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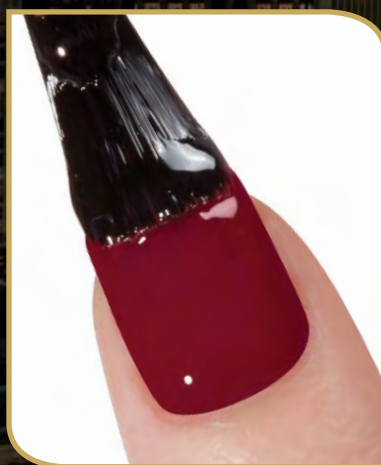
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ELFED UP



I SOIREE
I DIDN'T DO IT



MIX AND
MINGLE



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NEW YEAR



BETTER
NOT POUT



WINE DOWN
FOR WHAT?



PEPPERMINT
TO BE



UGLY SWEATER
PARTY



SON OF A
NUTCRACKER



BRING ON
THE BUBBLY



BREAK
THE ICE

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Model is wearing Son of a Nutcracker.

100
essie



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RUBY
TWO-SHOES

I'M SO
HOT

A LITTLE
NAUGHTY

ALL
WRAPPED UP

TINSEL MY
FANCY

GIFTED IN
PLATINUM

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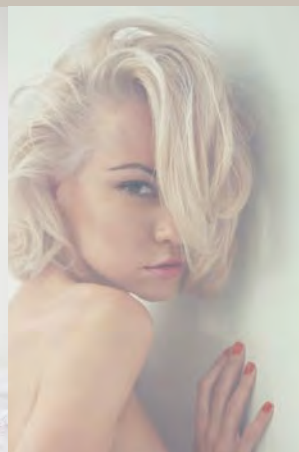
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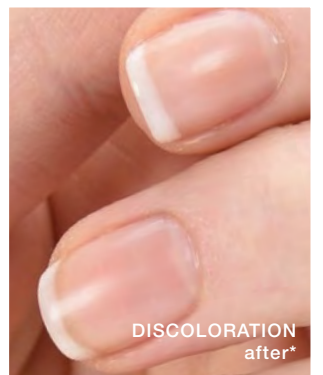
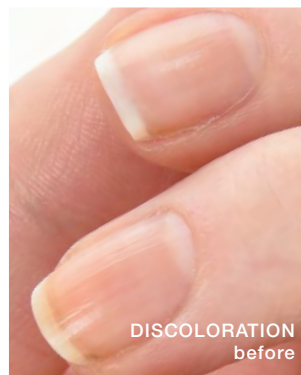
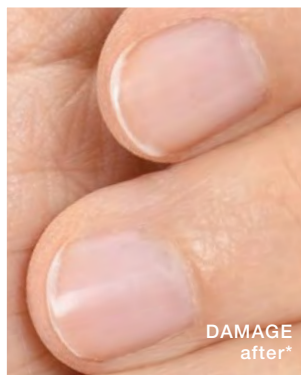
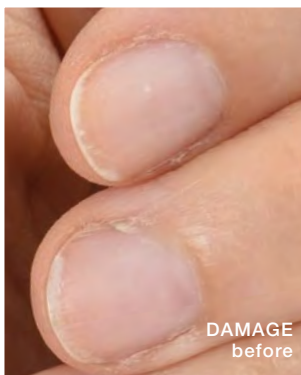
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RUBY-TWO
SHOES

MY SECRET
SANTA

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ALERT

TINSEL MY
FANCY

MAN OF
THE MOMENT

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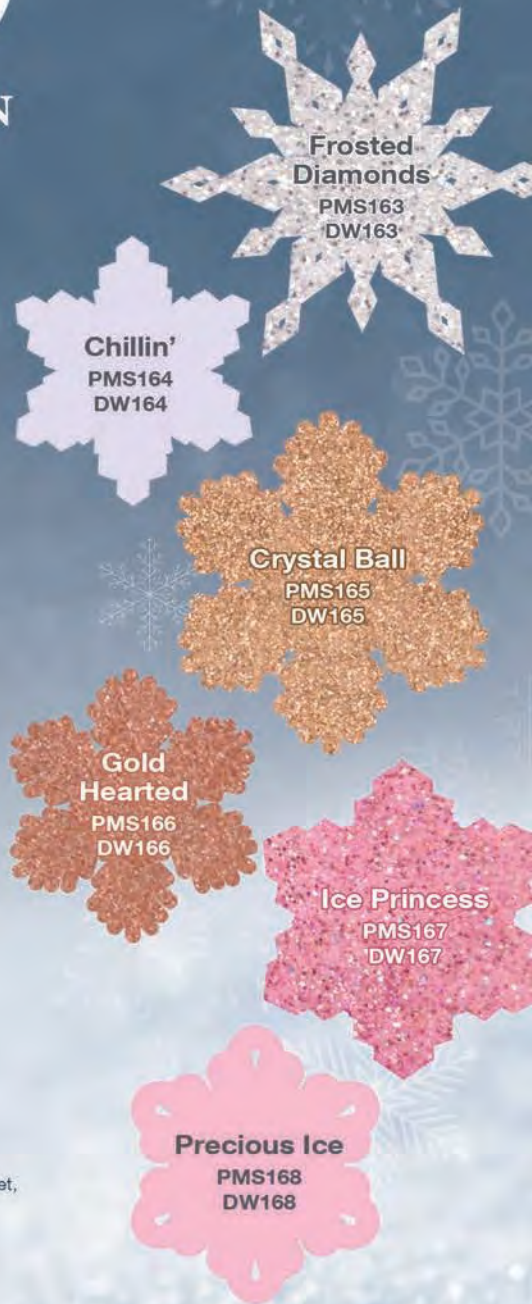
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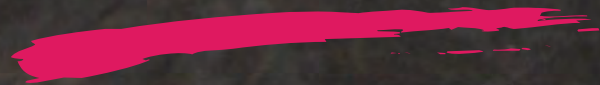


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Model is wearing Rethink Pink

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#1

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2
OF A KIND



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Model is wearing Blue Pers
156789



ARE YOUR CLIENT'S NAILS...

weak ridged thin damaged dry brittle splitting peeling weak ridged thin damaged

SPLITTING THIN DAMAGED DRY BRITTLE PEELING WEAK

brittle

WEAK

WEAK RIDGED THIN DRY

DAMAGED

DRY

fungus

WEAK RIDGED THIN DAMAGED DRY

stained

WEAK RIDGED

THIN DAMAGED

DRY BRITTLE

SPLITTING

PEELING

WEAK RIDGED THIN

thin

thin damaged dry brittle

BREAKING

peeling

WEAK RIDGED THIN DAMAGED DRY

DAMAGED

WEAK RIDGED THIN DAMAGED DRY

fungus *stained*

WEAK RIDGED

WEAK RIDGED THIN DAMAGED DRY BRITTLE SPLITTING PEELING

RIDGED THIN

stained

peeling **ridged**

DRY BRITTLE

SPLITTING

BREAKING

BREAKING

WEAK RIDGED THIN DAMAGED DRY BRITTLE SPLITTING PEELING

thin SPLITTING DRY

WEAK RIDGED THIN DAMAGED DRY BRITTLE SPLITTING PEELING

DRY

DAMAGED DRY

BRITTLE

SPLITTING

PEELING

thin
peeling

brittle

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FOR QUICK DRY HIGH SHINE LONG LASTING MANICURES



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Like it or not, Lexy has been a huge part of Light Elegance since the very beginning. I named the salon where Light Elegance was born *Lexy's* after a miraculous baby that overcame terrible complications before taking her first breath or opening her pretty eyes. The salon business is tough. So is Lexy. That's why when it came time to name our new line of indestructible UV/LED Hard Gels, the choice was obvious. Like its namesake, the *Lexy Line* is fashion forward, durable, breathtakingly beautiful and, most importantly, incredibly fun to work with. We have been creating world-class Hard Gels since day one. We're once again ahead of the game. The future is bright, and this mama is damn proud. - Lezlie, Mother of Lexy.

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136

98

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

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142



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“when looking to nail
best dressed...
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Essie

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luxeffects
collection
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WHAT A SMALL WORLD!



Despite the nail industry being such a small segment of the beauty realm, it sometimes feels as though nail techs are a world apart. Trends in one part of the country are practically unheard of in others. Products used differ from region to region. Some techs swear by their standing appointments while others survive solely on walk-ins. There are even variations among different cities in the same state! And forget about parallels to international nail techs. Many of your global counterparts are, quite literally, a world away. Yet, when you look past the trends and stereotypes, you might be surprised to discover how alike you really are. After all, if you pick up a copy of the U.K.'s *Scratch* magazine, the content is very similar to that found in *NAILPRO*. These techs have to deal with persnickety clients, coworker relations and experimenting with new products, all while trying to remain competitive in the marketplace. They're creative and artistic. They are novices, competitors, salon owners and educators. In fact, when you take a step back, you can really see how similar nail techs are, no matter where they live.

This month, we decided to highlight the wonderful and interesting likenesses and distinctions that make up the many nail techs around the globe. Here, you'll find profiles of nail artists from around the globe ("Worldwide Wonders," page 164) and learn where they got their start as well as what inspires them. We feature what's in, what's out and what's up-and-coming in the realm of nails, as well as products that originate from different parts of the world ("International Flair" on page 170). Finally, flip to page 172 to see a special Savvy Salon highlighting three salons from across Europe. I hope that you'll find the stories interesting and that, ultimately, you'll see that nails are, in fact, a small world after all.

Stephanie

Stephanie Yaggy Lavery
NAILPRO Executive Editor
slavery@creativeage.com



Stephanie at Beauty Collection

Beauty Collection, the popular high-end beauty supply store on the West Coast, opened its fifth location in Manhattan Beach, California. With its great selection of products (including a whole nail section!), it was an event I couldn't miss. Here I am with the publicist for Beauty Collection, Yvette Masterson.



Behind the Nail Pros

Always a pro, celebrity nail artist Brittni Rae came fully prepared with tips in an array of designs utilizing our theme: silver lacquer. From silver paired with nude and black to silver dotted with embellishments, it was hard to choose just one—so we used all of the designs, with one look on each of the model's hands!



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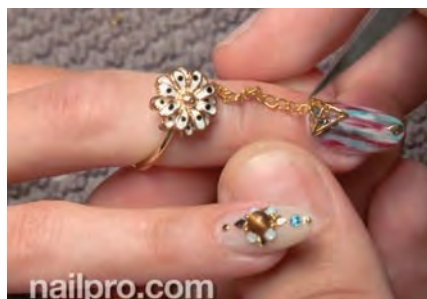
YouTube ▼ BOHO BEAUTIFUL

I love boho looks and this one was very well done! Fantastic!

MakupNails Valerie

Fabulous nails! And it is so nice to see Chris Mans again!

Clare Hanson



▲ MANI ON MY MIND

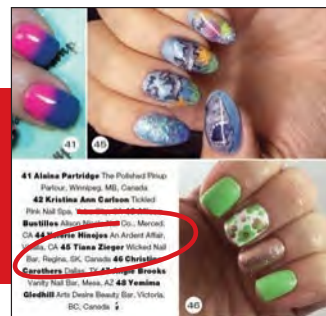
Catching up on some light reading! Even when I'm not doing nails, I'm still thinking about them!

Amber Dunson, @amberdidit

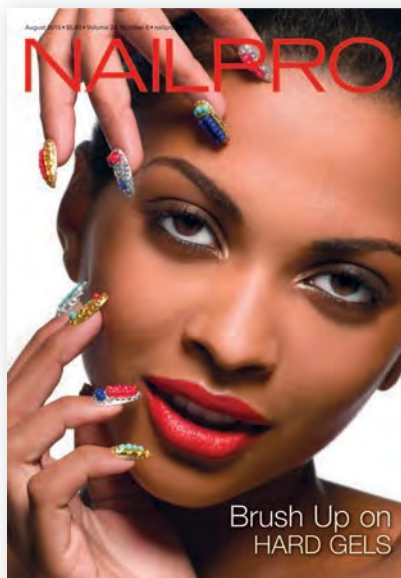
FISHY FEATURE

I was published in the July issue! This is such a huge honor! Thanks NAILPRO! #sharknails

Tiana Zieger, @wickednailsbytiana



Attention for AUGUST



I love this!
@bubbliciousjuicefruit

This is so intricate! I love the gold and turquoise.

Kayla Blanchard

Woah, talk about precision!

Kristin McComb



Very talented!
Jennifer Jamieson

Beautiful!
Jeanny V. Vargas

These are amazing!
Bethany Lennon



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BLOOMING WITH PRIDE ▶

My nails were included in the September issue of NAILPRO! I am so excited!

Stephanie Sullivan,
@polishedbystephanie

WHAT'S THE CRAZIEST THING YOU'VE EVER SCULPTED WITH ACRYLIC?



A Mardi Gras mask embellished with gold foil and Swarovski crystals!

Jessica Bowen, @jessycanailz

Gravestones and bones for a graveyard scene.

@happilyeverose

I've sculpted "Rocko's Modern Life-" themed nails featuring Rocko and his pet dog, and I have also done a 3-D Homer Simpson eating a donut!

@madameroxie

A carousel horse! I've also sculpted dragons!

@trendsettersnailstudio

The characters from "The Nightmare Before Christmas!"

@divas_at_melidas

3-D gladiator nails!

Anastasia Totty, @anastasia.totty



▲ GEMS GALORE

I love the perfectly sculpted and embellished set of nails on the July NAILPRO cover! This artist has some serious skills!

Patricia Garcia, @rebelgrnails

Motivated or dismayed by something you've read?

Share your opinions. We can all learn from one another. Send your comments, suggestions or questions to Backfills, NAILPRO, 7628 Densmore Ave., Van Nuys, CA 91406. We reserve the right to edit letters for length, grammar and clarity.

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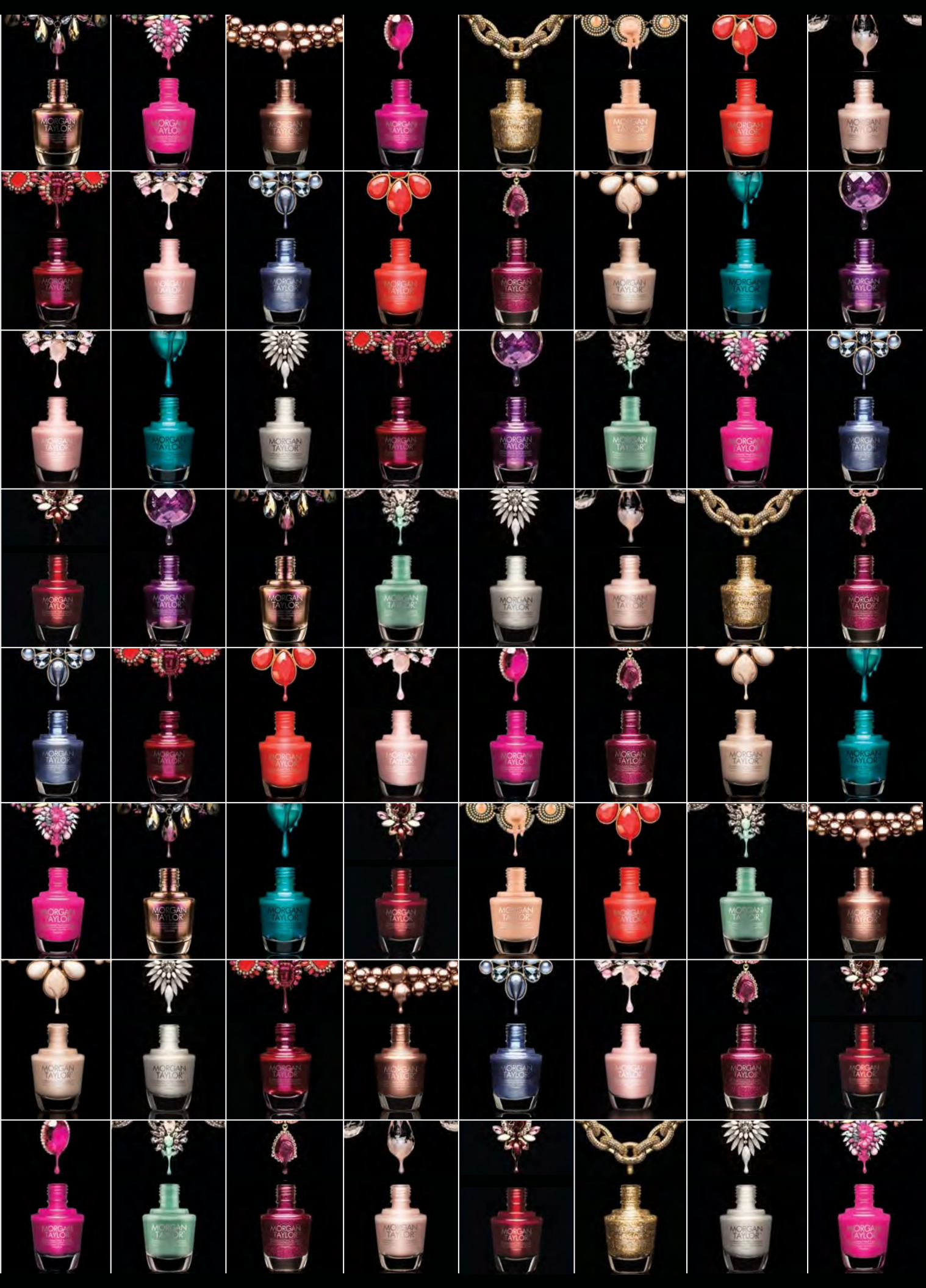
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GLOSSIES 2015

AFTER A SUCCESSFUL FIRST RUN, THE GLOSSIES COMPETITIONS ARE BACK!

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

GET A GLOSSIES MENTOR!
Looking for some extra competition guidance? Email us at nailpro@creativeage.com to be paired with an expert mentor and join the exclusive Glossies Facebook group!

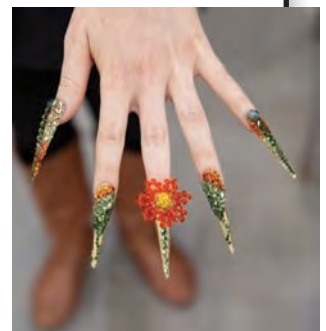
To learn more about the competition, prizes and rules, visit nailpro.com/the-glossies.

COMPETITION #2

All submissions are due **NOVEMBER 20, 2015**. Winners will be announced in the March 2016 issue. Visit nailpro.com/the-glossies for a complete list of rules and to find out how to submit your work.

IT'S ALL ABOUT THE BLING

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



BEFORE & AFTER

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



ISHA MARTINEZ

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TO ENVY

Winning TIPS



Jewell Cunningham and Deanna White offer their top three tips for success in the 2015 Glossies Competition. Ready, set, go!



DEANNA WHITE
Glossies 2014 winner



JEWELL CUNNINGHAM
Worldwide Director
NAILPRO Competitions

- ✦ Use Swarovski crystals for the It's All About the Bling competition. Since I live 90 minutes away from any beauty or craft stores, I didn't use proper crystals for my entries—and didn't even place in the competition. I suggest that you use the real deal!
- ✦ Take exceptional photos for the Salon Success competition. One of my friends is a photographer, so I asked her to take photos of my entries. We took the pictures outside in daylight and they came out great! Also, choose a model with lovely nail beds.
- ✦ Invest in a pinching tool for the Design Sculptured Nail competition. I didn't do this and I think I would have been much happier with my results. I never pinched my nails and found that they turned out too wide.
- ✦ Your entries need to be clean! Make sure your cuticles are neatly groomed and always remove any excess oil.
- ✦ Take your time! Lines, sidewalls and lateral structure need to be perfectly straight and details should be easily recognized.
- ✦ Make sure that your photos show your work. The close-up photo should always zoom in on the most intricate part of your design.

Tech-to-Tech

SPA STANDARD IS PIONEERING A NEW APPROACH TO CONTINUING EDUCATION WITH THE LAUNCH OF AN ONLINE LEARNING PLATFORM. Based around the concept of "empathetic exchange," or peer-to-peer sharing of information and ideas, the site offers techs up-to-date educational content in the form of original articles, videos and podcasts. "We want to focus on sanitization best practices and the inclusion of mani/pedi services in spas and salons that do not currently offer these services," says Kelly Maack, CEO of the Philadelphia, Pennsylvania-based company, who notes that Spa Standard will offer membership programs to fit the needs of students, professionals and salon owners. "We also want to provide content that focuses on selling retail products, packaging and increasing the rebooking rate for clients." Plus, standard membership will allow techs access to discounted education programs and networking via discussion boards. According to Maack, the site is eager to enlist several nail professionals as educators for their nail-based content. Interested in contributing? To learn more, and to submit your original content and resume for consideration by the Spa Standard Review Board, visit spastandard.com.



"We want to provide content that focuses on selling retail products, packaging and increasing the rebooking rate for clients."



Canadian techs, mark your calendars! The seventh annual Canadian Nail Tech Connection (CNTC) will be held on November 8 at the Ramada London in London, Ontario, Canada. The nails-only networking event will feature educational classes, hands-on workshops, demos, door prizes and goodie bags. Attendees will also have the chance to bid on must-have nail products at discounted prices during the event's silent auction. What's more, CNTC founder Dayna Knight says techs will appreciate the small, intimate setting. "My dream is to give more nail technicians the chance to meet amazing educators, purchase quality products and meet new friends so they can successfully grow their business," she says. **For more information, visit thecntc.ca.**



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BRING ON THE BUBBLY



Lydia Sarfati



Dori Soukup



Deborah Carver

Repêchage invites you to learn tips and tricks for success from some of the leading names in the beauty industry at their annual Champagne Power Lunch. Hosted on December 7 at Repêchage's headquarters in Secaucus, New Jersey, the high-profile luncheon will feature presentations from Lydia Sarfati, Repêchage CEO and founder; Dori Soukup, InSPAration Management president and CEO; and Deborah Carver, NAILPRO CEO and president. Individual tickets are \$55 and must be purchased in advance. For more information or to reserve your spot, call Jenny Elias at 800.248.7546, ext. 210, or visit repechage.com.

Defined **Paronychia** (par-oh-NIK-ee-ah)

A bacterial inflammation of the tissue around the nail. Chronic paronychia occurs continually over a long period of time and causes damage to the nail plate. Paronychia can also be caused by the use of unsanitary implements or by aggressive pushing of the cuticle. Clients with this condition should be referred to a physician.

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DEDICATION TO EDUCATION

THE BEAUTY CHANGES LIVES (BCL) FOUNDATION AND THE LEO PASSAGE ENDOWMENT FUND GRANTED TWENTY-THREE COSMETOLOGISTS AND TWO NAIL EDUCATORS WITH THE BCL LEO PASSAGE POSTGRADUATE SCHOLARSHIP IN SEPTEMBER.



Recipients will receive an all-inclusive trip (up to \$2,000) to Creative Jam Chicago, a two-day event for beauty educators held November 15 and 16. The scholarship is intended to celebrate the efforts and dedication of educators across the U.S. and is administered by the BCL and funded by the Leo Passage Endowment fund, created by the Passage family to honor the efforts and contributions of Leo Passage, founder of Pivot Point International.

"This scholarship emphasizes the importance of the role of the educator," says Lynelle Lynch, president of BCL and the president and owner of the Bellus Academy. "Both hair and nail educators share a tremendous responsibility to mentor the next generation of beauty professionals and inspire them with the latest innovations and creative approaches." For more information, visit beautychangeslives.org.



Kevin Palmquist

Newsfile

Holtsville, New York-based distributor **Burmax** announced the appointment of Kevin Palmquist as vice president of brand and business development for Burmax and Product Club. Palmquist joins the company with extensive experience in the professional beauty industry and has previously worked in sales, brand development and marketing. "We are extremely excited to have Kevin join our Burmax family," says Steven Scheff, president of Burmax. "We are confident that he will contribute a lot to our company."

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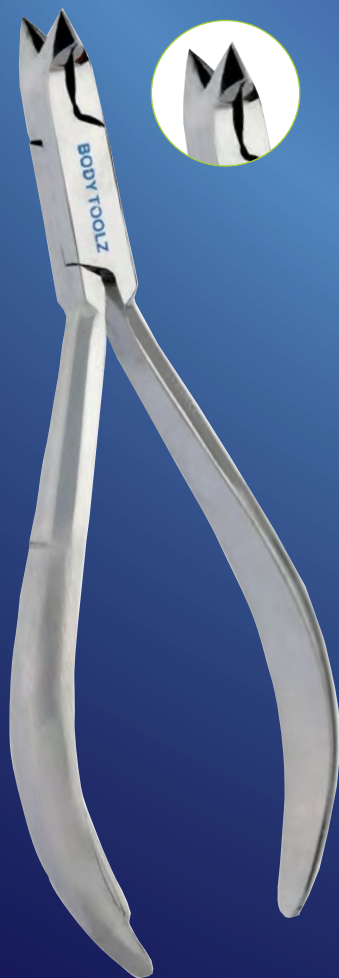
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As Seen on TV

LATE NIGHT TV ADDICTS MAY HAVE SPOTTED THE PAINTED NAIL

OWNER KATIE CAZORLA, NAILPRO PUBLISHER NAZLI SANTANA AND NAILPRO EXECUTIVE EDITOR STEPHANIE YAGGY LAVERY ON "THE LATE LATE SHOW" IN JULY.

The show's host James Corden filmed his infamous "Take a Break" segment—a portion of the show where the comedian visits a local business and gives the employees a break from their duties—at Cazorla's Los Angeles-based salon. As expected, hilarity ensued, and the host transformed standard salon protocols into impromptu comedy routines: Corden rubbed a client's towel on his face, force-fed champagne to a female client and even persuaded a nervous male client to sing "Amazing Grace" while giving him a pedicure. **Missed it? Check out the salon shenanigans at youtube.com/thelatelateshow.**



Look! It's Stephanie Yaggy Lavery!

HOLY MOLY!

Spilo Worldwide is bringing a leading Korean skincare brand to the U.S. market. In August, the Vernon, California-based manufacturer was named the exclusive distributor of Tony Moly skincare products

in the United States. The high-profile Korean brand's playful packaging and unconventional natural ingredients, such as gold, goat's milk and snail mucin, have already garnered an international cult following among professionals and consumers. "Korean skin care has generated a tremendous amount of buzz in the beauty industry lately," says Stacy Drageset, senior brand manager for Spilo Worldwide. "As the exclusive distributor of Tony Moly products in the professional beauty channel, Spilo is proud to represent this exciting and innovative product line." Find Tony Moly products at spilo.com



PHOTOS (TOP TO BOTTOM): COURTESY OF YOUTUBE.COM/THELATELATESHOW

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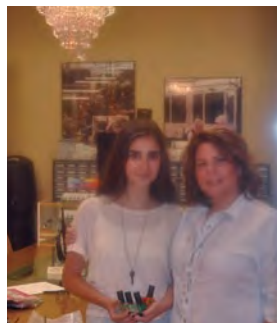


Scott McKain

The Professional Beauty Association (PBA) will host the second annual PBA Executive Summit December 3 and 4 in its hometown of Scottsdale, Arizona. The two-day event is designed exclusively for upper-level management and will focus on industry trends, networking opportunities and leadership skills. The event's theme, "The Changing Consumer," will explore the cultural intelligence of the modern consumer and help PBA members and non-member attendees develop effective marketing strategies. "There is a direct correlation between the changes in our industry and the generation that is coming into the workforce," says Steve Sleeper, PBA executive director. "Our hope with this year's theme is to offer thought-provoking ideas that our attendees can take back to their business to help them grow with the next generation."

