

THE NAILS HOW-TO SURVIVE GUIDE

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A TOXIC COWORKER

You know who we're talking about...she's the one who never has anything nice to say about anyone else and is constantly complaining. Don't let her bad vibe crush your zen attitude.

1. Don't succumb to the power of gossip. It's a rare person who isn't at all interested in gossip, but next time one of your coworkers is telling all the dirty little secrets about another salon employee just walk away. It's one thing to want to know celebrity dirt, but it's another to partake in a dish session about what someone "heard" about someone else in the salon. It's just bad form to perpetuate rumors and the easiest way to get that gossip to stop spreading rumors is to ignore her. She's not going to keep talking if there's nobody interested in her story.

2. Don't EVER talk about clients in front of other clients. Period. End of story. As soon as a client hears you talking about another client, she will wonder if you will do the same with her once she leaves the salon. It's unprofessional. If your coworker is doing it, don't engage her in the conversation.

3. Be like a duck and let it roll right off your back. If you have a complainer on your hands, just ignore it. You don't need to snap at the person, just walk away.

4. Deal with your dirty laundry in the laundry room. If you absolutely must say something to another coworker, don't ever do it in front of clients. Ask to speak to the offending person in the back room or later when the salon is closed. Only then should you bring up your concerns with how the person is conducting herself.

5. If it isn't something you can work out between yourselves, get the manager or owner involved. Sometimes it takes a third party to solve the problem. Or if it's more serious and you suspect your coworker of something worse than idle gossip, you definitely want someone with authority to intervene.

Gel-Polish Removal survival guide

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O·P·I



OPI shows you how it's possible to make gel-polish removals both easy and profitable!

1. Multitask. Experiencing downtime? Up those profits by combining removals with other services — apply removal wraps and perform a short service on another client during removal wait time, such as a polish change or quick nail art. If your salon is full-service, offer a special price for removing gel-polish during hair services.

2. Upscale. Increase profits by combining hand treatments with removals. Once fingers are wrapped, apply treatment to the back of the hands and cover with Expert Touch Salon Mitts.

3. Speed It Up.

- > Encourage clients to remove gel-polish every two weeks. The longer gel-polishes stay on, the longer they take to remove.
- > Shape nails before wrapping to remove the seal around the edges.
- > Check your prep: Harsh filing makes removals more difficult. Follow GelColor by OPI's gentle prep procedure for long-lasting results and easy removals.
- > Avoid harsh acetone removers. Expert Touch Lacquer Remover leaves nails and cuticles in pristine condition without dryness.

READY, SET, REMOVE!



EXPERT TOUCH

1. Expert Touch Lacquer Remover
Superior for GelColor removal! Leaves cuticles soft and smooth.

2. Expert Touch Removal Wraps
Easy-to-use, economical removal foils with absorbent pad.



3. Expert Touch Removal Wrap Dispenser
Exclusive design conveniently dispenses Expert Touch Removal Wraps.



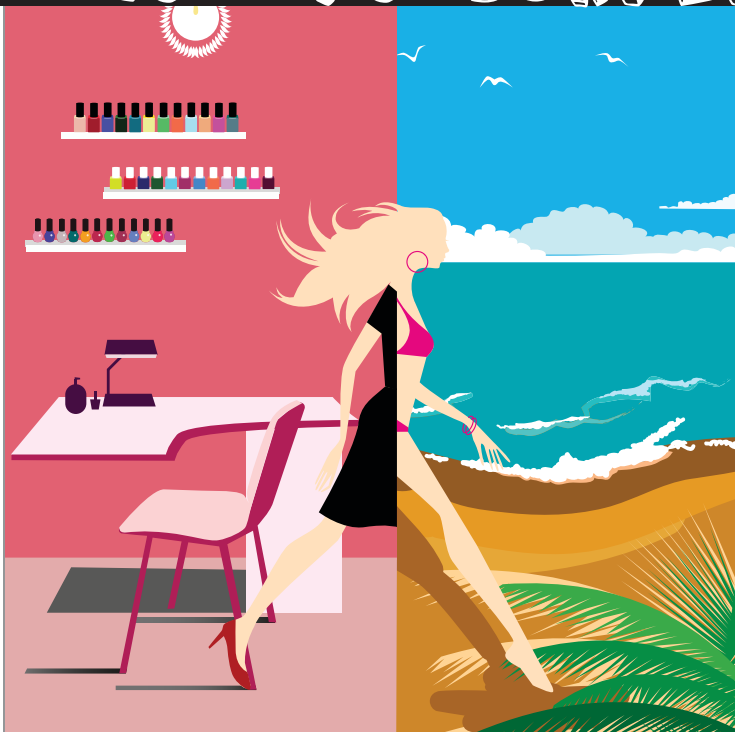
4. Expert Touch Salon Mitts
Helps keep hands and fingers warm for faster removals!

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HOW TO SURVIVE...



GETTING OFF SCHEDULE

Play it smart and your clients will forgive you when you're running late.

PITCH IN. "Train your staff to be aware when another tech is having a hard time keeping up, for whatever the reason," says Shari Finger, owner of Fingers Nail Studio in W. Dundee, Ill. "Make it common practice to help out. Coworkers should always be prepared to take off polish, get a foot bath ready, or even finish a coworker's customer by polishing."

FESS UP. Always admit you're running late, says Finger. "When your customer arrives, tell her you're behind schedule and that you're terribly sorry." Tell her how much longer you are going to be; this allows the client to run an extra errand or grab a bite to eat.

DOLE OUT. Give something back to the client by way of apology for making her wait. Consider giving a discount, a coupon for a discount on a new service offered, or a small retail product, recommends Finger. "I like giving a sample of my custom-blended lotion. They think I am giving them a gift, but what I'm really doing is getting them to try my product and realize that they need more."

CALM DOWN. Never panic, skip steps, or rush the service however much you might be tempted to do so. Stay professional and indicate by your words and your actions that you really do respect your customer's time. If you're disastrously behind, give a call to some of your later clients and see if you can reschedule them, or at least give them a heads up that you're running late.

THINK IT THROUGH. Sometimes these glitches in our schedules are unavoidable. Sometimes they're not. Once the rush is over, figure out what went wrong. If you have to get tougher with clients who are running late, do so. If there's a problem with how your services are scheduled, fix it. If you've got a salon to run and a full book of your own, you have our sympathy.

BURNOUT

About ready to give up your career and become a permanent beach bum? Read through these tips to help you combat burnout before you throw in the towel.

GET OUT OF THE SALON: First and foremost, take a break. Take a day, a weekend, or if you can, a week off. Sometimes that's all it takes to reinvigorate you.

CHANGE IT UP: Add new services, revamp your nail art selection, redo your retail area, or change up your background music. A "new" environment can help to break the boredom of your routine.

LEARN SOMETHING NEW: Go to a tradeshow. If there isn't a show coming up, then take a class. If you can't take a class, what about meeting up with other techs in your area to share ideas? Maybe visit other top salons to see what they do that you don't. You just might find some inspiration to take back to your business.

BECOME A MENTOR: Use your experience for good. Find a newbie and teach her everything you know. You might find that teaching others helps you see things in a whole new light.

CHANGE ROLES: Maybe it IS time for you to hand in your nail tech hat, but for an even bigger and better one. Have you ever considered becoming an educator or an instructor, or even opening up your own salon? Maybe it's time to take the next step in your career.

LED Gel

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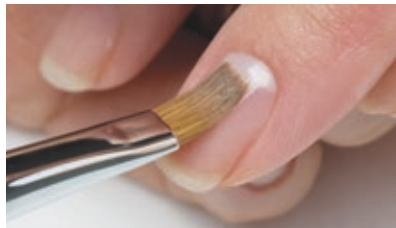
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You love gels and so do your clients! Here are some tricks of the trade to make sure that you're providing your clients with the best Gelish service possible:

1. For a long-lasting Gelish manicure, make sure to prep the nail properly — this includes shaping the nail with a 240/240 thin wooden file, pushing back the cuticle and removing any non-living tissue from the nail plate, removing the shine from the nail plate using a 180-grit buffer, and applying Gelish Nail Surface Cleanse to a lint-free nail wipe to remove any dust. Lastly, be sure to apply a thin coat of Gelish pH bond to remove excess moisture from the nail plate.

2. Always apply Gelish Foundation Base Gel in a thin, even layer. After curing, be sure to dry-brush the Gelish Foundation Base Gel layer with a small, clean nail art brush to remove any excess product.



3. Always cap the free edge as part of each step! This helps seal in the manicure and helps prevent chipping and peeling.

4. The Gelish 18G LED light offers the fastest cure time in the industry. The best part? LED lights are considered the safest way to cure nails. Your clients will thank you for keeping their best interests in mind.

5. Always finish off your Gelish manicure with Gelish Nourish Cuticle Oil — it will keep your clients' cuticles hydrated and it smells amazing!

6. Do your clients have weak, thin, and/or peeling nails? Recommend VitaGel to them — the first light-cured nail strengthener that repairs damaged nails. Promote VitaGel as an add-on service or stand-alone service.

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A NASTY CLIENT

Nail techs flee when her shadow darkens your salon's door. Pacify a toxic client with a how-to from the Telephone Doctor.

A LITTLE PRIVACY, PLEASE. Find a quiet, private spot in the salon and ask your customer to join you for a few moments.

HONESTY IS THE BEST POLICY. Ask the client if the salon has done anything wrong in her opinion. Say something like, "Mrs. Jones, we value your business, but we also notice you may not be happy here. Is it something we've done?" says Nancy Friedman, the Telephone Doctor. "By asking this question, you'll normally get a few comments. Some may be very useful and help your salon. And some may just be comments from someone who likes to complain a lot."

LISTEN UP. "She may not be right, but don't interrupt. Don't make any excuses for anyone. Take notes as she talks so you get verbatim information," Friedman says. That way she'll see you're taking this seriously. (Even if you're not.)

YOU CAN'T PLEASE ALL OF THE PEOPLE ALL OF THE TIME. Sometimes, a complaining client is more work than she's worth and you just have to say, "While we would hate to lose you Mrs. Jones, I'm not sure we can fix the areas that bother you here. Would you be happier at another salon?"



A NEW COMPETITOR OPENING UP

They say "a little competition never hurt anyone." We're not so sure about that. Here's how to come out on top when a new competitor lands in your territory.

MAKE FRIENDS... OR AT LEAST BE FRIENDLY

Visit the new salon and introduce yourself. See if they're even catering to the same clientele you are (upper-class professionals, teens, etc.). Try out a service to see how they compare.

KEEP WHAT YOU HAVE

Encourage customer loyalty. If you don't already have one, this is a great time to start a loyalty program in which customers earn discounts/special offers for their visits to your salon. Greet regulars by name to remind them of their history with you.

STAND OUT

Make sure you are offering something unique. If they're pushing nail art, you push custom color solutions. If they're advertising full sets, you advertise natural nail services.

CAMPAIGN

Market up a storm. Make sure your salon is the one everyone thinks of first. Remind people of where your salon is and what it has to offer. Run promotions, step up your social media efforts, and get your name out any way you can.

DON'T PSYCH YOURSELF OUT

Be confident in yourself, your salon, and your loyal clientele. "I am OK with competition," says salon owner Mary Metscaviz. "No one in my area comes close to doing pink-and-whites like we do."

Nail Logics

survival guide

Ensure flawless nails for every client with CND Nail Logics, a new interactive resource that gives every woman the power to achieve gorgeous nails that fit her lifestyle. First, the fun, enlightening Nail Logics Quiz helps determine your client's **nail type** and **commitment level**. Then, the Nail Logics Service Map provides customized product and service recommendations to guarantee superior service every time!

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WHAT'S YOUR NAIL TYPE? TAKE THE CND NAIL LOGICS QUIZ NOW!

