at the Naillympics USA and London Beauty Expo.

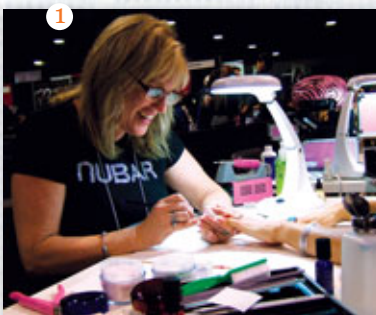


1. Seo Sang-Mi (left) poses with Mi Won Kim, the organizer in chief for Naillympics Asia 2012 and the president of KANK. **2.** An example of Seo's detailed artistry and vivid imagination on this 3-D nail art piece with a mythological theme.

8 Shannon McCown

Shannon McCown is an educator for Nubar and returned to the competition arena this year after a six-year hiatus.

She had her first ever competition back in 2005 at ISSE Long Beach, and placed third in the Division 2 Gel Category at the Naillympics in March 2005.



1. Shannon McCown was all smiles competing in the Acrylic Tip Overlay competition at the Naillympics 2011. **2 and 3.** McCown had two standout fantasy nail art entries this year, one for the Hot Dog theme at Premiere Orlando, and the other was When Pig's Fly at IBS Las Vegas.





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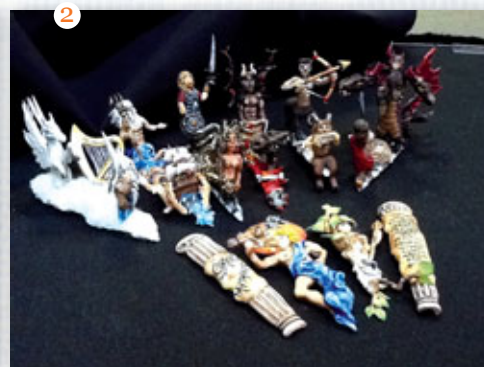


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11 Viv Simmonds

The Australian fantasy nail virtuoso, Viv Simmonds, had another fine year of competing and creating excellent works. She got off to a strong start with a first place win at ISSE Long Beach in the veteran category for 3-D Nail Art. Then Simmonds took home two second place wins in the veteran categories for 3-D Nail Art and Fantasy Nail Art at Premiere Orlando. Viv often has her work published in leading international nail magazines.

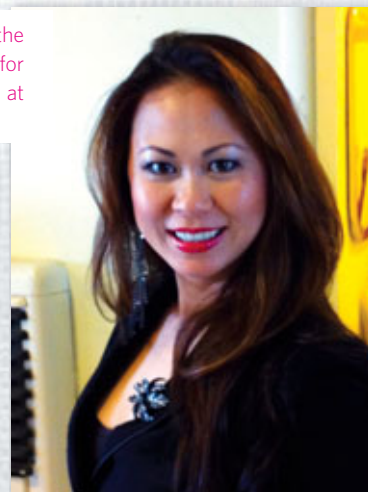
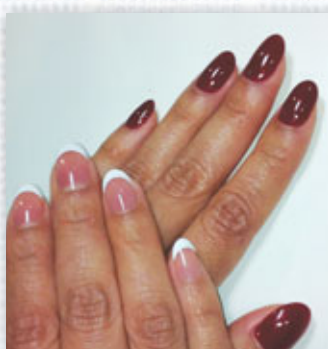


1. Viv Simmonds created some awe-inspiring designs this past year. **2.** These mythical fantasy fingers were made complete by her Helen-esque model Fiona Otten. **3.** Her Dog Show theme entry for IBS Las Vegas featured award winning pooches of nearly every variety.

16 Trina Ngo

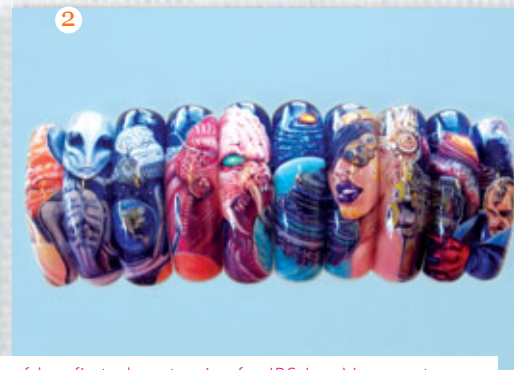
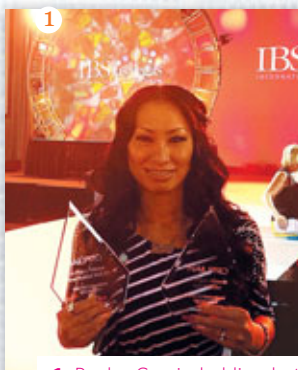
Trina Ngo scored some early points in 2012 at the ISSE Long Beach show with a third place showing in the Soak Off Gel Manicure Non-Divisional competition. She continued honing her soak-off gel skills and scored another third place win in the same category at Premiere Orlando. The practice paid off, and culminated with her winning first place in this category at IBS Las Vegas. She hopes to continue to compete next year and improve her skills.

