

# NAAILS

career handbook

67 Ways to  
Fill Your Chair  
in 6 Months

21 Tips  
for Test Takers

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How to Ace  
YOUR INTERVIEW

*Kickstart  
Your New  
Career*

How to Use  
Social Media to  
Build a Client Base

O·P·I

#1 SALON BRAND WORLDWIDE

INTRODUCING

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**POWDER PERFECTION ACTIVATOR**  
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**POWDER PERFECTION TOP COAT**  
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**PRO TIP**

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**LIQUIDS**  
are essential in creating  
the perfect application.  
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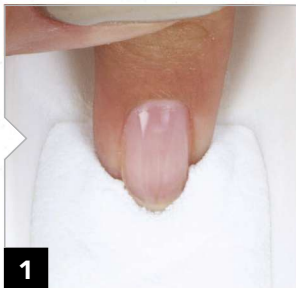
# GET THE LOOK! PINK. WHITE. PERFECT.

## PRO TIP

For more tutorials and application information, please visit [opi.com](http://opi.com)

**PRO TIP** | Always start with properly prepped nails by following Powder Perfection Nail Prep Step by Step.

### BASE COAT & COLOR POWDER



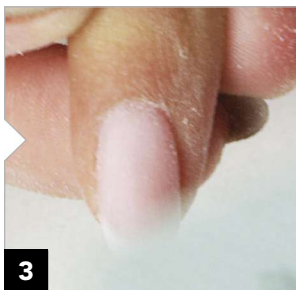
- Apply 1 coat of Base Coat to a single nail.
- Create a smile line by dipping the nail at a 45 degree angle into white color powder. Tap off excess powder.
- Immediately dip the nail at a 45 degree angle into pink color powder. Tap off excess powder.
- Repeat the Base Coat and pink & white powder application on the same hand.

### BASE COAT & CLEAR COLOR SET POWDER



- Apply 1 coat of Base Coat and immediately dip into Clear Color Set Powder.
- Tap off excess powder.

### ACTIVATOR & BUFF



- Apply 1 coat of Activator and allow 1 to 2 minutes to dry.
- Contour and buff the surface.
- Apply 1 coat of Activator and allow 1 to 2 minutes to completely dry.

### TOP COAT



- Apply 1 even coat of Top Coat to each nail. Allow 1 to 2 minutes to dry. Repeat.



## OPI ICONIC SHADES



FROM LEFT TO RIGHT: Tiramisu For Two, Humidi-Tea, Princesses Rule!, Mod About You, Purple Palazzo Pants, Strawberry Margarita, Pink Flamenco, Spare Me a French Quarter?, The Thrill of Brazil, I'm Not Really a Waitress, Malaga Wine, Big Apple Red, Cajun Shrimp, A Good Man-darin is Hard to Find, Got Myself into a Jam-balaya, Do You Take Lei Away?, Taupe-less Beach, Gelato On My Mind, Rich Girls & Po-Boys, You're Such a BudaPest, Show Us Your Tips!, Do You Have This Color in Stockholm?, Lincoln Park After Dark, Black Onyx



## OPI SOFT SHADES



FROM LEFT TO RIGHT: Alpine Snow, Funny Bunny, Bubble Bath, Passion, Samoan Sand

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## STARTING YOUR CAREER

From passing your state board exam to acing your interview, this section helps you figure out what you need to know when you are just getting started.

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## COVER LOOK

- Nails:** Joanne Sorbello
- Photographer:** Roberto Ligresti
- Makeup:** David Maderich
- Fashion Styling:** Rod Novoa
- Model:** Jennifer Daniels



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# Taking the Next Steps

Graduating from nail school is exciting, but it can be intimidating, too. While you're in nail school, you know exactly what you need to do to accomplish the goal ahead of you: Attend your classes, study for your state board exam, and of course, practice, practice, practice. When you're finally set free into the world of professional nails, the path to success in your chosen career can be less clear. The best way to channel that uncertainty is to research and gather as much knowledge as possible from others in the industry. NAILS' Career Handbook is a great place to start: The information it provides will help you lay the groundwork for your career, from the first interview to salon marketing to taking care of your body, so you can be successful and healthy for years to come.

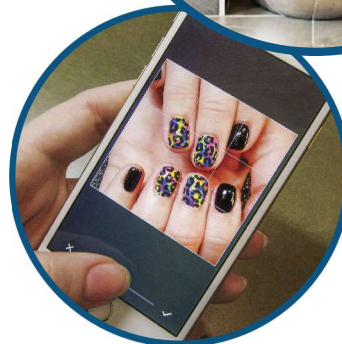
Some of the information you can find in this magazine includes:

- **How to interview successfully.** Finding a job can be difficult, but salon owners have trouble finding good employees, too. Learn how to impress interviewers with your professionalism in "How to Ace Your Interview" (p. 10).
- **How to fill your chair quickly.** Attracting new clients is one of the most difficult parts of starting out as a nail tech. Get off to a flying start with "67 Tips to Fill Your Chair in 6 Months" (p. 14).
- **How to use social media effectively.** Most people use social media for fun, but these platforms can be invaluable business building tools as well. Learn how to use them to your advantage with "How to Use Social Media to Build a Client Base" (p. 18).
- **How to avoid stress.** The fast-paced salon environment can add anxiety to your life, but you can learn to deal with it. See "Managing Stress at the Salon" (p. 56) for some healthy tips.

As you grow in your career, be sure to seek out other professionals and take every opportunity to further your education. Above all, don't forget to take a moment to be proud of yourself! You worked hard to get where you are, and you're ready to become an amazing nail tech. We hope you stay connected with NAILS as you build your career.

*Katherine*

Katherine.Fleming@bobit.com



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# 21 Tips for Test Takers



You've graduated from nail school! But before you can start working in a salon you have to pass your state board exam. Here are 21 tips to prepare you for the big day.

- 1** Remember, studying for the test begins on the first day of class. Decide to learn the material, not simply know it well enough to pass the test.
- 2** Don't delay in taking your exams. Take them as soon as possible after completing your coursework when everything is still fresh in your mind.
- 3** The National-Interstate Council of State Boards of Cosmetology (NIC) provides tests to more than 30 states. Go to [www.nictesting.org](http://www.nictesting.org) to see if your state is one of them. If it is, click on [www.nictesting.org/testing-program](http://www.nictesting.org/testing-program) to see sample questions and a link to paid practice exams, which will give you an idea of what types of questions will be asked.
- 4** Find the Candidate Information Bulletins (CIB) on the NIC website to learn how test questions are weighted. Download and print the practical CIB for nail techs and study it.
- 5** Check out [www.milady.com](http://www.milady.com) (click on the Catalog tab and then Online Licensing Preparation) to find resources for study guides. Many state tests use these as the references for test questions.
- 6** Review chapters and notes on sanitation and client safety. Also review your state board's regulations.
- 7** California usually leads the pack in terms of state board regulations. Whether you're in California or not, you might consider checking out [www.californiastateboard.com](http://www.californiastateboard.com) for information on exam prep tutoring.
- 8** Take out your old tests from class, see where you made errors, and review these sections.
- 9** Stay positive. You have done the work, you've studied hard, and you've earned the right to take the state board. Tell yourself that you won't fail. A positive outlook will keep your head clear.
- 10** To answer a multiple-choice question, first cover the choices, next read the question and determine your answer, then uncover the choices and search for your answer.
- 11** Check and recheck your kit and materials against your state regulations, and bring duplicates of items in case of a mishap. Label all of your materials accordingly.
- 12** Write down every single step of the manicuring process before executing it on your practice hand. Do the same with nail tip application, acrylic nail enhancement application, and the blood exposure procedure.
- 13** Practice the entire practical portion of the exam (including station set up) a day before your test. Time yourself and get familiar with your kit.
- 14** Bring a photo ID and a social security card to the test. (Bring another government-issued ID if you don't have a social security card.)
- 15** When in doubt, sanitize. This is first and foremost a test for consumer safety. Sanitize every step of the way. It is the number-one thing proctors are looking for.
- 16** Make sure your transcripts have been sent from the schools. Make sure any necessary paperwork is filled out prior to the test.
- 17** Leave plenty of time before the test begins, to park, use the restroom, and walk to the testing room. Bring money for a parking meter. Consider visiting the testing site a few days before so you know exactly where it is.
- 18** Run through practice boards a few times. If your school offers mock exams, pay attention and ask questions. Pay attention to details.
- 19** Wear comfortable, professional clothing, remembering your clean lab jacket if required. Make sure your hair is pulled back and away from your face and that you don't wear any dangling jewelry.
- 20** Put all the vocab words (like nail diseases) and subjects you have problems with on flashcards. Run through them regularly until you've mastered them.
- 21** Relax! You're ready. **N**



Visit [www.nailsmag.com/bloglist/student](http://www.nailsmag.com/bloglist/student) to read about other new grads' state board exam experiences.





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# Know Your Compensation Options

Believe it or not, some techs graduate from nail school and immediately open up their own salon. Most, however, wait to get some experience first. If you're not ready for salon ownership, you can get to work as either an employee or a booth renter. Read on to learn the differences between these types of techs.

## WHICH JOB DESCRIPTION IS RIGHT FOR YOU?

### A SALON OWNER:

- Leases or owns the salon property
- May hire employees, rent out booths, or work solo
- May provide equipment and supplies for employees
- Has discretion over salon decor, marketing, hours of operation, retail lines
- May provide benefits for employees

### AN EMPLOYEE:

- Receives a salary and/or commission (plus tips)
- Can be required to work certain hours, follow certain procedures, adhere to a dress code
- May receive training, performance goals, and evaluations from the salon owner
- Has payroll taxes withheld from her paycheck
- May receive benefits like vacation and health insurance

You might prefer to be an employee if you enjoy the following:

- Being part of a team
- Receiving training and feedback
- Relying on a salon owner to help build your business
- Bearing less financial responsibility

### A BOOTH RENTER:

- Pays a fee (rent) to lease a space in a salon
- Sets her own prices and collects money directly from her clients
- Determines her own service offerings
- Pays for her own supplies
- Pays her own taxes and insurance
- Does not receive any benefits

You might prefer to be a booth renter if you enjoy the following:

- Being your own boss and making decisions independently
- Wearing many hats
- Having the challenge of building a clientele



Go to [www.nailsmag.com/irs](http://www.nailsmag.com/irs) to learn more about employees, booth renters, and independent contractors.

## HOW TO ESTIMATE YOUR TRUE INCOME

### FOR AN EMPLOYEE:

Line 1. Annual gross income (salary, service and retail commission, and tips) \_\_\_\_\_

### ANNUAL EXPENSES

Line 2. FICA (social security and Medicare taxes) (7.65% of line 1) \_\_\_\_\_

Line 3. Estimated federal and state income tax (note: check current tax rates for your income bracket) \_\_\_\_\_

Line 4. Cost for tools not provided by employer (note: if these add up to more than 2% of your AGI, they are deductible! Keep a list.) \_\_\_\_\_

Line 5. Total of lines 2-4 \_\_\_\_\_

Line 6. Annual take-home pay (subtract line 5 from line 1) \_\_\_\_\_

### FOR A BOOTH RENTER:

Line 1. Annual gross income (gross service and retail income and tips) \_\_\_\_\_

### ANNUAL EXPENSES

Line 2. Space rental \_\_\_\_\_

Line 3. Tools, supplies, cost of retail product \_\_\_\_\_

Line 4. Phone, business software \_\_\_\_\_

Line 5. Liability insurance \_\_\_\_\_

Line 6. Marketing and advertising \_\_\_\_\_

Line 7. Misc. expenses (accountant, mileage, bank fees, etc.) \_\_\_\_\_

Line 8. Total of lines 2-7 \_\_\_\_\_

Line 9. Adjusted gross income (subtract line 8 from line 1) \_\_\_\_\_

Line 10. SECA (self-employment contributions tax) (15.3% of line 9) \_\_\_\_\_

Line 11. Estimated federal and state tax (check current tax rates for your income bracket) \_\_\_\_\_

Line 12. Total of lines 10-11 \_\_\_\_\_

Line 13. Annual take-home pay (subtract line 12 from line 9) \_\_\_\_\_

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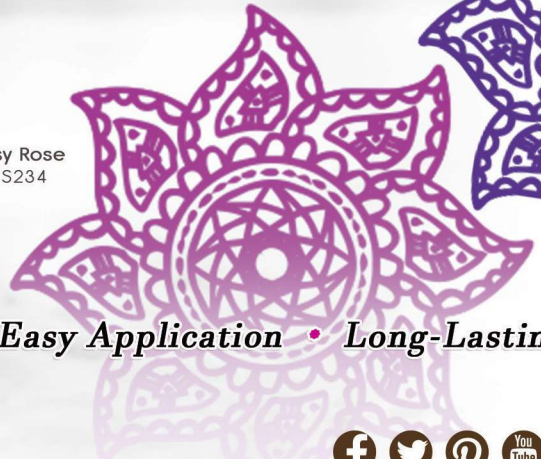
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# How to Ace Your Interview



## DRESS THE PART

- 1. Look neat and professional.** Your clothes should be clean and spotless, your shoes polished, and your jewelry minimal. Don't show up to an interview wearing jeans, a too-short skirt, a low-cut blouse, dirty or smelly clothes, or anything else that could give off a sloppy first impression.
- 2. Gear your look to the salon's look.** If it's young and hip, it's OK to dress more on the trendy side — keeping in mind that employers are trying to gauge the type of impression you'd make on clients. When in doubt, go more conservative.
- 3. Have impeccable nails, hair, and makeup,** but don't go over the top. Keep your look natural and subdued.
- 4. Accessorize well,** but not to the extreme. Wear small earrings and feel free to bring a neutral-toned purse (with room for a notepad and pen for writing down any follow-up information).

## WHERE TO LOOK

- 1. Surf the web for online classifieds.**  
Some great sites include:
  - [www.craigslist.org](http://www.craigslist.org) (go to your city's page, then jobs — salon/spa/fitness)
  - [www.behindthechair.com/jobs](http://www.behindthechair.com/jobs)
  - [www.salonemployment.com](http://www.salonemployment.com)
- 2. Check with your school** to see if it offers job-placement assistance.
- 3. Ask distributors, teachers, product educators, and established nail techs** if they know of salons hiring new techs.
- 4. Look for salons where you'd like to work** and approach the owner to find out whether the salon is hiring.
- 5. Go to trade shows,** networking events, job fairs, and other industry events armed with resumes and your portfolio.