Event speakers include Terry Jones, founder and former president of Travelocity.com; Lauren DeLisa Coleman, mobile strategist specialist; and Scott McKain, best-selling author and customer expert. To register or for more info, visit probeauty.org.

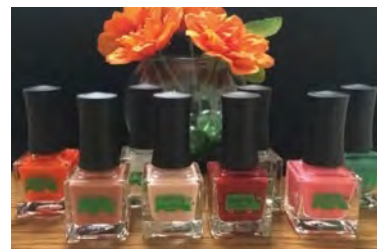
GOODS THAT GIVE BACK



Teen Serena Pelenghian and Beauty Bus CEO Ronda Wilkin.

Arcadia, California-based high school student Serena Pelenghian put her love of nail lacquer to good use to create customized nail polish for the Beauty Bus foundation. With the help of her father's cosmetic manufacturing business, the 16-year-old created her own polish bottles and shades for the Santa Monica, California-based organization. Pelenghian's polishes will be gifted to at-home and pop-

up salon clients through the foundation's Bags of Beauty program. "The creativity, open hearts and drive of our teen volunteers is inspiring and empowering," says Beauty Bus CEO Ronda Wilkin. "Beauty Bus is honored to be the recipient of Serena's passion to give back in a way that will make a difference to our clients."



Pelenghian's polishes.

PHOTOS (TOP TO BOTTOM): COURTESY OF THE PROFESSIONAL BEAUTY ASSOCIATION; COURTESY OF THE BEAUTY BUS FOUNDATION

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HONOR ROLL



AEC trainees Nhi Le (left) and Amanda Pham (right) with "Original 20" member Thuan Le (center).

TO CELEBRATE THE EFFORTS OF THE 20 VIETNAMESE TECHS that escaped refugee camps in the '70s to establish careers in the nail industry, thanks to the help of actress and philanthropist Tippi Hedren, American International Industries (All) hosted a three-day Educational Consultant Training event at their headquarters in Commerce, California, on July 29. All key account manager Kelvin Pham organized the event to honor the

"Original 20" and to show how far the industry has come. "The 'Original 20' worked together as a group and supported each other within the industry," says Pham. "I wanted to create a new group of All Educational Consultants (AEC) that would embrace the same mentality and focus on the unity and success of the group as a whole to represent the Vietnamese nail community." Pham handpicked 23 up-and-coming techs to attend the educational seminar, where they were introduced to new techniques and styles associated with the ibd, EzFlow and SuperNail brands in a series of hands-on classes and workshops in order to receive their All Educational Consultant certification. At the end of the event, All hosted a nail competition with three categories to showcase the techniques that the techs learned during the seminar. Thuan Le, competition judge and one of the "Original 20," admitted onstage that she was impressed by competitors' advanced skill level, saying, "I've never seen so much talent in one room."



All trainees with Kelvin Pham (far left), Teresa Hamm (back row, second from left), Sryenin Peng (back row, third from left), Vicki Ornellas (back row, third from right), Terry Burciaga (back row, second from right) and Donald Anderson.

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Fairytale Come True

Polished Girlz founder Alanna Wall hosted a celebration fit for royalty at St. Mary's Hospital for Children in Bayside, New York during the

inaugural Polished Girlz Ball in September. Attendees were invited to dress the part with donated bow ties, dresses and crowns and the girls received manicures from the Polished Girlz team before heading to the ball. The charitable event attracted a number of celebrity guests, including Nia Sioux Frazier of Lifetime TV's "Dance Moms," as well as some of the leading names in the industry: Gino Trunzo, Essie director of education, and Katie Cazorla, owner of the Painted Nail, hosted the evening's festivities; Azature founder Azature Pogolian designed a \$17 million crown and jewelry for

Wall's \$17 million crown designed by Azature.



(From left) Essie director of education Gino Trunzo, Polished Girlz founder Alanna Wall and The Painted Nail owner Katie Cazorla



Attendees show off their manicures before heading to the Polished Girlz Ball.

Wall to wear to the event; celebrity manicurists Mr. Luis Nails and Mar y Sol Inzerillo gave manicures to attendees; and industry brands, including KBShimmer and Orly, as well as Sephora and NBC partnered with the Dayton, Ohio-based nonprofit organization to sponsor the event. Says Wall, "It was amazing to see the leaders in the nail industry come together for the patients." **To learn more about Polished Girlz, visit polishedgirlz.org.**

TROPICAL SHINE CELEBRATED ITS 25TH ANNIVERSARY IN OCTOBER. A division of San Diego-based manufacturer, Robanda International, the brand is a recognized name in the professional nail industry, thanks to its wide selection of high-performance nail files and buffers. "Tropical Shine has an outstanding reputation for offering high quality materials that are still in demand after 25 years," says Anita Zappacosta, executive director of Robanda International. "We are proud of our products and look forward to continuing to produce great nail files in the future."

Cheers TO SUCCESS



PHOTO: COURTESY OF TROPICAL SHINE



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SMOOTH *Sailing*

NEW YORK-BASED ESSIE HOSTED 28 EDUCATORS ON THE NORWEGIAN SKY CRUISE LINE THIS AUGUST FOR THE 2015 ESSIE EDUCATION SUMMIT. Led by Essie director of education Gino

Trunzo, the five-day cruise featured professional development classes, hands-on training and team-building exercises. Plus,

educators had the chance

to bond during fun activities, such as guided morning meditation, salsa dancing and karaoke. (Techs even spread the Essie love by giving fellow passengers manicures!)

“Wearing the same uniform or participating in standard team-building activities won’t create a team,” says Trunzo. “A team is made up of individuals, and those individuals and the interactions you have with them will ultimately determine the team’s success.”

For more photos and video clips of this year’s event, visit nailpro.com/2015-essie-summit.



SECRET'S OUT!

American International Industries is expanding into fashion. In August, the Commerce, California-based manufacturer and distributor



announced the acquisition of the Hollywood Fashion Secrets brand, which offers a variety of must-have fashion and beauty essentials, including double-stick tape, foot comfort care products and beauty solutions. To learn more, visit hollywoodfashionsecrets.com.

Making Moves



Qosmedix has set up shop in a new location. The global salon supplier has moved from Edgewood, New York, to a 95,000-square foot, state-of-the-art facility in Ronkonkoma, New York. “After a lengthy search, we have finally found the perfect space that will meet the future needs of our company,” says Stuart Herskovitz, president of Qosmedix. “Our new headquarters has an efficient floor plan for both our office and warehouse operations.”

china  glaze.

Cheers!

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YOU ARE CORDIALLY INVITED TO SPEND
THIS HOLIDAY SEASON IN COLOUR!

china (G) glaze.
Cheers!
HOLIDAY COLLECTION

will have you mixing and mingling all season long!

With opulent creams, glistening glitters and
mesmerizing shimmers, this palette will brighten
the excitement of a brand sparkling New Year!

When the clock strikes 12,
BRING ON THE BUBBLY!




SIP, SPARKLE &



Shine





1430
BETTER NOT POUT
82769


1429
BRAND SPARKIN' NEW YEAR
82768

1425
COAL HANDS, WARM HEART
82764

1428
MIX AND MINGLE
82767

1426
DON'T GET ELFED UP
82765

1431
WINE DOWN FOR WHAT?
82770



1432
PEPPERMINT TO BE
82771

1427
I SOIREE I DIDN'T DO IT
82766

1433
UGLY SWEATER PARTY
82772

1435
BRING ON THE BUBBLY
82774

1434
SON OF A NUTCRACKER
82773

1436
BREAK THE ICE
82775



12pc Display
Includes 1 of each 0.5oz
in a 12pc Counter Display:

- COAL HANDS, WARM HEART
- DON'T GET ELFED UP
- I SOIREE I DIDN'T DO IT
- MIX AND MINGLE
- BRAND SPARKIN' NEW YEAR
- BETTER NOT POUT
- WINE DOWN FOR WHAT?
- PEPPERMINT TO BE
- UGLY SWEATER PARTY
- SON OF A NUTCRACKER
- BRING ON THE BUBBLY
- BREAK THE ICE

Item# 82789

24pc Display
Includes 2 of each 0.5oz
Item# 82790

36 pc Display
Includes 3 of each 0.5oz
in a 12pc Counter Display
Item# 82791



**36pc Display
Includes 3 of each 0.5oz
With Wire Rack**

- COAL HANDS, WARM HEART
- DON'T GET ELFED UP
- I SOIREE I DIDN'T DO IT
- MIX AND MINGLE
- BRAND SPARKIN' NEW YEAR
- BETTER NOT POUT
- WINE DOWN FOR WHAT?
- PEPPERMINT TO BE
- UGLY SWEATER PARTY
- SON OF A NUTCRACKER
- BRING ON THE BUBBLY
- BREAK THE ICE

With Rack Item# 82793

**Pre-pack Item# 82794
(Without Rack)**

1435
COAL
HANDS
WARM
HEART
82764

1426
DON'T
GET
ELFED
UP
82765

1427
I
SOIREE
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MIX
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OF
A
NUTCRACKER
82773

1435
BRING
UP
THE
BUBBLY
82774

1436
BREAK
THE
ICE
82775



WRAP IT UP

CG 2pc Nail Design Kit Includes 1 of each 0.5oz:

DON'T GET ELFED UP and BETTER NOT POUT

BONUS NAIL ART STRIPING TAPE

Item#: 82781



STEP 1: Start with a dry manicure in **DON'T GET ELFED UP**.



STEP 2: Apply striping tape in diagonal lines or however you choose.



STEP 3: Paint **BETTER NOT POUT** over the entire nail. Remove the tape before it dries. Allow to dry briefly before applying Fast Forward top coat.







MIX AND MINGLE

CG 2pc Nail Design Kit Includes 1 of each 0.5oz:

MIX AND MINGLE and BREAK THE ICE

BONUS NAIL GUIDES

Item#: 82780



STEP 1: Start with CG manicure in MIX AND MINGLE.



STEP 2: For Moon: Apply nail guide near base of nail, and paint BREAK THE ICE at base of nail. Remove guide.

For Fade: Tap BREAK THE ICE, starting at the tip of the nail to the center of the nail. For a reverse effect, apply the lacquer at the base. Add more BREAK THE ICE to the tip of the nail for more sparkle. Let dry.



STEP 3: Finish with CG Fast Forward Top Coat to protect your design.





china glaze®
Nail Lacquer WITH HARDENERS
Vernis à Ongles / Esmalte de Uñas
Nagellack Mit Härter / Nagellack Mit Verhärtung
14 mL / .5 fl oz

china glaze®
Nail Lacquer WITH HARDENERS
Vernis à Ongles / Esmalte de Uñas
Nagellack Mit Härter / Nagellack Mit Verhärtung
14 mL / .5 fl oz



HAVE A DAPPER HOLIDAY

CG 3pc Nail Design Kit Includes 1 of each 0.5oz:
LIQUID LEATHER and BRING ON THE BUBBLY
BONUS STRIPE RITE
Item#: 82782



STEP 1: Start with a dry
manicure in LIQUID LEATHER.



STEP 2: Paint a stripe down
the middle with BRING ON
THE BUBBLY.



STEP 3: Paint a vertical line
on the left and right side of
BRING ON THE BUBBLY with
a white STRIPE RITE.
Finish with CG Fast Forward
Top Coat to protect your design.





china glaze
NAIL POLISH
14 mL / 0.5 fl oz

china glaze
NAIL POLISH

It's So Easy
STRIPE RITE
Water-Based
Nail Art
Arte de Una
Art d'Onge
8mL / 0.25 fl oz



RING IN THE NEW YEAR!

CG 3pc Nail Kit Includes 1 of each 0.5oz:

BETTER NOT POUT, SON OF A NUTCRACKER, BRING ON THE BUBBLY

BONUS: CHEERS RING

Item#: 82778





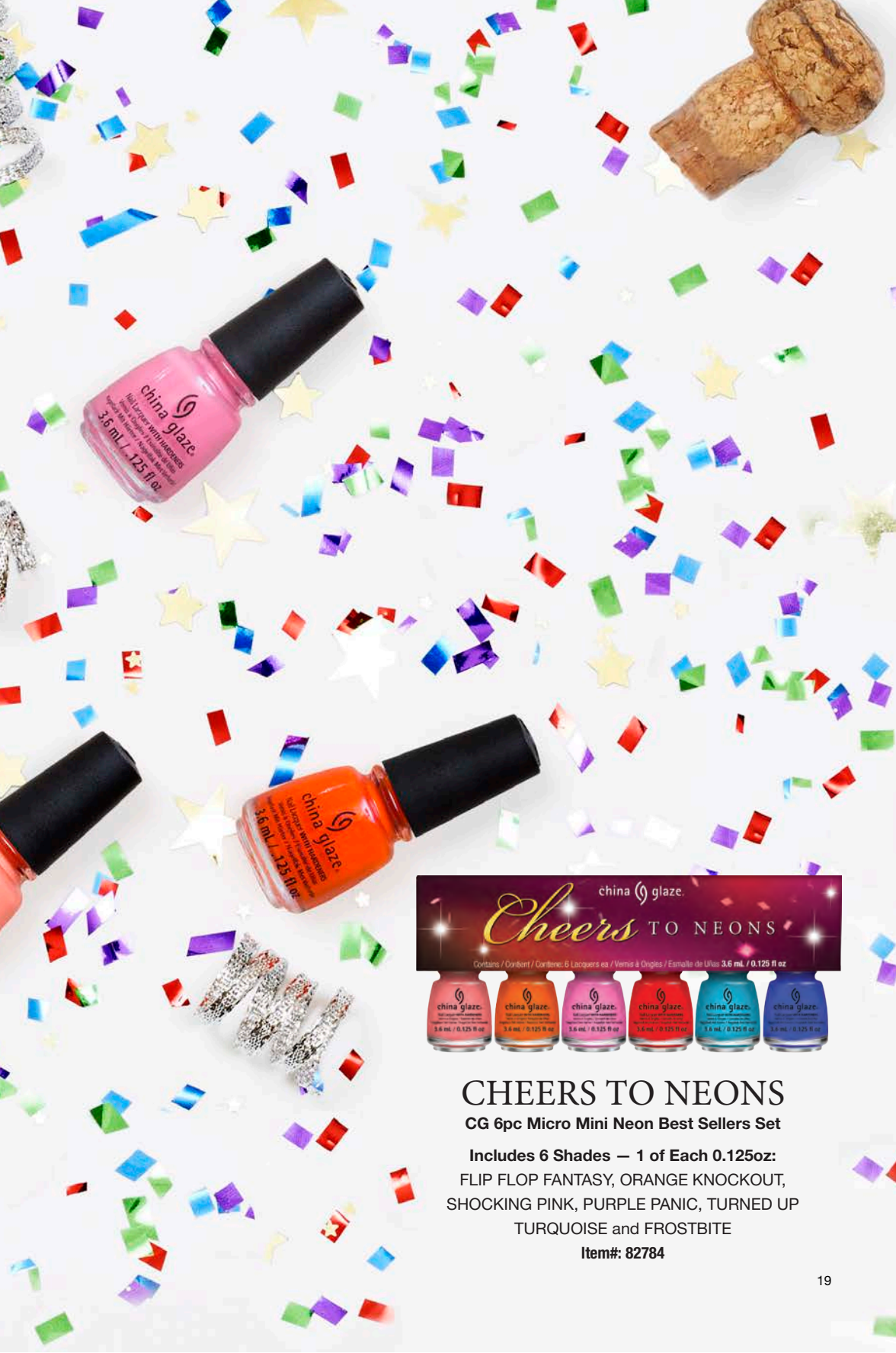
china glaze
Nail Lacquer with 10-Free Formula
3.6 mL / 1.25 fl oz

china glaze
Nail Lacquer with 10-Free Formula
3.6 mL / 1.25 fl oz

china glaze
Nail Lacquer with 10-Free Formula
3.6 mL / 1.25 fl oz

china glaze
Nail Lacquer with 10-Free Formula
3.6 mL / 1.25 fl oz

MAISON
FONDEE
EN 1772
VCP
18



china glaze
Cheers TO NEONS
Coltans / Corbants / Cartones: 6 Lacquers ea / Vernis à Ongles / Esmalte de Uñas 3.6 mL / 0.125 fl oz



CHEERS TO NEONS

CG 6pc Micro Mini Neon Best Sellers Set

Includes 6 Shades — 1 of Each 0.125oz:

FLIP FLOP FANTASY, ORANGE KNOCKOUT,
SHOCKING PINK, PURPLE PANIC, TURNED UP
TURQUOISE and FROSTBITE

Item#: 82784



E.
LIFORNIA

china glaze
SWEET WITH PROBLEMS
125 fl. oz.

china glaze

china glaze
SWEET WITH PROBLEMS
125 fl. oz.



china glaze.
MINI *Mixers*

Contiene / Contenu / Contenido: 6 Lacquers en / Vernis à Ongles / Esmalte de Uñas 3.6 mL / 0.125 fl oz



MINI MIXERS

CG 6pc Micro Mini Cheers! Set

Includes 6 Shades — 1 of each 0.125oz:
I SOIREE I DIDN'T DO IT, MIX AND MINGLE,
BETTER NOT POUT, SON OF A NUTCRACKER,
PEPPERMINT TO BE and DON'T GET ELFED UP

Item#: 82783

Geláze®

china glaze®

LONG WEARING GELS KEEP THE PARTY GOING



I SOIREE I DIDN'T DO IT

2pc Tips & Toes

Includes 1 of each 14 mL / 0.5 fl oz

China Glaze® Nail Lacquer and
Geláze® Gel-n-Base in One

Item#: 83510



UGLY SWEATER PARTY

2pc Tips & Toes

Includes 1 of each 14 mL / 0.5 fl oz

China Glaze® Nail Lacquer and
Geláze® Gel-n-Base in One

Item#: 83511



PEPPERMINT TO BE

2pc Tips & Toes

Includes 1 of each 14 mL / 0.5 fl oz

China Glaze® Nail Lacquer and
Geláze® Gel-n-Base in One

Item#: 83512



BETTER NOT POUT

2pc Tips & Toes

Includes 1 of each 14 mL / 0.5 fl oz


China Glaze® Nail Lacquer and
Geláze® Gel-n-Base in One

Item#: 83513



Cheers!

HOLIDAY COLLECTION

china  glaze.

www.chinaglaze.com

American International Industries, Los Angeles, CA 90040 • **All (UK) Ltd., Berkshire RG1 7SR**

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Media Focus

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

Elle • In a showcase of powerhouse beauty products, makeup artist Charlotte Tilbury called **OPI** Big Apple Red “instant glamour,” while editors named the brand’s Tickle My France-y and Alpine Snow as favorite polish hues.



Cosmopolitan
The mag included **Essie** Trophy Wife in a roundup of affordable beauty buys.



Marie Claire
OPI It's a Piazza Cake and **Essie** With the Band were included in a spotlight on fall beauty trends.



People Style Watch • Editors deemed **Zoya** Autumn, Ziv and Solange as must-have metallic polishes.

InStyle • A feature on graphic nail art included **CND** Sage Scarf, Black Pool and Cream and **OPI** Suzi Skis in the Pyrenees.



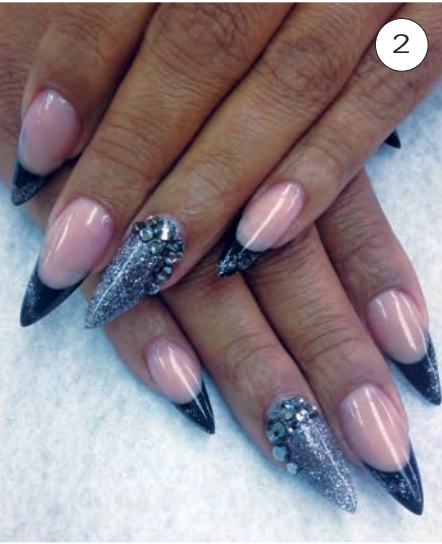
Harper's Bazaar • A story on the hottest trends spotted around the globe featured **Color Club** Hot Sauce and **Trust Fund Beauty** I Love My #Selfie.



1



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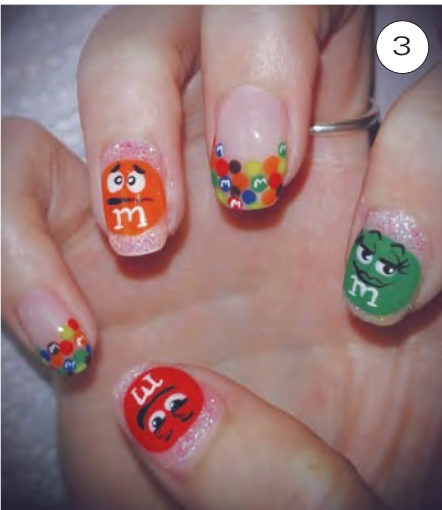


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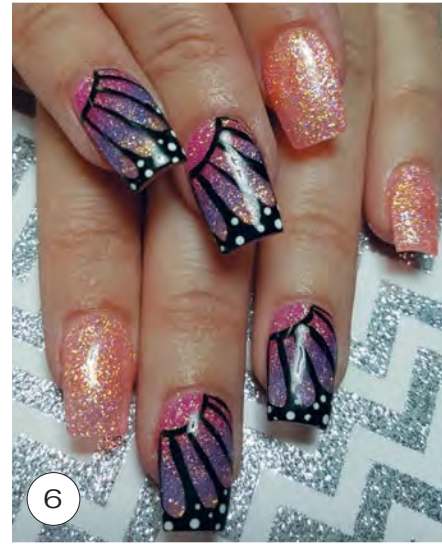
READERS NAIL ART

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

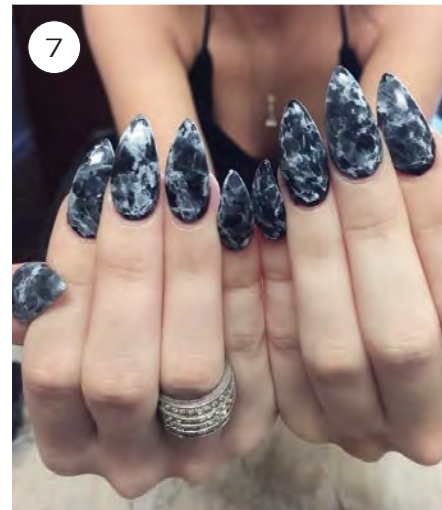
- 1 Alaina Partridge** The Polished Pinup Parlour, Winnipeg, MB, Canada
- 2 Nora Bustos** The Headquarters, Stockton, CA
- 3 Anneliese Nacey** Harper's Nails & Beauty, York, England
- 4 Annette Sanchez** Grand Illusion Salon, Meridian, ID
- 5 Kaelani Binford** The Curl, Eugene, OR
- 6 Jessica Bowen** Salon Social, Pensacola, FL
- 7 Henry Ly** Wichita, KS
- 8 Michelle Bouma** Splendid Nail Creations, Ponoka, AB, Canada



3



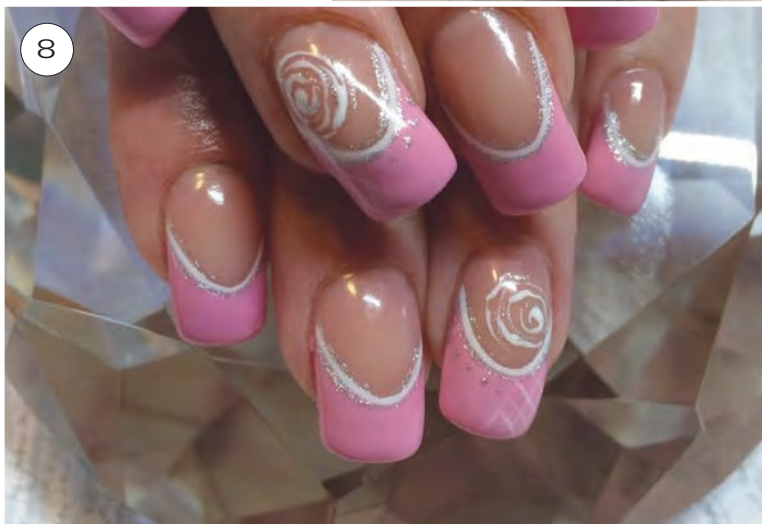
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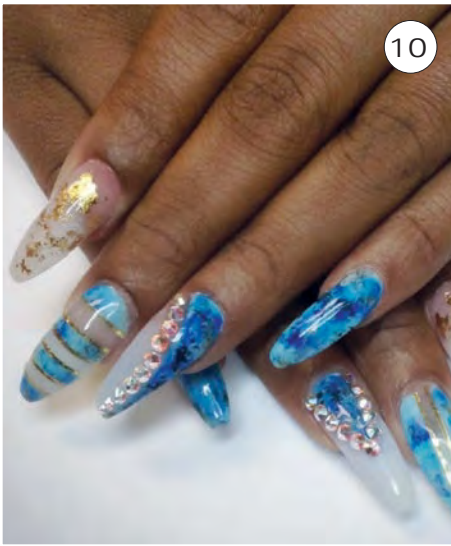
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9



13



10

9 Brandy Jorge Chasen Perfection Nail Gallery, Struthers, OH **10 Jaqueline Hernandez** Nails by Jackie, Las Vegas, NV
11 Jennifer Champion Arts Desire Beauty Bar, Victoria, BC, Canada **12 Ebuni Jumaa** From London with Love, Gozo, Malta
13 Jazmine Romero Touch Salon, Milltown, NJ **14 Kristina Ann Carlson** Tickled Pink Nail Spa, Yuba City, CA **15 Angela Torre** Profiles II, Cape Coral, FL **16 Ronda Green** Luxe Nail Bar, Atlanta, GA



14



11



15



12



16



17 Anna Watkins Salon Lofts Fairlawn, Akron, OH
18 Kristin Olsen Get Nailed, East Meadow, NY
19 Joanne Lovgren Stone Ridge Salon,
Stone Ridge, NY **20 Johanna Rosa**
My Little Nail Salon, Hazlet, NJ **21 Chow Mane**
CT Nails & Spa, Milledgeville, GA **22 Elizabeth Ho**
Ibiza Nails, West Hollywood, CA **23 Janice Luper**
Highlands Hair Lounge & Nail Bar, Tehachapi, CA
24 Marinela Santos Polished By Her LLC,
Bethlehem, PA





