

The Academy of Nail Design (TAOND)



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CERTIFIED MASTER NAIL PROFESSIONAL PROGRAM

TAOND CMNP Course Outline

TAOND CMNP Component 5

"Guaranteeing Your Work as a CMNP"



We hoped you enjoyed **Component 4 of your TAOND CMNP** program and had some fun drafting your responses to your Component 4 assignments. It's now time to move forward with **Component 5**.

Since one of our goals in this program is to be constantly building upon your previous Component work, it always a good idea to note what we've covered so far in your CMNP Program.

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**

Component 4: **No more one size fits all**

Now it's time to continue adding even more skills and knowledge to your CMNP knowledgebase.

In this component we'll be discussing putting on your detective's hat and discovering and examining the reasons for **Service Breakdowns.**



And Guaranteeing Your Work

Is it a good idea and if so, how it should be done properly?

Let's Get Into It!

"Intellectuals Solve Problems, Geniuses Prevent Them"

- Albert Einstein

Einstein couldn't have been more right about this when we think to apply it to your career as a CMNP!

Service Breakdowns

What They Are AND Why They Happen

Even the most seasoned of Nail Professionals can admit to having experienced Service Breakdowns at one point or another during their careers.

In case you aren't familiar with the term "Service Breakdown" it refers to when your enhancements become degraded to the point of either breaking, lifting or "popping off", or any other application or service that is negatively affected before it should.

Dealing with Service Breakdowns can often be confusing and frustrating.

So in order to help you deal with these situations let's discuss the most common reasons for Service Breakdowns.

And while we tried to make this list exhaustive, like life, there will always be "surprises" and the uncommon issues that can always find their way into your career as a CMNP, so don't think of this as the "end all" of what can happen with your applications or services, but an amazing starting point to pinpoint the most basic and common reasons for Service Breakdowns.

After you complete this Component, we recommend that you continue adding information and articles regarding Service Breakdowns and how to address them to your CMNP binder. We divided the most common Service Breakdown issues into 3 categories in order to assist you in determining quite quickly what may be occurring if you experience Service Breakdowns: **Lifting/Breaking, Product & Equipment, and Client-based** issues.

Lifting

The most common complaint from nail clients is the lifting of their enhancements. This can happen at the sides of the enhancement, the free edge, the cuticle area, or the odd time an enhancement(s) may even completely “pop off”.



The Most Common Reasons for Lifting Are:

Product Touching Skin. This is one of the easiest reasons for lifting to address by simply avoiding all contact of your product with the client’s skin. When enhancement products touch the skin, it breaks the seal it would have had with the natural nail plate allowing for a “gap” between the applied product and it’s intended application foundation. When applying product be mindful of the “**1/16th inch**” rule which states to “stay 1/16th of an inch away from the sidewalls and eponychium when applying product to the natural nail”. Staying true to this rule will eliminate product/skin contact lifting.

Incomplete Prep. Another basic and easy process to follow in order to avoid lifting is to master your prep steps. In your TAOND CMNP 2 Component we discussed the steps in proper prep. If you’ve determined that Prep may be the cause of your client’s lifting issues, then it is always a great idea to run through these steps again or review the ingredients in the prep products you are using.

Often Nail Professionals can be surprised that some of the ingredients in their prep products may actually be counter-productive to prepping the natural nail. Review your products list in detail if you feel the reason for your client enhancement lifting is from improper prep.

Improper Curing. We tend to think of “curing” as mostly a UV gel issue, however, improper curing can be an issue for both UV Gel and acrylic. Also, some Nail Professionals may be unaware the “over curing” can be just as much of an issue that leads to Service Breakdowns as “under curing”.

In your Component Additional Articles we have linked you to Doug Schoon’s wonderful articles *How UV Gels Cure*, *Seven Secrets to Properly Curing UV Gels Nails* and *7 More Secrets to Properly Curing UV Gel*.

You’ll find these articles immensely enriching and informative when determining if your “over” or “under” curing is the issue with your Service Breakdowns.

