

OCTOBER 2014

WWW.NAILSMAG.COM

# NAILS

m a g a z i n e

**Pink  
Products  
with a  
Purpose**

CELEBRATE  
**DAY OF  
THE DEAD**  
WITH  
NAIL ART

**TOOL UP**  
TO GET  
THE JOB  
DONE

**TOUGH AS NAILS**

**NAIL TECHS BY DAY,  
DERBY DIVAS BY NIGHT**

FIGHTING  
BACK AGAINST  
**DOMESTIC  
VIOLENCE**

**Online Appointment  
Booking Software**  
Comparison Guide



# ORLY®

The skateboard.

Invented right here in L.A.

**1952** The first skateboard was made by  
nailing a pair of skates to a board  
for a little sidewalk surfing when  
the waves weren't breaking.

It all starts with innovation.

To be continued...

[www.nailsmag.com/fifi/21101](http://www.nailsmag.com/fifi/21101)

Text ORLY to 44144 for a chance to win a trip to L.A.



[orlybeauty.com](http://orlybeauty.com)

# GWEN stefani

ADD EDGY SOPHISTICATION WITH  
GWEN-INSPIRED COLORS FOR THE HOLIDAYS!



## CLASSICS\*

FROM LEFT TO RIGHT:  
Just BeClaus  
Kiss Me - or Elf!  
I Carol About You  
Christmas Gone Plaid  
In a Holidaye  
Love is Hot and Coal



## NAIL EFFECTS\*

FROM LEFT TO RIGHT:  
Rollin' in Cashmere  
Unfrost My Heart  
I'll Tinsel You In\*\*  
Snow Globetrotter\*\*  
Comet in the Sky\*\*  
So Elegant\*\*



► Gwen is wearing **Cinnamon Sweet**

\*\*glitters shown painted over Alpine Snow

#GwenForOPI

Try it on at **opi.com**

Call 800.341.9999 or visit [pro.opi.com](http://pro.opi.com) ©2014 OPI Products Inc.

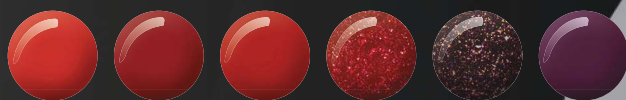


\*Available in  
GELCOLOR BY OPI for a limited time.



## REDS

FROM LEFT TO RIGHT:  
Fashion a Bow  
Cinnamon Sweet  
What's Your Point-settia?  
Red Fingers & Mistletoes  
First Class Desires  
Sleigh Parking Only




## DON'T SPEAK 18K GOLD TOP COAT

Gold leaf flakes  
dusted with  
iridescent glitter  
speak volumes  
of sophistication.

# O.P.I.



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# DRAMATIC BY DESIGN

Daring. Dramatic. Individualistic.

Give imperfect nails a most  
impressive transformation—  
from simple overlay to  
over-the-top embellishment.

Shape, build, lengthen to the limit.

**CND® RETENTION+®**  
Liquid + Powder System.



**CND®**

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[gelish.com](http://gelish.com)

Performs like Gel, Applies like Polish™

SCAN  
WATCH  
LEARN



gelish<sup>®</sup>  
SOAK-OFF<sup>®</sup>  
GEL POLISH

# get COLORFALL

Get ready, get set, get Color-Fall! Prepare to break free from the drab and be captivated by the bold. Inspired by the season's changing palette, this collection features deep hues and rich pops of color reminiscent of beautiful fall landscapes and skies.



6-Piece Display



12-Piece Display

HELLO, MERLOT!

*Featured on Model*  
BERRY BUTTONED UP

CLEAN SLATE

WHOSE CIDER  
ARE YOU ON?

*Featured on Model*  
DO I LOOK BUFF?

RAKE IN THE GREEN

Nail Design: Ryoko Garcia/  
Nails Next Top Artist Winner

AVAILABLE AT:

**CosmoProf**<sup>®</sup>  
Division of Beauty Systems Group LLC

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HN-3202

# THE Enchantment COLLECTION

Six soft and whimsical shades so mesmerizing  
you won't be able to resist their allure.



HOCUS  
POCUS



WHO-DINI?



I'M THE GOOD  
WITCH



MAGICIAN'S  
ASSISTANT



NOW YOU  
SEE ME



SIMPLY  
SPELLBOUND

MORGAN  
TAYLOR™  
Professional Nail Lacquer

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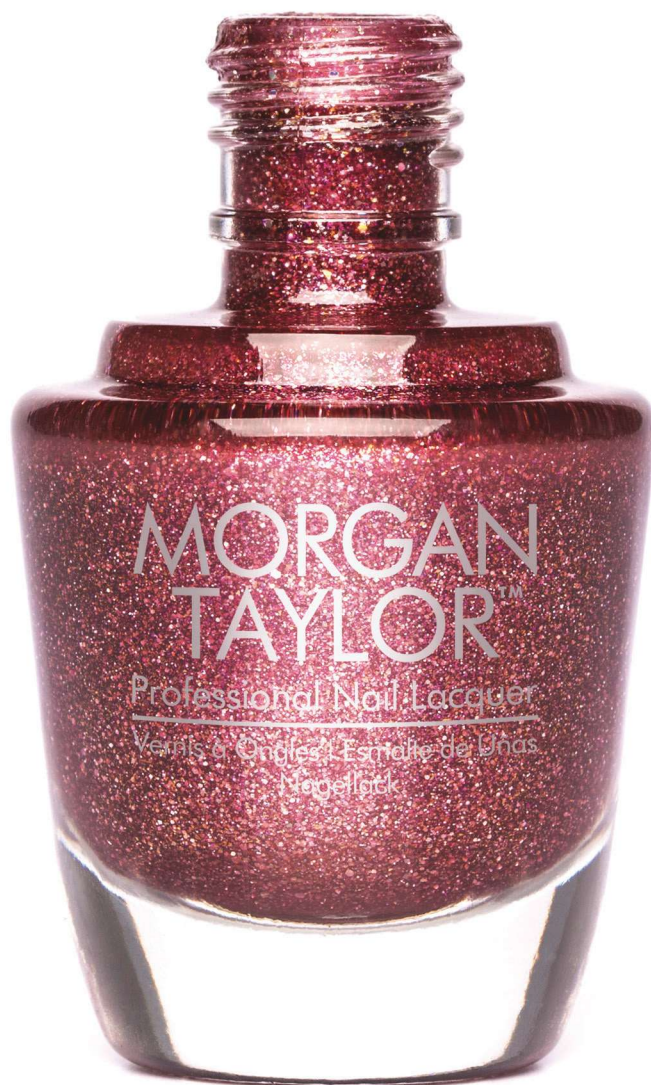
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Color Shown: I'm the Good Witch

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## polished quartz

the sparkle of semi-precious stone / the beauty of totally-precious color  
in two **new** designer series shades

### DS titanium

beauty and strength combine  
to create this shimmering dark silver



### DS tourmaline

this sparkling rose pink is  
more than semi-precious



#designerseries



For matte results, use DS polished quartz shades without top coat.

Call 800.341.9999 or visit [pro.opi.com](http://pro.opi.com) ©2014 OPI Products Inc.



DS titanium

DS tourmaline

DS extravagance

DS reserve

DS reflection

DS classic



DS mystery

DS radiance

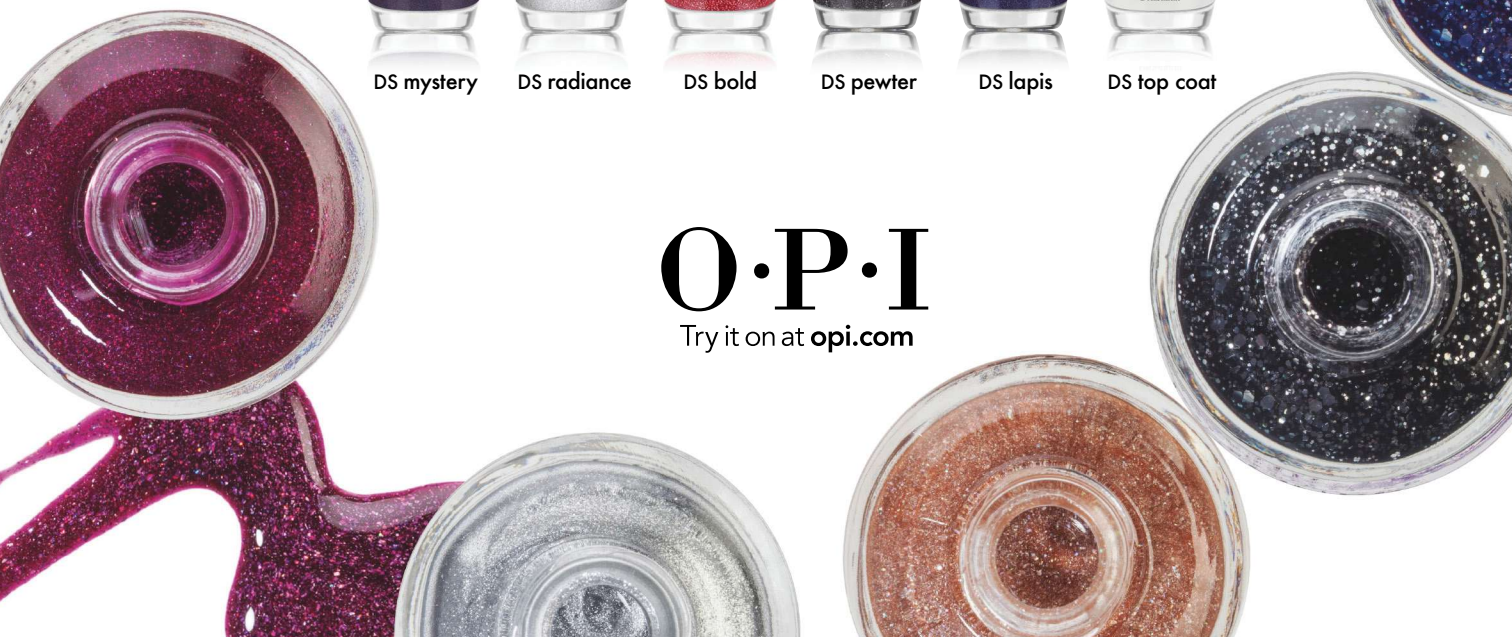
DS bold

DS pewter


DS lapis

DS top coat

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# PRETTY. TOUGH.

Why compromise when you can have it all?

Tough yet beautiful gel enhancements work with every lifestyle. Only **BRISA®** combines the ability to sculpt sleek, gorgeous nails with the resilience and durability to resist real-life daily wear and the flexibility to go anywhere.

Sculpt. Extend. Correct flaws.

**CND® BRISA®** Gel System.



**CND®**  **®**

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# ORLY®

Introduces the **SMOKY** color collection

**Bold, saturated colors**  
are inspired by shades worn  
on the **smokiest of eyes**.



smoked out  
shimmer

edgy  
shimmer

highlight  
crème

brush it on  
shimmer

blend  
crème

darkest shadow  
shimmer

[www.nailsmag.com/fifi/21214](http://www.nailsmag.com/fifi/21214)

824 BRUSH IT ON



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ibd<sup>®</sup>

NAIL LACQUER

# WE'RE *trending*

- CUTTING-EDGE EFFECTS
- TREND-SETTING COLORS
- QUALITY FINISHES



## IBD NAIL LACQUER

The standard of excellence in gel technology, ibd is excited to answer your need for high quality nail lacquers.

Our signature line of collections will showcase the hottest trends and colors, latest deco technology and offer a full service range, complete with corresponding gel shades.

# FLORAL METRIC



Iconic. Innovative.

**ibd**  
NAIL LACQUER

Floral Metric Collection shown from top left: Retro Rosette, Patchwork, Hippie Dippie, Eye-Poppie, Petal Imprint, Flowerful, Banjos Make Her Dance, Folklorical.

[www.nailsmag.com/fifi/21122](http://www.nailsmag.com/fifi/21122)

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#justgelpolish





MODEL IS WEARING  
ARTISTIC COLOUR GLOSS IN  
EXCITEMENT.

More to See!



# COLOUR *Inspires...*

NEW from Colour Gloss



BETRAYAL



SECRETS



ANTICIPATION



EXCITEMENT



GREED



EMOTION

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NAIL DESIGN

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A journey cradled in sweet almond,  
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The comforting fragrance will transport  
you to a calm and tranquil place.

Feel Restored.  
Almond **SPAMANICURE**®.



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FIND  
INSPIRATION IN  
EVERY NEW SHADE



Classic 100% pure gel polish  
shines in 162 colors and counting.

Iconic. Innovative.

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Rejuvenate skin back to it's natural luster with the entire Pure Organics™ line. [www.pureorganics.us](http://www.pureorganics.us)

MANICURE PEDICURE

# PURE ORGANICS™

REFINED & REDESIGNED

## A BOLD, NEW VISION

indulge & admire

Purely beautiful from the inside out, Pure Organics™, launches new sleek and sophisticated packaging to add to the spa experience. Revive your skin texture and tone with the same key ingredients to help nourish and revitalize skin tone and texture.



Citrus Orange

Green Tea & Acai

Lavender Blossom

Hawaiian Orchid

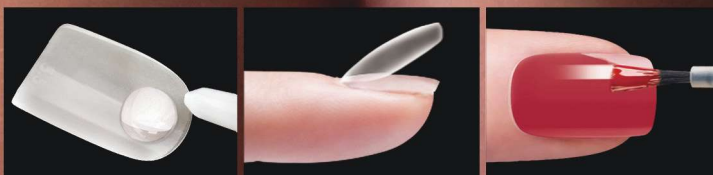
Cucumber Splash

# TRANSFORM

## NAILS IN SECONDS!

ADD LENGTH  
BUILD SHAPE  
COVER IMPERFECTIONS

3 EASY STEPS!



Apply adhesive

Apply Virtual Nails

Finish with lacquer, gel  
polish, ColorFX or DesignFX!

DASHING DIVA®  
PROFESSIONAL

# CREATE ART IN MINUTES.



## DASHING DIVA VIRTUALNAIL THE FASTEST WAY TO NAIL ENHANCEMENTS

NEW



FOR BEST RESULTS...



Up to **5-day** wear with  
Dashing Diva Virtual Bond



Up to **2-week** wear with  
Dashing Diva Tailor Bond or Fast Bond



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# Landing in the U



**ALL IN ONE COLOR GEL**

NO BASE & TOP GEL

**SPEED CURING**

CURING TIME (LED 20 sec~ / UV 60 sec~)

**MADE IN JAPAN**

HIGH QUALITY



# S from JAPAN!

## Our New Distributor in the US .

Free samples are available.  
Please contact Skyline Beauty Supply for more information.

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[www.nailsmag.com/fifi/21128](http://www.nailsmag.com/fifi/21128)

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NEW!

# café cuccio

FALL/WINTER COLOUR COLLECTION



NEW!  
cuccio  
minis  
COLLECTION



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cuccio.com

BEAN THERE, DONE THAT!  
663193

HIGHER GROUNDS  
663186

# cuccio colour™

PROFESSIONAL NAIL LACQUER

JAVA VA VOOM!  
663190

BREW HA HA  
663189

FRENCH PRESSED  
FOR TIME  
663188

COFFEE, TEA OR ME!  
663187

CUPPA CUCCIO  
663182

CREAM & SUGAR  
663191

Cuccio Colour™ takes a trip to the coffee house for its 2014 Fall/Winter Colour Collection. Café Cuccio features eight opaque, glitter and metallic shades that are inspired by freshly ground beans, rich robust espressos, fragrant cinnamon, sweet caramels and frothy creams.



## 16-piece Countertop DISPLAY

(2 of each shade per display)  
663437

**\$64.00**  
FULL DISPLAY

**\$4.00**  
OPEN STOCK

## 6-piece Retail MINI KIT

663438

6-PIECE MINI CAFÉ CUCCIO KIT  
CONTAINS ONE 1/8 oz. BOTTLE OF  
THE FOLLOWING SHADES:  
Coffee, Tea or Me!, French Pressed for  
Time, Brew Ha Ha, Cream & Sugar,  
Cuppa Cuccio, Bean There, Done That!

*Perfect  
GIFT  
item*



**\$6.95**  
PER KIT

### WHAT IS MATCH MAKERS™?

The Perfect Way To Match Your  
Professional Manicure & Pedicure  
Colour Services with Flawless Colour  
Coordination

#### EACH MATCH MAKERS™ KIT CONTAINS:

one 13 mL bottle of Cuccio Colour Veneer™ LED/UV soak off gel  
polish and one 13 mL bottle of Cuccio Lacquer of the same shade.



**\$11.95**  
PER KIT

### NEW! ALSO AVAILABLE IN MATCH MAKERS™!

Higher Grounds	663281
Coffee, Tea or Me!	663282
French Pressed for Time	663283
Brew Ha Ha	663284
Java Va VOOM!	663285
Cream & Sugar	663286
Cuppa Cuccio	663287
Bean There, Done That!	663288

Available at: **THE INDUSTRY SOURCE** • 800.362.6245 • [theindustrysource.com](http://theindustrysource.com)

[www.nailsmag.com/fifi/21102](http://www.nailsmag.com/fifi/21102)

Look who's super  
stoked about our new  
Fall Winter Mani•Q Colors.



# ROCK ON!

scarlet 101

vermillion 101

plum 101

glacier 101

evergreen 101

cobalt 101

cocoa 101

denim 101

young  nails

it's all about you.

[www.nailsmag.com/fifi/21260](http://www.nailsmag.com/fifi/21260)

This fall and winter, the choices are many. Add any of these eight pops of color to crank up the heat as the days get shorter and the nights get longer. A dramatic mix of gloss, metallics, and one new effect set the scene. So come on and get cozy with some serious mani•q color.

## September/October Promos



320  
Services

COBALT 101, COCOA 101, EVERGREEN 101, GLACIER 101,  
PLUM 101, SCARLET 101, DENIM 101, VERMILLION 101

Order Mani•Q Color 2014 Fall/Winter Collection  
and receive free: ILLUM 1 GLITTER COLLECTION.



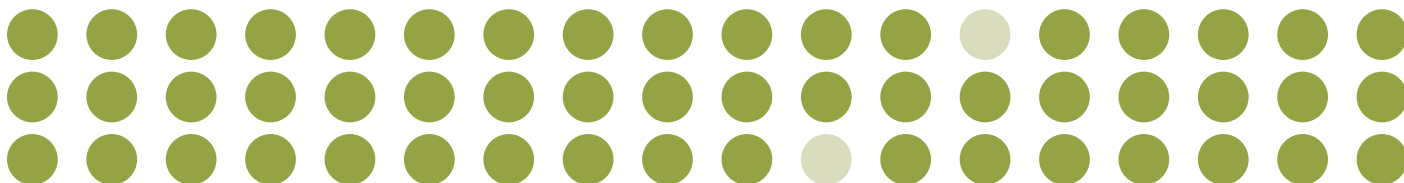
Endless  
Imagination

AVAILABLE AT:

CosmoProf<sup>®</sup>  
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ARMSTRONG McCALL  
PROFESSIONAL BEAUTY SUPPLY

Order Break of Dawn Kit  
A \$45.00 value





40  
Services

AVAILABLE AT:

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ARMSTRONG McCALL  
PROFESSIONAL BEAUTY SUPPLY

Order a 6 oz Nail Liquid & 45g Speed Clear  
and receive free: LIQUID ART BLUE, YELLOW AND RED.



Unlimited  
Creativity

AVAILABLE AT:

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ARMSTRONG McCALL  
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Order 1/4 oz Kaleidoscope Black Gel Paint  
and receive free: STRIPER BRUSH.



40  
Services

AVAILABLE AT:

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ARMSTRONG McCALL  
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Order Finish Gel  
and receive free: 15G CONCEALER PINK.

Offers available September 1, 2014 through October 31, 2014 to US residents only.  
Order from your local distributor.



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Young Nails Inc., Anaheim, CA 1-800-777-9170

young nails

it's all about you.

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YOU DEMAND MORE  
FROM YOUR POLISH.

TOUGH AS GEL. MIRROR  
LIKE SHINE. WIPES OFF  
IN SECONDS. NO LAMP  
REQUIRED. LIFEPROOF.



Caption™ polish is formulated with LacQ3, a next generation multi-patented proprietary technology that delivers a flawless air cured gel-like manicure with unrivaled shine, superior durability and instant hassle-free removal. LacQ3 technology combines an innovative triple layer fusion of dual polymer technology, volcanic glass, shellac and plant-derived plasticizers to create an advanced nail care system that is as durable as gel, dries three times faster to a touch-dry finish without a UV or LED light and fortifies brittle nails over time. Ultra pigmented manicures stay chip free for up to nine days while nails grow stronger and healthier.

CAPTION COLOR SHOWN "ESSENTIALLY SINGLE"



**60 PIGMENT RICH COLORS, 18 TOP EFFECTS  
EXCLUSIVELY WITH LAC·Q<sup>3</sup>™ TECHNOLOGY.**

Created for nail professionals by



Find your Caption at [youngnails.com](http://youngnails.com)

Launching September 1, 2014

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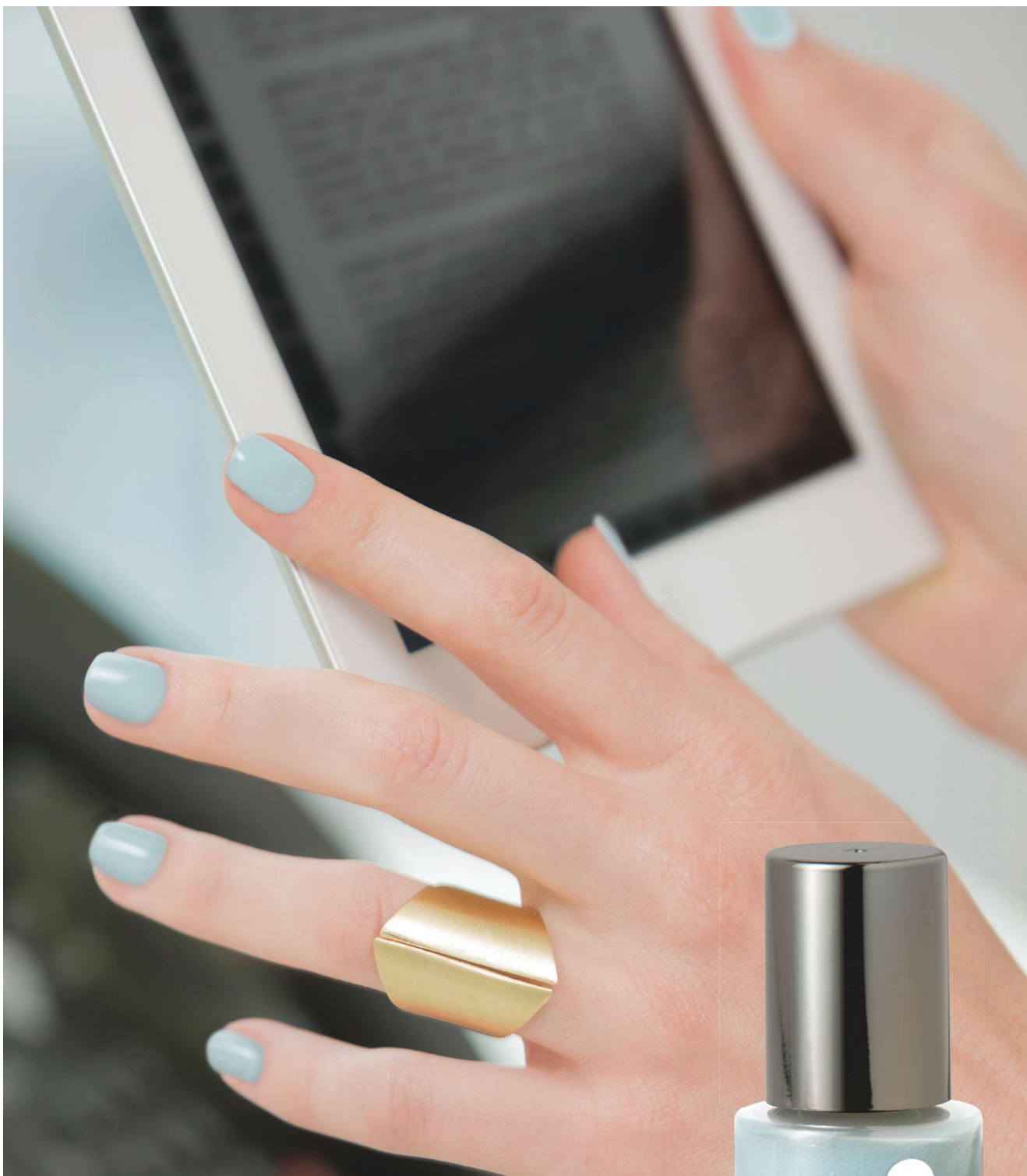
YOUR 8 HOUR WORK  
DAY IS A MYTH,  
A POLISH THAT WEARS  
FOR OVER 8 DAYS ISN'T.

TOUGH AS GEL. MIRROR  
LIKE SHINE. WIPES OFF  
IN SECONDS. NO LAMP  
REQUIRED. LIFEPROOF.



Caption™ polish is formulated with LacQ3, a next generation multi-patented proprietary technology that delivers a flawless air cured gel-like manicure with unrivaled shine, superior durability and instant hassle-free removal. LacQ3 technology combines an innovative triple layer fusion of dual polymer technology, volcanic glass, shellac and plant-derived plasticizers to create an advanced nail care system that is as durable as gel, dries three times faster to a touch-dry finish without a UV or LED light and fortifies brittle nails over time. Ultra pigmented manicures stay chip free for up to nine days while nails grow stronger and healthier.

CAPTION COLOR SHOWN "COME UP FOR AIR"



**60 PIGMENT RICH COLORS, 18 TOP EFFECTS  
EXCLUSIVELY WITH LAC·Q<sup>3</sup>™ TECHNOLOGY.**

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## Features

### 134 Tool Up

The perfect manicure is impossible to achieve without the right tools. Browse the latest products from industry leaders for nippers, clippers, cuticle pushers, and more for a fully stocked tool set. The implements are easy to disinfect, offer comfortable use, and have enough force to get the job done.

### 138 Online Appointment Booking Software Comparison Guide

Many nail salon clients today demand the ease of booking an appointment at their convenience, 24/7. To accommodate them, use software that lets them schedule their manicures and pedicures on their own. Here are 14 options — compared across features such as price, maximum number of users, and technical support availability.

### 144 Pink Products with a Purpose

Raise awareness for breast cancer this month and inspire a good deed by purchasing a couple of these pink items for your salon.

### 150 Fighting Back

One in four women and one in nine men who walk through your salon door are potential victims of domestic violence. Read our report to find out how can you spot it and what you should do about it.

### 156 Celebrate Day of the Dead

Help your clients celebrate Dia De Los Muertos with detailed sugar skull nail art.

## Cover Look

Nails: Lauren Denney, Glendale, Ariz.

Photographer: Vu Ong

Model: Ciara Pisa



# O·P·I

the  
power  
of

Let OPI's **The Power of Pink** - the symbol of hope - power your celebration of life.



## Empowering women through

**color**, OPI carries the spirit of celebrating life forward via philanthropy. In support of Breast Cancer Awareness Month in 2014, OPI will make a donation of \$25,000 to Susan G. Komen®.\* OPI will also make a \$5,000 donation to Rethink Breast Cancer in Canada.

\*Consumer action will not result in an additional donation.

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#PINKOFHEARTS





84

## Technique p. 68

72

### Demos

Step-by-steps from Pavé and Gelibility

76

### Signature Services

Step-by-steps for a Signature Herbal Spa Manicure and a Moroccan Mint Tea Pedicure

80

### Behind the Scenes

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

84

### Interlocked Steel Skull Nail Art

Florida-based nail tech, Bryan Vu, offers this tutorial for a dark and edgy textured design.



90

## Style p. 86

90

### Nail Art Studio

Step-by-steps on new nail art designs

94

### From Tweet to Beverly Hills

Gloria Williams, better known as Footnanny, has made a name for herself since receiving Oprah's endorsement via social media. Now working at a salon in Beverly Hills, Calif., she reveals that the secret to her success is remembering where she comes from.

98

### Tough-As-Nails

Nail techs by day, derby divas by night, these rough and tumble women know the meaning of "work hard, play hard."

100

### Boutique: Hometown Products

Stock your retail section with a little hometown pride. Customers will have fun representing their favorite state, or a state they are dying to visit. Either way, they'll enjoy showing off places they love in the good ol' U.S. of A. with these boutique items.



110



128

## Business p. 102

108

### Crowdsourcing

How do you achieve a good work/life balance?

110

### Show Us...Your Creative Space

We asked nail techs to show us where they create. Here's a look at the studios, desks, and workspaces where masterpieces are made.

114

### Salon Profile

With a unique business model, fresh retail items, and its own line of polishes, this beach-chic salon in Los Angeles creates a weekly retreat for customers.

## Health p. 120

124

### Something to Talk About: Foot Odor

You talk to your clients about nearly everything — but this is different. How do you talk to a client about foot odor? Well, now we're getting personal.

126

### Chemist's Corner: Antifungal Treatments

Nail fungus can be unattractive, embarrassing, and even potentially dangerous. Since nail techs are in an ideal position to help prevent the condition, NAILS spoke to podiatrist, Dr. Bill Danzeisen, who helped develop, a line of antifungal nail lacquers and solutions, to get to the sole of the matter.

128

### Client of the Month: The Hyper-Sensitive

As a nail tech, you're sure to have at least one client who's the sensitive type. From onycholysis to itchy, dry cuticles, learn to spot these aggravating symptoms and treat them accordingly.

130

### A Day in the Life of a Nail Expert

In this month's column, Dr. Stern talks about some of the conditions that cause the appearance of stripes, bands, and ridges on the nails.

## In Every Issue

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# ORLY®

Six new **fall** Gel FX colors perfectly matched  
to best-selling **ORLY** nail lacquers.



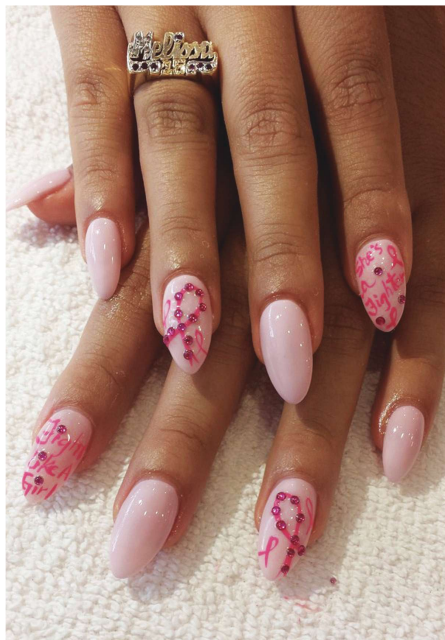
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## 31 Days of Nail Art.

Our 365 Days of Nail Art blog showcases all Breast Cancer Awareness and Halloween-inspired designs for the month of October. You won't want to miss a day. [www.nailsmag.com/bloglist/365nailart](http://www.nailsmag.com/bloglist/365nailart)



## My B.I.F. (Best Implement Friend)

Nail techs share which implements they cannot live without. [www.nailsmag.com/mybif](http://www.nailsmag.com/mybif)



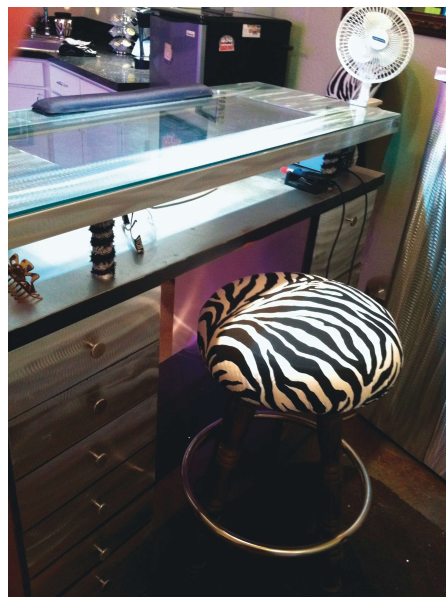
## Leading Double Lives.