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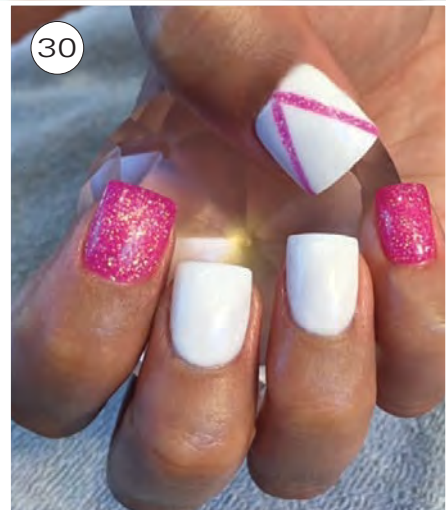


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25 Tammy Huynh Tammy's Nails, Pico Rivera, CA
26 Charlotte Thornton Lash Out Andover, Hampshire, England
27 Sataya Baumann Tonic Salon, Belmont, CA
28 Kelly Almeida Nails by Kelinha, Linden, NJ
29 Wenderly Reyes Valle Chica Bonita Beauty Salon, Manati, Puerto Rico
30 Brittni Ormonde Nails By Brittni, Livermore, CA
31 Yemima Gledhill Arts Desire Beauty Bar, Victoria, BC, Canada
32 Brandy Sucher Altered Ego Salon and Spa, Tempe, AZ



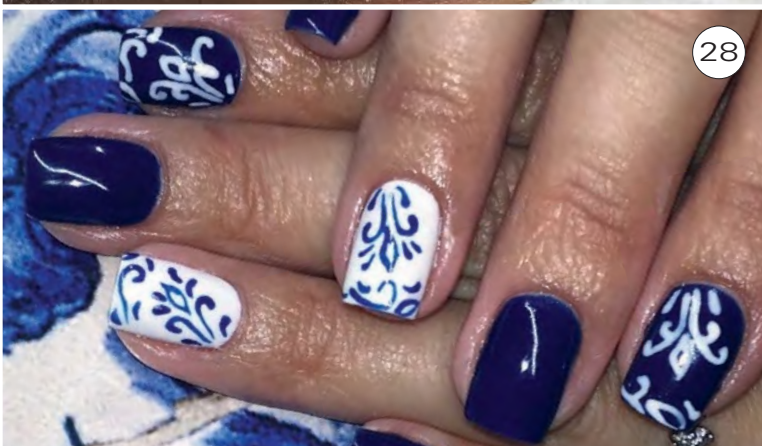
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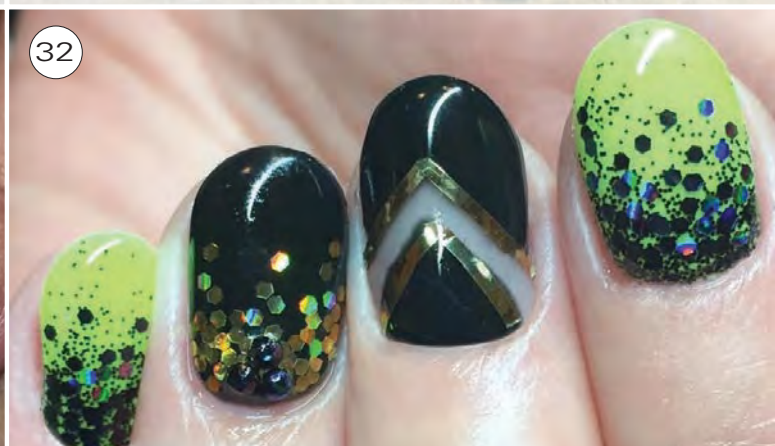
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32

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

O·P·I

#1 SALON BRAND WORLDWIDE

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MODEL IS WEARING I'M IN THE MOON FOR LOVE



STARLIGHT

COLLECTION

ALL COLORS AVAILABLE IN
NAIL LACQUER AND GELCOLOR

EXPERIENCE THE COLLECTION AT OPI.COM • #OPISTARLIGHT

MODEL IS WEARING I'M IN THE MOON FOR LOVE



LACQUER SHADES LEFT TO RIGHT: LOVE IS IN MY CARDS • RO-MAN-CE ON THE MOON • GUYS & GALAXIES • I'M IN THE MOON FOR LOVE • COSMO WITH A TWIST
GIVE ME SPACE • CENTER OF THE YOU-NIVERSE • SUPER STAR STATUS • I DRIVE A SUPERNOVA • BY THE LIGHT OF THE MOON • COMET CLOSER • IS THIS STAR TAKEN?
INFRARED-Y TO GLOW • LET YOUR LOVE SHINE • CE-LESS-TIAL IS MORE • PRESS * FOR SILVER • TWO WRONGS DON'T MAKE A METEORITE • NO MORE MR. NIGHT SKY



O·P·I

#1 SALON BRAND WORLDWIDE

Seeing Stars

LET YOUR TIPS SHINE FOR THE HOLIDAYS WITH A DAZZLING NEW COLLECTION FROM OPI.

What better way to celebrate the season than with nails that sparkle, shimmer and shine. Inspired by the night sky, the OPI Starlight Collection features 18 limited-edition shades in rich jewel tones, brilliant metallics and fantastic glitters. The glimmering hues can be worn alone or layered for a luxe effect. Or, up the twinkle factor by adding the included Swarovski® crystal and metallic embellishments. No matter how you wear them, stargazing is guaranteed.



ORION'S BELT



1 Prep the nail and apply a thin coat of OPI GelColor Base Coat. Cure for 30 seconds in the OPI LED Light. Then, apply two thin coats of OPI GelColor No More Mr. Night Sky. Cure each coat for 30 seconds.

2 Apply one thin coat of OPI GelColor I Drive a Supernova. Do not cure.

3 Using a dry Golden Pointe Brush, carve out horizontal lines across the nail. Make sure they are evenly spaced from each other. Cure for 30 seconds.

4 Apply rhinestones to the three center bars by pressing them into the GelColor residue. Finish with a thin coat of OPI GelColor Top Coat and cure for 30 seconds. Remove the gel residue with an Expert Touch Nail Wipe and N.A.S. 99.

STARRY NIGHT

1 Prep the nail and apply a thin coat of OPI GelColor Base Coat. Cure for 30 seconds in the OPI LED Light. Then, apply two thin coats of OPI GelColor Give Me Space. Cure each coat for 30 seconds.

2 Using OPI GelColor Cosmo with a Twist, apply a small amount starting at the cuticle, covering approximately 1/3 of the nail. Use a flattened, dry Golden Pointe Brush and gently pull the color down to create a fade. Cure for 30 seconds.

3 Using OPI GelColor Super Star Status, apply small dots. *Do not cure.*

4 Using a dry Golden Pointe Brush, blend out the dots to create a glow effect. On one dot use the tip of the Golden Pointe Brush to draw out the points of a star. Cure for 30 seconds.

5 Apply rhinestones to the center of each dot by pressing them into the GelColor residue. Finish with a thin coat of OPI GelColor Top Coat and cure for 30 seconds. Remove the gel residue with an Expert Touch Nail Wipe and N.A.S. 99.



STARGATE



1 Prep the nail and apply a thin coat of OPI GelColor Base Coat. Cure for 30 seconds in the OPI LED Light. Then, apply three coats of OPI GelColor I'm in the Moon for Love. Cure each coat for 30 seconds.

2 Remove the gel residue with an Expert Touch Nail Wipe and N.A.S. 99.

3 Using ThinSet Nail Adhesive, apply the crystal chevrons.

4 Trim the sides of the chevrons as needed. Finish with a thin coat of OPI GelColor Top Coat and cure for 30 seconds. Remove the gel residue with an Expert Touch Nail Wipe and N.A.S. 99.

CELESTIAL BEINGS

DESIGNERS HAVE STARS IN THEIR EYES AND, BY THE LOOK OF THE FALL/WINTER RUNWAYS, ON THEIR WARES, TOO. Nowhere is this more apparent than at Anthony Vaccarello's catwalk, where the five-pointed wonders are reimagined in no less than 20 looks. Studs arranged as star shapes and heavy metal grommets forged into stellar forms—even the models' eyes boast liner meant to mimic stars. At Emilio Pucci, constellations become the focus, with astrological symbols floating on shifts and columns, while Guy Laroche makes a bold statement with a metallic gold starburst. Techs can try capturing the beauty of the cosmos on nails, as manicurist Celine Cumming does with high-contrast black-and-gold designs. Arm yourself with a striping brush and gold chrome polish, and then create your celestial nail art over a base of opaque black polish or sheer black lace for a universally eye-catching look.



Guest Artist
Celine Cumming is a manicurist based in Middletown, Delaware, and has had a passion for nail art since childhood.
@nailedbyceline



Anthony Vaccarello



Guy Laroche



Inspired by
Guy Laroche



Emilio Pucci



Inspired by
Emilio Pucci



Emilio Pucci



Anthony Vaccarello



Valentino



Inspired by
Valentino

O·P·I

#1 SALON BRAND WORLDWIDE



CALL 800.341.9999 OR VISIT OPI.COM



STARLIGHT

COLLECTION

OPI GelColor

Weeks of shine-intense wear
30-second LED cure

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Model is wearing I DRIVE A SUPERNOVA and I'M IN THE MOON FOR LOVE
All Starlight shades are available in matching GelColor and Nail Lacquer



THE MAKING OF OUR COVER

WHILE METALLICS MADE A SHIMMERY SPLASH THIS SPRING/SUMMER, the trend easily transitions into the holiday months. So, in preparation for the influx of clients requesting metal-inspired manis, we tapped celebrity nail artist Brittni Rae to create a dual set of silver stunners for this month's cover. To achieve the uberstraight lines found in her salon-friendly designs, Rae used a combination of striping and detail brushes as well as striping tape. Creating crisp lines with these implements takes practice, but ultimately it will provide you with the tools you need to fashion on-trend nail art that will appeal to any type of client.

There's so much you can do quickly and easily with a detail brush and striping tape to create bold and wearable designs.

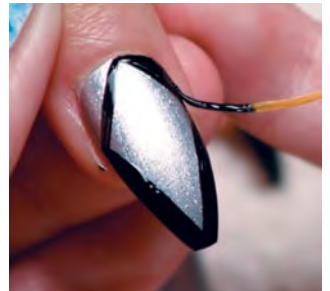
Creating the Cover Nails



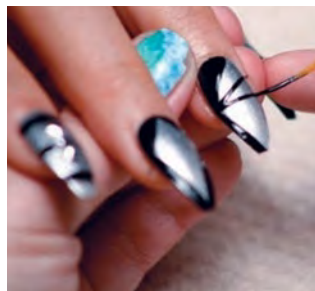
1 Rae began by filing and shaping the model's nails into a coffin shape. Then, she applied base coat followed by two coats of silver polish.



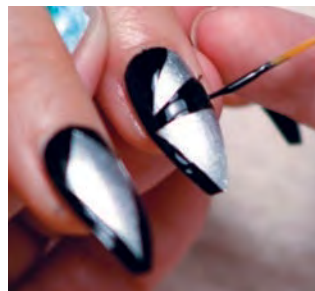
2 Next, Rae used black polish and a striping brush to create a diamond pattern around the perimeter, starting at the center of the free edge and working around the nail.



3 Then, she filled in the outer space with black polish.



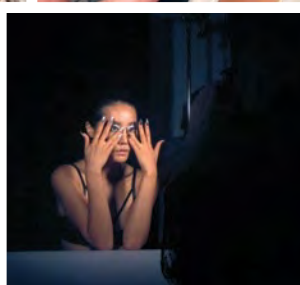
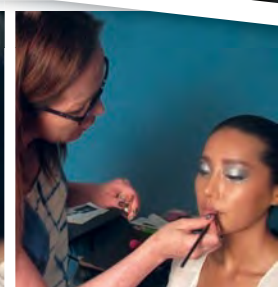
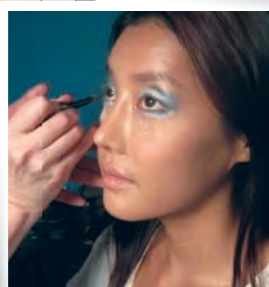
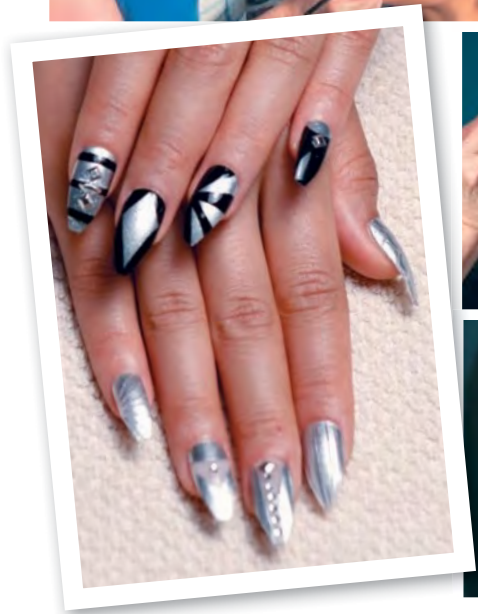
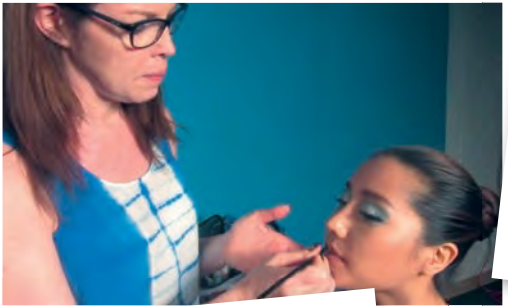
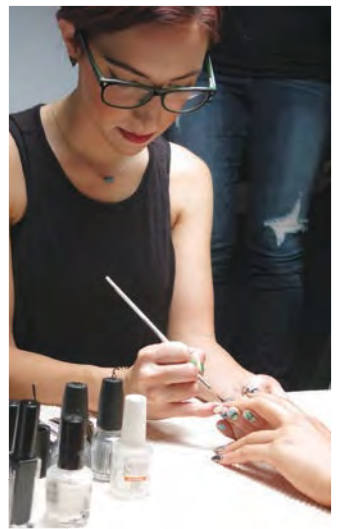
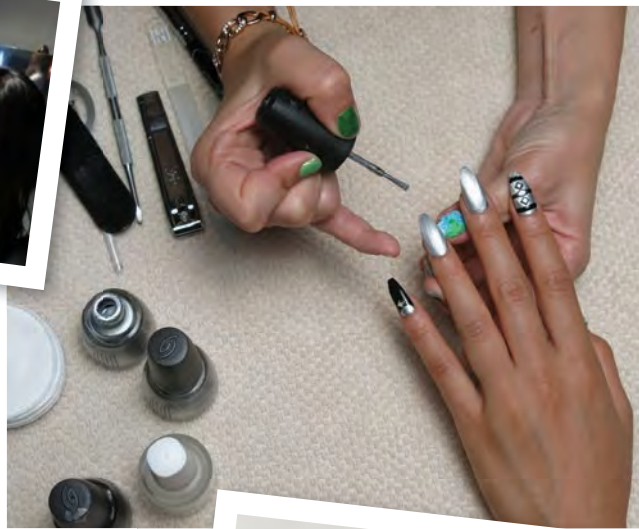
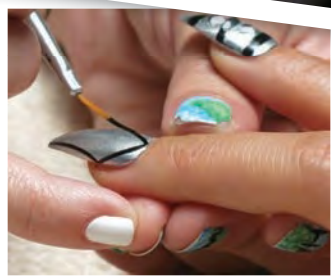
1 After polishing the nail silver, Rae created a similar diamond shape, but only on half of the nail. Then, she used a striping brush and black polish to create a line template for a starburst effect.



2 After the template was painted, Rae filled in the space between the lines with black polish. (Note: If you have difficulty hand-painting straight lines, use striping tape to help you get crisp lines.)



3 She then repeated the technique—two lines as markers and then filled in with polish—but made the space a bit narrower. All designs were finished with top coat.



Nails
Brittni Rae



Photography
Kimberly Metz



Hair/Makeup
Iris Moreau

Sarah Waite

Creator
of blog site
Chalkboard
Nails

What was your first job in the industry?

I started out as a nail art blogger. Nail art was just a hobby in the beginning, but it eventually led to me going to nail school and becoming a professional.

Who would you like to work with?

I'd love to spend some time learning from nail artist Miho "Mei" Kawajiri. She jumps so effortlessly from style to style and her manicures are always on the cutting edge.

My childhood ambition was...

To open a restaurant! I love food and baking.

My proudest accomplishment is...

When I was asked to film tutorials to air for Oxygen's "Nail'd It!" TV show. It was so surreal seeing myself on TV, and everyone was so supportive and kind when it aired.

My favorite sport is...

Fantasy Football. I even won the league last year!

Describe your perfect day.

I'm a total homebody, so staying in, baking homemade bread and binging on a Netflix series with my boyfriend Sean and dog Chowder.

Are you a morning or night person?

A night person. You'll often find me sending emails at 2 a.m.

What's your most treasured possession?

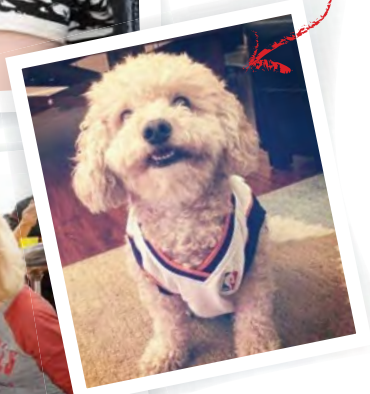
When we were growing up, my mom started charm bracelets for my sister and me. She would add a new charm every year that was meant to represent that year of our lives. It's beautiful and special.

My guilty pleasure is...

The CBS TV show "Survivor." I even have a bobblehead of the host, Jeff Probst, on my bookshelf!



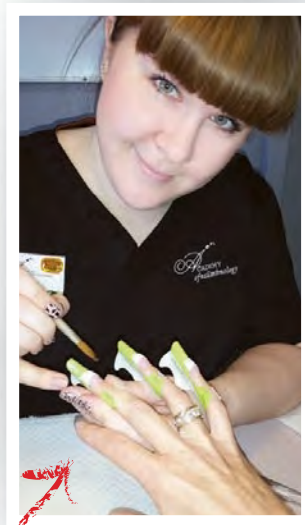
My pup Chowder.



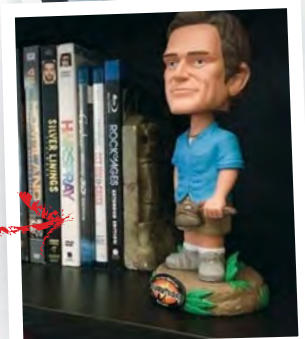
On the set of "Nail'd It!"



Tailgating with my sister and mom. Go Cardinals!



Practicing acrylics in nail school.



I ♥ "Survivor!"

PHOTO: COURTESY OF SARAH WAITE

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JUDGMENT DAY

Alisha Rimando shares how she went from top competitor to competition judge. Plus, she reveals the biggest mistakes competitors make!

I started in the nail industry in 1995 and, since then, I have worked behind the table, owned a salon, have been a sales rep, product developer, model, author, competitor and a judge. Currently, I am the executive vice president and creative artistic director for Artistic Nail Design. I do research and development of new products, product testing and mentor education teams around the globe.

I began competing in 1997, thanks to world champion and industry icon Tom Holcomb. I started out as his model and I loved to watch him compete. His work, his passion and the support he gave to other techs was so inspiring. Plus, I was able to apply what I learned as his model to my own competitions. When I wasn't competing, I worked as an educator and constantly gave techs feedback on their work. Finally, in 2006, I officially retired from competing, and that's when I began getting calls asking me to judge.

Judging nails gives me the chance to focus on each part of the nail, examine it for flaws and

assess what can be improved. After studying Tom's impeccable nails for years, I learned how to identify perfect structure and flawless French tips. I start by checking the consistency and overall beauty of the nails at first glance. Then I look at the set as a whole; I break down each part of the nail to see what can be improved. Product should always be perfectly blended (I shouldn't be able to tell where the natural nail stops and the product begins)



At Nailympia London in 2014 with (left to right) Alex Fox, Catherine Wong, Vu Nguyen and Vicki Peters.

continued on page 125

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“I recommend timing yourself before every competition, practicing each step over and over again, until you’ve achieved your goal time.”

and the thickness should be the same throughout the nail. Everything should be perfectly round and smooth.

Unlike when I was a competitor, being a judge allows me to see everything that happens during the competition. The biggest mistake I see on the floor? Filing! Competitors try so hard during the application, but then don’t know how or have time to file correctly. Additionally, timing is one of the most difficult obstacles for competitors to overcome. When you know that a competitor didn’t have enough time to finish everything, it’s heartbreaking to give them a zero for no shine. I recommend timing yourself before every competition, practicing each step over and over again, until you’ve achieved your goal time. When I was at the top of my game, I was able to get everything done on time, but still used every last second.

My best advice for competitors? Say yes to everything. I credit all of my success to saying yes. From being a model to a becoming a competition judge, I have learned from every experience. Each time you say yes to something, you are giving yourself the chance to grow and learn from whatever opportunity is headed your way. And, one day you will realize that you don’t need to search for success anymore—you’re living it!

—Alisha Rimando, as told to Taylor Foley ↓



PHOTOS: COURTESY OF ALICIA RIMANDO

(Top to bottom) Winning the Tom Holcomb Inspiration Award at ISSE 2015; judging at Nailympia London in 2014; Tom Holcomb and me in 2005 at the World Nail Championship in Austria; Krassimira Petrova, Antony Buckley and me at Estetika 2013 in Belgium



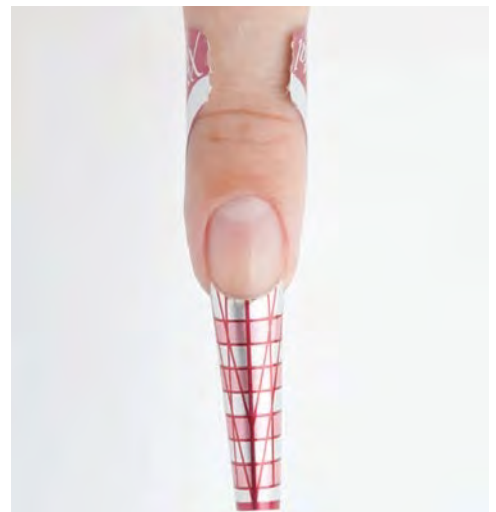
Seeking Success

How to create a winning set of Salon Success nails.

Salon Success is the most popular competition among all NAILPRO competitions. As the name implies, competition judges are seeking a salon-style nail, but in its most perfect form. Competition-level nails require exact technique: Each smile line must be symmetrical; every sidewall must be perfectly straight; and each aspect of the nails must match exactly in length, shape and evenness of product. The competition includes two distinct parts: The red polished hand and the pink-and-white hand. It's important to do exactly the same steps on every nail, and to start and stop in the same place each time, which will improve consistency.

In addition to perfect technique, timing is also critical. Competitors are given just 90 minutes to complete a full set, from applying forms to brushing on the final top coat. "An hour and a half seems sufficient until the clock is ticking away and you're trying to pull off a beautiful, consistent set of nails," says current NAILPRO Cup champion Allie Baker. "Getting everything done in the time limit is always a struggle." The key to success? Practice. "One thing I recommend to all—and even need to work on myself—is to practice timing," says Baker. Create a timetable for yourself and practice sticking to it. Ask your model to help out by having him/her keep track of the time.

Now that you know the basics, check out these acrylic step-by-steps for competition-worthy Salon Success nails.



Tip! Work on the polish hand first. This will warm you up for the pink-and-white hand.

▲ 1 Prep and prime the nails. Apply forms one at a time as you go so they don't shift while you work on the other nails. Also, if you plan to trim or alter the forms, do it ahead of time so that you only need to make small adjustments to the forms during the competition.

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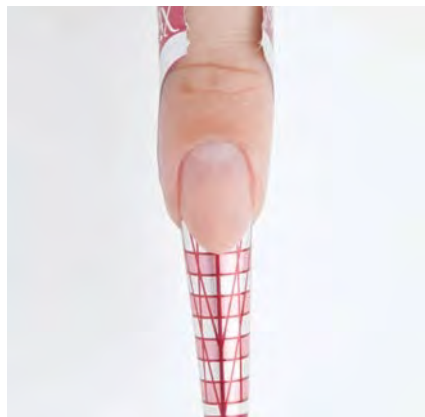
Tip! The curvature of the smile line must be the same on all five fingers. Therefore, it's important to check the points on each side of the smile line to make sure they are completely even on each finger and across all five nails.

2 For the polished hand, mix the white acrylic powder with a natural shade of powder ahead of time so that it still appears white, but the line of demarcation from the smile line doesn't show through the red polish. There's no need to perfect your smile lines on this hand because it will be covered with polish, but they do need to look the same as the pink-and-white hand on the underside. (Judges check *all* sides of the nails—even the back!)

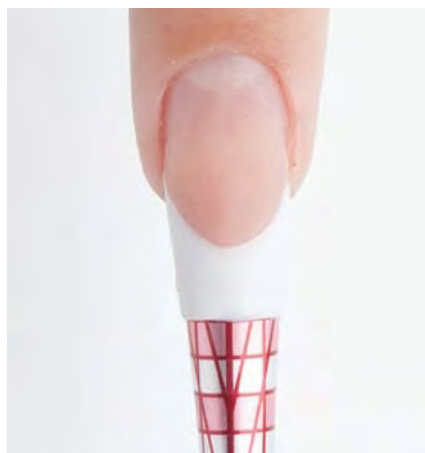
There's no need to perfect your smile lines on the polished hand because it will be covered with polish.

3 Apply the acrylic mixture created in Step 2, keeping the enhancement as even and smooth as possible. (This will keep the filing to a minimum, a timesaver.)

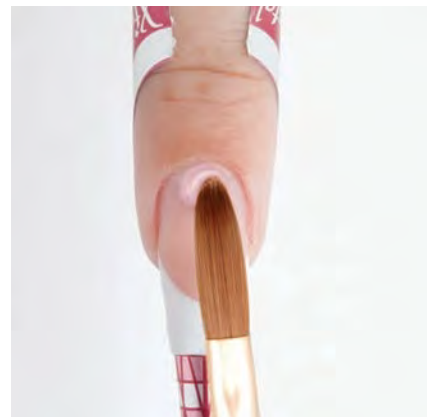
4 Next, prepare to apply the pink-and-white nails. Use two dappen dishes: one for white powder and one for pink powder. This will keep the white bright and won't muddy the pink. Fresh product creates the best nails, so pour only enough liquid in the dappen dish to apply one or two nails at a time.



5 Using a "reverse" technique, the pink acrylic is applied first. Apply a medium-sized ball of pink acrylic to the nail to create an extension as well as the smile line. Once the acrylic begins to set, you can lightly stroke down toward the free edge with your brush to ensure smoothness. (For newbies, placing the ball at the cuticle will help with product control.)



6 Then, apply the white acrylic with one ball, using a dryer consistency. Quickly press the product into the corners, following the smile line. If necessary, place a tiny ball of product at the corners of the smile line so that they reach the sidewalls.



7 Next, apply a small, very wet ball of acrylic at the cuticle area. Press it carefully, placing the tip of the brush between the acrylic and the skin. Lightly stroke it toward the free edge and be sure to keep it very thin near the skin. Then, apply a medium-sized ball of clear pink at the cuticle and press carefully into place; this will create the apex of the nail.