Trina Ngo of San Jose, Calif., finished the year strong with a first place entry for the Soak-Off Gel Manicure category at IBS Las Vegas (shown here).



19 Ryoko Garcia

Ryoko Garcia won first place in the Hand Painted Nail Art Veteran category with a theme of alien life at the IBS Las Vegas Nailpro competition. "I couldn't believe that I won," says Ryoko of her win. "I was so impressed with the other entries it took a minute for it to register that I won." **N**



1. Ryoko Garcia holding both of her first place trophies for IBS Las Vegas veteran categories Hand Painted Nail Art and 3-D Nail Art. **2.** Garcia's prize-winning entry for the Hand Painted Nail Art category from the show featuring a space alien theme.



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Why I Use Professional Products: A Handout for Clients

As a professional, you choose products you believe deliver the best results. Because of your careful selection, clients recognize something different about their nails when they come to you instead of doing their nails at home. Do you ever take the time to educate clients about the benefits they receive from the products? Use the handout on the next page to explain the why of your product choices.

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Maybe you're uncomfortable sharing all the benefits of the product because it's something you offer as a retail item, and you think clients will be uncomfortable with what could be viewed as a "sales pitch." Consider the drawbacks in this way of thinking. First, if you have a superior product, why would you withhold what you know from someone who could benefit from it? Second, if a client needs the product (lotion, cuticle oil, fast-drying top coat, for example), she is going to pick it up somewhere. Why not from you? Don't feel guilty about making the sale. You're providing the client

with something she wants or needs; plus, it will be to her benefit to use a trusted product.

You've been in the position of the client before. Think of the times you have asked a professional you trust for a product recommendation. Maybe you wanted to know the best whey powder to buy, the best supplements to use, or the benefits of buying \$120 shoes over the pair priced at \$34.99. You were hoping someone would help you understand the benefit of one product over the other so you could make an informed choice about which product was best for you based on what you value most.

We've compiled 10 reasons techs say they choose professional products over consumer products. Read through to see if you agree, and feel free to share the handout with clients to remind them of the benefits you — and your products — provide. >>>



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2

As a nail tech, **I read, study, and network to learn about the newest products available.** It's my privilege and responsibility to bring the latest and greatest to my clients. But just because it's new, doesn't mean it's better; it's my hope that you trust me to help navigate through splashy marketing to recognize a great product, instead of falling for flashy pictures and false claims. You can be confident **the products we use in the salon stand up to their claims.**

3

Just as mass-market products, such as supplements, cereals, and so many other items, can be stretched with filler, so can beauty products, such as lotions, oils, and polish. I make sure **the professional products I use and sell are made with safe and useful ingredients.**

4

When I choose professional products, it means I have immediate access to a real person who is able to answer questions about the product. That support gives me confidence **I can get answers for any concerns I — or a client — may have.**

5

Professional products have multi-uses, where consumer products seem to be formulated for one specific area of the body. Clients can save money and I can reduce costs by purchasing professional products that work well in various applications. For example, I can use a scrub that is gentle enough for the hands but still effective on the rougher skin on our feet.

6

Because **many professional products have been formulated by techs in the industry who saw a specific need,** the products perform better. This is why so many nail techs hear, "My manicure lasts so much longer when I come to you. I can't get those results from product I would buy at the drugstore."

7

I know **professional products are created to help me make my business better.** Mass-marketed, consumer products depend on marketing and volume of sales. The products I choose are manufactured by companies whose clients are the professionals. These companies depend on our repeat business to build their brand, so they want to make sure **they deliver exceptional merchandise to earn my loyalty,** and in turn, the loyalty of my customer.

8

Professional products offer small business owners a way to expand their business. As a nail tech, I can work only a limited number of hours a day, which caps the growth of my business. By offering professional products, I am able to offer clients what I see as a better option on products they already buy. This not only benefits my clients, it also helps grow a locally owned business.

9

I know how fun it is to try and buy new beauty products! **It's exciting to offer my clients products they can't get anywhere else.** It's especially satisfying when I can find products from boutique sources that offer small-run, specialty items.

