

NAILSTYLE

THE
INDUSTRY
STANDARD

FALL 2013

FALL COLLECTION

WHY
CHOOSE
LED?

TOP FASHION
AND COLOR
TRENDS FOR
THE SEASON

INTERNATIONAL NEWS:
WHERE IN THE
WORLD IS GELISH?



gelish[®]
SOAK-OFF[®]
GEL POLISH



welcome

Gelish proudly presents *Nail Style*, the magazine style newsletter that offers nail professionals an in-depth look into the popular gel polish brand. With *Nail Style* we hope to entertain, enlighten, inspire, and educate the nail industry through editorial, imagery, and tutorials.

In our first issue, we give you an exclusive backstage pass to our fall campaign photo shoot, provide a Trend Report that analyzes seasonal color selections, feature informative in-depth editorials, and take you on a trip around the world with our International News section.

Lastly, I would like to thank you nail professionals for your continued support of Gelish over the past three years. When we launched the brand, never in our wildest dreams did we imagine that our product(s) would have such a significant impact on the industry in such a short period of time. It is my promise that we will continue to innovate the industry through product development and technology, while offering the most extensive fashion-forward gel-polish color range on the market.

Danny Haile
Founder/CEO, Hand & Nail Harmony

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NAILSTYLE

VOL. 1 ISSUE 1

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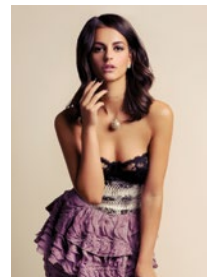
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HM-1879



Behind the scenes

BY APRIL JONES

fall is my absolute favorite season primarily because of the amazing fashion that corresponds with the crisper weather and the start of the holiday season, which symbolizes quality family time and all things sparkly. This is why it is no coincidence that the fall 2013 photo shoot came complete with avant-garde fashion, a healthy dose of glitz and glamour, relentless dedication from the team, and good plain (Gelish) family fun. While the wardrobe was second to none, the nails, designed by the master himself Danny Haile, stole the show with their perfect shape and intricate lace appliqué design. In-house fashion photographer Ted Emmons beautifully captured the images to successfully convey the story for the campaign. 📸



The Cover

NAILS
Danny Haile

PHOTOGRAPHER
Ted Emmons

MODEL
Boryana, Hollywood
Model Management

HAIR AND MAKEUP
Dana Delaney

WARDROBE
Van Van

Check out these Behind the Scenes videos for an exclusive look into the Gelish Fall 2013 campaign photo shoots.



12pc
Counter
Display

What's in Style

BY APRIL JONES

the inspiration for our seasonal color collections is derived from fashion trends presented on the runways during Fashion Week. The reoccurring themes most prevalent for fall/winter 2013-2014 are texture and contrast, as shown through eclectic fabric and pattern combinations such as embellished ensembles, exotic furs with leather trimming, and plush velvet and lace. Top runway trends included **SEDUCTIVE LACE** (intricate crochet and delicate lace appliqués), **EMBELLISHED DRESS** (decorations and adornments), **CHILL-OUT METALLIC** (evening dresses and tops in shimmering metallic colors), **PLUSH GLAMOUR** (luxurious dresses, romantic tops, and streetwise pants in luscious velvet), **PASTEL TEMPTATION** (ultra-feminine and chic soft shades of pink and blue) and **BEJEWELED** (glitter and glamour with jewel and gemstone embellished shoes and bags).

