

The Academy of Nail Design (TAOND)



CERTIFIED MASTER NAIL PROFESSIONAL PROGRAM

TAOND CMNP Course Outline

TAOND CMNP Component 4

"A CMNP Service Is an Individualized Service"



We hoped you enjoyed **Component 3 of your TAOND CMNP** program and had some fun drafting your responses to your Component 3 assignments and adding even more to your **Individualized I.B.**

So far in your **TAOND CMNP program** we've covered:

Component 1: **Becoming a Certified Master Nail Professional & Creating Your Individualized I.B.**

Component 2: **Back to The Basics**

Component 3: **It's All About Your Client**

Now it's time to move forward with Component 4.

NO MORE "One Size Fits All"

Now that you've established your **CMNP Consultation process**, and you've mastered and created a precise **CMNP Client Assessment & Consultation Form** in order to fully understand the importance of treating your clients individual needs, it's now time to start putting these into practice by creating your CMNP Service menu.

In this component you'll be starting to create your **Service List of Individualized CMNP Client Services** based on all the principles you learned in **Component 3**, as well as creating one of today's most popular services - the **Natural Nail Recovery Program**.

We'll also be discussing **proper nail prep** - things you may not even know you're doing wrong and **Mastering your Gel Polish applications**.

The goal in this Component is to have you begin the process of setting yourself up as a Master Nail Professional in ways that your clients will not only fully grasp from the outset of their interaction with you, but will continue to appreciate throughout your career as a CMNP.

So let's get you started on separating and establishing your CMNP client services from those of any other Nail Professional.

Let's Get Into It!

In this component we'll be discussing and dissecting:

- Creating your Individualized CMNP Services Menu and your pricing structure based on your Client Assessment & Consultation
- Creating and marketing a Natural Nail Recovery Program
- Proper Nail Plate Prep, and finally
- Incorporating and perfecting your gel polish service into your CMNP Services - the "Why"



Creating your Individualized CMNP Services Menu and Your Pricing Structure Based on Your Client Assessment & Consultation and ITSs

What does your current Service Menu look like?

Let's take a moment to analysis your current Service menu. There are some key questions we need you to answer before we move forward. Write down your answers:

When you created your current Service Menu, what did you base its structure on?

Does your Service Menu look exactly like every other nail salon or spa's Service Menu?

What attempts did you make to have it stand out to existing or potential clients?

Does it make you stand out from your competition?

Does it make sense to your clients?

Does it offer individual Services for your clients & are your services based on the appropriate needs of your clients or are you just offering the same services the competition down the street does?

How have you structured your pricing and why? Does your current pricing structure allow you to make the revenue you deserve, or again, are you basing it on what the competition is charging?

Now that you have answered these poignant questions about your current menu, how do you start adjusting your newfound skills into a CMNP menu and conveying this fabulous, exciting new concept to your clients?

That's a Great Question!

While we aren't asking you to yet finalize your **CMNP Service Menu** (that will come later in Component 8) we just want to get you in the head space of thinking towards this goal. The best way to start changing your current Service Menu is to start offering your clients **ITSs (Individualized Tailored Services)**.

So let's discuss **CMNP ITSs – "Individualized Tailored Services"**

The name of the game as we move forward as CMNPs (in your program and in your career) is to start to move forward from the **"one size fits all"** mentality that seems to dominate this industry, and start creating **Individualized Tailored Services'(I.T.S.s)**.

The first step in upgrading your service menu to incorporate ITSs is to make sure that you are properly implementing your brand new **CMNP Client Assessment & Consultation Form** that you created in Component 3.

By performing this in-depth Assessment & Consultation you will now have all the pertinent information you need in order to tailor a specific service for each of your individual clients. But still, what exactly is an **ITS**?

An **ITS is a personally tailored service** for each individual client you perform a service on.

“Everyone wants to be thought of as an individual.”

While most clients of a salon or spa have an idea of a basic manicure, pedicure or enhancement service, imagine how happy they would be to step into your environment and have a service that not only incorporates those basic steps, but also includes an element of personalization based on their health, lifestyle, previous services, personal preferences, budget, visitor frequency etc.