10

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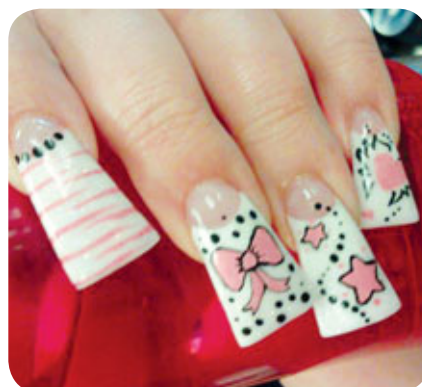
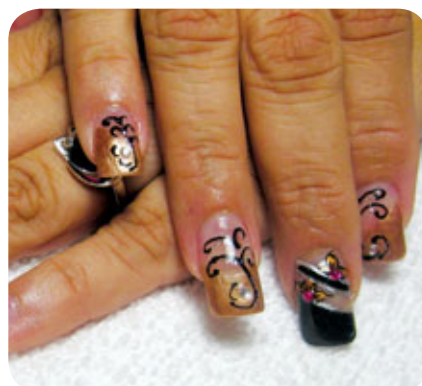
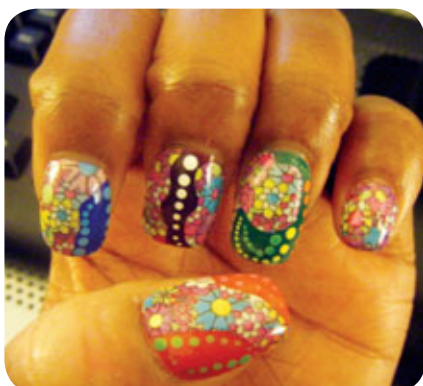
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Amazingly Beautiful at Mountain's
Edge Salon, Albion, Idaho

Kimberly Thomas
Vintage Beauty Co.,
Charlotte, N.C.

Rosa Vargas
Nails by Rosa, Palm Springs, Fla.

{ TOP TO BOTTOM }

Michelle Brown
Rejuve Salon Spa,
Raleigh, N.C.

Melanie Attai
Pointe-a-Pierre, Trinidad & Tobago

Tammy Corder
Tangee's Nails & Tanning,
Bloomington, Ohio

{ TOP TO BOTTOM }

Ani Khatchikian
Montebello, Calif.

Angie Guadalupe
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Classic Mully
Personalities Salon,
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(continued on page 192)



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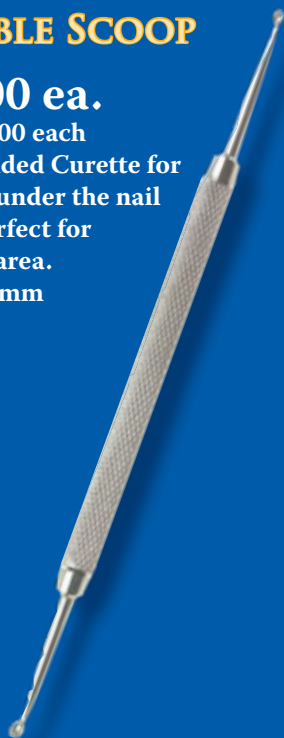
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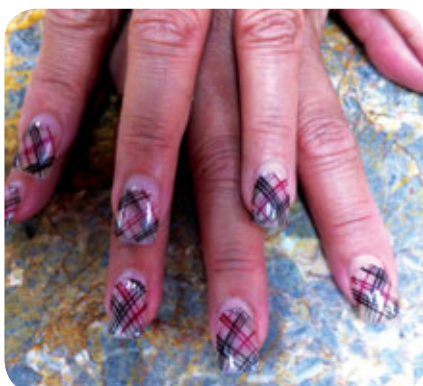
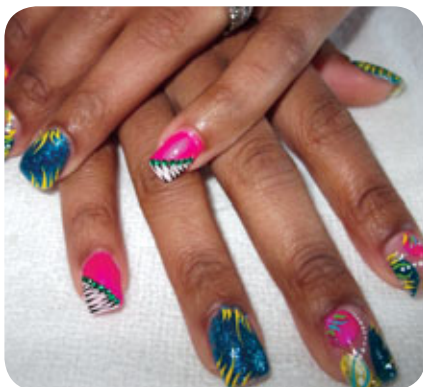
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www.nailsmag.com/fifi/20185

{reader nail art}

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{ TOP TO BOTTOM }

Akeisha "Kandi" Browne-Hollier
Color Me Kandi @ Nail Tech and More,
Hampton, Va.

Chau "Julie" Le
Glamor Nails,
Bound Brook, N.J.

Yen Ngo
Henrico, Va.

{ TOP TO BOTTOM }

Cathelia Cowles
Sculptures, Vicksburg, Mich.

LaTonya Brown
Sweet Tips By Tonya at Azia B,
Raleigh, N.C.

Racquel Reef
MJ's Barber Shop & Salon,
Garden City, Kan.

{ TOP TO BOTTOM }

Lorri Silvestre
Nail Divas Salon,
Grover Beach, Calif.