8 Repeat Step 5 on the next nail. By this time, the previous nail should be dull and at the perfect stage to press in the C-curve using a pinching tool, C-curve stick or the backside of your thumb nails. Next, repeat Steps 5 – 8 on the remaining nails.

Tip! Use care when applying cuticle oil at the end of the process. Oil has the ability to hide a lot of imperfections and judges don't want to wipe off the oil to see what's underneath. If you have too much oil drenching the nails, you will receive a point deduction.

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▲ 9 Next, remove the forms and file and shape the nails. Use a new 180-grit file for each nail, or at least every other nail. Using new files and buffers on each nail is important for consistency, because the grit of your file changes every time you use it. Remember to always use a filing system, i.e., file the tips and sides of all 10 nails, then file and shape the body of the nail. Use the same pressure on each nail while keeping the file parallel to the finger and your wrist straight at all times. Start and stop at the same place on each nail and be sure to cover all surfaces with the file, not just the top of the nail. When filing the cuticle area, bring the product flush with the nail plate without filing it off or filing into the natural nail.

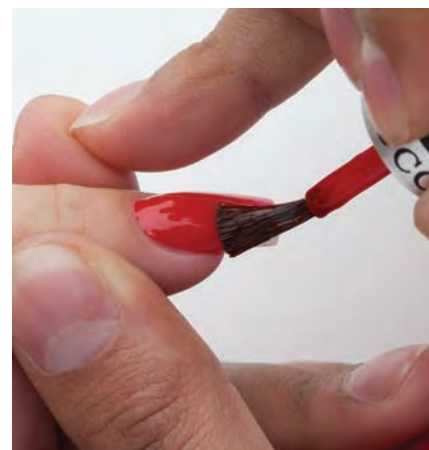
10 When finished filing, turn the model's hand around and check your filing from her perspective. Look for any high spots and check the nail from all angles for dips and bumps. The nail should graduate from thinness to thickness to thinness evenly, from cuticle to free edge and sidewall to sidewall.

Tip! Nothing says newbie like a finished nail that has only been shined on the top surface. Make sure you cover *all* surfaces of the nail, from sidewall to sidewall, and be sure to remove any dust!

▲ 11 Use a new finishing buffer with a thick foam center to buff all surfaces of the nails.

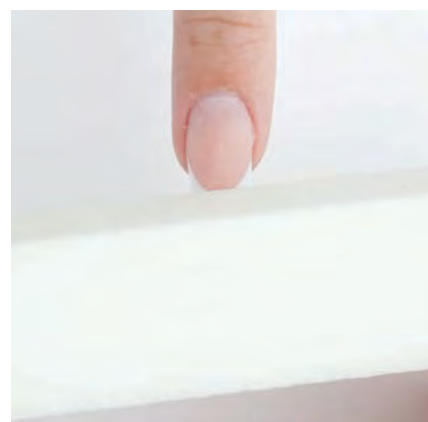
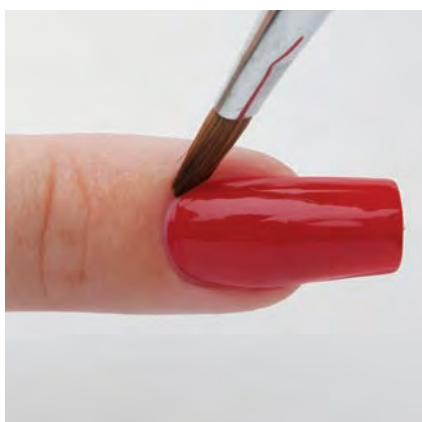
12 Use a nail brush with soap and water to clean every nail and remove any traces of dust.

13 Dry the hands, and then apply base coat to the polished hand in an even layer.



▲ 14 Next, apply one coat of red cream polish. Load the brush with polish and drain one side on the neck of the bottle. You don't want to accidentally get polish into the cuticle; it's almost impossible to completely remove it to the point that the judges won't notice. Using your pinky to steady your hand, place the brush about 1/8-inch from the cuticle on the nail surface and carefully push the polish brush up toward

Finish the pink-and-white nails by applying cuticle oil sparingly, thoroughly massaging it into the skin around the nails.



the cuticle. Then stroke the polish down the nail evenly in single strokes. Pull the skin back at the sidewalls and completely cover the nails.

15 Apply a second coat of polish in smooth, even strokes. Use long strokes and don't dab at the nail. When applying the second coat, lightly polish over the free edge to completely cover it. Make sure all of the edges are covered, but be sure not to get any polish on the undersides of the nails.

▲ 16 To clean up around the cuticle, dip your acrylic brush in acetone and roll it to a point on your paper towel. This will create a perfect size margin between the skin and polish. Then, clean up any polish that may have splashed underneath the nail.

17 Apply top coat. Have your model hold up her hand and rest her elbow on the table so the polish can dry while you shine the unpolished hand. This helps eliminate any chance of dust getting into the newly applied red polish.

▲ 18 On the pink-and-white hand, use a shining block buffer to bring each nail to a high shine. Be sure to cover every surface: the sides, cuticles and all edges.

19 When you are satisfied that you have shined the nails thoroughly from sidewall to sidewall, clean and remove any dust. Finish the pink-and-white nails by applying cuticle oil sparingly, thoroughly massaging it into the skin around the nails. ↓

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Ask Danny

Danny Haile, CEO and founder of Hand & Nail Harmony, joins NAILPRO for the next three months to provide you with advice and answers to *your* nail questions.

Have a question for Danny?
Email it to nailpro@creativeage.com

Q When creating your acrylic line, ProHesion, what major influences helped you develop the products?
—**sweetsdaartist, via Instagram**

A ProHesion was developed during a time when many people were focused on using gel products for nail extensions. However, the easiest way to build a nail extension is to use acrylic. Additionally, at that time, the existing liquid and powder systems were odorous and didn't utilize the advanced technology that was available, which wasn't attractive to nail technicians in terms of having an efficient salon service. We wanted to introduce an acrylic system with better control for nail techs during application as well as better adhesion to the natural nail, without damage. ProHesion is a fast-setting acrylic system that's easy to work with and helps make salon services more efficient. Whether in fashion or not, superior acrylics will always have a place in the industry.

Q In my experience, the more pigment a gel polish color has, the more it tends to shrink back. Why?
—**Zoe Fletcher, via Facebook**

A This is more of a formulation issue rather than color. If the base of the gel polish is a solvent, then shrinkage should not occur during the application process. However, if you're using a traditional soak-off gel polish, shrinking will occur.

Q When I use white or light pink Gelish colors, some clients return to the salon with a yellow-brown tint or cast. How can I prevent this from happening?
—**mcaroline79, via Instagram**

A In order to maintain breathability and ease of removal, Gelish was developed as a porous formula. In the same way that air can penetrate your manicure, chemicals from everyday items, such as makeup, self-tanners and cleaning supplies, can, too. Sometimes these products can cause a slight discoloration of Top It Off. We recommend that you advise your clients to always wash their hands and remove excess product when applying makeup or self-tanner, and be sure to wear gloves when working with household cleaning products.

Q When I perform a soak, some colors flake and come off easily, but others are very hard to remove. What could be causing this difference in ease of removal?
—**fiftyshadesofnail, via Instagram**

A If gel polish is hard to remove, it could be from wearing a traditional gel polish longer than 14 days, as these products get harder to take off over time. Gelish soak-off gel polish has extended wear (up to 21 days!) and its patented formula allows for easier removal. Another problem may be heavy application of the top coat; this may make removal more difficult, so apply it sparingly.



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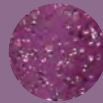


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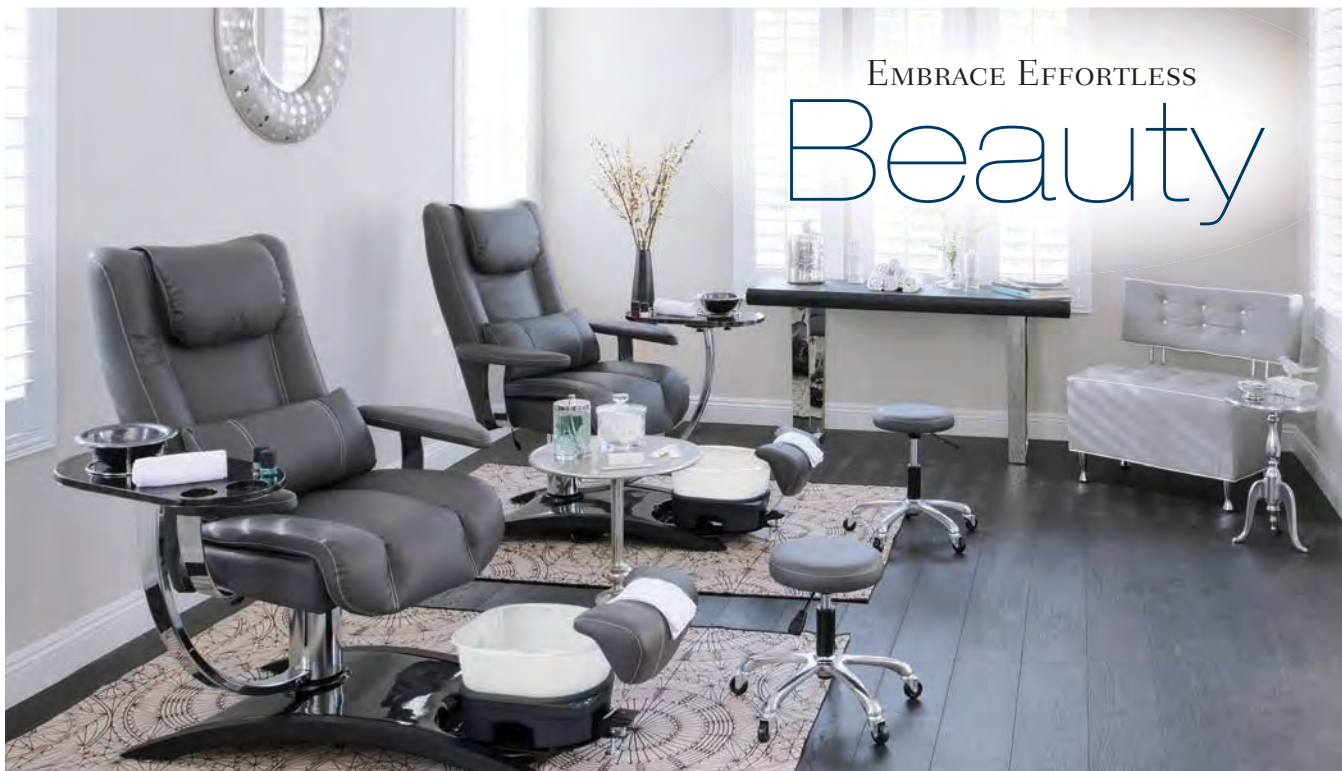
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ON THE MENU

By Katie O'Reilly

How you communicate your service offerings can make or break your nail salon's bottom line. Here, how to create a killer menu.

A service menu is a simple thing, but in this digital age, it's one that gets increasingly overlooked.

"A lot of salon owners don't think they need to spend time and effort on a service brochure, as it doesn't have the reach of a website," says Jaime Schrabec, owner of Precision Nails in Carmel, California. "Brochures, however, exist as a tangible representation of your salon. If done well, yours will generate interest, convey your business's professionalism and give you more time to do nails and make money, rather than talk about what you can do." To help you make the most of your service menu, we spoke with industry veterans and marketing gurus about the components of a great menu, common pitfalls to avoid and how to make your stellar menu work for you.



KEEP THE CLIENT IN MIND

First things first, every menu should include your business name, contact information (in large print!), address and a brief paragraph describing your salon's philosophy, says Tina Alberino, a Tampa, Florida-based cosmetologist, industry consultant and the author of *The Beauty Industry Survival Guide*. "The latter helps clients get acquainted with your business," she says. "It's a great way to explain how you set yourself apart and communicate your policies regarding, say, children in the salon, prepayment or cancellation, or, more specifically, those items that may be a deal breaker for clients." Alberino recommends keeping this paragraph three to five sentences long and placing it in a prominent position on your brochure, such as the back middle section of your service brochure. "You can also put it on the inner or outer flap," she says, "Just make sure that it's the first thing clients see."

Next, ask yourself what is special about your salon in particular. Is it a rush-in, rush-out setting designed to serve busy executives? Or a homey, welcoming place to linger and enjoy tea and cookies? Also, who's your ideal customer? The client who wants to feel pampered and glamorous, or someone needing an oasis of calm? Figure out who your target client is, and then figure out how to speak in her language.

"Many people try to go too broad, but the fact is, you can't appeal to everyone," says Wendy Gardner, a U.K.-based skincare pro and freelance copywriter. "You've got to zoom in and find out who your people are, and then spend time around them. Learn what makes them tick, what phrases they're using. After all, your menu should convey how they want to feel in the salon and how they want to feel when they leave."

Do you offer free chip repair? A deluxe lounge in which to wait for polish to dry? Or, do you take pride in prepping clients for their big nights out? Include this in your brochure statement! But, make sure you're addressing *your* audience. "Perhaps you use an alternative, non-toxic nail polish," Gardner says. "If your clients are largely health- and environment-conscious, by all means highlight this in your menu. But don't bother if your customers are party girls; their concern is long-lasting color."

Keep service descriptions clear and concise.



Use your menu to tell clients what makes your salon unique.



SPREAD PHOTOS: GETTYIMAGES PLUS/ISTOCK (POLISH BOTTLE) MARCELO MINKA; (TOP RIGHT) LILU13; (RED NAILS) LILU13; (MENU) COURTESY OF NAILSALOON





WRITING NUTS & BOLTS

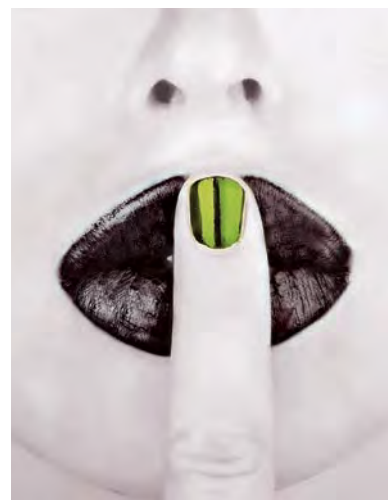
Salon businesses are all individual, so experts agree that there's no rule of thumb when it comes to menu length or amount of services to include. If you're working with limited space, employ the old 80/20 rule. Explains Gardner, "20 percent of the services you offer typically account for 80 percent of your revenue. So figure out your bestsellers and feature them most prominently." Alberino recommends grouping like services together (i.e. one column for manis, another for pedis) and beginning each list with your most deluxe offering. "Some salons start with the most basic services and go up, price-wise, from there. But in my mind, the first thing clients see should be the best you have to offer," she says. "After reading that, everything else will seem inferior!"

No matter the extent of your menu, the services that you describe should be as concise and as fluff-free as possible.

And for all of those itty-bitty, occasional-type options that generate little to no revenue? "Sweep those into one menu statement," Gardner advises. "For instance, 'Looking for something different? Please ask!' And remember, too many choices can paralyze the buyer. "Don't offer multiple versions of the same service," advises Peter Bowerman, an Atlanta, Georgia-based commercial freelance copywriter and author of *The Well-Fed Writer*. "Just make sure that you're making a clear distinction between basic, intermediate and deluxe menu items."

Our experts agree that no matter the extent of your menu, the services that you *do* describe should be as concise and as fluff-free as possible. It's important to use just enough words to accurately and enticingly communicate what's being performed. Keep in mind, flowery, wordy descriptions of pedicure rituals aren't likely to attract

additional business. "Fluffy descriptions typically sound good only to the writer," says Alberino. Indeed, Bowerman notes that the trademark of good copywriting is that, well, the writing doesn't actually get *noticed*. "It's just the vehicle to convey your information," he explains. "Next time you're eating out, ask yourself whether the restaurant menu is conveying just what you need to know to order something you want, or whether you're distracted or confused by extraneous descriptions." To this end, steer clear of "rituals," "journeys" and similar spa buzzwords. "Keep it concise and pertinent to the actual service," Alberino says, "and truly evaluate your descriptors."



FOUR SHORTCUTS TO CONCISION:

WEED OUT EXTRA WORDS.

"Beware of common redundancies such as 'added benefits,' 'free gift,' 'basic necessities,' 'combine together,' 'open up,' 'sole of the foot,' 'final outcome' and 'penetrate into,'" Alberino says. Being succinct helps convey your message more clearly.

DITCH ADVERBS. "Prune out your adverbs; they're usually just empty descriptors," says Alberino. This includes "very," "extremely" and just about anything ending in -ly.

USE AN ACTIVE VOICE.

"When you word something in a passive voice, such as, 'Your toes will be taken on a skin-softening Malaysian journey,' to make it active, try instead, 'Soften your soles and transport your senses.' Your writing will be tighter, more professional and more effective," says Alberino.

CHOOSE WORDS WISELY.

It's essential to consider words that have the potential to turn clients off. "When talking about clipping cuticles or cutting nails, know that people have subconscious negative associations with cutting," says Alberino. "Instead, use 'shaping.' Likewise, steer clear of 'foot filing' and use 'callous softening' instead."



WHAT ELSE TO AVOID

Keep in mind, all of the marketing collateral that you put into the world—menus included—should align with the type of business you're running. "If you pull some images together in Microsoft Word and advertise your services using clip art on flyers, you won't attract high-end clients," says Alberino. If this is a concern, invest in decent brochures and pay close attention to alignment, design and composition. "Nothing will turn a client off faster than

a messy-looking menu with skewed margins and cut-off text printed onto transparent printer paper," cautions Alberino.

Also, beware of spelling and grammar errors—even if you're a grammar geek. "Use spell-check, but don't rely on it alone," says Alberino, who suggests printing out a physical copy to proofread. "You're more apt to notice errors when looking at a printed page."

Gardner notes that clear, easy-to-read collateral is always best. "Avoid overlaying service descriptions with photographs and patterned paper. Use a clear, large, easy-to-read-without-glasses-size font!" Not sure if it's readable? Run it by your mom or granny, says Gardner, who notes that serif fonts are highly readable.

In terms of imagery, steer clear of anything dated, cheesy or common. "Many salons use the same stock photos," Gardner says. "But more often than not, those depict a random person outside of your target market." Instead, invest in a professional photographer to take high quality images of your salon, or steer clear of images altogether and allow your service descriptions to take center stage. What's more, Alberino says to avoid including information about your retail selection. "Brochures are marketing materials, collateral for which you assume the entirety of the expense," she points out. "Why waste limited space promoting a brand other than your own? Focus on your stellar services and exceptional technicians."

Finally, Bowerman offers this piece of copywriting advice: "Don't fall victim to 'The Curse of Knowledge,'" he says, citing an age-old marketing belief that more informed people have a harder time explaining something to lesser-informed laypeople. "Basically, the longer you've been marinating in your field, the more likely you are to make assumptions about what the general population knows about it. Business owners are often so familiar with their own products and services that they tend to make assumptions and end up confusing people." The takeaway? Always run your menu past someone *outside* of the nail industry, and ask them 'Is this clear?' "After all," Bowerman reminds, "a confused client never buys!"



Choose images and art that reflect your salon's personality.



Feature your salon's philosophy prominently.



Use a font that's easy to read.

SPREAD PHOTOS: (POLISHES) GETTY IMAGES/STONE/CHARLES CHUA; (MENU LEFT) COURTESY OF CHI NAIL BAR AND ORGANIC SPA; (MENU OPPOSITE PAGE) COURTESY OF PRECISION NAILS



Put your salon name front and center.

Contact information should be easy to find and readable.

Clearly defined salon policies let clients know what is expected of them and visa versa.

Highlight your salon's safety procedures to inform and entice clients.

PUT YOUR MENU TO WORK!

You've put a lot of thought into your salon's brochure and perhaps even outsourced some copywriting or design expertise. What to do with it now? Wendy Gardner, a U.K.-based skincare pro and freelance copywriter, suggests placing service menus outside of your salon with a sign encouraging passers-by to help themselves. "If your salon's closed, you're still marketing your wares," she says. Jaime Schrabek, owner of Precision Nails points to the following tested-and-approved uses:

- Give menus to clients on their way out the door so they can reference them from home
- Laminate copies for the front desk and all workstations
- Enlarge, frame and hang your brochure in the salon window so passers-by can see/read it
- Display it at your local Chamber of Commerce
- Distribute it to neighboring businesses
- Include it with all gift cards
- Train all staffers to reference it when talking on the phone

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



Beauty BOSS

By Katie O'Reilly

What does mega success in the nail industry require? Start with a heavy dose of **instinct**. Throw in a lot of **old-school training**. Fold in plenty of **artistic inclination** and **business acumen**, then stir in some **elbow grease** and sprinkle with **passion**. *Ta-da!* You've got the makings of an industry guru. Here, seven of the nail industry's most powerful women dish on what it takes to navigate big career moves, survive setbacks and balance work with life. Plus, each graciously shared her best advice for nail pros and salon owners. Think of it as the perfect dose of inspiration for your own nail career!

Power Woman: FLEURY ROSE Celebrity Nail Artist



Location:
Brooklyn, NY
**In the industry
since:** 2009

What advice would you give your younger, just-starting-out self? I would tell my former self not to stress out so much! I really care about what I do—which I think is important—but I have a tendency to worry about every detail. It can really take the fun

out of things and drive you crazy—which kills your inspiration and passion. Now that I've been doing this for a while, I try to keep in mind that things usually work out and that they're way less complicated than I usually imagine they'll be.

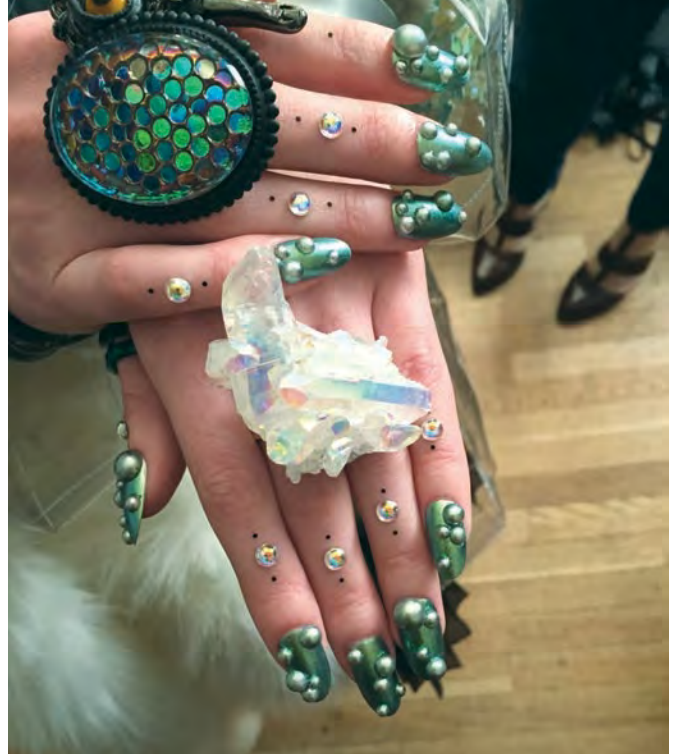
How about advice for a woman just entering today's beauty industry? What's most important is the reason why she's entering the industry. If you're doing this for fame or money, you're setting yourself up for failure, because those things are fleeting and may take years to accomplish, if they ever happen at all. But if you're doing it because it makes you feel inspired, because you're happy to be creative, because it makes you feel great to make your

clients look their best, then the rewards of this career are endless!

What's the best career decision you've ever made? To make my focus nail art.

When I started, nail art was not the booming industry that it is today.

The tools and techniques were scarce, so it took a lot of creativity. I felt confident that what I loved would



become the next thing in beauty. Although I was asked to do regular manicures, I always kept pushing to align my name with nail art because I wanted to stay true to my passion.

What's the biggest challenge of being a high-powered working woman? The lack of a schedule. I work with new people, in different locations, all of the time. I do house calls. I work with salon clients and private clients, and I take a lot of last-minute jobs. You need to be able to go with the flow and remember to take care of yourself so you don't burn out.

Do you have a personal mantra? *Wield the sword!* I got a tarot reading once and was inspired by the description of that card in that particular deck. It means that you already possess everything within yourself that you need. So, when it comes to business or any other major life decisions, you know what you need to do; just trust in yourself and be brave enough to do it!



(Clockwise from top) Fleury Rose pushes the boundaries of nail art with texture and materials; Rose's first nail station at Tomahawk Salon in Bushwick, NY; finding inspiration in tarot cards.

Power Woman: JESSICA VARTOUGHIAN

Founder and CEO of Jessica Cosmetics



Location: Los Angeles
In the industry since: 1968

What advice would you give your younger, just-starting-out self? I've been very fortunate to have incredible family support, which gave me the courage to build my dream. Throughout the great challenges and successes of my life, I repeatedly learned that I must follow my instincts. So, I would tell my younger self to go with that, no matter what!

How about advice for a woman just entering today's beauty industry? To build a successful career in nails, it's important to focus on a few key aspects that will set you apart from other professionals. Take the time to foster a personal work philosophy. Then find a brand or system that fits in with this philosophy and stick with it! My other piece of advice is to exceed your own expectations; take pride in your work, always do your best and take care of your clients. Do this and you will have them for life.

What's the best career decision you ever made? Without question, it was opening the Jessica Nail Clinic in 1969. Not only was it the first nails-only salon in the world, but it attracted high-profile socialites, movie stars and politicians. My philosophy is *all nails are not alike*, which revolutionized how nails were done. My salon was also the springboard for my product line, which brought me global recognition.

What's the biggest challenge of being a high-powered working woman? It's no secret that the woman is the glue of the family. Finding balance between family and work is still the biggest challenge for young women entering the work force today. When you run a company, you have certain obligations that don't allow you to be available for every family event, so sacrifices need to be made and sometimes you suffer for having to make the choice to work late. There never seems to be enough time in a day to do it all. I've been lucky to have a supportive and loving family, but it's not easy for any of us.

Do you have a personal mantra? *Failure is not an option.* Since I was a young woman, I've faced many challenges, from leaving my homeland with no money, to finding my way in America



without knowing how to speak English, to building a global business. Nothing ever came easily and I had to find solutions to seemingly insurmountable obstacles. But I always believed that if there's a will, there's a way. I credit my incredible parents for setting a wonderful example and for instilling in me a strong work ethic.

“Finding balance between family and work is still the biggest challenge for young women entering the work force today.”



(Top and bottom) Jessica Vartoughian passes on her decades of nail knowledge to new techs.

PHOTOS: COURTESY OF JESSICA VARTOUGHIAN

Power Woman: SUZI WEISS-FISCHMANN Cofounder and Brand Ambassador of OPI



Location: Los Angeles
In the industry since: 1983

What advice would you give your younger, just-starting-out self? Be patient! Patience is a virtue and it's a must for successful people. Patience in the workplace will lend an open-minded approach to business as well as flexibility in decision-making.