## PUTTING TOGETHER YOUR PORTFOLIO

A portfolio with pictures of your work should show your skills while also letting the potential employer know you are organized. Purchase a simple binder from an office supply store, making sure to have plastic sheet covers, and include the following:

- **A nice photo of a full set of acrylic pink-and-whites.** It's one of the most basic services and most employers will appreciate your skills in this department.
- **A shot of toes.** If you're proficient in gels, then a photo of some nice gel toes, glitter toes, or other decorative toenails will be sure to impress.
- **If you have a creative side, include photos of your nail art.** Even if you don't plan on selling nail art as a service, it still shows the potential employer you are passionate about nails.
- **Photos of any other nail specialties** (wraps, Minx nail coatings, party nails, etc.).
- **A copy of your license and any other accreditations or certificates** you've earned (like completion of manufacturer courses, first-aid classes, or beauty school nail competition placements).

## PREPARING A RESUME

Here are some tips for creating a crisp, organized resume that'll highlight your skills and potential.

1. Make sure your resume is organized logically and typed neatly.
2. Ensure that your personal voicemail and e-mail convey a professional image.
3. Give the name/address of your cosmetology school and your license number or expected certification date.
4. List competitions you've entered — it shows you're active in the industry.
5. Include outside work experience and mention skills you've gained that relate to the nail industry.
6. If you're active on social media, only list those platforms if they are nail-related and professional.

For more tips and to view a sample resume, visit [www.nailsmag.com/sampleresume](http://www.nailsmag.com/sampleresume).

## COMMON INTERVIEW QUESTIONS

Be prepared to answer more than just “yes” or “no” questions. Practice your responses to these interview questions by role-playing with classmates or a friend.

- What service do you find the most enjoyable to do? Which is the least?
- How will you market yourself and draw in your clientele?
- Why is it important to get manicures and pedicures?
- How personable are you with your clients?
- What will your reaction be if a client says she doesn’t like your work and wants a refund?
- Are you willing to promote others in the salon and how?
- If you were experiencing a conflict with a fellow employee, how would you handle the situation?
- What are the possible consequences of using dirty implements?
- What are your strengths and weaknesses?
- How long does it take you to do a full set of gel? What about a full set of acrylic?

## HOW YOU’LL KNOW IF IT’S A GOOD FIT

Think about the advantages and disadvantages of different salon work environments.

	ADVANTAGES	DISADVANTAGES
NAILS-ONLY	Other nail techs to learn from; coworkers who share your passion for nails; coworkers to handle clients when you are sick or out	No stylists or estheticians to get referrals from
FULL-SERVICE	Stylists and estheticians to get referrals from; other clients to draw from	No one to network with or ask questions; nails might not be a priority
SPA	Usually charge higher prices; quiet, spa-like atmosphere, more coworkers to get referrals from	Most spas don’t offer nail enhancements; nails might not be a priority

## DURING THE INTERVIEW

- 1 Be sure to arrive a little before the appointment. It’s always better to wait outside and take a minute to compose yourself than it is to rush when you’re running late. Try to give yourself plenty of time for traffic.
- 2 Don’t chew gum, play with your hair, bite your nails, or fidget. Shake hands with people and look them in the eye. It shows confidence and openness.
- 3 In the interview, relax, but use your best manners. Remember to just breathe when you feel nervous.
- 4 Discuss what you have to offer the salon, such as energy and a fresh perspective.
- 5 Research the salon at which you are applying by perusing its website, online reviews, etc.
- 6 Discuss various aspects of the salon with the person interviewing you, as that knowledge is an expression of interest and sincerity.
- 7 Keep the conversation professional, upbeat, and to-the-point. Don’t ramble and don’t criticize teachers or previous employers. Do not discuss any personal issues or political/religious views.
- 8 Be prepared to let the salon owner know why you left your previous job or career. If you left on less-than-optimal terms, cast the situation in a positive light, such as: It wasn’t the right place for me, or I needed more support to grow.
- 9 If you have to do nails during the interview, make sure your tools and products are neat and in a professional-looking toolbox. (If you have to bring a model, she should look as professional as you do.)
- 10 Be prepared to discuss your career goals and expectations for this job, such as mentoring or continuing education. It is OK to ask what the work environment at the salon or spa is like and what type of products are used and retailed.
- 11 Don’t appear to be only interested in the money. Most owners feel it is acceptable to inquire about how the company compensates, but to wait until the second interview to discuss how much (see page 8 for information on different compensation systems).
- 12 When discussing work hours, try to be flexible and open to the needs of the salon, but forthright about your own limitations. If you have to be limited on certain days, try to offer more time elsewhere on the schedule.
- 13 Use our First Nail Salon Job checklist on page 12 for guidance during your interview. Remember, you want to make sure a salon is the right fit for you. **N**

# Nail Salon *Job Interview Checklist*

Salon name: \_\_\_\_\_ Date of meeting: \_\_\_\_\_

## QUESTIONS TO ASK A PROSPECTIVE EMPLOYER

### What is the salon's target market?

- Male  Female  Both

Age range \_\_\_\_\_

Other characteristics \_\_\_\_\_

How do you mentor new techs? \_\_\_\_\_

### How much do you budget each year for education?

- \$0  \$1-\$100  \$101-\$300  
 \$301-\$500  More than \$500

### What is the salon's yearly marketing budget?

- \$0  \$1-\$250  \$251-\$500  
 \$510-\$1,000  More than \$1,000

### When was the last time the salon raised its prices?

- within the past six months  
 within the past year  
 within the past two years  
 no price increase in the past two years

### What is the compensation system?

- salary  percentage of service fees ( \_\_\_\_\_%)  
 other

### What are the incentives for selling retail?

### Do you offer health insurance?

- medical  dental  vision  other

### What is the parking situation for employees?

### What product brands does your salon use and why?

### What tradeshows do you or your staff go to?

- ISSE Long Beach  
 America's Beauty Show  
 Premiere Orlando/Birmingham/Columbus/Philadelphia  
 IBS Las Vegas/New York  
 Other (Which one?) \_\_\_\_\_

### For the tradeshows, who pays the admission price for staff attendance?

### When was the most recent staff meeting?

- within the past week  
 within the past two weeks  
 within the past month  
 within the past six months  
 within the past year  
 no staff meetings within the past year

### Can I meet and talk with some of the other team members?

- Yes  No

### THINGS TO OBSERVE

- Tools being disinfected and disposed of per state board regulations
- Overall cleanliness
- Appropriate licenses displayed
- Atmosphere (spa-like, boisterous, etc.)
- Odor level (is there ventilation?)
- Tech interactions with clients
- Receptionist interaction with clients and with techs
- Client waiting time
- Retail area set-up
- Polish selection
- Dress code
- Salon menu variety and pricing

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# 67 Ways to Fill Your Chair in 6 months

You've graduated from school, secured a job in a great salon, and now all you need is some clients. According to successful industry veterans, you can fill your book in six months. Here are 67 ways to do just that.

## START WITH YOU



**1 Make sure your nails look beautiful.** You should be your own best advertisement. If you have a specialty (pink-and-whites, nail art), wear it on your own nails.

**2 Look professional.** No one's saying you should wear a suit — but wear clean, pressed, tailored comfortable clothes. Dress to the salon's image.

**3 Develop an elevator speech.** This is your 30-second intro, explaining who you are, what you do, where you work, and one interesting fact potential clients will remember you by.



**4 Create a recognizable brand.** Have a logo professionally designed and use it on everything.



**5 Get a mentor.** Find an experienced tech (maybe in your salon) who can show you the ropes. Find help for specific questions online.

**6 Watch your language.** "Colorful" language is best left out of the salon. Never gossip about clients.

**7 Get business cards.** Order professional cards that include the salon name, address, phone number, website, and your name and title. Put a referral offer on the back.

**8 Be on time.** If you're running late, call or text the client, if possible, apologize, and offer a small complimentary service (like a paraffin dip) if a client must wait.

**9 Set professional, financial, and personal goals.** Write them down, set time aside weekly to complete them, then cross them off your list.

**10 Track your progress.** Create a digital spreadsheet or physical notebook with your daily, weekly, monthly, and annual goals. Set aside time each day to keep on top of it.

## GET THE WORD OUT

**11 Shamelessly self-promote.** Join a local networking group and do a demo at one of the meetings. Keychains, pens, or nail files with your salon name on them make great gifts.

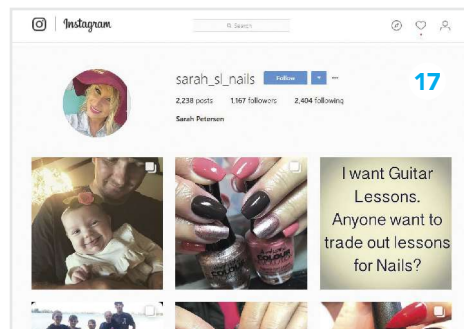
**12 Always carry your business cards.** Don't leave home without them.

**13 No marketing works as well as personal referrals.** Advertising gets your name out there, but most clients come to the salon through personal invitation and referrals.

**14 Start with family and friends.** Give free pedicures, gel-polish manicures, and full sets to your family and friends. They will market for you, and they will be honest with you about your work and how it can be improved.

**15 Have a website.** If you don't know where to start, ask a friend who has some web design experience. Make sure to include your bio, salon address, hours of operation, service descriptions and pricing, and salon and service photos.

**16 Stop in at all the businesses near your salon.** Introduce yourself and offer a special price to the employees. Drop off gift bags with salon info and samples.



**17 Work together.** Barter services with other stylists in your salon. Help to promote each other and keep business in your salon.



# Helios

## Luminor

professional nail polish



Luminor, a smart polish with a wear time of up to 10 days, combines nail color and top coat with a photo-initiator for a gel-like look. This formula cures in natural light, with no need for a UV or LED lamp.

Spring/Summer 2018 Collection



#102  
*Kinda Care,  
Kinda Don't*

#103  
*Free Spirit*

#104  
*Bee Happy*

#105  
*Made in the  
90's*

#106  
*Always on  
Vocatio*

#107  
*Liberated  
Lady*

Helios is a new professional nail brand based in New York with a production process that relies solely on expert-approved research, innovations, scientific advancements, and quality.

hello@heliosnails.com / Ph.: +1 888 7737 800 / heliosnails.com

**18 Give a free full set and business cards to people in the public eye.** In exchange they should give out your card whenever someone comments on their nails. Good candidates for this arrangement are flight attendants, bank tellers, realtors, and jewelry or makeup counter salespeople.

**19 Start an e-newsletter.** Use this to announce your latest services and offer promotional discounts.

**20 Leave an extra tip for the waitress.** Along with the cash tip, leave a gift certificate for \$10 or \$20 toward services with you. Include an expiration date of no more than 60 days out. Leave a couple for the server/bartender to hand out.



**21 Do some wedding prep.** Get friendly with bridal salons, photographers, flower shops, and wedding planners for referrals. Also, rent a booth at a bridal show to reach new clients.

**22 Branch out.** If your salon doesn't do hair, trade business cards with hair salons that don't do nails.

**23 Make gift certificates available online.** Work with your web designer or [www.spaemergency.com](http://www.spaemergency.com) on this convenient service for clients.

**24 Use your retail items wisely.** Put stickers with the salon name and phone number on all retail items. Personalize retail bags with the salon name.

**25 Get involved in your community.** Local charities, sporting programs, and local government and school events, directories, and brochures offer great exposure — often in exchange for a small donation.

**26 Set up a referral arrangement.** Contact neighboring businesses to see if they will give their customers your card.



**27 Promote, promote, promote.** Hand out flyers and consider paid advertising online or elsewhere. Take advantage of free social media platforms such as Pinterest, Instagram, Facebook, YouTube, Snapchat, and Nail Art Gallery to post your work.

## MASTER YOUR ETIQUETTE

**28 Make a good first impression.** Greet clients as they walk in the door. Make sure they see a clean, organized salon.

**29 Be prepared.** Always be ready before the client walks in.



**30 Keep the music down.** Unless it's part of your salon theme, don't have a TV or radio dominating the salon atmosphere.

**31 Don't speak poorly of other salons or techs.** You can listen and empathize, but don't add your own criticism.

**32 Stay off the phone.** Take care of clients who call, but keep the personal calls and texts for personal time.

**33 Act as if every client is your only client.** Give her your full attention.



**34 Offer the client a drink.** Tea, water, coffee, and juice are great options.

**35 Find out your clients' nail history.** Offer services that best suit their lifestyle.

**36 Keep your door open.** An open door and a "Walk-ins Welcome" sign is very inviting. Be at the salon even when you don't have scheduled clients.

**37 Offer more than the price.** When you receive a price inquiry, sell the service. Say, "For a pink-and-white full set, we charge \$50, and that includes..."

**38 Keep your personal life personal.** It's OK to answer questions when asked, but steer the conversation away from you.

**39 Watch your words.** Instead of saying, "No, that won't work," say, "That appointment has been taken." Then offer an alternative.

**40 Offer standing appointments.** If a client can't do a standing appointment, make sure to at least book her next appointment.

**41 Confirm appointments 48 hours before the appointment time.** This way if your client reschedules, you still have time to fill the opening.

**42 Be reliable.** Especially when you are building new client relationships, you need to let them know they can depend on you.

## MAKE THE SALON A WELCOMING PLACE

**43 Keep it neat.** Make sure your table is clean and the client sees that you disinfect your implements.

**44 Make your table an oasis.** Products should smell, feel, and look good.

**45 Be unique.** Come up with unique signature services that your clients can't get anywhere else.

**46 Encourage them to test products.** Display "try me" bottles of retail products on your table.

**47 Use convenient technology.** Offer online booking so clients can book appointments at all hours. Look for smartphone scheduling apps. Also allow clients to text their appointment requests to you.



**48 Don't ignore the other half.** Create services that invite men into the salon.



**49 Show them what you have to offer.** Keep retail displays organized and well-stocked.

**50 Put a white or chalk board near the salon entrance.** Update it daily with the services and times you're available.



**51 Schedule clients back to back.** That way they'll see other people in your chair.

**52 Decorate your front window.** Promote services with attention-getting window displays.

**53 Pay attention to the details.** Notice special needs and subtly try to make a client's visit easier.

## HAVE A BONDING EXPERIENCE

**54 Offer only what they can handle.** If you give away full sets, make sure the person's lifestyle can accommodate fill appointments.

**55 Educate your clients.** During the first appointment, tell clients what steps you are taking in each service and why. Let them see how serious you are about nail care and helping them maintain beautiful, healthy nails.

**56 Develop a client recovery system.** Think of a way to recapture clients you haven't seen for a while. Set aside time and send them a note with an offer to get them back in with you.

**57 Enlist the team.** Get the receptionist, owner, and employees on board to create a unique, consistent salon atmosphere.

**58 Give a "commitment card" to every new client.** This is a small card that lists your commitment to the client on one side, and her commitment to you and her nails on the other.

**59 Be available.** When you are building your clientele, it's important to be at the salon during hours that are convenient to the client.