Some nail techs play roller derby in their spare time, while others pursue equally intriguing talents. Read about the other lives of various nail techs in our monthly "My Other Life" column.

[www.nailsmag.com/myotherlife](http://www.nailsmag.com/myotherlife)

## The Space to Be.

You've seen the workspaces of some of the most creative techs in the industry (p. 110). If you feel so inspired, consider building your own. [www.nailsmag.com/diyworkspace](http://www.nailsmag.com/diyworkspace)



## Sweet Skull Tutorial.

Watch Holly Schippers' video tutorial for creating Sugar Skulls. [www.nailsmag.com/sugarskulls](http://www.nailsmag.com/sugarskulls)



# FALL IN LOVE WITH COLOUR THIS SEASON



Queen B and Mind The Gap




Tongue & Chic, Goldie But Goodie, Heart Of Africa



Heart of Africa

Our favorites include—clockwise from top:  
Charmed, I'm Sure,  
Tinsel Town, Goldie  
But Goodie,  
Heart Of Africa,  
Queen B and  
Mind The Gap.



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www.nailsmag.com/fifi/21119

{on my mind}

## Never. Stop. Learning.

Lately there's been a lot of talk about continuing education. And while this certainly isn't a new topic, there seems to be a renewed vigor when it comes to continuing education for professional nail techs. Most professional nail product manufacturers offer some way for you, the nail tech, to further your education. There are classes and demos at trade shows. Distributors bring educators in to offer classes for their customers. Manufacturers send educators directly into cities or even specific salons to work with techs in small groups. Sometimes you can travel to a manufacturer's facility for multi-day "camps" or training sessions (depending on the manufacturer, these are sometimes "all expenses paid"). There are also non-product-specific educators out there who want to help you become a better, well-rounded nail tech. And there are always DVDs, videos on YouTube, the Internet (like [www.nailsmag.com](http://www.nailsmag.com)), and magazines (like NAILS!) where you can turn for your own private learning.

These things are not new. But our industry seems to be collectively refocusing on the importance of continuing education in the life and career of a nail tech.

I believe that most of our readers are invested in furthering their education post cosmetology school. If you aren't, you probably wouldn't be reading NAILS right now. You want to stay up-to-date on the latest offerings, technologies, and events in your chosen field. That entails being involved to some degree in the industry and learning new things so you can become better at your job. Maybe you want to be able to work faster. Maybe you want to learn how to sculpt the perfect pink-and-white set. Maybe you want to add nail art to your menu. Maybe you're new to gels or you just need a refresher course.

Whatever the case, there is always something more you can learn. And today, maybe more than ever, opportunities abound. If you have not taken a class since you graduated from nail school, think about all the new products that have been introduced in just the last five to 10 years — soak-off gels, gel-polish, colored acrylics, glitter acrylics, glitter gels, long-lasting nail polish, LED lamps...the list goes on. How are you supposed to know how to use those products without proper instruction? How are you supposed to get better (faster, detailed, skilled) without additional training?

Just this summer, we've learned about CNDU, a new online training program that launched in September; Tammy Taylor is also offering personalized education online. Light Elegance University is a new training program the company will be offering in person. Companies like OPI, Jessica, and Gehwol are launching new education programs in 2015. Footlogix and BioSculpture offer webinars online. Gelish, Young Nails, Artistic, and Kupa all offer multi-day, intensive trainings. These are just the few that come to mind. As I said before, practically every manufacturer offers classes.

In addition to manufacturers, top nail techs like Holly Schippers, Gina Silvestro, Naja Rickette, and Lauren Wireman offer independent education both in-person and online. Countless nail techs put videos up on YouTube and Instagram where they offer lessons and tips, not to mention the activity of nail techs on Facebook, imparting their knowledge and expertise.

Basically, what I'm saying is you no longer have the excuse that there aren't any classes in your small town. Education is now, literally, at your fingertips. As a goal for the coming year, I challenge you to sign up for at least one class. Just one. Hopefully you'll realize how awesome it is to learn new skills that you can bring back to your clients. And then, once you've been bitten by the continuing education bug, you'll never want to stop learning.

*Hannah*

Hannah.Lee@bobit.com



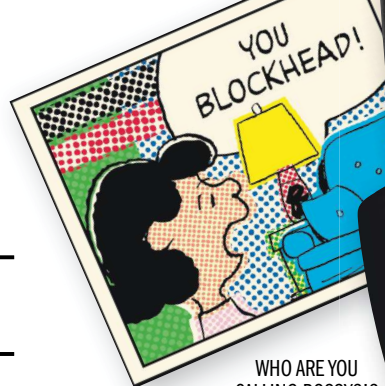
Are you following along with NAILS Next Top Nail Artist sponsored by CND? Log on to [www.nailsmag.com/ntna2014](http://www.nailsmag.com/ntna2014) to see which competitors are still standing!

# O·P·I

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THROUGH LIFE'S LITTLE  
ADVENTURES.

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To Be or  
Not to Beagle



Where's My  
Blanket???



Good  
Grief!



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Peanuts Mini Pack

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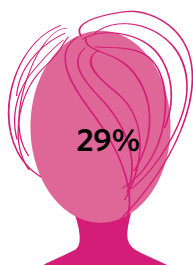
Decals shown on OPI Nail Lacquer **Good Grief!**

{we hear you}



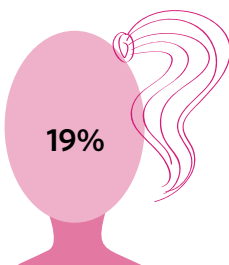
## WEB POLL

Which celebrity set of nails are you dying to do?



29%

RIHANNA



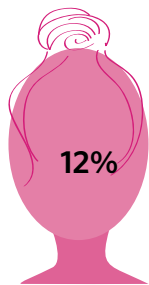
19%

KATY PERRY



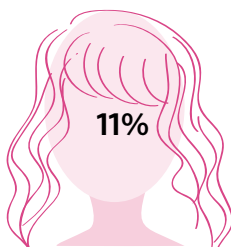
14%

BEYONCÉ



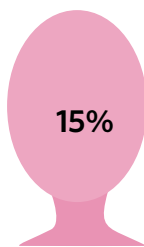
12%

JLO



11%

ZOOEY DESCHANEL



15%

OTHER

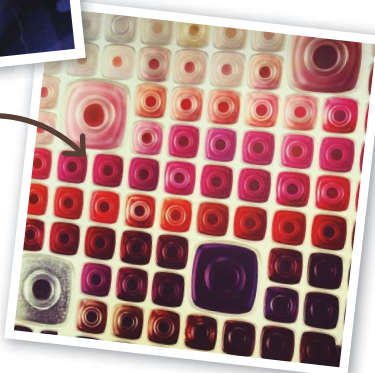


## INSTAGRAM

[www.instagram.com/nailsmagazine](http://www.instagram.com/nailsmagazine)



@artistryofthenail  
How I'm spending  
the first morning of  
my vacation.



The walls at the @essiepolish salon @lookvegas is our most liked picture to date with almost 1,000 likes. Read more about the salon on p. 66.

# NAILS magazine

BOBIT BUSINESS MEDIA PUBLICATION



**Publisher** Michelle Mullen  
[Michelle.Mullen@bobit.com](mailto:Michelle.Mullen@bobit.com)

**Associate Publisher/Editor** Hannah Lee  
[Hannah.Lee@bobit.com](mailto:Hannah.Lee@bobit.com)

**Features Editor** Judy Lessin  
[Judy.Lessin@bobit.com](mailto:Judy.Lessin@bobit.com)

**Senior Editor** Beth Livesay  
[Beth.Livesay@bobit.com](mailto:Beth.Livesay@bobit.com)

**Senior Editor** Tracy Rubert  
[Tracy.Rubert@bobit.com](mailto:Tracy.Rubert@bobit.com)

**Assistant Editor** Sigourney Nuñez  
[Sigourney.Nunez@bobit.com](mailto:Sigourney.Nunez@bobit.com)

**Editorial Assistant** Kelsey Nolan  
[Kelsey.Nolan@bobit.com](mailto:Kelsey.Nolan@bobit.com)

**Contributing Writers**  
Michelle Pratt, Erin Snyder Dixon, Sree Roy

**Art Director** Danielle Parisi  
[Danielle.Paris@bobit.com](mailto:Danielle.Paris@bobit.com)

**Graphic Artist** Kimberly Pham  
[Kim.Pham@bobit.com](mailto:Kim.Pham@bobit.com)

**Graphic Artist** Yuiko Sugino  
[Yuiko.Sugino@bobit.com](mailto:Yuiko.Sugino@bobit.com)

**Production Manager** Carla Benavidez  
[Carla.Benavidez@bobit.com](mailto:Carla.Benavidez@bobit.com)

### West Coast Sales

Shannon Rahn, (310) 533-2434  
[Shannon.Rahn@bobit.com](mailto:Shannon.Rahn@bobit.com)

### Eastern Sales Manager

Mary Baughman, (562) 377-0465  
[Mary.Baughman@bobit.com](mailto:Mary.Baughman@bobit.com)

**Sales & Marketing Coordinator** Amy Martin  
[Amy.Martin@bobit.com](mailto:Amy.Martin@bobit.com)

**Audience Marketing Director** Tony Napoleone

### For subscription inquiries:

(888) NAILS-44, [bobitpubs@halldata.com](mailto:bobitpubs@halldata.com)

### Send business and editorial correspondence to:

3520 Challenger St., Torrance, CA 90503  
(310) 533-2507 Fax  
[www.nailsmag.com](http://www.nailsmag.com)

**Chairman** Edward J. Bobit (1961-2014)

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*In front of the TV  
with a glass of wine  
and a pile of clay.*

*Anywhere there is  
great music.*

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at the beach on the  
sand or in my VW van.*

*My desk at  
home, stocked  
with glitter galore.*

*My garden.*

*My coffee table.*



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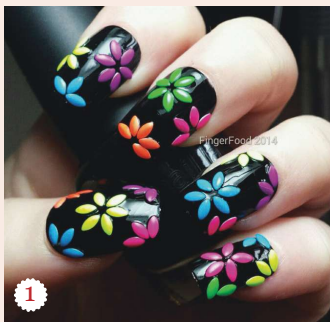
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VERY PINTERESTING  
www.pinterest.com/nailsmagazine

We are now up to 113 boards and are coming up with new ones all the time. If you would like to join in on the pinning fun, e-mail your Pinterest profile to [beth.livesay@bobit.com](mailto:beth.livesay@bobit.com) for a group board invitation. Here's a sample of what you'll find us pinning:



1. Sam Freedman-Fulton of London created this colorful floral look for our #31Nails2014 challenge in March that has been pinned over 3,000 times.



2. Azusa Barbie of Los Angeles shared these color-blocked pink-and-whites that have been pinned over a thousand times.



INBOX

I am so honored to have been chosen for the #NAILSAMILLION giveaway! I don't want to even use any of it because it was given to me by such special important people from NAILS Magazine, but I will! I'm so happy you sent me Morgan Taylor, it just shows your staff truly pays attention to the products we like! Thank you again for everything.

Kavalee Chabrot  
Via e-mail



TWITTER

www.twitter.com/nailsmag

@KikiNails

Having fun doing the #31Nails2014 challenges and my clients love seeing them. Some are lucky enough to be the model.

Kelly (Kiki) McNair  
Toledo, Ohio

**Correction:** In the August 2014 feature, "Teen Scene," the name of a major resource for the story, online consumer marketing and analytics database, Poshly.com, was misspelled. Please visit [www.Poshly.com](http://www.Poshly.com) to learn about new products and to answer questions about yourself to receive samples and promo codes, and to enter to win full-sized beauty goodies from the world's best brands.

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Doing some shopping with  
NAILS Magazine.

*The Nails Spa  
Davie, Fla.*



Thank you NAILS Magazine  
for the #nailsamillion prize! My  
"Summer Splash Nails" are made  
with this product. Photo credit:  
Kelly Lynn Smith

*Kaitlin Jeanette Smith  
Grantsville, Ohio*



Patriotic pin-up nails.

*Patricia Lima Estilista  
Viana do Castelo, Portugal*



Where in the world is  
NAILS Magazine?



Here at Azul Beauty, Tampa,  
Florida's only eco-friendly nail  
salon, our nail techs love reading  
NAILS in between clients.

*Kaitlin Goins  
Azul Beauty, Tampa, Fla.*

If you have a photo of yourself reading NAILS  
Magazine, send it to [Beth.Livesay@bobit.com](mailto:Beth.Livesay@bobit.com). 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, etc.).



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Patent No. US D701,969 S



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Pat. No. US D701,969 S




Pat. No. US D701,970 S





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## OCTOBER

1

There are so many ways you can help raise awareness for breast cancer this month. Log on to [www.nailsmag.com/bca](http://www.nailsmag.com/bca) to get some ideas

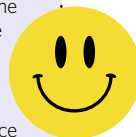


2

of how your salon can get involved, find pink ribbon nail art designs to add to your menu, and see what pro products are out there donating to the cause.

3

Help "improve the world, one smile at a time" by offering your clients free yellow smiley face nail art in honor of World Smile Day.



4

5

6

7

As salon professionals, you are in a unique position to notice signs of domestic violence in your clients. Turn to page 150 to find out what you can do to help raise awareness during Domestic Violence Awareness Month.

8

9

10

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13

Columbus Day Observed

14

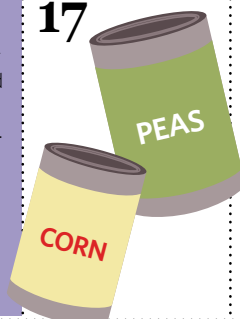


15

Help drive home the point of Global Handwashing Day by encouraging all clients to start their service by washing their hands with soap.

16

Hold a food drive for World Food Day and donate the items to your local food bank. (Find the nearest location at [www.feedingamerica.org](http://www.feedingamerica.org))



17

18

19

20



21

Get your nail art supplies ready because for the next few weeks you'll likely be doing plenty of spooky nail art in honor of Halloween.

22



23

24



25

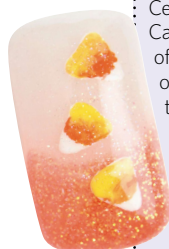
Make a Difference Day is the largest national day of community service in the U.S. Log on to [www.makeadifferenceday.com](http://www.makeadifferenceday.com) to start or find a project in your town.

26

27

28

29



30

Celebrate National Candy Corn Day by offering a discount on all candy corn-themed nail art done on this day.

31

Decorate your salon, put candy out for your clients, and give a discount to any client who comes to her appointment in costume.





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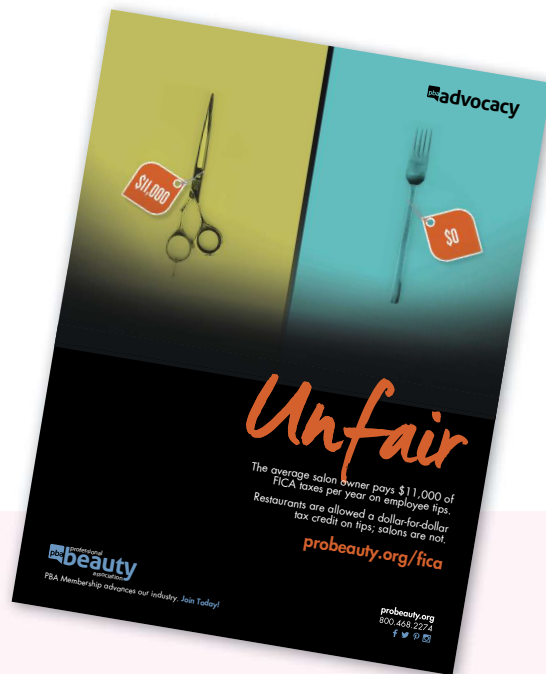
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The Essie Color Boutique self-service kiosks are being unveiled at airports and malls all over the country.

## The Ultimate in Polish-Shopping Convenience

In July, Essie unveiled the Essie Color Boutique, a nail polish vending machine intended to grace airports and malls all over the country. The machines carry 48 shades, including six seasonal colors that are changed out quarterly. These self-service digital kiosks feature sleek digital touch-screens and a streamlined user interface that guides customers through product options and trends. Essie color enthusiasts can select individual polish colors or opt for one of eight curated nail art looks that come with a link to a “how to” application guide. The first Essie Color Boutiques opened at the Oakland International Airport and in the JetBlue terminal of New York’s JFK Airport, with plans to open additional boutiques across the country.



## Tip Tax Credit Legislation Stalled in Congress

The Professional Beauty Association ([www.probeauty.org](http://www.probeauty.org)) is on a mission to bring fairness to the treatment of tip income in the beauty industry. The Small Business Tax Equalization and Compliance Act, known commonly in the industry as the FICA Tip Tax Fairness legislation, would extend the current 45(b) FICA tax credit to salon and spa owners — a credit currently granted to restaurant owners.

In 1993, Congress granted the restaurant industry a dollar-for-dollar tax credit — now known as the 45(b) tax credit — on the employer’s share of FICA taxes paid on tip income above the minimum wage. This policy was instituted because Congress recognized that tips are a gratuity paid to wait staff by the customer, and employers should not be responsible for paying FICA taxes on income that was not paid by them. Employers in the salon industry are not currently eligible to receive the 45(b) tax credit, even though their employees, like those in the restaurant industry, earn a large portion of their income through tips. Salon owners do not receive any of this tip income, yet are required to pay the 7.65% FICA taxes on it.

According to Myra Y. Irizarry Reddy, government affairs director for the PBA, the FICA Tip Tax Fairness legislation has bipartisan support in both houses of Congress, yet there have been some challenges in getting it passed. “It can’t be passed as a freestanding bill, so anything permanent has to be part of a larger tax reform package, which has been stalled in Congress,” says Reddy. In fact, the latest hiccup in the process is that the most recent tax reform proposal had the 45(b) credit for the restaurant industry slated for elimination as a cost-saving measure.

Still, the PBA lobbyists are optimistic that a new Congress will take up the bill. “They’re not going to forget about us,” says Reddy. “There’s no reason salon owners should be required to pay tax on income they’re not getting or benefitting from.”

For more information, go to [www.probeauty.org/fica](http://www.probeauty.org/fica).

>>>

# O.P.I.

## LACQUERS SHOWN FROM LEFT TO RIGHT:

My Voice is a Little Norse, How Great is Your Dane?  
Ice-Bergers & Fries, Going My Way or Norway?  
OPI with a Nice Finn-ish, My Dogsled is a Hybrid  
Can't aFjörð Not To, Suzi Has a Swede Tooth  
Thank Glogg It's Friday!, Do You Have this Color in Stock-holm?  
Skating on Thin Ice-Land, Viking in a Vinter Vonderland

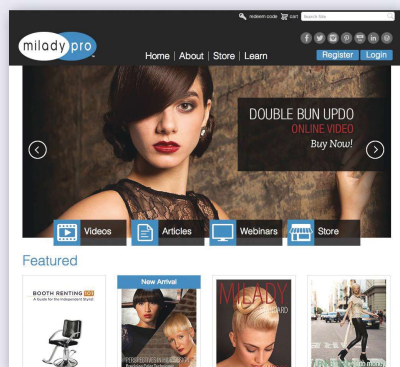
Model is wearing **Skating on Thin Ice-Land**

# NORDIC

## COLLECTION BY OPI

FALL | WINTER 2014





## Milady Revamps Online Resources

Milady has re-launched its professional learning site as the new and improved MiladyPro.com. Major changes have been made to the look and feel of the site with the addition of professional tutorials, increased business tools, and overall improved functionality. Beauty professionals can now browse and view hundreds of articles, webinars, and videos, as well as a growing catalog of premium technical video offerings. In addition to the superior technical training, the amount of business-related content will help technicians and owners improve challenging areas of their business such as building a high-quality team, advertising and marketing, increasing and retaining clientele, and customer service.

"Milady has always been synonymous with high-quality education for the beauty and wellness industry, and MiladyPro.com is the next-generation platform to deliver that education," says Gerard McAvey, director of marketing and training for Milady.

Register for a complimentary account at [www.miladypro.com](http://www.miladypro.com).



## Nail Add-on Becomes Smartphone Stylus



Vellanki

Nano Nails were developed by Dr. Sri Vellanki, a practicing dermatologist, out of her love of science, gadgets, and fashion. Vellanki was able to miniaturize a smartphone stylus to become a wearable accessory shaped like an artificial fingernail that can be incorporated into a manicure. The tips themselves are gray, and can be covered with polish, acrylic, or gel. You just can't file or add product to the tip of the stylus.

While the tips add a bit of bulk to the end of the nail, this is necessary, says Vellanki, because there is a minimum size that the contact tip needs to be to activate a touchscreen. With time, the flat tip of the Nano Nail will wear down and become less functional, though at least one week of stylus use can be expected. "Safety, ergonomics, and aesthetics were of paramount importance when making design and material choices for the final product," says Vellanki. Nano Nails come in four sizes and Vellanki recommends charging an additional fee of \$5 to add it to your regular manicure or gel-polish service.

For more information, go to [www.nailsmag.com/fifi/21391](http://www.nailsmag.com/fifi/21391).



## S'N'B Unveils Natural Halal Nail Polishes

The new nail polishes from S'N'B are not only "five-free," they are free of alcohol and animal-derived products — making them halal. Containing no ingredients that are not permitted under Islamic law, the collection debuted at Beauty World ME in Dubai. With a palette of modern and refined colors, the S'N'B collection is the newest innovation in the company's signature line, Snails (Safe Nails), designed especially for children and expectant mothers. The halal polishes are water-based, water-permeable, and water-removable.

For more information, visit [www.nailsmag.com/fifi/21392](http://www.nailsmag.com/fifi/21392). >>>



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## Master Techs Spill Their Secrets

*Nail Masters, Success Stories From Industry Experts* brings together industry nail experts and well as well-known brand owners, educators, competition winners, and nail competition judges. In the book, these experts share the secrets of their success, how they got to where they are today, and loads of tips and advice. Contributors include Samantha and Samuel Sweet, Ella Loszczyk, Georgie Smedley, Sam Biddle, Ruth Morrison, Hazel Dixon, Fee Wallace, Tracey Boyle, Kellym Daly, and Charli Jepson.

You can purchase *Nail Masters* on Amazon.com.



## NSI Holds International Training Event

NSI Manufacturing Headquarters hosted an international training and educational event in Philadelphia in June. NSI University welcomed 47 nail technicians representing 14 different countries to the four-day intensive training course taught by Denise Wright and Hazel Dixon. Attendees received hands-on training in acrylic, gel, nail art, and competition techniques. They were also the first to preview three new products from NSI: Secrets Nail Art System, Secrets Removable Gel, and enhancement polish Go Color.

Awards were given out on the last day of the training and each technician received a Certificate of Completion. A handful of talented nail technicians were given the unique opportunity to become certified NSI educators. "NSI University was a tremendous opportunity to build our network of nail technicians. We want to create products for the nail tech and their feedback is a crucial part of new product development," says Fred Slack, CEO and director of research and development.

For more information, go to [www.nailsmag.com/fifi/21393](http://www.nailsmag.com/fifi/21393). >>>



As part of her presentation, nail tech Alla Kinder from NSI Ukraine sculpted a figurine of NSI CEO Fred Slack made entirely of New Secrets products. It took her more than five hours to complete.



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# Celebrity Face Off Contest: Portrait of an Artist

Face it. Faces are hard to draw. Especially teeny-tiny drawings of well-known faces. Given the degree of difficulty involved, we are simply blown away by the talent on display in the winning entries to our first Celebrity Face Off competition. Congrats to all the winners and a big thank you to everyone who entered!

1<sup>st</sup>



Frida Kahlo by  
**Sonia "G" Molina,**  
San Francisco

2<sup>nd</sup>



Nicki Minaj by  
**Karalee Chabot,**  
Hudson, N.H.

3<sup>rd</sup>



Charlie Chaplin by  
**Christy Slavinsky,**  
New Port Richey, Fla.

4<sup>th</sup>



Nicki Minaj by  
**Alice Crammer,**  
Trenton, N.J.

## Meet the Winner



Nail tech Sonia "G" Molina submitted three fabulous entries to this year's contest. "Frida Kahlo [the winning portrait], Selena, and Juana Alicia Araiza are women who have inspired me all my life," she says. "Not only have they inspired me to continue with my art, but from these strong Latina women, I've learned to take all my life experiences — good, bad, and ugly — and use them as fuel for my work."

Molina has been into art since she was a child. "Growing up in San Francisco, I was greatly inspired by everything around me — from the dirty graffiti to the murals in the Mission to the fine art at SFMOMA. I have also studied art/murals under Juana Alicia Araiza at Berkeley City College.

A licensed tech for five years, Molina's business is called G's Nails n' Creations. Working mainly out of TopCoat Nail Studio in San Francisco, her focus is primarily on custom nail art.

**Cool tip:** When doing mini portraits, it helps to create a white background with acrylic paint, let it dry completely, then sketch out your design with a pencil. When the paint is dry, you can draw and erase on the nail just like you would on a piece of paper.

Check out G's work at [www.topcoat.me/artist/g](http://www.topcoat.me/artist/g).

## Honorable Mentions



Audrey Hepburn by  
**Liza Waitzman,**  
Spring Valley, Calif.



Bob Marley by  
**Liza Waitzman,**  
Spring Valley, Calif.



Johnny Depp by  
**Samantha Surmeier,**  
Shiloh, Ill.

## Also Notable



Miley Cyrus by  
**Alice Crammer,**  
Trenton, N.J.




Kevin Hart by  
**Karalee Chabot,**  
Hudson, N.H.



Selena Quintanilla by  
**Sonia "G" Molina,**  
San Francisco



Taylor Swift by  
**Michelle Gibson,**  
Hamilton, Mont. 



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## Use Mia Secret Acrylics for Flawless Consistency

Five lucky readers can win an Acrylic Nail Kit from Mia Secret. The kit includes everything you need to start creating amazing acrylic nails. You'll receive Liquid Monomer, Clear Acrylic Powder, Xtrabond (primer), nail glue, Ultra Gloss top coat, 20 nail tips, nail brush, emery block, and nail file. It also comes with step-by-step instructions.



## Try BSG's No-Chip 3STEP Colour Gel System

Bio Seaweed Gel's 3STEP Colour Gel Polish features classic favorites and the hottest summer brights and pastels. The gel colors are smooth to apply and self-levelling with no shrinkage. One lucky winner will receive three 3STEP Colour Gel Polishes from the In Too Deep collection, one No-Wipe Top Gel Polish, one No-Sanding Base Gel Polish, and a cordless, rechargeable Flip LED light in pink or white.

## Congratulations to August's Freebie Winners

10 readers received Pedisavers, two readers received Emma Jean Cosmetics' Glitter Collection, and six readers received Shooting Star's Designer French Tips.



## gLOVE Treat's Simple Design Means No Mess

Three can win gLOVE Treat for Feet, a paraffin wax treatment that combines an easy-to-use design and a proprietary formula that includes coconut and lavender oils. gLOVE Treat uses a thermal liner that insulates the paraffin, allowing it to hold the perfect temperature for 15 minutes. Place gLOVE Treat in the microwave for 90 seconds and slip on your client's feet when the temperature indicator says it's safe.

## Win Four One-on-One Coaching Sessions With VBP

Looking to push yourself to your limit to grow your business? Want authentic advice from professionals with real-world experience? Celebrity nail artist Naja Rickette and Valentino Beauty Pure president David Anthony are hosting a 30-Day Challenge "business boot camp" to help you step outside your comfort zone and transform your business. The 30-Day Challenge winner receives four one-on-one sessions to propel your current business to the next level. Whether you are a newbie, veteran, distributor, manufacturer, or educator, this program will offer tons of helpful advice — and help you make more money while expanding your vision. Enter at [www.nailsmag.com/freebies](http://www.nailsmag.com/freebies).



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jiggle hi jiggle low,  
I kick up my heels!”

Essie

winter  
collection  
2014



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back in the limo



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the pumps



double  
breasted jacket



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## { on the road }

The LOOK Café is on the bottom floor below the meeting room and serves clients and their guests in any part of the salon.



While waiting, clients can shop for any beauty or accessory needs or try on makeup.



That's me on the left with nail tech Tiffany House.



A separate room for pedicures is adjacent to the main nail lounge.


A wall featuring some of Essie's 300 polish colors is the perfect backdrop to the eight manicuring stations.



## Essie Nail Lounge

This Essie flagship salon carries the brand's entire product line, luring clients away from the Strip and offering a more complete salon experience in Town Square Las Vegas.

BY BETH LIVESAY

- A five-minute cab ride from the Strip is all it takes to get to LOOK Style Society, an all-inclusive salon destination at an outdoor shopping center. In addition to the Essie Nail Lounge, LOOK is also home to Sam Villa's HairShow Blowout Bar; The MedSpa by Dr. Orna Fisher, M.D.; Sunless Tanning by Chocolate Sun; Skin Spa; and Makeup Lounge.
- The new Essie Nail Lounge gives hotel salons a run for their money by offering more affordable services and staffing techs who can do nail art. Currently, eight nail techs work at the lounge as independent contractors. There are 37 beauty professionals working at LOOK in total.
- The LOOK Café is a unique addition to the salon services. Here, clients can order snacks or an array of coffeehouse beverages. Those getting a service receive complimentary beverages while being pampered, while others can hang out in the cozy café setting.
- The top floor of LOOK is a renter's lounge, where individual hairstylists can rent a space. A large meeting room is also available for rent, where services can be done during meetings. The salon also holds training sessions in the meeting room when it's not being rented out.
- Retail makes up almost the entire entryway. Anything from Swarovski-studded sandals to any of the products used in any of the services (hair care, Essie polish, makeup, etc.), to jewelry can be purchased. 

[www.look-stylesociety.com/#/nail-lounge](http://www.look-stylesociety.com/#/nail-lounge)



For more photos, go to [www.nailsmag.com/otressie](http://www.nailsmag.com/otressie).

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# TECHNIQUE }

## Peanuts by OPI

Available in September, OPI's Halloween 2014 collection features four new polishes inspired by Charles M. Schulz's iconic characters. So while a member of the Peanuts gang waited around all night for the Great Pumpkin, you don't have to. Taking cues from the classic cartoon, "It's the Great Pumpkin, Charlie Brown," the set captures the spirit of Halloween and includes two creams and two glitter options. With polish names like Good Grief!, Where's My Blanket???, Who Are You Calling Bossy!?, and To Be Or Not to Beagle, the Peanuts collection celebrates the fun and youthful nature of Charlie Brown, Lucy, Linus, and Snoopy.

Follow these steps for a seasonal yellow and black diagonal design using Peanuts by OPI.

1. Prep the nails and apply BondAid and OPI base coat, capping the free edge. Paint two coats of Good Grief!. Allow it to dry.
2. Apply two strips of tape diagonally. Paint the nails using Where's My Blanket??? on the sidewalls.
3. Polish Who Are You Calling Bossy?!? on the top and bottom of the nail.
4. Remove the strips of tape. Allow to dry. Finish the look with a layer of Rapid Dry top coat.

>>>



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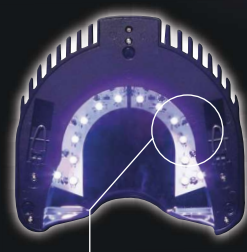
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## IBX Used to Aid Cancer Patient's Nails

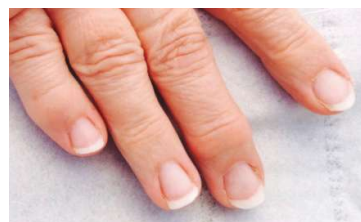
IBX by Famous Names is a natural nail strengthening system made to protect the nail under gel-polish and support natural nail growth. Since its launch earlier this year, the nail toughening and repair product is being used by nail techs to treat cancer patients' brittle nails, a side effect of chemotherapy.