1. The **shape** of my nails are:

- a. Gorgeous with beautiful curves
- b. Flat and/or ridgy
- c. Seriously shapeless



2. The **length** of my nails are:

- a. Consistently even with perfect length
- b. Even, but sigh they'd grow longer
- c. Uneven, broken; just won't grow



3. The **condition** of my nails is:

- a. Healthy and strong
- b. Thin and flimsy
- c. Dry and peeling

4. The **time** I'm willing to spend on my nails is:

- a. 30-40 minutes max
- b. An hour is all I can spare
- c. 2+ hours - I'll do what it take for nail perfection



5. This is how I would **"grade"** my nails:

- a. I could be a hand model (A)
- b. Ok, but need some help (C)
- c. Pathetic, I try to hide them (F)

6. **Activity level** for my nails is:

- a. **High** - Sports (like softball), Hobbies (like gardening), Job (like manufacturing), Family (new mom)
- b. **Medium** - Sports (like golf), Hobbies (like sewing), Job (like assistant), Family (busy mom)
- c. **Low** - Sports (like jogging), Hobbies (like reading), Job (like executive), Family (mom of grown children)

7. My **style** preference:

- a. Traditional and classic
- b. Natural with enhanced shape
- c. Dramatic, eclectic, makes a statement!



Total A's _____ B's _____ C's _____

To see your results, log on to www.cnd.com/naillogics.

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A SALON INSPECTION

You'd rather pull your fingernails out than have any more scheduled disruptions today. Lucky you, today is the day the government gods have looked down upon you and sent out your friendly state inspector.

According to Marianne Light, former California Board of Barbering and Cosmetology inspector, there are five things you can do to help you pass your inspection:

- Be knowledgeable.** "You have to know the rules and regulations of your state," she says. "You can't be in compliance if you don't know what you're supposed to do." She adds that most people don't read their state's rules and regulations, but they just assume what they're supposed to do. You know what they say about people who assume. She also stresses the importance of reading the rules and regulations yourself. "Don't trust others to tell you. Look for yourself."
- Become a super self-inspector.** "Conduct your own self-inspections of the salon," says Light. "Don't always trust your operators to be doing the correct thing." She suggests that even in booth-renting contracts you have wording that allows you to look through renters' workstations for violations.
- Always be prepared for a visit.** "Most states have inspections every day of the week, all hours of the day," she says. Telling the inspector that this is a "busy time" for you won't cut it. Welcome them in, even if you are in the middle of something.
- Be nice.** Although we sometimes get an authority complex, now is no time to let it loose. "Listen to what they tell you," she says. "Make sure you understand everything — they may be visiting you to re-inspect, and you want to make sure you've done everything they told you to do."
- Hire outside help.** If you find the rules and regulations to be too difficult to understand — or something you just want a little extra guidance on — hire a consultant who can make sure you're up to salon snuff.

AN OFF-DAY

We all have them. You spill paraffin on the floor, your salon owner yells at you, you smudge a client's nails. Here's how to handle it when everything that can possibly go wrong, does.

If you identify the problem:

...and it's an overwhelming schedule. Enlist the help of others to balance your workload. This goes for both salon and personal issues. Remember that you don't have to do it all — and you probably shouldn't.

...and it's you're running behind. Shorten services for a client if she's late to her appointment. Say no to a tech who asks you to help out with one of her services, or tell her today's not the best day, but you're happy to help her out a different day of the week. Don't volunteer for that extra task, just this once.

...and it's you're too tired to focus. Being tired can make you drop things or cloud your thinking, so start giving yourself more down-time and more time for sleep. "I make a point to turn off the computer and go to bed by a certain time," says former salon owner Erin Snyder-Dixon.



TAKE A STEP BACK. It's possible you've been working too much. "Everyone needs a work-free vacation every now and then," Snyder-Dixon says. "I'm an incurable workaholic, but even for me, there is a point of crash and burn. The idea is to head it off at the pass and get that vacation or mini-break in before becoming too stressed out."

STUFF HAPPENS. Sometimes, bad stuff happens. But, as a general rule, it's only temporary. "People will get happy again, the messes will get cleaned up, and we will have those awesome days where we are able to nail everything we do," Snyder-Dixon says. "When those bad days crop up, I try to take a break, slow down, and see through the clutter that has my nerves jangled."

PUT IT IN PERSPECTIVE. Sometimes you need the bad days to appreciate the good ones.

Advanced Education

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young nails

it's all about you.



The Young Nails One Week Course

1. Plan ahead. Thinking about coming to a Young Nails One Week Course (OWC)? Clear your work and personal schedule like you were planning a vacation; only in this case your destination is Young Nails Tech. Block out a full week in your calendar. Pick an OWC Mastering Acrylic or Mastering Gel date far in advance so you can get your travel, work, and household details in order. That's simple sounding stuff, but trust us. It's a must. Now you're ready to get down to business.

2. Pay it forward. Invest in yourself. You're worth it. The OWC is a five-day extreme training event designed just for nail techs. Every minute of every hour of OWC is dedicated to teaching salon smarts. Learn how to be a better nail tech. Learn how to be a better business owner. Learn how to make money.

3. Make mistakes. You don't have to be perfect right from the get go. There's always room for improvement, whether you're a newbie or a hard-core veteran. Just be secure enough with yourself to make mistakes and make plenty of them. How else are you going to learn? Believe it or not awesomeness can be taught.

4. Bring an open mind. We're gonna let you in on the most important secret to surviving an OWC. Now this is the real deal breaker — the key is to have an open mind. Be open to new ideas and be willing to try new things. At OWC, we'll push you beyond your comfort zone and we promise you'll like it.



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Let's get something straight right off the bat. This One Week Course is not for the weak at heart. For five straight days, we're going to challenge you, inspire you, and work you hard. Then, when it's all over, you'll leave a better nail tech – and better business person – than you ever thought possible. In other words, it's the most intense training you can imagine.

Then, if that weren't enough, we'll have you recreate everything you learned, over and over again until it's perfect. We'll even test your skills in a salon-experience drill.

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HOW TO SURVIVE...

September



Pick out holiday cards & organize database

October



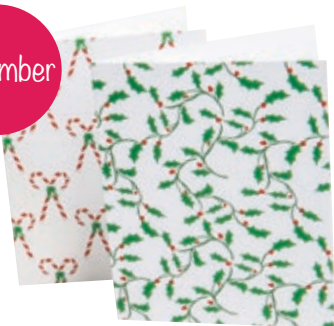
Find help to cover extra hours

November



Open House

December



Mail out holiday cards



HOLIDAY RUSH

Know when to panic and when to get zen.

September: Step one: panic. Yes, a good jolt of fear is just what you need to jump-start your Christmas season preparations. Start shopping for retail items your clients will love and brainstorm creative ways to display and package them. Keep an eye out for thoughtful, yet well-priced, client gifts. Pick out your holiday cards and organize your database of names and addresses. Can your gift certificates use a redesign? Get going.

October: Talk to your staff about their holiday plans and find out now if they conflict with yours. Will you be extending salon hours? If you can't cover the extra demands of the holiday with your current staff, contact a local cosmetology school and see if you can find a student or two willing to pitch in. Continue to stock up on retail and check if your favorite manufacturers have specially packaged holiday gift items. If you haven't already, begin your personal holiday shopping.

November: Let holiday cheer begin to creep into your decor and your retail shelves. Write and address your holiday cards so all you have left is putting them in the mail. Hold an open house showing off your retail offerings and holiday discounts on service packages. Design and distribute "hint lists" clients can use to let their loved ones know what sorts of salon services they'd like to be treated to. Later in the month, put up your tree and free yourself from all restraint when it comes to the decorations. If you're charitably inclined, launch a salon-wide fundraising effort benefiting a cause close to your heart. Then finish your personal holiday shopping.

December: By now, you've got it all handled, so exhale. Mail your holiday cards. Display your holiday nail art designs. Soothe clients' frayed nerves with flavored coffees, a glass of wine, and plenty of sweet treats. Distribute your client gifts. No matter how hectic it gets, take a little time for yourself each day (this is the zen part) — meditate, have a relaxed meal, turn on your Spotify, get a neck rub, or simply drink in the good cheer around you.

Combining Enhancements

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YOUR FIRST DAY AT A NEW SALON

First days stink. Walk in with that attitude and the day can only get better.



- 1. MANAGE YOUR EXPECTATIONS.** In a new salon, you don't know where things are, you don't know who's who, and you're clueless about the politics of the place. You're making snap (and often inaccurate) judgments about others and they're doing the same about you. Plant a smile on your face and accept that. Take it slow and know that in a few short weeks, this place will feel like home.
- 2. MAKE YOUR INTRODUCTIONS.** "A nail tech changing locations should introduce herself to her coworkers and invite them to try her services," recommends Reneé Borowy of V.I.P. Salon & Spa in Riverview, Mich. "When introducing yourself to other nail techs, be sure to not come across as too aggressive, so they don't feel threatened. If you brought clients with you, suggest they try other services in the new salon." It's OK to acknowledge that you are feeling a little uncomfortable, says Borowy. "Honesty is always the best policy."
- 3. ROUTINE IS GOOD.** To the extent you can, set up your workstation and products exactly the same as they were at the old place. If you're bringing your own clients with you, figure out how to get them settled in — make sure they're greeted properly, scout out the washing up area, find out where coats are hung and beverages are poured. Make them feel at home even if you don't.
- 4. WHAT NOT TO DO.** Don't march in and tell your new boss or coworkers how things could be improved. "Unless you are asked, do not make any suggestions or compare the new salon to other salons you've worked at," says Diana Bonn, a nail tech. "If you say, 'Ya know, when I worked at [blank], they had the most beautiful reception area, maybe you should check into it.' What they hear is their reception area sucks. You will have plenty of time to suggest changes once they trust you. Until then, lend a hand with the cleaning, answer the phone, help others — do whatever it takes to be a team player."
- 5. KISS UP TO THE RECEPTIONIST [IF THERE IS ONE].** You want the receptionist on your side. Not only can she get you clients in the form of walk-ins, she can screw you up badly if she's handling your scheduling or fielding your phone calls. Plus, unlike your fellow techs, she may actually be able to spare you a few moments to answer any questions or show you to what you need those first few days.



Winter Pedicure

survival guide

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When the cold weather starts creeping in the rush for sandal-ready pedicures may come to an end but your feet shouldn't suffer from the winter blues. Cold weather takes a toll on feet. They become dry, cracked, and ravaged during the winter. Being confined to closed shoes and boots causes toenails to become brittle, painful, and may cause splitting or ingrown toenails. Winter pedicures are essential to maintain beautiful yet healthy feet.

PREP — SANITIZE. Once toenails are prepped, wipe clean of oils and lotions using Jessica Sanitizer Spray and ProTouch Lint-Free Wipe.

STEP 1 — PRIMER. Beginning with the left foot, brush a complete layer of Primer on all five nails (as you would a base coat), sealing the free-edge and leaving the nail wet and shiny. *Do not get on cuticle. Do not let this layer dry.

STEP 2 — COLOUR ACTIVATOR. Apply a thin layer of Colour Activator to wet Primer on all five nails. Unlike polish it flows, so start away from the cuticle and seal the free-edge. *The first layer will be sheer; do not overwork colour during application.

STEP 3 — CLEANSING. Pour small amount of Brush Cleaner into dappen dish. After Colour Activator application to all five nails, wipe brush on ProTouch Nail Wipe and place in dappen dish. Clean for 30 seconds; when soft, wipe again and place back in Colour Activator so it is ready for the next application.

STEP 4 — REPEAT STEPS 1-2 ON RIGHT FOOT — PRIMER, COLOUR ACTIVATOR, CLEANSING. (The polish on the first left foot will be setting as you do the second.)

STEP 5 — SECOND COAT. To apply the second coat, return to left foot and repeat the Primer and Colour Activator steps. Finish with a final coat of Primer to seal in the application. Repeat these steps on the right foot.

STEP 6 — FINISHING TOUCH. After five minutes you can apply Jessica Phenomen Oil to the cuticles and massage.

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BEVERLY HILLS

YOUR MATERNITY LEAVE

Having a baby? Mazel tov. Just make sure you have a business to come back to.

1. Recruit a replacement. Let clients know they will be properly tended to in your absence by providing another tech to care for them. The first place to look for a back-up tech is within your salon. This will please the client (who wants to stay within her comfort zone) and the salon owner (who doesn't want to lose business while you're out). It'll also make it harder for the client to jump ship and remain with the new tech when you return. (It would be awkward having to face you every time she visits the new tech.)