All these incredibly important questions and information can be obtained now that you’ve taken the time to ask them during their Assessment & Consultation process.

The key here to offering ITSs is that you don’t necessarily need to re- invent the wheel when you lay out your ITS to your client, but you need to ask and you need to hear what your client is telling you and then you need to be able to convey your findings in a professional manner that makes sense to them

You need to be able to quickly and professionally explain to them the ITS you recommend for them would most **benefit them and why!**

You will be choosing a specific service that includes a precise process, professional grade products and homecare for a reason - let them know why.

This is all the role of a CMNP - being able to educate your clients. Don't underestimate your client's desire to learn and understand what services they are receiving and the benefits.

Examining Your CMNP Pricing Structure and Creating Value for Your Clients

Changing and raising process is a scary process for a lot of Nail Professionals. Mostly because they tend to undervalue what they offer or can't legitimately defend what they offer in terms of client value.

Many are concerned that they are going to alienate existing clientele and/or scare off new clients if they raise their prices too far above the local competition.

While we completely understand this dilemma, we aren't suggesting to make any dramatic price adjustments right away without carefully consideration of what your new prices will be and why. This may take you a few months to determine fully.

What we are recommending if you do decide to change your current pricing structure is to price your services to reflect what value you offer for your clients.

If your prices were originally set based on what the competition is offering, ask yourself **why and what do you offer that they don't**, and will your clients see value in what you offer?

If your **services/environment/products/homecare** are exactly the same as the competition's then you will probably encounter a lot of resistance in your raising of your prices, and have a difficult time explaining a price increase to your existing clients. So if you aren't offering them additional value – It's probably not the best practice to raise your prices.

Perhaps your prices are exactly where they need to be based on the value you do offer. If so and you aren't adding additional value – it's probably not the best practice to raise your prices.

We never recommend arbitrarily raising prices without the incorporation of additional value. Of course, raising your prices just because you have earned a new title or taken a course isn't going to satisfy your clients. You first have to increase the value of what you offer.

During your CMNP program is a great time to re-examine all the factors that go into your business – **services/environment/products/homecare** to determine if you are offering the highest level of value for your clients.

In earlier program Components we spoke about improving your environment, carrying the proper homecare, implementing the highest level of decontamination protocols and using only reputable and professional level products. Now it's time to start incorporating your new ITS protocols.

Existing Clientele

If you have existing clientele, you'll need to approach the subject of price increases delicately and professionally. Explaining to them why you are changing the process and therefore adjusting your pricing structure will be helpful. And give existing clientele the longest 'heads up' notice possible before changing any pricing so they can be well prepared. You should never catch your clients off guard or by surprise with a new pricing structure.

You could explain to them that you are now upgrading your skills to a **Certified Master's level** and have discovered that there are key elements you should be now offering all your clients in their services with you that will benefit them greatly, hence the changes.

Some of these changes they may have already noticed (especially if you have explained

them or they are obvious to the eye such as upgrading your environment) and some may need deeper explanation (such as your new decontamination protocols or new products).

Even after explaining all your new client value, you may still have to be very careful. Don't scare them about pricing changes and we don't recommend raising your existing prices right away if you feel this may become an issue.

Many Nail Professionals simply incorporate their new pricing structure when taking on new clients, but that may not always work if you are a super busy Nail Professional with an already packed book. You must also be careful of having "dual" pricing, as clients can talk, and although you might be able to explain pricing based on" client history/loyalty, some clients may find the dual pricing an issue.

Either way you choose to handle your pricing – as a CMNP you must be offering additional value to your existing clients that offsets any price change.

What new value can you offer them?

Different clients will look at value differently, so again you need to look at your clients as individuals.

There are some easy methods to incorporate ways of providing additional value for your existing clients:

Additional Service Add-On Discounts

Does your client enjoy a massage as a part of his/her service with you? How about adding additional massage time?

How about offering to upgrade them from regular polish to gel polish?

