

The Academy of Nail Design's



The Academy of Nail Design

**DERMA CARE NAIL
SPECIALIST (D.C.N.S.)
PROGRAM**

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Health Care Practitioners (C.E.B.H.C.P.)

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DERMA CARE NAIL SPECIALIST (D.C.N.S.) PROGRAM

∞ Lesson 1 ∞

I. Welcome & Congratulations!

**II. Definition, Designation, &
What Becoming a DCNS
Will Bring to Your Career**

III. Career Checklist

**IV. Professional Conduct
and Ethics for DCNS**

**V. Becoming an Ambassador
to the Nail Industry**

Welcome

To **The Academy of Nail Design's** Derma Care Nail Specialist Program



And

Congratulations

On taking a step towards furthering your goals as a Nail Professional!

Just by enrolling in this program you've clearly shown your desire for obtaining advanced training in your chosen career field. And making a commitment to this program shows a dedication and willingness to begin providing your clientele with superior hand and foot care services.

Your new specialized DCNS services will go beyond the basic 'one size fits all' services that have become all too commonplace in the nail industry, and unfortunately, the sub-standard services many of today's clients have come only to expect.

Now with the completion of this amazing **D.C.N.S.** program, your new services will reflect a level of advanced and individualized service that will assist your current and future clientele in experiencing healthy and truly inspired nail and skin care.

At **The Academy of Nail Design** our goal throughout this unique program is to initiate your ability to think outside the lines of what you may have been taught previously about hand and foot care. And to push you further, not only in your intellectual capacity, but also your creative capacity.

This program isn't going to teach how to perform a basic or even spa manicure or a pedicure – you must already have that knowledge and skillset before entering this program. What this program is designed to do is take your existing basic knowledge and assist you in expanding your current service skills in order to provide your clients with the most advanced hand and foot care possible.

These advanced services will show your clients your willingness to create individualized, healthy alternative services to the hand and foot care they have become accustomed to. And by combining the advanced skill set you'll gain in this program, comprehensive product knowledge, an ability to perform a full and comprehensive assessment and consultation service for each of your clients, as well as your new professional D.C.N.S. designation – your professional services will be sought out over the average and mundane services others continue to provide.

Our secondary, but certainly just as important, program goal is to get you excited about your career again!

Some of you may be taking this program not only to advance your career and earn a professional designation, but also because you may not have taken a continuing educational program in a while and have been looking to re-ignite that passion you first felt when you started your career.



We're hoping that we will provide some tools and inspiration within this program that will ignite that passion and fuel that career flame that you may not have felt in a long time.

For graduates of our **Full TAOND Certificate program** or our **TAOND Natural Nail Care MINI Certificate** program you may find some of the information from our basic programs repeated throughout this D.C.N.S. program. However, it is to be noted that we have provided expansion of this basic information to incorporate advanced skill sets that you'll need in order to accomplish your goal of becoming a D.C.N.S.

And for those of you who may have graduated some time ago, it will also be an opportunity to refresh your memory and challenge yourself to see if you have been following the guidelines provided in the basic program as you move further to advance your career.

Do not rush yourself through this program. There are a lot of information provided within this program, and we'll be asking you a lot of questions that you'll need to write out your answers to, even before you get to your assignments. The program has been designed to be thoughtfully absorbed and used on a daily basis. This isn't a race. Yes, there will be assignments and practical work expected of you, but we have provided you with a 6-month period to complete your requirements, which is ample time to work conscientiously through the material without racing through the program.

We would rather you completed your work well, not fast!

Try not to just focus in on a grade. Instead, concentrate on feeling more confident in obtaining new skills and knowledge that you can integrate into your exciting career.

This is not necessarily an easy program! We are going to force you into areas that you may not feel comfortable with and force you to think in new and creative ways that you may not have thought about before. You are going to earn your professional designation – and you should feel very proud of that!

**Your goal in completing this program is to expand your knowledgebase,
your client care and your career confidence.
So, relax and enjoy the process!**

Derma Care Nail Specialist?

Definition

What is a **Derma Care Nail Specialist**? Many of you may not have heard the term D.C.N.S. before. A **D.C.N.S.** provider is an expert in the area of advanced hand, foot, and skin care of both the hands and feet.