2. Outsource if necessary. If there are no techs with free time at your salon, seek out someone who is just starting out or someone who is on her way out. A newbie with holes in her book or a semi-retired friend may be happy to pick up a few weeks or months of work with little effort on her part. Presumably, you have a few months to plan your leave. This gives you time to approach your local beauty school and spend a month or two training one of their recent graduates. It's a win-win.

3. Make rental arrangements. Handling the issue of booth rent while you're out may require some negotiating skills. If you have a solid, long-standing relationship with your owner she may cut you a deal. But not all owners are so accommodating and they don't have to be. "Booth rental is a contract, just like house rental or salon rental, so you are required to pay the full rent," explains Erin Snyder-Dixon. "If the contract allows, you may be able to arrange a sub-let." If paying rent while you're not earning puts too great a strain on your pocketbook — or if the idea just ticks you off — you can pack up and leave (provided you don't have a written agreement that says otherwise).

4. Take your time. Of course you're dedicated to your clients, but take the time you need. Nail tech Darlene Feric recalls coming back too soon. "I know now that true clients will wait as long as they can." Come back part-time if you like, but don't expect the salon owner to cut you any slack in your booth rent. Of course, if diapers and drool aren't really your thing, run right back and savor the relative calm of the salon.

5. Shrug it off. If you lose a few clients to other techs during your time off, remain philosophical. Give them your blessing and decide it's the universe's way of giving you a little extra time with the little bugger at home.



A VISIT FROM A COMPETITOR

She might just pop in unannounced, or maybe she'll introduce herself. No matter what, treat everyone as you would your best customer.

When you know the visitor is from another salon:

THINK POSITIVE: Having a visitor from another salon come to you for services isn't the kiss of death. "I am friendly with all the salons in my town," says salon owner Mary Metscaviz. "I just like to share my knowledge. Some might think this way of thinking is wrong, but it hasn't hurt me to date. We even send each other clients when we can't service them ourselves."

RECIPROCATE: Ask to visit their salon. It will help boost your relationships and you may learn something new. Other salons don't need to be seen as the enemy. You're both in the same boat. Maybe you can learn from each other.

TOP-NOTCH SERVICE: We know you always do spectacular nails, but obviously make sure to give your competitors 110%. Ideally, you want to "wow" them out of business (or at least wow them into complimenting your salon to other techs). Don't let your nerves get in the way.

You won't always know:

KEEP IT CLEAN: Sanitation should be one of your foremost concerns at all times, but it's especially important if "spies" from another salon are visiting. Make sure to follow all sanitation procedures. Always.

BE POSITIVE: Welcome every client into your salon as soon as they walk in your doors. Radiate your love for your job.

THE BOTTOM LINE: Offer quality service, each time, every time. You never know who might be watching.



Colored Acrylic survival guide

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NSI's Colored Acrylic Survival Guide will not only make sure you know what you're doing when you put your brush to the pigment, but also help ensure your clients are walking away with vibrant, flawless nails. As we state below, the new NSI Secrets Sparkles Shades Acrylic Powders and Secrets Effects Glitters are the perfect component for surviving colored acrylics. The new NSI Nail Art Kits and Components will be available nationwide in early 2014.

1. Not all colored acrylics are created equal. Some are not created for more advanced nail art like intricate 3-D or color washing. Those will require you to change the chemistry of your monomer. The new NSI Secrets Shades Powders & Effect Glitters do not require you to change the chemistry, so when using them, all you have to do is design — and they are perfect for just that!

2. Create your art, then encapsulate in clear acrylic. (We like the new NSI Secrets Pure Ice Powder.) Encapsulating the art in the Pure Ice will protect your design while you finish your enhancement. Depending on your design you may also want to use NSI Secrets Effect. The Effect Powders will encapsulate the art but also add some sparkle and shimmer — and who doesn't love a little of that!?

3. When finishing, make sure to apply a top coat around the 3-D art, otherwise it will really affect the clarity of your design. If you want to add even more shine, add a little Polybond adhesive. This may sound silly but it will actually dry to a high-shine without affecting the beauty of your 3-D art.

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A STAFF WALKOUT

Help for when you've got no help on hand.

- 1. Get off your knees;** begging won't do much (not to mention that it totally ruins your pants). "The probability of getting them to turn around is slim to none," says Debbie McGrath, founder and chief instigator of HR.com, which helps companies and organizations in the human resources arena. Instead, cut your losses and give ex-employees the evil eye every time you pass them in the beauty supply store.
- 2. Protect yourself.** You should make sure they can't access cash and equipment, and you should also protect your intellectual property, such as client lists, says McGrath. Client lists and contact information should always be password protected anyway, so they shouldn't have been able to get this prior to the Big Day. Helpful hint: To avoid clients following any techs to their new places, always make sure clients interact with many different employees at the salon. Promote salon loyalty, not tech loyalty.
- 3. Rally the troops.** If it's just you who's left, this is a really easy step. But if you've got a few faithful left behind, you have to stabilize the rest of the team, says McGrath. "Call a meeting and talk about why the others left and how the new workload will be divided," she recommends. "Get them re-motivated. Those kinds of things can be very de-motivating. Clear communication is very essential."
- 4. Get hiring!** Fast recruiting is not easy, but you need to find a way to service all of the salon's newly displaced clients. Do you know any techs who work part time somewhere else or maybe even from home? See if they have time to come in and pick up a few shifts at the salon so you can stay open. It's also a good idea to always have a backup file of nail techs who are looking for a place to work. Don't ever shut a door — even if you are fully staffed. You never know when something like this might happen and if you have resumes on hand (with detailed notes about each candidate), you don't have to go through the whole interview process again.
- 5.** Finally, consider for a moment that **the walkout could have something to do with you.** I know it might be hard to believe that not everyone in the world loves you, but well, this whole walkout thing does say something about you, or at the very least your management style. Now is a good time to look at everything from your hiring practices to your listening style to your pay structure. Learn from your mistake(s) and hire an excellent new staff that you will treat as they should be treated. (But you should still feel free to give those ex-employees the evil eye in the beauty supply store.)

Mixed Media Nail Art

survival guide

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ENTITY



Nail artists today are not confined to a single enhancement category when creating nail art. Often the best designs are created using a combination of acrylic, gel, gel-enamel, and other embellishments. Here are some tips and tricks to help you survive creating nail art with multiple mediums.

Do's:

- > Keep a formula card for each client when custom-blending colors so you can duplicate the color at their next service.
- > Double-dip colors to add detail and dimension to your designs.
- > Keep a color wheel or nail art gallery to showcase your talents.
- > Charge what you are worth. Many clients are willing to pay extra for a little bling.
- > Follow Hollywood trends. Nails are the hot accessories right now. Always keep copies of the latest consumer and trade magazines at your station.

Don'ts:

- > Apply color or glitters too heavily. Use multiple, very thin layers to avoid pooling along the cuticle area, lateral walls, or free edge.
- > Use the same brush for nail art services that you use to sculpt traditional pink-and-whites. Always keep a separate brush dedicated solely for use with colors and glitters.
- > Forget to protect your nail art with clear acrylic or gel top coat. It is easy to file through beautiful nail art.
- > Ever stop educating yourself on the latest tips and tricks. Visit Entitybeauty.com to locate the event nearest you.

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A ROBBERY AT GUNPOINT

Give It All Up: “The most important thing to do is what they want you to do. Don’t try to keep anything,” says Deborah Reeves, who was held up at gunpoint in one of her Savannah, Ga., salons many years ago.

Leatrice Woody, the owner of Buff & Go and a Chicago police officer, agrees. “Just give the offender what he wants,” says Woody, who became a police officer after a shooting in her salon. “No struggle. No anything. It’s not worth your life.”

Look, But Not Just at the Robber: Stay calm and take in as much as you can — tattoos, scars, clothing. Just make sure it doesn’t look like you are studying him. “You want eye contact, but not too much,” says Woody. “Not enough where he thinks you can identify him, but you at least want to be able to tell what he was wearing.” Woody also suggests, if you are able, noticing which way the robber flees.



Call in the Cops: “Contact authorities right away — they can possibly scan the area,” says Woody. This is when your description of the robber and direction of flee come in handy. Woody also suggests making sure not to touch anything the robber has touched. “You don’t want to contaminate the crime scene,” she says.

Assure Your Clients of Their Safety: To ensure her business wouldn’t be affected by the robbery, Reeves hired a private security agency for the salon that was robbed. “I had someone escort my clients to their cars after dark,” she says.

To make sure clients (and she herself) now feel safe, Reeves has multiple precautions in place. These safety measures include installing a door ringer to alert her anytime someone enters her salon, always keeping the back doors locked, and making sure clients keep their purses and wallets out of window or door view.



BAD PRESS

Darn those pesky reporters, always snooping around for a sensationalistic story to tell. Be on the ready to do battle when the next “Pedicures That Kill: Story at 10” piece airs on your local station.

Be Proactive: Pitch positive nail and salon stories to your local newspaper, websites, or television programs. Offer yourself as a source for stories on summer nail art trends, gel-polish manicures, or ways to keep your skin moisturized in winter.

Be the Expert: Make sure local reporters and writers know who you are. Invite them in and offer them free services and use this time to tell them all about your top-notch sanitation practices. Next time they hear a salon “horror” story, hopefully they will remember you and your salon and call you for comment. This can help the industry — and your business.

Show Clients You Care: Don’t assume that your clients know that you follow all of the state’s recommended sanitation guidelines. Let each new client know how seriously you take sanitation. Show them how you clean your pedicure tub after every client, show them your clean implement kits, and explain how you use a new file and buffer for each new client. This way they won’t wonder if they’re going to contract a yucky little bacteria or fungus in your salon — and it’s impressive.

Educate the General Public: Make handouts for clients, giving them tips on what to look for in a good salon. Educate them about your salon’s policy on sanitation, the importance of using quality professional products, and your salon expertise. They might not realize what a salon superstar you are unless you tell them.

Building Your Pedicure Business

survival guide

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Opposite of Ordinary



Differentiate your salon from the competition and keep your client's feet happy by following these Do's and Don'ts. Your business will not only survive, it will thrive!

Do: Recommend pedicure products and services that help your guests look and feel their best. Find out what your competition is doing, then one-up them by incorporating exclusive pedicure services and retail items.

Don't: Feel apprehensive about selling retail items. If you are offering products clients need, you are helping them. If they don't buy it from you, they will get it somewhere else!

Do: Offer rewards for customer loyalty and friend referrals; perhaps discounts on a new service, a gift card or a free retail item. This bonus ensures loyalty and expands your customer base.

Don't: Take your standing appointments for granted. Don't skimp on that foot massage or assume they want the same nail color as they did last time.

Do: Ensure that your pedicure area is always clean and disinfected. Follow the manufacturer's instructions and your state board regulations for cleaning and disinfecting your spas.

Don't: Neglect the maintenance of your pedicure chairs! You get a tune-up for your car, so do the same for your pedicure spas. Maintenance goes a long way in maximizing your return on investment.

Do: Purchase the best pedicure spa you can afford. Research the manufacturer's warranty, their customer service, experience and reputation in the industry. Decide what features are important, then ask the manufacturer to help you select the perfect spa for your needs. Ask them to recommend a reputable distributor who will be helpful before, during and after the sale.

Don't: Be hasty. Instead, take your time and ask questions. Does the manufacturer build their spas or do they only assemble and box them up for sale? Are the parts made in the USA or cheap imports? The manufacturer should be friendly, knowledgeable and want to help you get the spa that suits your décor and budget.

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HOW TO SURVIVE...



SOCIAL MEDIA

Don't be socially awkward. Use these platforms to plug your business, stay in touch with the industry, and attract new clients.