How about advice for a woman just entering today's beauty industry? Be passionate and focus on what you want to get out of your career. It's important to establish the DNA of your own personal convictions early on. Recognizing your goals and intentions from the start will help you make smarter choices. Also, understand that you can't do everything on your own. A business partner means that



(Top to bottom) Speaking at an event in 2014; as a celebrity judge at the Miss USA Pageant in 2011; Suzi Weiss-Fischman at work.

“Working for yourself means taking bigger risks, but you also get to guide your own path.”

you can combine your expertise and you'll have the support of someone who's equally invested in your joint future.

What's the best career decision you ever made? Becoming an entrepreneur. Working for yourself means taking bigger risks, but you also get to guide your own path. Making decisions for myself and answering only to myself are gifts I am thankful for every day.

What's the biggest challenge of being a high-powered working woman? Time. There are only 24 hours in each day and we could all use at least 30 more! A woman is expected to balance family, friends, career and home. Being able to commit yourself to all of these things is hard, if not nearly impossible. I've found balance by recognizing that I love what I do, but by prioritizing what's most important on a daily basis—and for me, that's family.

Do you have a personal mantra? *Have a sense of humor.* It's important to laugh, be lighthearted and make fun of yourself on occasion. In today's stressful work environment, humor grants you a sense of calm and perspective. Plus, a smile on your face allows your coworkers to perceive you in a positive light, and this positivity will set the mood of your workplace!





“It’s OK to fail; just make sure that you get right back up. Some of my greatest accomplishments have been achieved in the wake of failure.”

**Power Woman:
LEZLIE McCONNELL**
Co-owner of Light Elegance/McConnell Labs

Location: Redmond, OR
In the industry since: 1992

What advice would you give your younger, just-starting-out self?

I would tell her to have

more confidence in herself and go with her gut. When I owned my salon, there were times I should have fought for what I thought was right, but instead I did what employees wanted or expected me to do. However, I would not have developed into the confident, persevering person I am today if not for having learned to deal with adversity. As a business owner, learning to handle mistakes correctly is one of the most valuable tools to develop.

How about advice for a woman just entering today’s beauty industry? Have passion. Be professional. And suck it up! Remember, first and foremost, that you are a business person. You want to be taken seriously, so make an effort to look professional every day and remember that it’s about the client, not you. We work in one of the most exciting industries, so learn all that you can from mentors, trade shows and classes. Be the best at what you do and don’t be afraid to take a risk. It’s OK to fail; just make sure that you get right back up. Some of my greatest accomplishments have been achieved in the wake of failure.

What’s the best career decision you ever made?

The first was opening my salon. It was frightening and exciting all at the same time. The business provided all of the challenge I needed, and then some. I opened with 18 full-time hairdressers and nail technicians. As a new business owner, the odds were against me, but I learned more running my salon than I

did in college or anywhere else! Nine years later, I sold a very successful business.

The second best decision was marrying Jim McConnell. Together, as a chemist and a salon owner, Jim and I were able to create Light Elegance.

We have put so much passion and love into [the business], and it’s the same love and passion we have put into our marriage. Both, as a result, are highly successful. I love the give and take of a team. To me, that is real success.

What’s the biggest challenge of being a high-powered working woman? Having enough time for family, friends and vacations. I love my work, but sometimes I need to take time off to play. I have traveled all over the world promoting Light Elegance and I have learned so much, but finding the time to just disappear for a few weeks on a warm island? That’s a challenge. Whether you’re starting to build a client base, own a salon or do any of the other exciting jobs in the beauty industry, finding balance is hugely important.

Do you have a personal mantra? *Whatever you do in life, do it with passion.* Life is so exciting; it’s meant to be lived and loved to the fullest.

(From top) Jim and Lezlie McConnell; McConnell and her daughter Lexy.



PHOTOS: COURTESY OF LIGHT ELEGANCE



Power Woman: JAN ARNOLD

Cofounder and Style Director of CND

Location: San Diego, CA
In the industry since: 1979

What advice would you give your younger, just-starting-out self?

Go with your gut! There are times when it screams an answer to a challenge, but then we often tend to over-think it and go off course. Trusting your intuition is so important because it keeps you working according to your core philosophies. I find that staying true to this always serves you well in the end.

How about advice for a woman just entering today's beauty industry?

Love what you do and those with whom you do it! My admiration for nail professionals is my guiding light—it's what inspires everything I do for CND. I never underestimate the amazing talent and personality it takes to become a successful nail pro in today's world. Not only has our profession exploded and broadened, but the status of the nail pro has been elevated to an important high.

What's the best career decision you ever made? Diving in head first with CND—or should I say, nails first?!

“Trusting your intuition is so important because it keeps you working according to your core philosophies.”

What's the biggest challenge of being a high-powered working woman?

Balance! Taking time to smell the roses. Luckily, I am married to an artist who sees everything deeply and with great care. He'll notice a new flower in bloom or a feather that's fallen and will make sure I take a moment to take notice, too. Nature is one of my greatest sources of inspiration and my husband makes sure that I really see it.

Do you have a personal mantra?

Do what you say, and have fun doing it!



PHOTOS: COURTESY OF CND

(Top to bottom) Jan Arnold autographs a CND advertising campaign; Arnold backstage at The Blonds Fall/Winter 2014 fashion show with CND education manager Kristina Estabrooks (left) and designer David Blond (right); Arnold encouraging a contestant on “Nail'd It!”; Arnold as a judge on Oxygen TV's reality nail competition show.



**Power Woman:
JIN SOON CHOI**
Founder of JINsoon Nail Lacquer
and the Jin Soon Hand & Foot Spas in NYC

Location: New York
In the industry since: 1990

What advice would you give your younger, just-starting-out self?

Be patient. Hard work will be rewarded!

How about advice for a woman just entering today's beauty industry? Learn the basics first and be hands-on! Only then will you have set the stage to become a real authority in the beauty industry.

Best career decision you ever made? Providing mani/pedi house calls—on my bike, no less! Through that, I got to know many clients, some of whose advice guided me in the right direction at a very formative stage in my career.

What's the biggest challenge of being a high-powered working woman? Not offending people for being my naturally assertive self. Perhaps it's my Korean heritage, but I tend to speak my mind without sugar-coating my words.

Do you have a personal mantra? *It's OK to obsess about the details.* In fact, the more you do, the better the payoff!

“It's OK to obsess about the details. In fact, the more you do, the better the payoff!”



(Clockwise from left) Jin Soon Choi; Choi's namesake salon in New York City; Choi started as a mobile tech in New York City—on her bike!

PHOTOS: COURTESY OF JIN SOON



Power Woman: ZOYA REYZIS Cofounder of Art of Beauty

Location: Cleveland, OH
In the industry since:
the late 1970s

What advice would you give your younger, just-starting-out self?

Practice yoga!

How about advice for a woman just entering today's beauty industry?

Beauty provides emotional, physical and mental strength—and strength is what helps one to become balanced, which will make you healthy, inspired, optimistic, compassionate, loving and successful.

What's the best career decision you've ever made?

Deciding to work with my family.



“Beauty provides emotional, physical and mental strength—and strength is what helps one to become balanced, which will make you healthy, inspired, optimistic, compassionate, loving and successful.”

What's the biggest challenge of being a high-powered working woman? Learning how to objectively understand your weaknesses. When you understand them, your strength becomes how you improve upon those weaknesses.

Do you have a personal mantra? I live by SWAN, which is a yoga wisdom principle. S stands for strength of the mind, body and spirit. W is for weaknesses. A is for ambitions and N is for needs. Our strengths help us and our weaknesses hinder us in all that we do. Together, they form our personalities—how we behave, our habits, our actions and our interactions. The knowledge of self is vital. In discovering SWAN, we get a picture of ourselves and who we really are. This knowledge provides stability and motivates us to be more useful and successful in achieving our goals. ↓



(Clockwise from right) Zoya Reyzis poses with the NAILPRO staff at Cosmoprof 2013; Reyzis talks business at the most recent Cosmoprof in July.

PHOTOS: COURTESY OF ZOYA

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

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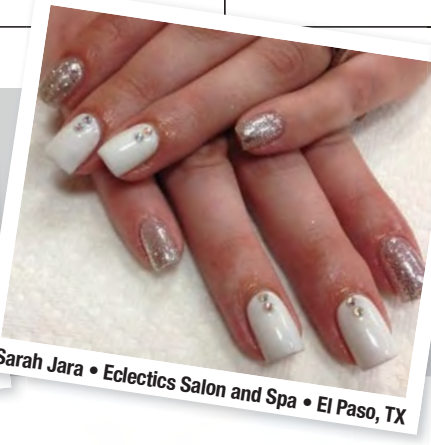
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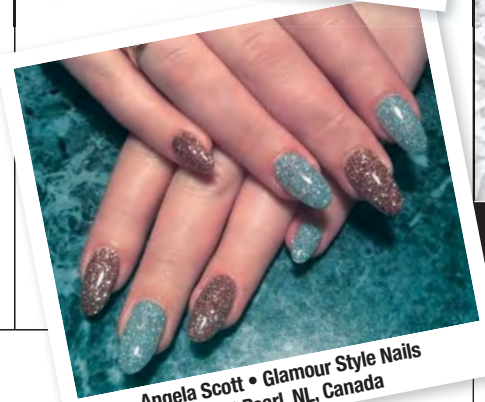
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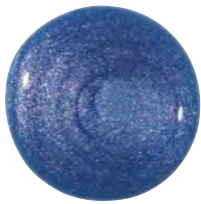
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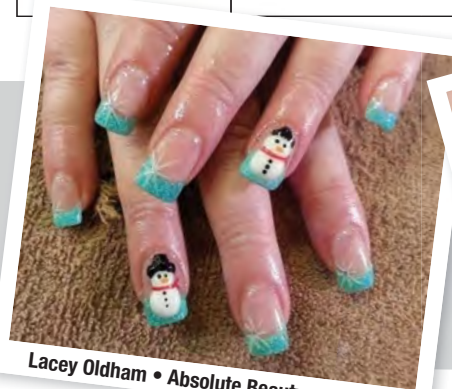
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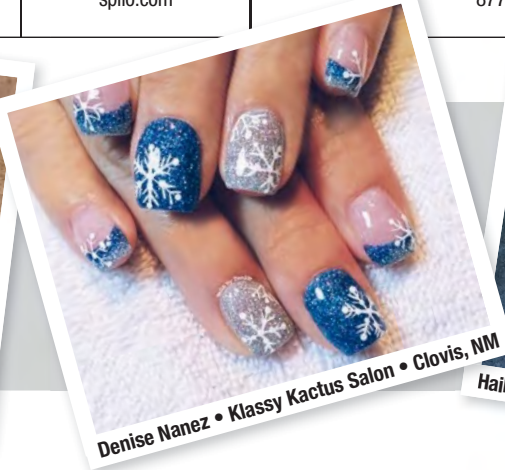
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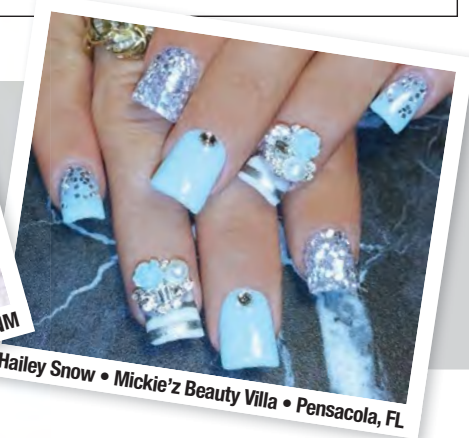
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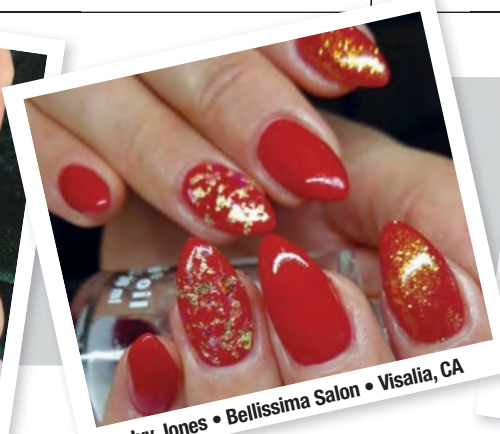
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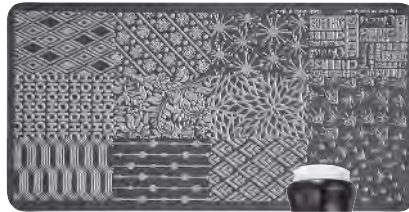
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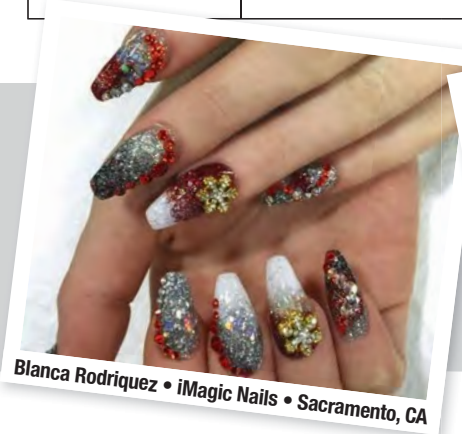
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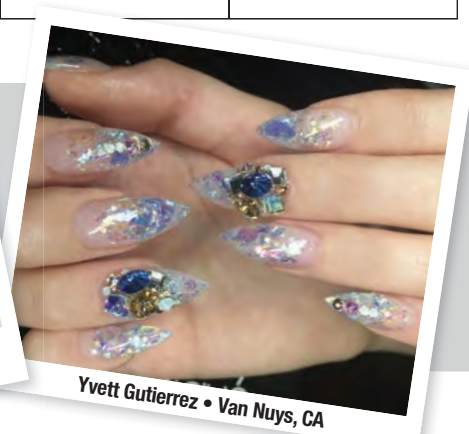
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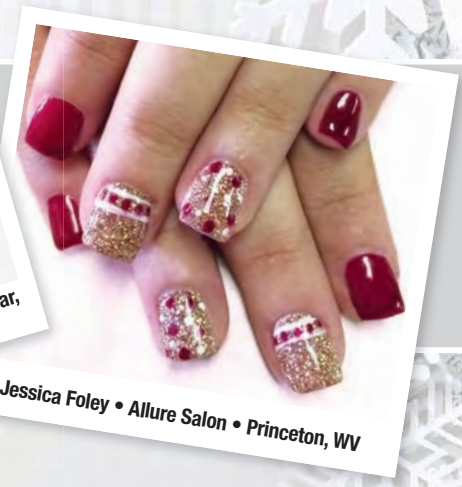
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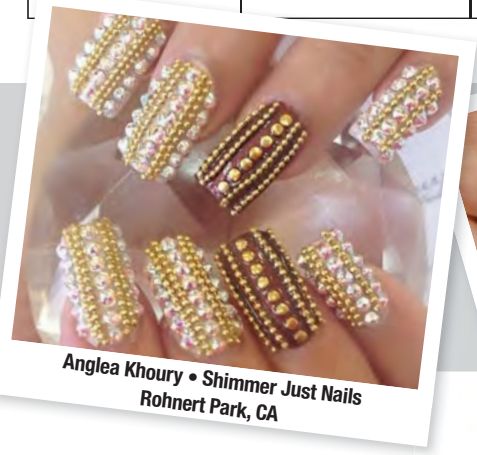
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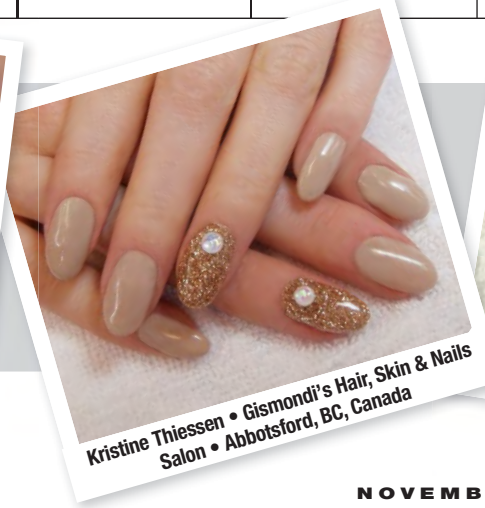
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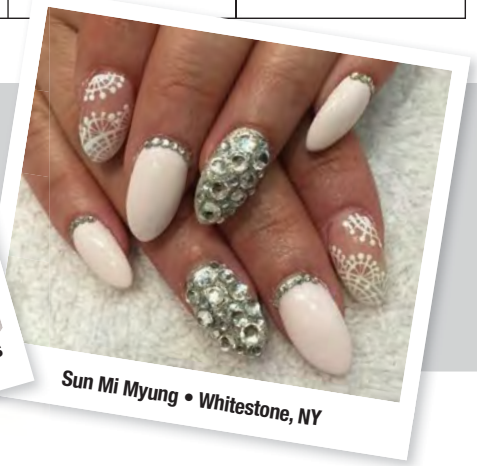
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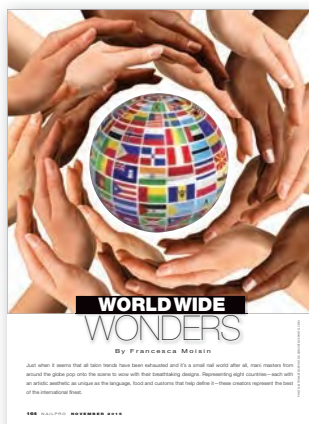
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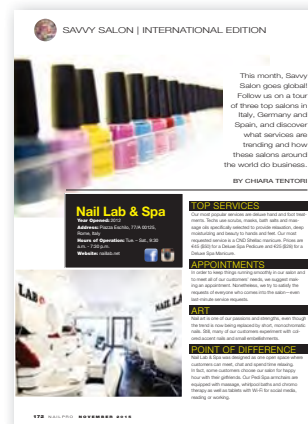
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International brands reveal their best-selling products in the U.S.



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Savvy Salon: International Edition
Take a look at three top salons in Italy, Germany and Spain.

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WORLDWIDE WONDERS

By Francesca Moisin

Just when it seems that all talon trends have been exhausted and it's a small nail world after all, mani masters from around the globe pop onto the scene to wow with their breathtaking designs. Representing eight countries—each with an artistic aesthetic as unique as the language, food and customs that help define it—these creators represent the best of the international finest.



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Saint Petersburg, Russia **ELENA POPOVA**

"I always loved to draw, follow beauty trends and interact with people, so the nail industry felt like a natural career choice," reveals Elena Popova, owner of Nail Future Pro, which opened in 2007. More than a mere salon, this training center also serves as a school where novices can master basic manicure skills while advanced techs train to enter worldwide competitions. "I'm proud that in the last four years, several of my students have won the prestigious World & European Nail Championship," raves the pro.



WHAT'S HOT Soak-off gel polish and unusually sculpted tips

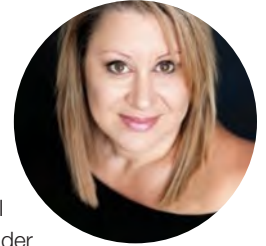
WHAT'S NOT Fancy spa treatments and services that clients don't have time for

WHAT'S NEXT Speedier luxury services, to keep pace with manic life in the big city



Melbourne, Australia **VIV SIMMONDS**

From childhood, Viv Simmonds took an interest in nails—but it centered on how short she could make them with her teeth.



"I was a nail biter until I turned 15, when my older brother's friend shamed me by calling my habit 'unladylike,'" laughs the owner of Pure Bronze & Beauty salon. Cut to 25 years later and the dedicated artist cites running a business, training eager apprentices and making customers feel beautiful as her favorite aspects of the job.

WHAT'S HOT

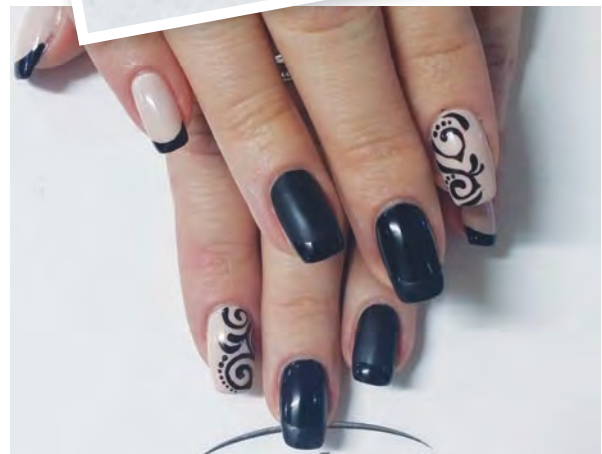
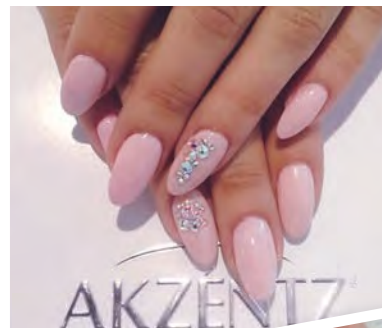
Short, square tips polished in dark or nude shades

WHAT'S NOT

Spa manicures; clients crave *instant* results

WHAT'S NEXT

A gel overlay with gel mani, as more customers lean toward the natural look





Maracay, Venezuela **FRANCIS MANGANO**

Francis Mangano started life as a chemical technician before altering her course to work in beauty. "The nail industry was quickly expanding in my country, so I decided to take a chance and enroll in workshops," recalls the Mia Secret educator. Fast-forward 12 years, and the tech now travels across Latin America, conducting seminars and training the new wave of nail enthusiasts. Says Mangano, "It's unbelievably gratifying to see students expand their knowledge and advance in this art."



WHAT'S HOT Versatile designs are all the rage, ranging from flowers to cartoons to chromed veneers, while short square and oval shapes remain au courant

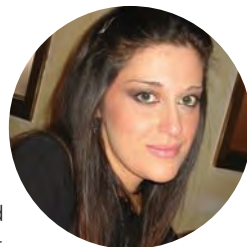
WHAT'S NOT Mile-long, highly structured futuristic shapes, which are mainly reserved for beauty shows and exhibitions

WHAT'S NEXT Speedy services tailor-made to meet the needs of every woman, regardless of her taste or occupation



Naples, Italy **PATRIZIA MARTUCCI**

Even before turning pro eight years ago, Patrizia Martucci, owner of the Glitter Aretini Nails salons in Avellino and Naples, recalls getting stopped on the street by ardent admirers asking who'd



Painted her stunning tips. Perhaps that was due in part to her artistic training: Prior to polish, Martucci studied fine arts at Accademia di Bella Arti in Naples, followed by training as a tattoo designer. "What I like best is merging extreme structures with realistic decor," muses the master.

WHAT'S HOT "Salon nails," meaning short, comfortable-to-wear tips varnished a variety of colors

WHAT'S NOT Extremely long nails

WHAT'S NEXT "Mini forms," aka special shapes—including Gothic and Russian almond, pipes and Marilyn tips—but kept to low-clipped lengths



PHOTOS: COURTESY OF FRANCIS MANGANO; COURTESY OF PATRIZIA MARTUCCI



Gelsenkirchen, Germany
PAULINE FEINAUER

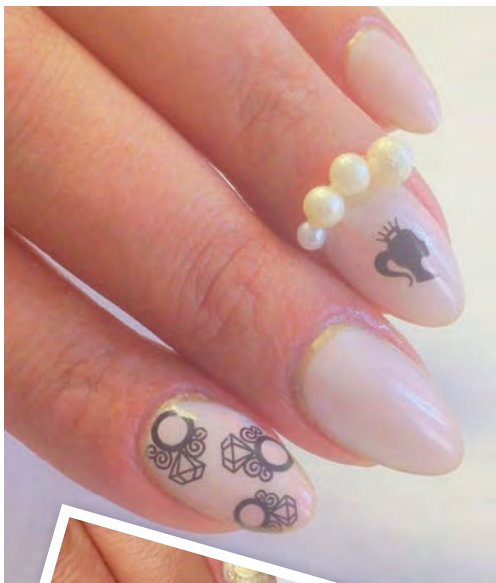
An instructor and world-champion competitor, Pauline Feinauer was 21 years old the first time that she was professionally polished. Despite her late start, she now heads Akademie Feinauer, her Gelsenkirchen-based school that teaches students how to succeed in the nail business. "I learned from the best international artists and now hope to share my skills," she says.



WHAT'S HOT Short, full-cover nails in vintage hues including rose, pastel peppermint, ivory and beige

WHAT'S NOT Fine hand-painted art on just one finger

WHAT'S NEXT Dark matte black



London, England
SOPHIE HARRIS-GREENSLADE

It started with miniature flowers and Union Jack flags, which Sophie Harris-Greenslade's mother, a former nail art instructor, lacquered on her daughter's tiny tips. "I remember sitting with her and drawing little Powerpuff Girls on nails," smiles the tech, who now travels the world as a top stylist on fashion shoots. Her first big gig, in 2010, boasted a collaboration with M.I.A. and Donatella Versace for *W* magazine. She creates groundbreaking designs for OPI campaigns and recently blinged Rihanna's digits before the star's Twickenham Stadium show during her Diamonds World Tour.



WHAT'S HOT

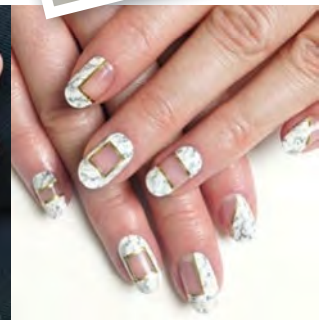
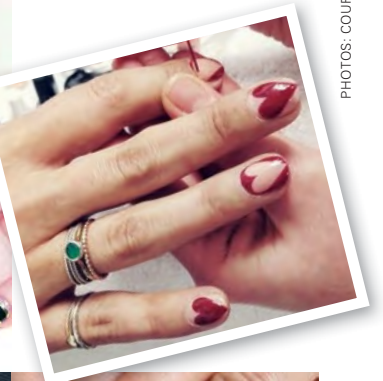
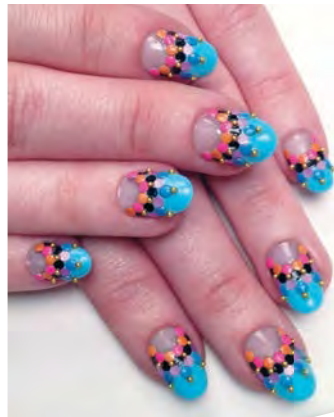
Negative space nail art

WHAT'S NOT

Pedicures

WHAT'S NEXT New

effect polishes, like a true metallic finish in a bottle, which will become possible as product technology continues to evolve



PHOTOS: COURTESY OF PAULINE FEINAUER; COURTESY OF SOPHIE HARRIS-GREENSLADE



Bangkok, Thailand
**PISUT “THE PHANTOM”
 MASANONG**

“I started by using a pencil to create designs on my own digits,” reveals Pisut Masanong, nail tech at Bangkok’s Grande Nail salon. “Since the age of 12, I knew this was my calling.”



Masanong attended school to master the art of portraiture, then translated that skill to mini-sized canvases—a talent for which he’s now famous. “When Tom Holcomb passed away, I created an image of him to say thank you for being my idol and inspiration,” reflects Masanong.