"We get so excited for our clients who are doing work with cancer patients. You hear how IBX has helped nail techs help others and it's such an incredible feeling," says Linda Nordstrom, Famous Names' co-founder. As organizations and brands focus on spreading breast cancer awareness this month, Nordstrom hopes more cases like this start happening.

For more information, visit [www.nailsmag.com/fifi/21411](http://www.nailsmag.com/fifi/21411).



BEFORE



AFTER



## Don't Soak, Wrap

CND introduces its newest product that limits acetone exposure to the skin. CND Foil Remover Wraps feature a precision-placed, off-center pad with absorbent cotton that prevents leaks while removing CND Shellac and Brisa Lite Removable and Sculpting Gels. The wraps, made out of a soft foil for a snug fit, also trap heat for quick removal and cause no nail damage.

Here's how to use the wraps. Saturate the cotton pad on the foil wrap with CND Shellac Nourishing Remover and place the wrap under the finger. Fold the cotton pad over the nail and wrap the foil around the finger. Once in place, squeeze the top center of the foil together to secure. Leave the wrap on the finger for about eight minutes when removing CND Shellac and about 15 minutes for Brisa gels. Using a twisting motion, pull the foil wrap from the nail. Gently slide off any remaining product with an orangewood stick. The removal wraps are available in 10 and 250 pack sets.

For more information, visit [www.nailsmag.com/fifi/21412](http://www.nailsmag.com/fifi/21412).



## Go Collegiate with Light Elegance

With a goal to graduate classes of nail techs who are familiar with the company's product line, produce consistently shaped and extended nails, and become better professionals, Light Elegance introduces an overhaul in its education program with Light Elegance University (LEU). To pick up where beauty schools left off, the program's structure takes students on a journey through nail product chemistry, application, style, and technique. Those who complete the five-step program will earn a LEU Bachelor's Degree only awarded to those who demonstrate an ability to shape and decorate nails professionally.

After signing up for 16 hours of physical class time (which is held in different locations across the country), the program starts at the 100-level introductory course that provides a breakdown of the company's entire product catalog. The 200-level course focuses on shaping extensions, the 300-level course is the LEU elective class that allows students to pick a focus topic ranging from glitter gel, nail art, and soak-offs. The 400-level class is the senior seminar that requires students to execute a live demonstration of an extended, decorated nail and includes an evaluation. Once students pass the four classes, a short written exam and a hands-on exam will be all that stands between the prospective graduate and a personalized LEU plaque.

"There is value in the face-to-face and one-on-one training and we are working on an online component that goes with the current classes to reinforce learning," says Joseph McLellan, Light Elegance's operations manager, who reveals LEU is gearing up to release an exclusive online software package for LEU students.

McLellan adds, with an in-house chemist on staff and a team of people producing American-made products, LEU emphasizes the significance of understanding the chemistry behind products being used.

"It's in the branding of who we are and we lean heavily on that. Knowing the chemistry will help nail techs with the application, it makes them more successful with the products, and they can relay safety information to the client. We think the chemistry is important."

For more information, visit [www.nailsmag.com/fifi/21413](http://www.nailsmag.com/fifi/21413).

## Footlogix Pedicure Professional Promo



The Footlogix five-piece Back Bar Kit, which includes essential products for a wellness pedicure will be available for an exclusive promotion from now until December 31. Buy a Footlogix Back Bar Kit and get a Professional Stainless Steel Pedicure File for free. The kit can help increase revenue potential while decreasing pedicure costs. The double-sided sterilizable stainless steel foot file yields best results when used with the callus softener.

For more information, visit [www.nailsmag.com/fifi/21414](http://www.nailsmag.com/fifi/21414). 

## Polish Pink For Breast Cancer!



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I'll Pink To That



Road Trip



Pink Bikini



Pink Flamingo

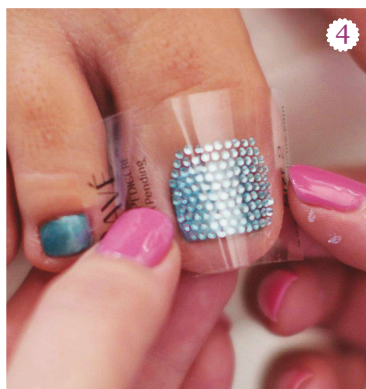
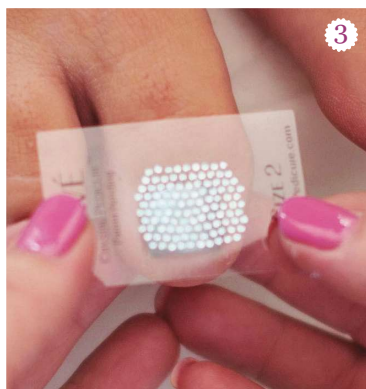
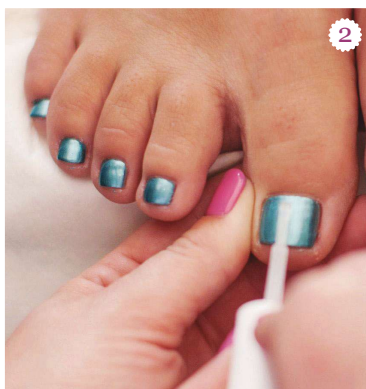
The *I Polish Pink* Collection consists of our favorite *Pink* Polish Pro Shades and an accent glitter. For the month of October, NSI will donate a portion of sales from this collection to the Susan G. Komen Foundation.

For more information visit us at [nsinails.com](http://nsinails.com) or call 1.800.354.6741

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## Pavé Crystal Pedicure

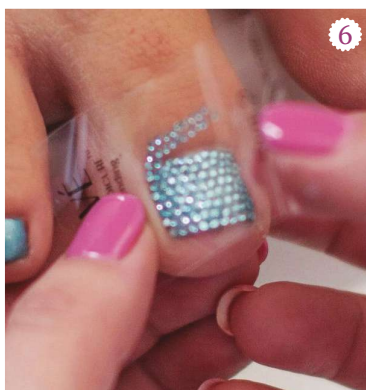
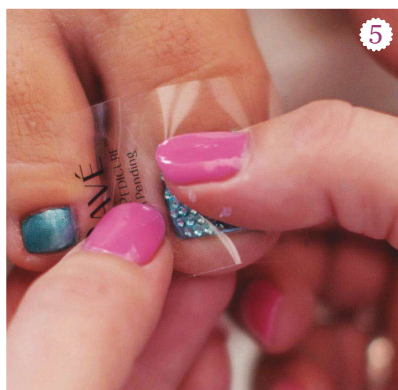


Pavé's Crystal Pedicure nail appliques are made with genuine crystals that provide the fire and brilliance of the finest Austrian crystal stones. The appliques can be applied in under 10 minutes with no top coat needed and can last up to four weeks. The 1.5 mm diameter crystals are available in more than a dozen colors. Follow these steps for an aquamarine embellished pedicure with Pavé.

1. Apply fresh nail polish on the nails and let it dry completely so the polish is no longer tacky to the touch. If applying gel-polish, remove the inhibition layer and lightly buff to get rid of the shine.
2. Apply an even layer of brush-on adhesive. Be careful not to flood the cuticle and sidewall area. Allow fumes to evaporate from the adhesive layer. You may lightly fan it but do not allow the adhesive to dry.
3. Peel the appliqué from the backing and center it on the nail, aligning the first row of stones along the free edge of the nail.
4. Stick the appliqué to the sides of the toe, similar to how you might secure a sculpting form.
5. Using the fleshy part of your thumb, apply even pressure to the appliqué ensuring the stones are in full contact with the surface of the nail. Use an orangewood stick to apply pressure to the stones near the cuticle and sidewall areas.
6. Beginning at one side of the nail, slowly peel the appliqué away from you. If you see stones that are still stuck to the backing, lay the backing back down and press firmly on the stone with the orangewood stick. Repeat this process across the nail as you remove the appliqué backing. No top coat is needed.
7. Advise your client to treat her new Pavé Crystal Pedicure with care for the next 24 hours while the adhesive continues to cure.

>>>

[ For more information, visit [www.nailsmag.com/fifi/21311](http://www.nailsmag.com/fifi/21311) ]

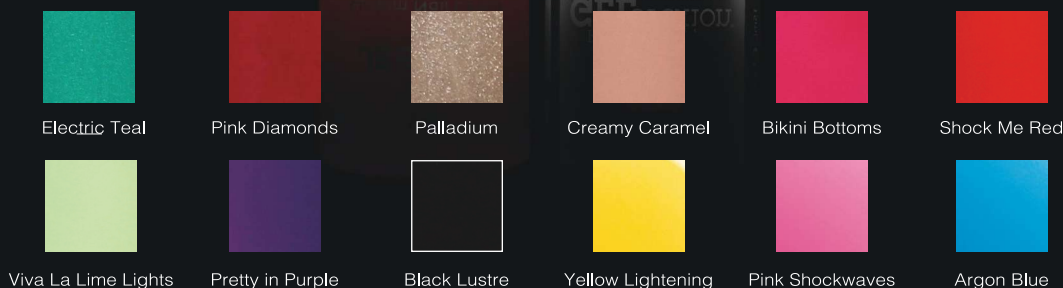




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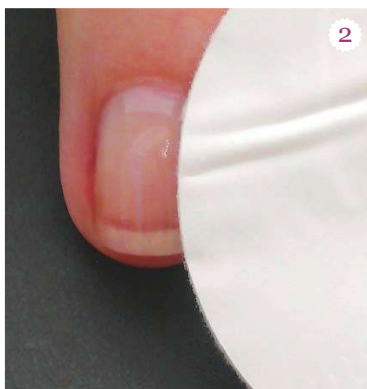
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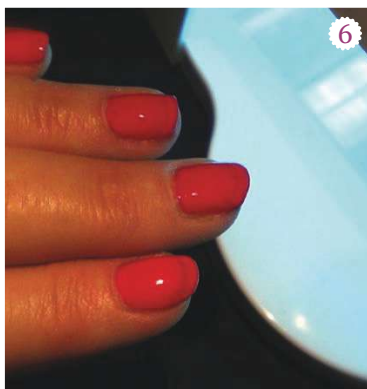
## Make It Yourself Gel Color with Gelability



Transform traditional nail polish into gel-polish in seconds with Gelability. The customizable gel-polish created by nail tech, Brandi Hensley, has a unique dual-purpose formula that leaves manicures feeling strong and looking shiny. Now you can customize any gel color for a straight gel manicure by simply mixing both formulas. Follow these steps to find out how to make it yourself.

1. Apply a thin coat of Gelability Stick It! soak-off bonder to clean, prepped nails. Cure under LED light for 30 seconds or 120 seconds under UV light.
2. Using alcohol on a lint-free free wipe or cotton ball, clean the tacky layer from the nails.
3. Put an equal amount of Gelability Fix It! soak-off gel and your favorite nail polish on a palette or a small dish.
4. Using the brush from the nail polish, mix the Gelability Fix It! and the nail polish well. Do not use the Gelability Fix It! brush to mix or apply because it may contaminate the formula with the polish and it should stay clear for multiple uses.
5. With the nail polish brush, apply a thin coat of the freshly mixed gel-polish to the nails.
6. Cure under LED light 60 seconds or 120 seconds under UV light. Apply a second coat of the gel-polish mix and cure again. Do not remove the tacky layer after curing.
7. Apply a thin coat of Gelability soak-off gel to seal the nail and make it shine. Cure once more for 60 seconds with LED light or 120 seconds with UV light.
8. Remove the tacky layer with alcohol and a cotton pad to get shiny, strong, and chip-free nails. ☺

For more information, visit [www.nailsmag.com/fifi/21312](http://www.nailsmag.com/fifi/21312)





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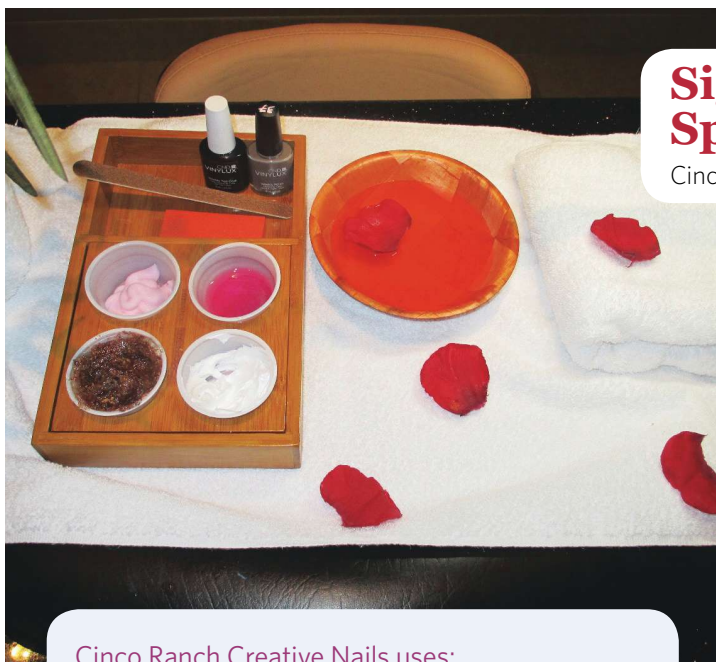
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# TECHNIQUE } signature services

## Signature Herbal Spa Manicure

Cinco Ranch Creative Nails, Houston

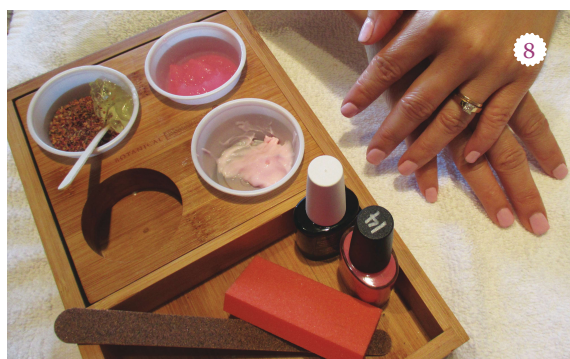


### Cinco Ranch Creative Nails uses:

Botanical Escapes Essential Oil, Herbal Dried Roses, Rose Sea Salt, Herbal Rose Sugar Scrub, Herbal Mask, Massage Oil, and Massage Cream; paraffin, hot stones, CND Vinylux Weekly Polish and Weekly Top Coat.

1. Soak the client's hands in warm water with the herbal dried roses and rose sea salt.
2. Trim and file nails, and push back the cuticles.
3. Exfoliate the client's hands and arms up to the elbows with the mixture of herbal rose sugar scrub and the rose-scented botanical essential oil.
4. Apply the herbal mask on top of the exfoliation scrub and wrap the hands and arms with hot towels.
5. Remove the exfoliant and mask with the hot towels.
6. Dip the hands into paraffin, and massage the hands and shoulders with hot stones.
7. Remove the paraffin and cleanse the hands with a hot towel. Moisturize the hands with rose massage cream
8. Cleanse the nails. Apply two coats of polish and top coat.

Price \$29





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## Moroccan Mint Tea Pedicure

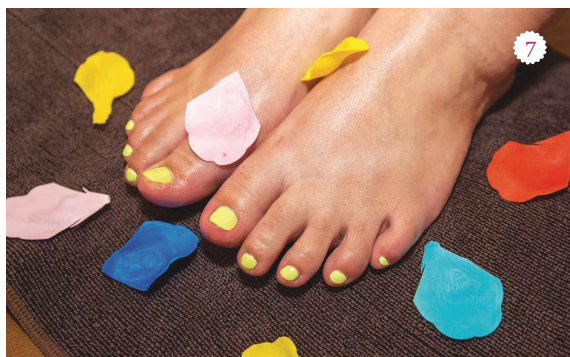
Metropolitan Nail Bar, Arlington, Va.

### Metropolitan Nail Bar uses:

Lavender essential oil, CND Sea Scrub and Earth Moisture Mask, and Bath and Body Works Eucalyptus-Spearmint Body Lotion.

1. Soak the client's feet in warm water with a few drops of lavender essential oil for about three minutes.
2. Prepare the nails, including filing, pushing back the cuticles, buffing, and removing calluses from the feet if necessary.
3. Exfoliate the client's legs and feet with CND Sea Scrub, and then rinse.
4. Apply CND Earth Moisture Mask. Wrap the client's legs with hot towels and allow the mask to absorb for about five minutes.
5. Remove the mask with the hot towels.
6. Add a few drops of lavender essential oil to the Eucalyptus-Spearmint Body Lotion and massage into the client's feet and lower legs.
7. Cleanse the nails. Apply base coat, two coats of polish, and a top coat. 

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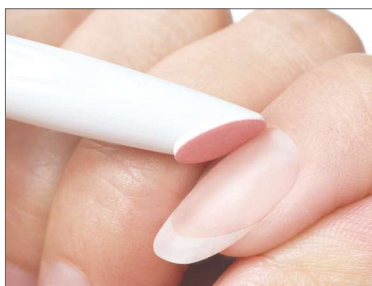
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## Rolling Into Her Dreams



When we talked to Young Nails senior mentor Lauren Denney about concepts for this month's

cover, we started as we usually do with an idea for the nail design. Once she showed us her concept, the NAILS team sat down to figure out a way to prop the shoot. The edgy design seemed to fit perfectly with a roller derby theme we'd been playing around with for some time. Little did we know, Denney (aka Brooke A. Nail #10 — "for 10 fingers!") was a former roller derby player herself.

"My first thought was 'Oh my gosh! Does Hannah know I play roller derby?'" I emailed her back immediately and we decided it was fate that I was doing this cover," says Denney. "I was so thrilled because it was so perfect and felt really good about being able to bring some authenticity to the shoot."

Denney, who owns Gimme the Shimmers salon in Glendale, Ariz., has been doing nails for 11 years, the last six of which have been as a Young Nails educator. "I travel quite frequently with Young Nails," she says. "Some months, it could be every weekend, depending on what's going on. This year is the first year I've done every single 'big' trade show."


When asked what she loves most about being a nail tech, Denney responds, "What isn't awesome about being a nail tech? I love the fact that the sky is the limit and I can take my business wherever I want. I can pick and choose my clients and I get to call the shots."

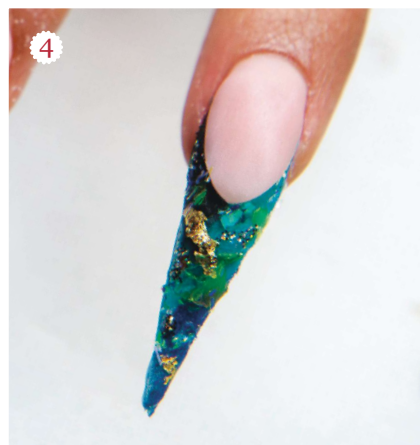
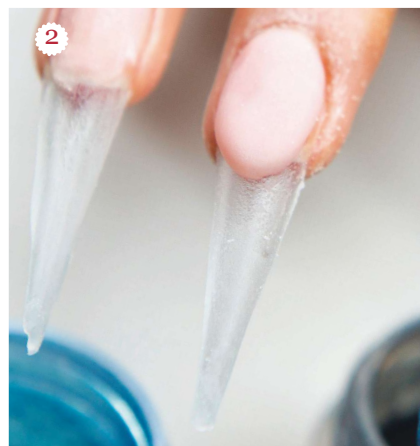
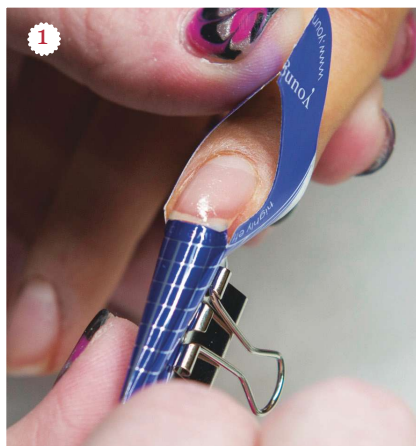
As for this month's cover, Denney showed us a design she had been working on, and it was the perfect fit. "I love pairing colors that are typically off the wall because it helps them to stand out," she says. "Fishnets and mismatched bright colors are a derby girl's way of life. This design is bold and aggressive just like a derby girl."



Young Nails senior mentor Lauren Denney got to see one of her dreams realized when she came in to do this month's cover nails. "I can remember back in nail school I would read through the library of NAILS Magazine and would just be amazed at the work and dream about being on the cover one day," she tells us. "This cover will be near and dear to me as it is definitely a dream come true."

## Here's how you can get this month's cover look:

1. Prep nails using an electric file and arbor band. Place Young Nails Artistic forms on fingers. Apply binder clips. For a stiletto tip always double check from the side to make sure that the growth channel lines up level with the very tip of the stiletto. (Tip: Use the binder clips under nail forms to keep the form perfectly in line with the growth channels. They also eliminate the need to position the forms down at an angle to get that geometrical cone shape that makes a true stiletto shape. "If you apply the form dead on, then attach the clip, it pulls it into place giving it the perfect angle," says Denney.)
2. Apply a paper-thin enhancement of Speed Clear acrylic, remembering to pinch in a C-curve and line up the sidewalls using a Young Nails Magic Wand. Apply Cover Pink in reverse.
3. For the base of your design, "paint" on colored acrylic using a very wet consistency. Denney used Rainbow Black, Pop Bright Turquoise, and Sapphire.
4. Add Lime Icy paper and gold foil. Add a little sparkle around the flakes with a dimensional glitter mix (Ice, Jet Black, Hologram, Funkadelic). In this particular design, less is more. Everything is placed like mosaic pieces and is strictly to add dimension and pick up light. Too many extras will cloud and hide the design.
5. Cap the entire free edge in speed clear.
6. Once the clear has set up to a matte finish, it's safe to do your impression with Into You netting. (Tip: Coat netting with dry Speed Clear Powder before doing the impression to prevent the netting from sticking.)
7. Use Rainbow orange very wet to fill in the impression. Using it wet will allow the acrylic to flow into the impression with no dry spots or air bubbles.
8. Remove bulk of acrylic with X-cut carbide bit. Finish file. Apply Young Nails Finish Gel, cure, and finish with Rose Cuticle oil. 



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# From Russia

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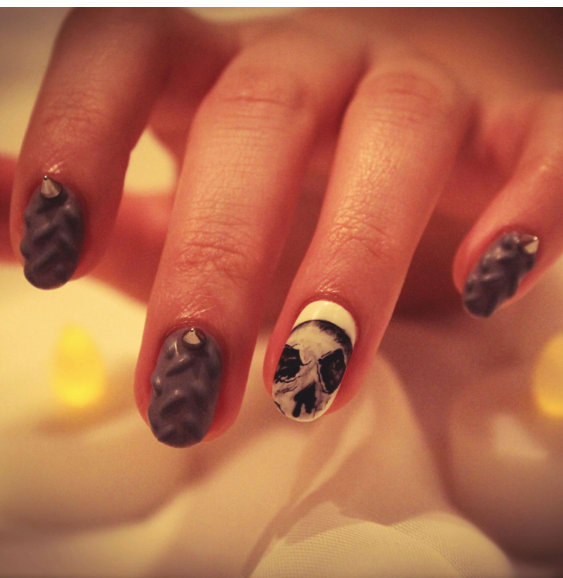
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# TECHNIQUE } Interlocked Steel Skull Nail Art



Vu

**Neutral nails are a good way to transition into the colder seasons, but a bit of edgy nail art did the trick for Bryan Vu, a nail tech and educator in more than a**

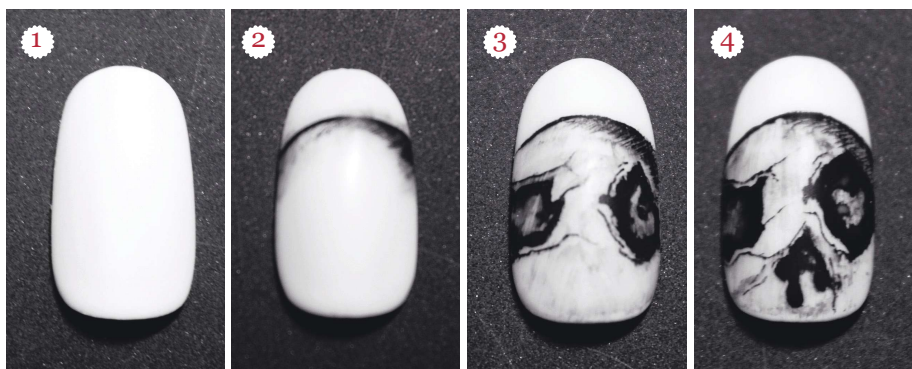
dozen salons with a beauty school in Florida. This industrial and dark design created by Vu (@bryan\_nailed\_it on Instagram) was inspired by the supernatural antihero, Ghost Rider, leading the way toward fall and Halloween.

Vu, who is a master educator with Hand & Nail Harmony, says in order to introduce clients to nail art he starts them gradually. "Try something more on the neutral side so clients aren't shocked and overwhelmed by all the colors," he says. But before nail art, comes education. Vu advocates continuing education in order to help open doors while staying relevant in an ever-changing and growing industry. "With new techniques, creative designs, and advanced and innovative technologies, taking classes helps us develop our knowledge as well as different opinions. This gives us options, which are always great. Classes help us bring knowledge to our clients or students so we can cause a positive chain reaction," he says.




**Follow these steps for Vu's textured interlocked steel design.**

1. Prep the nail and apply a thin layer of Gelish Foundation soak-off base gel. Apply two coats of Gelish Let's Hit the Bunny Slopes. Cure for 30 seconds in an LED light between each coat.
2. Mix a small scoop (about the size of three grains of rice) of Hand & Nail Harmony ProHesion Crystal Clear nail sculpting powder with four drops of Let's Hit the Bunny Slopes on a paper palette. Make sure to mix well. Use a striper brush to pick up the mixed amount only on the tip of the bristles. Lay it down, mimicking the interlocked-steel pattern. Cure for 30 seconds in an LED light.
3. Apply Gelish Matte Top It Off top coat on the entire nail. Cure for 30 seconds in an LED light. Clean the nail with a cleanser.
4. This step is optional. Use nail adhesive resin to apply a small steel stud near the cuticle to complete the edgy design.



**These steps demonstrate how to execute a watercolor skull on the accent nail.**

1. Prep the nail and apply a thin layer of Gelish Foundation soak-off base gel. Wipe dry. Apply two coats of Gelish Arctic Freeze. Cure for 30 seconds in an LED light between each coat.
2. Use a thin brush and black watercolor paint to draw and shade the top outline of the skull.
3. Paint and shade the left and right eyes. In order to create an abstract skull, try painting both eyes in different shapes.
4. Add the nose to the skull. Paint small fine details to add depth and dimension to the skull. Let it completely dry. Apply one coat of Gelish Matte Top It Off top coat and cure for 30 seconds in an LED light. Clean up the nail with a cleanser to finish the look. 



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Located in New York City, this high design nail studio covers 1,500 square feet and has 18 manicure stations.

## Painting Outside the Box

Former beauty editor Eleanor Langston (*Cosmopolitan*, *Fitness*) founded Paintbox, a new concept nail studio. Celebrity manicurist Julie Kandalec is the creative director, designing a new collection of nails to offer clients every season. Each collection is edited to showcase runway and editorial trends and can be executed in either gel-polish or traditional polish. Designs are customizable with the client's choice of colors too, but the menu showcases the designs as conceptualized by Kandalec. Single colors and accent nails are also offered. Perhaps the most interesting feature of the salon is the Photobox. Post-manicure, clients type in their e-mail address and place their hands in the box (the Photobox even suggests poses). Once you approve of your photo, the image is sent to your e-mail with the Paintbox logo on the periphery. It can then be uploaded to social media.



The studio's goal is to transcend and transform the traditional manicure experience.



Paintbox founder Eleanor Langston (left) turns the typical nail salon visit into a chic collaborative experience. Creative director Julie Kandalec (right) translates runway trends into wearable styles.



For more images, go to [www.nailsmag.com/paintbox](http://www.nailsmag.com/paintbox).

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Do You Have this Color in Stock-holm?, Skating on Thin Ice-Land, Viking in a Vinter Wonderland



Model is wearing GelColor by OPI **Do You Have This Color in Stock-holm?**



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## Trend Watch: Intergalactic

Stars and planets align for this stellar design inspiration.



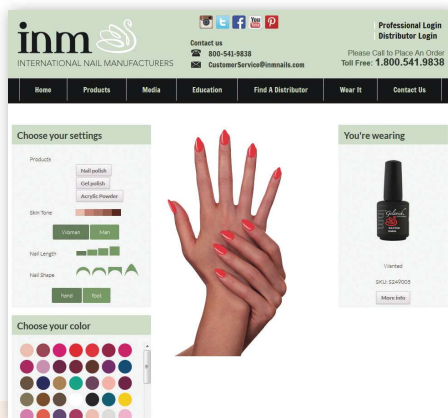
Shannon Rooney,  
Las Vegas  
Instagram: @seriouslynails



Denise Kelley,  
Limerence Nails, Los Angeles  
Instagram: @limerencenails



Kathy Davila,  
Glitter Nails by Kathy,  
Brooklyn, N.Y.  
Instagram: @glitter\_nails\_by\_kathy



## WEBSITES WORTH WATCHING: INM's Wear It

**What:** INM's Wear It tab allows you to change nail length, shape, skin color, and polish color to see how products will look on you or your client. They even have a male hand and feet.

**Where:** <http://inmnails.com/wear-it/>

**Why click here:** This is a fast and painless way to sell clients on gel-polish or acrylic colors. The combinations are endless and all-encompassing.

**The vibe:** Customizable, current, easy to use.




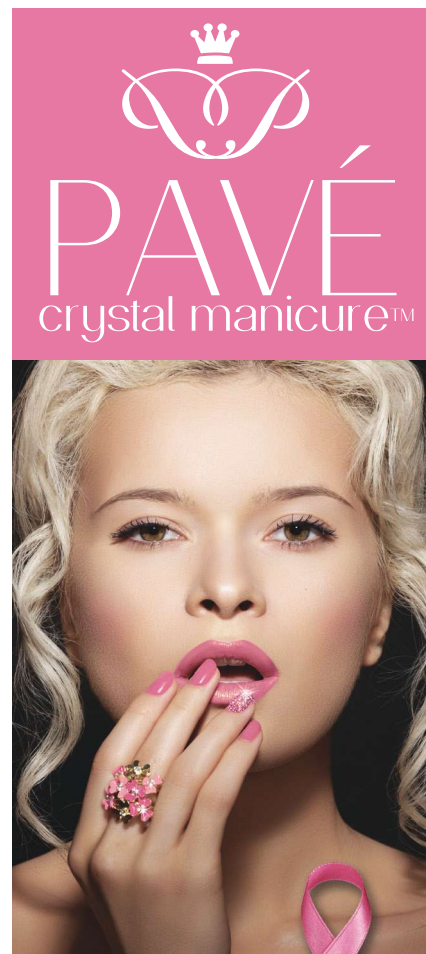
## Wall to Wall OPI

OPI is known for collaborating with other brands to bring new color collections to the table. Their current partnership with ACE Hardware will allow fans of the polish brand to bring their favorite OPI colors into their home or salon in a new way. An exclusive OPI palette by Clark+Kensington is now available in 3,200 Ace Hardware stores nationwide. The OPI Color Palette by Clark+Kensington launches with three collections, The Artist, The Wild at Heart, and The Romantic, comprised of six iconic OPI shades each. If you're thinking of giving your salon a paint touch-up, consider covering the walls in these OPI-inspired palettes so that you can live and breathe polish.