D.C.N.S. providers have obtained an advanced, skilled level of understanding of how to create specialized hand and foot services that not only proficiently care for their clients' nails, but also extend to the professional care of the **skin** of the hands and feet.

They also have a deeper understanding of the anatomy of the hands and feet, advanced product knowledge, follow decontamination protocols that are far above industry standards, and have an expertise in creating specialized services that result in healthy beneficial advantages for their clients based on individual needs.



Professional Designation

Once you have successfully completed this program you will have the opportunity to apply for the **D.C.N.S.** designation with the **Canadian Examining Board of Health Care Practitioners (C.E.B.H.C.P.)**, which allows you to put the professional designation title (D.C.N.S.) after your name on all your professional correspondence and business cards.

This designation will bring added professionalism to your already elevated Nail Professional status.

Professional designations issued by the C.E.B.H.C.P. are recognized globally in the countries of Canada, U.S.A., China, Australia and New Zealand.

The C.E.B.H.C.P. will also list you on their website as a certified **D.C.N.S.** so that your clients will have the opportunity to confirm your designation and membership.

What a D.C.N.S. designation will bring to your career and your business

It's time to ignite again that passion for the nail industry that you experienced at the beginning of your career. It's time to get excited again about your love of the nail industry and it's time that you gained the credibility that you deserve for your advanced professionalism and skill set.

Some of you may not have taken a course or a continuing educational program in quite a while, and you may feel that you have become stalled in both your career and your passion. This program has been designed to kick-start both your passion and drive so you can feel excited about your career again!

Many of you may have been performing the same old services for dozens of years. Perhaps every once in a while, you've introduced a new product to your retail or service line if you came across it, or it happen to fall into your lap, or even perhaps if your clients demanded it. That's about to change!

Think back - when was the last time you took the time to enroll in an educational program? When was the last time you took a manufacturer's class? When was the last time you attended a trade show or entered a nail competition? If the answer to any of these questions is longer than 1 year – it's time!

How about sharing information and knowledge? When was the last time you shared your knowledge about the nail industry with another Nail Professional or even your clients? Have you ever taken on the role of a mentor? All professionals who have become experts in their field acknowledge that the greatest self-learning technique is to share information and knowledge with others.

This is another theme you'll find throughout this program – **share your gift of knowledge with others, and you'll not only be 'giving back'. You'll find you'll learn just as much as those you share with!**

We are going to push you to strike out on your own to find new and exciting ways to bring new life to your career and business. We aren't going to spoon feed you all the information. However, we are going to give you the tools you'll need to find the information you seek.

This is our *RESEARCH* icon



And you'll find it placed periodically throughout the program material when we ask you to expand further on a particular subject. We recommend keeping a binder or notebook handy throughout the program to write down your findings whenever this icon is presented. This program binder or notebook will be useful as a handy reference after your finish your program to refer back to as often as you feel the need.

We also provided some extra Program Worksheets as additional downloads in your program that you can print out for your binder as well.

As with any of our **TAOND** training programs, we never state that this program is the 'be all and end all' to your educational experiences.

Service skills, products and even sanitation regulations in the nail industry change constantly, and as a part of your pledge as a DCNS you agree to commit to spending the time to routinely research all vital aspects within the nail industry to confirm you're informed of any and all new changes.

We also have a *LET'S DISCUSS* icon



This icon is once again placed throughout the program material and is your directive to chat with fellow colleagues, industry mentors or even your clients about certain subject matters. And again, we encourage you to keep a binder or notebook handy to jot down the results of these discussions.

Improving your skills and knowledgebase throughout your career is a necessity

Many of you may be taking this program after working for years in the nail industry. You may have performed the same old manicure and pedicure services forever! This program is going to help you step out of the shadows of the ‘same old, same old’ and start providing specialized services for your clients that will thrill them and get them excited again about their nail services. You’ll be teaching your clients about how beneficial your new **D.C.N.S.** services are, and how the fabulous and healthy retail products you carry will finally provide them with beautiful, long lasting results.

A step above the crowd

It doesn’t matter if you work in a busy salon or spa or work independently as a mobile nail professional or even work by yourself in your own home-based salon, your level of professionalism needs to shine through. It’s time to set yourself apart!

As we mentioned above, we’re not going to spoon-feed you every piece of information. Our goal is to push you to stretch your capabilities, both intellectually and creatively to go beyond!! We’ll draw the outline, but it’s up to you to colour in the picture.