VIP or Frequent Service Program Discounts

How often does your client schedule his/her appointments with you? How about offering them a VIP or Frequent Service discount?

Homecare Retail Discounts

Now that you will be offering tailored homecare what about offering your existing client a retail discount?

There are many ways to ease your existing clients into your new **CMNP Service Menu** you just need to know and understand what each of them truly values.

Creating and structuring your new **CMNP Service Menu** can be both fun and challenging. Now is the time to sit and really examine your current menu and begin drafting your changes while you have the time and opportunity.

Once you complete a draft of your changes try out a “soft launch” where you roll out your proposed changes to a few close clients or friends or family. Allow them time to give you constructive feedback and ideas on your proposed changes.

Never be nervous to change and to be compensated for your true value. The clients who understand and appreciate your new changes and the value they will be receiving from you, are ideal to the success of your business!



Creating a CMNP Natural Nail Recovery Program



Today's clients are far more informed than ever before, however they still get a few things wrong - such as why the damage of their natural nails occurs.

We've all heard the common phrase "Acrylic ruined my nails" while we know as seasoned Nail Professionals in most cases this is simply not true, clients think this for a reason.

Damage to the natural nail plate can be caused by:

- Improper nail prep
- Over filing during nail services both original application and re-balancing
- Breaking or picking off enhancements
- Genetic issues
- Damage to the nails such as striking them

When damage does happen for whatever reason, clients want information and a fix, and this is where your Natural Nail Recovery program comes into play as an important Service Menu offering.

By offering a Natural Nail recovery program you will draw in new clients who are hoping to have any damage caused to their nails reversed, but also gives you the opportunity to gain their trust by educating them, selling homecare and getting them to become regular clients as they will be so impressed by your CMNP Level of knowledge and skill.

There can be as many components, steps, add-ons, and products to your Natural Nail Recovery program as you would like, but we feel the first step should always be ***a thorough analysis of what happened originally to their natural nails.***

This could be anything from damage from original enhancement application (unskilled prep from another nail professional), prying off or breaking of enhancements on purpose or by accident or even genetic or health issues affecting the proper growth of natural nails.

Whatever the reason for the disruption of the proper growth you need to first determine what the cause was and then be able to recommend your NNR program to your client.

You are free to flesh out the exact steps in your CMNP NNR program as you feel most benefits your clients, but some key steps you may want to incorporate after your initial analysis could include:

- Explaining and defining your decontamination policies
- Explaining and defining your prep steps
- Explaining and defining the natural nail growth process – don't give unrealistic expectations to your clients

- Explaining and defining the Homecare they need to use and why
- Explaining and defining the pricing structure for your program. Are you going to charge them per NNR program visit or sell them a service package? (Prepaid Service Packages - a collection of prepaid visits - are an excellent way to earn client retention). If you choose to sell them a package are you going to include the required retail they need?

Now that you have created your CMNP NNR program you need to spend some time determining how and when you will market it.

“A picture is worth a thousand words.”

Nothing will be more impressive for marketing your new NNR program than to show potential clients actual results and what can be achieved through your NNR program.

If you have an ideal client that you can use for actual “before” and “after” picture, try out your program on them. Always ask them for permission to post and market their pictures (if require by local laws you may have to obtain written permission to avoid any issues). If not, then try out your program on yourself and use your pictures.



You'll be pleasantly surprised at the reaction and intrigue you may get just from listing a NNR program on your Service menu. As we mentioned before clients are extremely interested in the nature health of their nails, let alone the interest once you post your actual results!

Choose only effective products and processes that you know will really result in dramatically helping your clients natural nail growth - this is to cover your homecare products as well.

In your CMNP Component 6 we will be researching in great detail products on today's market - what works, what doesn't and why.

Impress upon your NNR clients that they need to schedule regular visits with you and properly use your recommend homecare in order to achieve the optimal results. This is where selling prepaid Service packages will come in handy.

When you start creating and drafting your NNR - let your mind be free and let all ideas of what you would like the program to resemble flow freely. Don't limit your imagination. Bounce ideas off other colleagues, friends, long time clients, and even mentors. Just start writing everything down, then start to narrow it down as you define your process and program details.