Enhancements That Are Too Long for a Specific Client. Some clients and Nail Professionals just love the look of a long and elegant enhancement, however if you are not matching the length of your client’s enhancements to both their natural nail and lifestyle as determined in their **Client Assessment** then issues are bound to occur. A long elegant enhancement can look stunning, but if your client leads an extremely active lifestyle or has naturally short nail beds then length may not be her best friend. Longer enhancements take a lot of abuse and if a client is continually banging or striking her enhancements against surfaces etc. this abuse can lead to lifting.



Waiting too long for re-balance appointments. Although some Nail Professionals and clients feel there is a “standard” schedule for re-balancing, as we’ve learned previously this can vary tremendously client to client as well as which product you choose to apply to your client. During your ITSs are you putting your clients on a regular re-balancing schedule based on their individual needs? This may take a couple of client visits to work out. Make sure to examine or re-examine the state of her enhancements upon her first or second re-balancing visit with you in order to recommend the appropriate schedule with her.

As we’ve mentioned previously there are several factors that vary from client to client that can be used to create an individualized re-balancing schedule. These include: lifestyle, natural nail growth rates, budget and time. Be sure to research if any of these factors are affecting Service Breakdown.

Breaking

“Enhancements Are Jewels Not Tools”



No matter how many times we say it to our clients, there is always a few clients who feel their enhancements are indestructible and treat them as such thus resulting in breakage. The occasional break is going to happen.

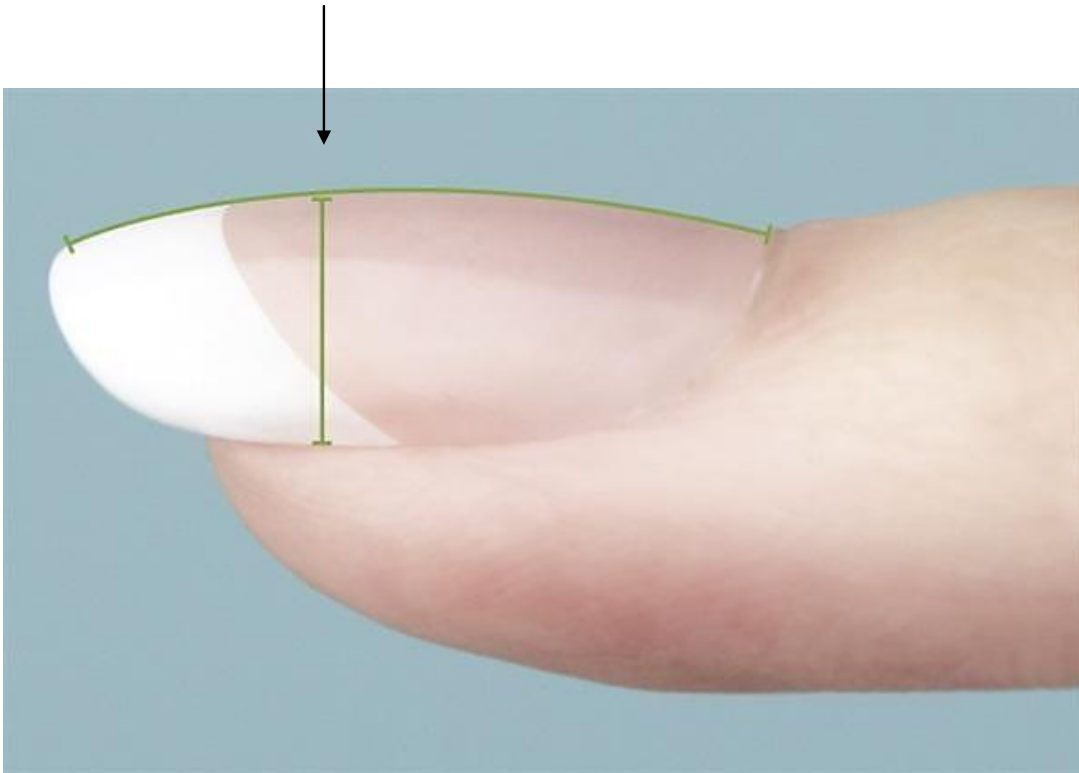
When it happens - put on your detective hat - what happened where and how? Is it on all fingers or the same one consistently?