WHAT’S HOT Flowers and animal prints

WHAT’S NOT Folk art designs

WHAT’S NEXT Intricate art stenciled on enhancements



Singapore
CHRISTINA WONG

Mani maven Christina Wong, a lead tech at Singapore’s Studio7Pro salon, started in the biz six years ago by hand modeling for her sister, Catherine, an award-winning educator, during competitions. Hooked, she helped organize local contests and tradeshow before apprenticing alongside industry greats including Tom Bachik, Trang Nguyen and Alisha Rimando-Botero. “I love networking with colleagues, as we inspire each other while exchanging ideas,” discloses Wong. “But most of all, I love how my clients completely trust me to make their hands shine.”



WHAT’S HOT Japanese-style nail art, including crystals, rhinestones, studs, foils and geometric shapes

WHAT’S NOT Acrylic extensions

WHAT’S NEXT Soft gels are on the verge of hitting, as they’re durable, versatile and easy to apply, sans shrinking ↓



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

PHOTOS: COURTESY OF PISUT MASANONG; COURTESY OF CHRISTINA WONG



International

By Dana Loth

FLAIR

The world of nail goods is a global one. From gels to top coats and everything in between, the industry's top international brands reveal their most popular products in the states.



▲ **Crystal Nails** was founded in 2003 in Hungary with a focus on nail enhancement products. The brand branched out to America in 2010 and its most popular product is **Titanium Builder Gel**, a hypoallergenic hard gel. 949.903.3865, crystalnails.com



▲ **Akzéntz Professional Nail Products** began in 1989 with a focus on gel enhancement products. The Vancouver, Canada-based brand expanded distribution to the U.S. in 2004 and its most popular product is **Pro-Formance UV/LED**, a hard gel line that offers durability and shine. 800.720.7833, akzentz.com



◀ In 1988, **Bio Sculpture** debuted their first product in South Africa. The brand expanded to the U.S. market in 2001 and its reigning best seller is the **Bio Sculpture Gel** line. 800.770.4493, biosculpturegel.com



▲ Founded just outside of Milan, Italy, in 2012, **Faby** began distributing to the U.S. only one year ago. The brand's best selling products are **Red Nail Lacquer** and **Fast Dry Top Coat**. 877.898.0055, fabyusa.com



◀ Founded in Germany 30 years ago, **LCN** was the first brand to manufacture and distribute gel resins for cosmetic nails in Europe. The product landed on U.S. shores in 1986 and the brand's current top seller is **FiberTech Gel**, a flexible hard gel. 800.866.2457, lcnusa.com

▶ A division of Caxias do Sul, Brazil-based Mundial, **Impala** nail polish was launched in 1970. The brand debuted in the states in 2010, while at the same time opening a Miami, Florida-based distribution center. Today, Impala's most popular product is the **Celebrate** collection of shimmering polishes. 855.686.3422, mundialimpala.com



▼ Founded in 2011, Tokyo-based **Vetro** offers soak-off and hard gel products. The brand launched stateside in 2013 and its **Vetro Gel Pods**, sold in a variety of colors, are coveted by U.S. techs. 646.416.8046, vetro.jp/en/



▼ **Mia Secret** started distributing first to Mexico and El Salvador, then to the U.S. in 2006. The brand's most popular product is the **Fruity Colored Nail Art Powder Collection**. 626.581.4444, miasecretnails.com



▲ **Mavala** is a skin and beauty company that got its start in Switzerland in 1958. The brand reached America in 1983 and its prevailing product is **Stop Nail Biting**. 704.843.2607, mavala-usa.com





This month, Savvy Salon goes global! Follow us on a tour of three top salons in Italy, Germany and Spain to discover what services are trending and how these salons around the world do business.

BY CHIARA TENTORI

Nail Lab & Spa

Year Opened: 2012

Address: Piazza Eschilo, 77/A 00125, Rome, Italy

Hours of Operation: Tue. - Sat., 9:30 a.m. - 7:30 p.m.

Website: naillab.net



TOP SERVICES

Our most popular services are deluxe hand and foot treatments. Techs use scrubs, masks, bath salts and massage oils specifically selected to provide relaxation, deep moisturizing and beauty to hands and feet. Our most requested service is a CND Shellac manicure. Prices are €45 (\$50) for a Deluxe Spa Pedicure and €25 (\$28) for a Deluxe Spa Manicure.

APPOINTMENTS

In order to keep things running smoothly in our salon and to meet all of our customers' needs, we suggest making an appointment. Nonetheless, we try to satisfy the requests of everyone who comes into the salon—even last-minute service requests.

ART

Nail art is one of our passions and strengths, even though the trend is now being replaced by short, monochromatic nails. Still, many of our customers experiment with colored accent nails and small embellishments.

POINT OF DIFFERENCE

Nail Lab & Spa was designed as one open space where customers can meet, chat and spend time relaxing. In fact, some customers choose our salon for happy hour with their girlfriends. Our Pedi Spa armchairs are equipped with massage, whirlpool baths and chromo therapy as well as tablets with Wi-Fi for social media, reading or working.





Hautnah Lounge, LCN Beauty Center & Beauty School

Year Opened: 2007

Address: Lußhardstraße,
7 76689 Karlsdorf-Neuthard, Germany

Hours of Operation: Mon., Tue., Thu., 9 a.m.- 7 p.m.;
Wed., 9 a.m. - 4 p.m.; Fri., 9 a.m. - 6 p.m.; Sat., 9 a.m. -
1 p.m.

Website: hautnah-lounge.de



LOOK & FEEL

Our salon is modern and light-filled. White is the predominant color, chosen to emphasize the nail polish shades displayed on the walls. Additionally, spaces are intentionally shared to create a sense of openness.

RETAIL OPPORTUNITIES

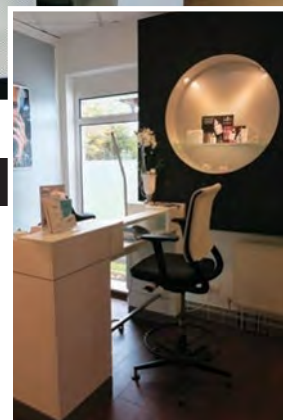
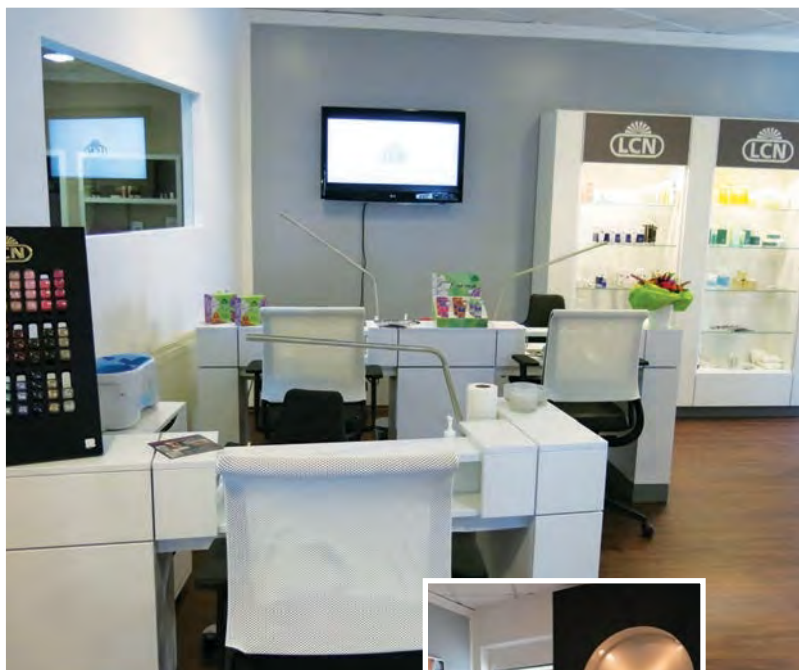
Nail Lab & Spa is a certified CND salon. Our retail products are exclusively selected Ladybird house, the Italian distributor of CND. Our customers can purchase products for home use and Vinylux nail polishes, as well as our best-selling product, CND Solar Oil.

GETTING SOCIAL

We promote the salon's activities and services on social media, including Facebook (Nail Lab & Spa) and Instagram (@NAILLAB_SPA).

BEST COMPLIMENT

Our mission is to make clients feel as if they were at home, in a friendly and welcoming environment. Customers love our hospitality, politeness and our attention to detail.



TOP SERVICES

Our top services are manicures and pedicures. The prices start at €15 (\$17) for an express manicure and go up for luxury treatments. Currently, a very natural look is trendy in Germany; nails that look perfectly manicured and are not too long. A short French (but not too white!) and camouflage pink in a short length is also very popular. Additionally, we are famous for extreme nail art for a niche group of clientele.

APPOINTMENTS

We encourage appointments. This allows the staff to work with set deadlines, but not under stress.

ART

We work with colored gels, acrylic painting, 3D-gel painting, stamping and nail polish.

POINT OF DIFFERENCE

We are a large salon and we offer a wide variety of treatments, which is very convenient for the client. We also have a holistic approach, which means we take care of a clients outer *and* inner needs. We describe our salon as a secret hideaway for the mind, body and soul.

LOOK & FEEL

The salon is designed to create an atmosphere of well-being. The decor is trendy, spacious, modern and luxurious.

RETAIL OPPORTUNITIES

Our bestselling products are LCN Hand Cream, LCN WOW Effect Mascara, LCN Cream Foundation and LCN Foot Cream.

GETTING SOCIAL

Social media is very important for us. On Facebook, we post pictures of current designs, trends or new products. The interaction rate is very high and it generates new customers through friends of fans.

BEST COMPLIMENT

When clients say, "I feel very comfortable and relaxed as soon as I enter the door."



Toñi Estética

Year Opened: 2013

Address: Via Federico Garcia Lorca, 35 Alfaz del Pi - Alicante, Spain

Hours of Operation: Mon. - Thu., 10 a.m. - 2 p.m.; 4 p.m. - 8 p.m.; Fri., 10 a.m. - 8 p.m.

Website: facebook.com/Estética-Toñi



TOP SERVICES

Our most requested services are nail enhancements for hands and feet, semi-permanent (gel polish) color manicures, nail art and anti-biting treatments. Prices are very competitive, starting at €25 (\$28) for a semi-permanent manicure and €50 (\$56) for gel enhancements. The most popular service is nail enhancements; we offer different styles, from classic to extreme shapes. Plus, clients love our nail art.

APPOINTMENTS

We advise clients to make an appointment, especially for those services that need follow-up, such as gel enhancements.

ART

More than 70 percent of our customers ask for new designs and decorations on a daily basis. Currently, animal, floral and unconventional French designs are the most popular. We do nail art on enhancements and semi-permanent color.

POINT OF DIFFERENCE

Our staff is highly qualified and has a lot of experience in the industry. We believe in constant education and training, and customers perceive the salon as a center of innovation and experimentation. While working with a client, we always explain what we are doing and why, and every product we use is recorded on the customer profile.



LOOK & FEEL

The space is open and light, and the furniture is designed for maximum relaxation.

RETAIL

OPPORTUNITIES

We offer a wide range of retail products, including professional supplies, traditional polishes and accessories.

GETTING SOCIAL

We use social media, including Facebook (Toñi Estética), to communicate with our clientele. We keep customers updated on promotions and events, and we showcase our latest nail art pics.

BEST

COMPLIMENT

One of the nicest things a client ever said was, "Wow, you really changed my day!" ↓

Chiara Tentori is the former beauty editor of Beauty Forum Nailpro Italy and is currently a freelance writer in Milan, Italy.



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Weak in the Nails

How to recognize and help prevent brittle nail syndrome.

Brittle nails, characterized by increased fragility of the nail plate caused by peeling or splitting, are common in a salon setting. According to Sandy Sharon Tsao, M.D., board certified dermatologist at Massachusetts General Hospital and assistant professor at Harvard Medical School in Boston, a client with brittle nail syndrome may have obvious vertical ridges that begins in the nail matrix (also known as onychorrhexis) and/or fine layers that peel off of the nail plate (also known as onychoschizia). In this month's Nail Clinic, experts reveal the symptoms and solutions to this commonplace client concern.

Brittle Nail Syndrome Facts*

- **Brittle nails (fragilitas unguium) affect about 20% of the population.**
- **Repeated wetting and drying of the nails is one of the most common causes of brittle nail syndrome.**
- **Women are affected with brittle nails twice as frequently as men.**
- **Biotin supplementation has been proven beneficial at strengthening nails approximately 33% of the time.**

*Sources: *Textbook of Aging Skin* (Farage, 2010); American Osteopathic College of Dermatology (aoacd.org)

Cause & Effect

"Aging is by far and away the most common cause of onychorrhexis," says Chris G. Adigun, M.D., F.A.A.D., board certified dermatologist and nail specialist in Chapel Hill, North Carolina. As we age, our skin and nails suffer from dryness. "After the age of 35, our ability to maintain moisture in our skin and nails decreases," says Tsao, noting that a lack of nail plate moisture can be exacerbated by excessive water exposure, a dry climate with low humidity, exposure of the nails to chemicals or any abrasive topical agents, excessive nail filing or use of nail polish remover, and sun or extreme heat.

A variety of health conditions may also result in brittle nails, including psoriasis, eczema and lichen planus, an inflammatory condition that affects skin and mucous membranes. Those with

a thyroid disorder, anemia or an eating disorder, such as bulimia or anorexia nervosa, may also suffer from brittle nails.

Problem Solving & Treatment

If you notice that your client has longitudinal ridges and split ends on both the toenails and fingernails, it could be the result of an underlying health condition and should be checked by a medical professional. "A visit to the dermatologist will determine what is leading to the nail changes," says Tsao, who adds that any sudden changes in a client's nails, even if it's a single digit, should prompt a doctor referral.

For the most common causes of brittle nail syndrome—aging and dryness—there are a number of things you can do as a nail professional to improve symptoms.

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The cuticle helps seal in the moisture necessary for healthy, strong nails.

“Ridges make the nail plate more vulnerable to splitting under even minimal stress,” says Adigun. “Hydrating the nail plate makes it more pliable and less likely to split.” In the salon, techs should minimize the use of enhancements that require heat and light, as this can lead to additional dryness, says Tsao. “Applying a paraffin treatment or a low-strength glycolic acid peel to the nails for 2 to 3 minutes to help smooth out ridges will also help improve dry nails,” she advises.

Cuticle care also plays an important role in keeping nails hydrated. “The

Self-care is key to keeping brittle nails in check, so advise clients to use cuticle oil regularly.

cuticle is responsible for maintaining moisture within the nail,” says Adigun. “If it has been traumatized or becomes dry and ragged, it won’t be able to hold moisture.” Self-care is key to keeping brittle nails in check, so advise clients to use cuticle oil regularly.

Additionally, Adigun recommends that clients wear cotton-lined rubber gloves when performing any kind of wet task, such as cleaning or washing dishes, to minimize excessive water exposure. What’s more, clients should apply a heavy emollient to hands and nails after regular hand washing. Tsao also suggests that clients with weak nails apply moisturizer at night and wear cotton gloves to bed to help keep nails hydrated.

Brittle nail syndrome can be a chronic condition, so be sure to talk to your clients about consistent nail care in the salon and at home. ▼

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

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1 Apply a generous amount of Detox Masque on top of the hand and fingers, avoiding the nails. Wrap hand in a hot towel, leave on for 3-5 minutes, then wipe off the mask with the same towel.



2 Next, apply 2-3 drops of Color Flash Serum to the back of the hand and massage it into the tops of fingers and knuckles.



3 Press the Skin button located at the back of light and place the hand inside. The light will automatically turn off after 10 minutes. Once the light has turned off, remove the hand from the light.



4 Finally, apply Color Flash Shimmer Crème. Proceed to polish application. (Note: Provide this service to clients once a week to achieve age-defying results.)



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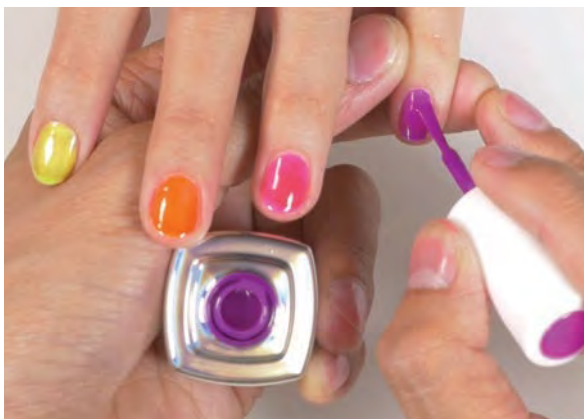
Available in 48 on-trend shades including six holographic hues, **Color Club Gel** soaks off in 5 to 8 minutes with any non-acetone remover. Plus, its innovative bottle design features a sample of color on the cap so clients can choose their favorite shade without opening it.



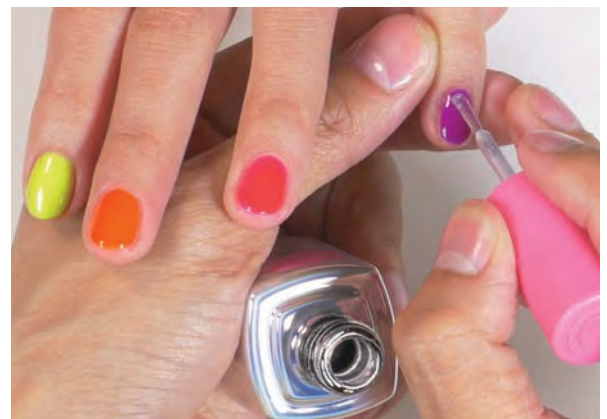
1 Prep the nail. Apply a thin layer of Cleanse + Prep to remove any excess moisture or residue.



2 Next, apply a thin layer of Foundation and cure for 10-15 seconds under an LED light or 60 seconds under a UV light.



3 Then, apply a thin layer of Gel and cure for 30 seconds under an LED light or 2 minutes under a UV light. Apply a second layer and cure again.



4 Finally, apply a thin layer of Seal + Shine Top Coat and cure for 30 seconds under an LED light or 2 minutes under a UV light. Use an alcohol-soaked nail wipe to remove any tacky residue.

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CND

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1 Prep the nail and apply Shellac Base Coat. Apply two thin layers of Tundra to the entire nail. Cure each layer for 1 minute under an LED light.



2 Using a detail brush, apply Glacial Mist, feathering the color from the top left corner towards the center and from the bottom right corner to the center, leaving a section of Tundra visible. Cure for 1 minute.



3 Apply a thin layer of Nordic Lights to the entire nail and let it sit for 30-60 seconds. Do not cure.



4 Finally, use a stylus to carve away Nordic Lights to reveal the frosted color underneath. Cure for 1 minute. Apply a thin layer of Shellac Xpress5 Top Coat and cure for 1 minute. Finally, use a lint-free wipe soaked with 99-percent isopropyl alcohol to remove top film. ▼

PHOTOS: ARMANDO SANCHEZ; PRODUCT IMAGE: CND

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The Makeup Show Chicago

November 7-8
Bridgeport Art Center, Chicago, IL.
Contact The Makeup Show, 123 W. 18th St., 8th Fl., New York, NY 10011; 212.242.1213; themakeupshow.com.

DECEMBER

PBA Executive Summit 2015

December 3-4
Omni Scottsdale Resort & Spa at Montelucia, Scottsdale, AZ.
Contact Professional Beauty Association, 15825 N. 71st Street, #100, Scottsdale, AZ 85254-1521; 800.468.2274; probeauty.org.

2016

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January 30-31
Hyatt Regency, Orlando, FL.
Contact The Makeup Show, 123 W. 18th St., 8th Fl., New York, NY 10011; 212.242.1213; themakeupshow.com.

ISSE Long Beach

January 30- February 1
Long Beach Convention Center, Long Beach, CA.

Contact Professional Beauty Association, 15825 N. 71st Street, #100 Scottsdale, AZ 85254-1521; 800.468.2274; probeauty.org/isselb.

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NOVEMBER

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1 Perfect Match @ Sunshine Beauty Supply: Sacramento, CA.
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Weak in the Nails

Earn Certificates of Achievement as you test your skills with Nailpro's Professional Participation Program. In each issue, you'll find a multiple-choice test that will allow you to demonstrate what you've learned from one or more articles in the issue. For answers to this month's test, see "Weak in the Nails" on page 176. Simply circle the correct answers and mail the page to the address below. You can also access the article and submit the test via our website at nailpro.com/test-yourself. If you earn a score of 80% or higher, you'll be awarded a framable Certificate of Achievement. A perfect score earns a Certificate of Achievement With Honors.

1 Women are affected by brittle nail syndrome _____ as frequently as men.

- A. Twice
- B. Half
- C. Three times
- D. None of the above

2 Onychorrhexis is when fine layers peel off of the nail plate.

- A. True
- B. False

3 Excessive filing can exacerbate dry nails.

- A. True
- B. False

4 Taking a _____ supplement has been proven to strengthen nails roughly 33% of the time.

- A. Vitamin C
- B. Biotin
- C. Calcium
- D. None of the above

5 Ridges and split ends on toenails and fingernails may be the result of an underlying health condition.

- A. True
- B. False

6 Clients with nails that lack moisture should avoid _____.

- A. Extreme water exposure
- B. A climate with high humidity
- C. Excessive use of nail polish remover
- D. A and C

7 Applying a glycolic acid peel to nails can help smooth ridges.

- A. True
- B. False

8 Using _____ during wet tasks is advised for clients with brittle nail syndrome.

- A. Moisturizer
- B. Cotton-lined rubber gloves
- C. Cuticle Oil
- D. Paraffin

9 Brittle nails occur in roughly _____% of the population.

- A. 10
- B. 15
- C. 20
- D. 25

10 Health conditions that may lead to dry, brittle nails include:

- A. Psoriasis
- B. Anemia
- C. Bulimia
- D. All of the above

NAME _____

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Photocopy this form or write your answers (for example, 1 A; 2 B) on a postcard along with the issue date and the name of the quiz (i.e., "Weak in the Nails") and send it to: NAILPRO, Professional Participation Program, 7628 Densmore Ave., Van Nuys, CA 91406-2042. You can also take the test online at our website, nailpro.com/test-yourself. Submissions must be postmarked or received online by November 30, 2015. Answers will appear in the January issue.

Answers to September Test

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

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	Sterilizer Tray \$4.95	Sterilizer Jar \$7.95	KING RESEARCH® Barbicide® Disinfectant 16 oz. \$5.50 64 oz. \$17.50	Chastity™ Chasticide® Disinfectant 16 oz. \$3.50 Gal. \$12.95*	Brush Cleaner Holder Holds 8 Brushes \$2.95	Brush Cleaner 4 oz. \$2.95 Gallon \$29.95*	Aluminum Handle Acrylic Brush \$4.95	French Manicure Brush \$4.95	Pure Kolinsky Acrylic Brushes #8 \$3.95 #10 \$7.95 #12 \$9.95 #16 \$12.95 #18 \$14.95 #20 \$17.95	Spoon Pusher Spoon Pusher / Pterygium Remover 2-Sided Straight Pusher Straight Pusher / Cleaner
NAIL ENHANCEMENTS	Mushroom Pump Bottle 6 oz. \$1.50	Stainless Steel Pump Bottles 4 oz. or 8 oz. \$2.95	Jumbo Ceramic Dappen Dish \$5.95	Porcelain Dappen Dish with Lid \$1.00	Glass Dappen Dish \$0.19	Practice Finger \$0.35	Practice Hand \$2.95	Practice Hand with Platform \$6.95	Dust Mask 100-ct. \$4.95	Dust Brush \$2.95
	Latex Gloves \$4.95 100-ct.	NAIL BASIX™ Dehydrating Anti-Fungal Prep Spray 8 oz. \$3.95	NAIL BASIX™ Primer .25 oz. \$1.95	NAIL BASIX™ Violet Acrylic Liquid 2 oz. \$2.95 4 oz. \$4.95 8 oz. \$6.95 32 oz. \$19.95 Gallon \$69.95	NAIL BASIX™ Acrylic Powders .75 oz. \$2.95 48 oz. 2 oz. \$4.95 99.95 4 oz. \$9.95	NAIL BASIX™ Single Process UV/LED Gels 1 oz. \$6.95 4 oz. \$19.95 16 oz. \$59.95	NAIL BASIX™ Resin 1 oz. \$3.95	NAIL BASIX™ Brush-On Resin 10 gm. \$1.95	NAIL BASIX™ Ultra-Strong Fabric Strips 1"x36" 2-ct. Silk or Fiberglass \$2.95	NAIL BASIX™ Split Second Activator Spray 8 oz. \$4.95
MECHAT Gel and Gel Polish Thinner 1 oz. \$11.95	nsi Line Out BUY 2 GET 1 FREE! \$12.50	nsi Attraction Liquid 8.1 oz. \$33.95 32 oz. \$99.95 SAVE 24%	nsi Attraction Powders 1.4 oz. \$11.95 4.6 oz. \$32.95	STAR NAIL Starlite UV Gels 1 oz. \$18.50	STAR NAIL T3 Fibergels 1 oz. \$24.95	STAR NAIL Acrygels 1 oz. \$24.95	STAR NAIL Kapping Gel 1 oz. \$24.95	STAR NAIL Natural Nail Dehydrant 1 oz. \$3.95	STAR NAIL X-Strength Primer BUY 1 GET 1 FREE! .25 oz. \$4.75	
Stikr Resin .5 oz. \$11.25 1 oz. \$19.25 \$17.33	Kikr 2 oz. \$19.25 8 oz. \$54.00	Kikr NEW! Pressurized Spray Activator 6 oz. \$16.75	Glazed Glass 2 yds. \$5.75 5 yds. \$11.75 12 yds. \$28.45	Extreme Finish Glaze .5 oz. \$11.75 \$10.58	Extreme Powders 1 oz. \$12.55 4 oz. \$33.55	Extreme Glaze Dryer 6 oz. \$16.75	Extreme Glaze Sealer .5 oz. \$8.20 4 oz. \$37.00	Little Dipr's 10-ct. BUY 1 GET 1 FREE! \$9.95	No Lift Primer BUY 1 GET 1 FREE! .75 oz. \$11.95	