## 10 Marks the Spot

The Ten Spot is Toronto's ultimate anti-spa experience, offering manicures, pedicures, facials, and waxing in a funky and fun environment. Making this beauty bar even more unique are their product offerings, which include a house brand of nail polishes, scrubs, and lotions called Get Nailed as well as their own lip butter. Get Nailed lacquer shades are inspired by the runway and are four-free. Base and top coats are also available. Scrub Me Clean Foaming Body Buffer is a scrub that leaves your skin protected while it exfoliates, moisturizes, and tones. Gimme Soft Skin Whipped Body Cream is formulated with shea butter to hydrate, soothe, and repair skin from free radical damage. 



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## Autumn Leaves

1. Apply a thin layer of glitter above the smile line. Create a gradient starting with deep red, then orange, and ending with gold on the tip.
2. Apply a layer of crushed brown and pre-dyed red and orange eggshells with gold Liquid Art. Apply a layer of clear acrylic.
3. Apply Fimo leaves and gold beads to the tip. Cover the entire nail with clear acrylic.



Yolanda Hernandez, Hair Today Nails Tomorrow, Fresno, Calif.



Meryl Hayton, Lounge Hair Studio, Denville, N.J.

## Purple Foil

1. Apply two coats of Gelish Sunrise in the City, and cure after each application.
2. Apply one coat of OPI Next Stop...Bikini Zone, and cure.
3. Add purple foil onto the tacky layer and cover with a gel top coat. Add yellow rhinestones, and cure. Finish with clear gel top coat and cure.

## Halloween Checkerboard

1. Polish the nail tip with sparkly orange polish. Paint a black smile line with black acrylic craft paint.
2. Make a checker pattern and fill in every other square with black paint.
3. Add a spider web decal, a UV gel top coat, and cure.



Jade Sewell, Just Nails, Great Falls, Mont.

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Eva Jenkins, Extraordinary Nails by Eva, Bellevue, Neb.

## Orange and Teal Ombre

1. Apply four stripes of polish in different colors horizontally across the nail. Reapply until desired hue depth has been reached.
2. Apply striper tape in any desired color.
3. Reapply the four stripes of polish, reversing the color scheme. Repeat until a deep enough hue has been reached to cover the color underneath.
4. Start with the last striper and peel off stickers one by one. Finish with a clear top coat.

## Jack-o'-Lantern

1. Prep the nail and apply a coat of Morgan Taylor Stick With It base coat. Paint two coats of Morgan Taylor Orange Crush. Allow nails to dry. Use a short brush to paint the outline of a pumpkin with Morgan Taylor Little Black Dress. Using the same polish and brush, paint the shape of the pumpkin's eyes.
2. Using the same brush, outline the pumpkin features by painting a mouth.
3. Fill in the pumpkin's mouth. Use white polish and a small brush to fill in the eyes.
4. Create small black dots on the top and bottom corners of the nail. Once dry, finish the look with a layer of Morgan Taylor Make It Last top coat to seal the design.



Thao Nguyen, Morgan Taylor, Santa Monica, Calif.



Alyssa Adams, Claws and Stilettos, New Port Richey, Fla.

## Sugar Skulls

1. Apply base color to the nail and allow it to dry (China Glaze Liquid Leather and Lulu Heels are used here).
2. Use white polish to create a skull. Use black polish to paint eyes, a nose, and mouth.
3. Use red and white acrylic to create roses, and pink acrylic to create a bow. Apply Swarovski crystals to the eyes.

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nail art how-to here?

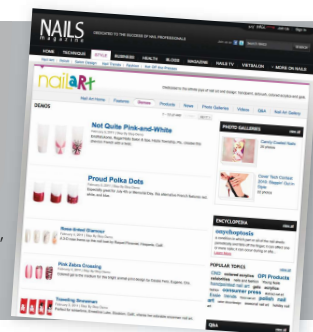
Mail your tips (one for each step) and instructions to Tracy Rubert, NAILS Magazine, 3520 Challenger St., Torrance, CA 90503. Make sure to include your name, salon name (if applicable), city, state, and contact information.



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## From Tweet to Beverly Hills: How Footnanny Found Fame

Gloria Williams, better known as Footnanny, has made a name for herself since receiving Oprah's endorsement via social media. Now working at a salon in Beverly Hills, Calif., she invited me to try her signature Footnanny service and revealed that the secret to her success is remembering where she comes from. BY BETH LIVESAY



1. The pressure points of the feet, which Williams works in her signature Footnanny treatments. 2. Williams' workspace in Anastasia Beverly Hills boasts professional-only lines such as Morgan Taylor, CND, and Jessica. 3. The Footnanny app is now available for free download. The app allows users to book mobile manicurists, schedule a Footnanny party, or re-stock on Footnanny products.



Williams

It can be said that Gloria Williams has a “gift of touch,” which she attributes to her mother, a Southerner who believed in the healing approach of oils and holistic medicine. Williams grew up mimicking her mother, and when she went to nail school she was shocked to find that no one was excited to work with feet. Since then, Williams has made a name for herself as a foot care specialist saying that “Footnanny begins where the pedicure ends,”

dubbing her products and services as “Wellness beyond a pedicure.”

For Williams, it's the feet, not the eyes, that are the window to the soul. Her treatment combines reiki, Thai massage, and reflexology to work pressure points within the feet. She tells me about a client who struggled to get pregnant — until she experienced one of Williams' signature services. As I sit in her chair and she treats my feet, she knows just by touching the pressure points that I am under stress and experience lower back pain every now and then. Once she knows what's

ailing me, she begins to work her magic, wrapping my legs in ACE Bandages so that the pores can open up and detox. She drizzles olive oil to hydrate the skin naturally. She explains that one of the reasons she set her sights on Beverly Hills, Calif., is because she knew her services were something different that a Los Angeles clientele would want exclusively.

Williams is the only nail tech at Anastasia Beverly Hills, the salon best known for its brow work. She works at this location three times a week and takes private clients on

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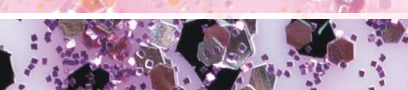
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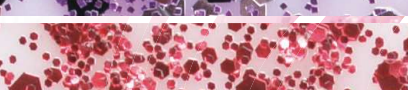
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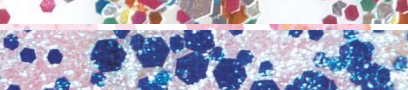
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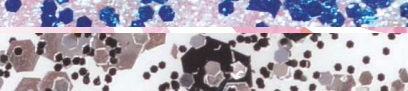
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The Footnanny product line of foot creams come in a variety of scents and are gifted to clients after their service.

## THE FOOTNANNY SIGNATURE SERVICE


1. Williams uses natural ingredients as well as her own product line for her services.
2. Legs are wrapped in ACE Bandages while Williams works the pressure points of the feet.
3. Once the bandages are removed, a hot towel is applied to the feet and olive oil is drizzled on the legs.
4. After the Footnanny completes her treatment of the feet and legs, she begins the spa pedicure. Williams favors Jessica Fusion 2.5.2 because it is designed specifically for pedicures.



the weekends. Her 2,000 and 5,000 Strokes Footnanny services are tailored to meet each client's needs, lasting 90 (Footnanny2000) and 180 minutes (Footnanny5000). Both services include a spa pedicure, and the Footnanny5000 includes a spa manicure. These high-end services are popular because they don't just treat hands and feet, they are meant to relax feet to the knees, and fingertips to elbows for more extensive pampering.

It was this specialized attention to the feet that propelled Williams from being just a Chicago-based nail tech to the Footnanny. Williams worked at HARPO Studios for three years, and once Oprah Winfrey experienced one of Williams' services the rest was history. Winfrey suggested Williams brand herself and even Tweeted about her magic touch in 2011, officially putting Footnanny on the map. Because of Winfrey's endorsement, Williams believes all nail professionals should seek out mentors who can help you achieve your goals.

Williams is currently busy knocking out several of her own goals, including the launch of a Footnanny app, consulting, and promoting her Footnanny line. Her app allows users to book spa parties, shop Footnanny products, or choose music for their Footnanny service via a custom playlist. Williams also partners with mobile techs so they can be booked for mobile services through her app.

Footnanny is proof that things have changed for nail techs. We live in a time and age where a Tweet can change the course of a career and a manicurist can have her own downloadable app. While technology and social media in particular have helped Williams, she maintains a strong connection to her roots. Although many services today are about getting clients in and out of the salon quickly, she stands firm with her Footnanny philosophy, learned from her mom. "When you rush, it's not right," she says, "It all comes from back then." 

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**AUTOCLAVE**

# STYLE } TOUGH-AS-NAILS

Nail techs by day, derby divas by night, these rough and tumble women know the meaning of “work hard, play hard.”

**NAME:** Brooke A. Nail #10, A.K.A. Lauren Denny, nail tech  
**TEAM:** Desert Dolls Roller Derby League, Team Pretty H8 Machine  
**POSITION/S:** Blocker, jammer, pivot  
**SALON:** Gimme the Shimmers, Glendale, Ariz.  
**BIO:** I have been doing nails for the past eight years, and I’ve played derby for about four years. The absolute best part of roller derby is the sisterhood and being able to be yourself with no judgment, no matter how weird or crazy you are. My teammates and opponents are like family. I used to be very introverted but with the help of derby, I now have no problem speaking up. Derby bouts feel a lot like rock concerts, so it got me used to having a crowd around me and helped me get over my stage fright. This has helped me so much with being an educator for Young Nails because in derby I got accustomed to people watching my every move. I wear my nails short except for when I’m teaching at shows — then I do pretty wild and crazy stilettos. I would tell anyone who wants to start playing derby to go for it. Just make sure you have good insurance because the risk of injury is always there. Playing derby also gets you a lot of new clients. I like to schedule my girls by their derby names, and it’s definitely a fun day when I see all derby girls on my schedule!



**NAME:** Dea Tha Dead, A.K.A. Dea Martinez, nail tech  
**TEAM:** Hell Rio Rollers  
**POSITION/S:** Jammer, blocker  
**SALON:** Polished Elegance Nail Salon, Del Rio, Texas

**BIO:** I’ve been playing derby since 2010. The past year of being a nail technician and having my derby family support me makes my job that much more fun. Derby adds variety and spontaneity to the nail art I create and how I relate to my clientele as well. Typically after a bout, derby players are bombarded in a good way by the public, and are self-made mini celebrities who get to sign autographs in the program. This is where I advertise my nail shop. For any nail tech considering joining a derby team, my advice is to always keep your business cards handy and make sure your nails — as well as your fellow derby girls’ nails — are on point at all times. You *will* build a clientele, especially at the bouts. I wear my own nails as flashy, funky, and peculiar as I can; the more attention my nails get, the more attention I get, and the more opportunity I have to build my clientele!



**NAME:** Fonda Bruises, A.K.A. Rhonda Kibuk, nail tech

**TEAM:** Hot Metal Hellions

**POSITION/S:** Pivot

**SALON:** The Purple Pinkie, Ford City, Pa.

**BIO:** I've been doing nails 13 years, and I played derby three and a half years. I retired at the end of the season in 2009 and then refereed for two seasons. I love the fact that roller derby embraces all sizes and shapes. It was empowering to not be expected to act like a lady. I loved that you could knock someone on their behind and they would get up and say, "Nice one!" I had wanted to play roller derby since I was seven and watched it in the '70s on television. When I got the opportunity to try out at the age of 39, I jumped on it, despite the fact that the average team member age is late twenties. Derby was a big influence in my salon going from pink-and-whites to color, glitter, and outrageous nail art. During derby I wore my nails natural and shortly manicured so I wouldn't accidentally hurt my teammates during bouts. I would tell anyone who wants to play derby that they should understand that it's a huge time commitment and will usually take up at least two evenings or more of your salon time. It's a very good way to exercise without it being a chore. Playing derby, you will be exposed to people you may have never met otherwise, and they will become lifelong friends.




**NAME:** SkellaDonna, A.K.A. Amelia Zvolanek, nail tech

**TEAM:** Masters of Mayhem Roller Derby

**POSITION/S:** Pivot

**SALON:** Nail Addiction, Abilene, Kan.

**BIO:** I've been doing nails three years and have been playing derby four years. I decided to do derby because it's a sport that really does need all shapes and sizes of people. I always say it's not about IF I break a nail, it's about WHEN! Derby has allowed me to be myself through my nails because there are other derby girls who enjoy my style, and this allows me to create unique and wild nail art instead of having to stick to mainstream, cookie-cutter styles. Right now, my own nails are stiletto, but most of the time they are short and square, and they are always painted black. The hardest part of getting started in roller derby is showing up to that first practice. Don't talk about it — do it! There are actually quite a few women in the beauty industry who play roller derby; I think derby tends to attract artistic people and we fit the bill. 

## Hometown Products

Stock your retail section with a little hometown pride. Customers will have fun representing their favorite state, or a state they are dying to visit. Either way, they'll enjoy showing off places they love in the good ol' U.S. of A. with these boutique items.

### Hop Skip Jump Paper's

I Love You From Here state art prints began as a way to incorporate a love of travel and graphic design in one place. With popular places listed in the subtext, these designs bring favorite memories alive and help ease homesickness. Each piece is printed on ultra-smooth matte paper using a wide spectrum printer with ChromaLife 100 inks.

[www.nailsmag.com/fifi/21431](http://www.nailsmag.com/fifi/21431)



### Aminimal Studio's map necklaces

capture the spirit of a place and allow the wearer to carry a memento of a favorite city wherever she goes. Made on a 3-D printer to get these thin and complex designs, the husband and wife duo are able to create beautiful products with a low carbon footprint that are not only made in the U.S., but are made as local as possible.

[www.nailsmag.com/fifi/21432](http://www.nailsmag.com/fifi/21432)



Kula Kai's handcrafted jewelry is inspired by traveling land and sea, and Hawaiian culture in particular. Made in Laguna Beach, Calif., each state ring is 14k gold, rose gold, or sterling silver. Each piece is hand-stamped on a heart charm and customizable with up to three letters.

[www.nailsmag.com/fifi/21433](http://www.nailsmag.com/fifi/21433)



Field Trip's state iPhone cases are deeply influenced by designer Amy Lowry's home city of Vancouver where there is concrete in one direction and all the beauty of nature in the other. The creation of these cases is guided by a sense of adventure mixed with popular culture. Plus, customization is key with a choice of home states or Canadian provinces to match client needs.

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### Bread and Badger's

I Like It Here typography coffee mug is an original map outline, fashioned

to look like an old "Greetings, from" postcard. Each mug is sandblasted, carving all the way through the shiny glaze so the bold, natural ceramic can be seen beneath. Dishwasher-, microwave-, and food-safe, each 16-oz. mug is custom-made in sky blue, navy blue, tangerine orange, or celery green.

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## Autumn IN NEW YORK

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*Jessica*



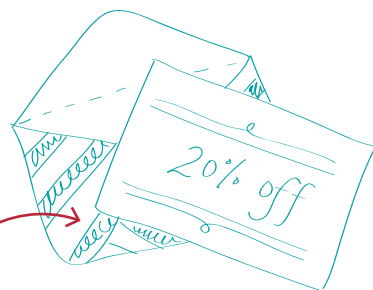
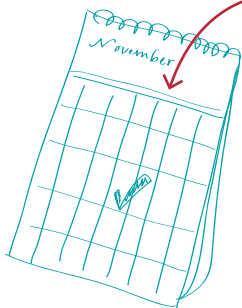
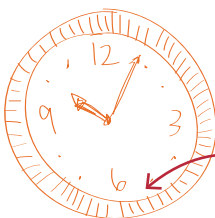
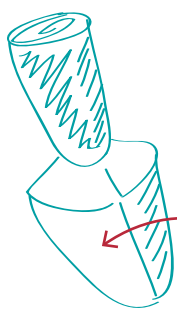
## 7 Things to Do Right Now So You Can Enjoy Your Holiday Season

It's not too early to start planning strategies to handle the holiday rush with grace. Your stress will be less if you take care of certain tasks early.

1. Decide what retail lines you want to carry this holiday season. Come up with cute gift ideas beyond the typical nail polish and files. Place your retail order well in advance to ensure timely delivery. This will give you plenty of time to attractively package and display your merchandise.
2. If you are sending out seasonal cards, pick them out now while the selection is good. (Smart shoppers will have purchased them for 50%-off last January.) Get your mailing list in order. You can even begin writing and addressing your cards so in December all you have to do is put them in the mail.
3. If you are giving each client a gift, begin looking for some special items to purchase or make yourself. If you don't have a specific gift in mind, check out your local beauty supplier.
4. Design and order your holiday gift certificates. Beautifully packaged certificates or gift cards are in high demand this time of year. Display them in high-traffic areas.
5. Decide if your salon will be open for longer hours during the holidays and figure out how those hours will be staffed.
6. Remind your regular clients to schedule their holiday appointments early.
7. Plan and reserve a date for a client open house, an employee holiday party, and any kind of charitable giving event. >>>



Read about handling holiday stress at  
[www.nailsmag.com/holidaystress](http://www.nailsmag.com/holidaystress).



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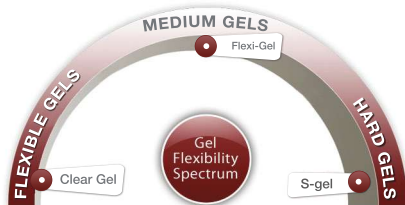
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## Make Your Business Dreams Come True

Vowing to make the business part of the beauty biz fun and exciting, celebrity manicurist Naja Rickette and Valentino Beauty Pure president David Anthony have teamed up to create VBP International, a new business coaching venture. (VBP stands for Value, Beauty, Profit.) The company's one-on-one coaching delivers personalized attention to totally transform your business and raise it to the next level. Break through your old thinking while VBP holds your hand every step of the way.

For more information and to see how you can be part of #teamvbp, check out [www.vbpinternational.com](http://www.vbpinternational.com).

To learn how you can win four one-on-one coaching sessions with VBP, go to [www.nailsmag.com/freebies](http://www.nailsmag.com/freebies).



## Artwork Only

Margaret Thomas's nail-art-only appointments mean she can get right to the fun stuff. Thomas, owner of It's A Secret Salon in Culver City, Calif., recently added creative sessions to her menu, meaning another tech preps the nails and she delivers on the nail art design. "I came up with this idea to accommodate clients who want nail art for special occasions or who are happy with their nail tech, but want to add some art that their tech can't do," she says. "This works great for brides, birthdays, proms, holidays, vacations, teams/clubs, or just because."

The service may include a polish change, but the nails are already complete up to the point of polish. "The client usually calls to let me know what she has in mind, then I can estimate how much time I'll need," she says. "Appointments are scheduled in 15- to 30-minute time slots — sometimes 45 minutes depending on the detail of the design. I charge \$1 per minute and some add-ons — like charms, large crystals, and spinning beads — are extra."

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## Are You a Natural Entrepreneur?

"A natural entrepreneur is bursting with confidence," says Corrine Sandler, CEO of Fresh Intelligence Research Corp., and author of *Wake Up or Die* ([www.wakeupordie.us](http://www.wakeupordie.us)), a guide to the use of intelligence in the contemporary business environment. "Entrepreneurs need risk to thrive, so believing in themselves and the people they've put in positions of responsibility is essential. There's no room for doubt and second-guessing yourself."

Sandler shares the following personality traits common to entrepreneurs.

> **Passion:** It can't be developed through leadership training, but everyone has the capacity for it. It's the source of incredible energy that feeds on one of our most powerful emotions and compels entrepreneurs forward with excitement and enthusiasm.

> **A fighter's instinct:** The best fighters have studied their competition, identified their strengths and weaknesses, and used that knowledge to develop a strategy to beat them. They're determined to give it their all whether they're winning or losing.

> **Vision:** Successful entrepreneurs are always thinking ahead — planning the future with imagination and wisdom. Having a vision means being able to manifest original ideas.

> **Rebel:** Entrepreneurs are agents of change; they predict the future by creating it. You can't be content with maintaining the status quo, you must push the limits. Use intelligence to quickly and accurately identify — and act on — market trends.



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Launched in April, Aesthetics Exchange ([www.aestx.com](http://www.aestx.com)) is an exclusive social network for licensed manicurists, cosmetologists, estheticians, and massage therapists. According to esthetician and site founder Jessica Fitzmaurice, "Professionals can create a resume profile, blog, and search events, jobs, and education. Businesses can post jobs, education, events, and use our advanced HR tool to find potential employees by specific skills and knowledge."



Avoid the need to blame others for anything. Mean, small-minded people know that they suck. That's why they are so cranky and eager to point out others' mistakes. They hope that by causing others to feel inadequate, everyone will forget about how woefully off the mark their own performance is. Don't blame anyone, for any reason, ever.



— Dan Waldschmidt, author of *Edgy Conversations: How Ordinary People Achieve Outrageous Success* ([www.edgyconversations.com](http://www.edgyconversations.com)) 



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## This month we asked nail techs: How do you achieve a good work/life balance?



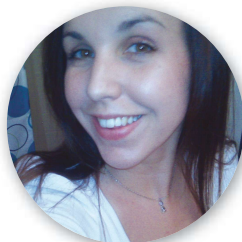
I have two Facebook accounts: one for work and one for personal use. When I am off work, I log out of my work Facebook account. This way, I'm not distracted by messaging back and forth making appointments (I do make appointments for people who call my cell, however). I am never really away from work, though, because I have a passion for nails— everywhere I go and in everything I do, I see an idea for nail art or a nail product that I like!

*Yanin Moreno*  
La Isla Bonita Nail Salon,  
Sarasota, Fla.



I honestly believe that having a great work/life balance is achieved with good scheduling. Keeping a regular schedule and pre-booking clients helps me keep everything under control. I also schedule time for myself to work on my business while I'm at the salon so I'm not distracted by everything at home. I can be much more productive with my time if I have laser focus at the salon during business hours. By doing this I also make dedicated time for family and friends. It can be tricky as an entrepreneur to keep from working 24/7, but if there isn't balance between work and play then it's extremely easy to get burned out. Work hard, play hard.

*Rachael Waggoner*  
Dazzlin' Digits 3D Nails,  
Lakewood, Colo.



As a workaholic and control freak, it took me nearly 12 years to learn the secret to achieving a work/life balance: delegation. I have spent the vast majority of my career believing the old saying, If you want something done right, do it yourself. Strict adherence to that philosophy is what made me such a successful salon manager and owner, but it was stressful and compromised my personal life. When I had children, I realized that my micromanaging methods couldn't continue. If you can find a responsible personal assistant or salon manager to share your responsibilities with, you'll find yourself with far more time to spend with your family and friends. Start small, and your trust in your "co-pilot" will grow over time.

*Tina Alberino*  
Bentley Hair Salon, Moline, Ill.



In the beginning it was difficult to achieve a good work/life balance, as I was building my business based out of my home. Thankfully, my husband and family understood this. Since then I have learned to say no, which for me is hard! As a nail technician I never want to turn clients away, but I need days off just like anyone in any line of work. I have set hours (Monday to Friday and every third Saturday) for my business and I rarely deviate from those hours unless absolutely necessary. In fact, I don't even do my own nails on days off; I do them in-between clients or before my workday starts. I spend five days a week in the salon so weekends are exclusively for me, my husband, and my family.

*Melissa Steppeler*  
Impressions of Brilliance Esthetics  
Services, Regina,  
Saskatchewan, Canada



### Next question:

**If you had an extra \$1000 to spend on your business, what would you purchase and why?** [Answers will be printed in the January 2015 issue.] Share your opinion on the topic by e-mailing your response by October 15 to Tracy.Rubert@bobit.com. Please include your name, salon, city and state, social media handles, and a high-resolution headshot with your response.



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# BUSINESS }

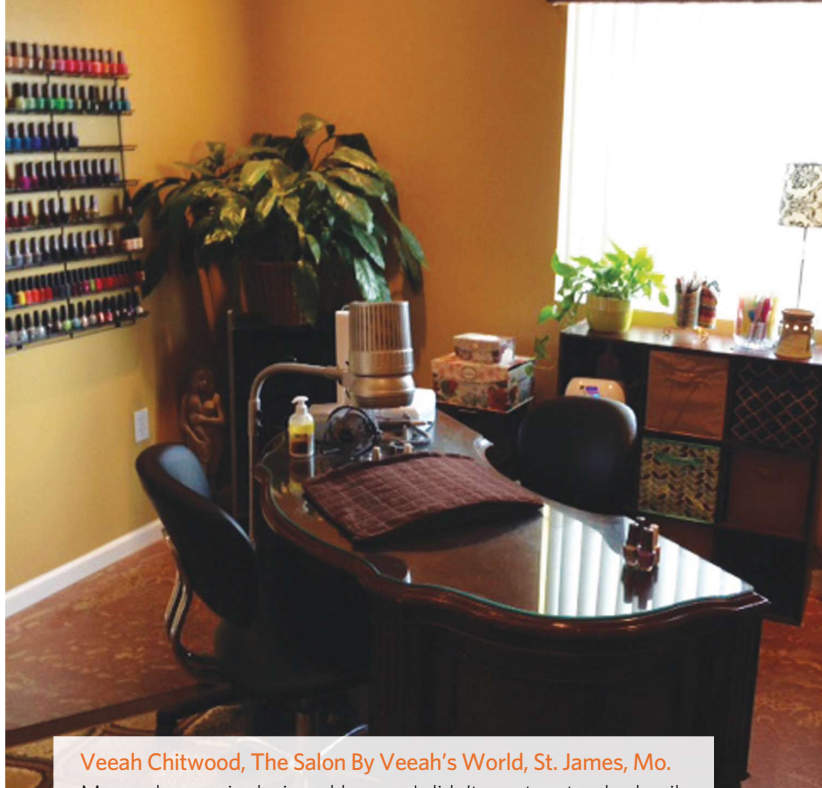
## Show [Us] Your... Creative Space

We asked nail techs to show us where they create. Here's a look at the studios, desks, and workspaces where masterpieces are made.



**Kathy Kovacic, Hera Beauty, Las Vegas**

I work in a boudoir-inspired salon and we even share a studio with a boudoir photographer. Our set up is supposed to feel like you're in our girly space.



**Veeah Chitwood, The Salon By Veeah's World, St. James, Mo.**

My workspace is designed by me. I didn't want a standard nail table so I modified an antique replica kidney desk. Everything is within arm's reach for any nail art I can dream up. My atmosphere is clean and the colors in the room evoke calm and serenity. Plants are a must. It's a lot like my taste at home, considering I spend most of my time in the salon.



**Emily Meyers, After Hours Salon, Eagle Mountain, Utah  
@afterhourssalon**

I love my little salon. I get to work from home and set my own hours. My clients love the homey feel; it's like a little sanctuary!

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**Simone Gilbert, Urban Bliss Beauty, Melbourne, Australia**  
**@urbanblissbeauty**

I am a neat freak so I like to keep a tidy work station at all times. Most of my art supplies are displayed around the salon according to color so I know where everything is at all times. I have another shelf of art supplies behind my desk and the remainder of my enormous nail art swag is stored out of client view in cupboards to avoid a messy cluttered look.

**Hope Szymanski, Nailtique, Whitewater, Wis.**

I love my little nail nook! Everything has its own spot since I don't have any room to spare. I really love having everything on display whether it be in my small cabinet or on my shelves. I'm very visual and love looking at everything (especially glitters). Whenever I'm in a creative block it's nice to look at all the choices I have. I like having a small space because everything is close, easy-to-reach, and easy to keep organized.



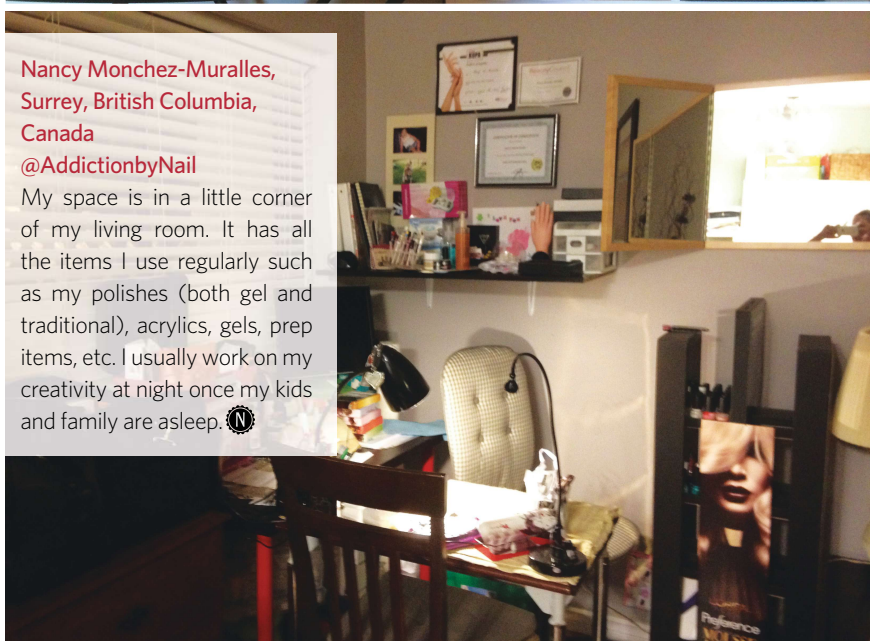
**Karlee Mcvee, Karlee's Home Beauty, Perth, Australia**

I have been running my business for two years now in a spare room at my house. My clients always comment on my nail polish stand and the amazing selection of polish in it. The stand was designed and made by me and my husband. It currently stores more than 300 polish and 70 gel-polish bottles. All my other nail products are stored in a portable chest of drawers next to my table.



**Nancy Monchez-Murales, Surrey, British Columbia, Canada**  
**@AddictionbyNail**

My space is in a little corner of my living room. It has all the items I use regularly such as my polishes (both gel and traditional), acrylics, gels, prep items, etc. I usually work on my creativity at night once my kids and family are asleep.



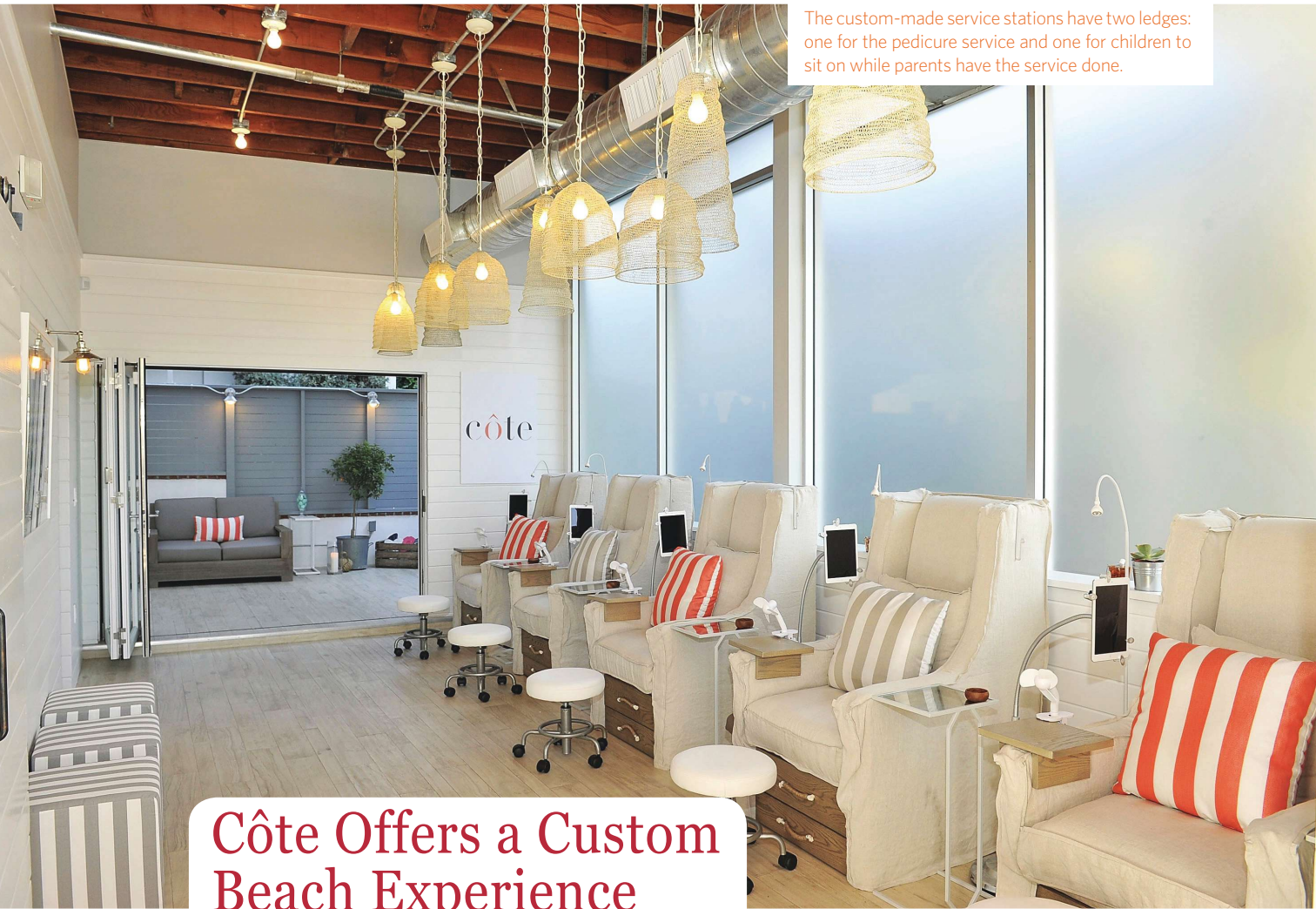
The best decision I've ever made was to marry my wife. It has taught me passion, dedication and relentless love. It has taught me to be understanding, to listen and to be a rock-solid partner. What an incredible gift. The second best decision I've ever made was to start my own business. Light Elegance has taught me a lot, too. It has taught me to put the same passion and dedication into my LE family that I deliver at home. It has taught me to infuse each new gel formulation with the same creativity that keeps my marriage strong. It never fails to amaze me what you can accomplish when you keep your ears open, stick to your guns and have an amazing partner. Thanks, Honey.