GOOD LUCK TO ALL OF YOU and enjoy yourself throughout this process!

Nail Professionals



Are you aware that the correct title for your current career is Nail Professional? We should no longer be referred to as ‘nail technicians’. In today's nail industry the title ‘nail technician’ is almost as out of date as the term ‘manicurist’, a title you may not have heard of for 50 years.

Several decades ago those who performed professional nail services were referred to as a manicurists. This accounted for the fact that professional nail services were regulated to only natural nail manicures and pedicures. Then in the 70’s and 80’s with the introduction of acrylic, and fiberglass/silk wrap enhancements (then later in the 90’s, UV gel enhancements), professionals within the nail industry saw that we were now combining the art of beautiful nail services with the science of enhancements, and thus re-invented our title to ‘nail technicians’. We all felt that ‘Nail Technician’ at the time more appropriately covered off our career title because we were now venturing into the arena of services that required chemical and scientific components, and we felt that ‘technician’ garnered a more respectable and accurate description.

Though the title ‘nail technician’ did seem to move our careers forward respectably from manicurist in the eyes of the public, which we deserved, in today’s market, however, it is no longer enough!

Yes, we still provide beautiful and creative works of art on our client’s hands and feet. Yes, we still are required to have an in depth understanding of anatomy and chemical safety. Yes, we still are required to understand and master the science required for properly applying enhancements. However, now our full career skill set includes: proficient customer service, advanced product knowledge and the ability to perform comprehensive client assessment and consultations in order to individualize our services. And now that we’ve conquered those requirements, it’s time our clients (and the world) to see us in a new and different way, which is as a ‘complete’ professional in the field of nails – Nail Professionals!

Time to change perception – yours and theirs

Have you ever felt that for too long we Nail Professionals have been regulated to a lowered rung among the world of beauty therapists, simply due to a title glitch?

How many times have you heard “Oh you do nails”? Or “I do my own nails”? While we would imagine it’s more often than “Oh, I do my own hair colour” or “I give myself a massage or facial”, “doing nails” isn’t what we do!

Our careers as Nail Professionals is a complete and balanced profession that goes beyond simply clipping and filing.

We need to step forward out of the shadows and into the light to grab our respective share of the beauty world's respect as professionals! And that starts with you!

It's time to no longer see yourself as a 'nail technician', and to never say the words "fake nails", or to no longer say "I do nails".

Try changing your vocabulary and watch what happens both with the outside world and within yourself. From now on when approached, take the time to explain in detail your profession in its entirety and sit back and watch perception change. Take the time to discuss with whomever asks why 'nail technician' is no longer a valid career title and why the correct term is now Nail Professional.

And of course – complete this program and add the professional designation **D.C.N.S.** (Derma Care Nail Specialist) after your name and watch perception change even further!

Nail Professional – It's a Career not a JOB!

Right now do you feel you have a job or a career?

The definition of a career is:

"An occupation undertaken for a significant period of a person's life and with opportunities for progress."

The definition of a job is:

"A paid position of regular employment."

If the answer to this question is "job", then it's time to change that!

Getting out of the rut! Changing from a 'job' feeling to a career feeling!

It is a Career!

By all accounts Nail Professional is a career. A career as a Nail Professional is one that thousands of us around the globe enjoy every day of our working lives, and plan on enjoying for many more days.

You've spent the money to go to school to invest in your career. You have spent the time building and maintaining a clientele. You have spent the time advancing your skill set and perfecting applications. And, you wish to provide these professional services for the rest of your working years. Therefore, by all aspects this is definitely a career.

The one piece that you may feel is lacking in your career is the **"opportunity for progression"**. A vital piece of the career puzzle that can lead to a loss of passion for your chosen career, and also lead to career stagnation.

A simple fact you must acknowledge, and it is true to all career fields, **is that career progression is up to you!**

Nail professionals don't necessarily climb the same 'corporate ladder' as some career fields allow you to do – so what do you do to keep your career progression alive and moving forward?

Career Choices: As a Nail Professional WHAT ELSE CAN I DO?

For many of you, you may never have even thought about a career in the nail industry outside of performing professional services within a salon or spa setting. Well for some of you it may be time to get out from behind the manicure table!