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<p>VOESH PEDI IN A BOX 4-Step \$2.80 ea. Sea Salt Soak, Moisture Scrub, Mud Masque, Massage Lotion</p> <p>NEW! Mani in a Box 3-Step \$2.50 ea. Sugar Scrub, Mud Masque, Massage Lotion</p> <p>Collagen Gloves or Socks \$2.50 per pair</p>	<p>Cuccio Buy One Skin Polisher Exfoliant, Get One Body Butter Lye FREE! \$19.95</p> <p>32 oz. FREE!</p> <p>Buy One Cuccio Colour Veneer Gel Base Coat, Get One Colour Veneer Top Coat FREE! \$44.95</p> <p>2.5 oz. FREE!</p>	<p>BCL ORGANIC PEDICURE STARTER KITS \$49.95</p> <p>SAVE \$15</p> <p>Petal Fresh PURE Body Lotion 20.3 ct. \$4.95</p> <p>BUY 1 GET 1 FREE!</p>	<p>Belava Trio Foot Spa All-in-One Smart, Elegant Pedicure Bowl</p> <p>NEW! \$149</p> <p>PEDICURE SOCKS \$2.95 PER PAIR Black, White, or Pink</p> <p>BUY 2 PAIR GET 1 FREE!</p>
<p>Diamond Drill Bits See Complete Selection Online \$2.95 \$1.50 EACH</p> <p>Carbide Drill Bits See Complete Selection Online \$4.95 EACH</p> <p>Sanding Bands 100-ct. \$2.95 1000-ct. \$24.95</p> <p>PNI12 "The Bullet" E-File Kit \$39.95</p> <p>PNI25 "Classic" Electric File 3 BITS \$99.95 SAVE \$50</p> <p>KUPA \$149.95 Mani-Pro Razzberry 15,000 RPM ADJ. SPEED AND 3 BITS</p> <p>Erica's MT-20 \$399.95 20,000 RPM</p> <p>SonicTouch Ultrasonic Remover \$99.95</p> <p>BreatheEasy Dust Collector \$49.95</p> <p>VALENTINO Beauty Pure™ \$368.00</p>	<p>Infinite Color Palette™ FlashCure™ One-Finger LED Lamp 30 SECOND CURE \$14.95</p> <p>RAPIDCURE™ UV Tunnel Lamp \$49.95</p> <p>RAPIDCURE™ 9-Watt UV Bulb \$4.95 BUY 1 GET 1 FREE!</p> <p>RAPIDDRY™ HOT/COLD Nail Dryer \$69.95 TWIN FANS</p> <p>T-209 UV Sterilizer \$79.95</p> <p>Hot Towel Cabinet \$129.95 WITH UV FUNCTION</p> <p>Mini Hot Towel Steamer Kit \$49.95</p> <p>Spa Manicure Warmer \$9.95 25 cups \$1.95</p> <p>Spa BASIX™ Paraffin Warmer \$49.95</p> <p>Electric Heated Mittens or Booties \$19.95</p>		

TREATMENTS
POLISHES

<p>DURABLE ACRYLIC POLISH DISPLAYS</p> <p>TABLE TOP DISPLAY Holds 30 Bottles \$19.95 Holds 60 Bottles \$29.95</p> <p>WALL MOUNTED Holds 36 Bottles \$19.95 Holds 90 Bottles \$29.95</p> <p>EMPTY DISPLAYS Holds All Popular Brands</p>	<p>gelsish VISIT WEBSITE FOR CURRENT PROMOTIONS</p> <p>5.0z. \$16.95</p> <p>Cuccio COLOUR VENEER MATCHMAKERS One LED/UV Colour Veneer & One Lacquer ONLY \$9.95</p>	<p>Omega Striper Lacquers BUY 2 GET 1 FREE!</p> <p>.25 oz. \$2.50</p> <p>DeMert Nail Enamel Dryer 8.5 oz. \$2.50 Case (12) \$23.95*</p> <p>Develop 10 Program .5 oz. \$4.95</p> <p>Northern Lights Hologram Top Coat .5 oz. \$2.95 2.5 oz. \$4.95 4 oz. \$8.95 16 oz. \$19.95</p> <p>Out The Door Top Coat SALE!</p>
<p>Birchwood Sticks 100-ct. \$1.95</p> <p>Manicure Scrub Brush \$0.15 EACH Box / 72-ct. \$9.95</p> <p>Onzeez Toe Seps 144-ct. \$2.95 2880-ct. \$59.95*</p> <p>Softeez Toe Seps \$0.10 a pair 1440 pair \$99.95*</p> <p>Original Thong Pedicure Slippers \$0.20 a pair 360 pair \$59.95*</p> <p>Pumice Sponges \$0.55 ea. Box / 24-ct. \$11.95</p> <p>Heavy Duty 4-Way Red Pedicure File \$0.49 each 50-pk. \$19.95</p> <p>Callus Remover BUY 3 GET 1 FREE! Gallon \$29.95*</p>	<p>Omega Striper Lacquers .5 oz. \$3.95 2.5 oz. \$6.95</p> <p>Blue Cross Blossom Floral Cuticle Oil 1 oz. \$4.95</p> <p>INFA-LAB Magic Touch Liquid Styptic .5 oz. \$1.95</p> <p>No Lift Nails™ FUNG-OFF .125 oz. \$2.50 .5 oz. \$7.50</p> <p>VARIST Natural Nail Treatment .5 oz. \$4.95</p> <p>OMEGA LABS Fungus Treatment .5 oz. \$4.95 BUY 2 GET 1 FREE!</p>	

NATURAL NAILS

<p>Flowers Swedish Clover Original Föt File \$8.95</p> <p>Mr. Pumice Metal Foot File \$4.95</p> <p>Microplane Colossal \$9.95</p>	<p>Pumi Bar Original \$0.75 ea. 24-ct. \$12.95</p> <p>Disposable Pedicure Tub Liners 100-ct. \$32.00</p> <p>elava NEW!</p> <p>Disposable Pedicure Tub Liners 100-ct. \$66.00</p> <p>Disposable Manicure Bowls (20-ct.) with Chrome Stand \$22.00</p> <p>Disposable Bowls 100-ct. \$24.95</p>	<p>Warming Manicure Bowl \$2.95</p> <p>Blue Cross Cuticle Remover 32 oz. \$4.95</p> <p>Komfort Wedge \$12.95</p> <p>Paraffin Wax 6 LBS. \$17.95*</p> <p>Paraffin Liners 100-ct. \$5.95 <i>New & Improved!</i></p>
<p>Cuccio Buy One Sea Salts 19.5 oz., Get One Butter Blend 8 oz. FREE! \$14.75</p> <p>Cuccio Cuccio Lyte Body Butters 8 oz. \$4.95 32 oz. \$15.95</p> <p>99% Alcohol, Non-Acetone, or Acetone 32 oz. \$4.95 BUY 10 GET 2 FREE!</p> <p>Sani-Tablets 100-ct. \$49.95 1000-ct. \$299.95*</p> <p>Clean 'N Flush MAKES 128 GALLONS \$39.95*</p> <p>Disinfectant Spray 16 oz. \$4.95 GALLON \$24.95*</p> <p>Nail Wipes 200-ct. \$3.50</p> <p>Nail and Cosmetic Pads WITH EASY GRIP TABS 240-ct. \$9.95</p>	<p>SMOOTH 'N SEXY™ All-Purpose Wax BUY 2 GET 1 FREE! 14 oz. \$9.95</p> <p>SMOOTH 'N SEXY™ Premium Epilating Roll 100 yds. \$9.95</p> <p>SMOOTH 'N SEXY™ Body Epilating Strips 3" x 9" 100-ct. \$3.95</p> <p>DUKAL Spa Large Wax Applicators 50-ct. \$1.00 Case/10,000 \$69.95*</p> <p>DUKAL Spa Slim Bendable Wax Applicators 100-ct. \$1.25 Case/10,000 \$99.95*</p> <p>DUKAL Spa Spa Beauty Wipes 2" x 2" 200-ct. \$1.75</p> <p>NOUVEAU NAIL PROFESSIONAL USA Nail and Cosmetic Pads 240-ct. \$9.95</p>	<p>Gentle Exfoliating Sloughing Cream</p> <p>ROCK SALTS</p> <p>Crème Mask</p> <p>Pedicure Scrub</p> <p>Ice Cooling Gel</p>

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Buy Two OPI Nail Lacquers .5 oz. ("Infrared-y to Glow" and "Let Your Love Shine"), Get Star Rings

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Buy One "OPI Red" Nail Lacquer .5 oz. and One "Is This Star Taken" Mini Lacquer, Get a Glittering Christmas Ornament

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Buy One OPI GelColor Top Coat and One OPI GelColor Base Coat (.5 oz. each), Get One Sparkling SWAROVSKI® Metallic & Crystal Chevron Tips Decal Set

FREE! \$24.95

SHINE ON

Infinite Shine Primer .5 oz., Infinite Shine "Marooned In The Universe" .5 oz., and Infinite Shine Gloss .5 oz. (\$18.75 value)

LOW PRICE! \$14.95

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Original Nail Envy Strengtheners and New "Bubble Bath" Nail Envy 2 x .5 oz. (\$17.90 value)

LOW PRICE! \$13.50

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Buy One DripDry Lacquer Drying Drops .3 oz., Get One Mini Rhinestone Crystal File

FREE! \$6.75

LACQUER DEVOTION

Buy Two OPI Nail Lacquers .5 oz. ("Tickle My France-y" and "Bogota Blackberry"), Get One 10-pack of Expert Touch "Wipe-Off" Nail Wipes

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COLOR CONNECTION

Cold-weather blahs? Add some sizzle to your nails with four hot mini shades at a special price: "Samoan Sand", "Suzi Shops & Island Hops", "The Thrill of Brazil" and "Lincoln Park After Dark."

LOW PRICE! \$7.50

OPI Lacquers .5 oz. \$4.75

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

Expert Touch Lacquer Remover

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

Lacquer Thinner 2 oz. \$4.75

4 oz. \$2.95
 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

Infinite Shine

- 1) Prime
- 2) Lacquer
- 3) Gloss

Your Choice .5 oz. \$6.25

Nail Treatments

Natural Nail Strengtheners
 Natural Nail Base Coat
 Ridgefiller
 High-Gloss Top Coat
 Matte Top Coat

.5 oz. \$4.75

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. \$15.95

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. \$15.95

OPI Avocado Skin Quencher Lotions

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24 HOUR HYDRATION

8.5 oz. \$4.95
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16 oz. \$14.95
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Manicure/Pedicure Scrub 25.4 oz. \$29.95

5 varieties

OPI Studio LED Light

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

\$199.95

Expert Touch Removal Wrap Dispenser

\$24.95

Expert Touch Removal Wraps

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SpaComplete

hospital-grade cleaner and disinfectant

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80/120 Grit \$14.95
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Sanitizable Handle

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File Edger Titanium \$14.95

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Golden Edge or Golden Oval #6 \$24.95

Artist Series 2-Piece Oval Acrylic Brush #8 \$44.95

OPI Absolute Acrylic Intro Kit

- smooth application
- exceptional adhesion
- bubble-free results

\$49.95

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

OPI BondAid

.5 oz. \$4.95
 1 oz. \$7.95
 4.2 oz. \$24.95

OPI BondEx

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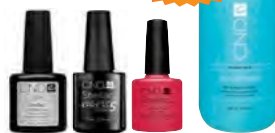
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SAVE \$6.00

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FOR 3.4 OFF

\$37.38
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Base Coat or Top Coat .42 or .5 oz. \$24.95
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Shellac™ Chic Trial Pack

Each Trial Pack includes:
Base Coat .25 oz., Xpress5 Top Coat .25 oz., 4 Shellac Color Coats .25 oz., Shellac Nourishing Remover 2 oz., 10 Foil Remover Wraps, ScrubFresh 2 oz., Isopropyl Alcohol 2 oz., SolarOil .25 oz., CuticleAway 6 oz., Kanga File, Orangewood Stick, Shellac Brochure, Shellac Pro Certification Flyer

Shellac™ Trendy Trial Pack

Your Choice \$85.00



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

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

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Begin and end every manicure with treatments from CND.

SolarOil™ Nail & Cuticle Conditioner
.25 oz. \$4.25
.5 oz. \$6.25
2.3 oz. \$16.95
4 oz. \$24.95

Solar Speed Spray™

Conditioning Polish Dryer

4 oz. \$9.95
32 oz. \$46.95

CND Scentsations™

Scentsations™ Washes 8.3 oz. \$4.95

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CND Nail Prep

Essential products for ensuring successful adhesion and removal of enhancements.

NailFresh™ 1 oz. \$8.25 Cuticle Away 6 oz. \$5.95

NailPrime .5 oz. \$11.25

ScrubFresh® 8 oz. \$11.25
32 oz. \$27.95

CND Liquid & Powder System

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

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4 oz. \$22.75
8 oz. \$38.25 \$30.60
16 oz. \$59.95
32 oz. \$84.95
Gallon \$235.25

SAVE 20%

Retention+™ Powders

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

SEE OFFER ABOVE! SAVE 20% ON SELECT POWDERS!

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

Perfect Color Powders

feature superior workability and extensive color and coverage options.

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

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

SAVE 20% on select items

Brisa™ Bond .25 oz. \$11.25



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 \$5.50 VALUE

NailTek
 The Natural Nail Experts
 .5 oz.



Seche Clear Base Kit
 Includes 4 oz., .5 oz., and funnel
SAVE \$6
\$12.95 \$19.00 VALUE



-ibd-
 Buy One Just Gel Polish Base Coat, Get One Just Gel Polish Top Coat **FREE!**
 .5 oz.
SAVE \$1
\$13.95



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5 Second Gel Glue
 Tip Bonding Adhesive
SAVE \$1.50
 4 gm. **\$2.50**
 \$4.00 VALUE



-ibd-
5 Second Professional Nail Glue
BEST SELLER!
SAVE \$1.50
 2 gm. **\$1.50**
 \$1.75 VALUE



GiGi Cloth Epilating Roll
SAVE \$5
\$9.95
 50 yds.



GiGi Wax Off or Post Wax Cooling Gel
SAVE 37%
\$5.95
 \$9.50 VALUE



Gena Pedi Cure, Pedi Ice or Pedi Scrub
 16 oz.
SAVE 51%
\$6.95
 \$14.25 VALUE



body drench Hemp Moisturizing Lotion
 16.9 oz.
SAVE \$3
\$5.95 **NEW!**



ARDELL Brow Defining Kit
 Enhance and define eyebrows.
SAVE \$2
\$7.95



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 Brow pencil fills in sparse brows and clear wax keeps brows in place.
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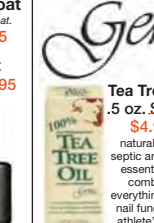
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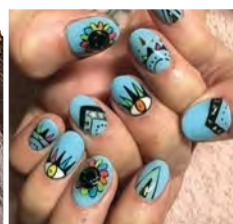
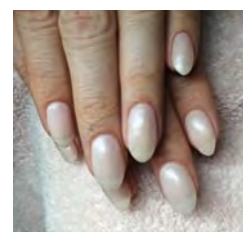
Tip **Tell-All**

Celebrity tech Miho Okawara dishes on Kesha's killer nail style.



Whether she's donning hand-painted designs inspired by her cat Mr. Peep\$ or sporting colorful tie-dye digits, Kesha's nail art never disappoints, thanks to celebrity manicurist Miho Okawara. After meeting the starlet in 2013 at esNail in Los Angeles, the two bonded over their playful and eclectic tastes—Kesha's love of color and Okawara's signature Japanese Kawaii style—resulting in a match made in mani art heaven. Here, Okawara explains why the pop sensation leads the pack when it comes to trendsetting tip couture.

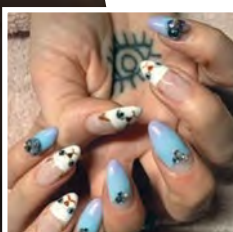
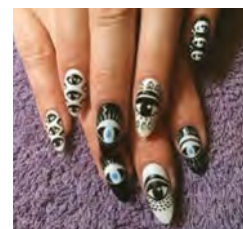
She loves glitter. At the start of her career, it was common to see Kesha covered in glitter from head to toe—she'd wear it on her legs, face and arms during performances and red carpet events. Today, the pop star sports a more polished look, but Kesha's signature sparkle can still be found on her nails. "Kesha likes balance," says Okawara. "Sometimes we'll do a glitter-packed design, but chances are, if her dress is sparkly, we won't put any glitter on her nails."



She embraces bold colors. Okawara says the "Timber" singer loves to experiment with different hues, so she keeps a variety of bright lacquers in her arsenal. "Kesha likes to don neon shades with heavy decoration or pastel pop art-inspired designs," says Okawara.

Her playful tip couture isn't reserved for the red carpet. While some starlets prefer to give their nails a break after award show season, Kesha maintains her digit decor on a regular basis. "I see her every two to three weeks,"

says Okawara, who has done Kesha's nails almost everywhere, from her house to a music video shoot. "She loves to try out different types of nail art, whether she's going to an event or taking time off."



She never runs out of inspiration. "Kesha always has great ideas for nail art," says Okawara. "Our ideas come from her wardrobe, the mood of the day, the season, anything that inspires us."

The Debate is Over
SIZE
 really matters

\$15⁹⁵

7.3 mL .25 Fl. oz

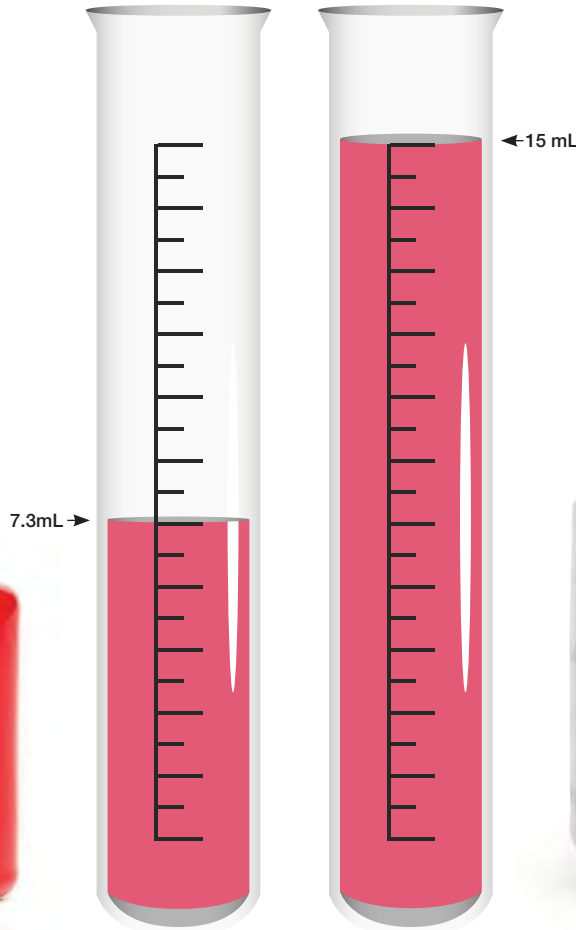


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Zoya NAKED MANICURE™ Perfector in Lavender

MATTE VELVETS

The best-selling formula returns for the season - 6 new colors to add to your collection...

PAGES 8-9



NEW

WE WON!



Allure Best of Beauty 2015: Breakthrough Award Winner

Zoya NAKED MANICURE™ Perfector in Lavender

"The lavender shade of this polish really gives stained nails a very natural, bare look. I've never seen anything like it"

~ New York City Based Manicurist Elle
Allure Magazine Oct. 15

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PAGES 4-7

NOV/DEC 15

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NEW COLORS
 NEW LIPSTICKS
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LIP

Color simplified - 6 hydrating and long-wearing lip colors to choose from plus GIFT TRIOS... PAGE 13



SHOP HOLIDAY NOW
 LOOK FOR THE HOLIDAY BOWS TO
 FIND GIFT ITEMS... PAGES 12-13



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NMM™

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

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

LONG TERM BENEFITS

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

HOW DOES THE NAKED MANICURE™ WORK?

THE SCIENCE BEHIND THE SYSTEM

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

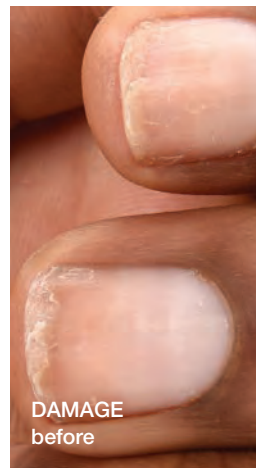
Instant results are obtained through the use of the NAKED MANICURE™ Perfectors. The six Perfectors use optical diffusers, keratin fillers, micronized reflective color pigments and micro thin film formers to create an ultra sheer veil which ensures that the natural vibrancy of the nail is enhanced rather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

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

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

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



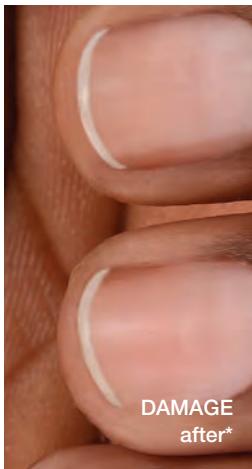
NM



DAMAGE
after*



DISCOLORATION
after*



DAMAGE
after*



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

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

HOW TO GET NAKED!

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

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

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 Zoya NAKED MANICURE™
 Perfector in Lavender

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See HOW TO instructions on previous page.

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SALON PRICE \$6 SUG. RETAIL \$12

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 Use to brighten.



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 Use to warm.



NUDE ZP787
 Use to soften.



MAUVE ZP788
 Use to deepen.



LAVENDER ZP785
 Use to cool or correct discoloration.



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 Mimics a natural nail free edge.

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

ZTNMGLOSSEAL01

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NAKED MANICURE™ DISPLAY & KITS



PROFESSIONAL KIT

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

ZPNMPROKIT01

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



ULTIMATE DISPLAY

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

ZPDPNM1

SALON PRICE \$198

SUG. RETAIL \$10-12 ea.



WOMEN'S KIT

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

ZPNMWOMEN01

SALON PRICE

\$15

SUG. RETAIL \$30.



MEN'S KIT

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

ZPNMMENRETKIT01

SALON PRICE

\$12

SUG. RETAIL \$24.

AVAILABLE NOW

NEW



HOLIDAY 2015
GIFT IDEA

NAKED MANICURE PRO KIT MINI

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

ZPNMPROKIT0R

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

TOP BEAUTY & FASHION EDITORS LOVE THE NAKED MANICURE BY ZOYA!



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

ZOYA.

MATTEVE



NEW

ELVET

NEW for
HOLIDAY
WINTER

“Back by popular demand in six new holiday hues”

ZOYA IS THE HEALTHY COLOR OF FASHION

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



ZOYA MATTEVELVET ULTIMATE RETAIL DISPLAY

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

ZPDPL1507ULTIM

SALON PRICE \$180

SUG. RETAIL \$10 ea.

ZOYA MATTEVELVET RETAIL STARTER DISPLAY

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

ZPDPL1507

SALON PRICE \$60

SUG. RETAIL \$10 ea.



ZOYA MATTEVELVET SAMPLER

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

ZPSAMPLER1507

SALON PRICE \$30

SUG. RETAIL \$60



OPEN STOCK COLORS ZOYA MATTEVELVET

SALON PRICE \$5

SUG. RETAIL \$10 ea.

NOW AVAILABLE

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

Aspen
ZP814

Sue
ZP815

Amal
ZP816

Iris
ZP817

Yves
ZP818

Honor
ZP819

MATTEVELVET

ZOYA
MATTEVELVET
LACQUER

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

ZOYA

FOCUS & FLAIR

FALL 2015 COLOR

Charli
ZP807
(cream)

Desiree
ZP806
(cream)

Hannah
ZP805
(cream)

Janel
ZP804
(cream)

Lidia
ZP803
(cream)

Sia
ZP802
(cream)

FOCUS



ZOYA FOCUS & FLAIR ULTIMATE RETAIL DISPLAY

Modular acrylic retail display features 6 bottles of each shade, for a total of 72 bottles in one show stopping unit. Removable modular shelves also work independently for color organization.

*Free nail plate with display purchase.

ZPDPL15051506ULTIM

SALON PRICE \$324 SUG. RETAIL \$9 ea

ZOYA FOCUS & FLAIR RETAIL STARTER DISPLAYS

Holds 2 bottles of each shade, for a total 12 bottles per display.

*Free coordinating color plate with display purchase!

SALON PRICE \$54

SUG. RETAIL \$9 ea.



FOCUS- ZPDPL1505



FLAIR- ZPDPL1506

ZOYA IS THE
HEALTHY COLOR
OF FASHION

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



ZOYA FOCUS & FLAIR RETAIL COMBO DISPLAY

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

ZPDPL15051505COMB

SALON PRICE \$108

SUG. RETAIL \$9 ea.

ZOYA FOCUS & FLAIR LACQUER SAMPLERS

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

SALON PRICE \$27 SUG. RETAIL \$54



FOCUS- ZPSAMPLER1505



FOCUS- ZPSAMPLER1506

ALL ZOYA FOCUS & FLAIR OPEN STOCK COLOR

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

IR



FLAIR



Tris
ZP813
(metallic)



Cinnamon
ZP812
(metallic)



Aggie
ZP811
(metallic)



Ember
ZP810
(metallic)



Giada
ZP809
(metallic)



Estelle
ZP808
(metallic)

NEW

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

ZOYA.

HOLIDAY GIFTS

AVAILABLE NOW



NEW

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

GREAT GIFT IDEAS

ZOYA LIPS & TIPS GIFT SETS

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

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

LIPS & TIPS - RED

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



Supplies are VERY LIMITED
ORDER TODAY



LIPS & TIPS - NUDE

ZP596/Avery, ZP704/Chantal, ZP706/Rue & Nude Lipstick, Cameron (cream) ZPHOL1501



LIPS & TIPS - BERRY

ZP453/Riley, ZP455/Dakota, ZP535/Sarah & Berry Lipstick, Georgia (cream) ZPHOL1504



LIPS & TIPS - PLUM

ZP627/Toni, ZP520/Stacy, ZP575/Jem & Plum Lipstick, Maxwell (matte) ZPHOL1503



LIPS & TIPS - ROSE

ZP707/Brigitte, ZP746/Aubrey, ZP747/Madeline & Rose Lipstick, Paisley (cream) ZPHOL1502



SPECIAL LIMITED EDITION

ZOYA REDBOOK TRIO - SUGAR PLUM SUPRISE

The Zoya Redbook Trio features three radiant shades that are perfect for the holidays! Wear them alone or layer the sheer glittering gold over the cherry red cream or plum metallic for an extra festive look. Not only are they beyond gorgeous, each of the colors are being named by **Redbook Magazine** readers during the 'Name a Polish Contest' to honor an inspiring woman in their life. See zoya.com or the November issue of Redbook for name details.



NEW



SPECIAL LIMITED EDITION COLOR

ZOYA REDBOOK SUGAR PLUM SURPRISE TRIO One of each LIMITED EDITION shade. ZPSAMLER1508

SALON PRICE \$13.50 SUG. RETAIL \$27 per trio

ZOYA REDBOOK - SUGAR PLUM SURPRISE DISPLAY

Holds 2 bottles of each LIMITED EDITION shade, for a total 12 bottles per display. ZPDPL1508

SALON PRICE \$58 SUG. RETAIL \$10 ea.