Jim McConnell, Husband-Chemist  
Redmond, Oregon



<<< The Fall Glitter Gel Collection dazzles  
The Call Me Color Collection delights >>>  
Combine the two? We dare you.





The custom-made service stations have two ledges: one for the pedicure service and one for children to sit on while parents have the service done.

## Côte Offers a Custom Beach Experience

With a unique business model, fresh retail items, and its own line of polishes, this beach-chic salon in Los Angeles creates a weekly retreat for customers. **BY KELSEY NOLAN**

Côte cofounders Mary Lennon and Leah Yari struggled to find a salon that offered both safe and affordable services in the Brentwood neighborhood of Los Angeles. So, over the course of the last year, the two women pursued not only a boutique-style salon with the kind of service and environment they wanted as customers, but also an exclusive line of five-free polishes and a large, custom-curated retail section.

**THE SERVICE** When Lennon and Yari opened their flagship store in March, they wanted specific, simple, and reasonably priced services that customers would happily have done on a weekly basis. Yari explains that when she was pregnant with her second child, she discovered the potential dangers of polishes with ingredients

### QUICK LOOK

**Salon Name:** Côte

**Location:** Los Angeles

**Owners:** Mary Lennon and Leah Yari

**Square Footage:** 1,000

**Opened:** 2014

**Signature Services:** Luxe Mani, Classic Mani, and Petit Mani

**Website:** [www.coteshop.co](http://www.coteshop.co)

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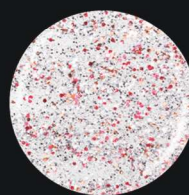
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In the Brentwood neighborhood of Los Angeles, Côte offers affordable and unique salon services.



With beach-themed items, the retail section of Côte makes up 50% of the salon's business.



The five-free polishes are created as part of an exclusive line that can be purchased in store.



such as camphor and formaldehyde resin. Plus, the strong polish and acrylic smell was a turn off to her when visiting salons, especially as she got further along in her pregnancy. So, she and Lennon decided to only offer a safer, five-free experience for their clients. The options simply consist of the Luxe or Classic manicures or pedicures, a Petit service for children under 12, and a hot stone foot massage. Every treatment ends with a layer of SPF protection, since hands are generally the first areas to show signs of sun damage and aging. Yari says that while the nail techs at Côte do offer nail art, it isn't advertised as much as the other services because she and Lennon wanted to ensure a service that would remain timeless despite the ever-changing trends in the nail world.

While customers enjoy their service, they can also use the iPads located at each station, rather than a bulky slew of magazines. Plus, they offer refreshing beverages to go with their manicure or pedicure.

All of the treatments are under \$45, making this salon affordable in an otherwise expensive neighborhood. "We really wanted this place to be an escape that people can afford every week, not just on special occasions," says Yari.

**THE ENVIRONMENT** What makes Côte stand out is the intentional and on-point decor. The beach-themed art — hand-selected by a local artist — the blue, white, coral, and sand colored interior, and the custom-made pedicure stations

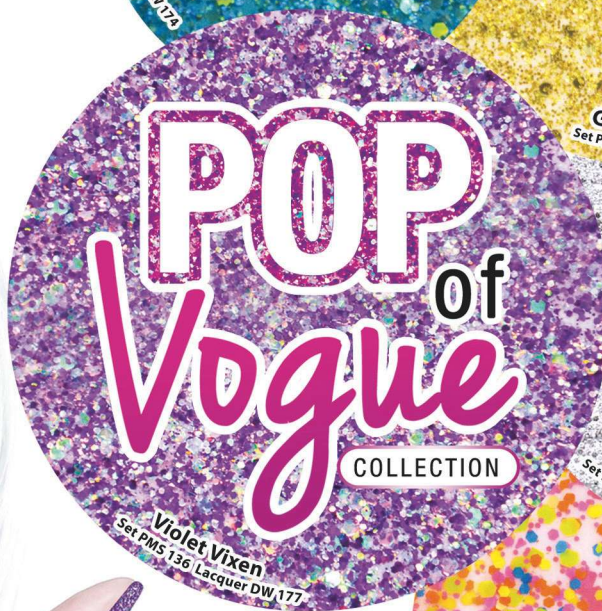
all play a part in a beach-chic theme meant to relax and rejuvenate the client.

In addition to the iPads at each station, the chairs, where both the manis and pedis are done, have two pull-out ledges: one for the adult pedicure service and another that is sized and suited for younger patrons. There are also stations available outside under a sheer cover that works in the temperate Los Angeles climate. Because the owners worked hard to give the salon a boutique and minimalist feel, the space is also available to rent for events such as birthday parties and showers.

What solidifies Côte's exclusive ambiance is its retail section. With a variety of jewelry and attire, Yari worked to curate a collection of items that customers can use at the beach. Everything in the salon, including the paintings and tables products are displayed on, is for sale. Plus, they never restock items but rather find new products to offer so that clients always have the option of different and new pieces even if they come into the salon weekly.

**THE SPECIAL TOUCHES** When Yari and Lennon initially decided on creating a safe, luxurious nail care destination, they wanted their polishes to go beyond the traditional three-free formula, so they formulated their own five- and cruelty-free, vegan polishes. With 109 colors to choose from, each polish is numbered rather than named to keep things simple and straightforward. Of course, they are for purchase if a customer

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1. All items found in the salon are for sale, including the artwork and the table displays. 2. Mary Lennon (left) and Leah Yari created Côte in an effort to focus on the client experience

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wants to touch up at home, but the two cofounders also offer travel bottles of the strengthening base and top coat in the shape of perfume samplers that clients can take with them on vacation to keep their manicure fresh. These bottles are custom-created to ensure durability so there is no breakage in a suitcase or travel bag.

Cleanliness is also something Côte likes to guarantee for customers, so if clients are interested, they are able to purchase a shop box. The box comes with a set of tools and is stored at the salon for each client's own personal use. The box also includes Côte's base and top coat, and a personal set of headphones to plug into the iPads. The hope is that as customers experiment with different colors, they will purchase their own bottles to be kept in the box as well.

Finally, Côte remains dedicated not only to an excellent customer experience, but also to an excellent experience for the nail technician. Yari says that it's important for the techs and other employees to feel at home in the space because she and Lennon want the staff to feel comfortable and like equal members of a team. It took a few months of searching, but ultimately she says the team she currently employs feels like the right fit. With all its success, Yari and Lennon are excited to announce that they plan to open two new locations in the Southern California area. 



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Collagen Gloves feature a dual-layered material and are perforated at the fingertips, which allows the technician to simply rip off the tips of the glove to perform a manicure while the hands are still getting moisturized. The outer material is 99% UV protective, freeing gel-polish clients of any worry about UV or LED light exposure. Simply keep the gloves on during the curing process.

Additionally, the non-woven fabric inner lining is non-abrasive to the skin, so the technician can remove the glove from the client's hand (inside out), and "wear" them, while performing a massage to the elbow with the remaining product left inside the glove.

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- > Barbados leaf (aloe) juice, which provides natural antiseptic and astringent properties due to the enzymes and amino acids in the aloe.

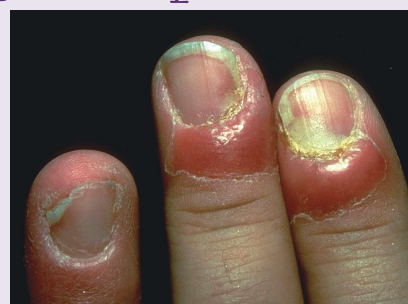
Clients should apply the formulation twice daily to the cuticle area as well as around and under the nail.

For more information, go to [www.nailsmag.com/fifi/21452](http://www.nailsmag.com/fifi/21452).



## encyclopedia Look It Up: Paronychia

There are two types of paronychia: acute and chronic. Both are caused when the seal between the nail fold and the nail plate is broken and infection gets in. The main symptom is a painful, red, swollen area around the nail, often at the cuticle or at the site of a hangnail. Pus may be present at the site of the infection. Many outside factors can cause acute paronychia, including improper manicuring. In the case of trauma, the affected area can be treated with Polysporin and kept covered. The nail should look normal after three or four days. If the paronychia doesn't clear up in a couple of days, refer the client to a doctor.



To learn more, log on to [www.nailsmag.com/encyclopedia](http://www.nailsmag.com/encyclopedia) and search "paronychia."

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"The new Moisture Care Balm was developed to support Slow Beauty practices, encouraging individuals to experience the holistic connection between themselves and the environment," says SpaRitual founder, Shel Pink.

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## Protect Gel-Polish Users From Damage



Hare

Nail tech Cindy Hare doesn't take chances with her clients' nail health. For regular gel-polish clients, she applies a thin layer of clear hard gel as a barrier to protect the natural nail. "I have seen so much damage to the nails from gel-polish being soaked and scraped and the entire nail repeatedly being filed and buffed every two weeks — sometimes more often," says Hare, owner of Cindy Hare Nail Design in Meridian, Idaho. "The hard gel goes down first as a foundation to the gel-polish service and gets filled every two weeks at the new growth. This way the natural nail stays protected because the hard gel doesn't soak off," she says. "I'm filling only new growth, so the nail doesn't get thinned down to the point of being damaged. You can soak as usual or you can e-file off the color, leaving the barrier hard gel in place."

As an added benefit, the gel-polish lasts longer. "I have clients who go three weeks and only have grow-out at the cuticle. The polish is in perfect condition with no chipping," she says. "I explain to the client what I'm doing and why. I want them to know I care about the health of their natural nails. They are very happy about that and remain loyal from that point on."

## New Rules for Utah Acrylic Techs

Utah is phasing in a law requiring a source capture system at workstations where acrylics are applied. These regulations went into effect July 1 of this year for nail salons and schools under new construction or being remodeled. By July 1, 2020, a source capture system will be required at all nail stations where acrylics are done. Source capture systems pull dust and vapors away from the nail tech and into a filter before she breathes them in.

The amendments to Utah's State Construction Code General Provisions require that in a salon or school "where a licensed nail technician files or shapes an acrylic nail, there shall be provided a source capture system capable of filtering and recirculating air to inside space not less than 50 cubic feet per minute (cfm); or a source capture system capable of exhausting not less than 50 cfm per station."

They also amended the Barber, Cosmetology/Barber, Esthetician, Electrologist, and Nail Technician Licensing Act to make failing to provide, maintain, and clean a source capture system's air filter in accordance with the manufacturer's instructions unlawful conduct effective as of July 1 of this year.


"The Utah code change brings it into alignment with the International Mechanical Code in regard to source capture," says Benjamin Bell, architectural director at CESO, Inc. "Any source capture method that meets the IMC will also meet Utah's law — vented tables and many of the other options available will all work, as long as they have a minimum exhaust capacity at the point of capture of 50 cfm. The fumes can be exhausted to the exterior of the building, or filtered and recirculated into the salon, as long as that airflow of 50 cfm minimum is maintained. If filtration is used, it needs to meet the appropriate standards as well." 



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# HEALTH } something to talk about

## Foot Odor

You talk to your clients about nearly everything — but this is different. How do you talk to a client about foot odor? Well, now we're getting personal.

Nail techs are in a unique position. Who else gets that close to a person's feet, a body part often regarded as untouchable by the masses? But here you are, day after day, pampering women and helping them look beautiful. For the most part, there's no issue. Clients soak their feet in a warm bath, so by the time you get to them, you're touching clean skin. Sometimes, though, you smell a problem: foot odor. When a client brings up the issue, it's easy to help her, but what if she doesn't bring it up? Should you broach the subject? Yes — your job is to educate your clients on the health of their hands and feet. It might go something like this:

**You:** I'm going to wash your feet with an antibacterial soap that's different from what I typically put in the foot soak. Your feet need a little TLC today. They're sweating more than usual, which creates bacteria and can cause them to smell, but no worries; I'm going to take care of that.

**Client:** Oh, I know! Sometimes I feel sorry for you as you do my pedicure because I'm scared my feet smell!

**You:** Oh, don't worry about it. I work on feet all day. It's normal to be concerned about foot odor. Is it a problem you have often?

**Client:** More often than I want! I don't know what the problem is; I wash my feet every day, sometimes twice a day.

**You:** Well, the odor is caused from bacteria, which grows when our feet sweat inside socks and warm, closed shoes. So the key is to keep the feet dry. We need to be as careful about drying our feet as we are about washing them.

**Client:** I'm meticulous about drying ... and I never wear closed-toed shoes.

**You:** Well, let me ask you this: Do you sweat excessively anywhere else?

**Client:** Not really.

**You:** OK, if you did, I'd suggest you go to the doctor because there's actually a condition called hyperhidrosis for people who sweat excessively. I've never noticed it in you, but thought I'd ask.

**Client:** No. Nothing like that.

**You:** OK, then let me give you a few tips I learned from a podiatrist: If you wear closed-toed shoes, pick socks that are made of wicking material. Cotton socks trap the moisture. Also, don't ever wear the same pair of footwear two days in a row. Our feet sweat and it takes our shoes a while to dry out. You can also treat your feet like other areas of the body that sweat and spray them with deodorant. Spray your insoles with deodorant, too. And, like I said, make sure your feet are completely dry after you've washed them. That really should take care of it because the smell comes from bacteria, and bacteria grow in a moist environment.

## WHY THEY SMELL

Offensive foot odor is caused by excessive perspiration. Sweating helps regulate body temperature and eliminate some body wastes. Sweat is composed of water, various salts, and amino acids, as well as lactic acid and urea. When sweat is excreted, it creates an excellent environment for bacterial growth. Excessive perspiration (hyperhidrosis) enhances the overgrowth of bacteria, which feed on the various elements within the sweat. The waste products formed after the bacteria ingest these elements causes the offensive odor. To control the odor, the excessive perspiration and resulting overgrowth of bacteria must be controlled.

When excessive sweating affects the whole body, a person ought to see a physician to determine if there is a problem with the sympathetic nervous system. If the problem is limited to the feet, see a podiatrist.





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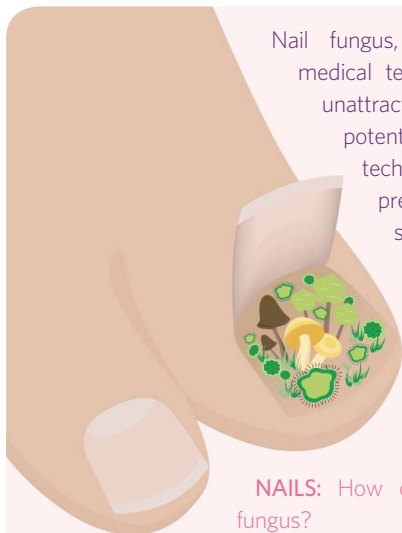
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Nail fungus, otherwise known by its medical term, onychomycosis, can be unattractive, embarrassing, and even potentially dangerous. Since nail techs are in an ideal position to help prevent the condition, NAILS spoke to former pharmacist and now podiatrist, Dr. Bill Danzeisen, who helped develop Nourish, a line of antifungal nail lacquers and solutions, to get to the sole of the matter.

**NAILS:** How can nail techs identify nail fungus?

**Bill Danzeisen:** The first sign of onychomycosis is usually a spotted or mottled yellowish discoloration of one or more nail plates. Other color hues are not uncommon. As the disease progresses over time, nails become thickened, brittle, deformed, and accumulate ugly, malodorous fungal debris under the nail. At this point onychomycosis is more than just a cosmetic problem, it's a medical problem. Nail deformity often leads to pain, ingrown toenails, secondary bacterial infection, and more.

**NAILS:** What are the primary functions and uses of antifungal treatments in the nail care industry?

**BD:** Nail fungus is something to actively avoid. The best cure for nail fungus is to prevent getting it in the first place. Prevention is key and not too difficult to achieve. Once onychomycosis is clinically apparent in nails, it can be a costly, time consuming, and difficult, if not an impossible condition to cure. Luckily, you don't always need to cure onychomycosis to return nails to a clinically attractive appearance.

**NAILS:** What are topical antifungal treatments made of?

**BD:** Topical antifungal treatments for onychomycosis are most often solutions or lacquers containing active antifungal ingredients either natural or synthetic, suspended in a carrier base. Carrier oils that penetrate nail plates are most effective.

**NAILS:** Are there any natural ingredients that have antifungal activity?

**BD:** There are indeed a variety of essential oils that exhibit effective antifungal activity including tea tree oil, thyme oil, lavender oil, lemongrass oil, peppermint oil, eucalyptus oil, and others. Using a blend of antifungal essential oils is particularly effective because they attack fungi in different ways at the cellular level. Some are also effective against bacteria.

**NAILS:** Do antifungal treatments double as a disinfectant?

**BD:** They may double as a disinfectant against fungal infections, but not necessarily against other types of infections like bacteria, viruses, and parasites.

**NAILS:** Can antifungal treatments be used as a preventative product?

**BD:** They are used best as preventative products. Even the strongest of the topical antifungal treatments have only a 10%-15% cure rate, and that's after using them daily for many months. However, if you're not in that 10%-15% cure population, you can still expect to see clinical improvement in appearance, as well as prevention of progression of the disease and spreading.

**NAILS:** Why do some cases of onychomycosis require oral medication versus a topical antifungal treatment?

**BD:** There are now three general antifungal nail modalities including topical antifungal agents, oral antifungal agents (pills), and laser treatment. Laser offers the highest cure rate at about 85% with minimal risk, but high cost. Pills offer a cure rate of about 45%-50%, but at higher risk and potential for liver disease. Topical treatments offer a minimal cure rate of about 10%-15%, but no risk and lowest cost. Combining topical treatment with laser and/or oral treatments has enhanced effectiveness.

**NAILS:** At what stage of nail fungus should a nail tech refer the client to a specialist?

**BD:** Clients should be referred to a podiatrist at the very first sign of nail infection including discoloration, thickening, etc. The sooner onychomycosis is identified and treated, the higher the success rate. It's a progressive disease that gets worse and more resistant over time.

**NAILS:** Is nail fungus contagious? If so, what can nail techs do to prevent it from spreading?

**BD:** Nail fungus is contagious and nail techs are in an ideal position to help prevent it in a number of ways. Proper disinfection protocols of instruments and equipment must be strictly adhered to. Autoclaving of instruments is particularly effective in this regard. Proper cold sterilization is acceptable. Whirlpools must be properly sanitized between clients. Using treatments that contain effective antifungal ingredients is another excellent way to prevent nail fungus because they contain a strong blend of antifungal essential oils.

Finally, educating clients on proper at-home antifungal protocols is important. Some methods include drying feet and between toes thoroughly after bathing. Rotate shoes on a daily basis because it takes about 24 hours for shoes to dry from perspiration, so don't wear the same shoes two days in a row. Apply antifungal spray or powder in shoes on a regular basis. Apply antifungal solution to nails soon after visiting high-risk areas like locker rooms, pool decks, etc.

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As a nail tech, you're sure to have at least one client who's the sensitive type. From onycholysis to itchy, dry cuticles, symptoms caused by allergies to common ingredients can range from mild to severe. Learn to spot these aggravating symptoms and treat them accordingly.

> **SYMPTOMS:** Allergic contact dermatitis to nail products usually occurs days after exposure and may show up as redness and swelling, blisters, crusting, lifted nails, fingertip tenderness and swelling, and/or eyelid, mouth, or neck rash and swelling.

> **TYPES OF HYPERSENSITIVITIES AND ALLERGIES:** When a chemical in a product comes into contact with the skin surrounding the nails, hypersensitivities can be immediate. Enhancement products that are not meant to contact the skin can cause instant burning or pain and subsequent inflammation at the surrounding nail fold. According to Dana Stern, M.D., board-certified dermatologist and assistant clinical professor of dermatology at the Mount Sinai Medical Center in New York City, these reactions are considered to be irritant reactions as opposed to true allergies and are due to damage to skin cells caused by overexposure to a harsh chemical. "In contrast, a delayed type of hypersensitivity reaction would occur in someone who has had repeated exposure to a chemical, and over time the person's immune system learns to recognize and react to that chemical," says Dr. Stern. "Certain people are more prone to having hypersensitivity reactions. For example, eczema patients tend to have sensitive, reactive skin. Eczema patients have a compromised skin barrier and are therefore more predisposed to reactions to products." Dr. Stern says allergic reactions can be severe, necessitating lost work time or, rarely, hospitalization. These types of reactions can result in nail reactions and skin reactions, including fissures (deep openings). Any openings in the skin can predispose to skin infection.

> **CAUSES:** Toluene-sulfonamide-formaldehyde resin accounts for 4% of positive patch test results (skin allergy tests), according to The North American Contact Dermatitis Group. "The allergen in nail enamel is usually the resin component," says Dr. Stern. "Even though the allergic reaction is most commonly due to wet nail enamel, investigators found that 11 of 59 patients who had positive patch test results to wet polish also reacted to the dried enamel." It's a good idea to have a client fill out an information sheet at her first appointment and to keep it updated. Be sure to have her list pre-existing allergies to specific chemicals and preservatives, fragrances (including essential oils), and products (including polishes, gels, strengtheners, and artificial enhancements). If the client has an allergy to a certain nail product but would like to try a different brand or type, proceed, but with caution. Monitor her skin closely for irritation or symptoms. If a client has a reaction to a nail product it's important that she see a dermatologist to determine if the reaction is an irritant or allergic reaction; she may be a candidate for patch testing to determine which chemical is the trigger. 

### THE HYPER-SENSITIVE'S RX

Tips when performing nail services on hypersensitive clients:

- > If a client comes to you with an allergic reaction, do not soak off her enhancements until she has seen a dermatologist for treatment to calm the reaction.
- > Encourage hypersensitive clients to stick to basic manicures and to use a five-free nail polish brand.
- > Avoid using heavily perfumed products such as scented hand creams on sensitive clients.
- > If applying acrylics, use a protein bonder instead of an acid primer to avoid unnecessary irritation.
- > Avoid touching the cuticles with product.



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# HEALTH } A Day in the Life of a Nail Expert

In this month's column, Dr. Stern talks about some of the conditions that cause the appearance of stripes, bands, and ridges on the nails. **BY DR. DANA STERN**



Stern

**Dermatologists treat skin, hair, and nails. I am a board-certified dermatologist and I specialize in the treatment of nail disorders including nail infections, inflammatory diseases of the nail, cosmetic issues related to the nail, cancers of the nail, and sports-related nail injuries.**

Most of my consults are from other dermatologists, physicians, or patients who have read about me. I also see patients referred from nail salons. I love the fact that my day is not predictable. I am constantly meeting new patients from all walks of life and I never know what interesting nail case awaits me when I enter the examination room.

When you think of an animal with stripes, chances are that zebras will come to mind. It turns out that zebras are not the only ones with stripes. Stripes or bands can actually appear in our nails and have a wide range of causes and clinical presentations. Here are a few interesting clinical scenarios from my practice.

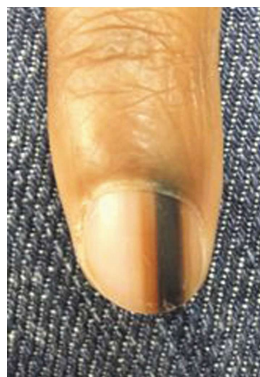


Onychorrhexis (longitudinal ridging)

## CONSULT #2

Patient is a 76-year-old female with a history of lengthwise ridges in several nails. She reports that the issue has been chronic for years.

**Assessment:** Onychorrhexis means longitudinal ridging in the nail. These ridges can sometimes be so deep that they appear as stripes, especially when debris lodges within the lengthwise depressions. Onychorrhexis is considered to be a feature of nail brittleness. It is associated with aging and can be challenging to treat, as there is also a genetic predisposition.



Early-stage malignant melanoma

## CONSULT #1

Patient is a 35-year-old female with a history of a black stripe at the left second fingernail that recently changed. The patient reported that the band had become wider. On examination, the stripe was not evenly pigmented and instead appeared to have color variation within. Additionally, the patient had only one out of 20 nails with pigment and had reported a recent change in the stripe. These were all reasons to biopsy this band in order to rule out the possibility of nail melanoma.

**Assessment:** This patient underwent a nail biopsy and was found to have an early-stage malignant melanoma. In this patient's case, the cells in her nail were beginning to grow in an uncontrolled manner. Fortunately, nail melanoma is completely curable if caught early. This patient had an early, contained melanoma and was completely cured with surgery.

In contrast, multiple pigmented bands in the nail are common and usually non-worrisome, especially in people with darker complexions. This is because the nail, similar to the skin, has cells called melanocytes that are capable of producing pigment. These cells mostly reside in the half-moon region of the nail (the distal matrix). Therefore, people with a lot of melanocytes in their skin tend to have a higher number of these pigment-producing cells in their nails and will often have multiple benign pigmented bands in the nails. Multiple pigmented bands are usually not worrisome. In contrast, a single pigmented band like this patient's requires close examination by a physician.



Longitudinal erythronychia (pre-biopsy)



Longitudinal erythronychia (six months post biopsy)

## CONSULT #3

Patient is an 85-year-old male with a six-month history of a split at the right thumb nail. He denied pain at the digit but was referred by his dermatologist for a possible biopsy. On examination there was a red longitudinal band proximal to the nail plate split.

**Assessment:** Longitudinal erythronychia simply means a lengthwise red band or stripe in the nail. There are many causes for this finding and the most common is secondary to a benign growth. Rarely, this finding can be due to a cancer of the nail called a squamous cell carcinoma. We tend to biopsy red bands when there are splits in the nail or the patient has associated pain. In this patient's case, there was a split and the biopsy result was thankfully benign.

# ART OF A SAFE SALON

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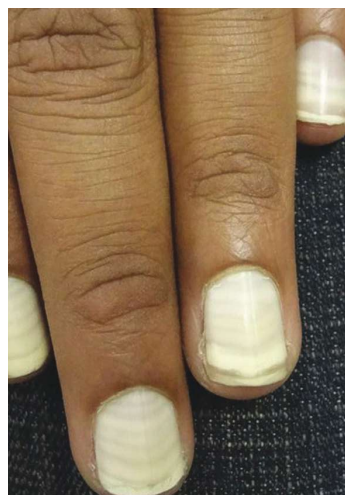
Lichen planus of the nail

nail lichen planus is ridging. These are longitudinal ridges, similar to onychorrhexis; however, there is usually associated nail plate thinning as well.

## CONSULT #4

The patient is a 32-year-old male who presented with a four-year history of abnormal fingernails and toenails. He was very embarrassed about the appearance of his nails. On examination, the nails appeared to have longitudinal ridging and the nail plates were significantly thinned.

**Assessment:** Lichen planus is an inflammatory disorder that can involve the skin, mucous membranes, nails, and/or scalp. It can be very challenging to treat and in aggressive cases can lead to irreversible scarring of the nail. One of the most common presentations of



Mee's Lines

## CONSULT #5

The patient is an 18-year-old male with a history of developing white stripes on the nails. He denied taking any medications or supplements and was otherwise in good health.

**Assessment:** Mee's lines are a type of leukonychia (white nail). The white color follows the contour of the lunula (half moon). Arsenic poisoning is the classic cause of Mee's lines; however, there are also many other potential medical causes including certain vitamin deficiencies and infections. A complete medical work up and extensive blood work is imperative.



Beau's lines

interrupts nail growth. The nail can subsequently shed off, but a new, normal, healthy nail will form. 

## CONSULT #6

Patient is a 14-year-old male who reported developing dents in several of his nails. He also reported having the flu three months prior to the onset of the nail changes.

**Assessment:** Beau's lines are transverse indented furrows from growth arrest of the nail. These nail findings can occur weeks after a stressful event or illness that temporarily



Read previous "day in the life" articles by Dr. Stern at [www.nailsmag.com/danastern](http://www.nailsmag.com/danastern).



You can contact Dr. Stern with your questions via Facebook ([www.facebook.com/danasternmd](http://www.facebook.com/danasternmd)) or Twitter (@DrDanaStern). Visit her website at [www.drdanastern.com](http://www.drdanastern.com).



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# Tool Up



The three-in-one C-curve tool from **Mia Secret** is an efficient manicure tool that helps to push back cuticles and dead cells, clean up residue, and create a perfect C-curve. The "C" aligns the nail curvature to provide excellent endurance to the structure. [www.nailsmag.com/fifi/21502](http://www.nailsmag.com/fifi/21502)

**Young Nail's** cuticle nippers are a huge nip forward in the palm of your hand. The nippers are sharp, ergonomically designed, and slightly smaller for more control. The double-spring action is smooth, both coming and going. Made with stainless steel for easy sanitizing, the nippers are 4-in. long with a 4- 4.5-mm jaw. [www.nailsmag.com/fifi/21501](http://www.nailsmag.com/fifi/21501)



**Kami Nail Art's** stainless-steel tweezers have an angled design for better visibility during art applications. The fine point with a ribbed design makes picking up items a breeze and allows for precise application for intricate nail art designs. [www.nailsmag.com/fifi/21503](http://www.nailsmag.com/fifi/21503)



**Bio Sculpture Gel's** Multi-Use Metal Tool is a multi-functional tool used as a cuticle pusher, wet gel remover tool, and to place silk wraps. The multi-use tool also comes in a Bio Sculpture header polybag for hanging on a display. [www.nailsmag.com/fifi/21504](http://www.nailsmag.com/fifi/21504)



**LaVague Professional's** thumb palette and spatulas are perfect tools for mixing up custom polish colors. The thumb palette allows for hands-free application, while the stainless-steel spatulas encourage single-use applications, keeping products bacteria-free. [www.nailsmag.com/fifi/21505](http://www.nailsmag.com/fifi/21505)



The perfect manicure is impossible to achieve without the right tools. Browse the latest products from industry leaders for nippers, clippers, cuticle pushers, and more for a fully stocked tool set.