Today's nail industry is full of amazing professional opportunities that have expanded beyond working every day in a salon or spa. And we want you to check out some exciting career options that may appeal to you.

Today's Nail Professionals are able to enjoy a variety of exciting career options, including:

Product Line Educator

Many nail product manufacturers hire trained professionals to set up and facilitate (either locally or abroad) training seminars to salon or spa professionals. These educators train attendees specifically on the brand name products being offered by the manufacturer.

This 'hands on' training assists many beauty professionals to fully understand the concepts of, ingredients, benefits and procedures on how to use this company's products properly.

This can be an amazing opportunity for the nail professional who enjoys combining travel and teaching.

Nail Professionals for models on photo shoots

Just as hair and make-up are necessities for models on photo shoots, the beauty industry is quickly catching on that well-groomed hands and feet can make or break a photo layout.

Fashion layouts that incorporate nail artistry can range from the simplest to the most extravagant often involving nail creations that may take hours or days to create.



Nail Professionals with a flair for the creative and a desire to become a part of the exciting world of fashion may love to explore this arena.

If this career is an arena you feel you'd like to pursue, then try getting an agent who will work on your behalf at booking you these high-level gigs.

Professional Competitor

Always had a competitive streak in you? Try your hand at competing at the highest level. Nail competitions are held year-round in many exciting locales (or even in your home city depending on where you live).

Competing in live or photo-based competitions can enhance a nail professional's status within the salon environment. Displaying your winning trophy will have clients feeling assured that the nail services they are receiving from you are of an advanced caliber.

Many Nail Professionals attest to the fact that competing can dramatically increase their application skills just by proximity to and learning from the industry's best that attend these events. A side note is that competitions are also great networking opportunities.

LIVE Competition



Photo Competition



Those of you with a strong constitution for being judged and harbor an ability to not only not take it personally but feel you may also learn from competition and move forward in a positive way will flourish in this area.

A Personal Nail Technician

Celebrity "A listers" often require the assistance of personal hair and make-up artistry and now several have recruited their own Nail Professional too. Unkempt hands and feet can ruin an amazing photo op, no matter what the designer outfit.

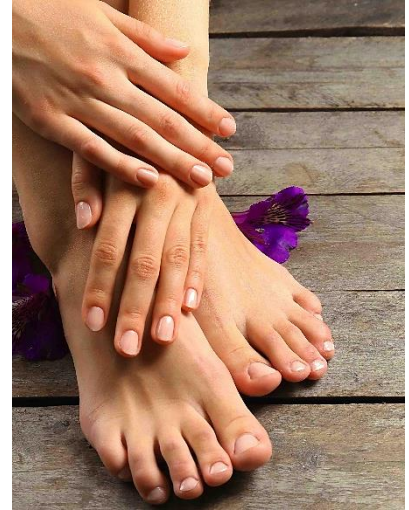
This career option may require last minute appointments at strange times of the day and of course dealing with the most demanding of clientele. So if a hectic schedule appeals to you this may be the choice.

A Specialist in Natural Nail Care

Natural nail bars have been popping up all over the place and many nail professionals have made a career out of focusing on the health and integrity of natural nail care.

Coined Derma Care Nail Specialists (**D.C.N.S.**) these professionals focus on both the skin of the hands and feet as well as the nails. **D.C.N.S.** venture into more intricate and advanced natural services including hand facials, podology-based pedicures, and age spot treatments. Did you know that non-surgical hand lifts are all the rage now?

Thousands of natural nail care products are flooding the market to meet the demands of clients who are only interested in natural nail care. And nail professionals themselves are getting into the industry by creating wonderful and beneficial natural nail care treatments right in their spas or salons. Imagine having the ability to create a specific treatment for your client after your consultation with them, in your back room!



Research and Development

We all know that *someone* creates those wonderful products that fill our market selves – why not you?

Do you have a creative flair or edge that you can draw on to come up with the next greatest and latest? Someone has come up with those fabulous and hilarious polish color names, could it be you? Working with a manufacturer to design these products might be the right challenge for you.

If the science behind the product appeals to you this is the career choice for you.