Did the enhancement come off cleanly (pop off) or in pieces?

These are all extremely important questions to determine how to address this type of Service Breakdown.

The Most Common Reasons for Breaking Are:

Weak or Non-Existent Apex. The apex of an enhancement is the area that absorbs the most stress and therefore must be properly structured.



Without this proper structure your enhancements will not have the correct balance, and if enough stress is applied then you run the risk of the enhancement(s) breaking. Your enhancement apex should be where the thickest amount of your enhancement product is applied and then gradually thin out towards both the eponychium and free edge.

Enhancements That Are Too Thin. All clients want a “thin, natural-looking” enhancement, however as you can imagine enhancements that are applied too thin will not be able to handle the wear and tear of daily life and break quite easily. If you are finding that your clients are coming back to you with more than one broken enhancement, then you may want to increase the thickness of your applications.

Improper Re-balancing. Some Nail Professionals can tend to forget that re- balancing of enhancements is just as important as the application of the original set and often rush through the re-balancing service generally resulting in not enough older product being removed or addressing lifted areas of product. In general, you should be removing close to 70% of older product during your re- balancing services in order to again properly re-structure the apex area.

If you are performing a “fill” where you are just filing, buffing and then adding new product over old instead of “re-balancing” then you are going to have clients with poorly structured enhancements and therefore can lead to Service breakdown.



Striking. Every once in a while, a client will strike their enhancements against a surface and breakage can occur. The reason for this is clearly easy to determine. However, be sure to address this situation properly, safely, and professionally. If the client has created damage (bruising, bleeding, soreness etc.) and it contravenes the “Golden Rule” it is best to avoid replacing an enhancement until such time as this damaged has healed.

Products

Cross Contamination. Are you pouring your monomer into a clean dappen dish for every service? Do you properly clean your acrylic or gel brush after each use? Are you re-pouring product back into a container if only partially used?

Cross contamination can happen easily in a salon area and you may even be unaware that you are doing it. If you are finding you have a lot of clients experience Service Breakdown all at the same time and that presents the same, then after you've examined your prep take a look at your product practices to eliminate cross contamination.

Mixing Products from Different Manufacturers. One of the giant “no-no’s” of the nail industry. Though it may seem convenient and many think “Why not?”, mixing different products from different manufacturers can be thought of as the second Golden Rule of the nail industry. Each manufacturer prides themselves on the unique chemical formulations of their products, and it is these unique formulations that have been designed to work compatibly with other products from the same company and the exact reason why they may not be compatible with the products from a different company. By mixing products from different manufacturers you could be playing with the safety and health of your clients.

Results can be anything from Service breakdown to negative chemical reactions. So as convenient as you may feel it is – don’t mix!

Product Ratios. There are 2 issues to note here - working with your products with too wet too dry ratios will most definitely lead to Service Breakdown and that product ratios can vary from product line to product line, so be sure to review the manufacturers recommended ratios if you are making a switch to a new line.

Product Stirring. Does your product require stirring, or shaking before use? Product components can settle during shipping or sitting in the beauty supply store or even your own shelf in-between uses. Confirm with your manufacturer if your chosen product

requires stirring or mixing in order to be applied and work properly.

Using the Proper Lamp. Are you using the proper lamp for your products in order to achieve the proper cure? Did you know that both UV lamps and LED lamps are the same in the fact that they both emit UV energy in order to cure gel?

Most Nail Professionals believe that UV gel must be cured with a UVA lamp while LED Gel based products require a LED lamp? But in reality, both UVA and LED lamps use the same technology - all that differs is the level of UV energy emitted. And “wattage” has very little to do with it so it is not recommend you purchase a lamp based on wattage.