Creating a new Service like your NNR Program can be an Exciting process - so enjoy it!

Proper Nail Plate Prep

The area of service is often overlooked by some Nail Professionals, so we are going to re-visit this vital step in your applications.



We're going to make sure that not only are you performing the correct steps safely in order to maintain the health of your client's natural nails, but also taking advantage of today's modern products that can dramatically improve your prep.

Nail Preparation, as we all know it, was one of the first things we learned as Nail Professionals, but unfortunately even as seasoned Nail Professionals we may have had complaints from our clients more times than we'd like that their enhancements lifting, or polish starts to peel off after a couple of days etc.

We all have had experience with clients who do contribute to Service Breakdown, by either not following your instructions, not properly using homecare (or not using it at all) or who may like to pick at her nails. We'll go much deeper into Guaranteeing your work as a Master Nail Professional and using your detective hat to determine all causes of service breakdown later in the program, but truth be told, as much as we would like to blame our client or the product, one of the major issues affecting service breakdown can be proper natural nail preparation.

Most of you may have been prepping your client's natural nails the same way that you learned in your basic training and perhaps that is working for you while others of you may be experiencing the same lifting or peeling issues from the start, so we feel it is imperative to discuss natural nail preparation in detail and provide some advice of what new techniques and products may now be on the market that might assist you if you are finding your clients are experiencing service breakdown. As we've mentioned before, it never hurts to re-examine the basics!

In this component we will cover how to properly prepare the nail plate for our nail services, in an effort to minimize lifting, improve our product adhesion and start with the best foundation possible for your CMNP Services success.

STEP 1: THOROUGH HANDWASHING



Often overlooked, proper and thorough hand washing is a vital component of natural nail prep and should be performed prior to you performing your in-depth client consultation and assessment.

If you aren't having your client and yourself thoroughly washing (with a scrub brush especially under the free edge), and drying your hands before any service you are running the risk of contamination. Also, make sure your clients are using an anti-bacterial hand soap during their hand washing.

Thorough rinsing is necessary, because soap can leave a slight residue in the skin and that residue can also interfere with prep and product adhesion.

Drying - be sure they have dried their hands as best as humanly possible
- moisture on the surface of the nails and skin can also drastically affect your professional service and expert prep steps.

Once you have performed your in-depth client assessment and consultation, sanitize your clients and your hands with a reputable hand sanitizer preferably a product that has been formulated for professional personal services rather than just household use. Allow to dry.



STEP 2: NATURAL NAIL PREP WITH THE RIGHT TOOLS

Begin with shaping and filing the natural free edge, (if you're doing an enhancement you want to make sure you remove any excess free edge), using a 240-grit file or even better a glass or crystal file to avoid any peeling of the natural layers of the nail plate.



Push back the eponychium using a cuticle pusher, never apply too much pressure because remember this area, especially when they have a lunula exposed is quite sensitive and if you apply too much pressure it can create a ridge.



With the other side of your cuticle pusher remove any non-living tissue from the nail plate. If needed you can remove excess skin with your nippers.

TO BUFF OR NOT TO BUFF?

This has been an age-old debate for many years. We recommend watching **Doug Schoon's Episode #13** on buffing the nail plate as a part of your prepping routine.

His suggestion is to modernize the products you are using to upgrade them to a line that requires very little or no natural nail plate buffing or filing. Since we are going to be super stressing preserving the natural nail in our Master's Program we recommend following Doug's advice.



STEP 3: DUST REMOVAL

It is imperative to remove any dust filings from the client's nail plate and surrounding skin with a clean sanitized nail brush.



Taking a lint-free wipe and some alcohol-based nail plate cleanser, if you are using pure alcohol ensure that it's 99%. This allows to really remove any excess moisture from the nail plate and the removal of naturally occurring oils for optimal adhesion.

NOTE: Most nail manufactures have designed their own nail plate cleansers that incorporate conditioning agents and solvents that prevent the over drying of the skin surrounding the nail plate so be on the lookout for these advanced product choices.