Katie Pfaff
Just Teasin' Hair and Nail Salon,
Lolo, Mont.

Danallynn Stockwood
Genesis Salon, Fitchburg, Mass. **N**

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www.nailsmag.com/fifi/20244

{ product spotlight }



Tweezerman's Cobalt Stainless Steel Cuticle Nipper is an award winning premium nipper with sharp, hand-finished tips and smooth double spring action to deliver the ultimate in precision and performance. It can withstand repeated sterilization without rusting or corroding, and is available in 1/4 (small), 1/2 (medium), and full jaw sizes.

(888) 745-4030 x20317

www.nailsmag.com/fifi/20317

Orly is launching a limited-edition Magnetic FX line of nail lacquers with a smooth, shimmering formula that is infused with metallic particles for fun and unique designs.

The easy to use formula comes packaged with an exclusive, customized magnetic design tool to create unique nail designs. While the nail is still wet, hold the design tool close to the nail without touching it for 10 seconds. Particles in the lacquer will gravitate toward the magnet, creating a 3-D design on nails. The colors are Force Field, Paint On Electron, and Opposites Attract.

(888) 745-4030 x20319

www.nailsmag.com/fifi/20319



Estelina's Spa Products has a new line of summer and spring flavors for its Satin Skin Scents Hand & Body Lotions. The tropical formulas are formulated for an all-day and all-over indulgence and come in scents Exotic Jasmine, Tropical Molokai Mango, Fresh Cucumber Melon, Crazy for Coconut, Honeysuckle a La Mode, and Exotic Passion Fruit.

(888) 745-4030 x20318

www.nailsmag.com/fifi/20318

Dazzle Dry's Jeweled Effects line of polishes are glittery, luminescent lacquers that can be brushed over solid colors for an incredibly reflective, true jeweled effect. Mix and match for stunning multi-faceted depth. The colors include Sapphire, Amethyst, Fire Opal, Yellow Topaz, Emerald, Blue Topaz, Citrine Jewel, Diamond, Ruby, Amber, Garnet, and Tanzanite.

(888) 745-4030 x20320

www.nailsmag.com/fifi/20320



OPI announces a new limited edition line of Outrageous Neons, the brand's first neon lacquer. The mini-pack includes a neon white base coat and OPI Top Coat, as well as five vivid shades. The essential step for achieving the best results is to prep nails with one coat of neon white base, followed by two coats of neon lacquer. The colors will dry matte, but adding one layer of OPI Top Coat results in bright, bold color with a shiny finish. The colors are Ridiculously Yellow, Formidably Orange, and Rioutously Pink, and Seriously Purple.

(888) 745-4030 x20321

www.nailsmag.com/fifi/20321





Essie is taking neutrals to a higher place with its new Yogaga Collection. This collection of subtle shades embody everything that is easy and fool-proof about nail color. While on the flip-side, the shades are squarely on trend, coinciding with several consecutive seasons of runway designers choosing natural shades for hands and feet. The colors are Spinning Again, Marathin, Gym Dandy, Pilates Hottie, Boxer Shorts, and Yogaga.

(888) 745-4030 x20322

www.nailsmag.com/fifi/20322



Nail Republic's Nails In Minutes are easy application adhesives that can be applied in minutes to get an intricate nail art look that lasts up to 10 days. Apply the different sized designs onto nail beds and file off the excess. No worry about dry time and clients' hands are ready to leave the salon smudge-free immediately after application.

(888) 745-4030 x20323

www.nailsmag.com/fifi/20323



Layla Cosmetics' Ceramic Effect Nail Polish Line offers 65 innovative and fashionable colors that embrace trends while staying classic. The polishes require no base coat and dry to a high, ceramic-like shine that will not stain nails. The long-lasting and quick-drying formula uses pure pigments and includes iridescent pearls for an added effect to capture attention and dress nails in an elegant and decisive way.

(888) 745-4030 x20324

www.nailsmag.com/fifi/20324



SpaRitual's new Instinctual Sand Scrub is scented with exotic Indonesian ginger and formulated with white sand, volcanic black sand, and Moroccan argan oil to help eliminate impurities while nourishing and moisturizing skin. Free of synthetic dyes, parabens, or petrochemicals, SpaRitual's Instinctual Sand Scrub will leave clients' skin feeling soft, smooth, and refreshed. >>>

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INM has new summer colors for its Gelavish soak-off gel-polish. Gelavish applies easily like a polish, cures like a gel, and soaks off in minutes. The high-gloss shine is durable and won't chip or peel, and works on both natural nails and artificial enhancements equally as well. The new colors are Joyful, Enchanted, Eccentric, and Charming.