NOW – Expand your mind and do some research into other examples of careers in the nail industry that may interest you or that we haven't listed here. You may surprise yourself at all that is available to you

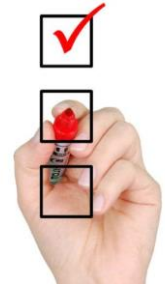


By taking this **D.C.N.S.** program, not only will you be taking the opportunity provided within this program to advance your career, we're going to provide to you skills that you can use in the future, on your own, to continually advance your career for years to come, thus avoiding the dreaded (and often passion crippling) career stagnation.

Career Checklist

Since many of you may have been working in the nail industry for several years, and probably have not sat and really given a lot of thought about your career path in a very long time, let's take a moment to take stock of where your career status currently is, review where you've come from and then gain some insight on where you'd like to be in 6 months, 1 year, and even 5 years.

If you are a freshly graduated student, you can still use this checklist as a guideline for moving your career forward over the next few years and then also to help you stay on track as you progress through the recommended steps. Refer back to your answers to the checklist questions periodically, you'll be surprised (probably pleasantly) about how closely you have followed your goals you set for yourself years before.



Research show that being asked to answer specific questions regarding your career can start a process that will assist you in identifying where exactly you are in your current career path and perhaps unconsciously motivate you to start taking the necessary steps towards the career you want in the near future.

Since most of us move forward with our days not putting much conscientious thought into our career path, this exercise will force you to really stop and think about what your career means to you and ignite a desire to move forward to the next career goal. The truth is that not spending this time to really sit and think about this process can lead to a stagnated career attitude.

Write it out...

Take out a piece of paper (or more specifically your new D.C.N.S. notepad) and write down your responses to the following listed questions.

Really take your time to think honestly about each question provided. This is a simple process designed to get you thinking about your career and for you to gain some insight as to where you career currently is and where you would like it to go in the future.

Try to answer each question as honestly as you can, otherwise you'll only be doing yourself a disservice throughout this process.

- **Why did you choose to become a Nail Professional?**
- **When did you graduate from your nail program?**
- **What are your thoughts on the quality of the program you originally took?**

- Did you find a mentor after or during your program? Do you have a mentor now? Do you mentor others?
 - How long have you been doing professional nail services?
- Do you refer to yourself as a Nail Professional or a nail technician?
 - Do you feel confident in your skills in providing your services?
 - Do you enjoy what you do? Why? Why not?
- Do you work independently or are you employed in a salon or spa?
 - Would you like to work independently? Why? Why not?
 - What services do you currently offer your clientele?
- Do you feel that your clients are benefitting from these services or could these services be improved?
- When was the last time you made a change to these services? 6 months ago? 1 year ago? More than 1 year ago? Never?

- How do you communicate with your clients to get their feedback on the following: Your salon or spa's atmosphere? Your level of customer service? Your current service menu?
 - Do you specialize your services for individual clients? If so how? Or are all your services 'one size fits all'?
 - How do you price your current services?
- Have you increased your service prices over the last 2 years? Why? Why not?
 - Do you think you are earning a satisfying salary?
- Have you ever thought about taking your skills as a Nail Professional out from behind the manicure table? If yes, then what area of the industry appeals to you most?
 - Where do you really see your career in the nail industry going? What goals and accomplishments have you set for yourself?

Now that you have taken the time to answer these questions, do you see areas of your career that could be improved upon? Did any of these questions bring out some emotion on your part? Are you surprised by any of your answers?

By writing out your answers to these specific career questions, you may have unconsciously unlocked some hidden or forgotten goals you never knew you had. Now is the time to act on these unknown or forgotten goals to start enjoying the career of your dreams.

Keep your answers to these questions close to you as you progress through this program and add to them as needed.



Professional Ethics and Conduct

Many of you may have taken a class on professional conduct and ethics when you enrolled in school, and if you are a **TAOND** graduate, this will be a little bit of a repeat component from our Module 1 of our **FULL TAOND Certificate program**.

However, since we are now claiming our new professional D.C.N.S. title, we have included this chapter in the program as either a re-fresher for you or for those of you that are outside graduates, to give you new insights on what proper professional etiquette involves. Either way, it is always good to go over this information again to confirm that these are rules of professional etiquette that you are to follow every day of your career.

Professional Ethics and Conduct are simple laws, rules or guidelines that you must maintain throughout your career to meet or even exceed industry standards.

What does **CONDUCT** refer to?

Conduct refers to *“the manner in which you behave while working....”*

What are **PROFESSIONAL ETHICS**?