STEP 4: THE PRODUCTS

After you have cleansed the nail, you would continue by adding a pH balancer.

PH balancers are solvent-based formulations designed to remove oils and balance the pH levels of the natural nail during your client's natural nail prep.

The reason why pH balancers are used is because our individual natural nail pH levels can vary between a 4.5 and 7. Those levels are based on how acidic or alkaline something can be. The scale is between 1 to 14, 1 being very acidic and 14 very alkaline and 7 being neutral.



Natural nail plates can be between 4.5 and 7, depending on each person's lifestyle and diet. So quality nail products are designed to work at a pH level between 5 and 5.5 as this would be the best pH level for best adhesion to the nail plate. However, as nail professionals we don't have the proper equipment to measure the pH levels of each client, and therefore that's what the pH balancer does.

Applying this product onto the nail plate balances the nail to a neutral pH level and removes any surface oils.

If you were to be preparing the nail for nail enhancements, it's also a great idea to use a primer.

Primers are great solution that help with enhancement adhesion. They create a bond to the keratin in the nail plate to give complete adhesion support, it basically joins two surfaces together, like a two-sided sticky tape, the keratin in the nail plate, and the artificial enhancement product. In science terms it's recognized as a double covalent bond.

Both the pH bonder and the primer should never be used in excess, you only need a very small amount for both or either products to work properly. And in fact, excessive use of either or both of these products (as with any chemical compound) can lead to over exposure and allergic reactions for your client.

After applying a small amount, allow the product to dry on the nail plate.

You will notice that the pH bond once applied will dry immediately and the primer will remain a little shiny but should not look wet.

Conclusion

For proper Nail Preparation, it basically means that the nail plate should be free of excess moisture, oil free, and no debris. It should never require you to remove layers and layers of the natural nail plate, which is why we recommend if the product line you are using requires a lot of natural nail plate “etching” or filing that you switch to a modern line that doesn’t require this step at all.



Again, for some of you these steps in the Prep process may already be second nature and your clients may not be in the group that experience service breakdowns.

However, if you are in that group of seasoned pros it is still worthwhile defining your prep process to be detailed in your Service Menu as a marketing item since your clients will want to know the proper steps you are taking to ensure the health of their nails when comparing to your competitor.



Incorporating and Perfecting Your Gel Polish Service into Your CMNP Services - THE WHY

One of the latest and greatest nail products to hit the market in the last few decades has to be gel polish. And most of today's Nail Professionals have taken advantage of the incredible benefits of Gel polish.

But in your **CMNP program let's take it a step further**. How do you upgrade your services to incorporate this incredibly convenient service as a “must” rather than an “option”?

Is there still a place in your service menu for regular polish applications?

Gel polish application takes longer to initially apply, but it beats having to fix smudged toe or hand polish over and over or have clients sitting around in the winter for an hour before being able to put on boots or hats or even worse, foregoing services in cold winter months because of this issue.

Gel polish addresses our age-old issue of client dissatisfaction with regular polish wear time, chipping, smudging and drying time.

Gel Polish manicures have become an essential item on a nail professional's service menu, it would be not over exaggerating to note that it has replaced regular polish on natural nail manicures.

Why? Well clients tend to get more for the buck essentially, because they don't have to worry about chipping or peeling after a few days as the gel polish manicure generally lasts about 2 weeks and most of all they no longer have to sit and wait until their nail lacquer fully dries before they can continue with their day.

So, while we all know the benefits of gel polish there are 2 cons: the **expense** of gel polish and the **application time**. Can we offset these 2 cons by extolling the real salon life benefits?

It's time to experiment!

In order for you to fully qualify whether it is worth your switching your gel polish applications to the "standard" polish application in your salon or spa you need to experiment to find actual results that may or may not satisfy you and your clients.

We know the 2 cons to gel polish vs. regular polish are application time and expense.

Well you can easily time your application and cure times for both (something BTW you may be surprised by), but can you convince your clients to offset the expensive of paying a slight price increase on their services for the additional benefits of gel polish?