(888) 745-4030 x20326

www.nailsmag.com/fifi/20326



California Mango has new Lightening Nail Dry Drops to get polished nails to dry quickly and evenly. The easy-to-apply dropper makes applications a snap. Simply wait 45 seconds after polish is applied to put a drop of Lightening Nail Dry on, and nails will be ready to go in four minutes or less.

(888) 745-4030 x20327

www.nailsmag.com/fifi/20327



Tiara Style On Nails are delicately designed nail tips embellished with artistry, and with the Urban Groove collection, nail techs can add anti-bacterial to the benefits of these pre-designed tips. The medicated formula used in the nails is certified to kill 96.63% of common micro-organisms, says the company. And the packaging is eco-friendly and made from recycled materials. >>>

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{ product spotlight }



Today's Products has a new Miracles Gel Top Coat Finishing Gel that gives incredible shine without buffing. The UV-cured top coat helps prevent yellowing and bubbling and is applied onto a gel or acrylic surface. Cure for three minutes under a 36-watt UV lamp for an incredible shine.

(888) 745-4030 x20329

www.nailsmag.com/fifi/20329



China Glaze's New Bohemian Collection has free-spirited colors that will leave you mesmerized as the color shifts and moves across the nail, traveling with the light. The chrome-like finish radiates with high-shine and intense color, captivating your senses with every twist and turn. The colors are Unpredictable, Rare & Radiant, Swanky Silk, No Plain Jane, Want My Bawdy, and Deviantly Daring.

(888) 745-4030 x20330

www.nailsmag.com/fifi/20330

BonBliss offers a small line of sensory pleasing spa products, focused on single-use and beauty "on-the-go." Inspired by deliciously sweet candy treats, these fun and



uniquely packaged solid scrubs are perfect for exfoliating and moisturizing, all in one. Not only are they great for retail but also for professional use in spa treatments. The pre-measured scrubs help reduce over-usage and are a great way to encourage retail sales.

(888) 745-4030 x20331

www.nailsmag.com/fifi/20331



Akzéntz's Luxio soak-off gels come in polish-like bottles and brush on easily like polish, while soaking off in 10 minutes. The colored gels last for three weeks without any chipping, smudging, cracking, or lifting, and have 24 custom colors for your clients to choose from.

(888) 745-4030 x20332

www.nailsmag.com/fifi/20332



Antoine De Paris' #43 Combination Point and Slant tweezers are ideal for quick fixes after a waxing hair removal treatment. Perfect for precise ingrown work, the tweezers feature precise tips and ergonomic handles to ensure the most accurate work for all estheticians.

(888) 745-4030 x20333

www.nailsmag.com/fifi/20333

Alfalfa Nail Supply's Botanical Escapes Renewing Rose line of skin care products will hydrate parched skin while leaving a



fresh scent of rose. The Hydration Lotion is for hands, feet, and body and can be applied daily for moisturizing. The Salt Glow Gel is an effective exfoliant that makes for a great pedicure scrub, and the Hydrotherapy Salt is non-foaming and non-staining so feet can be softened in a fragranced soak.

(888) 745-4030 x20334

www.nailsmag.com/fifi/20334



Belava's Indulgence Chair is a simple yet effective accessory to the Belava Pedicure Tub. The sleek design allows clients to swivel and recline while the tech performs an effortless manicure or pedicure, and the foot pad rests right above the pedicure tub holder so techs do not get muscle fatigue or cramps.

(888) 745-4030 x20335

www.nailsmag.com/fifi/20335



CND's Retention+ Starter Pack is an excellent acrylic kit for new nail techs, providing all the essential products needed to start offering Retention enhancements in the salon. It creates up to 20 full sets. The kit includes Pure White and Pure Pink sculpting powders, CND Liquid, Scrubfresh, Solar Oil, and a 20-pack of CND Velocity Tips. >>>

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Backscratchers' Divine Design Fimo Cane flowers are pre-sliced and come in a variety of colors to complement any nail design. Use either a small drop of Emergency Stikr from Backscratchers or clear nail polish where nail art is to be applied. The flowers can also be used with gels and acrylics.

(888) 745-4030 x20337

www.nailsmag.com/fifi/20337



Duri's fall 2012 collection, The 12 Shades of Desire, offers a range of deep shades from a bold green and orange to a subdued brown and red. The colors are Bedroom Talk, You Belong To Me, Behind The Closed Doors, Oh, My!, Undisclosed Desires, and Blinding Obsession.

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Entity's Rainforest Pedicure Kit uses rich nutrients, exotic ingredients, and curative energies to revitalize skin as well as the soul. The soak, scrub, mask, and nanotechnology-based lotion work in harmony for an experience that is sumptuous and relaxing to all senses. The products are inside recyclable packaging, and each purchase supports the use of renewable rainforest crops.