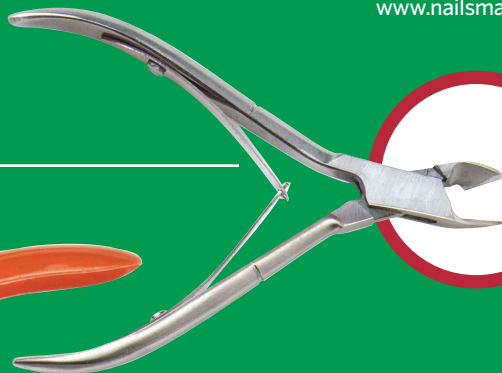
The implements are easy to disinfect, offer comfortable use, and have enough force to get the job done.



The Beautiful Nails pro pusher/squeezer from **Kupa** is one tool no nail tech should be without. An all-around tool designed to push back cuticles, remove pterygium, clean underneath the nail, and pinch the perfect C-curve, it is made from 100% stainless steel and can be sterilized for client safety. [www.nailsmag.com/fifi/21506](http://www.nailsmag.com/fifi/21506)

**ASP's** cuticle nippers are perfect for keeping nails looking smooth and clean because they are compact and easy to use. They are specially designed for use on the cuticle and sidewall areas. The nippers offer either a half- or full-jaw option with smaller cutting blades for tight spots.

[www.nailsmag.com/fifi/21507](http://www.nailsmag.com/fifi/21507)



**Nubar's** Nail Tip Cutter helps get the perfect looking artificial nails.

The professional construction, made in a variety of bright colors, is perfect for all types of artificial nails. [www.nailsmag.com/fifi/21508](http://www.nailsmag.com/fifi/21508)



The **North American School of Podology's** single spoon extractor is the ideal pedicure tool to clean debris from under the free edge and nail groove area. Its predominant feature is a small, smooth head for ease of use in tight areas without client discomfort. It also allows for easy removal of debris from the tool. Made from Solingen stainless steel, the spoon is easy to clean and sterilize.

[www.nailsmag.com/fifi/21509](http://www.nailsmag.com/fifi/21509)



The **Atwood** 12-piece Hand To Toe Implement Set includes a two-piece stainless-steel holder that allows two implements (one on each end) to be used simultaneously. Included in the set are cuticle pushers, ingrown toenail files, pterygium removers, and a cut-and-tuck cuticle implement. Together, it's a complete set.

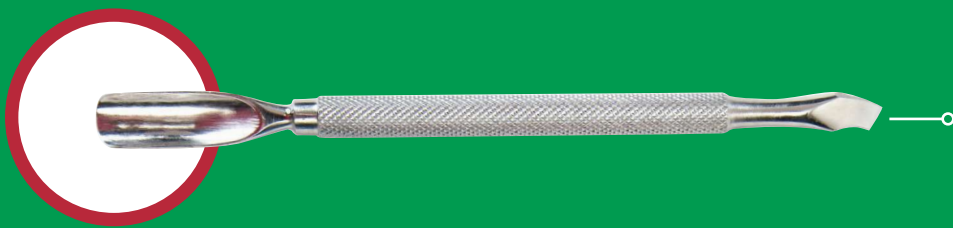
[www.nailsmag.com/fifi/21510](http://www.nailsmag.com/fifi/21510)



The pink implement kit from **INM** comes with all the essential tools for the salon. It contains a cuticle nipper, acrylic nipper, cuticle pusher, scissors, and pinching tongs. With a convenient case that allows for proper storage to keep tools clean after disinfection, these are tools every nail tech will love.

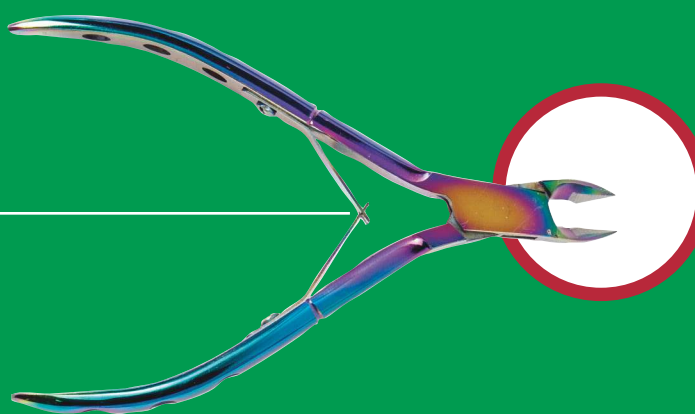
[www.nailsmag.com/fifi/21511](http://www.nailsmag.com/fifi/21511)





Star Pro's spoon pusher and pterygium remover is two implements in one with a textured, easy-to-grip handle. The pterygium remover is used for cutting toenail cuticles or cleaning under nails and the rounded cuticle pusher won't scratch nail beds as it shapes cuticles. [www.nailsmag.com/fifi/21512](http://www.nailsmag.com/fifi/21512)

Forged of stainless steel with a titanium finish, **Nouveau Nail's** Titanium Precision Double Spring Cuticle Nipper has a comfortable double-spring action with a precision jaw. The nippers also come with a lifetime guarantee. [www.nailsmag.com/fifi/21513](http://www.nailsmag.com/fifi/21513)



**Tweezerman Professional** offers a dual-sided, half-moon shaped Pushy and Curette. Ideal for sensitive, fragile, or weaker nails, the stainless steel tool is contoured to tenderly push back cuticles without scraping the natural nail. The reverse end of the tool features a curette designed especially for cleaning edges and tight corners where polish and debris hide. The textured body tool provides a secure grip and is easy to sanitize. [www.nailsmag.com/fifi/21514](http://www.nailsmag.com/fifi/21514)



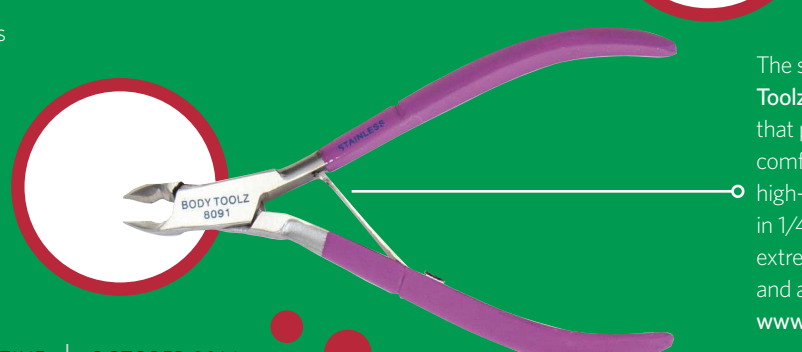
**Mehaz's** Professional Angled Straight Wide Jaw Toenail Clippers have a heavy-duty, wide jaw made from stainless steel and are designed to cut thicker toenails. The straight edge blade is ergonomically designed at an angle for ease of use and the handle can be adjusted for right- or left-handed use. Plus, it includes a clipping catcher. [www.nailsmag.com/fifi/21515](http://www.nailsmag.com/fifi/21515)



**Hand & Nail Harmony's** Gelish 2-in-1 nail prep tool is double-ended with a cuticle pusher on one end and a disposable nail buffer tab on the other, which eliminates sanitation concerns for nail salons and professional nail technicians. Sleek, slim, and ergonomically designed, this instrument comes with 50 easy-to-remove-and-apply disposable tabs. [www.nailsmag.com/fifi/21517](http://www.nailsmag.com/fifi/21517)



The gel-polish remover from **LCN** is the gentle way to remove gels. To use, nails techs should soak gel-polish with remover as normal. As soon as the gel-polish turns soft, techs can carefully remove the remaining polish with the removal tool by gently pushing from the nail bed towards the tip of the nail. [www.nailsmag.com/fifi/21516](http://www.nailsmag.com/fifi/21516)



The soft touch cuticle nippers by **Body Toolz** have a soft rubberized coating that provides a non-slip grip for comfort and control. They are made of high-quality stainless steel and come in 1/4-in. or 1/2-in. jaw. They are extremely sharp with precision tips and are available in purple or black. [www.nailsmag.com/fifi/21518](http://www.nailsmag.com/fifi/21518)

The cuticle nippers from **Toolworx** feature a 1/4-in. jaw and a double spring with stay-sharp blades. The stainless steel makes them easy to disinfect without rusting, and the reusable package is the perfect storage for nippers and any other tools.

[www.nailsmag.com/fifi/21519](http://www.nailsmag.com/fifi/21519)



With **Entity's** stainless steel dual-sided cuticle pusher, nails techs can gently push back cuticles and remove nonliving tissue from the nail plate. The pusher comes as part of a five-piece set with nippers, scissor and tip cutters. The set is stored in a leather carrying case for ease.

[www.nailsmag.com/fifi/21520](http://www.nailsmag.com/fifi/21520)



**OPI's** PusherPlus titanium multi-use pusher is made with 420 stainless steel and coated with ultra-hard, corrosion-resistant titanium for long-lasting precision. Its multi-usage features push and clean nail plates with a built-in cleaning edge.

[www.nailsmag.com/fifi/21521](http://www.nailsmag.com/fifi/21521)



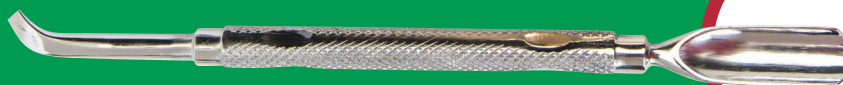
The box joint acrylic nippers by **Antoine de Paris** include a triple-reinforced jaw, small enough to chip away the acrylic product with ease.

Made of a cobalt and stainless-steel alloy, all nippers are available in a gold or satin finish and offer single- or double-spring action.

[www.nailsmag.com/fifi/21522](http://www.nailsmag.com/fifi/21522)

The pro pusher from **EZ Flow** is a double-ended metal tool ideal for cleaning and preparing the nail bed without scratching. And, for double-duty, nail techs can easily remove pterygium just by switching ends.

[www.nailsmag.com/fifi/21523](http://www.nailsmag.com/fifi/21523)

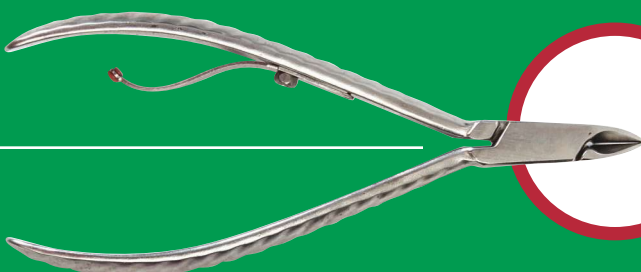


**LeChat** Nail Care's professional manicure tool set is the perfect kit for students. It is easy to carry and includes a cuticle pusher, color gel spatula, C-curve pincher, cuticle nipper, acrylic nipper, and nail form scissors.

[www.nailsmag.com/fifi/21524](http://www.nailsmag.com/fifi/21524)

Made in Brazil, **Mundial's** cuticle nippers are available in stainless steel and nickel-plated carbon steel, and come in a variety of colors including blue, gold, purple, red, and silver. They are available for both professional and personal use.

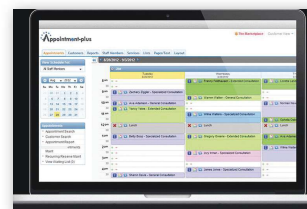
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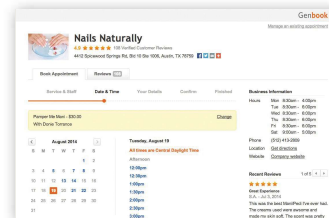
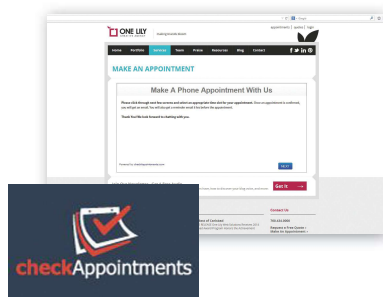
# Online Appointment Booking

## Software Comparison Guide

Many nail salon clients today demand the ease of booking an appointment at their convenience, 24/7. To accommodate them, use software that lets them schedule their manicures and pedicures on their own. Here are 14 options — compared across features such as price, maximum number of users, and technical support availability.



<b>Price Per Month:</b>	Starting at \$39.99
<b>Hosted on:</b>	Cloud
<b>Supported operating systems:</b>	All with Internet connectivity
<b>Download the app on:</b>	All marketplaces
<b>Max salon users:</b>	Unlimited
<b>Online client payment:</b>	Yes
<b>Automated client reminders:</b>	Text, e-mail
<b>Inventory management:</b>	No
<b>Gift certificate purchasing:</b>	Yes
<b>Client photo storage:</b>	Yes (for an additional fee)
<b>Automatic database backups:</b>	Yes
<b>Create client coupons and special offers:</b>	No (however, packages can be created)
<b>Create e-mail marketing campaigns:</b>	Yes
<b>Point-of-sale integration:</b>	Yes
<b>Reports available:</b>	Full suite available for sales and customer info
<b>Integrated with:</b>	Apple iCal, ConstantContact, Facebook, Google Calendar, iContact, Mailchimp, Outlook, Quickbooks, Twitter, Vertical Response, Wordpress, multiple merchant service providers
<b>Payroll management:</b>	No
<b>Website creation:</b>	No (however, it does have a customizable customer view)
<b>Free trial:</b>	15 days
<b>Technical assistance pricing:</b>	Basic: included; Premium: \$20/month
<b>Technical assistance access:</b>	Basic: e-mail; Extended: phone; Premium: e-mail, phone
<b>Security features:</b>	Individual login/passwords, in compliance with industry standards
<b>Additional information:</b>	Since 2001, AppointmentPlus has offered high flexibility and configurability. It has robust API, live U.S.-based support, and a free online user training program.



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Cloud

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All with Internet connectivity

Android

All with Internet connectivity

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Google Play Store, [www.touchsuite.com/download](http://www.touchsuite.com/download)

Apple App Store, Google Play

Unlimited

Unlimited

Unlimited

Yes

Yes

Yes

Text, e-mail

E-mail

Text, e-mail

No

Yes

No

No

Yes

No

No

Yes

No

Yes

Yes

Yes

Yes

Yes

Yes

No

Yes

Yes

Yes

Yes

No

Open appointments, completed appointments, cancelled appointments, no show appointments, clients by service, custom client information, custom reports

Many reports including daily transaction details, staff payouts, client retentions, staff schedules, sales by product, time clock details, appointments, and more.

Genbook Analytics lets salons create customized online reports to review all revenue, appointments, services, and staff activity and productivity

Facebook, Google Calendar, InfusionSoft, Merchant Warehouse, PayPal, any website's content management system

Facebook, Pinterest, Twitter, salon's website

Constant Contact, Facebook, Groupon

No

Yes

No

Yes (a mini website for scheduling)

No

Yes

Forever free account with limited features; premium accounts: 30 days

N/A

30 days

Included

Included

Free

Phone, e-mail

Phone, e-mail, chat

E-mail, phone

SSL level security, hourly database backups

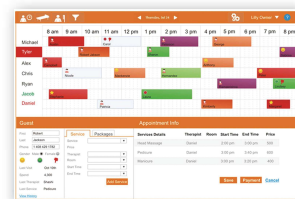
Fully PCI-compliant and validated by the payment application data security standard (PA-DSS)

Systems are protected by McAfee Secure and Norton Secured. Genbook has received TRUSTe "Privacy Certification" and "Trusted Cloud." Also enables separate staff logins with configurable access privileges.

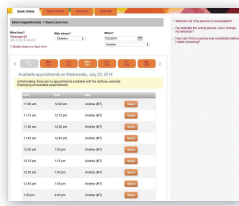
Ability to accept appointments at multiple locations, group/multiple person bookings, service specific times, recurring appointments, unlimited clients, e-mail receipt confirmations, appointment audit trails

The system's automated marketing tools help clients increase profits — on average, users grow their businesses by more than 20%. Firefly allows us to update client systems with the latest technology via software updates as our platform grows, giving salons access to the latest marketing tools, social integrations, and soon, business predictive tools, to more efficiently and effectively run a profitable business.

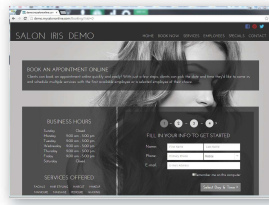
Genbook collects verified customer reviews and publishes them on the web and your social media networks, boosting your online reputation and helping new customers find your business. Genbook also optimizes the reviews for inclusion on search engines (reviews are displayed by Google in their search results and G+Local pages), ensuring your business is more likely to be found by new customers.



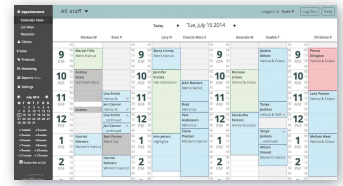
<b>Price Per Month:</b>	\$39 (Single), \$59 (Standard), \$79 (Professional), \$99 (Premium); add-on appointment scheduler to any package for an additional \$29/month	\$65 (Start); \$95 (Grow); Contact sales for Enterprise pricing; visit <a href="http://www.managemyspa.com/pricing.html">www.managemyspa.com/pricing.html</a> for more details
<b>Hosted on:</b>	Cloud	Cloud
<b>Supported operating systems:</b>	Windows	All with Internet connectivity
<b>Download the app on:</b>	N/A	Apple App Store, Google Play, Windows Phone App Store
<b>Max salon users:</b>	Unlimited	Unlimited
<b>Online client payment:</b>	No	Yes
<b>Automated client reminders:</b>	Text, e-mail, voice	Text, e-mail
<b>Inventory management:</b>	Yes	Yes
<b>Gift certificate purchasing:</b>	No	Yes
<b>Client photo storage:</b>	Yes	Yes
<b>Automatic database backups:</b>	No	Yes
<b>Create client coupons and special offers:</b>	No	Yes
<b>Create e-mail marketing campaigns:</b>	No	Yes
<b>Point-of-sale integration:</b>	Yes	Yes
<b>Reports available:</b>	Appointment (appointment summary, call sheet, daily tickets, future appointments, ID resource scheduling, standing appointments, appointment projection, etc.), inventory (count sheet, price list, product labels, etc.), management (packing listing, gift card reporting, promotions, etc.), human resources (payroll report, staff report, goals, etc.), marketing (birthdays, new customers, lost client, etc.)	More than 200 reports, each equipped with multiple filters. Some of the most common reports include: daily reports (sales, revenue, collections, etc.); accounting (income, collections, revenue, cost, profitability, customer spend, etc.); marketing (campaign effectiveness, customer retention, memberships, discounts awarded, etc.); employee (utilization, attendance, commissions, payroll, etc.); inventory (purchase orders, consumption, returns, etc.)
<b>Integrated with:</b>	ConstantContact, QuickBooks	Facebook, QuickBooks (and other accounting software), Twitter
<b>Payroll management:</b>	Yes	Yes
<b>Website creation:</b>	No	Yes
<b>Free trial:</b>	30 days	30 days
<b>Technical assistance pricing:</b>	Included	Included
<b>Technical assistance access:</b>	Phone	Phone, e-mail, chat, article/video library
<b>Security features:</b>	Customers must have a sign on/password to book appointments online	Amazon provides firewall and other security mechanisms that protect data from being accessed by anyone other than your business. Offers tight controls over data access with roles and permissions.
<b>Additional information:</b>	Real time booking, easy to use	With ManageMySpa you get scheduling and billing, but also have a powerful marketing, inventory, and employee management capabilities. It also offers a complete mobile solution, with apps built for your customers, as well as managers, employees, and in-store use helping you take your nail salon completely digital. As an all-in-one solution, our clients don't need to invest in or learn any other software.



**booker**



**Salon iris**  
cloud



**salonMonster**

\$45 (Kickstart), \$75 (Basic), \$135 (Standard), \$175 (Plus)

\$19 (first user),  
\$12 each additional user (Premium)

\$19 (solo); \$39 (2-5 staff);  
\$69 (6-10 staff); \$99 (more than 10 staff)

Cloud

Web-based

Cloud/web-based

Windows, Mac, Android, iOS, Kindle

All with Internet connectivity

All with Internet connectivity

Apple App Store, Google Play, Kindle App Store

Amazon App Store, Apple App store, Google Play

Apple App Store, Google Play

Unlimited

Unlimited

Unlimited

Yes

No

No

Text, e-mail

E-mail

Text, e-mail

Yes

Yes

No (coming soon)

Yes

Coming soon

No (coming soon)

Yes

Coming soon

No (coming soon)

None needed due to cloud-based hosting

Yes

Yes

Yes

Coming soon

No

Yes

Coming soon

Yes

Yes

Yes

Yes

More than 100 reports on finances, employee data, customer data, sales, inventory, bookings, and memberships

More than 25 detailed reports including sales, client no-shows, back bar usage, and sales forecasts

Sales totals, sales averages, productivity, retail, clients, commissions, pre-sale estimates

Akamai, ENTech Solutions, Facebook, FonGenie, Infor, MailChimp, Microsoft BizSpark, Rackspace, Maestro from Northwind, Mercury, MICROS, SIX Payment Service, subLyme Payments, Twitter

Facebook, Google Analytics

Facebook, Quickbooks (coming soon)

Yes

Coming soon

No (does offer commission tracking)

Yes (booking site only)

Yes

Yes

N/A

30 days

30 days

Included

Unlimited support and training

Included

Phone

U.S.-based phone and e-mail support

E-mail, phone

IP Lock, advanced password settings, restricted user views for employees

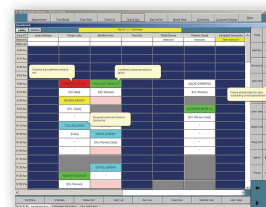
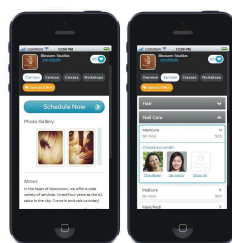
Credit card payments are PCI/PA-DSS validated and up to date with latest security standards. Comprehensive employee access settings are included.

SSL encryption, password encryption, multiple redundant backups

Booker provides an all-in-one platform to help spa and salon owners do business better. We provide all the tools you need to manage your online bookings, sales, inventory, employee and customer data, marketing campaigns, membership and loyalty programs, and reporting.

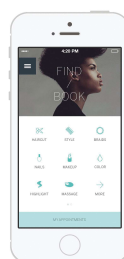
The cloud product is focused on providing a powerful and very functional app and web interface that is easy to use.

salonMonster combines a traditional appointment-book layout with a sleek online environment to make managing your schedule a breeze.



## The Spa/Salon Manager

<b>Price Per Month:</b>	\$19.95 (single providers); \$39.95 (groups from 2 to 20)	Cloud-based: starting from \$59 (single user); Installed: starting from \$595 (single user)
<b>Hosted on:</b>	Web-based	Cloud-based and installed systems available
<b>Supported operating systems:</b>	All systems with Internet connectivity	Installed: Windows only including mobile devices; Cloud: Windows, Mac, and mobile devices including Android and iOS.
<b>Download the app on:</b>	Google Market	Apple App Store, Google Play
<b>Max salon users:</b>	20	7,000
<b>Online client payment:</b>	No	Yes
<b>Automated client reminders:</b>	Text, e-mail	Text, e-mail
<b>Inventory management:</b>	No	Yes
<b>Gift certificate purchasing:</b>	Yes	Yes
<b>Client photo storage:</b>	No	Yes (installed version only)
<b>Automatic database backups:</b>	Yes	Yes (built-in backup program for installed version; automatic backup for cloud customers)
<b>Create client coupons and special offers:</b>	Yes	Yes
<b>Create e-mail marketing campaigns:</b>	Yes	Yes
<b>Point-of-sale integration:</b>	No	Yes
<b>Reports available:</b>	Many reports available	Point of sale, date range reports for salon totals and technicians; customer reminders, retention along with productivity
<b>Integrated with:</b>	Facebook, a salon's own website	Demandforce, QuickBooks
<b>Payroll management:</b>	No	Yes
<b>Website creation:</b>	No	Yes (setup fee: \$200 (standard) and \$495 (WordPress))
<b>Free trial:</b>	30 days	30 days
<b>Technical assistance pricing:</b>	Included	One year technical support for the installed version; technical support is included on cloud version.
<b>Technical assistance access:</b>	Phone, e-mail, chat, live webinars, recorded webinars, video tutorials	Phone, e-mail
<b>Security features:</b>	Schedulicity is hosted on a secure service — Rackspace.	9 levels of password security. Last level is user-defined allowing you to choose feature-by-feature access to the system.
<b>Additional information:</b>	Multiple service scheduling is a must for nail techs who want to allow clients to book more than one service within one appointment. It also offers add- on products, which allows you to display products you carry at the moment your clients are booking and allow them to add those products to their appointments and pick them up and pay for them when they come in for their services.	Established in 1985, IBCS has been providing salon software for almost 30 years. We now offer the latest cloud-based software allowing the owner to connect to their business anytime and anywhere. IBCS works with tablet, notebook, Windows, and Mac. Extensive reporting including the ability to process payroll from a single package.



\$49 to \$299	Free; optional premium tools cost \$25 to \$35	Solo: \$19; small (2-10 staff): \$29; medium (11-20 staff): \$59; large (21-30 staff): \$89; custom plan pricing on request
Combination server/cloud	Web-based	Cloud
Mac, iOS	All desktop browsers	All with Internet connectivity
Apple App Store	Apple App Store, Google Play	N/A
Unlimited	Unlimited (But it's ideal for independents.)	30 (large plan) but will consider custom plans on request
Yes	Yes	Yes
Text, e-mail	Text, e-mail, phone	Text, e-mail
Yes	No	Yes
Yes	No	Yes
Yes	Yes	Yes (one per client)
Yes	Yes	Yes
Yes	Yes	Yes
Yes	Yes	Yes
Yes	No	Yes
Full reporting capabilities	Revenue, booking breakdown (internal versus online bookings), appointment tracking, day/week appointment reporting	Comprehensive reporting capabilities
Facebook, QuickBooks	Facebook	Integrated with: Facebook, Mailchimp, Vend, Xero
Yes	No	No
No	Yes	Yes
N/A	StyleSeat is free	30 days
Included	Included	Included
E-mail, phone	Support center, e-mail, phone	Live chat, e-mail, phone
Automatic, real-time encrypted data backup to Tier IV Security collocation; all facets password protected; employee-specific feature and security access settings	All interaction with the website and mobile app are through secure encrypted SSL communications and all user data is safely and securely backed up and stored at multiple private locations.	SSL encryption on all data; accounts accessed via secure login with one-way hashing of all passwords; company does not access or share any data unless required to by law or with your permission.
STX Online Services is an intelligent and integrated online booking system. No third-party services necessary. Set-and-forget automated e-mails. Proven to reduce front desk workload.	StyleSeat has a professional directory where new clients can search by service/location, browse professional websites and photos, and request or book appointments online. It makes the process seamless by allowing clients to store their payment information for simple checkout at the salon. It works to deliver new clients to professionals while giving them the tools they need to run, manage, and market their businesses.	Easy-to-use, intuitive software at an affordable price.

# PINK PRODUCTS

## with a Purpose



Raise awareness for breast cancer this month and inspire a good deed with these pink products that aim toward promoting courage and strength. Commit to the cause by purchasing a couple of these items for your salon and easily inspire others to do the same. Some of the proceeds will even be donated to supporting charities and corresponding organizations in an effort to help fight the disease.

**1. Nubar's** Support the Cure Collection features four products including Foundation Base Coat, Pink Cami, Je t'aime, and Diamont Seal and Shine top coat. Half of the profit made from sales of the set will be donated to breast cancer research.

[www.nailsmag.com/fifi/21461](http://www.nailsmag.com/fifi/21461)

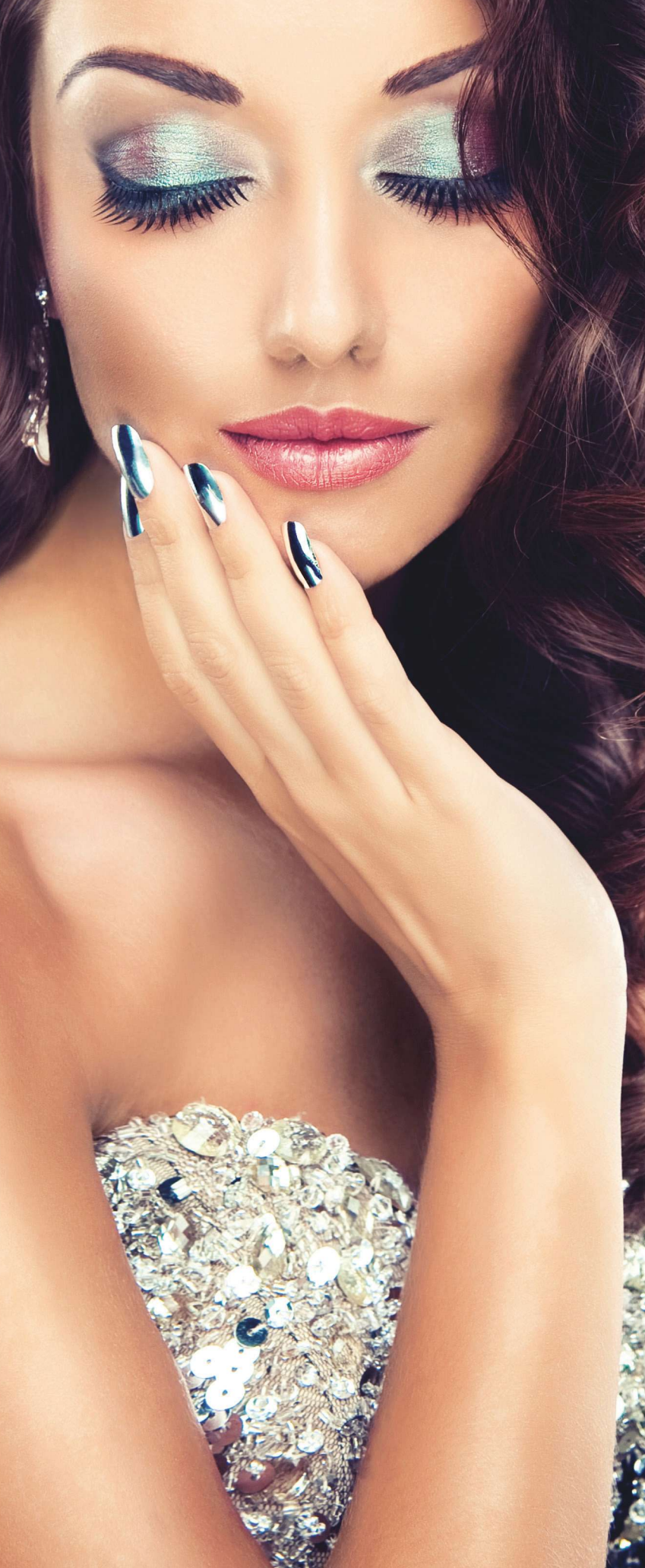
**2. Tammy Taylor Nails** will donate \$1 for every sale of its most popular color acrylic nail powder, Haute Pink Prizma, to support breast cancer awareness.

[www.nailsmag.com/fifi/21462](http://www.nailsmag.com/fifi/21462)

**3.** Giving back always makes one of the best gifts and **Jessica Cosmetics** inspired Pink Speaks Collection helps to empower us all. In support and celebration of breast cancer survivors, and honoring the millions of people worldwide who have been affected by the disease, 100% of all Jessica Cosmetics International's profits from the sale of the special edition set will be donated to BreastCancer.org to support the breast cancer research grant at the American Institute for Cancer Research.

[www.nailsmag.com/fifi/21463](http://www.nailsmag.com/fifi/21463)

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for **Excellent** wear-ability



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[www.nailsmag.com/fifi/21116](http://www.nailsmag.com/fifi/21116)

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4. This October, **China Glaze** honors the strength of all women affected by breast cancer with the new Celebrate Courage Collection. Inspired by the women who gracefully fight every day and those who support them in their battle, the limited edition six-piece collection features three new matte crèmes and three classic bright pink shades.