**60 Send cards to your clients.** At the holidays, on their birthdays, and for referrals, send cards thanking them for their loyalty. If you want to, include a coupon for a discounted service.

**61 Say thanks.** Send thank-you notes to new clients to show your appreciation for their business.

**62 New client call backs.** Call new clients within a few days, inquire about their service, ask for feedback, thank them for coming in, and tell them you look forward to seeing them again soon.

## KEEP LEARNING

**63 Educate yourself.** Read trade magazines, attend trade shows, and take continuing education classes.

**64 Take copious notes.** Keep client cards to help you track allergies, nail issues, and contact information. Write down colors they like so you can remember next time.



**65 Show off.** Display your education certificates, plaques, trophies, and press coverage in visible areas.

**66 Niche marketing.** Figure out what you're best at (enhancements, nail art, Minx nail coatings, pedicures, etc.) and create a name for yourself in your area for this type of service.

**67 Know about diseases and disorders of the natural nail.** Be able to give advice on treatment, and know where to refer clients for help. Have a list of specialists you trust — dermatologists, podiatrists, etc. **N**

# How to Use Social Media to Build a Client Base

Social media has become an incredibly valuable way for nail techs to promote their work. Many nail techs find new clients by hashtagging their location and “nails” on Instagram, advertise new specials on Twitter, and curate nail art ideas on Pinterest. With a bewildering number of social networks available, how can you use each most effectively? NAILS’ social media columnist Sarah Waite has this advice on how to use each major social media platform for your salon.

## STEP UP YOUR PHOTOS

Most social media networks are very much a visual medium, so posting the highest quality client photos is a great way to boost your business without having to spend any extra cash. You can take beautiful photos with just your phone. Many new clients will check out your online portfolio when deciding whether to book with you, and a clean, cohesive Instagram or Facebook feed can give you a leg up.

**Set the scene.** Play around with glittery scrapbook paper, fabric swatches, or even faux marble contact paper for a background look that is both fun and functional.

**Strike a pose.** Demonstrate the pose first with your own hands, and then don’t be afraid to get in there and adjust your client’s fingers as needed. Ask your client to keep her fingers relaxed to avoid tense, “claw” style photos, and try a few different poses to see what looks best.

**Light it up.** Make sure that the area you are taking the photo in has plenty of natural light or other lighting options. Aim for the look of natural light: Set up near a window or use a desk lamp with a bulb that mimics it. Getting the angle right with a desk lamp can help minimize shadows and soften wrinkles in the final shot. And don’t forget to pay attention to the reflections of the light lines — sometimes they can obscure your nail art.

**Edit your work.** When you’re editing photos, try cropping in close, dialing up the brightness, and adding a bit of contrast to make the nails more visible on a small screen. You can also try adjusting the color until skin tones look natural — interior lighting can give photos a greenish or reddish cast. Be careful, though — don’t go overboard with editing.

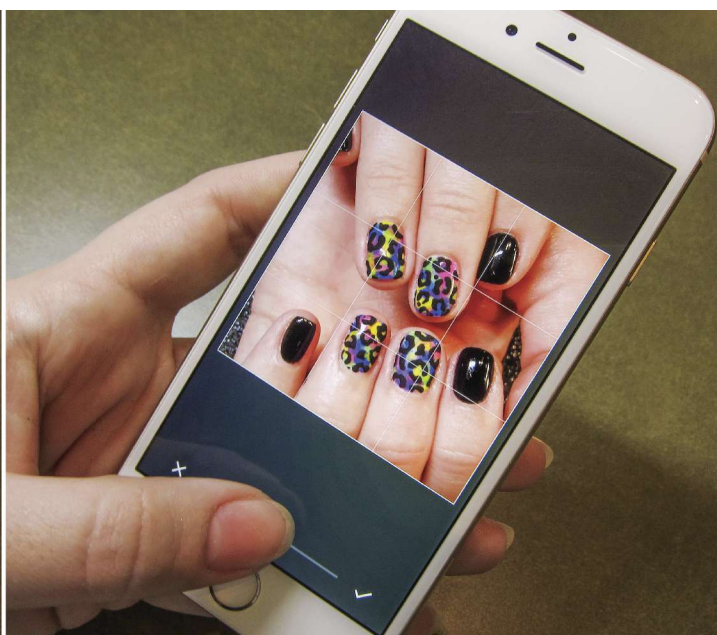
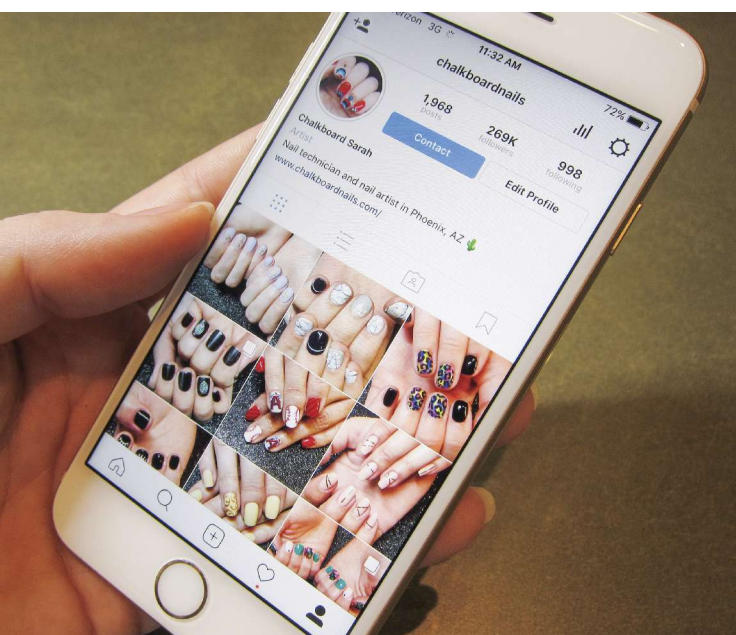


You’re probably familiar with Facebook, but do you know how to use it to promote your business? Go to [www.nailsmag.com/facebooktips](http://www.nailsmag.com/facebooktips) to learn 10 tips to make the most of Facebook.



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 FOR SERVICE & TO ORDER PARTS: 1.631.243.5300 WWW.PEDISPAFIX.COM





## INSTAGRAM

**Post regularly.** It's tempting to post a flood of photos when you've got a bunch saved up and ready to go, but you don't want to overwhelm your followers. Studies suggest that it's best to post once per day, so spread those posts out and make the most of them.

**Hashtag.** Hashtagging properly and effectively is a tricky business. You don't want to throw hundreds of hashtags at your photos just to see what sticks. Instead, look at your favorite accounts to see what hashtags they are loving and use them to contribute to the community, too. Think of what a potential client would be searching for in order to find your work.

In addition to the more popular and generalized hashtags, create one that's unique to your brand. It can be used to help connect your client base and create a network of nailfies (that's a nail-selfie!).

**Think outside the square.** Don't be afraid to push yourself when it comes to your photos. Use the full-size format when it makes sense, and don't feel like you have to stick to the square. Play around with apps like KiraKira+ or Boomerang to mix things up on your page. Curate photo sets so you don't have to limit yourself to just one shot. Try new things, but then be sure to pay attention to what works for you and your audience.

**Convert to a business profile.** Business profiles get to enjoy certain benefits that regular accounts don't have access to. They allow you to add a phone number, email address, and physical address to your page, so when people click your "Contact" button, they'll be given options to call, email, or even to get directions to you. It's an easy change to make that can facilitate turning your followers into clients. Converting your account to a business profile is also the only way to access Instagram's analytics tools. You'll also open up the option to promote posts.

**Track your stats.** Using services like Iconosquare, Union Metrics, or Instagram's built-in analytics tools can help you learn how to manage your account more effectively. These services can show you data like best times to post, most effective hashtags, most popular posts, and even which account is your biggest fan. Using these stats can help you determine which types of posts perform well for you and drive your content decisions in the future.

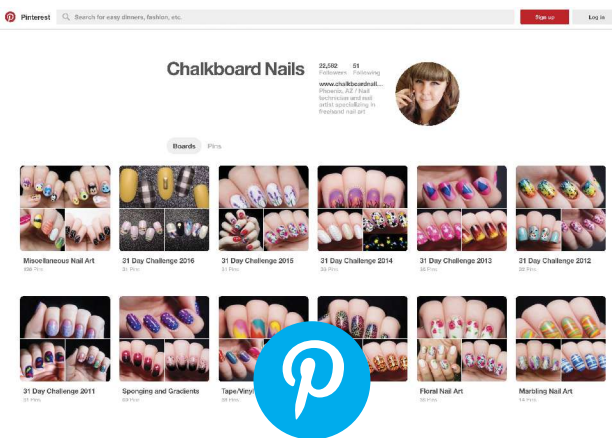
**Video is king.** While videos can seem overwhelming at first, there are plenty of options for newbies to play around with. Try sticking to your strengths at first. Instead of tackling a full-on tutorial, ask a salon-mate to film a short clip while you apply chrome powder or stamp on a pattern. Are you good at acrylics? Film a video while you work that bead of L&P. Viewers just want to see you in action, so worry less about perfect presentation and show off what makes you you! (Just make sure that your client doesn't mind, first.)

**Stay true to yourself.** Above all else, your Instagram feed should be a reflection of you and your business. Make sure that every decision you make is in line with the way you want to be seen. Have fun, try new things, and push the envelope, and you'll be sure to find success.



## TWITTER

While this platform's 140-character limit forces you to keep things short and sweet, it can be used to fill openings in your books, share information about specials, post photos of your work, and more. It's a great way to keep clients up-to-date on new promotions and last-minute openings. You can include photos with your tweet, express yourself through animated gifs, or poll your followers. Twitter also features location services, so you can add a city or neighborhood to your tweet. This can be a great tool for businesses looking to drive local traffic.

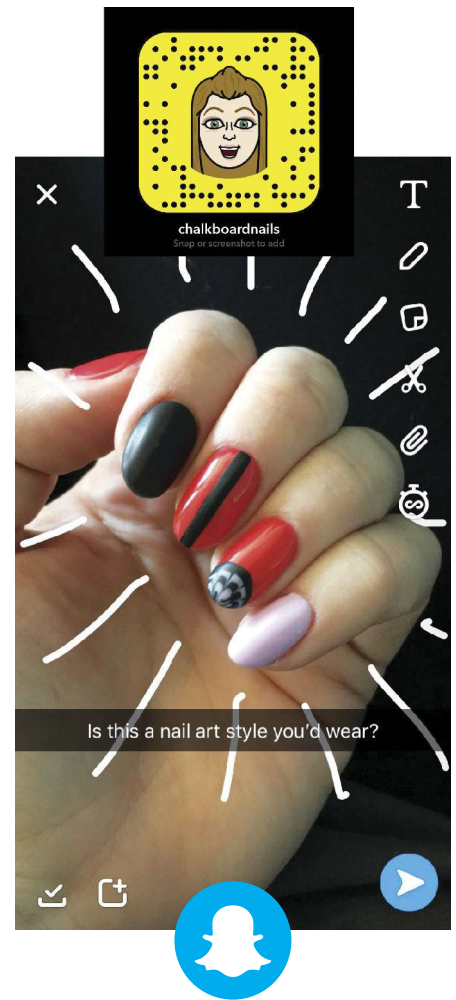


## PINTEREST

Pinterest is a social networking website that allows you to curate collections of visual bookmarks. You can save images from any website by installing the Pinterest browser button, upload your own photos directly (don't forget to add the link to your website or caption with your handle), or repin images you see on Pinterest to your own page (perfect for when you see a great nail art style that you want to save and try later).

When you're ready to start pinning, it's important to think about how your boards will be organized. Try grouping your pins by color, season, or style, or try something more outside of the box, like grouping by nail shape, nail length, or international trends. If your salon has multiple artists, you could give each of them their own board to showcase their best work. Don't forget: Boards can be a mix of all kinds of pins. Your "Floral" inspiration board can include nail art, but it might also benefit from including tattoos, runway fashion, and home decor. Think of it as your own trend report.

Remember, never attribute someone else's work to your website or claim it as your own, always look for the original artist's website or Pinterest profile when creating a new pin, and always edit your pin captions for clarity.



## SNAPCHAT

To make the most of Snapchat, keep it light. Snapchat is casual and fun, and you should never take your account too seriously! Of course, it's important to stay professional, but it's OK to lighten up a little and have some personality. Doodles on your photos and filters that turn you into woodland animals are pretty much par for the course, so make sure everything you do is injected with a bit of fun. Here are some other fun ways to use Snapchat:

- Offer an exclusive offer or discount if clients screenshot your Snap and bring it to the salon
- Show off your new products by unboxing them on Snapchat
- Introduce clients to your salon's offerings by posting highlights from your services
- Make your own Snapchat filters for special events **N**

# The 10 Worst Things a Nail Tech Can Do

Whether a result of inexperience or bad habits, these 10 troubles tend to consistently trip up techs. Can you honestly say you have never committed any of these major missteps?

BY MICHELLE PRATT

**MISTAKE  
#1**



**INCORRECTLY CURING  
THE PRODUCT**

It's hard to overemphasize the importance of getting the correct cure, which is why this ranks as the #1 worst thing a tech can do. "The two most common culprits for this offense are excessive monomer and choosing the wrong nail lamp for the cure," says Doug Schoon, industry chemist, author, and educator.

Cured product does not typically cause an allergic reaction — the problem stems from uncured or under-cured product being in contact with the skin for a prolonged time or repeated exposure to incorrectly cured product. When UV gel is not fully cured, it leaves both the client and the nail tech at a higher risk of developing an allergic reaction. If the product is over-cured, the client is more likely to experience damage to her nail plate and nail bed, mainly because the product will be so difficult to remove. It could also burn the nail bed, which causes it to release the nail plate and could result in an infection. Also note that techs put themselves at risk with uncured product, too, because their arm tends to rest in the filings that land on the desk. Over time, this exposure to the skin can cause an allergic reaction.

**Is this you?** If you don't dust your bulbs daily and dutifully replace them every two to four months, it's likely the gel will not cure entirely. Another indicator is that some gel will be soft or will easily file away, even after the correct amount of time under the nail lamp.

**MISTAKE  
#2**

**DIAGNOSING AND  
PRESCRIBING**

Nail techs beautify. Doctors diagnose and prescribe. It's not only dangerous to deliver a diagnosis, it's against federal law. Let's start with some basics. No cosmetic product (cream, oil, etc.) can make the claim that it can prevent or treat a nail or skin infection. If you recognize dry skin, suggest a product. However, if you recognize that a nail or the skin on the hands and feet are unhealthy or see something unusual, recommending treatment is outside the scope of your license. Techs cannot prescribe remedies that would alleviate medical conditions or infections. It is, however, well within your scope of responsibility to say, "That does not look healthy, and I recommend you consult with your doctor."