A lot of clients who may never have tried gel polish may balk at the idea of paying more, but that may only be because they haven't yet tried gel polish and therefore not personally witnessed the differences, convenience, and benefits.

So what about letting them try it out for free the first time?

Will this convince them? Will it convince you? In order to determine that we need actual results.

Well you're about to find out in your CMNP Component 4 Assignment when you perform your comparison test. Just as we compared Tips vs. Forms we are going to have you compare regular polish against gel polish in order for you to fully qualify your findings into whether or not it is in yours and your client's best interest to offer gel polish as the "standard" in your salon or spa or just an "option".

Have Fun Experimenting!

Gel polish applications sound super easy, so easy in fact often clients try a DIY at home. However, like everything else in our industry, it takes the proper technique to do it properly, and that's what we will cover in this component.

We'll examine:

Gel Polish Application Tips and The PERFECT Gel Polish application

Gel Polish Application Tips

Before we begin, just a few application tips that are worth mentioning that will help you work a lot quicker and neater.



- 1) Don't overload or under load your brush** – ensure you have enough product on the brush is important. Too much product will make you lose control, as it will be pooling all over the place, now too little of product, you won't be able to coat the nail evenly. You need to learn to find a happy medium. I normally like to remove the brush from the bottle, and wipe one side of the brush on the neck of the bottle. This gives me enough product on the other side to apply on the nail.

2) Consistency. You also need to understand the consistency of your product. Each gel polish manufacturer is different in consistency, due to different formulas and pigmentation. Pigmentation determines the opaqueness of your color and application. Each color has a different opaqueness depending on how it has been mixed and what pigment has been used.

Opaque – when we say opaque it’s basically saying that the color is heavily in the pigmented formulation giving a total coverage. In this case, when you read or hear that the color is opaque then you must apply thin even coats to ensure correct cure. Because the light source (UV or LED) will have a harder time trying to penetrate the color when it’s thick and will result in a breakdown in service, as the light will not penetrate completely, possibly leaving issues like, shrinkage of color, wrinkling and just not fully cured. An opaque formula will have usually given full coverage in 2 thin coats, but if you’re using some pastel shades then you may need an extra coat for a good full coverage.

Semi-Transparent – this type of mix of pigments can leave a more transparent finish, just as frosted, glitter or pearl finishes. In this case the formula needs to be a little more transparent because if it were to be too opaque then you lose the finish. These are best to be used as compliments or contrasting shades.

Transparent – Then you have your transparent base colors, which are designed to be used on their own or on top of other colors. Your glitters would fall into this category.

3) Floating the product – when applying gel polish, you should apply it with a floating technique. What I mean is that you should load your brush with enough product and float and guide the color to where you would like it. This gives a nice thin even application.

We know that one of the perks of using gel is that you can work it until you think it’s just right. However, it is possible to overwork the gel polish because most gel

polishes contain solvents that help with the application, but once the solvent has evaporated (having been exposed to the air too long before curing) it will leave a sticky layer of gel that is very easy to disturb and remove if you begin to scrape at the product, and it would increase the risk of applying the color too thick.

- 4) **Shrinkage** – is a common problem regarding gel polishes but you could follow some techniques to help avoid this issue:

Dry brush your base coat. This isn't a commonly known factor, but this step can help every time you perform a gel polish application.

To do this, when your base coat of gel polish cures it leaves an inhibition layer on the surface. Leaving this surface and applying your color layer right on top will have higher chances of the uncured product moving before we put it to cure. However, if you take a clean gel brush and dry brush the surface of the base coat, it turns the slick inhibition layer into a textured surface and it will be able to grip the colored gel polish during the application.



The PERFECT Gel Polish Application



Basically, applying gel polish is a simple 4-step process. Once you get these 4 steps down, it will increase your speed and accuracy and basically become second nature. These steps are the same when applying your base coat, color and top coat.

One thing we strongly suggest and we see nail professionals do this too much and it's one of the main issues for service breakdowns:

Keep to the same manufacture line of products –
do not try to **“mix and match”** product lines.