Professional Ethics refers to *“your sense of right and wrong when you interact with clients, your employer, and co-workers.”*

The following are examples of the Salon Conduct and Professional Ethics that you should always strive to maintain.

Let's discuss what each point means.



DO

Be prepared

Arrive at your workplace at least 15 minutes early so that you can be in uniform (if required) and on the floor prior to your shift beginning, have your work station cleaned and set up ready for each client, have all implements disinfected or sterilized as required, and ‘one time use’ items well stocked at your workstation, call your clients to confirm their appointment times, confirm that all products, retail and inventory are well stocked or have ‘special order’ sheets ready for those times when you need to order a specific item for a client.

Be on time

Recognize your skill set and **book your services accordingly**.

What do we mean by “**booking clients**”? Booking clients refers to making an appointment for a service for your client.

To book properly means that you take down the client’s contact information including; telephone number and best time to reach them to confirm their appointment or to call if you are running behind or have a cancellation and can fit them in earlier. Then book off your time on your schedule to accommodate the length of time it will take to complete a particular service, remember to add 15 minutes to accommodate for a comprehensive assessment and consultation, proper table or pedicure station set up, client delays, polish choice, washroom visits and offering and preparing beverages etc.

Strive to decrease your service times, but not at the cost of your client’s time. Practice your application services, table set up and decontamination protocols whenever possible to perfect them and strive to decrease your service time but do it in your own time. Don’t keep your clients waiting or over book clients just to fill your schedule.



If you work in a salon or spa environment where you rely on a receptionist or manager to book your client appointments on your behalf, devise a strategy for closely communicating with this individual about your service requirements and have he or she check in with you throughout the day to confirm you are running on time, or if changes or schedules adjustments need to be made so that they can inform your clients by telephone ahead of their arrival.

Now that you will be providing **DCNS** specialized services and therefore will be performing a full **DCNS** assessment and consultation with each of your clients, your service time is going to definitely increase (but don't worry, so are your service fees!). So keep that in mind when you are going forward after your program to change your service booking time from what you would normally book to your new time frames. Also remember to allow additional time for clients to ask you questions or give you service feedback.

Be polite and courteous

Always acknowledge your clients when they arrive and leave. Make yourself available to answer client questions thoroughly and patiently.

Always conduct yourself in a professional manner even when facing a challenging client or having to deal with a disruption. Keep in mind a client may have a different perspective of what their service should involve, and although you can educate them to the details of what you do and why, take the time to listen to them, as they always deserve the right to be heard.

Communicate effectively

Now that you are going to be providing **DCNS** services, it is more important than ever that you develop a skill to describe your service and skill set to your client in terms that they can understand. A **DCNS**

service includes the opportunity to educate your clients in the specialized service that they will be receiving from you and why you are recommending the take home retail you are for them, as well as carefully going over the application instructions.

To be fully effective you must explain to them – what you’re going to do before you do it, and then do it properly as you described, all in terms that they can understand.

Use good judgment

Along with an elevated professional status comes higher responsibility.

Don’t try to push yourself or your clients into situations that make either of you uncomfortable.

Never contravene the “**GOLDEN RULE**”. If your client has an issue that is best addressed by a medical professional make sure to have referral cards available, never leave your client wondering what they need to follow up on and with who.

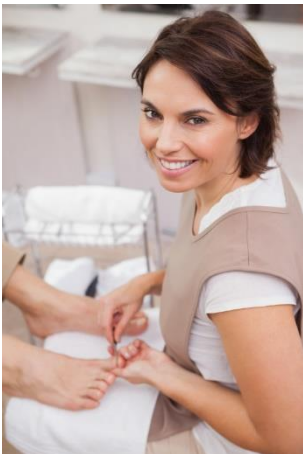
Learn to converse with your clients in a manner that you are both comfortable with when discussing any health concerns that may be an issue. **NEVER DIAGNOSE!**

And always ask for a doctor's note once they return to you that you can copy and keep in their file.

Another example of using good judgment; if you aren't sure if the salon implements have been disinfected or sterilized properly – do it again to be sure.

Treat all your clients fairly and equally

Be careful of ‘special discounting’. It is extremely unprofessional, and your other clients will catch on.



Follow all regulations for sanitation and safety

NOT SOMETIMES, BUT ALWAYS!