**Is this you?** Have you ever told a client that she has a fungus? Have you ever suggested a client use tea tree oil, white vinegar, or some other remedy to clear up a skin condition? You may have crossed a line.

**IGNORING  
VENTILATION**

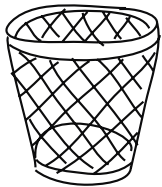
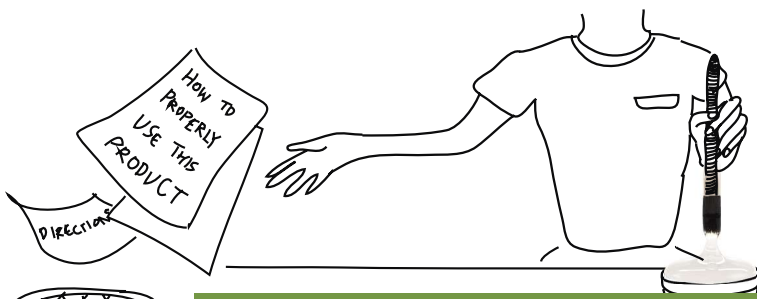
**MISTAKE  
#3**

"Even cowboys in the West knew they needed a bandana to protect themselves from dust," says Schoon. Why don't nail techs use the same common sense? Techs have multiple reasons why they don't ventilate properly — a ventilation system is too expensive, too loud, or too inconvenient — but it all comes down to one thing: They undervalue good air. And that's a mistake. Ensure good air quality with a source-capture machine or an N95 dust mask.

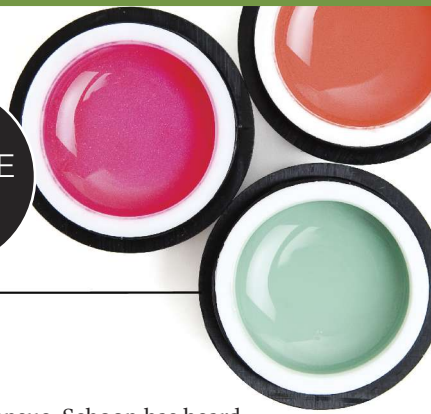
**Is this you?** We're talking to you if you think opening up your door and turning on the ceiling fan constitutes good air quality.







**MISTAKE #4**



**BLATANTLY DISREGARDING DIRECTIONS**

When techs go rogue in how they apply and mix their products, calamity can ensue. Schoon has heard more times than he cares to note the words of trail-blazing techs who proudly proclaim they've discovered a better way than manufacturers suggest. "They haven't found a better way," says Schoon. "What they have found is a way to compensate for something they're doing incorrectly." This cherry-picking of top coat, base coat, curing lamp, etc., functions as a band-aid, and it has repercussions. If a client ever takes the tech to court, none of the manufacturers will back the tech up if she doesn't follow their recommended guidelines.

**Is this you?** Do you find yourself in conversation with clients or other techs where you explain that manufacturers advise using certain products in a particular way, but you've found other ones to work just as well or better? (Then, we're talking to you.)

**MISTAKE #5**



**IGNORING SYMPTOMS**

Your client complains of sore, throbbing nails. You observe redness, swelling, and unusual peeling. Don't ignore these signs. The body is warning you something is wrong. "When techs are educated, they can be like problem-solving detectives," says Schoon. "They understand the signs that indicate a problem and they can trace their steps back to see what's causing it." We know prolonged and repeated exposure of uncured product on the skin can cause allergic reactions. So, when the signs and symptoms of an allergy appear, it's the tech's responsibility to stop business as usual. Do not continue with the nail service until the problem is solved. Stop what you're doing and refer the client to a medical professional.

**Is this you?** Do clients complain of itching, redness, or peeling nails? If so, discontinue services until the client has seen a doctor. Begin services again only after the nails and skin are healthy. Also, be aware of your technique to confirm you do not touch the skin during your application process and your product is curing correctly.

**MISTAKE #6**

**BLAMING THE CLIENT OR THE PRODUCTS**

It's wrong to blame the client or the products for something that is the fault of the tech. Techs may see that the nails have trouble adhering or that they break easily and then rationalize this to a client by "explaining" gel-polish dries the nail out over time. Schoon says "dry nails" has become tech speak for "I damaged your nails," often as a result of over-filing or improper removal. "Techs file to remove product, and then they file to add product," says Schoon. "All that filing causes damage."

**Is this you?** If you correctly use brand-name products according to the manufacturers' directions, it's rare that your clients will experience problems often attributed to "dry nails." If multiple clients complain of the same problem, go back to the basics and evaluate the steps in your application process.

## MISUSING CALLUS REMOVER

Callus remover is meant for a purpose — to help soften the skin so it can be smoothed down. Calluses shouldn't be removed entirely — that would leave the skin exposed and vulnerable. And more is not better. "If it says leave it on for five minutes, don't leave it on for 10," says Schoon, "and definitely apply it only on the callus." Schoon has heard stories of techs wrapping the foot in plastic to make the product "work faster" and of skin being compromised between the toes, an area a callus remover should never touch.

**Is this you?** If you don't watch the time you let the callus remover sit on the skin or if you notice the skin surrounding the callus is soft and tender, you likely need to be more cautious about how you're using this powerful product.

### MISTAKE #7



## NO CONTINUING EDUCATION

We are responsible for our knowledge — school provides a way to acquire a legal license and a rudimentary understanding of nail applications, but it does not provide the majority of what nail techs need to know. Schoon says when techs do seek out education, they often gravitate toward skill classes, such as nail art, or product knowledge and business classes, but it's technical classes that would benefit them most. Technical classes teach how a product works and how to avoid damage. Though Schoon teaches technical classes, he admits this type of class is hard to find and rarely offered. (We recommend keeping an eye on the NAILS events calendar at [www.nailsmag.com](http://www.nailsmag.com) to find tradeshow and networking events in your area. Also be sure to check out Face-to-Face with Doug Schoon at [www.facetofacewithdoug schoon.com](http://www.facetofacewithdoug schoon.com). Some veteran nail techs — like Holly Schippers, Gina Silvestro, and Lauren Wireman — offer independent education both in-person and online.)

**Is this you?** You think nail school was a great place to learn the basics, and now you're done. NOT! It's imperative to continue to hone your skills. For some great online educational options, visit [www.nailsmag.com/onlineedu](http://www.nailsmag.com/onlineedu).



### MISTAKE #9



### MISTAKE #8

## USING TOO MUCH FORCE



If gel-polish doesn't come off the nail plate easily, do not scrape it off. Period. You can't scrape it off gently enough that you won't damage the nail. "Think about it," says Schoon. "You've just soaked the nail in remover for 10 minutes. Whatever is left on the nail is going to be extraordinarily tenacious." Techs think by gently scraping the product off they won't damage the nail, but that's like gently punching someone in the face and saying you didn't cause the bloody nose. If the product doesn't come off easily — by wiping it off — it needs to soak longer.

**Is this you?** If clients have white spots on their nail plates that you blame on UV gel nails, we have bad news: You're likely using too much force. It takes only a little bit of pressure to take a dip or chunk out of the nail, explains Schoon. That's what causes the white spots. It's not dehydration.

### MISTAKE #10

## LETTING CLIENTS GO TOO LONG BETWEEN SERVICES

Here's an interesting fact: It's much easier to remove gel product from the nail the day you apply it than three weeks later. The longer it's on the nail, the harder it becomes to remove. Over-curing also makes product removal more difficult, so if techs over-cure the product then schedule appointments too far apart, we have the perfect storm for problem nails. Schedule appointments two weeks apart (just as the manufacturer recommends) to reduce the amount of soak time and the pressure you'll need to use for removal.

**Is this you?** Do you tell clients to push their appointment to longer than two weeks and then get frustrated with how long it takes to remove the product? If so, you've just learned how to avoid one of the biggest mistakes techs make. **N**

# “Talking Points”

## How to Talk to Your Clients About Just About Anything

**A**s you begin to gain experience as a nail tech, you'll undoubtedly grow more confident working with clients. You'll come to embrace your role as beautifier, pamperer, and maybe even friend.

Another important but often overlooked role nail techs play is that of educator. Being able to answer clients' questions confidently and knowledgeably elevates you in their eyes and reaffirms your status as a professional. Clear, thoughtful communication builds those bonds of loyalty that keep clients coming back.

In the pages that follow, NAILS offers some conversational templates. In addition, many of your favorite manufacturers have added their "talking points" for educating clients and enticing them to experience new products and services.

So here's to getting the conversation started!



You can find more helpful suggestions on "scripting" your conversations with clients at [www.nailsmag.com/talkabout](http://www.nailsmag.com/talkabout).

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# Product Odor

Odor in the salon is often one of the first things clients mention. Educating them about what is causing the smell could curtail concerns.

Though it's much better than it was in the early years, odor in the salon can still take people by surprise. Comments range from, "This can't be good for you," to "How can you stand this all day?" The truth is, salon smells shouldn't be overpowering. If product odors hit you like a wave at the entrance of the salon, it's likely you need to improve the air quality.

However, even in adequately ventilated salons, clients will smell chemical odors when the product is uncovered during nail application. Addressing their questions could sound something like this:

**Client:** Wow. That smell is so strong. Do you ever wonder if that's bad for you to breathe all day?

**Client:** So, that's why some nail techs wear masks?

**Client:** Is that enough?

**Client:** What about an air purifier, do you think that would help?

**You:** Oh yes, I've wondered, so I researched it in every way I could, not just from the product manufacturers' perspective, but also from impartial sources outside of the industry. What I discovered is that odor isn't inherently dangerous, and a lack of odor isn't inherently safe. As an example, think of how dangerous it is to have a gas leak in the house. We can't smell the gas, but the carbon monoxide is deadly. So, it's not the smell that should concern us. What do need to be reduced are vapors and dust. Continued and prolonged inhalation of dust in any form isn't good for us. So, whether it's dust from something we view as natural, such as wood, or dust from products here in the salon, we want to do all we can to protect ourselves from breathing it in without a filter.

**You:** Yes, both for the dust and the vapors. The vapors are actually the biggest concern. This liquid we use is called monomer and when it's drying — or curing — it evaporates into the air. That's what we are smelling. But keep in mind that even with odorless products, these vapors are being released into the air — we just don't smell them. This can be more dangerous, because people think it's safe since we can't smell it. You might think the odor is strong because I just now opened the bottle, but the vapors in the salon are actually being filtered and removed by the ventilation systems. We have our HVAC checked regularly to make sure it's effectively filtering the air and ventilating the salon.

**You:** There are a few other things we can do. We always cover our product when it's not in use, which helps reduce the amount of vapors released into the air. Also, my desk has a ventilation system that sucks the vapors away from us and into a filter where they are absorbed. This protects my clients, who are exposed to it for a very short time during their appointment, and it protects me as I work all day.

**You:** Well, we do have an air purifier and it helps with the smell, but it doesn't do anything for vapors and dust. You know what did help with the smell was when we removed all the carpet, because carpet fibers trap the dust and odor. Believe me, we do all we can to reduce our exposure and protect our clients and our staff. We know the smell concerns people, but it poses no danger at all.

# Bringing Back Long, Gorgeous Nails

**T**raditional acrylics and hard gels were once all the rage, but over time clients have moved on because of the clunky feel, difficult removal, and unpleasant, odor-filled services. Now the industry is changing to create better, safer enhancements without the mixing, chasing, and odors.

## Get the conversation started:

“Isn’t it time to rock those long, beautiful nails you used to love? I think you’re going to love PolyGel. It’s lighter, stronger, and easier. You’ll get enhancements that are so light and natural, you might actually think they’re your own nails. Try it and I think you’ll be thrilled! Besides, who can say no to long and fabulous nails?”

## Talking Points

PolyGel feels light and natural! With a formula designed for a feather-weight feel, you will hardly even know you are wearing nail enhancements.

It’s the spa experience you’ve always wanted. With no harsh chemical smells and a cleaner filing process, PolyGel is the perfect enhancement for a relaxing and safe spa service.

PolyGel’s pliability, strength, and flexibility leads to less breakage, filing, and shaping, making a great set of nails easier than ever to achieve.

Removal is a breeze. PolyGel’s unique TriPolymer Technology formula was designed to file off easily. It’s light and durable, while still remaining pliable, allowing for quicker break down. This also means that nails aren’t damaged the way they can be when traditional enhancements are removed improperly.

Unbeatable clarity and consistency are key. Pre-mixed PolyGel applications are always consistent in color and formula, meaning no grainy appearance or pesky heat spikes.





# Washing Hands

Salon best practices include handwashing before every service — both for the client and the tech. But why bother when a squirt of hand sanitizer can kill the germs?

Despite its popularity and its ability to protect against many surface germs, hand sanitizer still doesn't have the cleaning power of soap and water. However, because it's so easily available and easy to use, many people have come to view the alcohol-based gel as an effective replacement.

Sanitizer does offer clients a level of protection, but it can't replace that initial handwashing every nail tech and client should complete before the service begins. Cleaning and sanitizing are two separate things. Take the time to explain the difference to clients, including the benefits of both. That conversation could go something like this:

**Client:** Oh! I'm so sorry I'm late! My polish is already off, so we can get started right away.

**Client:** Yes. I used hand sanitizer in the car.

**Client:** So why is it so important that we wash our hands? Are you afraid of germs?

**Client:** I thought using sanitizer would be enough. The label says it kills 99% of germs.

**Client:** Yeah, I've heard about that.

**Client:** That's pretty gross. I've never really thought of it.

**You:** No worries. We have plenty of time. Did you have a chance to wash your hands when you came in?

**You:** Actually, would you wash your hands with soap and water before we start? You can choose your polish on the way back to the desk.

**You:** It's not just about germs. I need to make sure the hands are clean. Some clients come in after eating or gardening. Some bite and pick their nails. I want to make sure they wash with soap and water to remove dirt or debris from their skin. Also, if they have a cold, or if bacteria are present on their hands, I don't want it to spread. I ask all my clients to wash with soap and water before sitting down, and it usually surprises them to learn I also wash mine before every client.

**You:** It's true the alcohol-based sanitizers kill certain types of bacteria and germs, though not all. But if sanitizers are used incorrectly, they won't kill germs. Instead, they could even cause germs to develop a resistance to the sanitizing agent.

**You:** Washing hands with soap and warm water will clean the skin thoroughly. That's the only way to remove grease and dirt, which can still be present on hands and under the nails even after using sanitizer. In fact, you'll notice I spray your nails with sanitizer even after you've washed them. This way I know they are clean and sanitized. Of course, spreading germs is also a concern. Imagine what lands on our hands during the day from covering our mouths when we cough, using our phones in the bathroom, and touching railings and door handles.