Are you using a lamp that has the correct UV emission for the product that you are using?

Cheap Products. As Nail Professionals we all look for ways to save money both for our bottom line, and also as a cost savings that we can pass on to our clients, however, using inexpensive and/or cheap products can sometimes lead to disappointing results and Service breakdown.

One time or another we’ve all been lured into purchasing a “deal” only to have it end up costing us more money in the long run.

Stick to reputable Name Brand manufacturers who guarantee their products, it may cost you more up front, but not in the end!

Client & Client Changes

Clients can often also be the cause of some Service Breakdown issues including changes in client behaviour/habits, lifestyle and health. It is important to determine what is in and what is beyond your control.

There also may be new changes that your clients have developed since they have started coming to see you originally for their services.

Issues Relating to The Natural Nail

The reason we ask that you complete a thorough physical examination of your client's nails during your assessment is because determining specific factors about their actual nail is vital in avoiding Service Breakdowns. Does your client have thin natural nails, thick natural nails, natural nails that have a lot of flexibility, dry or weak nails? All of these issues must be first identified in your assessment then address with your ITS.

This is why it is vital to be conducting your full Assessment and why it is important when recommending the properly service for a client. Without correctly matching your client's natural nail type Service Breakdowns are bound to occur.

Client picking or biting. Clients may come to you as “biters” but there may also be the client who due to any known reasons (stress etc.) may start biting and picky at their enhancements. Enhancement damage from biting and picking can be fairly obvious and again simple deductive questions during your Client assessment with them will help you quickly determine if this is a new habit and why or an old habit rearing up again. Try to work with your client in getting to the reasons he or she may have started biting or picking again so you both can work together to stop this harmful habit.



Medications. As we learned in your **CMNP Client Assessment Component**, medications of all sorts can affect the wearing of any enhancement or have an effect on the products used during professional nail services. Unfortunately there isn't an official list of medications that all CMNPs can refer to in order to determine the easy link, however when you have a client who is experiencing new Service Breakdown issues, with your detective hat on this should definitely be one of your questions to ask them.

New or Changing Life Habits. Changes in life habits can also lead to Service breakdown. New hobbies or sports, a new job, to recent increase in water exposure, all of these can contribute to new Service Breakdown issues which is why there should be a section on your Assessment form that allows your client to mention any new changes.

Health. We all know that a client's health can affect the wear of enhancements, and therefore it would stand to reason that any change in a client's health could also be a contributing factor in new Service Breakdown issues. Health based question can be a sensitive area so use your extreme level of professionalism when broaching the subject.

Guaranteeing Your Work



Nothing can instill more confidence for your clients than you providing them with a **“Guarantee”** of your work.

YOU MAY ALREADY BE FIXING SERVICE BREAKDOWN ISSUES FOR FREE, SO WHY NOT TAKE ADVANTAGE OF THIS AND CREATE A “PROMISE” TO YOUR CLIENTS THAT YOU BOTH CAN RELY ON?

And while it seems simple enough to throw together a quick Guarantee, let’s think it through in more detail to eliminate potential confusion on behalf of yourself and your clients, so neither of you end up getting frustrated.

Having a solid and well thought out guarantee will also help you with determining your final **CMNP Service Menu pricing** since your clients can feel comfortable with your service prices based on the fact that you've provided them a **“Satisfaction Guarantee”** for the work performed.

We’d recommend you create a

“Satisfaction Guarantee”

vs. a

“Money back Guarantee”

Why – What’s the difference?

A SERVICE GUARANTEE IS A WRITTEN PROMISE

What you are essentially doing by providing them with a “**Satisfaction Guarantee**” is Guaranteeing your work based on your very thorough and professional assessment of their needs - which is why it is imperative that you complete your assessment and ask your client the appropriate questions in detail.

Also, providing a “Service Guarantee” vs. a “Money back Guarantee” eliminates those “one off” type of clients who try to take advantage of you by having a service done and then feigning dissatisfaction and asking for their money back after you’ve put in all that hard work.