Always look professional

Dress for success! If the salon you’re working in requires a uniform, make sure yours is clean and in order before the beginning of each shift.

If the salon doesn’t require a uniform, then ask the manager what the dress expectations are for employees and follow their directions. If you work by yourself set your own guidelines as to how you would like a professional who is providing your service to dress.

Plan your day in advance

Review your appointments the day before and at the beginning of each day and check against inventory and your workstation set up to confirm you have everything you will need so that you won’t be running

around trying to find product or supplies during a service appointment.

Perform all tasks asked of you willingly and competently

Someone has to sweep the floor or do the laundry and it might as well be you.

Even the smallest tasks need to be completed in order for a salon to function properly; so, do everything asked of you with a smile. Or even better don't wait to be asked to take the initiative yourself. Others will follow your lead and you'll appreciate everyone playing a role in keeping up a beautiful environment for everyone's clients to enjoy.

Give credit to others when earned

If someone helps you out either by finishing your polishing or getting your client a beverage, then acknowledge their efforts especially in front of your clients. Return the favor when asked. This type of goodwill will go a long way next time you ask for assistance and clients will view the salon as having a healthy work atmosphere and will go a long way to client satisfaction.

Be willing to learn

Make it an annual goal to take a pre-set number of hours of continuing educational courses. Even if you feel like an expert, you'll always pick up an interesting tidbit of knowledge here and there and you can use it as an opportunity to network with other professionals in your field. Your clients deserve to have access to the most up to date information available.

Spend the time to fully understand the products you are using. You need to know the benefits and ingredients of each and every product you use within your services and of those that you sell for home care. Your client may have allergies to certain product ingredients, so it is your job to know which products they can, or CAN NOT use. Research and maintain MSDS sheets on every product you bring into the salon, put them in a binder and keep them close. You may not be able to memorize every item, but the MSDS binder should be handy so you can immediately look up any product's components when needed.

Respect co-workers

You aren't required to like everyone you work with or spend quality time outside the workplace with everyone but show those you work with a level of professionalism and respect that you expect in return.

Leave personal problems at home

Even if your clients use their appointment time to off load their personal issues on you, it is doubtful that they feel they should pay you to listen to your problems. Save it for your friends and family.

Promote your salon and industry positively

Love what you do and talk about it in the same way you feel. Too many people feel their careers are

tedious and it shows! If you find yourself feeling that way or bored, take a new class or course, read through some industry magazines, visit a neighboring salon – get back that feeling you once had that made you feel this was the chosen career for you. Watch your sales reflect your renewed attitude.

Develop an ability to sell retail products

Many Nail Professionals complain that they don't want to feel pushy when it comes to selling retail. Bottom line is that your clients need exceptional homecare products in order to maintain the health and integrity of their DCNS services. And because you are going to be taking the time to fully explore what products your client needs, customizing them for their specific needs, as well as explaining the benefits of the retail you are suggesting they use, you should never feel as though you are 'pushing' overpriced, unwanted retails on your clients.



Successful retailing can add additional income to your revenue without your spending more time at work! Your income can increase dramatically if you spend a few minutes with each of your clients advising them of the benefits of the products they'll need in order to extend the beautiful service you just provided.

THINK ABOUT IT – A simple bottle of cuticle oil retailing at \$12.00 sold to each client can add an additional \$7,000.00 to your annual income. (Based on 5 clients per day 5 days a week for a full year), so follow through on your homecare recommendations and give yourself a raise!

DO NOT

Though the following examples may seem obvious to most of us, some of us don't even realize our own ***BAD*** behavior.

Eat, drink, smoke or chew gum while performing services

Looks terrible and having food or beverages around your nail products can lead to an unhealthy work environment for you.

Vapors and dust can land in your food and/or beverages which by the way, is the #1 way Nail Professionals ingest nail product-based chemicals.

Criticize others

Don't spend your precious time on earth speaking negatively about others – it only serves in making you look unprofessional, vindictive and petty. Learn to become a cheerleader for the entire nail industry and those fellow NP's you are blessed to be able to share this amazing career experience with.

Avoid the ***"CULTURE OF FEAR"*** that has unfortunately penetrated the nail industry. If you are only able to fill your appointment book by scaring clients, then you need to learn how to start speaking in positive beneficial terms about the services you provide.