**You:** Yes, and here's something interesting about handwashing. Did you know you should wash for nearly 20 seconds? It's not a quick rinse! The next time you wash your hands, give it a try. Sing the ABCs while you wash, getting under the nails and around the cuticles. It's a surprisingly long time, but well worth the protection it provides.

# Selecting the Right Gel-Polish Top Coat

**M**ost nail techs are perfectionists — from meticulously grooming the nails to delivering a flawless application of color. Top coat is the finishing touch that protects your work and gives clients the durability and shine they're looking for in a professional manicure. Make sure the top coat you select offers all the properties you're looking for.

## Get the conversation started:

"I know that for you selecting your favorite CND Shellac gel-polish color is the toughest part of your visit, but selecting the right top coat is equally important. Top coats protect your beautiful nails and give them the lasting shine and scratch-resistance they need to stand up to your daily activities. Let's see which one would be best for your nails."



## Talking Points

I know you've been very happy with the CND® SHELLAC® gel-polish you've been wearing. To give you two weeks of high performance wear with no nail damage, I always use the CND® SHELLAC® base and top coats. In fact, the company designed all three products to work together as a system, ensuring the best results possible. Luckily, CND has six top coats to choose from to help you prioritize your personal needs.

Which top coat we use affects how long it takes to remove the gel-polish at your next appointment. Fortunately, all of the top coats will give you the 14+ day wear you've come to expect and remove easily with no damage to your natural nails.

With the holidays, you might want to do something more exciting! CND® SHELLAC® just introduced three special effect top coats: Matte, Pearl and Glitter — so let's get creative and enhance your holiday look today!

For all nail types, you can always count on CND® SHELLAC®'s Original Top Coat for an amazing shine! But if you're pressed for time, I would suggest using XPRESS5® because it offers the fastest removal time — just five minutes. Or if you have weak nails or a very active lifestyle, I would suggest using DURAFORCE™ for extra protection and increased durability.

# CND®



# Pregnancy

Your client is pregnant! She's going to need a little TLC for the next nine months. Let her know you've got it covered.

Not many phrases elicit as strong a reaction as when a friend — or client — tells us she is pregnant. We feel joy, anticipation, and excitement. Your client may be feeling an additional emotion: trepidation. She may be concerned about continuing with her nail services, and she could need some assurance from you that it's safe. Here's how that conversation could sound:

**Client:** I have news! I'm pregnant!

**You:** That's so wonderful! Congratulations! How are you feeling?

**Client:** I feel great, but I'm a little concerned. A couple of my friends said I should stop getting my nails done because the chemicals are not safe for me and my baby.

**You:** I hear your concern. I want you to know, the products I use are not dangerous for anyone — including women who are pregnant. But some of them are allergens, which means people could develop an allergic reaction to them. I'm always careful about keeping product off my clients' cuticles, but I'll be even more diligent now. In addition, I'll use products that are free of formaldehyde and toluene, which are some of the chemicals listed as a possible concern.

**Client:** Great!

**You:** You might become more sensitive to the smell of the products during your pregnancy, so you may notice I keep my products a little farther away from you and put them away more quickly.

**Client:** OK, I'll let you know if the smells bother me.

**You:** Also, let me know if you need more back support. I can roll up a towel to support your back during both your manicure and pedicure. I can also elevate your feet during your mani if you need me to. I want you to be comfortable.

**Client:** OK. Do you think I can get nail services the whole time I'm pregnant?

**You:** Yes, you definitely can, but you'll notice a few changes. I've already mentioned a couple, but most of the changes will happen during your pedicure. The first thing you'll notice is the water will be a bit cooler. I don't want to use water that's too warm because it could raise your body temperature. Plus, I won't use any essential oils for aromatherapy because some of them can trigger bleeding. It's not likely, but not worth the risk.

**Client:** Really? I had no idea!

**You:** Yes, actually, we'll change your massage, too. I'm going to use a much lighter touch when I massage your feet and legs, and you'll notice I avoid massage on the inside of the leg and at the ankle and heel area. Stimulating acupressure points in these areas can potentially induce labor or miscarriage.

**Client:** Wow. I'm glad you know all this. Is there anything else?

**You:** As far as the nail services, no. But you may find you'll get hungry or feel dehydrated when you're here, so I just want you to know I'll always have fruit, juice, water, and crackers for you in case you need a little something when you're here for two hours during your manicure and pedicure.



# The Difference Between Gel-Look Polish and Gel-Polish

**U**V gel-polishes may not be the best option for clients who are uncomfortable with the UV light or want easy at-home removal. But of course, everyone still wants that long-lasting, durable shine you can get with gels. For these clients, gel-look polishes that last up to 10 days can be the perfect solution.

## Get the conversation started:

“I know you haven’t been entirely comfortable with the idea of wearing gel-polish. I have another great option that gives you the look of gels without the UV lamp. The brand I use, Luminor from Helios, cures in natural light and has a wear time of up to 10 days. It also has the advantage of removing easily with acetone or polish remover. It really gives you the best of both worlds — beautiful, long wear with the flexibility to change color whenever you want.”



## Talking Points

With the Luminor line you get the advantages of gel-polish without having to deal with a UV or LED lamp. It uses a special top coat with a photo-initiator that gives the polish a durable, gel-like look.

You’ll love all the color options as well: 107 in all. The company also offers a matching gel-polish line called Aura that gives you up to three weeks of wear time!

Some of my clients have had bad experiences with gel-polish removal at other salons; it’s been removed incorrectly and damaged the nail. Luminor polishes can be removed quickly and easily with acetone, similar to traditional polishes.

You’ll be pleased by how long it lasts — the polish has a wear time of up to 10 days. Of course if you need to change your color before then, you can remove it at home, unlike with gel-polish.



# Helios

# Refusing Service

Sometimes being a professional means making the difficult choice to refuse to perform a service on a client. Knowing when to make that call is the sign of an educated and courageous tech.

As nail techs, our license limits us to servicing healthy nails. It's against the law for us to diagnose or treat any condition, even if we believe we know what a client needs. However, at some point in every nail tech's career, a client will arrive at the salon with a nail or skin condition she begs you to fix. It may be something as serious as onycholysis or onychomycosis, or it could be a more common issue, such as a recent cut or wound.

When this happens, your response is important. Don't be tempted to practice outside the restrictions of your license. The client may say she would never sue you, but the issue is broader than a lawsuit. Your reputation, her health, and the health of your other clients are at stake. Protect yourself and err on the side of caution. If a client's nails are not healthy, explain why you must refuse and refer. The conversation may go something like this:

**You:** When did you first notice a problem with your nail? Have you ever seen a doctor about the condition?

**Client:** It's been here a long time. I haven't seen a doctor, but my last nail tech just worked around it, so we should be fine.

**You:** I understand it's tempting to cover the problem with an enhancement, but let's work together to clear the problem so it's gone for good. I'm going to refer you to a doctor I trust. She will look at your nail and determine if it needs to be treated or if it's safe for me to service.

**Client:** Oh, no! I have a very important event this week, and I don't have time to see a doctor. Please put a nail on it. I'll sign something that removes any liability on your part.

**You:** Well, I appreciate you wanting to protect me legally, but, really, I'm doing this to protect all of us: me, you, and my other clients. It would be professionally irresponsible of me to ignore this problem. I will do what I can to manicure and pedicure around the affected area; in the meantime, let's put a call in to the doctor right now to see when you can get an appointment. She'll give me a release that confirms the condition is OK for salon services.

**Client:** Well, I don't like it, but I understand.

## FIRST CONTACT

Every client should complete an intake consultation on her initial visit. During that time, the health of the nails should be determined, and the role of the nail tech should be explained. Even if a client has completely healthy nails, explain that should a situation develop, you will refer her to the doctor.

The intake form of The Junction Salon & Bar in Durham, N.C., includes this paragraph to explain the legal limitations of nail techs. Every new client reads and signs the form:

"Please note: Due to North Carolina State Board regulations, service providers cannot perform any services on clients with fungus, warts, or open lesions. Please understand if we decline a service due to any of these reasons.

It is for the health and safety of our clients.

Do these apply?"



# Treating Themselves to a **Luxury Pedicure**

**C**lients may be reluctant to splurge on a truly luxurious pedicure experience, but they deserve the relaxing, refreshing experience a high-quality pedicure brings. Let them know that the pedicures you offer are special, unique experiences that go beyond the standard service. They'll love to treat themselves at your salon.

### Get the conversation started:

“Would you like a spa pedicure today? I know you’ve had a long week. I offer Volcano Spa, which has a bubbling eruption effect that I think you’ll love. It’s a great way to detox and let go of all your stress, and it has long-lasting benefits that will help keep your feet in tip-top shape and beautiful, too.”



### Talking Points

Feet are often neglected, but they need care and pampering too. My pedicures aren't your typical, quick service. They'll leave you relaxed and refreshed.

Volcano Spa is available in four fragrances, so you can pick your favorite.

I use high-quality products that are nourishing for your skin and will improve the appearance of your feet. Plus, it will help you destress, too.

The Volcano Spa system's bubbling volcano effect is fun to watch. It fizzes away dirt and impurities, creates a pleasant sensation, and fills the room with a lovely fragrance.

I like this system because it's made from quality, organic-based ingredients and features moisturizing aloe vera and collagen, which replenish the skin.





# White Spots

Your client wants to know what the white spots are on her nails, and you know they may have been caused by something you did. How do you respond?

White spots are nearly as common to nail techs as dry cuticles. Known medically as leukonychia, the spots are usually harmless, but, in rare occasions, can indicate a larger problem. Most likely, they are a result of a minor trauma to the nail matrix, such as biting the nails, hitting them against something hard, or, on the toes, wearing the wrong footwear. Techs can also cause trauma. Pushing the cuticle back with too much pressure or being too aggressive while removing salon products (such as gel-polish) can result in a white spot. When a client comes in with white spots, evaluate her nails. If you suspect the spots are from something other than trauma, refer her to a doctor. The conversation may sound something like this:

**Client:** I have these white spots on my nails. Do you know what they're from?

**You:** Oh, yes, I've seen them. They are so common, I don't even think to mention them. Do you know how long they've been there?

**Client:** I don't know. I've had them forever. They sort of come and go.

**You:** There are a few different reasons for white spots. They actually have a medical name called leukonychia. They can be caused from nearly any type of small trauma on your nail, even something as simple as banging your nail on something. It's hard to know exactly what caused it because it might be from trauma to the matrix, which lies here below the cuticle. That means it would take months to grow to the point where we see it in the middle of the nail. By then, we don't remember even banging it. They can also show up on the toes if your shoes are too tight. They could be from biting the nails or even from tapping the nail too hard. Certain medications and health conditions can also cause them.

**Client:** Health conditions? That doesn't sound good. Are they dangerous?

**You:** Typically, they aren't dangerous at all. They just grow off the nail and that's the end of it.

**Client:** So, just leave them alone?

**You:** Yes, from a maintenance perspective, we leave them alone. Nail polish covers them, but even when a person wears clear polish, they aren't that noticeable because they are so common to everyone. However, if you notice other health problems, such as heart or kidney problems, other skin conditions — even on your face or other areas of your body — or if you're excessively tired, call your doctor. When you're with your doctor, point out the white spots on your nails. Our nails are the window to our body, so internal issues often come out through indicators on our nails.

**Client:** Now you've scared me! Do you think it could be from something larger?

**You:** When it's a systemic issue rather than just a micro trauma, white spots will be on multiple nails and grow out at the same level. That's not happening here. Your nails have only a few white spots on them. Most likely, you banged your nail without realizing it. I could have pushed your cuticle back with some pressure, or it could have happened when you picked off your polish. I wouldn't worry about it unless you notice other health problems. Let's give you a beautiful mani and get you looking beautiful.

# Making the Switch to a **Gel-Acrylic Hybrid**

**L**ight, strong, and easy to apply, gel-acrylic hybrids offer extension-wearers a great new option. But how do you get clients to move out of their comfort zone and into a new product? A hard sell isn't necessary. When you start to explain the advantages of gel-acrylic hybrids, your natural enthusiasm will do the selling for you.

## Get the conversation started:

"Your old enhancements were great for you — but I'm working with a new product now that has some fantastic advantages. I love Artistic Putty because of the way the pre-mixed formula applies, and my clients have been thrilled with their lightweight, long-wearing extensions — not to mention how fast I can apply them. And no heat spikes when curing!"



## Talking Points

Have you thought about upgrading your acrylics to Putty? You'll love the weightless feel — you'll think they're your natural nails! Did I mention they're odorless too?

Another nice plus is no more airborne dust messing up your outfit or getting in your hair. Putty filings are heavier than acrylics, so they fall straight to the table where they belong.

Hard gels worked for you, but now I can create those long nails you love even faster. Since Putty doesn't self-level, it stays where I want it, so there's less filing.

Yes, we can do a fill with Putty! It's fast and because there's no marbling, there's no visible fill line. With the extra time, we can even fit in an express pedicure.

How about adding a Putty overlay to your mani-pedi service? It works perfectly with Colour Gloss Soak-Off Gel so you can enjoy your color for up to 21 days.

Artistic<sup>®</sup>  
NAIL DESIGN

# Salon Sanitation

It's likely your clients will hear horror stories of the risks associated with getting manicures and pedicures. Be ready with a response that assures them you've taken the necessary steps to protect them.

A simple Google search brings up multiple stories of terrifying infections picked up at nail salons. Dire warnings of life-and-limb threatening infections still send chills down the spine of the reader. While these may be familiar to a tech, each client has that initial moment of dread when she first hears about the potential risks. Be prepared to calm clients' nerves by answering their concerns. The conversation may go something like this:



**Client:** A friend of mine sent me a link to an article about a woman who sued a nail salon after her daughter died from a pedicure. It showed a terrible picture of an infection. It really makes me nervous.

**You:** I've heard lots of stories about the risks of manicures and pedicures. I know there's a possibility of infection if tools aren't disinfected correctly, so I am extraordinarily fastidious about following protocol and disinfecting all my implements and workstations.

**Client:** What do you do?

**You:** Well, I clean all surfaces with disinfectant before any client ever sits at my desk — and then I disinfect the surfaces again between every client. I wash my hands before and after every client and have clients wash their hands, too. Before I use any of my tools, I soak them in hospital-grade disinfectant for 10 minutes or more. [If you autoclave, let clients know!] I pay particular attention to the pedi bath because that's where the possibility of a problem is the highest.

Between every client, I drain the pedi tub and wash it down with soap and water. The brush I use to wash the tub is soaked in disinfectant [or it's disposable]. When I get it good and clean, I rinse out the tub and then refill it with water. I add hospital-grade disinfectant to the water and let it soak for 10 minutes. Then I drain it and wipe the tub clean so it's ready for the next client. [If you have a pipe-less system or whirlpool, explain how you remove the screen and wash all removable parts with soap and water and soak them for 10 minutes.] I actually have a cleaning log if you want to see it. It shows how often I clean the tub.