- > Download the free **Instagram** app on your phone and start an account for you or your salon. Begin posting finished nails, new polishes, or nail art. Use popular hashtags such as #nailart to tag photos. You will also want to tag the username (name following the @ symbol) of your client or the products used (for example, @nailsmagazine).
- > Sign up for a **Pinterest** account and create relevant boards. Stay organized by separating inspirational photos from boards full of nail art you have actually created. Caption pictures of your creations with your salon information. You can also pin salon decor ideas and join community pin boards to further your reach.
- > Use **Twitter** as a tool to get up-to-the-minute information on what's trending and to connect with others. Tweet out a time slot that has become newly available or if your salon will be closed for a party. If you have customer service questions for a company, sometimes it is better to ask via Twitter. Companies tend to answer faster when the world is watching. You can also use Twitter to share pictures or videos and search hashtags to join a conversation and build a following.
- > More people visit **Facebook** a day than Google, so create a Facebook page for your salon at the very least. Keep your salon page separate from your personal page and be professional. Include your salon's phone number in posts about making appointments and always respond to posts and comments from others. Have fun by sharing pictures and interesting links and allow your clients to share their pictures and post about their experiences on your page as well.
- > "Sell your clients on social media the way you would sell them on a product," recommends Shannon Leehr of STX Salon and Spa Management. Encourage clients to check in at your salon and tag your work when finished. Since people are more likely to trust a peer recommendation than an ad, your clients' social media streams are a fast and free way to put your salon and your skills on the map.

Anti-Aging Manicure/Pedicure

survival guide

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Why just survive when you can help your clients thrive?

As a nail or salon professional, you know the skin of the hands can reveal a woman's age. As a woman, we know that harmful rays from the sun, dark spots from aging, and uneven skin texture tells the world we aren't as young as we used to be. Help your clients regain the youthful vitality they used to know — one spa service at a time.

Bio Creative Labs has created the answer to these skin concerns with our White Radiance, 4-Step Brightening System. Our Pearl Moon Complex for spa manicure and pedicure was designed to specifically target the signs of aging, uneven skin tone, and texture. By offering this revolutionary service, you can make an instant and lasting difference for your customers, and your business.

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HOW TO SURVIVE...

A BEAUTY TRADESHOW

Meeting the people behind your favorite brands and previewing new products could give your business a serious edge.

- 1. Tradeshows require a bit of bravery.** Don't be afraid to speak up and ask questions or introduce yourself to someone. Strike up a conversation over their nails or look at their name badge to see where they are from. Participating in a networking event makes this even easier. Carry business cards to make it easy for people to stay in touch. Don't be afraid to introduce yourself to people you follow on social media or even magazine editors. Those business connections could become priceless.
- 2. Approach educators at various booths.** If they are doing a demo take pictures or notes and come prepared with any questions about a product or technique you may have had for a while.
- 3. Take advantage of the classes offered.** Schedule your time accordingly so that you can make your way off the show floor and locate the appropriate classroom. At smaller shows, smaller class sizes make it easier to pick an educator's brain and compare notes with other techs in the class.
- 4. Volunteer for a demo** so you get an up-close look and a hands-on lesson. It never hurts to put yourself in your client's shoes to really experience a service.



- 5. Talk to professionals** in different fields such as hair and skin care to gain a deeper understanding of the beauty industry as a whole.
- 6. Wear comfortable shoes.** Tradeshows are large events with lots of walking, but they are also professional ones. "The Professional Beauty Association (PBA) takes great pride in producing professionally focused events, exclusively for beauty professionals. When you attend our shows, such as ISSE Long Beach or Cosmoprof North America, it is best to keep with the professional theme when it comes to your attire," says Eric Z. Horn, associate executive director of business development at the PBA. "Overall, your presence and participation at the shows is the most important. Think professional, and add your personal touch to create your own show style."

CLIENTS WITH CHILDREN

When clients walk through the door with children in tow, do you cringe or welcome them with open arms? To avoid any distress, have a defined policy on the matter. Here are three suggestions depending on the mood of your business:

Mothers' hours. Twice a week for a six-hour block, Michelle Phoenix, owner of Wet Paint Nail Spa in Cambridge, Mass., welcomes munchkins to join their mothers' appointments. Infants can stay in their strollers; little ones can sit on their moms' laps; and there's a small area with coloring books and puzzles for the bigger kids. Consider this personal gesture if mothers are one of your salon's primary demographics.

Have rules. If your salon welcomes children at all times, don't be afraid to impose a few rules. Create friendly signage with the policy so there's no confusion. Anything from "children must be seated next to you for the duration of the service" to "please use inside voices" is acceptable. If the child isn't behaving, notify his or her mother — most mothers will get the message right away.

No children, please. You can post signage for this as well by the reception desk. Some salons choose this option in order to preserve a certain level of relaxation for their clients, while others don't want the liability and have limited space. Remember, there are dangerous chemicals, sharp implements, and hot paraffin around the salon. However, some salons with a no-children policy will welcome children if they are having services themselves.



Polish Style

survival guide

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Nail Lacquer and fashion are synonymous with each other and Morgan Taylor's beautiful color selection reflects that. With hand-crafted colors, developed by Morgan Taylor creative director Alesia Lanzo, the range does not disappoint. "I'm always inspired by different runway shows, textiles, and everyday objects," says Lanzo. "My goal is to make sure that each color is unique and on-point with today's trends." Below, Lanzo offers up advice on how to choose the best nail lacquer color to fit your client's personality.



Lanzo

- > **The Trendsetter:** She's all about the next best thing and marches to the beat of her own drum. She's hard to impress, so your nail lacquer selection better be on point! Morgan Taylor It's My Party (multi-colored glitter) layered on top of Birthday Suit (nude taupe) is the perfect combination for a unique, eye-catching look that will impress both her and her friends.
- > **The Boho Chic Girl:** She's all about trying new things and will sometimes choose her nail lacquer color according to her mood. She's open to all suggestions — good thing Morgan Taylor has a beautiful range that she can pick from!
- > **The Athlete:** She's on the go and doesn't always have time to deal with her nails when she's at competitions or meets. Morgan Taylor In the Nude (sheer nude) and Adorned In Diamonds are ideal colors for the no-fuss, sporty gal with a competitive edge.
- > **The Vixen:** She's sultry, sexy, and loves a dark hue. Rather than recommend a typical black or dark burgundy lacquer, try Morgan Taylor Denim Du Jour (a dark navy crème) or Jungle Boogie (a dark forest green crème) for an updated twist on a vixen-inspired manicure.
- > **The Girl Next Door:** She's as sweet as sugar and loves a good crème pastel — but glitters also rank high on her list! Recommend Morgan Taylor Lip Service (pink crème) with an accent finger of Sweetest Thing (pink glitter) to offer her the best of both worlds.

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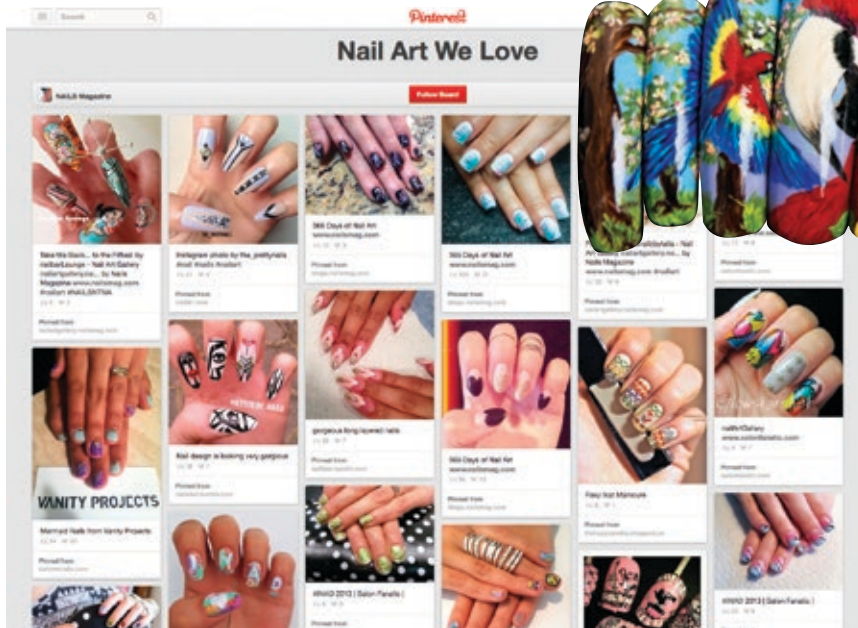
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HOW TO SURVIVE...



LACK OF INSPIRATION

You do nails day in and day out, and sometimes on your day off. If you feel like you're designing the same nail over and over again you might need to step back and seek out new sources for creativity.

1. It's not called Pinspiration for nothing. While social media outlets such as Pinterest and Instagram can help further your business reach, you can also use these visually stimulating profiles to see what your peers are creating and what products they are using. You can even find step-by-step tutorials to demystify techniques.
2. Get out of the nail salon. Whether you are attending a tradeshow, visiting another salon, enrolling in a class, or traveling, getting a change of scenery can refuel your creativity.
3. Challenge yourself. We often post calls on our Facebook page when we are looking for nail art to fit certain themes or other story ideas. You could also participate in several of the contests we post about from other companies in the beauty industry.
4. Peruse one of our many blogs. Whether you're in nail school and need some added encouragement to get you through your studies or have a new salon and need decor ideas, our bloggers cover all of these topics and more at www.nailsmag.com/blogs.
5. Go shopping. Even though you probably already have every polish ever invented, a stroll down the aisle of a craft or beauty supply store might just stir something within you. See what new products are on the shelves and if there are any unconventional items you could use to make your nails stand out even more. A trip to your favorite shopping destination outside of the beauty industry can even do you good. Be inspired by clothing store windows, prints at home decor establishments, or the embellishments on a pair of shoes.
6. Enjoy other art forms. See a movie, read a book, or tour a museum to remind yourself of all that's possible when you have a passion to create.
7. FingernailFixer blogger Holly Schippers urges you to use your nail eyes. "Walk through life each day seeing things with your 'nail eyes,'" says Schippers. "Take the time to observe colors, textures, and shapes of the things that surround you and you may be surprised at all the things you will find that can become beautiful nails!" How often do you think to yourself, "I spy with my nail eyes"? I hope as much as we have discussed it over the years that you think it almost every day!
8. Have you made a Nail Art Gallery account yet? Go to nailartgallery.nailsmag.com and peruse thousands of nail art looks from barely there to blinged out. By creating an account you can network with other nail artists and upload your own work too.

Implement

survival guide

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TWEEZERMAN
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Buy Quality Tools to Give Your Clients the Best Service

1. Invest in Quality. Look for durable, wear-resistant tools made from the best materials with the highest quality-control standards. Make sure they are guaranteed to perform and guaranteed against manufacturing defects. Buy from a trusted, proven company to ensure absolute precision and excellent performance for the life of your tools. Always ask if free sharpening is included as part of the guarantee.

2. Educate Yourself Before You Buy. Many states ban certain products from being used in salons. Make sure you invest in products that are legal to use and meet sanitation standards in your state. In addition to being dependable and wear-resistant, tools should be sterilize-able to meet the highest standards of safety and sanitation.

3. Test for Comfort and Control. No matter what style tools you use, they should be ergonomically designed for their specific tasks. Any well-made tool should be perfectly balanced and feel good to hold, like a natural extension of the hand. Blades should be ultra-sharp and tool tips should be perfectly aligned and precisely calibrated to always close evenly with no gaps. Complementing your skills and talents with the right tools will make customers feel comfortable with you and keep them coming back.

4. Cheaper Isn't Always Better. As a pro you deserve the best. While buying cheaper or disposable products might seem more economical in the short term, building a smart collection of essential tools that will last a lifetime will give you greater payoff in the long run — and a better bang for your buck. Invest in the kind of precision performance tools that help your abilities and artistry shine, after all that's what makes the difference between a so-so look and the "perfect look" for your client. Invest in tools that any successful professional would be proud to use.

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FIRING A TECH

Firing, termination, lay off — whatever you call it, it's painful. Attorney and CPA Jean D. Sifleet tells you how to minimize the pain.

- > Pay attention to complaints about problems in the workplace. Employees don't always bring these issues to the boss so you have to find ways to stay in touch with the day-to-day work environment. Deal with what you find. Don't pretend the problem will go away; it won't.
- > Talk with the employee when you're not angry. Try to communicate what is expected, offer training, and model desired behavior. It's common for employers to accept all kinds of excuses for poor performance, mistakes, and problems. Be careful about being sucked into an employee's personal problems. Focus on job requirements and expectations. Encourage the employee to get help with her problems. The employee should not be in the workplace if unable to do her job.
- > When it's clear that the employee isn't working out, you need to terminate her. The longer you delay the termination, the worse it is for everyone. Unless the employee has a contract, employment is considered "at will." This means that an employee can be terminated for any reason or no reason at all, except for the prohibited reasons of race, gender, age, etc.
- > When doing the actual firing, schedule a meeting for privacy and treat the person with respect. Explain why the termination is occurring. Don't defend, argue, or justify. If performance-related, this should be documented. (It is better to give no reason for the termination than give an untrue reason.) Explain what action is being taken, and how and when it will occur. "Your last day will be ...", "You'll be paid through ...". Don't let the process drag on.
- > Unless you're worried about the employee damaging equipment or computers, or causing disruption in the workplace, allow her to say good-bye to fellow workers.