Also, there is no point in putting down the work of others. This is an ugly practice and only serves to drag down the entire industry as a whole. Try focusing on the positive. Correct what must be corrected and move forward.

Abandon your clients

If you must change salons, towns or locations, go on maternity leave or address a personal issue and will be away from work, let your clients know where you'll be going and when (if ever) you will return.

Also, if you have decided to change salons make sure to address what your current salon policy is for advising your clientele of your change in order to avoid any legal issues between yourself and the salon.

Lie or mislead clients or co-workers

Honesty is always the best policy. If you make a mistake be honest about it, apologize and move on. Everyone will appreciate it and it will save you many sleepless nights.

Complain or argue with clients or co-workers

Have you ever walked into a salon and heard the staff arguing? How did that make you feel? Probably like running to the door!

While some believe the customer is always right, others have a hard time swallowing that pill. If an occasion or argument arises allow the other person (whether it is a client or co-worker) to fully explain themselves, listen, and then explain your side.

An agreement may never be reached, but both sides will at least feel as though they have been heard. With regards to your client care – think long term customer service and how would it be best to reach that goal, and then act accordingly.

Gossip

Though others may – **you may not!**

Industry Ambassadors

Bring in the Ambassadors!

Another responsibility of being a Nail Professional includes your relationships with others in the industry, your clients, and your co-workers.

Have you heard of this term “**Ambassador**” in reference to your career before? What is your understanding of what an ‘Ambassador to the nail industry’ would mean in your own words?



Regardless of which area of the nail industry you choose to focus on, whether it be providing professional services, working Research & Development, or even teaching, becoming knowledgeable and responsible should always remain your primary goals.

Your role as a Nail Professional within the nail industry however is not only to maintain a satisfied clientele, student body or even employer, but also should encompass becoming an ‘*Ambassador*’ to the industry. What do we mean by ‘*Ambassador*’?

An ‘*Ambassador*’ is a ‘representative’, that means they present themselves and their chosen career field with pride and professionalism.

Never before has the term Ambassador been more important than now that you’ve undertaken to advance your career to the new level of **DCNS**.

Though the ability to perform competently within your field has always been vital, and as you’ve learned throughout your basic education, skills competence grows from knowledge and experience. However, now with your completion of this program and your new **DCNS** designation, we are stepping out and above normal expectations.

Some of the best Nail Professionals have obtained a Master’s level of knowledge, but they never stop gathering information about their chosen career field. Once you start gaining an adequate measure of knowledge and experience in the services that you are providing, you will feel your competence grow as well.

Never settle for providing less than the highest standard of professionalism throughout your entire career. This is key and will separate you from all the others in your field. Clients will recognize your outstanding abilities and seek out *your* services.

However, an Ambassador doesn’t stop at education. The highest level of client care, industry involvement and giving back are vital components to your success as a DCNS.

Pass on information and share knowledge with others

It's been said that "when you learn, teach..." At **The Academy of Nail Design** we feel that our students who are the most successful give up a part of their time to the teaching of others. This doesn't have to be in a formal setting or in a school, it can be as simple as answering a client's question or going out for a coffee with a new graduate to share career advice, or even relaying information you learned at a seminar with your co-workers or employer.

Unfortunately, too often clients are subjected to sub-standard safety, sanitation and services.



Your role as an "**Ambassador**" is to not only educate yourself, but your clients as well. Educating your clients about the advanced science in today's industry, safe sanitation practices and what to expect for exceptional service will be a major role in your becoming a successful professional. An educated client is a nail professional's best friend. They understand exceptional service, the importance of maintaining their services through homecare and regular visits and will appreciate your level of professionalism.

Professional Associations

Are you currently a member of any industry Association? You should be! As an Ambassador Association membership not only signals to your clients that you are a part of a larger organization, but membership provides you with learning and networking opportunities that will enhance your career.

You may also benefit from reduced costs on insurance, trade show fees, and product discounts.

Make it your personal & professional goal to become a
Nail Industry Ambassador.

This is what turns an 'Average' Nail Professional
into a **GREAT** Nail Professional.

And you need to recognize that as a **DCNS** you will be setting the bar for a new level of expected client care and service expectations that others within the industry will look at to follow. Be aware of the image you project everyday and within everything you do.