AVAILABLE NOW



- Cameron ZPLIP04 (cream)
- Paisley ZPLIP05 (cream)
- Mackenzie ZPLIP02 (cream)
- Maxwell ZPLIP08 (matte)
- Georgia ZPLIP07 (cream)
- Frankie ZPLIP06 (cream)

ZOYA LIP

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

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

LIP TRIO - LIGHT

Cameron, Paisley & Mackenzie ZPLIPTRIO01

LIP TRIO - DARK

Frankie, Georgia & Maxwell ZPLIPTRIO02

LIP - OPEN STOCK COLOR

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

NEW

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



COLOR LOCK SYSTEM

THE WORLD'S BEST SYSTEM FOR LONG-LASTING COLOR

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

ZOYA IS THE **HEALTHY COLOR** OF FASHION

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



NEW

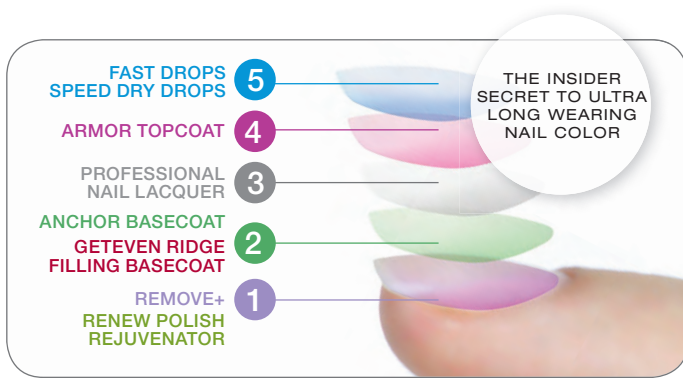


GREAT GIFT

COLOR LOCK MINICURE SET

The kit everyone loves is back with a new look! Essentials for the perfect manicure, in the perfect miniature gift set. The MiniCure kit includes the key components of the Zoya Color Lock System to make your manicures wear up to 10 days. This incredible value set is a perfect stocking stuffer, office gift or a personal treat. Kit includes 1fl.oz Zoya Remove+, 0.25 fl. oz Armor TopCoat, 0.25 fl. oz Anchor Base Coat, 0.5 fl. oz Fast Drops Speed Dry Drops. ZTCLS0R

SALON PRICE \$10 SUG. RETAIL \$20



REMOVER



ZOYA REMOVE+

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

1 fl. oz. ZTRM0T

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

2 fl. oz. ZTRMAF

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

8 fl. oz. Big Flipper (shown) ZTBF02

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

32 fl. oz. refill ZTRM03

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

BASECOATS



ZOYA ANCHOR BASECOAT

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

0.5 fl. oz ZTAN01

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

2 fl. oz refill ZTAN0P

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



ZOYA GETEVEN RIDGE FILLING BASECOAT

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

0.5 fl. oz ZTGE01

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

2 fl. oz refill ZTGE0P

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

TOPCOAT



ZOYA ARMOR TOPCOAT/UV BLOCK

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

0.5 fl. oz ZTAR01

SALON PRICE \$5

SUG. RETAIL \$10.

2 fl. oz refill ZTAR0P

SALON PRICE \$10,

SUG. RETAIL \$20.

DRYING DROPS



ZOYA FAST DROPS

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

0.5 fl. oz (with dropper)

ZTFD01

SALON PRICE \$8

SUG. RETAIL \$16.

2 fl. oz refill ZTFD0P

SALON PRICE \$20

SUG. RETAIL \$40.

REJUVENATOR



ZOYA RENEW POLISH REJUVENATOR

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

0.5 fl. oz (with dropper)

ZTRN02

SALON PRICE \$5

SUG. RETAIL \$10.

2 fl. oz refill ZTRN0P

SALON PRICE \$10

SUG. RETAIL \$20.

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

ZOYA.



AS SEEN IN



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

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

ZOYA®

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

@ZOYANAILPOLISH, #ZOYANAILPOLISH



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Allure Best of Beauty 2015:
 Breakthrough Award Winner
 Zoya NAKED MANICURE™
 Perfector in Lavender

worldnews

Nov - Dec 2015

STARLIGHT

COLLECTION

HOLIDAY
NAIL LACQUER &
GELCOLOR SHADES

O.P.I

#1 SALON BRAND WORLDWIDE

Model is wearing Press * for Silver on nails.

O.P.I

ALL COLORS
AVAILABLE IN
NAIL LACQUER
& GELCOLOR

STARLIGHT COLLECTION



Love is in My Cards

This warm, romantic red is destined for me.

HR G32



Ro-Man-ce on the Moon (S)

Rendezvous in the glow of this lustrous, rich red.

HR G33



Guys & Galaxies

This maroon beauty makes my world go 'round.

HR G34



I'm in the Moon for Love (S)

Simply because I'm wearing this plum.

HR G35



Cosmo with a Twist (S)

Subtle sparkle adds depth to this purple.

HR G36



Give Me Space (S)

Night-sky blue with room to sparkle.

HR G37



Center of the You-niverse (S)

Endless space black shimmer.

HR G38



Super Star Status (GL)

A spotlight-stealing silver and gold glitter.

HR G39



I Drive a SuperNova (P)

Hitch a ride on this lustrous sterling silver.

HR G40



By the Light of the Moon (GL)

Silvery and sparkly...prepare to swoon.

HR G41



Comet Closer (P)

May I take this warm, textured gold?

HR G42



Is this Star Taken? (GL)

Iridescent icicles fly in this smooth gold.

HR G43



Infrared-y to Glow (GL)

Strike up the glam with red confetti and glitter.

HR G44



Let Your Love Shine (S)

Show it off in shimmery, red splendor!

HR G45



Ce-less-tial is More (GL)

This pink super-glitter shines with heavenly light.

HR G46



Press * for Silver (P)

This warm, rosy silver really calls to me.

HR G47



Two Wrongs Don't Make a Meteorite (GL)

This rosy, golden confetti is so right-on!

HR G48



No More Mr. Night Sky (S)

An assertive, dark, shimmery gray.

HR G49

Open Stock Nail Lacquer 15 mL - 0.5 Fl. Oz.

For more information about Holiday Starlight by OPI, log on as a professional at pro.opi.com or contact your Authorized OPI Distributor.

UNEARTHLY COLOR | OUT-OF-THIS-WORLD CHIC

There's still time to catch the comet by the tail! Starlight – OPI's collection for the holidays and beyond – is going strong. Hurry, and you can be a part of it!

18 out-of-this-world shades for nails that break the beauty barrier at the speed of starlight! The shades of Starlight include rich, jeweled tones, unearthly metals, and spectacular glitters, while **Swarovski** powers up the glamour quotient with crystal and metallic embellishments. Each shade is available for a limited time in Nail Lacquer and GelColor formulas.

Grab on to the Starlight comet – next stop: celestial color!



Starlight 12-Piece Display - Reds

OPI Item No. HR G04

12 - Nail Lacquers (2 per shade):

Love is in My Cards, Ro-Man-ce on the Moon, Guys & Galaxies, I'm in the Moon for Love, Cosmo with a Twist, and Give Me Space

1 - chipboard counter display



Starlight 12-Piece Display - Metallics

OPI Item No. HR G05

12 - Nail Lacquers (2 per shade):

Center of the You-niverse, Super Star Status, I Drive a SuperNova, By the Light of the Moon, Comet Closer, and Is this Star Taken?

1 - chipboard counter display



Starlight 12-Piece Display - Glitters & Shimmers

OPI Item No. HR G06

12 - Nail Lacquers (2 per shade):

Infrared-y to Glow, Let Your Love Shine, Ce-less-tial is More, Press * for Silver, Two Wrongs Don't Make a Meteorite, and No More Mr. Night Sky

1 - chipboard counter display

GL=GLITTER | S=SHIMMER | P = PEARL

For more information about Holiday Starlight by OPI, log on as a professional at pro.opi.com or contact your Authorized OPI Distributor.



Edition C

OPI Item No. HR G07

36 - Nail Lacquers (3 per shade):

Love is in My Cards, Ro-Man-ce on the Moon, Guys & Galaxies, I'm in the Moon for Love, Cosmo with a Twist, Give Me Space, Center of the You-niverse, Super Star Status, I Drive a SuperNova, By the Light of the Moon, Comet Closer, and Is this Star Taken?

1 - acrylic counter display with printed footers

1 - chipboard header

1 - FREE Swarovski® Bracelet (SRP Value: \$28.00 US / \$35.00 CN)

FREE!
Swarovski® Bracelet



OPI All Stars Mini 4-Pack

OPI Item No. HR G08

4 - Mini Nail Lacquers 3.75 mL - 0.125 Fl. Oz.:

Love is in My Cards, Guys & Galaxies, Is this Star Taken?, and Press * for Silver



Catch a Falling Star



OPI Item No. HR G16

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

Infrared-y to Glow
Let Your Love Shine

1 - FREE star rings



For more information about Holiday Starlight by OPI, log on as a professional at pro.opi.com or contact your Authorized OPI Distributor.

OPI All Stars - Mini 10-Pack



OPI Item No. HR G12

10- OPI Mini Nail Lacquers – 3.75mL – 0.125 Fl. Oz.

Bubble Bath, Tickle My France-y, Alpine Snow, Princesses Rule!, Strawberry Margarita, That's Hula-rious!, Do You Have this Color in Stockholm?, Lincoln Park After Dark, Big Apple Red, and Malaga Wine

Over the Moon for Gold



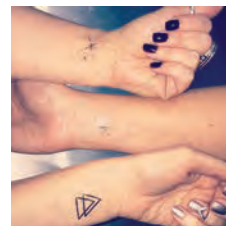
DUO #1

OPI Item No. HR G13
Deal Contains:
2 OPI Nail Lacquers 5mL – 0.5 Fl. Oz.
Love is in My Cards and **Ce-less-tial is More**

DUO #2

OPI Item No. HR G14
Deal Contains:
2 OPI Nail Lacquers 5mL – 0.5 Fl. Oz.
Center of the You-niverse and
Super Star Status

FREE jewelry-inspired temporary tattoos
with purchase of each nail lacquer duo



OPI All Stars - Mini Duo Packs



DUO #1

OPI Item No. HR G09
Deal Contains: 2 – 3.75 mL - 0.125 Fl. Oz.
Nail Lacquer: **Alpine Snow**,
Bubble Bath



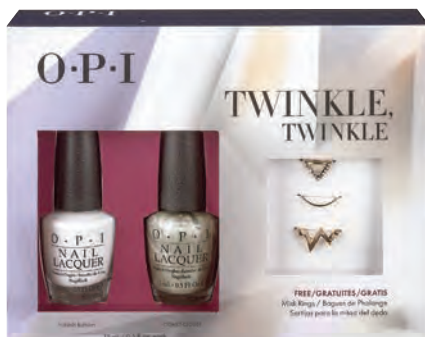
DUO #2

OPI Item No. HR G10
Deal Contains: 2 – 3.75 mL - 0.125 Fl. Oz.
Nail Lacquer: **Big Apple Red**,
Lincoln Park After Dark



DUO #3

OPI Item No. HR G11
Deal Contains: 2 – 3.75 mL - 0.125 Fl. Oz.
Nail Lacquer: **I Drive a SuperNova**,
Is This Star Taken?



Twinkle, Twinkle

OPI Item No. HR G15

Deal contains:
2 - OPI Nail Lacquers - 15mL – 0.5 Fl. Oz.
Funny Bunny and **Comet Closer**
1 - **FREE!** Set of 3 midi rings



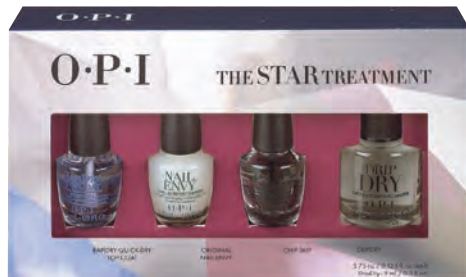
Professional Swarovski® Nail Technician Kit



- OPI Item No. HR G24
 SWAROVSKI® Crystals & Elements:
 1 - design sheet with crystals & pearls (15 stones)
 1 - design sheet with crystals & stars (20 stones)
 10 - flat back stones in Crystal
 10 - flat back stones in Light Silk
 10 - flat back stones in Jet Hematite
 10 - flat back stones in Meridian Blue
 10 - Silver Stucco round metallics
 10 - baguettes in Polished Copper

The Star Treatment

OPI Item No. HR G18



- Deal Contains:
 1 - Mini RapiDry Top Coat 3.75 mL - 0.125 Fl. Oz.
 1 - Mini Nail Envy Original 3.75 mL - 0.125 Fl. Oz.
 1 - Mini ChipSkip 3.75 mL - 0.125 Fl. Oz.
 1 - DripDry 9 mL - 0.3 Fl. Oz.

Constellation Chic



- OPI Item No. HR G17
 Deal Contains:
 3 - Nail Lacquers - 15mL - 0.5 Fl. Oz.
An Affair in Red Square, Mod About You, and By the Light of the Moon
 1 - Swarovski® crystals
 1 - nail glue



- ### Cosmic Couple
- OPI Item No. HR G25
 1 - OPI Red Nail Lacquer 15 mL - 0.5 Fl. Oz.
 1 - **Is this Star Taken?** Mini Nail Lacquer 3.75 mL - 0.125 Fl. Oz.
 1 - FREE Ornament



Shine On

OPI Item No. HR G26



- 1 - Infinite Shine Primer (Base Coat)
 1 - Infinite Shine Gel Effects Lacquer - **Marooned in the Universe** (Exclusive Shade-only in this kit!)
 1 - Infinite Shine Gloss (Top Coat)



Strength is in the Pair

OPI Item No. HR G19
 15 mL - 0.5 Fl. Oz.
 1 - Original Nail Envy
 1 - Nail Envy Bubble Bath

Mini Treats - Salon Client Gifts



24 of chosen Mini Treatment - 3.75 mL - 0.125 Fl. Oz.
 Includes hangtags which can be personalized for each client.

OPI Item No. HR G20 - RapiDry Top Coat
 OPI Item No. HR G21 - Nail Envy Original
 OPI Item No. HR G22 - Start-to-Finish
 OPI Item No. HR G23 - Start-to-Finish
 (formaldehyde-free formula)



Planet Smooth

OPI Item No. HR F99

Deal contains six 30 mL - 1 Fl. Oz. flavors of Avojuice Lotions, **Jasmine**, **Sweet Lemon Sage**, **Vanilla Lavender**, **Spiced Persimmon** (limited edition), **Coconut Melon**, and **Cran & Berry**.

LIMITED EDITION Spiced Persimmon 30-Piece Display

OPI Item No. HR G03



30 - Avojuice Spiced Persimmon 30 mL - 1 Fl. Oz.
 1 - counter display with header card



LIMITED EDITION Spiced Persimmon Avojuice Hand & Body Lotion OPEN STOCK

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

250 mL - 8.5 Fl. Oz.
Avojuice Spiced Persimmon
 OPI Item No. HR G02



30 mL - 1 Fl. Oz.
Avojuice Spiced Persimmon
 OPI Item No. HR G01

O·P·I

GelColor



**Love is in
My Cards**
HP G32



**Ro-Man-ce
on the Moon**
HP G33



Guys & Galaxies
HP G34



**I'm in the Moon
for Love (S)**
HP G35



**Cosmo with
a Twist (S)**
HP G36



**Give Me
Space (S)**
HP G37



**Center of the
You-iverse (S)**
HP G38



**Super Star
Status (GL)**
HP G39



**I Drive a
SuperNova (P)**
HP G40



**By the Light of
the Moon (GL)**
HP G41



**Comet
Closer (P)**
HP G42



**Is this Star
Taken? (GL)**
HP G43



**Infrared-y
to Glow (GL)**
HP G44



**Let Your Love
Shine (S)**
HP G45



**Ce-less-tial
is More (GL)**
HP G46



**Press * for
Silver (P)**
HP G47



**Two Wrongs
Don't Make a
Meteorite (GL)**
HP G48



**No More Mr.
Night Sky (S)**
HP G49

Open Stock GelColor 15 mL - 0.5 Fl. Oz.

GL=GLITTER | S=SHIMMER | P=PEARL

For more information about Holiday Starlight by OPI GelColor, log on as a professional at pro.opi.com or contact your Authorized OPI Distributor.



**Colors in Orbit 1.0
Add-On-Kit**

OPI Item No. HP G02

6 - GelColor - 15mL - 0.5 Fl. Oz.

Love is in My Cards, Ro-Man-ce on the Moon, Guys & Galaxies, I'm in the Moon for Love, Cosmo with a Twist, and Give Me Space

1 - 20-count Expert Touch Removal Wraps

1 - color palette

1 - table-top instructions



**Colors in Orbit 2.0
Add-On-Kit**

OPI Item No. HP G03

6 - GelColor - 15mL - 0.5 Fl. Oz.

Center of the You-niverse, Super Star Status, I Drive a SuperNova, By the Light of the Moon, Comet Closer, and Is this Star Taken?

1 - 20 ct. Expert Touch Removal Wraps

1 - color palette

1 - table-top instructions



**Colors in Orbit 3.0
Add-On Kit**

OPI Item No. HP G04

6 - GelColor - 15mL - 0.5 Fl. Oz.

Infrared-y to Glow, Let Your Love Shine, Ce-less-tial is More, Press * for Silver, Two Wrongs Don't Make a Meteorite, and No More Mr. Night Sky

1 - 20 ct. Expert Touch Removal Wraps

1 - color palette

1 - table-top instructions



**GelColor Holiday 18-Piece Wall Display
with FREE Swarovski® Decals**

OPI Item No. HP G05

18 - GelColor - 15mL - 0.5 Fl. Oz.

Love is in My Cards, Ro-Man-ce on the Moon, Guys & Galaxies, I'm in the Moon for Love, Cosmo with a Twist, Give Me Space, Center of the You-niverse, Super Star Status, I Drive a SuperNova, By the Light of the Moon, Comet Closer, Is this Star Taken?, Infrared-y to Glow, Let Your Love Shine, Ce-less-tial is More, Press * for Silver, Two Wrongs Don't Make a Meteorite, and No More Mr. Night Sky

1 - Add-A-Shelf wall display and header with mounting hardware

1 - 250-count Expert Touch Removal Wraps

1 - SWAROVSKI® crystal & metallic studs decal set

1 - SWAROVSKI® crystal chevron tips decal set

2 - SWAROVSKI® crystal art deco decal set

1 - color palette





GelColor Holiday 24-Piece Acrylic Display

OPI Item No. HP G01

24 - GelColor (2 per shade): **Love is in My Cards**, **Ro-Man-ce on the Moon**, **I'm in the Moon for Love**, **Cosmo with a Twist**, **Give Me Space**, **Center of the You-niverse**, **I Drive a SuperNova**, **Let Your Love Shine**, **Press * for Silver**, **Ce-less-tial is More**, **No More Mr. Night Sky**, and **Is this Star Taken?**

- 1 - acrylic counter display with printed footers
- 1 - chipboard header
- 1 - set-up instructions



Touch of Stardust

OPI Item No. HP G07

- 1 - GelColor Top Coat - 15mL - 0.5 Fl. Oz.
- 1 - GelColor Base Coat - 15mL - 0.5 Fl. Oz.
- 1 - SWAROVSKI® crystal chevron tips decal set



Stellar Sensations

OPI Item No. HP G08

- 2 - GelColor - 15mL - 0.5 Fl. Oz.
- (1 of each shade): **Guys & Galaxies** and **Two Wrongs Don't Make a Meteorite**
- 1 - SWAROVSKI® metallic and crystal studs nail decal set

OPI STUDIO LED LIGHT

Save \$20 on OPI Studio LED Light!



OPI STUDIO LED LIGHT

OPI Item No. GL 900

For more information about OPI Studio LED Light, log on as a professional at pro.opi.com or contact your Authorized OPI Distributor.

O·P·I

SKINCARE FOCUS

Zero in on great skin with these proven winners from OPI! Put the power of nourishing ingredients, pampering emollients, and soothing fragrances to work to give your clients' soft and supple skin, nails, and cuticles, creating a clean and ready canvas to display your color masterpieces.



AVOPLEX SPA MANICURE

- Hydrates, nourishes and conditions skin with restorative avocado
- Naturally occurring antioxidants fight free-radical damage



MANICURE BY OPI

- Promotes age-defying, younger-looking hands
- Exfoliates, revitalizes, renews, and helps to protect skin
- Transforms ordinary manicures into extraordinary spa services



PEDICURE BY OPI

- Refreshes and re-energizes skin and feet
- Formulated with soothing and effective botanicals
- Restores foot soles with multiple treatment options

For more information about OPI's SkinCare Products, log on as a professional at pro.opi.com or contact your Authorized OPI Distributor.



MANICURE/PEDICURE BY OPI

- Smoothes skin with AHAs and natural sugar crystals
- Hydrates skin with shea butter and botanical extracts
- Moisturizes with fruit-derived emollients



AVOJUICE HAND & BODY LOTION

- Hydrating formula with rich avocado and aloe extract
- Drenches skin in 24 hours of moisture
- Fragrant botanical fragrances



FEET BY OPI

- Rehydrates dry skin with rich moisturizers
- Botanical extracts and vitamins promote healthy feet
- Softens calluses with fruit extracts and shea butter

O·P·I

GelColor



GET THE VENICE LOOK!

Create your own interpretation of the Baroque style and opulence of Venice with the 15 new magnificent shades of GelColor Venice by OPI. Give your clients the look of luxe that can only come from the inspiration of this city of canals, gondolas, and romance.

- weeks of shine-intense wear
- 30-second LED cure

VENETIAN BLUE



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

1. Apply one thin coat of **OPI GelColor Baroque...But Still Shopping!** Cap free edge. Cure 30 seconds.
2. Apply one thin coat of **OPI GelColor Venice the Party?** Cure 30 seconds.
3. Apply one thin coat of **OPI GelColor St. Mark's the Spot**. Cure 30 seconds.
4. Apply gold transfer foil in a light random pattern onto the sticky gel residue.
5. Using a sponge, lightly dab **OPI GelColor O Suzi Mio** randomly over the nail. Cure 30 seconds.

Apply a thin coat of **OPI GelColor Top Coat**. Cure 30 seconds. Remove gel residue with **Expert Touch Nail Wipe** and **N.A.S. 99**.

Colorful Send-Off!



OPEN STOCK: SR G81

Crystal Fixation

Shape your nails with sparkling style. Get a **FREE** Mini Rhinestone Crystal File when you buy DripDry Lacquer Drying Drops! Easy-to-use DripDry dries nail lacquer fast while treating cuticles to a dose of Jojoba and antioxidant Vitamin E.

Get a FREE Mini Rhinestone Crystal File!

SALON PRICE	\$ 6.75 US	\$ 8.50 CN
Suggested Retail	\$ 13.50 US	\$ 16.95 CN
Retail Value	\$ 18.45 US	\$ 23.20 CN

Must order case pack of 12 promos.



OPEN STOCK: SR G82

Lacquer Devotion

Easy-on, easy-off, and repeat. Get a **FREE** 10-pack of Expert Touch Wipe-Off! Nail Wipes when you buy these two OPI favorite Nail Lacquer shades.

Tickle My France-y

In this naughty shade of nude.

Bogotá Blackberry

A berry deep, dark wine shade.

Get a FREE 10-pack of Wipe-Off!

SALON PRICE	\$ 9.00 US	\$ 11.25 CN
Suggested Retail	\$ 16.95 US	\$ 21.50 CN
Retail Value	\$ 25.95 US	\$ 30.50 CN

Must order case pack of 12 promos.

Send 2015 off with a *BANG* with promotions designed to blast the ringer off your register! Colorful promo packs perfect for gifting are just what your customers need to make their holidays bright and your profits merry!



OPEN STOCK: SR G83

Color Connection

Cold-weather blahs? Add some sizzle to your nails with four hot mini shades from OPI at a special price!

Samoan Sand

A warm beige-pink.

Suzi Shops & Island Hops

A light and happy pink that's the perfect traveling companion.

The Thrill of Brazil

Brilliant red-orange spotted on Divas de Janeiro!

Lincoln Park After Dark

Where midnight meets purple.

At a Special Price!

SALON PRICE	\$ 7.50 US	\$ 9.25 CN
Suggested Retail	\$ 13.95 US	\$ 17.50 CN
Retail Value	\$ 19.00 US	\$ 23.00 CN



Retail Promo Center Display

OPI Item No. SR 540

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

SALON PRICE	\$250.00 US	\$299.00 CN
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Save on Red Hot GelColor Shades!

Buy 5 select red GelColor shades and get 1 FREE!

- GCA16 GelColor – The Thrill of Brazil - 15mL - .5 Fl. Oz.
- GCA70 GelColor - Red Hot Rio - 15mL - .5 Fl. Oz.
- GCC13 GelColor - Coca-Cola® Red - 15mL - .5 Fl. Oz.
- GCH02 GelColor - Chick Flick Cherry - 15mL - .5 Fl. Oz.
- GCH08 GelColor - I'm Not Really a Waitress - 15mL - .5 Fl. Oz.
- GCH69 GelColor - Go with the Lava Flow - 15mL - .5 Fl. Oz.
- GCL60 GelColor - Dutch Tulips - 15mL - .5 Fl. Oz.
- GCL72 GelColor - OPI Red - 15mL - .5 Fl. Oz.
- GCL87 GelColor - Malaga Wine - 15mL - .5 Fl. Oz.
- GCN25 GelColor - Big Apple Red - 15mL - .5 Fl. Oz.
- GCN48 GelColor - Thank Glogg It's Friday! - 15mL - .5 Fl. Oz.
- GCS72 GelColor - Romeo & Joliet - 15mL - .5 Fl. Oz.
- GCT25 GelColor - Color to Diner For - 15mL - .5 Fl. Oz.
- GCW52 GelColor - Got the Blues for Red - 15mL - .5 Fl. Oz.
- GCZ13 GelColor - Color So Hot It Burns - 15mL - .5 Fl. Oz.



SALON PRICE	\$79.95 us	\$99.95 cn
Salon Value	\$ 95.94 US	\$ 119.94 CN
Salon Savings	\$ 15.99 US	\$ 19.99 CN

Start-to-Finish Savings

Save 25% on 6-piece Start-to-Finish displays!

- OPI Item No. SRG76 Start-to-Finish 6-piece Display
- OPI Item No. SRG77 Start-to-Finish Formaldehyde-Free 6-piece Display



SALON PRICE	\$31.20 us	\$38.25 cn
Suggested Retail Each	\$ 10.50 US	\$ 12.75 CN
Retail Value Each	\$ 13.95 US	\$ 17.50 CN

Save on Avoplex

Save 50% on 1 Fl. Oz. with 4 Fl. Oz. Avoplex Exfoliating Treatment Purchase!

Item No. SPG97



SALON PRICE	\$18.95 us	\$23.75 cn
Salon Value	\$ 21.90 US	\$ 27.45 CN
Salon Savings	\$ 2.95 US	\$ 3.70 CN



OPI DESIGNSCAPE™

Beautiful – yet seemingly unrelated – designs combined to create a unified look – so universally wearable!
Only from OPI. Find more inspiration from OPI at opi.com.



CREATE THIS LOOK

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

- 1 · Apply three coats of **OPI GelColor I'm in the Moon for Love**. Cure each coat 30 seconds.
- 2 · Remove gel residue with **Expert Touch Nail Wipe** and **N.A.S. 99**.
- 3 · Using **ThinSet Nail Adhesive**, apply Swarovski® crystal chevron decals.
- 4 · Trim the sides of the decals as needed.

Apply a thin coat of **OPI GelColor Top Coat**. Cure 30 seconds.
Remove gel residue with **Expert Touch Nail Wipe** and **N.A.S. 99**.

I'm in the Moon for Love



STARLIGHT

COLLECTION

O.P.I

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

November/December 2015
OPI Item No. PR 574
Domestic Edition

Advertising & Marketing

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