So, make it clear in your Guarantee that this is not a “money back guarantee”, but a “**Satisfaction Guarantee**” and that you will continue to work hard at resolving their service issues.

What happens if you and your client reach an impasse and neither of you feel that you are able to resolve the issue at hand? This can happen, but you need to also note this in your Guarantee as well. For example, you might state that “you will continue to work hard at resolving your client’s issues for 3 service visits free of charge”. Again, this is up to you, but whatever parameters you decide just be sure you note it in your Guarantee.

However, in hopes to avoid the above situation you need to be able to fully detail to your clients the “**What, When, Timeframes and Remedy**” in the case of a Service Breakdown.

As we discussed above in the Service Breakdown section of this Component, there can be several reasons why Service Breakdowns can happen, so you must eliminate those that are out of your hands as a CMNP in order to provide a professional Guarantee that clients can clearly understand and you feel comfortable abiding by.

When drafting your “**Service Guarantee**” be sure to flesh out all details of your Service Guarantee and think as far ahead as you can so that you can cover off any and everything

that may come up and affect the Guarantee.

Once drafted we recommend running your “**Satisfaction Guarantee**” past a few close friends and family members to see if they can spot any trouble areas or issues that you may not have.

Think About:

What is covered? Enhancements services may include a different clause in your “Satisfaction Guarantee” than your natural nail services. Make sure to be specific on the differences between these two services.

Who is covered? Do you include all clients or only those who visit you on a regular basis? What constitutes a “regular 'basis’”? Determine this and then be very clear about it in your writing.

Guarantee Time Frame. What is the time frame for your “Satisfaction Guarantee”? A week, two? Extending your Guarantee beyond 7 days generally seems unnecessary since your clients should be returning to you in and around the 2 week mark for their re-balancing, and if there were to be any glaring Service Breakdown issues, the odds are they are more than likely will become apparent within the first few days – in some cases even just hours. So, when determining your Time Frame, leaning towards a 1-week timeframe seems reasonable.

Service Guarantee Remedies. What you will do to remedy Client's Service Breakdowns? Again, this can be very specific to your own preferences. Will you offer to address the issues once, twice or more? What will be included as a remedy – a full new set or only the affected



nails/enhancements? New polish on all 10 nails if only 2 broke?

Determining these remedies is where your existing experience comes into to play. What issues generally affect your clients if they are having Service Breakdown and what then would you feel comfortable fixing for free in order to gain or maintain their loyalty? It may even be worth taking some time over the next few weeks to see what any Service Breakdowns are the norm with your current returning clients in order to give an in-depth understanding of what you feel comfortable including in your Guarantee. You may not have any clients returning with Service Breakdown issues which would be great and make your job of creating your Guarantee so much easier!

Your Client Has A Role to Play in Your Service Guarantee as Well

BTW, this isn't a "one sided" Guarantee - your client needs to play a part as well.

This is a written agreement between you and your client, and they hold a level of personal responsibility to uphold their end of the Guarantee as well.

Have your client sign your Guarantee and asking them to confirm they will do their part as well. Include such items as:

- Agreeing to treat their enhancements as "jewels not tools" to the best of their abilities
- Agreeing to use the homecare products you've recommended to them
- Advising you as soon as possible to any health, habits, or lifestyle changes

Having your client acknowledging the role he or she can play in maintaining your beautiful work will go a long way in your success together!

It's now time to complete your TAOND CMNP Component 5 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 in the component in

TAOND CMNP Component 6

"What Are You Using?"



Where we'll be discussing **professional products in today's nail industry**. Breaking down and understanding their **chemical composition**. We'll talk about the 'ole **"if it sounds too good to be true..."** and why your clients and a lot of nail professionals **still believe these common myths**.

Then we'll get you researching current products, the trends and discuss if you should be updating the products you are using – the Pros and Cons of doing so. Why and what **homecare retail** really works, and how best to determine what products will suit your **individual CMNP clients**.