A Groupon DEAL

Think a daily-deal site coupon might be for you? Here are a few ways to achieve the best experience and minimize your financial losses.

Instead of discounting one specific service, run a voucher at a set price. For instance, the purchaser might pay \$15 to get \$30 worth of salon bucks. That way, if your typical pedicure is \$40, she'll be inclined to pay the extra \$10 out of pocket. Plus, there's no confusion over what service is covered or not. The client will still be happy she's getting a deal, but the final price she actually pays will be closer to the true menu price of the service.

Pick a service to discount that already has a high profit margin. This may be a foot massage or a paraffin dip. Trendy or exclusive services (gel-polish and Minx come to mind) are also a good choice because it increases the likelihood you'll retain the client.

Limit how many people can purchase the deal. That may mean you'll lose some potential new clients who didn't act quickly enough, but it's better than overbooking and rushing new (or worse, existing) clients out of your chair to get to the next client. Also, if your goal is to get new clients, then make sure the coupon specifies it's for new clients only.

Since daily deals work best for nail techs who have mostly empty books, offer the daily deal as only for your newest nail tech. That way she gets introduced to the community and doesn't have wasted hours at the salon waiting for walk-ins.

Be prepared to offer a top-notch experience. You may need to consider bringing in additional staff once the deal is eligible for redemption and for the months that follow. The daily deal brings them in, but the experience they have with you means the difference between a walk-in and a lifelong client.

Electric File

survival guide

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1. I am afraid to use an electric file because I may hurt my clients.

Practicing safely is all it takes. Hold the bit flat to the nail and practice from the right side of the nail to the left, then pick the bit up off the nail and return to the right side and repeat. Be sure to continuously pick the bit up off the nail as you work to keep it from heating up. Use light pressure and a slow to medium speed.

4. What does one look for when choosing an electric file to purchase?

Definitely do some comparison-shopping. On the Kupainc.com website there is a comparison chart you can download to see all the features and benefits of each e-file. Look at RPMs, forward and reverse, variable speed dial, and handpiece weight and quality.

5. What bits do I need to start with?

Kupa offers a 10-piece bit kit with a bit holder to store them in, which gives you the basics to start with.

6. How do you keep your bits clean?

Unless you are using a one-use bit, each and every bit should be cleaned and disinfected after every use. Remove the debris, wash with a nylon nail brush, and submerge in a properly mixed disinfectant for 10 minutes. Then rinse, dry, and store in a Kupa Bit holder.

7. How long should my bits last?

That depends on usage. If you have one bit you use and disinfect all day long it will wear out faster than one that is not used all day long. When you feel the bit's cutting power has diminished and is dull, replace it. It will also depend on what product you are filing, gels are softer and some acrylic can be harder than others.

8. What is the difference between a diamond and carbide bit?

A diamond bit is a steel shank with diamond particles adhered to it and files like a traditional file with grit does. Carbide is a carbide metal shank with flutes cut into it that shaves the product smooth.

9. How do I care for my electric file?

Your e-file is an expensive piece of equipment and proper maintenance will help keep it in perfect working condition for years. Every 6-12 months you should send it to the Kupa Service Department. The service and repair information, plus a downloadable form can be found on Kupainc.com.



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AN ANXIOUS BRIDAL PARTY

Weddings can be stressful and often emotions are running high. Prevent any anxiety from creeping into your salon party by staying organized and offering the best service possible. Here's how:

It's all in the planning. You can prevent a lot of stress the day of the salon party by having your guests sign a bridal contract. The contract should indicate the number of guests, services requested, the time allotted, the time of the wedding, basic prices, the cancellation policy, what the guests may need to bring or wear, and the optional upgrades the guests can choose from the day of the service. Charging for overtime and including gratuity are also options. If any confusion arises during the service, you can always refer back to the signed contract. It's also a way to keep organized.

Explain the cancellation policy. Nail tech Sandy Borges Combs has a 10-day cancellation policy for the whole wedding party as well as a 24-hour one. The policy states that if less than a 10-day cancellation notice is given for a wedding party of two or more people, then half of the total service amount will be charged to the credit card reserving the appointments. "This has cut down drastically on the last-minute changes to what we originally agreed on with the bridal party," says Borges Combs. "We used to have problems several times a season with people requesting appointments for six to 10 people and then only two or three showing up. This left us with big holes last minute on our service providers' books. It was very challenging for our salon until we came up with the bridal contract."

Have an expert present. Whether it's the salon owner or an experienced tech, have an in-house bridal expert who can attend all parties in your salon. This person should understand good hosting and know the bridal contract like the back of her hand.

Don't disappear. One of the biggest concerns from the guests is stress about not being able to get hold of a vendor in the days leading up to the event. Make it easy on them to prevent stress later.

Consider offering a discount. Weddings are high-stress, so you can ease the pressure by offering a discount on the bride's services for all parties over five guests. This is also a chance to stand out and garner referrals.

Don't Stress. Don't let the demands of a large party stress you out. You must provide them with the highest level of service, but also know the limits of what your salon can and will provide.



SUGGESTED TIMELINE FOR A SMOOTH SALON PARTY:

Two weeks out: E-mail the bridal contract. Hold the reservation with a credit card.

Seven days out: Last day to cancel and receive a refund of deposit if the party booked the entire salon.

Four days out: Collect a 25% deposit (generally charged to the credit card).

Three days out: Place the catering order. Last date to cancel and receive a refund of deposit if the party didn't book the entire salon.

One day out: Contact the hostess to handle any last-minute questions or concerns.

Day of: Have guests drop off optional party decorations.

30 minutes out: Set up the salon. Clients appreciate personalized details.

As guests arrive: Start playing bridal-themed movies, get music going, help guests pick polish.

Pedicure Equipment

survival guide



Apply this method with your pedicure spa equipment and you can prevent any pedicure spa mishaps.

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1. Pedicure spa (pedi-spa) chairs are usually made with many electrical sensors, printed circuit boards, and electrical cords to operate your chair. Although this may be daunting, just a little TLC can keep your chair always working like new. If you have a Lexor Pedi-Spa equipped with Auto-Fill, scrub the two circular sensors in the basin with a soft sanding buffer bi-weekly to clean any debris. If there is debris on the sensors, the sensors will not read properly and may cause it to not work effectively.

2. Massage chair problem? Before it gets to be a problem, keep the massage rod lubricated with Marine Grease. Go to www.lexor.com/support for an illustration of where to apply the lubricant. Marine Grease can be purchased at any home improvement store or through Lexor Customer Care department. This will prevent the rods from drying up and malfunctioning of connected electrical systems. Suggested maintenance is to lubricate rods every three months.

3. Make sure you prevent leather fabrics from cracking or peeling by treating the leather with a faux leather conditioner that can be purchased at any automotive or drug store. Here are some suggested steps:

- A.** Make a soap and warm water solution using a mild liquid detergent.
- B.** Remove visible dirt with a non-abrasive sponge.
- C.** Use a clean rag to dry off the washed portion. Watch for drips. If water runs down into seams and doesn't get wiped up, it could damage the faux leather.
- D.** Use faux leather polish with a dry cloth after cleaning to keep the leather fabric conditioned.

4. Removing nail polish stains. Caution: procedure is only recommended on Lexor brand Pedi-Spas. Lexor does not guarantee or warranty stain removal practices.

- A.** Use an alcohol-based all-purpose cleaner, like Formula 409, or acetone solution (50% acetone, 50% water)*. Dampen a cloth with the cleaning solution and rub the stain for a few minutes to remove the stain.
- B.** Wipe off with a wet cloth.
- C.** Use faux leather polish with a dry cloth after cleaning to keep the leather fabric conditioned.

*Use rubbing alcohol or acetone solution sparingly, especially on dark colors. Repeated cleaning with alcohol/acetone can permanently lighten the area.

5. One to two months before your warranty expires, check your Pedi-Spas to see if you need any replacement parts or repairs. You don't want to get hit with paying for replacement parts just a few days after your warranty expires.

6. Lastly, the most important survival tip is you must always have your customer care department's number on hand for any issues you are unable to solve.

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HOW TO SURVIVE...

WHEN SOMEONE STEALS YOUR IMAGES

You're on another tech's website and you see that she is claiming your nail art design as her own. We asked a veteran of the image wars — nail tech Maggie Franklin, formerly of Art of Nailz in Visalia, Calif. — for some advice.



1. First, report the infringement to the appropriate authorities. Facebook makes this process easy. Even if it's not Facebook you're dealing with, you should still be able to find the appropriate contact information for the website/host/server to report the problem to. A simple, polite letter asking the offender to take down the image may suffice.

2. Second, gripe about it loudly on every social networking site you participate in. OK, maybe "gripe" isn't the right word, and announcing the violation won't necessarily fix the situation. But it will make you feel better. It will earn you some sympathetic words from friends and colleagues. It will also make friends and colleagues aware of the problem and who was responsible for the theft, which can help them avoid similar problems.

3. Third, watermark everything! If it's a photo you don't want someone to usurp, make sure your name is on it in a way that can't be cropped out. Remember, not everyone who uses your photo online is actually stealing it. They might just be trying to remember the design or the photo. They might just want to share it with others. The entire point of Pinterest, for example, is to save photos and share them, so make sure your name is on everything because you never know where your photos will end up.

BAD ONLINE REVIEWS

Online reviews are the new word of mouth, with sites like Yelp and Angie's List at clients' fingertips. But what if a client says something bad? Most bad reviews are fixable, and, believe it or not, even helpful to your Internet reputation.

1. Don't ignore bad reviews. It's important to respond to negative feedback because, whether it's on- or off-line, no one likes to be ignored. The typical bad review comes from a client who's not irate, but not happy. The general sentiment is: "I didn't like the way I was treated, so I went somewhere else." It's best to resolve this type of issue with a public response, which is both an attempt to reconcile and a demonstration that your salon doesn't overlook customer dissatisfaction. Address the comment promptly without arguing.

2. Face difficult customers privately. It's a tricky situation to navigate when a very angry customer posts a mean-spirited review. In these cases, Franson advises responding privately. If it turns into a longer conversation, you don't want unnecessary negativity on your profile. Often these issues are solvable, and solving them quickly decreases the chance of the problem spiraling out of control.

3. Keep tabs on what's being said. If you're monitoring your online presence, you'll see the bad reviews soon after they are posted. This gives you the control to put out small fires before they turn into one big forest fire, so to speak.



4. A negative review or two isn't a terrible thing. Online reputation should be an honest representation of your business. Therefore, it's important for clients leaving reviews to be candid and not falsely hyperbolic. As well, people become suspicious if your profile seems too good to be true. Franson says the best average star rating is not 5 out of 5, but 4.5 out of 5. You want to focus on the percentages — 100% positive or negative is bad.

5. Encourage clients to review. The more reviews the better! Casually mention Yelp and other review sites, and put up social media signage in the salon mentioning your Twitter and Instagram handle to expand your online presence further.

Playing It Safe

survival guide



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A safe salon environment protects both your clients and your business. Single-use products ensure no cross contamination will occur during your services.

1. Prepare. Choose the grits you will need for your scheduled services and apply to the handles.

- > The Mehaz Stainless Steel Foot File System comes with 60-grit pads for reducing calluses and rough skin and 100-grit pads for smoothing, leaving feet soft and silky.
- > The Flowery Disposable Nail File System includes 100- and 180-grit pads, the most popular grits for performing gel-polish, natural, and artificial manicure services. Customize your file to suit the service.

2. Perform. Grit pads stay firmly in place...even when wet!

- > The 66% larger filing surface on the Mehaz Foot File makes your service fast and the sturdy sterilizable stainless steel handle gives you plenty of leverage with less pressure.
- > The strong, flexible, disinfectable core and end-to-end coverage of the grit pads on the Flowery Nail File give the feel of a traditional cushion board.