(888) 745-4030 x20339

www.nailsmag.com/fifi/20339



Hand & Nail Harmony's new Gelish Soak-Off Gel Polish collection for fall 2012 is titled House of Gelish. The collection of eight inspiring colors offers a unique twist on the classics that you're used to, with shades that will complement any wardrobe. The colors are My Favorite Accessory, Backstage Beauty, Cocktail Party Drama, Cashmere Kind Of Gal, Taupe Model, Fashion Week Chic, A Runway for the Money, and Strut Your Stuff.

(888) 745-4030 x20340

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Jessica's Damaged Nail System rebuilds nails from the foundation to the surface. The Phenomen Oil heals and rehydrates with natural jojoba, almond, and rice oils, and the Nourish Therapeutic Cuticle Formula uses a pure blend of antioxidant vitamins and healing agents to feed the matrix of the nail to stimulate circulation and growth.

(888) 745-4030 x20341

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Kupa's Upower Carbide Bit is a high quality bit specially designed for all Upower machines. The bit is made of 100% premium carbide and operates at a speed range of 7,000 to 15,000 RPM. The precision flutes engraved on the bit allow for channeling of heat energy away from the nail and bit for a more effective result on the nail.

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LeChat's Nail Architecture Acrylic System provides strong and durable wear, an easy application with a superior texture, and a spectrum of luxurious color powders that will enhance the elegance and appearance of any fashionable nail art design. The color powder collections are offered in individual sets like the Cabaret collection shown here. Nail Architecture provides precision acrylic brushes for meticulous applications.

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Light Elegance's Pedi-Cure Kit is a great kit for techs who want to get into gel pedicures. It comes with everything needed to get started including a Pedi-Cure Lamp, Bonder, Super-Shiny, Cleanser, Gel Polishes, Dry Glitters, Perfect Files, an Oval Application Brush, and an application guide.

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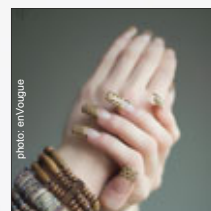
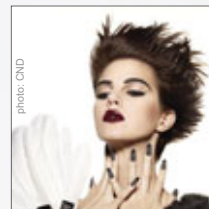
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Young Nails ManiQ Color Gels brush on like polish but cure like gel and soak off quickly for easy color changes. The colors range from dark greens and blues to purples and reds, and Young Nails has come out with seasonal collections for spring and winter.

(888) 745-4030 x20347
www.nailsmag.com/fifi/20347



European Touch's ElleSpa comes standard with a full body back massage and vibration massage in the bottom seat cushion, as well as a durable steel support frame in the base and pop-up trays for manicure service or beverage placement. The chair comes in colors Cappuccino, Black, and Wine.

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Bio Sculpture Gel's Vitamin Dose is a unique form of vitamins that are essential to the keratin structure and cell metabolism of natural nails. It contains ginseng root extract, a unique source of the vitamin B-Group; camellia linensis leaf extract, which provides a unique form of Vitamin C and flavonoids essential for the keratin structure and cell metabolism; and Hamamelis Virginia extract, which promotes blood vessel health.

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LCN's Urea pedicure line has expanded to include new products to help winter-proof feet and bring healing to dry, rough, and chapped skin. The line ranges from foot creams and sprays to foot baths, all featuring the main ingredient urea, which keeps skin hydrated and supple. Urea 40% is an extra strength skin cream that gives maximum hydration to very dry skin like chapped heels. **N**

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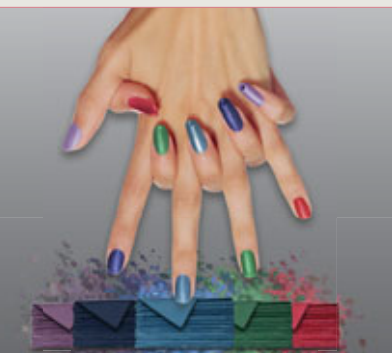
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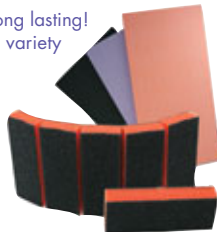
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2 wk Backfill #NB0507
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RHINESTONE SHAPES
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20¢ PAIR
CASE OF 360
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144-ct. **\$3.95**
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Gentle Exfoliating Sloughing Crème
5 Gallons **\$59.95** (\$10 S&H)
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Crème Mask
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DISINFECTANT
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Makes 128 Gallons!