This is because each manufacturer has researched, created and tested their line of products to work together, so when nail professionals start messing with using different product lines for one service, these products may aim to do the same thing but their chemical balances and ratios are different.

For example, if you mainly use Gelish colors, get a Gelish LED lamp as the Gelish lamp is manufactured to work with the consistency and opaqueness of their Gelish colors. It's important to know that each manufacturer has different LED lamps which have different wave lengths, wattage etc.

Now having said that, if you use a quality LED lamp from a reputable manufacture it would cure your gel polish as gel polishes are of a thin viscosity as opposed to hard gels, which that's where the power of your lamp may vary. But of course there's an exception or a work around, you could use a color of the manufacture of your choice however ensure that you're base coat and top coat are from the same line of product because they are huge components in the gel polish system you want to make sure they are in harmony to work together.

For example, use Gelish everything, so have Gelish Foundation Gel which is the base coat and Top it Off which is the top coat. Use these two together all the time, but sometimes another gel manufacturer has a really nice color therefore you may want to try to use the color, but if your clients start to experience any service breakdown this is where you would return to in order to address this issue.

The steps to consider when applying the gel polish are the following:

STEP 1 – would be removing your brush from the bottle, rotate the stem of the brush against the neck of the bottle to remove the excess that could run down to the brush while you are applying.

Wipe the bristles of brush away from you against the neck of the bottle to remove the excess, that way you have product only one side of the brush to ease the application.

STEP 2 – Begin your application by first sealing the free edge, this will help in not having a ledge there after you have applied the product and sealing of the free edge prevents chipping or peeling.



STEP 3 – Now load off the product, by placing your brush in the middle of the nail and pull the excess product towards the free edge and off the nail. Now with the product left on the brush, you can go back to the center and push the brush towards the cuticle, press so the brush can open, and stroke your brush down and off the nail again. You can also, put your brush sideways so that the bristles establish your cuticle line, without touching the skin.

STEP 4 – Now for the nail groove and to finish off your cuticle area, rotate the finger to the side and connect your brush to the established cuticle line, then follow down the nail groove to the free edge, then repeat on the other side. Now that we have established the perimeter lines, we can smooth the color, using any product left on the brush, and quickly smooth over the nail to even out the product distribution.

Now let's put all this together:

Once you have washed and sanitized yours and your client's hands, and have had your consultation, we begin with our proper nail preparation that we discussed in length above. Apply a thin coat of your base gel, massaging into the nail, seal the edges and place the hand in your LED or UVA light for the prescribed cure time.

Once cured, brush with a clean dry brush, don't use any cleanser.

Apply your gel polish color, as we've just recently mentioned. Thin application from cuticle to free edge, sealing the edges. If you have product on the skin, ensure it is removed before Curing. Cure for the manufacturer's advised time.

Now apply a second thin application of the color, and cure for the proper manufacturer's prescribed cure time.

Apply your Top Coat, again from cuticle to free edge using a thin application, don't forget to seal the edges. Cure for the manufacturer's prescribed cure time.

Remove the inhibition layer with a cleanser. And it's always a good idea to finish off with cuticle oil as it rehydrates the skin surrounding the nails and the cuticles without causing any lifting or peeling.

Always inform your clients of the products you've applied to their nails and remember to have each of your clients leave with a bottle of cuticle oil and their homecare handout that you've created.

Conclusion



As mentioned earlier, the gel polish manicure is a profitable item to have on the service menu, however doing it properly and efficiently will set you apart from the others. So practice the above steps, it will increase your efficiency and your profit margin!

It's now time to complete your TAOND CMNP Component 4 Assignments which you will find below in your Component Materials. We have some great ones for you so take your time.

Good luck and we hope you have enjoyed this component and we look forward to seeing you next month in

TAOND CMNP Component 5

"Guaranteeing Your Work as an CMNP"



In this component we'll be discussing **Guaranteeing Your Work** - is it a good idea and if so, how it should be done properly.

Putting on your detective's hat and discovering and examining the reasons for and how to correct **Service breakdowns**.