3. Replace. Choose the pads you will need for your next service.

- > After your service, remove the grit pads from the handles. Advanced formula glues ensure there will be no messy residue. Disinfect the handles using your favorite method and replace with the grit pads you need for your next service.

Using quality disposable products will guarantee a safe service and will keep your clients coming back!

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HOW TO SURVIVE...



A NATURAL DISASTER

When Mother Nature walks in to your salon.

- > Be prepared. Make sure you have a first-aid kit, flashlight, bottled water, and emergency numbers. Include the phone numbers for all staff members along with their emergency contacts, police, fire department, electric company, public works, landlord, and insurance company, etc. Establish a chain of command for which order to contact people in. Show your employees where everything is located including the furnace, hot water tank, emergency keys, circuit breakers, fire extinguisher, flashlights, etc.
- > Develop a disaster recovery plan for your salon so you are always prepared and everyone knows the drill. Keep record of your plan and use different tabs to separate each possible problem and different solutions for each.
- > Consider investing in a backup generator in case of a power outage.
- > Make nice with other businesses in the neighborhood and maybe even another salon in town. It's important to have other businesses and owners to compare notes with and go to in case of emergency. Other salons might need to take your clients until you get back on your feet, so it's good to have a place to recommend to them.
- > Contact the PBA (probeauty.org/drif). The Professional Beauty Association has a Disaster Relief Fund that supplies aid to salon professionals affected by natural disasters. Even if your salon has not been affected by such a disaster, go to the site and consider donating to help others in need.
- > If you are lucky enough to have an advance warning for a disaster such as a hurricane, begin preparations immediately. Board up windows and move breakables into the back of the salon away from the windows. Grab any important files and your computer before heading out. Always keep a back-up record of important information off your salon premises or on the "cloud" as well.
- > Make sure you know your insurance policy and are purchasing the right policies for your salon. After a disaster remember to take pictures and video to document any damage for insurance purposes.
- > Know your support system. Regardless if it's calling your family and friends, keeping in touch with other nail professionals via social media, or texting with clients, know who you need to rely on to get through a potentially difficult time.
- > In order to prevent a fire in your salon, consider the following: store volatile substances in metal cabinets, don't allow smoking, make sure your electrical system meets the National Electric Code, know the hazards of every product in your salon, use electrical circuit protection, don't use extension cords, don't keep space heaters next to combustibles, install a fire protection system (sprinklers, smoke detectors, etc.), and use metal safety cans for rags with volatile substances.
- > Know where the safest places are in your salon to be during an earthquake. Having a drill or participating in events like the Great Shake Out (www.shakeout.org) can help you prepare for a quake. The Great Shake Out's site has additional resources for earthquake safety for businesses.
- > It sounds tough to imagine, but make the best of a bad situation. After one salon owner lost her salon due to a fire, she rebuilt and learned a powerful lesson. "I believe everything happens for a reason. In our new salon, I am doing things that I've always wanted to do, such as opening an advanced training center and offering wellness programs. If something like this happens to you, you just have to keep your chin up and keep going," she said.

Pedicure Sanitation survival guide

t4[®] spa concepts & designs

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After Each Customer

1. Remove suction cover by turning counter-clockwise. Remove any debris present with water supply.
2. Apply disinfection spray on impeller and both sides of suction cover.
3. Use brush and wipes to thoroughly clean impeller and both sides of suction cover.
4. Thoroughly clean inside surface of the spa tub, foot rest, and arm rest with disinfectant spray.
5. Allow 10 minutes for disinfecting time to complete.

Every Night

1. Remove suction cover by turning counter-clockwise.
2. Use a soft brush and water to clean the suction cover and the impeller. Put suction cover back in its place by turning it clockwise.
3. Fill tub with water. Add 1 level scoop of Pedi-Clear disinfectant crystals or other EPA-approved cleaner. (Follow manufacturer's instructions.)
4. Circulate for 10 minutes and let it soak overnight.
5. The next morning, drain water and thoroughly clean inside surface of spa basin with disinfectant wipes.
6. Thoroughly clean the rest of the spa tub surface with disinfectant wipes. The unit is now ready for the first customer of the day.

Note: DO NOT clean pedicure spa with pure chlorine solution. DO NOT soak overnight with pure chlorine or chlorine solution. This may lead to premature deterioration and rusting of the pedicure spa and its component parts and will result in void of limited warranty.

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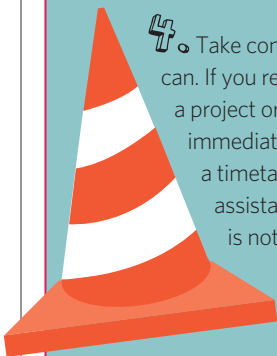
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DEALING WITH CONSTRUCTION WOES



When repairs seem to hurt more than help.

- 1.** First things first, make sure your clients know that you are open during any construction that is going on. If you have a lot of walk-ins, put up extra signage and rely on social media to advertise that business is going on as usual.
- 2.** If parking is affected, locate the nearest alternative. Talk with other business owners in the area to see if you can share parking space. Text or call clients before their appointment to tell them wear to park.
- 3.** If noise from construction is exceptionally loud, keep salon doors closed. Playing music could help mask some of the racket. Otherwise offer an extra long massage to make sure clients are relaxed. Between appointments plug in your earphones to tune the noise out and get things done.
- 4.** Take control of the situation by planning when you can. If you receive advanced notice from the city about a project or read about it in the paper, begin inquiring immediately. Contact public officials asking about a timetable and any other details. Ask for their assistance in helping make sure your business loss is not too great due to construction. See if they can work out accommodations for signage or have workers perform noisy tasks during non-peak hours.
- 5.** Consider offering specials to clients who brave their way to the salon despite excessive roadwork or extreme noise.
- 6.** Cut costs where you can just in case construction work causes a decline in business.
- 7.** Get out a map and begin planning alternative routes for your clients and colleagues. Post these routes on your website or Facebook to let everyone know.
- 8.** Thank clients for bearing with the mess and remind them that when finished, all will be for the better.



OVERLY DEMANDING CLIENTS

The customer may always be right, but that doesn't mean she's easy to deal with. Finding techniques that help you defuse tension, build trust, and ultimately win over demanding clients is the key to providing great customer service.



Listen! First and foremost, listen to your client's needs. Whether she's asking for something near-impossible or just excruciatingly specific, it's crucial to fully understand the request.

Communicate effectively. To prevent any misunderstandings, keep her in the loop with what you're doing as you work toward the finished design. Make her feel included every step of the way and ask for feedback to get a feel for what she's thinking. If any error arises, it's much better to catch it early. According to nail tech Annie Hsu, a lot of her picky clients are usually people who have had a bad experience at a different nail salon and are afraid of it happening again. As a result, reassurance, empathy, and communication are exactly what they're looking for.

Never get angry. It's important to stay positive while helping a demanding client. Take a deep breath and continue responding kindly — remind the customer that you're there to help her to the best of your abilities. Matching her stress level will only cause the situation to escalate. Remember, there's a strong chance others in the salon will witness your encounters with demanding clients, so it's an opportunity to put them at ease by demonstrating how much your salon values good customer service.

Don't take it personally. No matter what, don't take anything personally. If a demanding client takes her anger out on you, it's simply because you're a representative of your salon. Let personal comments roll off your back.

Know your limits. Putting clients first sometimes means politely but honestly disagreeing with or disappointing them. If you know your salon isn't capable of meeting a certain demand — be it a nail art request or a service you don't offer — let them know up front. Don't show weakness; be confident in your knowledge of your salon's menu and capabilities.

The next steps. Check in with the customer after her appointment and make note of her feelings so you can address them during future appointments. As protocol, The Studio gives all first-time clients 25% off their next service to encourage them to come back again.

Coping with a Busy Schedule

survival guide



sponsored by



LECHAT

1. Prepare in advance. Use LeChat Gelös (a gel thinner made for gel-polish) to thin the viscosity of all gel-polish systems. This will save you time instead of the old method of placing the gel-polish bottle in a warm cup of water and waiting for the gel to loosen up.

2. Offer a dry manicure. It's going to cut your service time by at least 10 minutes. You won't have to walk back and forth to get the water bowl and clean up after it. A dry manicure will also mean less trimming of the cuticles because once you soak your client's hand in water, the cuticle will soften and expand. This will result in more cuticle trimming than necessary. We recommend simply applying cuticle remover, push back the cuticles, and just buff it clean. You only trim what's sticking up. Just make sure to clean the nail bed really well with LeChat's Nobility Gel Cleanser & Nail Prep Solution to make sure it's free of any cuticle remover residues. Then proceed to the application process.

3. Cut your service time in half. By simply choosing LeChat's Pro Tec 2 in 1 LED/UV Cured Soak Off Gel Polish Base and Top, it'll cut your curing time by at least 75%. What does this mean? It will cut your service time by half. This system cures 30 seconds in the LeChat UV Lamp or 15 seconds in the LeChat SMD LED Lamp. The great thing is this base and top coat is conveniently bottled in one. So it'll also save you time for any confusion of which bottle is which.

4. Use a gel-polish with a "perfect match." Many of your clients ask for matching hands and feet. For instance, your client is wearing a soak-off gel-polish on her hands and she wants a matching nail polish on her toenails. The trouble to look around for a matching gel-polish color and nail polish color is time-consuming. LeChat's Perfect Match Soak Off Gel Polish system solves this problem. We have it all made just for you — it's pre-packaged with one gel-polish bottle and one matching nail polish bottle.

5. LED speeds everything up. Gel-polish was originally made to be used with traditional UV lamps, which can take up to two minutes to cure each layer. Now with the great modern technology why not switch over to LED lamps, which dry gel-polish in 30 seconds? LeChat's gel-polish system is made to be used along with the LeChat SMD LED Lamp with just a simple click of a button.



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TAX TIME

Tax time can mean stress, especially when you wait until the last minute. Phil Strawn, a CPA in Binghamton, N.Y., offers tips to make this time of the year a little less taxing.



> **Don't forget often-overlooked deductions.**

Many small-business owners work while they're home, so some expenses associated with home expenses may be able to be partially written off as a business expense. Three areas where small-business owners may be able to save are the Internet, cell phone, and gas (or mileage). Think about the miles you accumulate when you are business prospecting, driving to another salon to

teach, train, or attend classes, or picking up supplies.

> **Take deductions for home-based salons.** Home-based techs who designate a section of their living space exclusively to a salon area are able to deduct a portion of everything in the home — including rent or mortgage, utilities, snow removal, etc. Whatever portion of the house is used becomes the percentage of each bill that can be expensed.

> **Show your depreciation.** Typically depreciation value comes from large items, such as furniture, sinks, and cabinets, which are expected to last for years.

> **It may not benefit you to ask for your refund.** Let's say you saved \$1,000 to pay your quarterlies. Then you realize you're going to get \$1,000 back from having overpaid earlier in the year. Instead of writing a check to the government and then waiting for them to send you a check in return, just leave your money in the bank. Roll the money you are entitled to receive into your quarterly payment. This way the money you've saved becomes your "tax return." It's yours to use and invest now, instead of waiting a number of weeks for the check to arrive in the mail.

> **File an extension.** If you simply can't get your paperwork together, file an extension (form 4868) — but still send an estimated payment. An extension means you've been granted more time to file your return. You have not been granted an extension to pay what you owe. Interest on what you owe begins to accrue beginning April 16. Sending an estimated amount instead of an exact amount will save you from the penalty of paying a fine above and beyond the interest. Thankfully, since an extension can be filed electronically, it's relatively painless.

> **It pays to show a profit.** While the idea is to pay as little as possible, the IRS expects you to make a profit. If you don't show a profit for three out of five years, the IRS will consider your business a "hobby," which means you have no deductions. Plus showing a loss hurts in other ways: It hurts your loan viability and it lowers your social security.

> **Seek professional help.** If the gray areas of deductions give you a headache, they make a good accountant's heart race at the possibility of "finding money." Hire an accountant who will not only prepare your taxes, but also help prepare you by guiding you with an organizational system you can use all year.