[www.nailsmag.com/fifi/21464](http://www.nailsmag.com/fifi/21464)

5. **Gel II** is tickled pink to join in the cause to raise awareness. During September and October, Gel II is releasing a limited-time-only duo set with a signature pink towel. The exclusive set features two hot pinks, G118 Rearview Mirror and G004 Pink Puddle, that will inspired you for Breast Cancer Awareness Month.

[www.nailsmag.com/fifi/21465](http://www.nailsmag.com/fifi/21465)

6. **SpaRitual** collaborated with actress and uterine cancer survivor, Fran Drescher, to release the fourth annual In Pink vegan nail lacquer collection. The set includes Idyllic, a pale pink crème; Hope & Inspiration, an exclusive pink holographic glitter; and Strawberry Fields Forever, a gold fuchsia shimmer. Twenty percent of profits will be donated to Cancer Schmancer, an early detection education and cancer advocacy program developed by Drescher.

[www.nailsmag.com/fifi/21466](http://www.nailsmag.com/fifi/21466)

7. **Tweezerman** introduces the 2014 limited edition Breast Cancer Awareness version of its award-winning beauty tool, the Precision in Pink Slant Tweezer. This year's design has a fresh fun look, covered in pretty pink and white grosgrain ribbons on a pristine white enamel finish. A portion of the proceeds from the sale of each tool will be donated to the Susan G. Komen for the Cure and the CEW Cancer and Careers organizations, among other charities throughout the country.

[www.nailsmag.com/fifi/21467](http://www.nailsmag.com/fifi/21467)

8. Choose a cheerful new shade of pink to help remind you, and the world, breast cancer awareness starts with each of us. The Breast Cancer Awareness 2014 Collection by **Essie** will benefit cancer research at City of Hope. The set includes Pinking of You, an effervescent, one-of-a-kind pink top coat; I Pink I Can, a quintessential optimistic pink; and Pink Happy, a bright fuchsia berry.

[www.nailsmag.com/fifi/21468](http://www.nailsmag.com/fifi/21468)

9. Formulated with an exclusive blend of antioxidants to provide vital nutrients, achieve a natural and healthy glow all year round with **Glö Minerals** limited edition Bronze Kiss. The sleek packaged beauty product pairs a pink highlighter with a soft and luminous bronzer. A portion of all sales will be donated to the National Breast Cancer Foundation.

[www.nailsmag.com/fifi/21469](http://www.nailsmag.com/fifi/21469)



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**10.** Tame and detangle strands while looking glamorous with **Keratin Complex** Bling Brush in pink. The heat-resistant beauty tool features a rhinestone covered design and an ergonomic, non-slip textured handle making the brush easy to hold for smooth styling. Keratin Complex will donate 20% of proceeds to Friends Are By Your Side.

[www.nailsmag.com/fifi/21470](http://www.nailsmag.com/fifi/21470)

**11.** Designed to empower women through color and raise awareness for the fight against breast cancer, the eighth annual limited edition Pink of Hearts duo pack by **OPI** features a new pink confetti glitter hue, The Power of Pink, alongside the classic soft pink crème shade, Mod About You. The set also includes a pink glitter nail file with a pink ribbon charm. OPI will donate \$25,000 to Susan G. Komen and \$5,000 to Rethink Breast Cancer in Canada.

[www.nailsmag.com/fifi/21471](http://www.nailsmag.com/fifi/21471)

**12.** A UV lamp for the optimum curing of any gel now has a new purpose. **Light Elegance's** Pink Easy Cure UV Lamp will be sold at a discounted price during Breast Cancer Awareness Month and 10% of the earnings will be donated to the American Cancer Society.

[www.nailsmag.com/fifi/21472](http://www.nailsmag.com/fifi/21472)

**13.** Unleash your inner warrior and help brave the fight against breast cancer with **Morgan Taylor's** Fight Like a Lady Collection. The heroic colors include soft to glitzy selections that create a fearless and femme powerhouse in a jar featuring, Lip Service, P.S. I Love You, and the brand new glitter lacquer, Fight Like a Lady. Five percent of the proceeds will be donated to the Susan G. Komen Foundation.

[www.nailsmag.com/fifi/21473](http://www.nailsmag.com/fifi/21473)

**14.** Show off the true power of pink with these **Soft Touch** 7-in. disinfectable 280/320 grit files. A portion of the proceeds will be donated to City of Hope.

[www.nailsmag.com/fifi/21474](http://www.nailsmag.com/fifi/21474)

**15.** Innovative Beauty Concepts will donate 25% of proceeds from sales of the **Kami** Awareness Ribbon Nail Art Decals to the corresponding causes. Kami offers the decals in pink to support the National Breast Cancer Foundation, in purple to support the Alzheimer's Association, and in yellow to support the Wounded Warrior Project. Available in fundraiser packs, each set includes six decal sheets for a total of 138 decals in a mini case.

[www.nailsmag.com/fifi/21475](http://www.nailsmag.com/fifi/21475)

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21

**16.** Pamper clients' feet with **Pedi-Sox**, toeless socks that can be worn during pedicures or for general comfort. For every pair sold of The Original Pedi-Sox in the Solid Pinky Pink color, a portion of the sales will be donated to breast cancer research year-round.

[www.nailsmag.com/fifi/21476](http://www.nailsmag.com/fifi/21476)

**17.** In honor of Breast Cancer Awareness Month, **NSI** has designed a Polish Pro set to highlight the important cause. The I Polish Pink Collection features three of NSI's favorite pink shades including I'll Pink to That, Pink Flamingo, Pink Bikini, and an accent glitter, Road trip. Each set of gel-polish is complete with an I Polish Pink for Breast Cancer sticker to be displayed proudly. NSI will donate a percentage of sales from the collection to the Susan G. Komen Foundation.

[www.nailsmag.com/fifi/21477](http://www.nailsmag.com/fifi/21477)

**18.** **Wet Paints** reminds everyone to think pink during the month of October with its trio set of pink polishes packaged in a special light pink drawstring bag. The Reaching for the Pinks Collection includes Officially a Girl, a soft, baby doll pink; Call the Chauffer, a pure bubble gum pink; and Girl Boss, a sexy, hot pink. The set of three polishes will be sold at half price all month long.


[www.nailsmag.com/fifi/21478](http://www.nailsmag.com/fifi/21478)

**19.** **Gelish** is joining the fight against breast cancer with the release of the Breast Cancer Awareness 2014 Trio. The set is made up of the three top-sellers from the core collection featuring Water Field, a multi-dimensional glitter; Go Girl, a creamy bright pink; and It's a Lilly, a vibrant violet. Five percent of the proceeds will be donated to the Susan G. Komen Foundation.

[www.nailsmag.com/fifi/21479](http://www.nailsmag.com/fifi/21479)

**20.** **Lisa Hoffman Beauty** will donate 100% of proceeds from the new limited edition Rose Pearl Fragrance Bracelet to the National Cancer Coalition. This unique piece allows women to wear fragrance their way with a signature jewel-encased bracelet made of Swarovski pearls, combining fashion and fragrance in support of the fight against breast cancer.

[www.nailsmag.com/fifi/21480](http://www.nailsmag.com/fifi/21480)

**21.** **Duri Cosmetics** introduces its pink-empowered collection, The Power of Pink. In time and recognition of October's Breast Cancer Awareness Month, 10% of online sales will be donated to the Breast Cancer Research Foundation. 

[www.nailsmag.com/fifi/21481](http://www.nailsmag.com/fifi/21481)

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[www.nailsmag.com/fifi/21258](http://www.nailsmag.com/fifi/21258)



# Fighting Back

One in four women and one in nine men who walk through your salon door are potential victims of domestic violence. Read on to find out how can you spot it and what you should do about it.

BY TRACY RUBERT

On October 23, 2004, Ebony Fletcher almost lost her life. Her then boyfriend shot her in the thigh, tackled her to the ground, then sat on her back and shot her in the head. “Miraculously, the bullet didn’t penetrate my skull; it only cut my skin,” Fletcher says. “He had never slapped, punched, or verbally abused me, so this came as a total shock. But looking back, he was very suspicious of everything I did, and there were probably other warning signs, ones I couldn’t see because I was so in love.”

>>>

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**BEFORE**



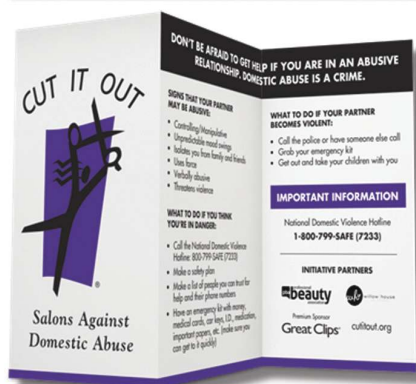
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[top] PBA's program Cut It Out is dedicated to mobilizing salon professionals to fight domestic abuse. [bottom] The collateral/educational materials from Cut It Out are available free of charge.

More recently, on Wednesday, December 18, 2013, Jose Leonardo Martinez stormed into Solo Nail Salon in West New York, N.J., pistol-whipped the owner, fatally shot the mother of his children (she was a nail tech there), and then fled to a nearby parking lot and shot himself to death. Martinez had a history of domestic abuse. Tragically, these are just two of many similar stories in recent news.

These stories may seem shocking, but in fact, domestic violence is the leading cause of injury to women in the United States. According to Domestic Violence Statistics ([domesticviolences-statistics.org](http://domesticviolences-statistics.org)), a woman is beaten or assaulted by her husband or partner every nine seconds in the U.S., and one in every four women will experience domestic violence in her lifetime. Why are these facts of particular importance to nail techs?

Research shows that most battered women never blow the whistle on their abusers, likely out of fear. They never call the police or go to a shelter. They do, however, usually talk about the abuse with someone they trust. As skilled and experienced listeners who are personally interested in their clients, salon professionals are often the one person many victims suffering from abuse feel comfortable confiding in — even if they would never tell anyone else.

“Salon professionals are in a unique position to recognize the signs and symptoms of abuse in their clients and co-workers,” says Rachel Molepske, manager of leadership operations and charitable programs for the Professional Beauty Association (PBA). “Because of the intimate and nurturing nature of the relationship between salon professionals and their clients and co-workers, salon professionals can often spot signs of physical abuse that others may never see. And for a victim of abuse, the salon may be one of the few places they are allowed to go alone, giving salon professionals the potential to positively impact and potentially save many lives.”

## RECOGNIZE, RESPOND, REFER

What should you do if you suspect your client is suffering from domestic abuse? You may recognize a pattern of behaviors such as broken or late arrivals to appointments, bruises, or comments about her partner's controlling behaviors. It's important not to push if a client doesn't want to talk, but communicate your concern. It's imperative to keep conversations confidential and to respect the client's privacy. When appropriate, give the client the Domestic Violence Hotline number, (800) 799-SAFE (7233). Or better yet,

have the hotline number, along with educational materials, displayed in your salon. Free materials and training are available from Cut It Out, a PBA program dedicated to mobilizing salon professionals to fight domestic abuse.

“With proper training on how to recognize the signs of abuse and safely refer victims to help, salon professionals can become invaluable and influential community partners in the fight against domestic abuse,” says Molepske. “Our recently revamped Cut It Out training program is a one-hour, in-person training lead by a domestic violence professional. The training focuses on the three R's: Recognize, Respond, and Refer. The training is geared specifically for the beauty industry and situations that can be found in the salon. We do not want those who go through the training to become counselors — we want them to know to refer victims to professional help.”

Beth Hickey, a marketing professional for Spa Specialties Representa-

If you or someone you know is experiencing abuse, call the National Domestic Violence Hotline at 1-800-799-7233 or visit [www.thehotline.org](http://www.thehotline.org). Here is a list of other resources:

**Professional Beauty Association/Cut It Out:** The program is dedicated to mobilizing salon professionals in the fight against domestic abuse via training and education. [www.probeauty.org/cutitout](http://www.probeauty.org/cutitout)

**The Joyful Heart Foundation:** Founded by actress Mariska Hargitay in 2004, the foundation seeks to promote education and awareness, and provide policy and advocacy and healing and wellness programs to victims. [www.joyfulheartfoundation.org](http://www.joyfulheartfoundation.org)

**WomensLaw.org:** This website provides a state-by-state directory of local programs and shelters in the U.S. [www.womenslaw.org](http://www.womenslaw.org)

**HelpGuide.org:** This website offers help for men escaping abuse by women or domestic partners, as well as tips for staying safe and locating qualified therapists. [www.helpguide.org](http://www.helpguide.org)

**SafeHorizon.org:** The largest provider of residences for victims of domestic violence in the U.S., the site provides a domestic violence hotline, as well as legal assistance, and counseling and support resources. [www.safehorizon.org](http://www.safehorizon.org)

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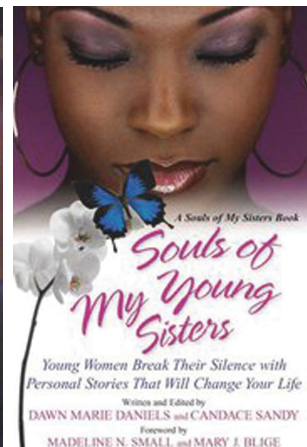
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[left] Domestic Violence survivor Ebony Fletcher opened Ebbie's Hair Salon, Inc. in 2007. [right] Ebony Fletcher shares her story in *Souls of My Young Sisters: Young Women Breaking Their Silence with Personal Stories That Will Change Your Life*.

tives in Arlington, Texas, had two experiences with clients whom she knew were being abused years ago when she was a nail professional. "One of the clients eventually shared her experience with me," Hickey says. "I felt my hands were tied and was sick to my stomach over it. In 2007 I was introduced to Cut It Out, and I'm so glad this resource is available. The collateral materials and training available from Cut It Out are priceless. I recommend putting the collateral materials, like the awareness poster and the safety cards, in the bathroom. That way, an abuse victim can pick-up the Domestic Abuse Hotline info at will and privately take it with her."

Hickey also emphasizes that it's important to remember not to be a counselor or offer advice. "I know it is hard to do," she says. "We, as nail professionals are givers and caretakers, and we think we can help all. We are in a wonderful position as we sit across from our clients and hold their hands — we are very close and connected to them. But as professionals, we will feel even more empowered to help by recognizing, responding, and referring."

After Ebony Fletcher's harrowing experience, she was able to take advantage of shelters to help get back on her feet. A mother of four, she became determined to flee the abuse and build a better life for herself and her children. She pursued her dream of owning and operating a small business, and in 2007 she opened Ebbie's Hair & Nail Salon, Inc. in Brooklyn, N.Y. Since then she has helped other domestic abuse survivors who come through her salon by sharing her own story. In 2010, she reached an even wider audience by co-writing *Souls of My Young Sisters: Young Women Breaking Their Silence with Personal Stories That Will Change Your Life*.

"The advice I give to other women is to never love someone else more than you love yourself," Fletcher says. "But I know now that all the things I went through in my past actually pushed me to be better and to strive for more. Sometimes women have to have a 'snap out of it' moment. When I had mine on October 23, 2004, it was both the worst and the best day of my life." 

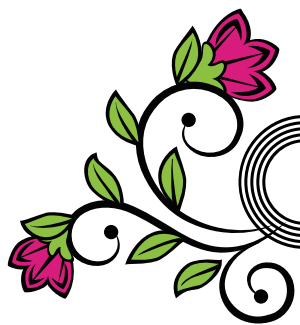


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# CELEBRATE DAY OF THE DEAD



Dia De Los Muertos is a traditional Mexican holiday reuniting and honoring beloved ancestors, family, and friends. Celebrated on November 1, Day of the Dead is an ancient ritual when the living commune with the dead, and it usually includes traditional offerings of sugar skulls, marigolds, and the deceased's favorite foods or possessions. Help your clients celebrate the day with detailed sugar skull nail art.



Ryoko Garcia  
Bella Day Spa & Salon,  
Fort Walton Beach, Fla.



Ashley Messatzia  
The Headquarters, Wilmington, Del.



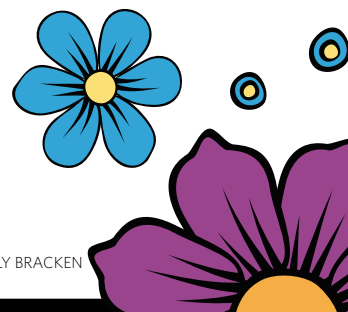
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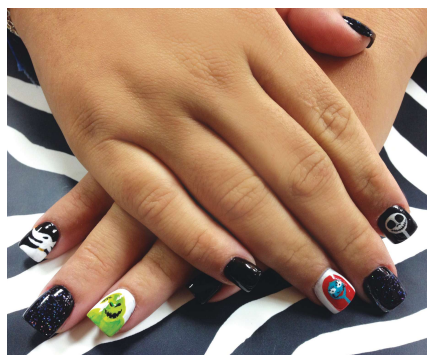
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The Headquarters, Wilmington, Del.



Denise Dolengewicz  
Pampered Princess Chicago, Chicago



# {reader nail art}



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Optima Lite Nails 2, Homestead, Fla.  
Instagram: @nailsbyjaz



**Thai Vu**  
Certified Nails Spa, Gretna, La.



**Linda Lam**  
J'Adore Nail & Spa, Sewell, N.J.



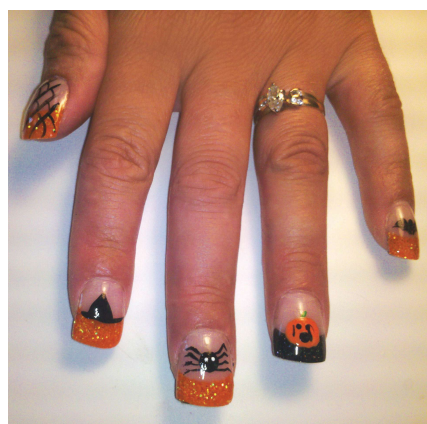
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NAIL'D IT! Aesthetic Nails & Designs,  
Hollywood, Calif.



**Danalynn Stockwood**  
Genesis Salon, Fitchburg, Mass.



**Alexandria Richter**  
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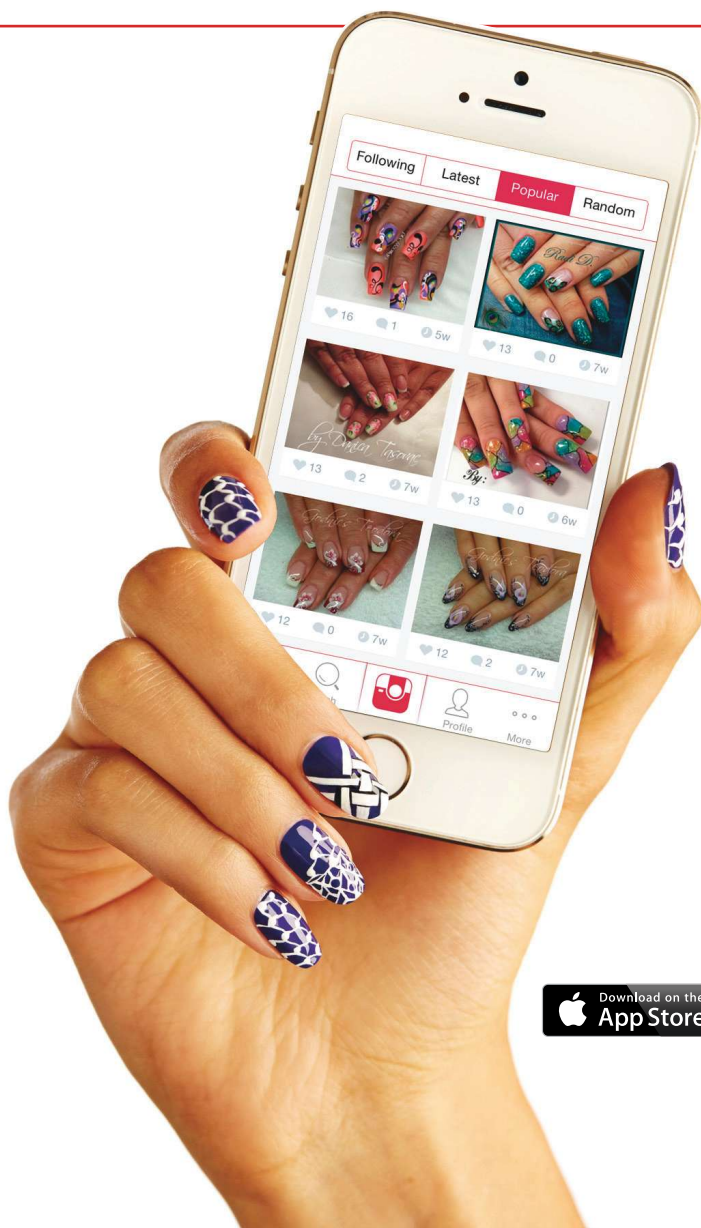
**Susan Wood**  
Serenity Salon & Nails, Deer Lodge, Mont.



**Vinny Patel**  
The Look, Bronx, N.Y.



**Sarah Miller**  
Fairytale Nails, Boise, Idaho



# Nail Art Gallery App Is Here!

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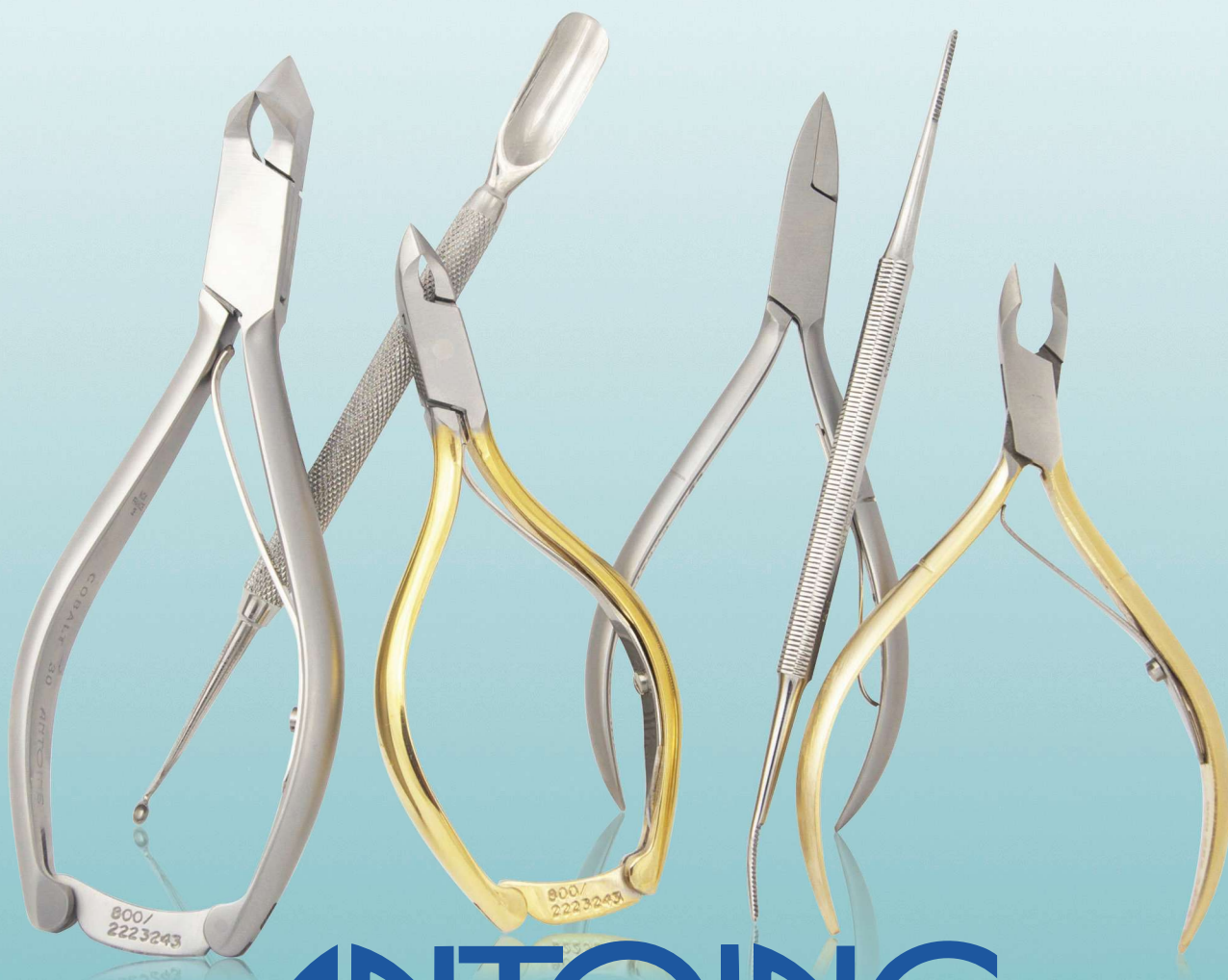
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# {reader nail art}

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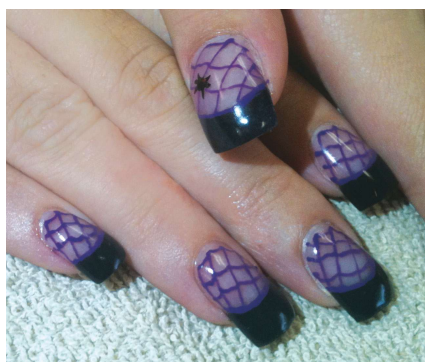
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Nails, Hands, Feet, and Toes,  
Winnemucca, Nev.



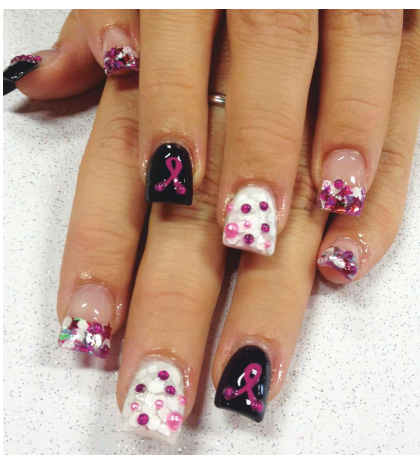
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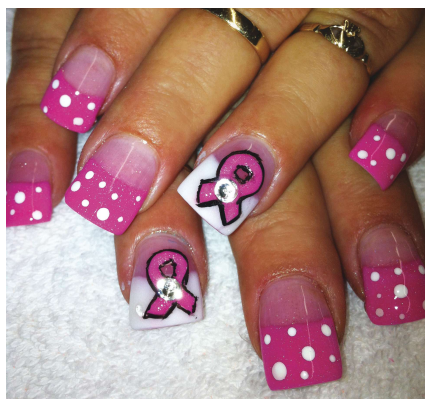
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Nordic Care introduces its new moisture-intensive line of organic pedicure and body care products. The new Nordic Care Harmony line includes Body Butters, Sugar Scrubs, Body Milks and Bath Salts in exotic fragrances like Asian Pear, Citrus Mimosa and Mint Green Tea. Infused with organic Coconut Oil, Aloe Vera, Shea Butter and Vitamin E in addition to natural botanicals, to repair, restore, and revitalize skin.

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# { product spotlight }

**Essie's** fall 2014 collection, Dress to Kilt, delivers shades so chic, it's almost criminal. From a rich autumnal red and novel deep cobalt, to seasonal staples mahogany and taupe, the fall palette features six new colors including Partner in Crime, Fall in Line, Style Cartel, Dress to Kilt, The Perfect Cover Up, and Take it Outside.

[www.nailsmag.com/fifi/21317](http://www.nailsmag.com/fifi/21317)



**Minx Coat** can be applied under and over natural nails, polish, acrylics, and gels. Designed to be easy-to-use, the product requires no heat during application. Minx Coat allows for an easy removal process in which the gel simply slides off with acetone leaving nails free of damage and staining, according to the company. When used under acrylics, the coat can be popped off with the help of a poly pro stick. It also doubles as top coat when paired with nail polish to provide shine and prevent chipping, and it can be used to protect painful broken and split nails.

[www.nailsmag.com/fifi/21318](http://www.nailsmag.com/fifi/21318)



Forget about cotton with Finger Mates by **Nail Mates**. Pair the reusable finger caps with replaceable removal pads for quick and easy removal of soak-off polishes. Acetone will evenly disperse on the pad to fully cover the nail and won't drip. The flexible caps hold the pads in place allowing clients to move freely, prevent acetone evaporation, and generate body heat for faster removal.

[www.nailsmag.com/fifi/21319](http://www.nailsmag.com/fifi/21319)

Correcting the flaws in the natural nail is easy with the **Artistic Colour Gloss** Correction Gel system. Add strength, structure, or both to the natural nail to promote healing and growth. The duo offers the ease of a brush-on and the strength that only a building gel can provide. The thick viscosity soak-off gel can be used to repair cracks and create a flawless look to any natural nail.

[www.nailsmag.com/fifi/21320](http://www.nailsmag.com/fifi/21320)





Akzéntz Professional presents Lights-Out, a long-lasting glow-in-the-dark, UV and LED curable, soak-off gel. Apply the product between color and a top coat to add a fun effect to any design. Lights-Out brushes on easily and cures in 30 seconds under an LED light or two minutes by UV light.

[www.nailsmag.com/fifi/21322](http://www.nailsmag.com/fifi/21322)

Checi's foot file is a dual-sided tool that combines both medium and coarse autoclave foot files with a much larger abrasive area. The coarse-grit file works on severely rough feet and cracked heels while the medium-grit side is ideal for the average rough feet.

[www.nailsmag.com/fifi/21321](http://www.nailsmag.com/fifi/21321)



The Safe-T Nails pedicure and manicure kits are an exclusive line of waterless mani and pedi kits that are easy-to-use, hygienic, and affordable. Imported from Brazil, the kits are 100% disposable and are packed with one pair of plastic gloves or socks filled with a cuticle-softening and moisturizing active cream, one disposable towel, a nail stick, and a nail file. The professional pedicure kit is equipped with one plastic protector and an emery buffing pad.

[www.nailsmag.com/fifi/21323](http://www.nailsmag.com/fifi/21323)



Alessandro introduces show-stopping nail looks with an effects polish collection, The Magic Stars. Choose from either three Candy Crush glitter polishes for a matte-diamond finish or three thermo color-changing nail lacquers that transform as soon as they are exposed to a temperature change.

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Gelfinity by Kupa Inc. is a hard gel system that includes five gel components, a gel cleanser, brushes, and a small LED and UV lamp with sensors and timers.

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Nordic Care Harmony introduces its moisture-intensive line of organic and Scandinavian extract-infused pedicure and body care products to hydrate, condition, and protect skin. Inspired by nature and created with care, the line includes body butters, sugar scrubs, body milks, and bath salts in exotic and intoxicating fragrances like Asian Pear, Citrus Mimosa, and Mint Green Tea.

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Venique introduces two special Halloween duos in Grand Illusions. Each set includes a pair of shimmery and opaque polishes with a free iridescent, flavored lip gloss.

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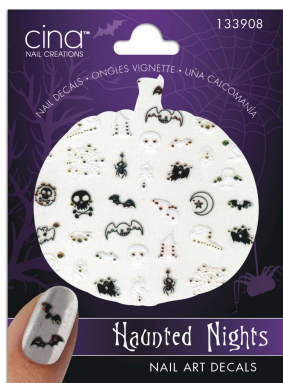
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# { product spotlight }



**Buff & Go**, created by nail tech Leatrice Woody, introduces a natural skin care collection called Be You But Better. The trio includes I'm Soak Surprised, a revitalizing soak; Hello Sugar, a sugar scrub for soft and radiant skin; and Butter Me Up, a beautifying and protective skin moisturizer.

[www.nailsmag.com/fifi/21328](http://www.nailsmag.com/fifi/21328)



**Cina Nail Creations** introduces its newest nail art decals, Haunted Nights. Perfect for Halloween, each package contains three sheets loaded with spiders, bats, cobwebs, skulls, and ghosts. The decals can go under gel, soak-off gel, top coat, and even acrylics.