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Take your CND Shellac service to the next level with CND Shellac Nourishing Remover! Infused with macadamia and vitamin E oils to condition client's nails. Gently remove CND Shellac in just eight minutes!
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Use ScrubFresh prior to applying CND Shellac, enhancements or nail polish to guarantee superior adhesion. For a limited time, receive a FREE Menda pump with the purchase of an 8 oz. ScrubFresh.
\$11.25 **FREE MENDA PUMP**

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Save the day (and your hands) with CND's Hydration Kit which provides the essentials your hands and nails crave in a shimmering carry bag. Kit includes SolarOil™ .25 oz. and Almond Soothing Crème 2.6 oz.
\$9.95 **FREE SHIMMERY BAG**

SAVE 20% ON ALL VARIETIES OF SCENTSATIONS™ BULK-SIZED LOTIONS



Skin loves to soak up Scentsations Lotions! Harmonious blends of skin nourishing ingredients and fresh, clean fragrances that are like candy for the senses.
31 oz. \$14.00 **SAVE \$3.50**

SAVE 20% ON ALL VARIETIES OF RETENTION+™ SCULPTING POWDERS



Transform your client's nails with CND Retention+ Sculpting Powders. Superior clarity and brightness—now at 20% off!
.8 oz. \$8.80 **SAVE \$2.20**
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HAND & BODY LOTIONS
8 OZ. PUMP BOTTLE
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EzFlow™
SPA ELEMENTS™
MANICURE & PEDICURE KIT
(contains two 6 oz. steps and three 8 oz. steps)
\$24.95
\$35.95 VALUE

A five step manicure and pedicure system comprised of all natural, organic products to help soothe, hydrate and rejuvenate your skin, leaving it with a soft, silky feel. (Details about each step at right).

Upgrade to Luxury



STEP 1 Lemon Tea Tree Soak

This antibacterial soak combines the tonic essence of lemon with the natural antiseptic properties of tea tree in a purifying bath for hands or feet and also begins the natural exfoliation process.

8 oz. \$5.95
32 oz. \$19.95



STEP 2 Crystal Mineral Scrub

Sparkling salt scrub sloughs away dead cells and calluses, and nurtures skin with naturally emollient avocado, shea butter and jojoba oil.

STEP 3 Buttermint Buffing Scrub

Gently polishes skin while essences of tangerine, peppermint and spearmint refresh.



6 oz. \$5.95
Large \$19.95



STEP 4 White Tea Massage Lotion

Detoxification and deep relaxation work in tandem with antioxidant action in this stress-reducing, organic massage formula. White tea fights free radical damage. Invigorating wild yam, ginger and black walnut extracts ease muscle tension.

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32 oz. \$19.95



STEP 5 Ginger Root Finishing Lotion

This lively finale to the SPA ELEMENTS manicure or pedicure seals in moisture and leaves hands and feet feeling silky and revitalized, thanks to the essence of spicy ginger root, long prized in Asia as a restorative energy- tonic.

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32 oz. \$19.95



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FORCEFIELD™ UV/LED GEL TOP COAT

durable glossy finish
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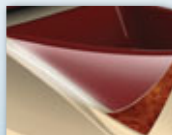
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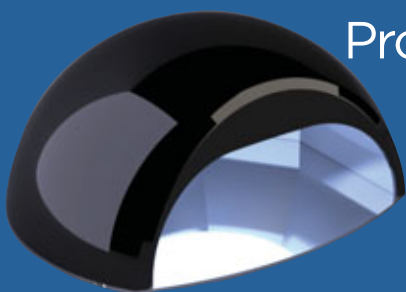
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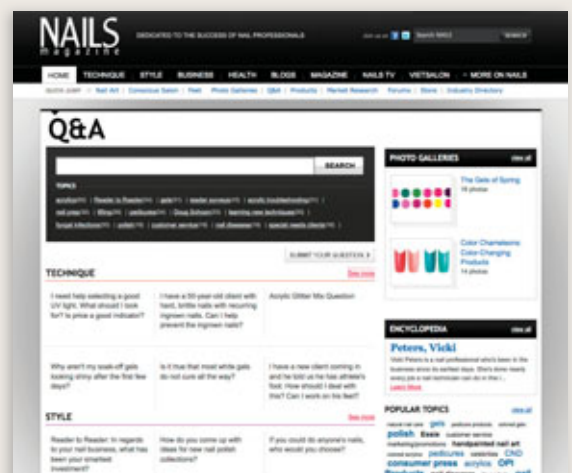


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Burlesque is a performance. It's empowerment, it's self-awareness, it's comfort in sexuality. It's the art of classic striptease — with emphasis on the tease. So says burlesque performer Ruby Kitten, also known as Anna Mayrhofer, owner of Exalted Nail and Body in Errington on Vancouver Island in British Columbia, Canada. Her interest in burlesque began innocently enough. “Locally we have an annual fundraiser for our little country community hall, a classic Vaudeville and burlesque show. Years ago a friend asked if I would be part of a backup crew in a piece in the show and the bug stuck,” says Mayrhofer. “Shortly after that I took a class with the infamous Miss Rosie Bitts. Her introductory classes help potential performers with character development and give you some history of the burlesque movement. At the end of the class you perform a 30-second piece for your peers.”