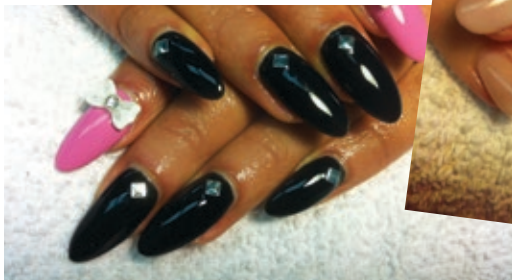


3-D Nail Art

survival guide



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If you have ever applied 3-D nail art to a client's nails, you know how time-consuming it can be. Here are a few ways you can save time when applying these beautiful creations on a client!

- 1. Make some of the design elements in advance.** By creating a 3-D element prior to the client's appointment, you can spend the actual appointment doing her nails. Then all you have to do is simply add the 3-D flower or design you created earlier with a little ball of acrylic or press it into the nail while the acrylic is still wet.
- 2. Use non-traditional elements in your designs.** You can also save time by getting creative with the materials you use. Look around to see what you already have lying around (chain, a piece of old jewelry that you have taken apart, wire, etc.). Find fun things in your junk drawer or invade that man cave and find little things in the garage or basement. They can be embedded in acrylic or pushed into gel designs.
- 3. You could also pre-fit your client with Arabella forms.** That way you can sculpt the art on your own time and then apply the finished nails when your client comes in for her next appointment. This type of nail art is still time-consuming, but it will set you apart from your competition and it will make for a big boost in your income. If you feel like your clients might not be up for this kind of design, start out with something small and work your way up to something a little larger or more detailed.
- 4. Practice and you'll get faster.** 3-D nail art is not the easiest thing to master. Find yourself a mentor, take classes, go to a trade show and check out the manufacturers that can give you the tools and the products to make this type of art a reality. One work of warning — 3-D nail art is very addictive and once you start, you may never want to stop.

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HOW TO SURVIVE...



A MOVE TO A NEW LOCATION



Moving your salon to a new location is a major undertaking, but it doesn't have to become a nightmare. Learning what to do and when to do it can ease your burden.

Before the Move

- > Update client contact information.
- > Develop a budget and moving fund.
- > Research licensing requirements and codes for any prospective locale.
- > Decide if you are up for a name or logo change.
- > If you're not moving far, see if you can keep the same phone number.
- > Draw the floor plan and measure rooms. A measuring tape can help you plan the space and avoid costly mistakes.
- > Plan to have utilities turned off at the old location after the move and turned on at the new location well ahead of the move.

When the Move Is Imminent

- > Start having supplies delivered to the new location ahead. Use up what you have in the old location.
- > Hire a technology company to route phone lines, cables, and set up computers.
- > Allow extra days for city and state inspections and unforeseen work that may need to be done.
- > Try to build-in wiggle room on the departure date from the old salon.
- > Notify everyone you do business with of your change of address.
- > Keep a binder with contracts, paint chips, fabric swatches, lists, etc., that pertain to the move.
- > Ask property owners, codes and compliance, state boards, etc., if there are any permits you may need.
- > Talk with state boards about interior requirements for the salon.
- > Remind clients of the moving date. Update telephone prompts with directions to the new salon and any parking requirements.
- > Consider doing a video walk-through of the old and new locations as a benchmark for how the properties were left and found.
- > Update social media and marketing — anywhere your address

appears. Do an online search to find locations you may have missed such as free telephone directories.

Packing Tips

- > Sort items as they are packed. Purge any unwanted items early on. Plan on hand-carrying anything extremely valuable or breakable.
- > Mark all boxes clearly. List the room of the salon and the contents. Keep an ongoing inventory with box numbers so you won't have to open 15 boxes to find the extension cord.
- > Wrap items with repurposed bubble wrap or newspaper and pack in sturdy boxes. It helps if the boxes are similar sizes.
- > Assemble more help than you plan to need, and plan on feeding and entertaining the help.
- > Avoid moving flammables if it is more than across town. If hiring professional movers, they will likely restrict the contents they will move or warehouse.

After the Move

- > Reward long-time clients by holding a soft opening and giving them the opportunity to prebook premium appointment times.
- > Offer tours of the new location before opening day.
- > Call the local newspaper. Have before and after photos and staff bios ready.
- > Distribute the new salon menu to all existing clients and local hotels.
- > Postcards listing your old and new location can be quickly dropped in the mail.
- > Consider bag stuffers with coupons and a moving notice.
- > Hold an open house with mini treatments, door prizes, and food.
- > When calling to remind clients of appointments, let them know about the new location and offer directions and information on parking.

Tricky Clients

survival guide

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1. Natural nail gel overlays in Clear, French and 180 No-Chip colors add a thin, flexible nail enhancement that strengthens, conditions, and promotes natural nail growth. Matching nail polish/lacquers can be used by customers for at home care to hide new nail growth.
2. Vitamin Dose is a great benefit to natural nails as it compresses the keratin, preventing the nail from becoming dry and brittle. It can be applied onto natural nails before a gel application, or afterwards around the cuticles and over the lunula, to ensure healthy new nail growth.
3. Custom Gel nail extensions created with Bio Sculpture Sculpting Gel are natural-looking, thin, flexible, and still extremely durable. They will last up to three months, allowing a short broken nail to grow out to full length. The unique, opaque color matches the natural tone of the free edge and creates a perfect natural nail look.
4. Badly damaged fingernails and toenails, such as runners' toenails, can greatly benefit from a gel overlay or gel nail extension, as Bio Sculpture Gel adds 90% nail strength that will protect and enhance the natural nail, allowing it to grow back healthy and strong. It can also be used to correct and enhance scooped, ridged, dry, or brittle nails.

Let's not waste any more time explaining how Bio Sculpture can help your clients — watch the testimonial videos that explain it all. See the amazing end results for yourself at www.youtube.com/biosculptureusa.

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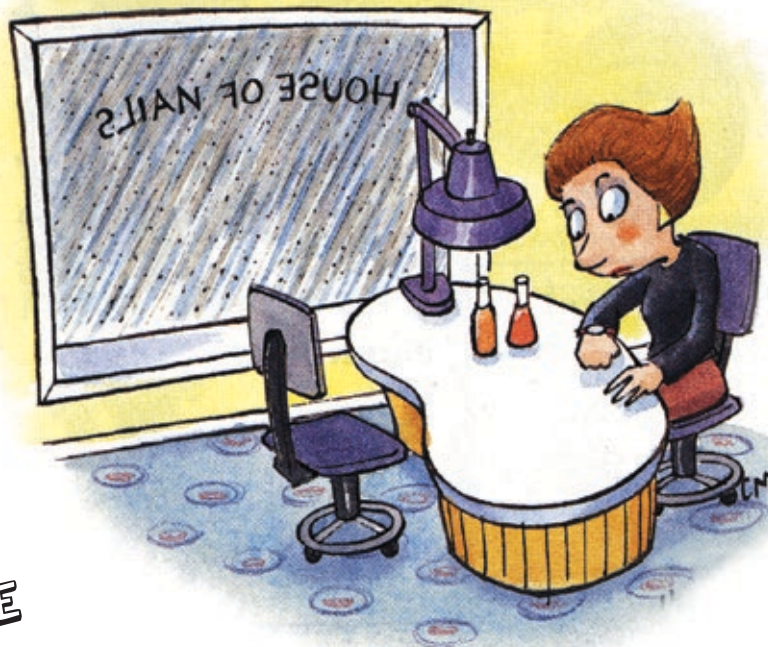
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LAST-MINUTE CANCELLATIONS

Whether your client has an emergency or simply forgot she booked a nail appointment, last-minute cancellations will always be a problem. Unfortunately it's your job as a nail tech or salon owner to circumvent lasting consequences for your business. Here's a list of solutions to try:

Waiting Lists: If you're all booked but have clients who need appointments, create a waiting list. So when an appointment gets moved or cancelled and a spot opens up, you can call clients off that list. Most will see this as an accommodating service and it also prevents them from taking their business elsewhere.

Social Media: Rather than lose money on empty appointments, post the new openings in your book on Twitter or Facebook. Some techs and salons who are active on social media have found great success with this. Often appointment slots posted to social media will fill up immediately by people who'd waited too long to book an appointment and need something stat. This functions like a waiting list but reaches a wider audience.

Tactful Scheduling: Book frequent last-minute cancelers as your first or last appointment of the day. This way you get more time to get ready in the morning or a chance to leave work early.

Courtesy Calls: Give your clients a courtesy call 48 to 72 hours before their scheduled service. It helps to have a prepared script in case you have to leave a voicemail. (If you're leaving a voicemail, make sure to ask them to call, text, or e-mail back to confirm their appointment.) If your client is reminded with enough time but still has to cancel, this gives you significantly more time to try and fill her spot. It also prevents last-minute cancellations by keeping your client organized.

Cancellation Policies: It helps to have a firm yet positive cancellation policy in place. Lauren Gartland, owner of Inspiring Champions, suggests saying something along the lines of: "If you must cancel, please notify us at least 24 hours prior to the appointment or you will be charged for the missed visit. Thank you for respecting what we love doing most — serving you!" Salons can charge anywhere between 20% and 100% of the service for last-minute cancellations. But make sure your clients know this isn't personal. Always give each guest one opportunity to miss an appointment without penalty, and make exceptions for emergencies at your discretion.

Building Your Business

survival guide



en Vogue
Sculptured Nail Systems Inc.



The most important thing to remember when building your business is: "The income to be made is not from the first visit but from the repeat visits of your clientele!" Here are some ideas to build your business...

- 1. Make sure your nails look beautiful.** You should be your own advertisement.
- 2. Start with friends and family** — give free sets of nails and gel overlays on toes to your friends and family. They will market your services for you.
- 3. Refer a friend.** On the back of every business card, print: "This entitles you to a full set of en Vogue nails at \$(must be lower than your regular price) compliments of (your clients name)." For every three new customers that bring this back the client that made the referrals will get a free fill.
- 4. Visit your local Chambers of Commerce or charities.** Participate in any silent auctions or donate gift certificates to your favorite charities. Get involved at local community events.
- 5. Make a draw box.** Leave your draw box at local businesses in the staff room (e.g. banks, grocery stores, boutiques). Explain to the employees you are new in the area and trying to build your business. Come back in 1-2 weeks and make three draws — 1. For a full set. 2. For a full set and fill. 3. For a full set, fill, and buff and seal.
- 6. Try before you buy!** Advertise one free nail so the customer has a chance to wear the nail and see the type of work you do before she commits to a full set.
- 7. Buy 2. Get 1.** To establish a relationship with your client you need her to return. Have your customer book and pay for her next two fills and give the full set for free.
- 8. Social media is the future!** Create a business page on Facebook. Build your friends list. Like other businesses. Post your work. Create specials and post them. Link your Facebook page to your Instagram, Twitter, etc. Always continue to update your page. The more you post and update, the more notifications your "friends" receive. Create ads/specials on Craigslist and Kijiji. "Receive 50% off full sets — for new customers only." Always give an expiration date.

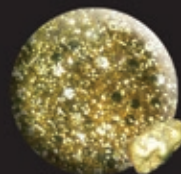
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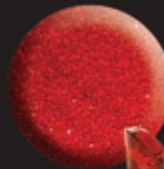
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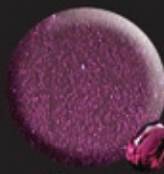
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IDENTITY THEFT

With the rise of technology during unstable economic times, identity theft is more and more possible. Here, the U.S. Small Business Administration and the Federal Trade Commission provide some tips for surviving identity theft and preventing it for the future:

- > Contact the police immediately and visit www.ftc.gov to find out how to: place an initial fraud alert, order your credit reports, and create an identity theft report.
- > Ask the police when the appropriate time to notify individual clients and businesses is and designate a contact person at the salon to field questions.
- > Develop a step-by-step protection plan for the future that's just as detailed as your business model.
- > Make sure all online payment sites are secured.
- > Monitor all credit reports.
- > Don't keep customer credit card information unless you have a business need for it. If you do, keep these records in a safe or outside the workplace, with limited access.
- > Make sure to run anti-virus software on a regular basis so hackers can't access your computers.
- > Monitor internal bookkeeping regularly.
- > Boost your customer service to rebuild trust with your clientele. Send out a letter that states the nature of the incident and what you're doing to make sure it doesn't happen again.