**Client:** Well, I'm glad to hear that. It sounds like you do a lot to keep your place clean.

**You:** It's more than clean. It's disinfected, which means bacteria is gone. It's not just a quick wipe down. That 10-minute soak protects me and my client. It takes more time, and I know some salons do this only at the end of the day, but the law says to do it between every client. If I were getting a pedicure, I would want to know the tub was disinfected before I put my feet in it. So, I want to give my clients what I would want if I were going to a salon.

**Client:** I'm going to tell my friend what you've said. Maybe she'll start coming here for pedicures when she realizes you're so careful and attentive.

# Updating Their Regular Nail Look

**H**elp your clients embrace their inner diva this year by taking them a little out of their comfort zone with an updated manicure. Whether it's for a birthday party, anniversary, the holiday season, or just their regular appointment, help them stay on trend and spice things up a bit! Suggesting a manicure that goes above and beyond casual wear enhances your client's confidence while simultaneously maximizing your income.

## Get the conversation started:

"I know you normally opt for neutral polish colors, but wouldn't it be fun to try something a bit more festive or unique? A lot of clients choose a service that's a bit bolder this time of year, with bright colors and sparkles starting to take over for neutrals and darker tones. Popular polish trends right now are holographic, mood-changing, and even glow-in-the-dark, none of which are much more expensive than a normal service! Would you be interested in trying something a little different today?"

## Talking Points

Holographic nails are really on-trend right now. The ultra-pigmented polish creates an intense solar flare effect in direct light. We could add some rhinestones to a LeChat's Spectra gel-polish for a blinged-out, extra sparkly New Year's mani.

For strong, long-lasting nails that can withstand a long night of partying, Gelée 3in1 Glow Color Powder is a great option. The vibrant glow-in-the-dark effect is bound to turn heads even when it's dark out.

If you're feeling adventurous, we could build flashy glow-in-the-dark or temperature-activated 3-D nail art. The Gelée 3in1 Mood and Glow Color Powders are versatile, so we can use the powder with monomer for an acrylic system; resin for a dipping system; and with the Gelée Powder Gel System.

Because you have naturally long nails (or wear extensions), the Gelée Mood polishes and powders will have a pronounced mood-changing effect that looks almost ombre. This is because the difference in temperature change is more dramatic with a free edge that's further away from the nail. If you're a fan of optical illusion, you'll love this, because mood polish and powder changes color right before your eyes.

We can try a metallic manicure if you want something glamorous but slightly less bold. LeChat's Metallux gel-polish can be a sexy, edgy nail look that catches the light and transitions between shades for a beautiful multi-tone metallic effect.



LECHAT®





# Nail Biters

One satisfying aspect of being a nail tech is the before-and-after experience we see on every set of hands. But what happens when the transformation isn't dramatic — or even beautiful?

When clients who are severe nail biters come to the salon to get their nails "fixed," they risk being disappointed with the results. Often even enhancements aren't powerful enough to transform nibbled nails into a masterpiece. It's our job to help reset expectations. That conversation could go something like this:

**Client:** I can't wait for my nails to look better; I just can't seem to stop biting them.

**Client:** I don't think that's my issue. I can go weeks without biting my nails. Sometimes they even look good. But then, all of a sudden, I start again and end up with the mess I have now.

**Client:** Natural nails? I was hoping for fake nails so my hands would look good today.

**Client:** So what are you saying? You want me to come in and just get a manicure every week?

**Client:** I'll be honest. I wanted to leave here with long red nails.

**Client:** Now that you mention it, I have damaged my nails from picking off gel extensions. It's probably a good idea to get a natural manicure.

**You:** They'll look better soon! You know, nail biting isn't always just a bad habit. People with anxiety are often powerless to stop the destructive behavior without getting help for the root problem.

**You:** OK, great. But even though this isn't something for a counselor, I'd still like you to commit to a nail-recovery program. We'll focus on the health of your natural nails as we break this recurring habit. At the end of four weeks, you can decide if you want to continue with natural-nail manicures or if you want enhancements.

**You:** I'll do it if you insist, but I advise against it. Here's why: If I put enhancements on while you're still in the habit of picking, it's likely you'll pull the product off. That's going to cause even more damage to your nails, which are already in pretty rough shape.

**You:** Yes, a manicure every week and some at-home care. I sell a wonderful oil you can rub into your cuticles; we don't want the rough skin to tempt you. If you find you start picking your nails on day five, come back early. Clients typically don't pick at their nails when they look pretty, so we want yours to be in perfect shape these first few weeks. I'm going to use a nail-growth polish as a base, but finish with a terrible-tasting top coat, which will help you develop a negative association with biting your nails.

**You:** You'll get there! But today, let's use a light, neutral color. Our goal is to keep them clean and "quiet," so they don't catch your attention and taunt you to taste them.

**You:** I think you'll be happier. The truth is, when natural nails are this short, enhancements don't look good anyway. A sculpted nail can only double the length of the nail bed. Your natural nail is so short, the enhancement would barely reach the tip of your finger. It's going to be better this way. Believe me, you'll notice a big difference in just one week.



# The Differences Between Dip Systems

**D**ip systems have become popular because they are easy to learn and use. The systems are usually odor-free, making them a great addition to salons and spas. Your clients may be unfamiliar with dipping systems, so you'll need to help them understand the differences.

## Get the conversation started:

“Have you considered trying a dipping system for your nail enhancements? It’s an odor-free system that’s more flexible than acrylic but stronger than gel-polish, so it protects the natural nail. NSI’s Simplicité PolyDip system is a light-cured oligomer-based product. That means it feels more flexible and lighter than other systems. Are you interested in trying it?”



## Talking Points

If you've tried a dip system before, it probably used a nail adhesive, which contains cyanoacrylate. With this type of adhesive, the polymer powder adheres to the top of the sticky layer, creating a sheer thin layer. In some cases, many layers are required to achieve full coverage. That means that traditional dip systems tend to feel tighter and more brittle on the natural nail. Simplicité PolyDip is a gel-based system, so it doesn't have the problems you may have experienced in the past.

Simplicité PolyDip's oligomer system is cured in a UV or LED light, just like a gel. Because the system is gel-based, it feels light and flexible on your nails, but it's still stronger than gel-polish or traditional polish.

With the Simplicité system, you can come back in on a bi-weekly basis to have your enhancements maintained, unlike traditional adhesive dip systems that have to be soaked off and redone every time. That will make your nail appointments quicker and you'll avoid soaking your nails in drying acetone too frequently. And when you do want to remove the product, it's easy and fast to remove.

The odor-free Simplicité system can be used for natural nail and tip overlays, so it can help you grow out your natural nails or achieve a long, elegant nail look.

I wear this system on my own nails, so you can see how well it wears. You can look at these swatches to see how many color options there are— 72 in all! It makes beautiful ombrés as well.





# Cuticles

When a client's hands are in desperate need of maintenance, one of the easiest ways to see improvement is to clean up the cuticles. But how much should a tech "clean up?" And how do you reassure your client your actions are safe?

Certainly you've heard of the horrors attached to cutting cuticles. Massive infection. Amputation. Death. OK, maybe not death, but you get the point — exaggerated reports have made clients skittish. But wait — are they exaggerated? As a nail tech, it's your job to know so you can talk about the dangers and rumors that surround the subject. That conversation may go something like this:

**Client:** I know this might sound crazy, but I read an article that said we shouldn't cut our cuticles or let our manicurist cut them either. So, could you please make sure you don't cut them today?

**Client:** But the article said if you remove that, I could get an infection.

**Client:** Well, how do you avoid it?

**Client:** That's interesting. So, really, the article should have warned readers about breaking the seal, and about removing the healthy skin of the — let me use my new word! — eponychium.

**You:** [after a long, calming breath] I will absolutely be careful to avoid cutting your cuticles! Proper cuticle care is very important. But, let's talk about what that means. Often, when people say "cuticle," they mean this thick layer of skin that surrounds, or frames, the base of nail. But that's actually called the eponychium. The "cuticle" is this thin, transparent layer of skin visible on top of the nail plate. That has to be cleaned off or the nail polish — or enhancements — won't adhere.

**You:** Let me show you what they mean. This eponychium attaches itself to the nail plate with a thin, delicate wing of skin. Where it attaches, it forms a protective seal. That seal should not be broken — ever. When it is, there is a risk of infection. But as the nail plate grows out, that delicate layer of skin remains on the nail plate and becomes visible to us. That's the transparent layer I just showed you.

The eponychium continues to generate new skin cells that continue to build that protective seal. But the old skin cells that are growing out with the nail are still clinging to the nail plate. We can remove the dead skin on the top of the nail without ever touching that connected, protective seal under the eponychium. We can also safely trim any of the dry, frayed skin around the eponychium that is likely to catch or rip. What we don't want to do is break the skin or the protective seal.

**You:** It's important to understand nail anatomy and to use products that protect clients and help nail techs. I use this cream that both softens the skin and breaks up the keratin in the skin cells that are on top of the nail plate. After it has a chance to work, it's just a matter of cleaning the nail. I'm not "cutting the cuticle." I'm removing debris from the nail plate. If you ever see me use nippers on your eponychium, it's only to take off frayed skin that could catch on clothes or that would tempt you to bite it to make the area smooth. I never push the eponychium back, because that could break the protective seal. And I never cut off the healthy skin of the eponychium.

**You:** Exactly. Breaking the skin or that seal could cause infection if dirt and bacteria get in there. So, it's understandable that some people would conclude, "Just avoid cutting anything." But, as a trained nail tech, I'm equipped to safely and effectively care for your nails and skin. Don't worry. You're in good hands.

# A Luxurious Pedicure Experience

Some clients might view pedicure spas merely as furniture. But the truth is, pedicure spas are a reflection of the salon they are in – enhancing both the ambiance and the client experience. Let your clients know how much you care for their comfort.

### Get the conversation started:

“I’m so glad you made time to treat yourself to a pedicure today. Our J&A pedicure spas offer some pretty sumptuous features that will make you feel totally pampered. What’s more, they use a pipeless whirlpool system that ensures the environment is sanitary. Many of the features are adjustable, so you can relax completely.”



### Talking Points

J&A's adjustable footrest provides comfortable positioning for both you and me. Ergonomically designed foam pads for the left and right foot extend as high as 12 inches, making callus removal easier.

The J&A Techremote lets me seamlessly adjust your position, so you can have the most relaxing pedicure experience possible.

The powerful and durable Infniti-jet™ pipeless system delivers a clean environment along with soothing hydrotherapy.

The massage remote features a range of massage settings and is placed conveniently at hand.

Did you notice how lovely the glass bowl is? The Hard-roc™ bowl is made of a patented borosilicate glass that's elegant and durable.



# Keep It Clean

Sanitation in the salon is of the utmost importance. We're not here to preach to you (well, maybe we are just a little) but taking care of your clients' health should be extremely important to you. There are stories of dirty nail salons using unclean implements all the time. Not only can you be fined for these violations, but you are also putting your clients at risk. We all need to make a concerted effort to help shift the public's negative views of nail salons. Your station, pedicure chair, and implements must be cleaned before each client. And the thing is, it's not that difficult to follow standard procedures. We've included a checklist of the basics you should be following. This is only the beginning; you can find much more detailed information on the NAILS website (see "Find It All Online" on the next page). And we urge you to take our Pledge (download it at [www.nailsmag.com/pledge](http://www.nailsmag.com/pledge)).

## Our Pledge to You: a safe and clean salon



**Dear Valued Customer,**

There is nothing more important to us than your safety and comfort when you visit our salon. That's why our pledge to adhere to the highest industry standards, we welcome your questions and will address your concerns promptly and clearly, and we will provide backup if you request it.

**With your safety in mind:**

- We sanitize and disinfect all reusable manicuring tools in accordance with state regulations and industry "best practices."
- Any tools that can't be disinfected are disposed of or given to the client after a single use. (You would like to bring in your own tools, you are welcome to. We will disinfect your tools before using them, as required by state law.)
- We clean our hands prior to each service and ask you to do the same.
- We use clean towels or manicure mats for each client.
- We never use a blade to cut any skin, including calluses. Heavy callus needs to be taken down gently and sometimes over the course of a few services.
- We use only quality, professional-grade, legal, and safe products.
- We take steps to remove your exposure to solvents, vapors, and filing dust in the salon. These steps include using covered waste cans, keeping products tightly covered, and taking out only enough product to be used on each service.
- We have labeled Safety Data Sheets (SDS) on all the products we use. If you have any question about the safety of a product being used in your service, ask your technician.
- If we used an electric file, we are trained to use it safely and steadily.

**We take pride in our professionalism:**

- We license our technicians and disinfected.
- We will evaluate the health of your nails before your service and refer you to a physician if indicated. Be sure to let us know if you have any health conditions — like diabetes — that may affect your service.
- We will make recommendations for at-home maintenance of your nails. We encourage you to understand your own role in keeping your nails in healthy and attractive condition.
- We regularly take classes in techniques, health and safety, and product knowledge to enhance the quality and safety of your services.

**You may be concerned about safe pedicures. Here is what we do to ensure your total safety:**

- We provide pedicure spas come in different types (jetted, gel, pedicure, and non-electrical pedicure basins. Our salon uses \_\_\_\_\_.
- We have cleaning protocols, required by the state and recommended by the product manufacturer. We have safety protocols that are done after every client, at the end of every day, and once a week. (You are welcome to look at the specific and detailed cleaning protocol we follow, look to see our "Best Practices for Cleaning Pedicure Equipment"). We carry a list of our cleaning products and you are also welcome to see that.
- Our pedicure tool are disinfected or disposed of according to the high standards set by the Nail Manufacturers Council (which in many cases, exceed the requirement of the State Board). Any pedicure implements that can't be disinfected will be disposed of after use on a single client.
- Tools and implements that can be safely reused — such as buffers and electric file bits — will be disinfected according to state requirements.

*Sincerely,*

## HERE ARE THE BASICS OF AN EFFECTIVE SANITATION PROGRAM:

- ❑ Wash your hands and have your clients do the same prior to each service.
- ❑ Use clean towels or manicure mats for each client.
- ❑ Sanitize and disinfect all reusable manicuring tools in accordance with state regulations and industry "best practices."
- ❑ Any tools that can't be disinfected are disposed of or given to the client after a single use.
- ❑ Never use a blade to cut any skin, including calluses. Heavy callus needs to be taken down gently, sometimes over the course of a few services.
- ❑ Use only quality, professional-grade, legal, and safe products.
- ❑ Take steps to minimize your exposure to odors, vapors, and filing dust in the salon. These steps include using covered waste cans, keeping products tightly covered, and taking out only enough product to be used on each service.
- ❑ Keep Safety Data Sheets (SDS) on all the products you use.
- ❑ No matter what type of pedicure spa you use, always follow the proper safety procedures from the Pedicure Equipment Cleaning and Disinfecting Procedures for Nail Technicians handout on our website at [www.nailsmag.com/handouts](http://www.nailsmag.com/handouts). There are specific instructions for cleaning after every client, at the end of the day, and once a week.
- ❑ Keep a log of your cleaning schedule, and make it available for clients to see if they ask.