[www.nailsmag.com/fifi/21329](http://www.nailsmag.com/fifi/21329)



**Duri Cosmetics** is dressing up this Halloween with six spooktacular nail lacquers. Inspired by the spine-chilling All Hallows Eve events, the collection includes Bedeviled, a neon orange; Ghost, a sheer white; Sinful, a midnight black; Possessed, a deep fuchsia; Devil Wears Duri, a metallic blue; and Bloody Mary, a rich burgundy.

[www.nailsmag.com/fifi/21330](http://www.nailsmag.com/fifi/21330)



**Kami Nail Art** offers nail art brushes in a new compact Lucite display. The brushes are designed for long-lasting performance and the set offers more than six different nail art tools designed to meet the needs of the discriminating nail artist. The complete line of Kami Nail Art brushes includes an acetone-proof handle and European Kolinsky bristles.

[www.nailsmag.com/fifi/21331](http://www.nailsmag.com/fifi/21331)



Gilt finishes add shimmering allure to party couture with the new Gilded Dreams collection from **CND**. Incorporate complementary CND Additives to create even more sparkle and splendor. The set includes Gold Adorned, Lavishly Rose, Pave Diamonds, and Sapphire Hope.

[www.nailsmag.com/fifi/21332](http://www.nailsmag.com/fifi/21332)



**Light Elegance** introduces a Halloween collection featuring Black Magic, Witches Brew, Trick-or-Treat, and Howl-O-Ween, sure to scare and spook as it sparkles and shines. The four 15-ml. glitter gels are available in a pack of four or sold individually.

[www.nailsmag.com/fifi/21333](http://www.nailsmag.com/fifi/21333)



**Morgan Taylor's** wicked Halloween 2014 Collection features a set of sweet treats perfect for a bewitching affair. The trio of polishes includes Little Black Dress, the blackest black crème; Orange Crush, a vibrant neon orange; and Make It Last top coat, a long-wear top coat.

[www.nailsmag.com/fifi/21334](http://www.nailsmag.com/fifi/21334)



Slip into some sparkle with **G the Body Art Professional**, a line of pure couture products and supplies that achieves a look of glittering elegance on the skin. Create intricately delicate designs or dramatically daring pieces on any area of the body with the fine glitters available in more than 20 colors.

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The **Orly Gel FX** gel manicure system ensures durable, chip-free manicures that last for two weeks with high shine and easy removal. The new fall collection features six gel-polishes to match some of Orly's top-selling shades, which include Devil May Care, Gorgeous, Royal Navy, Razzle, Star of Bombay, and Close Your Eyes.

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>>>

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# { product spotlight }



Soften and moisturize hands pre-manicure with the **Gena** Mani Spa Soak. This nourishing liquid soap cleans and preps hands while softening cuticles. Sweet and refreshing with the scent of pink grapefruit and infused with moisturizing argan oil, the soak is also rich in antioxidants, vitamins, and AHA to revitalize and nourish.

[www.nailsmag.com/fifi/21337](http://www.nailsmag.com/fifi/21337)



Embody the essence of intrigue and mystery with the **EzFlow** TruGel Mystic Nights collection. This smoky palette of pure gel-polishes includes six dark and dramatic shades in crèmes and shimmers, with a long-lasting shine and dramatic finish.

[www.nailsmag.com/fifi/21338](http://www.nailsmag.com/fifi/21338)



**Dermelect** presents its fall and winter bejeweled collection featuring rare gems to accessorize the nails. New colors include Lustrous, a cognac garnet; Gilded, a textured patina; Heirloom, a royal sapphire; and Belle Époque, a deep and smoky quartz.

[www.nailsmag.com/fifi/21339](http://www.nailsmag.com/fifi/21339)



Bringing two iconic Halloween colors together, the Terrifying Trio by **Gel II** features the signature Midnight Black and Orange plus a free bottle of Gel II Rave glow-in-the-dark gel-polish.

[www.nailsmag.com/fifi/21340](http://www.nailsmag.com/fifi/21340)



**OPI** launches six limited edition GelColor lacquers featuring the line's signature high-shine, long-lasting formula in new popular shades inspired by No Doubt singer and songwriter, Gwen Stefani. The collection includes an assortment of jewel tones in maroon, burgundy, royal purple, forest green, and gray-brown.

[www.nailsmag.com/fifi/21341](http://www.nailsmag.com/fifi/21341)



**Young Nails** Caption nail polish offers Top Effects in 18 different looks. Formulated with the proprietary LacQ3 technology, the Top Effects gel-like polish gives nail techs the opportunity to customize and extend the life of their manicure and nail art services with ease. In line with the season's heavy metal trends, Shizaaam!, My Oh My, and Trust Me I'm Faking are perfect for fall.

[www.nailsmag.com/fifi/21342](http://www.nailsmag.com/fifi/21342)



Developed by nail tech, Gloria L. Williams, **Footnanny's** foot creams are packed with their own beneficial fragrances like Lavender Soy, Tea Tree Soy, Chocolate Soy, and Peppermint. Infused with aromas that induce relaxation, relieve stress, and reduce tension, the rich moisturizing creams can be massaged into clients' feet and up to the knees.


[www.nailsmag.com/fifi/21343](http://www.nailsmag.com/fifi/21343)



**Antoine de Paris' Cuticle Nipper #16** features a full jaw made from the strongest stainless steel that is razor sharp. The implement is great for both manicures and pedicures.

[www.nailsmag.com/fifi/21344](http://www.nailsmag.com/fifi/21344)



**Bodipure's** Keratin Gloves and Socks are a revolutionary waterless treatment. One small pouch holds all the essentials for an unbelievably easy manicure or pedicure treatment without the use of water, cuticle oil, and massage cream. Slip into a self-activating, antiseptic, and fortifying emulsion glove or sock to strengthen nails, soften cuticles, and moisturize hands and feet. 

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## Pedi-Flop Sandals by Pedi-Licious!

Introducing Pedi-Licious Sandal-Flops! A dual purpose wear, four prong toe separating flip-flop, health consciously designed with an arch for support! Great for saving time during pedicures! Just polish and Go! Perfect for everyday wear!

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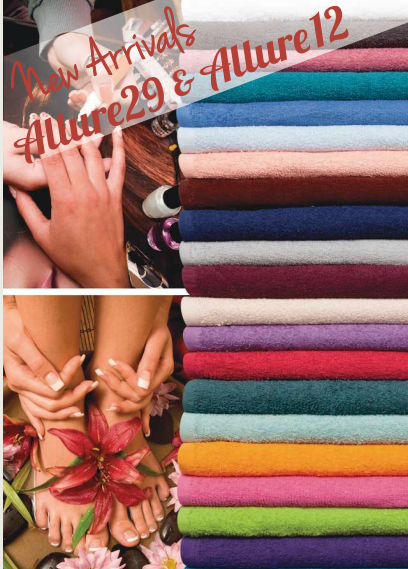
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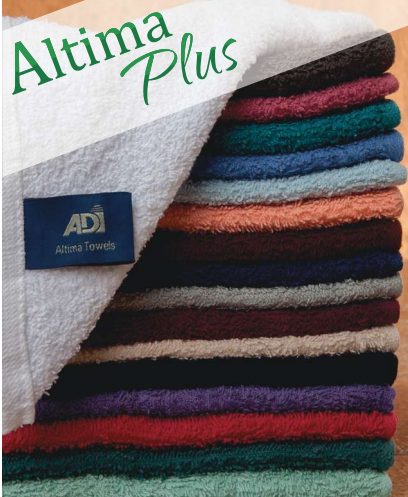


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# { get the look }

You'll want to skate away with these steals inspired by our October issue.



Thinking of giving your creative space a re-do after seeing those of other techs on page 110? This patterned wall organizer can get you off to a fun start.

[www.pbteen.com](http://www.pbteen.com)

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Support Breast Cancer Awareness by picking up any of the products on page 144 or by springing for something extra special, like this ombre necklace.

[www.bradfordexchange.com](http://www.bradfordexchange.com)

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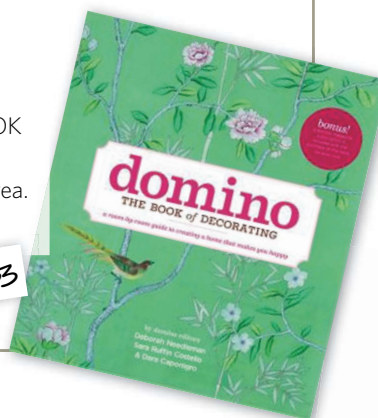
The hammocks outside of Côte (p. 114) might be just what your salon needs.

[www.plowhearth.com](http://www.plowhearth.com)

\$99.99 and up

Hard cover coffee table books like this one look elegant in the waiting area of your salon. LOOK Style Society (p. 66) stashed similar reads in their waiting area.

[www.barnesandnoble.com](http://www.barnesandnoble.com)



\$22.53

If you're inspired by our cover, pick up some colorful skates of your own.

[www.longbeachrollerskate.com](http://www.longbeachrollerskate.com)

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If your clients don't opt for an add-on stylus (p. 42), pick up a regular one so they can browse their devices for nail art inspiration or write a review.

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OCTOBER 2014

# DEAL SHEET

Deal Sheet shows you all the bimonthly deals offered by your favorite manufacturers and distributors. Browse through this issue, brought to you by NAILS Magazine, before doing your shopping at your distributor.

178-183	Premier Nail Source
184-185	Allure Nail Supply
186	EcoJet and Liner
187	Star Nail
188	Cory Labs Inc.
189	SalonCity.com
190	Nailite
191	Lexor
192	Nail Superstore
193	AYC Group

# NAILS

m a g a z i n e

Call your professional beauty products supplier directly to take advantage of this month's great deals. Tell them you heard about them in NAILS Deal Sheet!

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Nail Source**  
"The Nail Tech's Best Friend"  
178-183

**allure** | NAIL SUPPLY™  
Nails • Waxing • Beauty • Education  
184-185

 **ecoJET**  
186

  
**STAR NAIL™**  
international  
187

  
**TRIPLE XXX SUPER**  
EXTRA CONCENTRATED COLOR  
188

 **SALONCITY.com**  
189

  
**NAILITE™**  
DISCOUNT NAIL SUPPLIES  
190

  
**Lexor®**  
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the  
superstore  
192

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let your salon and spa journey begin  
193



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16 oz. \$7.95  
32 oz. \$14.95  
Gallon \$52.50

**RapiDry Spray**  
Gives nail lacquer a smooth, hard, smudge-proof finish in just minutes.  
2 oz. \$5.95  
4 oz. \$9.95  
32 oz. \$49.95

**RapiDry Top Coat**  
Dries to a tough, long-lasting, non-yellowing, high-gloss shine in just minutes.  
.5 oz. \$6.95

**DripDry**  
Dries lacquer in five minutes while treating cuticles to soothing jojoba and Vitamin E.  
.3 oz. \$6.75  
1 oz. \$13.25  
4 oz. \$30.95

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

## OPI Nail Treatments

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



**Avoplex Nail & Cuticle Oil**  
Exclusive Avocado Lipid Complex restores essential moisture for smoother, stronger nails and cuticles.  
.5 oz. \$7.50  
4 oz. \$39.95

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

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

## OPI GelColor .5 oz. \$14.95

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

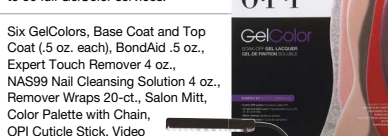


**GelColor Base Coat GelColor Top Coat or GelColor Matte Top Coat .5 oz. \$14.95**



## OPI GelColor Starter Kit \$99.95

Everything needed to offer up to 80 full GelColor services!



## GelColor Add-On Kits \$79.95

Each kit contains six .5 oz. GelColors. Choose from 14 available Add-On kits!



## OPI GelColor LED Light

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

- 4-Setting Timer
- 67,000 Hour Lifetime



**OPI TruView LED Work Station Lamp** \$49.95  
Attaches to OPI GelColor LED light. Lasts 25x longer than traditional bulbs!



**Expert Touch Remover Wrap Dispenser** \$24.95



## OPI Avojuice Skin Quencher Lotions

are filled with natural extracts and nourishing ingredients designed to give skin a hydrating drink of moisture.



6.6 oz. \$3.95  
20 oz. \$7.95

## OPI Titanium Tooling

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



**PusherPlus Titanium \$24.95**

**AccuNip Titanium Cuticle Nipper \$39.95**

**File Edger Titanium \$14.95**

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

**OPI BondEx**  
.25 oz. \$7.95



## OPI Absolute Acrylic Intro Kit

- smooth application
- exceptional adhesion
- bubble-free results



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

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

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**"Gilded Dreams" Holiday Collection**

Accepting Pre-Orders  
 September 1st!

Shipping October 1st!



**NEW!**

**NEW! CND™ Foil Remover Wraps**



250-CT.  
**\$19.95**

- Traps heat for quick removal
- Reduces acetone contact with skin
- Absorbent cotton prevents leaks
- Soft foil for a snug fit
- Off-center pad for easy wrapping

**CND Scentsations™ Lotions 31 oz.**

**SAVE 20%**

**\$13.95**  
 SAVE 20%



**SEPT/OCT PROMOTIONS**

**CND Almond Manicure™**

Buy One Almond Hydrating  
 Lotion 8 oz. and Buy One  
 Almond Milk Bath 8 oz.,  
 Get One Almond Moisture  
 Scrub 3.4 oz. **FREE!**

**FREE!**

**\$15.50**  
 SAVE \$6.25



**CND™ Liquid and Powder Savings**

Buy One Retention+ or Radical Sculpting Liquid  
 32 oz., Get One Sculpting Powder 3.7 oz. **FREE!**

**\$84.95**  
 SAVE \$32.75



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



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



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

**Shellac™ Chic Trial Pack**

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



**Shellac™ Trendy Trial Pack**

Your Choice  
**\$85.00**



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



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



**Solar Speed Spray™**  
 Conditioning Polish Dryer  
 4 oz. \$9.95  
 32 oz. \$46.95



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

Scentsations™ Lotions  
 8.3 oz. \$4.95

31 oz. \$17.50  
**SALE! \$13.95**



**SAVE 20%**

**CND Nail Prep**

Essential products for ensuring successful adhesion and removal of enhancements.



**CND Liquid & Powder System**

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



**Retention+™ Powders**

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



**Perfect Color Powders**

feature superior workability and extensive color and coverage options.



**CND Brisa™ Sculpting Gel**

Brisa™ Bond  
 .25 oz. \$11.25

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



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

**CND Professional UV Lamp**

\$149.95



UV Lamp Bulbs  
 4-pack \$39.95

ProSeries Gel Brushes  
 #6 Oval or Square \$16.50



Performance Forms  
 Clear 300-ct. \$22.75

**CND Brisa™ Lite Removable Gel System**

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

Removable Sculpting Gel  
 .5 oz. \$21.95

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



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## ProLinc™

Buy One  
Cuticle Eliminator  
4 oz., Get One  
2 oz. **FREE!**

**\$8.95**  
SAVE \$4.95



**FREE!**

## Seche®

Buy Two Seche Vite .5 oz., Get One  
Ultra-V UV Top Coat .5 oz. **FREE!**  
**\$9.90 FOR ALL 3!**



**FREE!**

## EzFlow®

GLO Glow-in-the-Dark  
Acrylic Powders .5 oz.

**\$4.50 SAVE 50%**



## body drench®

Original Daily  
Moisturizing  
Lotion 16.9 oz.

**BEST SELLER!**

**\$5.95**  
SAVE \$3.00



## ProLinc™

Buy One  
Cuticle  
Eliminator  
18 oz.,  
Get Two  
4 oz. **FREE!**

**\$24.95**  
SAVE \$17.90



**FREE!**

## GiGi®

**GG Cream**  
Post Waxing  
Perfecting  
Cream  
6 oz.

**\$8.75**  
**SAVE 20%**



**NEW!**

## Gena®

**SNAP! CRACKLE! POP!**

Like Soap,  
Like Pumice  
or Like Lotion  
5.2 oz.

**YOUR  
CHOICE  
\$5.95**



## -ibd-

Buy One IBD JustGel Base  
Coat .5 oz., Get One IBD  
PowerBond .5 oz. **FREE!**

**\$13.95**  
SAVE \$13.95



## EzFlow®

**Q Monomer**  
8 oz. \$29.95  
32 oz. \$49.95

EzFlow's exclusive  
color-stabilizing,  
strengthening,  
bubble-resistant  
liquid monomer



**SALE!**



**A Polymer  
Acrylic Powders**  
.75 oz. \$7.95  
4 oz. \$21.95  
16 oz. \$69.95

An easy way  
to perfect nail  
enhancements  
in classic,  
gotta-have-it  
colors!



**Boogie Nights  
Glitter Acrylic Powders**  
.75 oz. \$11.95  
**Designed Color  
Acrylic Powders**  
.5 oz. \$8.95

## -ibd-

Just Gel Polish



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

## Just Gel Polish

Base Coat  
or Top Coat



.5 oz. \$9.95

## IBD Clear Gel

BUY ONE  
GET ONE FREE  
8 OZ.



.5 oz. \$11.95  
4 oz. \$39.95  
8 oz. \$97.50

## Intense Seal

.5 oz. \$13.95



**IBD Builder Gel**  
.5 oz. \$14.95  
2 oz. \$29.95  
**SALE!**

## NailTek®

THE NATURAL NAIL EXPERTS

## Natural Nail .5 oz.

Treatments \$5.50



**Nail Tek I**  
Maintenance Plus  
For strong, healthy nails.  
**Nail Tek II**  
Intensive Therapy  
For soft, peeling nails.  
**Nail Tek III**  
Protection Plus  
For dry, brittle nails.

## Nail Tek Xtra

For difficult, resistant nails.



.5 oz. \$6.00

## Nail Tek Pro Packs

Available in 8 varieties.



4 x .5 oz. \$13.95

## china glaze®

lacquers

• quick drying  
• glossy finish  
**SALE!**



.5 oz. \$2.95

## Strong Adhesion

Base Coat or  
No-Chip Top Coat

.5 oz. \$4.50



## Fast Freeze Quick Dry

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

.5 oz. \$4.95



2 oz. \$7.95  
4 oz. \$14.95

## Seche®

**Seche Vite Top Coat**  
Patented fast-drying top coat.  
.5 oz. \$4.95



**Seche Vite Pro Kit**  
.5 oz. & 4 oz. **\$21.35 \$16.95**



## Gena®

**Pedicure Gallons**  
\$19.95 (\$5 S+H)



**Tea Tree Oil**  
.5 oz. \$6.95  
**\$4.95**  
natural anti-  
septic and pure  
essential oil  
combats  
everything from  
nail fungus to  
athlete's foot



**SALE!**  
PEDI SCRUB  
PEDI CARE  
PEDI ICE  
PEDI SOAK  
PEDI SOFT

## ProLinc™

**Cuticle  
Eliminator**

Removes cuticles  
in SECONDS  
from fingers and toes.



2 oz. \$4.95  
4 oz. \$8.95  
18 oz. \$24.95

## Callus Eliminator

Breaks down calluses  
in 3-5 minutes, then  
simply buff them away.



4 oz. \$10.95  
18 oz. \$28.50  
34 oz. \$47.95  
Gallon \$149.95

## Dry Heel Eliminator

Daily therapy  
for heels prone  
to drying and  
cracking.



4 oz. \$7.95  
16 oz. \$24.95

## GiGi®

**GiGi Mini Pro Kit**  
\$64.95



**GiGi Waxes**  
14 oz. \$9.95  
**SALE!**

## clean+easy®

Original or  
Sensitive  
Pot Wax



**SALE!**  
14 oz. \$7.95

## ARDELL®

DuraLash Flares  
or Natural Lashes



\$2.50  
MIN: 6  
**LashTite  
Adhesive**  
.125 oz.  
\$2.50  
MIN: 6

## body drench®

**QuickTan**  
Salon quality  
sunless tanning  
in a bottle.



**BONUS SIZE!**  
33% MORE  
**FREE!**  
8 oz. \$13.75

## Original Lotion

Deeply hydrating and  
fast absorbing  
for soft, smooth  
and healthy  
looking skin.



16.9 oz.  
pump  
**\$8.95**  
**\$5.95**  
Gallon \$36.95

## Exotic Oils Lotions

Enjoy the cool relaxation of an  
exotic vacation with exotic oils  
from around the world.



MOROCCAN  
ARGAN OIL  
INDIAN  
NEROLI OIL  
TAHITIAN  
MONOI OIL  
16.9 oz.  
\$8.95

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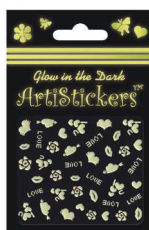
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"The Nail Tech's Best Friend"

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.COM  
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GLOW IN THE DARK  
ARTISTICKERS™  
NAIL ART STICKERS

15  
STYLES  
AVAILABLE  
**BUY 1  
GET 1  
FREE!**  
**\$1.00**



Buy One  
Intense Speed  
Quick Dry Top Coat  
16 oz., Get One  
Quick Dry Drops 2.5 oz.  
**FREE!**

**FREE!**  
**\$19.95**



**LIQUID AND  
POWDER**  
Buy One Advanced Retention  
Nail Liquid 8 oz., Get One Select  
City Lights™ Sculpting Powder .75 oz.  
**FREE!**

**FREE!**  
**\$19.95**



**FOIL REMOVER  
WRAPS 100-CT.**  
**\$9.95**  
**BUY 1  
GET 1  
FREE!**

• Easily remove gel polish  
and enhancements  
• Traps in heat to speed up removal  
• Reduces acetone contact with skin



**ProFiles**

Buy One ProFiles  
PNI12 Bullet E-File  
Kit, Get One Select  
Real Diamond  
Professional Drill Bit  
**FREE!**  
**\$39.95**

**FREE!**



Includes 6 bits,  
3 sanding bands,  
and A/C adapter

**RAPIDCURE™ NEW!**  
LED TUNNEL  
LAMP

• Four 6W LED  
Bulb Strips  
• 30 Second Cure  
• Up to 50,000  
Hour Lifetime

**INTRODUCTORY  
PRICE  
\$99.95**



Buy One Advanced  
Formula Resin 1oz.,  
Get One Super Fast Set  
Activator Spray 2 oz.  
**FREE!**

**FREE!**  
**\$9.95**



**Titanium Precision  
Double Spring  
Cuticle Nipper**

**\$19.95**  
**BUY 1  
GET 1  
FREE!**

• Professional Grade  
• Titanium Finish  
• Lifetime Guaranteed



**Super Seal™ Pro Pack**  
(4 oz. Refill + .5 oz.) **\$49.95**  
**\$9.95**  
**Super Seal™ UV/LED Gel Sealer**  
#1 SELLING  
Super Glossy  
Gel Top Coat!  
**BUY 1  
GET 1  
FREE!**



**Nouveau Nail Treatments** .5 oz. \$4.95 + 2.5 oz. \$14.95  
**GLASS SEAL™** leaves a glass-like finish on enhancements. Air dries in 60 seconds!  
**SUPER SPEED™ Fast Dry Top Coat** bonds with polish to minimize chipping and maximize longevity.  
**LINE ELIMINATOR™** - One quick swipe blends tip seams and erases fill lines.



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



**Defense Anti-Spray**  
Refreshing Mint  
or  
NEW!  
Soothing Vanilla  
8 oz. \$6.95  
Prep spray with  
natural tea tree oil  
dehydrates nails  
prior to application  
of lacquers and  
enhancements.



**Defense Disinfectant Concentrate**  
4 oz. \$6.95  
Makes 4 gallons  
of hospital grade  
disinfectant  
solution!



**Sandy™ Ultra-Premium Washable Nail Files**  
BLACK 100/100 GRIT \$0.69 EACH  
ZEBRA 100/180 GRIT MINIMUM: 12  
WHITE 180/180 GRIT

SQUARE & OVAL



**Advanced Retention Nail Liquid**  
Superior adhesion  
primer-optional  
violet monomer  
formulated with  
UVA and UVB  
inhibitors to help  
prevent yellowing.  
4 oz. \$11.95  
8 oz. \$19.95  
32 oz. \$49.95  
Gallon \$179.95

**Advanced Formula Sculpting Powders**  
Triple sifted acrylic powders uniquely formulated  
to combine the adhesion properties of a hard  
polymer with the flexibility of a soft polymer.  
.75 oz. \$6.95  
2 oz. \$11.95  
4 oz. \$19.95  
48 oz. \$199.95  
**14 VARIETIES AVAILABLE**



**City Lights™ Neon, Glitter & Bold Sculpting Powders**  
**48 SHADES AVAILABLE**  
.75 oz. \$9.95  
.125 oz. \$2.95  
**12 MINI KITS AVAILABLE**



**One-Step UV/LED Gels**  
Easy application, glossy finish and  
unmatched strength and durability.  
Cures in 30 seconds under LED.  
.25 oz. \$9.95  
.5 oz. \$14.95  
1.75 oz. \$34.95  
**Finishing Wipe**  
4 oz. \$3.95

One-Step UV/LED Gels

**Xtreme Nail Professional Tips**  
500-ct. \$9.95  
Treatments,  
top coats and  
cuticle oils.  
.5 oz. \$2.95  
2.5 oz. \$6.95  
16 oz. \$19.95

50-ct. Refill \$2.95



**RAPIDCURE™ Original UV Tunnel Lamp**  
\$69.95  
\$49.95  
36W  
**SAVE \$20**  
BUILT-IN TIMER  
Mirror panels  
surround hand for rapid, even curing.

9 Watt UV Bulb \$4.95

**Mini LED Light**  
\$19.95  
• Battery Operated  
• Extra Small Footprint  
• One-Touch Operation

BUY 1 GET 1 FREE!

**ProFiles™ Zebra Sanding Bands**  
**SALE!**  
**\$6.95 \$4.95 100-CT.**  
• Compact, Transportable  
• One-Switch Operation  
Includes A/C Adapter, 3 Bits,  
and 6 Sanding Bands



**PNI25 Classic E-File System**  
\$149.95  
\$99.95  
**SAVE \$50**  
• 25,000 RPM  
• FWD/REV Operation  
• Twist-Lock Handpiece Includes 3 Free Bits

Includes 3 Free Bits

**EZ Art™ Colour Collections™**  
\$3.95  
Each collection  
contains 10 vials of  
nail art necessities in  
10 vibrant colors.  
Choose from Foil Hearts,  
Foil Stars, Glitter Strips,  
Micro Glitter, Glass Beads  
or Crushed Shells



**Artistic Gems™ Rhinestone Wheels**  
240-ct. \$2.95  
1200-ct. \$6.95  
**15 PIECES**

Master Nail Artist Brush Set \$9.95

**SPA FIZZ™ Effervescent Manicure Balls**  
10-ct. \$1.50  
**Fresh Scent Pedicure Tablets**  
5-ct. \$1.50  
**BUY 1 GET 1 FREE!**  
Softens cuticles, whitens  
nails, and releases an  
invigorating scent-sation!

SPA FIZZ!

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**FACIAL BED**  
BLACK OR WHITE  
W/ MATCHING  
TECH STOOL

**\$249.00**

**TW48 TOWEL WARMER**

ALSO AVAILABLE IN  
TW72 and TW120

**\$318.95**



**8-in-1 FUNCTION  
FACIAL MACHINE**

**\$995.00**



**EPISODE  
PACKAGE**

(4) Episode LXP  
(4) Nail Stations  
(1) Reception  
(1) Nail Dryer

**\$15,995**



**PACIFIC  
PACKAGE**

(4) Pacific AX  
(4) Nail Stations  
(1) Reception  
(1) Nail Dryer

**\$9,995**



**ROCK  
bottom**

**DISCOUNTS**

**HARMONY &  
OPI ADAPTERS**

**\$19.95**



**DISPOSABLE LINERS**

**\$75.00**

PER CASE OF 200



**MASSIVE 360  
TOWEL WARMER**

**CALL FOR PRICING**

The Watkins Towel Steamer 360 is a must have for any type of spa or salon. It features a large water reservoir that creates steam to warm and sanitize towels. Comes equipped with auto shut-off for safety and indicator lights that tell you when to replenish water. Additionally, the temperature can be adjusted from 90oF to 200oF and holds up to 360



# ALLURE SALON EQUIPMENT

**BUY 5 GET 1  
FREE**

**SALE**

**BUY 5 GET 1  
FREE**

**HT CHAIR TOPS**



**human touch®**  
feel better®

**THREE COLOR MODELS**



Cream

Cappuccino

Red

**BUY 5 GET 1  
FREE**

**MORIAH**



Noiseless  
Whirlpool Motor



Cup holders with  
adaptable  
controller holder



Convenient Spray Hose  
and Adjustable Footrest



Human Touch Chair Top  
w/ **FlexGlide™**  
Orbital Technology



Magazine Pockets and  
PVC Marine Upholstery



Convenient Manicure Trays  
and Cup Holders

**BUY 5 GET 1  
FREE**

**PEDI CART**



**ORDERS? QUESTIONS? CALL 1 866 986 2457**

**EPISODE® LXP**

**EPISODE**



Contemporary  
Design



Full Shiatsu  
Massage Remote



Foot Rest



Manicure Trays  
w/ Cup Holders

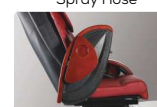
**PACIFIC**



Convenient  
Spray Hose



Adjustable  
Foot Rest



Up & Down  
Arm Rest



Noiseless  
Whirlpool Motor

**CALL YOUR SALON CONSULTANT TODAY**

Effortless, On Time, and On Trend. Allure Nail Supply is **ALL** it takes!

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**WITH MAGNETIC JET TECHNOLOGY**  
Patent No. 8,272,079

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## *Whirlpool Jet & Liner System*

for professional use on Pedicure Spa Chairs



Universal Soft Liners



Magnetic Ecojet  
Universal Replacement Kit



Color Choices

**Upgrade** your current Pedi-Spa Chair whirlpool to EcoJet Magnetic Jet **fast and easily!**

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NATURALÉ

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**23%**  
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POMEGRANATE  
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*Fior*

{ my other life }



Marsee Burns, 15, of Waterford Township has been named America's Most Beautiful Majorette. This is a national title awarded by Drum Majorette of America in Cleveland, Tenn. Marsee recently won the Grand Champion strutting title of Michigan. Marsee is a twirler for the Detroit Lions at the Silverdome.

I rode the helmet around the stadium during the halftime show.



## A Twirler Takes to the Field



Essington

"I twirled batons, knives, and fire," says Marsee Essington, owner of Nails by Marsee in Mount Pleasant, Pa., who began twirling as a young child. "My first competition was when I was 18 months old. My father was very active in a community organization for children. We had a big group of twirlers. There was practice of some sort pretty much every night of the week — whether it be ballet, tap, jazz, solo twirling, or with a team."

Eventually, Essington progressed to the point where she needed a better teacher. "My father got the best — international twirling champion June Ciampa Lauer," she says. The move paid off. As she grew up, Essington won five state championships and three nationals. When she was just 14, she became one of four featured twirlers for the Detroit Lions football team. "We twirled during time-outs right on the field, in the corners. Every quarter, we would switch corners, and halftime was our rest period," she says. "But not for me. I rode the helmet around the stadium during the halftime show." She twirled for the Lions for five years — from 1977 through 1981.

When Essington moved to Los Angeles at age 18, she tried out for the L.A. Rams. "I got the job. Same thing, different team, except I was the only twirler," she says. "I got to lead the cheerleaders out on the field and twirl during the timeouts. I was the only female allowed on that field; the cheerleaders were on the sidelines. I also rode the helmet around during the halftime show for the Rams. God, I loved that helmet!"

After three years with the Rams, Essington left the football world behind in favor of more lucrative work appearing at auto shows around the country. "I still twirl, I teach, and I judge competitions," she says. "Twirling is just something I will always do."

Marsee Essington,  
nail tech

In her other life:  
twirler

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