INDECISIVE CLIENTS

We all know this customer well: Miss Indecision. Here are some tips for making her salon visit run a little smoother.

Figure out her needs. If your client is having a difficult time deciding what she wants, get to the root of her salon visit. Is she going on vacation? Does she have an interview? A special event? Is it just for fun?

Find a solution. Give her a recommendation based on what would suit her needs best. For example, if she's going on vacation, recommend a gel-polish manicure because it'll last longer and she won't have to worry about chipping. Help her pick a color by showing her the salon's color swatches and asking about her preferences. Light or dark? Bold or subtle? Next, recommend a few shades based on her skin tone and seasonal color trends. If she wants nail art, give her an iPhone to browse pictures on the salon's Pinterest or Instagram pages for inspiration and to see what the techs are capable of creating. Have her flip through nail magazines as well.

Provide limited options. Bombarding your client with lots of choices will overwhelm her. Provide her with one to two solutions max. If she can envision an alternative, it's easier for her to see what will work best.

Work quickly. The longer Miss Indecision flounders in her indecisiveness, the more fearful she'll become about making a mistake. Firmly push her toward a safe decision and then congratulate her on her wise purchase until the sale is closed. Some salons will reinforce this with a post-closing call.

Salon Disinfection

survival guide



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CÁCEE
Made for your clients. Designed by you.

1. How much disinfectant do I have to use?

Cacee's 3-in-1 EPA Registered Spa Disinfectant has four times the concentration of the average disinfectant and can formulate 256 gallons of powerful disinfecting magic out of just 1 gallon. That's right, usage requires only ½ an ounce of solution to be mixed with a gallon of water. 3-in-1 Spa Disinfectant can be used in a variety of ways.



2. Do I need to pre-mix the 3-in-1 Spa Disinfectant?

Yes. This will guarantee that you have the proper mix ratio for every sized container you use to disinfect your tools. Guessing the ratio of water to disinfectant is not going to provide you the protection you need.



3. How long will a pre-mixed 3-in-1 Disinfectant last?

30 days in a closed container.

4. How do I clean my station properly?

Mix 3-in-1 (pre-mix the disinfectant solution so you know you have the proper mix ratio) into a handy spray bottle to conveniently clean, deodorize, and sanitize all types of surfaces — from nail stations, door handles, to toilets, and even washing machines. Washing machines? Yup, it's a suggested weekly routine for washing machines that are used for salon towels to use a deodorizer and mildew eliminator to get rid of odors and mildew to provide a clean and safe service for clients.

5. Can I use Cacee's 3-in-1 Disinfectant for my spa whirlpool tub?

Spa Disinfectants are commonly used in salons with spa services. Drain, rinse, and spray the surface with the pre-mixed solution you have in a spray bottle then wipe dry. Disinfect spa tubs by diluting 4 to 5 gallons of water with only 2 to 2.5 ounces of 3-in-1 to prepare a clean service for the next customer. Be sure to have the proper mix ratio and know exactly how many gallons your tub requires to be filled properly for disinfection.

6. Can I use 3-in-1 Disinfectant on my tools?

Yes. Nail and barber tools need disinfectant too. This hospital-grade disinfectant formula allows instruments to be disinfected without cutting into salon profits. Be sure to wash the implements with a nylon nailbrush and warm soapy water first to remove the debris. Your tools must be clean before you put them in the disinfectant. Be sure they are totally submerged for the required amount of time, then rinse and dry. Store your disinfected implements in a clean dry container.

The practice of good sanitation is the most important aspect of any successful service. With so many surfaces and tools to keep fresh and disinfected, 3-in-1 is a much-needed survival tool to keep you in check with local state boards.

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HOW TO SURVIVE...

CHRONICALLY LATE CLIENTS

If clients are chronically late, it may be because you tolerate this disrespectful behavior. A little tough love should help instill new habits.

"My customers run from the parking lot to the door if they are late, and are just a blur as they make their way from the door to the washroom to wash their hands. And they apologize for making me wait, even if they're just seconds late," says veteran salon owner Shari Finger, who explains how to train your customers to behave the way you want them to.

First, the theory. Training a customer is accomplished by establishing rules, she says. When the rule is broken, you — the trainer — need to give the client a "correction." This is done by discussing the matter in a diplomatic fashion. When the rule is broken again, a tougher correction is given, such as rescheduling the offending client's appointment.

Set policy. "My salon has a tardy policy that we enforce. When a customer comes into the salon for the first time, I have her fill out a client card. On the back, I have a statement about arriving late for appointments," says Finger.

Enforce your policy. Finger reinforces the written policy each time a customer arrives late by putting it into her terms. She usually uses the line, "We are starting a little late today, so I will need to make up this time in your hour, because I wouldn't want my next client to have to wait for us to finish, just like I wouldn't want you to wait

if I ran late with someone before you." If the customer continues the behavior, Finger will ask her to reschedule or offer her a later appointment time.

Be consistent. The key to successful training is consistency. Your tardy policy must be enforced every day with every customer. And customers need to know the importance of that policy. Finger tells customers all the time how she realizes they are busy people and have places to be. "I know they have kids to pick up at soccer or meetings to get to."

Reward good behavior. Another approach is to reward customers who always arrive on time with a treat like a free paraffin dip or nail art. While they receive this extra service, thank them for always arriving on time. This can also be used on customers who occasionally arrive late to heighten their awareness of the issue. If they know there are benefits to arriving on time, this might help them stop arriving late.

Respect your own time. Always practice what you preach. If you don't want your customer to be late, don't consistently run late for her. If she sees that you respect her time, she will do the same for you.



SERVING ALCOHOL IN THE SALON

Say cheers without any fears.

1. Work with your city to understand the laws/permits required for serving alcohol. "Work with your city and you may be surprised at the support you get. It is a very unique and unusual concept so you really have to explain what it is you are trying to do and the goal you are trying to achieve," says salon owner Canada Lytle of A Perfect 10 Nail Bar in Rapid City, S.D.

2. Make the decision to serve or sell. This decision will be influenced by the local laws in your area. If you're not selling alcohol, you might want to limit clients to one drink. "You have to be careful and watch your bottom line too. Alcohol can really add to your overhead," says Laura Scales of Graffiti Nail Bar in Memphis, Tenn.

3. If you are interested in serving alcohol for a salon party or grand opening event only, some states have special event permits that are available. It might be easier to serve alcohol for a one-time celebratory occasion rather than a regular basis depending on where your salon is located.



4. Talk to your insurance agent about serving alcohol to figure out what the liability issues are.

5. Get laws, rulings, and codes in writing. Keep track of who you talk to and do thorough research. Keeping these things in writing will help prevent any misunderstandings.

6. Develop an alcohol training program so everyone in the salon understands the rules and regulations behind selling and serving.

7. Whether you decide to serve or sell, consider using alcohol as a means to market your business. Create custom cocktails or serving glasses. Offer happy hour deals and an option to host salon parties for birthdays, weddings, or girls' night out. Think of signature service options for Valentine's Day or other seasonal occasions where a drink can be paired with a service.

Improving Customer Relationships

survival guide

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SalonPOS®



Manage Anywhere, Anytime

First-class management is an absolute must for the success of any salon. It not only makes your life easier, but it promotes a professional and stress-free environment. Each technician can focus on her own task, productivity increases, and your customers are pleased with the organized service other salons simply do not provide. SalonPOS is a salon management iPad application designed to bring your salon to the next level.

- 1. Start building your customer base** by collecting your clients' information: name, e-mail address, DOB, etc. Remember, once you're comfortable asking, your customers will be comfortable sharing, so stop being awkward and don't be afraid!
- 2. Schedule appointments and set up auto e-mail/text reminders.** Did you know that 98% of texts are read?! This will save your receptionist time on the phone as well as reduce the number of no-shows.
- 3. Record your clients' payments.** SalonPOS organizes all past transactions, so that you can see clients' favorite services, preferred technicians, and memos. Use this helpful information to provide a more personalized experience.
- 4. Show your clients that you care** and send them a thoughtful happy birthday or happy anniversary e-mail/text message.
- 5. Send a mass e-mail/text marketing campaign.** Send your customer base \$5 coupons that they can redeem at their next visit. This is sure to bring back customers as well as drive up sales!

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- > If you want images to appear of your nail art, salon, or products make sure they are the highest resolution possible. The higher the resolution, the clearer an image will look in print. You can achieve this by programming your camera to the highest setting or selecting the largest setting on your iPhone when e-mailing an image. Typically, a hi-resolution image is 300 dpi. Some e-mail programs and apps like Instagram can shrink photos, so make sure to attach original photos to an e-mail or share your photo via a sharing service such as Dropbox or Hightail. Some even choose to send in a CD or USB drive with images on them via snail mail.
- > Think ahead. Keep in mind that the magazine is produced three months in advance. If you are interested in contributing a Christmas nail art technique you can't submit it in December. You would have to pitch such an idea in August or September to get a better chance of appearing in the issue.
- > Stay in touch with us. Facebook, Instagram, and Twitter are where editors go to give call-outs for submissions. On these social media networks you can get pertinent information such as what editors are looking for, how many photos, a contact e-mail, and a deadline.
- > Producing a monthly magazine means adhering to strict deadlines. If an editor assigns you a due date, stick to it. Otherwise you may get moved for someone else who was on time. That being said, understand that sometimes things do get held or pushed back through no fault of your own. If you submitted on time, don't be afraid to contact an editor for a follow-up.
- > Once you have heard you will appear in the issue or find yourself in the pages, make sure and contact the editor you worked with and make sure she has your mailing address. Let her know if you are willing to participate again in the future so that she can keep you in mind for certain projects. If you happen to run into a NAILS editor at a tradeshow or event, don't be afraid to introduce yourself as having appeared in a specified issue so that we can put a face to a name.
- > Do your research. Check out nailsmag.com to get a feel for the types of stories we publish. Any salon re-designs, new techniques developed or personal interest stories always intrigue us.
- > There's an application for our cover tech contest in every August issue. Simply fill it out and put your best nails forward, then send it in. This is a fantastic opportunity to not only be in the magazine but on the cover.
- > Keep an eye out for our NAILS Next Top Nail Artist (NTNA) call for contestants. This online and social media-based contest pits top techs from all over the world against one another in an elimination-style competition. Prizes include a NAILS cover, a trip to New York Fashion Week, cash, a trophy, and a position on the masthead as NAILS guest editor.



Nail Biter

survival guide

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- 1.** Nail biters have a greater success rate with sculptured enhancements that are properly fitted to their nail. Line the form up against the free edge of the nail. You do not need to position the form under the nail. If needed, pull the form tightly over the finger to push down the bulbous skin in front of the bitten nail then close the bottom of the form to keep it in place. By pulling the form down tightly, the skin that sticks up higher than the nail will be pressed down, allowing for an extension over the tip of the finger.
- 2.** Use Akzentz Coverage Pink gel for the nail bed. Many coverage pink gels are not quite opaque enough to allow proper curing. There are two ways to fix this problem. One way is to blend a soft opaque white gel from the extension up over the natural nail, eliminating the view of the nail under the white and giving the appearance of a blended natural tip. The second way to camouflage the nail is to mix a soft white gel with your coverage pink gel to make it more opaque. This technique is excellent when creating pink-and-white nails using the reverse method and extending the nail bed out.
- 3.** For nail biters and pickers, we strongly suggest they wear dark colors. Many clients tend to bite and pick their nails more often when they wear French or nude gel colors.
- 4.** Insist your nail biter clients return every two weeks until their nails attach better to the nail bed. Most nail biters will see growth quickly when their nails are first applied.
- 5.** Be patient! Nail biters may need more care when they first get their nails applied. If they break or pick at a nail and break it, try to get them in immediately so you can fix the issue. Only guarantee the nails if they let you know immediately there may be a problem so you can fix it. Lots of technicians get "taken" by nail biters who wear them for a special event and insist their nails did not stay on properly and demand a refund.
- 6.** Take before and after pictures. Your nail biter clients will be amazed at how different their nails look three months and six months after having proper extensions applied. Nail beds elongate, which completely changes the appearance of their hands.

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