Despite being something of a veteran now, new routines are always challenging. “Sometimes I feel like my body and my brain have a disconnect and I have to work on the same move over and over. That said, it's a great work out,” she says.

Mayrhofer performs with a local troupe called The Damsels in DisDress. “We perform classic Vaudevillian-style (1850-1940) burlesque,” she says. “Many performers are solo, but for me, part of the appeal of the art is that it also allows me to perform with an amazing group of women. We all have the same vision for our troupe — we stick fairly closely to the authentic, vintage routines, outfits, and performance subject matter.

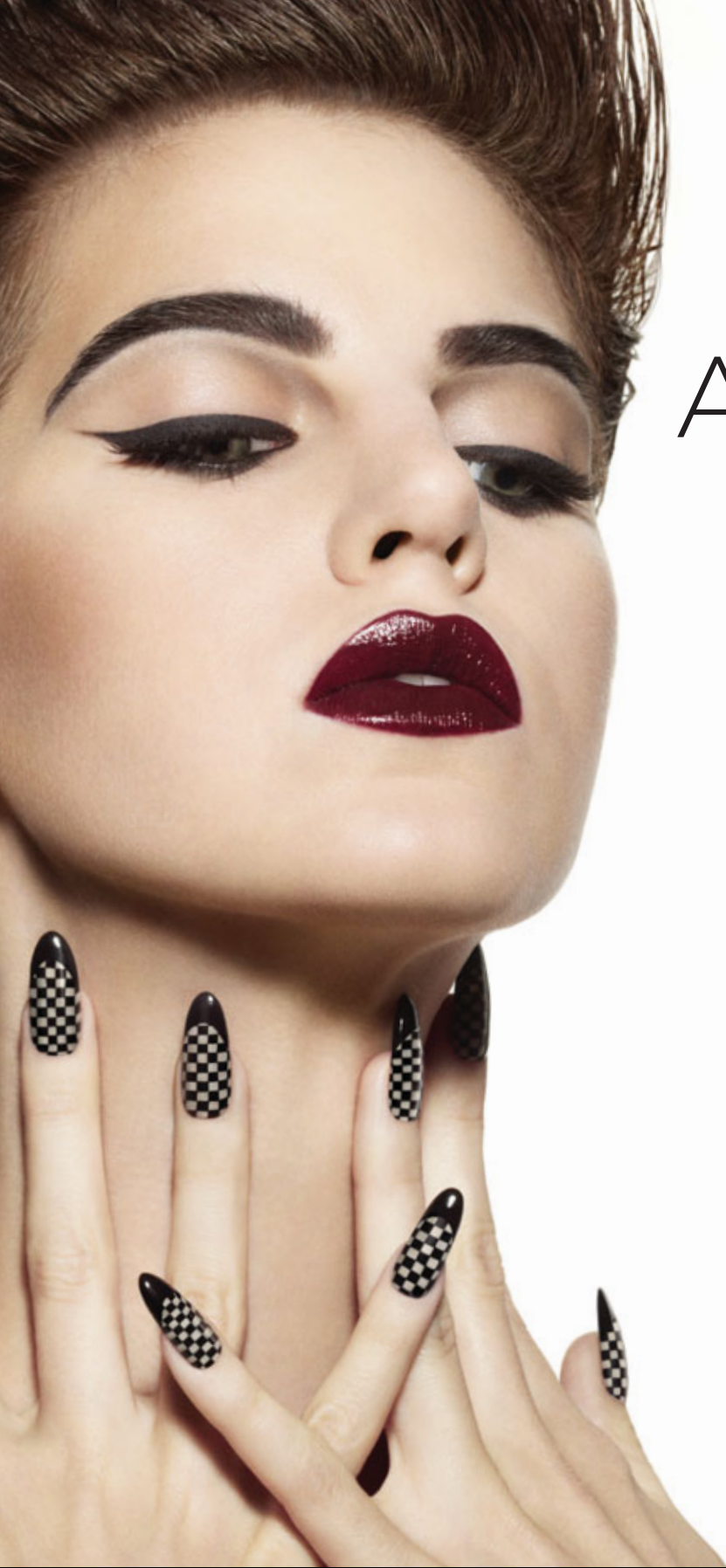
“If you're wondering right now if burlesque may be a little too risqué for you, go and see a classic burlesque or vaudeville show. Yes, it's going to have a few reveals, but it's also generally a fantastic evening of music, comedy, laughs, and, of course, sequins, sparkles, and feathers.”



“It's the art of classic striptease
— with emphasis on the tease.”



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