Learn more about disinfection at [www.nailsmag.com/disinfect2016](http://www.nailsmag.com/disinfect2016). For more information on sanitation, read "The ABC's of Sanitation" at [www.nailsmag.com/sanitationabc](http://www.nailsmag.com/sanitationabc). For a more detailed checklist, go to [www.nailsmag.com/sanitationchecklist](http://www.nailsmag.com/sanitationchecklist).



## SANITATION MARKETING

Today more than ever, clients want to know that they are safe in your hands. Don't assume clients know your implements and foot spa are impeccably clean. Explain to them how you clean your implements according to your state's guidelines and focus their attention on all the ways you keep clients safe in your salon.

Promote your procedures every chance you get — both in and out of the salon. Make a note of it on your business cards, menus, postings, ads, mailings, website, and emails.

Read more about sanitation marketing at [www.nailsmag.com/sanitary](http://www.nailsmag.com/sanitary).

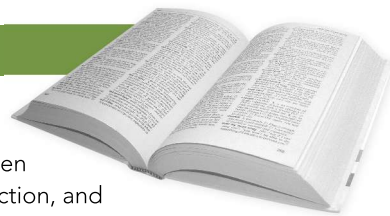


## FIND IT ALL ONLINE

- Pedicure Cleaning Log (in English and Vietnamese)
- Guidelines for Cleaning and Disinfecting Manicure and Enhancement Equipment
- Safety First [a guide to keep your salon safe]
- Salon Safety Guidelines (in English, Vietnamese, Spanish, and Korean)
- Pedicure Equipment Cleaning and Disinfecting Procedures for Nail Technicians (in English, Vietnamese, Spanish, Korean, Polish, and Russian)
- Client Handouts (What to Look for in Nail Salons, How to Choose a Quality Nail Salon, Caring for Your Nail Enhancements at Home, Facts About Salon Nail Polish Products)
- BONUS: Our Pledge to You: A Safe and Clean Salon (a customizable client handout for you to offer your clients for assured safety in your salon)

 Get all these free handouts and more at [www.nailsmag.com/handouts](http://www.nailsmag.com/handouts)

## DEFINE IT



Can't keep the differences between sanitation, disinfection, and sterilization straight? The following are definitions put out by the Centers for Disease Control and Prevention (CDC). Learn them, live them, love them.

**sterilization** *n.* the use of a physical or chemical procedure to destroy all microbial life, including highly resistant bacterial endospores. (Endospores are thick-walled bodies formed within the vegetative cells of certain bacteria. They are able to withstand adverse environmental conditions for prolonged periods.) Sterilization is not required in the salon.

**disinfection** *n.* the use of a chemical procedure that eliminates virtually all recognized pathogenic microorganisms but not necessarily all microbial forms (e.g., endospores). (Microorganisms are living organisms — good and bad — that are invisible to the naked eye.) All implements and equipment used on clients must be disinfected before use.

**sanitation\*** *n.* to wash with soap and water to remove dirt and debris and to reduce the levels of microorganisms to a safe, acceptable level. Before implements or equipment can be disinfected, they must first be sanitized.

*\*Generally accepted definition*

 You can find more industry definitions at [www.nailsmag.com/encyclopedia](http://www.nailsmag.com/encyclopedia).



## AUTOCLAVE? WHAT'S THAT?

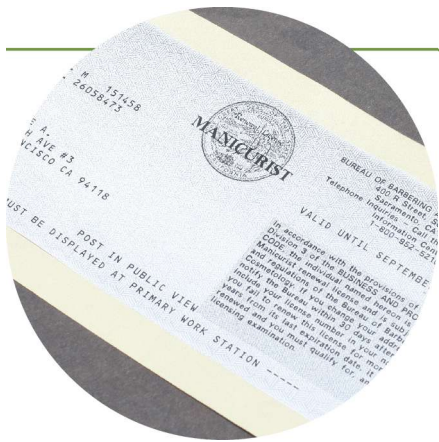
In the past, autoclaves in the beauty industry were just for the super clean-conscious. Fast forward to today where a few states and municipalities mandate their use. As this medical-grade machine makes its way into salons and spas, techs should know just what they are.

An autoclave is an apparatus that uses superheated steam under high pressure to sterilize instruments. Although dry heat and chemical vapor are forms of sterilization, these types of machines are not autoclaves. Autoclaves come in several different forms. Regardless of which model you use, items must first be sanitized and free of debris before placing inside. **N**

# Fine-Free for Life

Just one citation from your state board could cost you anywhere from \$50 to \$1,000 or more. Minimize your risk by understanding the laws up front. NAILS contacted the U.S. states with the largest numbers of nail salons to find out what the most common violations are — and how you can make sure your career stays in the clear.

BY **SREE ROY**



## 1 COMMON VIOLATION: Employing an unlicensed individual

**THE FIX:** You may be thinking that the only salons that get cited for this violation are willfully and purposely breaking the law. However, an expired license can easily get your salon fined too.

We've heard from salon owners who inadvertently broke this law simply by not asking a prospective new tech to bring her license to her job interview, then later (after employment started), the hire revealed she didn't have one. There are self-taught nail artists out there who create salon-quality nails but never went through a recognized nail program and don't have a license. If you want to hire someone in this category, you may want to invest in this person's schooling or offer this person an apprenticeship at your salon (if legal in your state) to help her get her license before she works for you.

## 2 COMMON VIOLATION: Dirt or debris build up throughout the salon and other indications the salon isn't clean and in good repair

**THE FIX:** Some of the cleanliness violations inspectors see are so egregious that it's a wonder these salons have any clients left. But many violations are more "minor," like a stray hair in the disinfectant solution or a trash can that is too full and starting to overflow. Consider hiring a cleaning crew to handle some of the general cleaning duties — such as taking the trash to the dumpster or washing towels — a few hours a week. Added bonus: Clients will appreciate your attention to sanitation.

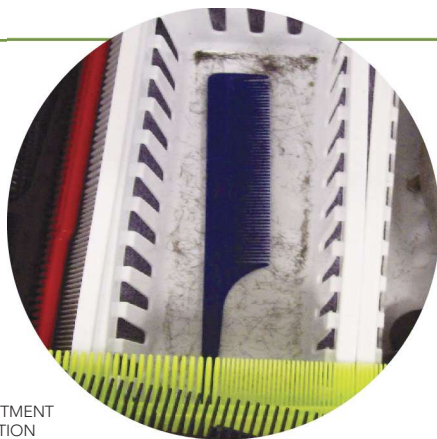


PHOTO COURTESY OF THE FLORIDA DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION



## 3 COMMON VIOLATION: Failure to fully clean foot baths

**THE FIX:** Though this falls under the salon being in disrepair, foot baths merit their own mention on this list. Many state boards include unclean foot baths as a separate violation and fine, above and beyond the fine for not keeping the salon clean. One common area nail techs miss is behind the removable parts, such as behind screens and impellers. As you can see in this photo, this area can get very, very dirty.

Also, many states require logging every pedicure spa cleaning, and a separate violation and fine may be levied for not writing down your cleanings. You can easily create your own log or print out a ready-made one from [www.nailsmag.com/pediclecleaninglog](http://www.nailsmag.com/pediclecleaninglog).

PHOTO COURTESY OF THE FLORIDA DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION



#### **4 COMMON VIOLATION: Multi-use implements and tools not properly cleaned and disinfected prior to use on a client**

**THE FIX:** There are two kinds of tools commonly used in nail salons: non-porous (made of hard materials like metal, plastic, or glass) and porous (items of absorbent materials like cloth or wood). Non-porous items are generally multi-use, but in between uses you must both clean and disinfect them. To clean, wash with soap and water to remove all visible debris. To disinfect, immerse the cleaned item for 10 minutes in a state board-approved disinfectant. Always keep the disinfectant solution covered to prevent contamination, and change disinfectant at least once per week or when it is visibly cloudy or dirty. If you find yourself running out of implements before you can disinfect the dirty ones or you don't have a spare if you drop one on the floor, it's time to go implement shopping.

#### **5 COMMON VIOLATION: Re-using one-use items, like nail files**

**THE FIX:** So what about those porous items, like nail files, manicure sticks, wax sticks, cotton, paper towels, and buffer blocks? Because there's no known way to fully clean and disinfect those, you've got to trash them (preferably in a covered bin). Do this immediately before you get them confused with your clean ones. Is throwing them away costing too much money? Try cutting the files and buffers in half or in smaller pieces (before use) — then you only have to throw away the part you used. Or buddy up with a neighboring salon to get bulk discounts on these products from your supplier.



#### **6 COMMON VIOLATION: Failing to wash your hands or have your client wash her hands before the service**

**THE FIX:** This is one we've seen too many salons guilty of. The manicure or pedicure soak as the first step of the service **does not count** as hand washing. To ask your clients to wash their hands without offending them or implying that their hands are dirty, simply offer them a clean nail brush and say that soap, water, and the nail brush will help ensure their nail color will adhere better. Walk over to the sink with them and let them see that you're washing your hands too, which is also a great time to make small talk.

#### **7 COMMON VIOLATION: Unlabeled containers**

**THE FIX:** Though it might be supremely obvious to you as to what is in the container, to comply with the regulations in many states you must label everything. Don't let the state board cite you for failing to label something simple like cotton balls (perhaps they thought you were keeping cotton ball-textured marshmallows at your workstation?) or your spray can of water. On the plus side, this could be a great excuse to spend \$20 on a label maker.



#### **8 COMMON VIOLATION: No photograph on license**

**THE FIX:** Many states require a passport-sized photo that you must attach yourself. And sadly, a lot of techs forget to attach their photo (or, though we don't like to think about it, don't attach it on purpose in order to try to illegally "share" a license). Check your license and if it needs your photo, go ahead and attach it now. We'll wait.

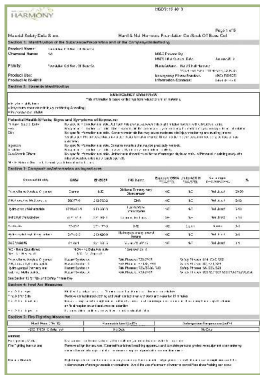


**9 COMMON VIOLATION: Possession of MMA**

**THE FIX:** In the early 1970s, MMA (methyl methacrylate) monomer was the main ingredient in many acrylic liquids. However, in 1978, the FDA found MMA to be unsafe for use in nail products due to a variety of health risks (including skin allergy and permanent loss of the nail plates) and because the resulting enhancements are too rigid (which can cause the natural nail to break). Plus, MMA-based enhancements are so difficult to remove that their removal generally results in damage to the client's nail plates. So why, more than three decades later, are some salons still using MMA? In general, it's because these unsafe products are cheaper. If you're using an MMA monomer, switch to a reputable brand and increase your prices to cover the difference. (Trust us, it's better than getting fined, which may be the least of your worries — you also risk being sued by an irate client.) If you're a nail tech who's in the position of removing nail enhancements from another salon that were created using MMA, we encourage you to find out which salon applied the enhancement and report them to your state board to help eradicate the use of this dangerous product.

**10 COMMON VIOLATION: Safety Data Sheets not kept on premises**

**THE FIX:** Safety Data Sheets (formerly called Material Safety Data Sheets or MSDS) give you important instructions for how to use the product safely, first-aid solutions in case of an accident, and storage instructions. If you can't find yours, go to the manufacturer's website and print the sheets out and keep them in your salon. (If the manufacturer doesn't have the sheets available online, call and ask for a copy.) **N**



Thank you to the following state boards of cosmetology for providing lists of their top violations for this article: California, Texas, Florida, New York, and Virginia.



**Check yourself:** NailsMag.com offers a free self-inspection checklist that you can use to up your salon safety. Print it out at [www.nailsmag.com/selfinspect](http://www.nailsmag.com/selfinspect).

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# Sitting Pretty

The demands of the job put nail techs at risk of developing chronic pain in their shoulders and back. Learn how proper posture can combat the risk by reducing muscle strain and fatigue.

## MANICURES



### 1 SHOULDERS

**DON'T:** Lean on your elbow as you apply product, shape nails, or polish. This raises the shoulder and tires the strained muscles.

**DO:** Sit with both feet on the ground and body weight balanced on the ischial tuberosity (butt bones). Keep shoulders straight and core engaged without straining the neck forward as you work. If you need to get closer to the client's nails, use an elevated hand rest or bend the whole body forward without rolling or hunching the shoulders.

### 3 HIPS

**DON'T:** Twist your body and cross your legs as you work. The twisted spine and compressed leg will increase hip and back pain.

**DO:** Sit straight, with shoulders forward. Engage your core and straighten your shoulders and back. Keep hips facing the client with feet on the floor. If necessary, purchase a desk with a cutout that allows you to sit straight in your chair, but to still work on the client's hands from an angle.

### 2 LOWER BACK

**DON'T:** Perch at the edge of your chair or lean forward to get closer to the client's nails. This offers no lower back support and increases muscle fatigue.

**DO:** Find a chair with good lumbar support and work at a distance that allows you to have both feet on the floor. Wheel yourself forward rather than bending yourself closer.

### 4 WRISTS

**DON'T:** Bear the weight of the client's hand and arm by suspending the hand during nail services.

**DO:** Support the client's hand to reduce strain on your wrists and shoulders. You can choose a product such as the Wrist Assist or the Pampered Perch, or create your own solution, such as a small, firm pillow that elevates the client's hand while keeping it in a limp, relaxed position.

## PEDICURES



### 1 NECK

**DON'T:** Stretch the neck forward to get a close view of the toes and feet. This creates enormous stress on the muscles of the neck and shoulders.

**DO:** Elevate clients' feet with a footrest and get an adjustable pedi stool for yourself. The height of the footrest and the height of the stool can be adjusted to bring the client's foot to the correct height during different stages of the service.

### 3 LOWER BACK

**DON'T:** Don't twist the body to get closer to the client's foot.

**DO:** Keep the lower back straight and supported. Engage your core muscles to reduce strain on the lower back. Find a chair that offers support for the lower back, and be sure your pedicure tub and footrest allow you to wheel forward and surround the tub.

### 2 UPPER BACK AND SHOULDERS

**DON'T:** Use your own strength to support the weight of a client's foot. Don't round the upper body over the toes and feet to get closer to the client. Both put pressure on the muscles between the shoulder blades. Plus, rounded shoulders reduce your ability to open your chest fully when you breathe.

**DO:** Depend on the footrest to not only bring the foot to a workable height, but also to bear the weight of the foot. You should always be in a position where your shoulders and upper back are straight.

### 4 FEET

Your posture will be compromised if any part of the pedicure area restricts your feet and legs. Feet should be flat on the floor, and legs should be able to maneuver freely around the footrest and tub. **N**

MODEL CAMMY NGUYEN  
PHOTOGRAPHY KIMBERLY PHAM



# foot forward summit

A stylized graphic of a foot in profile, facing right. The foot is white with a teal nail on the big toe. A hand in a teal glove is shown from the top, with fingers positioned as if about to nail the big toe. The hand and foot are set against a white background that is part of a larger teal and purple geometric design.

Join us at the **ONLY** event in the nation dedicated to providing nail techs and owners with **foot care solutions to elevate their careers.**

NAILS' **Foot Forward Summit** brings foot-focused education and networking opportunities to nail professionals who are eager to advance their knowledge and increase their earning potential. Gain a greater understanding of common foot conditions and the vital role nail techs can play in safeguarding their clients' foot health.

**AUGUST 12-14, 2018**  
**Hilton Atlanta Northeast**  
Atlanta, GA

**REGISTER BY  
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[www.FootForwardSummit.com](http://www.FootForwardSummit.com)

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# NAILS Online Resources

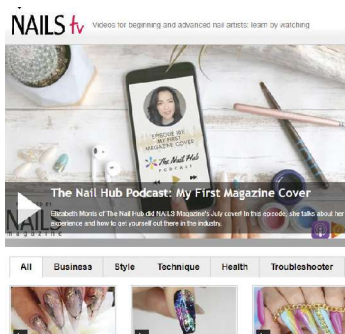
One of the best resources for nail techs is the internet. You'll find step-by-step tutorials (with photos or even videos), new product mentions, spa pedicure recipes, and veteran nail techs who are willing to share their expertise with you. We recommend that you bookmark [www.nailsmag.com](http://www.nailsmag.com) as we know you'll find it helpful as you grow your career.



## CAREER HANDBOOK CHANNEL: START YOUR SEARCH HERE

[www.nailsmag.com/career-handbook](http://www.nailsmag.com/career-handbook)

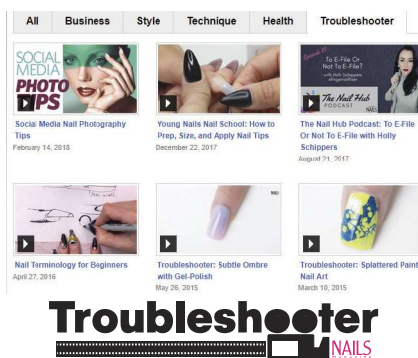
Our Career Handbook website contains helpful articles and links beyond what's in this printed edition. We know how intimidating it can be to take those first steps, so use this site as your portal to a new profession. You'll find information on starting your career, building your business, honing your skills, and expanding your horizons. Plus, a digital flipbook of the Career Handbook is available for reference, in case you ever misplace your hard copy.



## NAILSTV: LEARN BY WATCHING

[www.nailsmag.com/nailstv](http://www.nailsmag.com/nailstv)

There are hundreds of free videos on NAILStv. The site is similar to YouTube, but only includes videos relevant to professional nail techs. Watch everything from product tutorials to beauty tradeshow footage to salon tours and more. Plus, our original Troubleshooter series clarifies nail prep and product application techniques — perfect for newbies.



### NAILS 101:

*a Student Blog*



from the **editors**



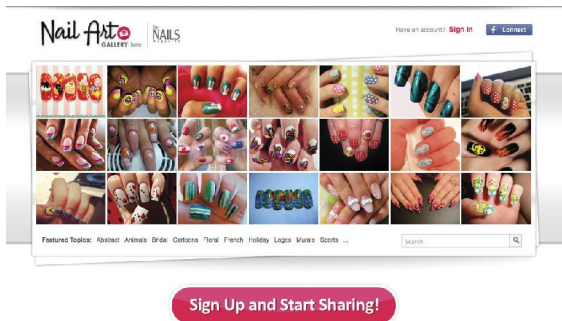
## BLOGS: FIRST PERSON ACCOUNTS

[www.nailsmag.com/blogs](http://www.nailsmag.com/blogs)

NailsMag.com hosts five blogs written by experts in the field. For newbie nail techs, check out NAILS 101: A Student Blog. Our other blogs are: 365 Days of Nail Art, Finger Nail Fixer, From the Editors, and Viet {Salon} Voice.

## ONLINE NETWORKING: JOIN THE CONVERSATION

-  [www.facebook.com/nailsmag](http://www.facebook.com/nailsmag)
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-  [www.pinterest.com/nailsmagazine](http://www.pinterest.com/nailsmagazine)
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## NAIL ART GALLERY: GET INSPIRED

[nailartgallery.nailsmag.com](http://nailartgallery.nailsmag.com)

Nail Art Gallery is a social networking/photo sharing site that allows you to do more to showcase your own art, as well as browse and get inspired by other nail artists' work. You can create a personal profile, become a fan of other nail artists, and upload all of your nail art photos in one easy-to-share place — and it's FREE! (We've also added an app — download it on iTunes. Search for Nail Art Gallery.)



## NAILS ENCYCLOPEDIA: AN ACCESSIBLE RESOURCE

[www.nailsmag.com/encyclopedia](http://www.nailsmag.com/encyclopedia)

Like your textbooks from beauty school, the NAILS Encyclopedia can serve as a great reference tool for you. It's written specifically for professional nail technicians and defines and describes nail diseases and disorders, specialized terms pertaining to nail art and design (including what brushes help you create specific strokes and lines), histories of the top companies and nail professionals, product ingredients (popular and obscure), and hundreds of other terms.



## THE NAIL HUB PODCAST: DISCUSSING INDUSTRY ISSUES

[www.nailsmag.com/thenailhub](http://www.nailsmag.com/thenailhub)

Download Elizabeth Morris's podcast and listen as she interviews prominent people in the industry and breaks down the business of nails.



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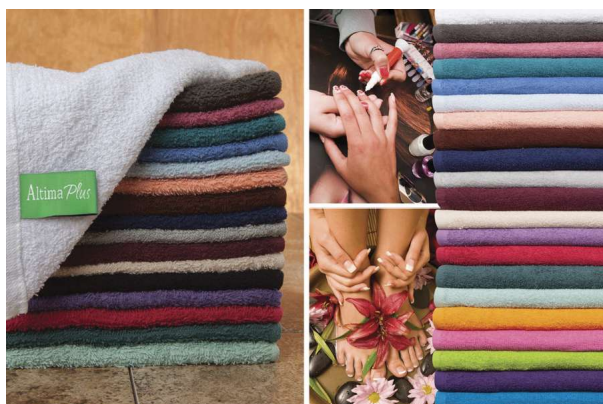
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# Resources

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## American Dawn

ADI Salon Products' ever popular 100% pure Cotton Allure29 & Allure12 Mani-Pedi Towels now has a new collection of Jumbo Towels in a 16"x28" size weighing 4 pounds per dozen along with 13"x13" hand or face towels available in 17+ colors. These salon towels accent the ambiance and the décor of the salon and salon furniture.

**American Dawn**  
[www.adisalonproducts.com](http://www.adisalonproducts.com)  
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## Dazzle Dry

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**Dazzle Dry by VB Cosmetics**  
**(480) 814-8300**  
[www.dazzledry.com](http://www.dazzledry.com)



## LCN USA

Put your best Foot Forward with Citrus Pedicure System Refresh, Brighten & Tone. This pedicure is refreshing, uplifting, exfoliating, and antiaging. For more information and a complete list of ingredients contact [www.lcnusa.com](http://www.lcnusa.com). Set contains the world's best callous reducer Soak Spray with 17% Urea contents. Vegan and no animal testing.

**LCN USA**  
**(800) 761-3300**  
[info@lcnusa.com](mailto:info@lcnusa.com)



## Wildflowers Nails

This Wildflowers Nail Art Brush Set comes with a zip-up case loaded with 12 popular lidded nail art brushes. The case features three zipper compartments, including a compartment with two spots to store your stamping plates, and it holds a total of 42 brushes and tools. The set includes the following Wildflowers nail art brushes: Magenta, Silver, Orange, Teal, Light Pink, Rose, Lime, Mint, and Indigo. It also contains a Black Mini-Mini, Blue Striper, and Gold Striper.

**Wildflowers Nails**  
**(239) 677-0578**  
[www.wildflowersnails.com](http://www.wildflowersnails.com)  
[info@wildflowersnails.com](mailto:info@wildflowersnails.com)



### ARTISTIC NAIL DESIGN

Artistic Nail Design has added more core colours to its Perfect Dip line. For more glitter and shimmer options, Artistic has added best-selling shades such as Glamorous, Goddess, and Dazzled. If neons and bright shades are more your thing, try Toxic, a glowing lime green, and Wild, a luminous yellow. The additional core shades match Colour Gloss gel and Colour Revolution lacquer, making it easier to coordinate your clients' manicures and pedicures.

**Artistic Nail Design**  
[www.artisticnaildesign.com](http://www.artisticnaildesign.com)



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### HELIOS

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**Helios**  
[www.heliosnails.com](http://www.heliosnails.com)



### CND®

Upbeat and highly pigmented shades of red heat up CND® Summer 2018 shade collection, Boho Spirit. The tones evoke thoughts of warm sunsets in indie orange and desert rose. Combinations of dark ginger and fiery coral brighten up the medley of colors. Contemporary yet rustic, Boho Spirit is a versatile mix of sun-kissed tones that reflect the fervent energy of Summer. Available in CND® SHELLAC® Gel-Polish and CND® VINYLUX® Long Wear Polish lines.

**CND®**  
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### J & A USA INC.

The Lenox LX marks a new generation of luxury pedicure service chairs that combine functionality and comfort. Fitted with a built-in remote, the Lenox LX is designed to deliver an immersive, full-body shiatsu massage featuring an ornate glass bowl equipped with a pipe less jet whirlpool system ensuring a truly invigorating and lasting impression.

**J & A USA Inc.**  
 (631) 243-3336  
[www.jausainc.com](http://www.jausainc.com)





## LECHAT

From the company that revolutionized the nail industry with its powder gel system, and Perfect Match gel and lacquer sets, comes the newest product you will love, Perfect Match Dip Powder. Dipping is at the forefront of nail trends in 2018, and LeChat is upping the ante. LeChat's Perfect Match Dip System (available this summer) will perfectly pair with LeChat's current Perfect Match gel and lacquer lines. You will be able to choose from over 200 dip powders, as well as matching gels and lacquers. The dipping system has never been more complete or well rounded. Available at [www.lechatnails.com](http://www.lechatnails.com) and world wide through distributors summer 2018.

**LeChat**  
**1-800-553-2428**  
[www.lechatnails.com](http://www.lechatnails.com)

## MORGAN TAYLOR

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**Morgan Taylor**  
**(714) 773-9758**  
[www.morgantaylorlacquer.com](http://www.morgantaylorlacquer.com)



## MORGAN TAYLOR

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## OPI POWDER PERFECTION

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# Managing Stress at the Salon

BY ROSANNE ULLMAN



**S**tress on the job has been shown in study after study to be a major source of health problems. Salon professionals have always been fortunate that a major reason people report feeling stress on the job — a fear of being fired or laid off — is less of a problem in an industry that's chronically short of workers. Dissatisfaction from the work itself, another complaint among employees in other industries, also tends to be less of an issue among nail techs.

Still, every job has some built-in stress. Like everyone else, nail techs want to make as much money per hour as they can, which can lead to long hours, physical fatigue, time-management issues and other stress triggers.

Some of the steps you can take if you notice regular stress and anxiety occurring are obvious, such as cutting down on alcohol, getting more sleep, eating properly, and exercising. Also, rely on your support system — family and friends — to help you through rough patches. And, if it's possible, an annual vacation or simply taking time away from your daily routine can do wonders.

Other strategies include:

**GET ORGANIZED IN TIME AND SPACE.** Keep your station easy to work in. Before you leave for the day, spend an extra five minutes organizing your products or going over tomorrow's schedule. It will help you plan for the next day and know what to expect in the morning.

**MANAGE YOUR EMOTIONS.** If you find yourself angry at fellow students or team members, or so close to clients that their sadness becomes your sadness, try to do a better job of staying collected. Approach situations with humor and keep the big picture in front of you.

**ESTABLISH GOOD HABITS.** Negativity, carelessness, and their opposites — perfectionism or trying to control things beyond your control — are habits you can break if you try hard enough. Arrive at the salon with a positive attitude and determination to do the best job you can, and don't let it rattle you if something goes wrong — because something always will! Try not to absorb that stress.

**SLOW DOWN.** As you're sculpting a set of nails, what's going through your mind? Good for you if the answer is you're thinking about how to sculpt a perfectly balanced and shaped set of nails. But it's easy to let our minds go

into worry mode. Maybe you're preparing yourself for the next client, who's a chronic complainer, or you're daydreaming about what to make for dinner that night.

"I think we've all had this experience, which often has us psychically living 30 minutes into the future — no matter how great the present circumstances might be," says author and speaker Steve Gilliland. "Are we doomed to this torrent of noise that distracts us from enjoying our life? We don't have to be."

Many times, we worry for no reason. "Don't put up your umbrella until it rains," Gilliland says. "Worry restricts your ability to think and act effectively, and it forces you to mortgage fear and anxiety about something that may never occur."

Gilliland, author of *Enjoy the Ride and Detour, Developing the Mindset to Navigate Life's Turns*, offers tips for staying in the moment rather than putting your head into the next task of the day.

**LAUGH MORE!** "When you laugh, you're living almost completely in the moment, and it's one of the best feelings you can have," Gilliland says.

## **TAKE ACCOUNTABILITY FOR YOUR OUTLOOK.**

"No one can ruin your day without your permission," Gilliland says. "Understand that life picks on everyone. When we take misfortune personally, we tend to obsess, giving a legacy to something that may make you a day 'poorer' in life."

## **LIVE FOR TODAY — LESS FOR TOMORROW, AND NEVER FOR YESTERDAY.**

"Remind yourself yesterday is gone forever, so why not live in the now?" Gilliland says. "And what if tomorrow never occurs? There is a difference between working toward the future, which is inherently enjoyable in light of hope, and living in an unrealistic future that remains perpetually elusive. If tomorrow never comes, would you be satisfied with the way today ended?"

It's great to have goals, but you have to enjoy the process of pursuing them.

"It is not how you start in life, and it is not how you finish," Gilliland says. "The true joy of life is in the trip, so enjoy the ride!" **N**

*This story first appeared in Modern Salon.*

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