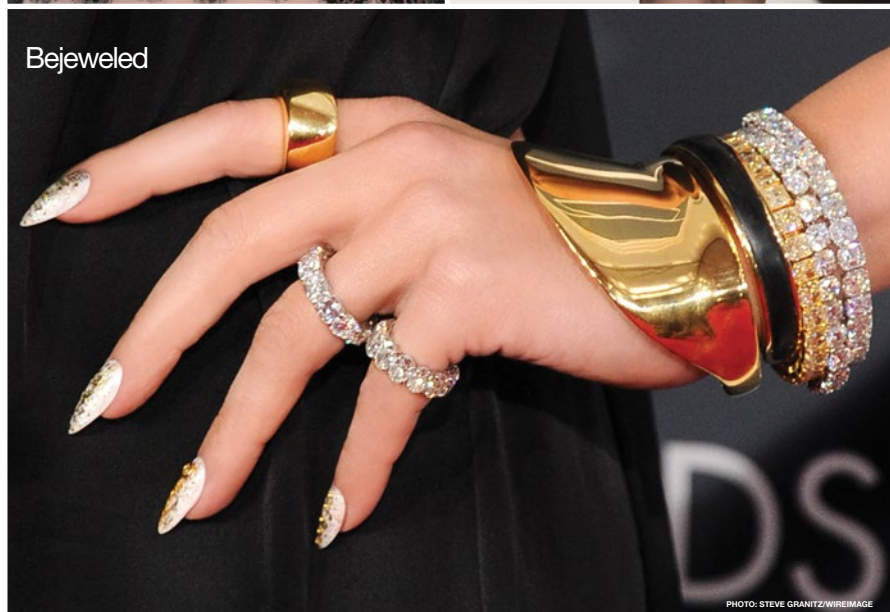
the color palette of the season is as expressive and diverse as the garbs featured in the various designers' collections. The intoxicating color combinations evoke emotions ranging from nostalgic reflection



Seductive
Lace



Exotic
Furs



Bejeweled

PHOTO: STEVE GRANITZ/WIREIMAGE



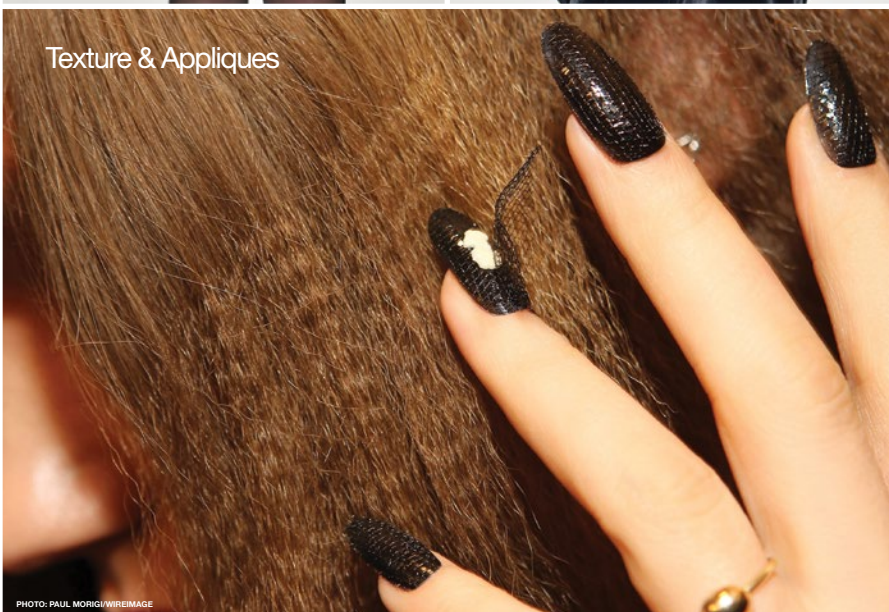
Embellished Dress



Plush Glamour



Chill-Out Metallic



Texture & Appliques

and delightful amusement, to overtly seductive. The prominent hues for the season include: **MULTIFACTED EMERALD** – lively, radiant, lush green, **LINDEN GREEN** – yellow-toned green, **MYKONOS BLUE** – meditative blue, exotic **AÇAÍ** – dark purple, spirited **SAMBA** – dramatic red, **KOI** – decorative orange, **VIVACIOUS** – wildly deep fuschia, **DEEP LICHEN GREEN** – naturally lush green, **TURBULENCE** – dark mercurial gray, and **CARAFE** – glamorous brown. 

Under her Spell


FALL IN LUST
AGAIN AND AGAIN

BY APRIL JONES
PHOTO BY TED EMMONS

COLLECTION

The direction/concept for this campaign was inspired by the eclectic assortment of textures and fabrics that were prevalent on the runway this season, combined with a woman's power of femininity and sensuality. Lace, leather, and embellishments played a major component in not only influencing the color palette selection and nail artistry, but finalizing the overall wardrobe direction.

The various hues handcrafted for fall 2013 intermix rich and regal shades with creamier dainty hues for a multifaceted yet complementary color range. From the seductive *A Touch Of Sass* (jeweled black cherry); to sensual *I'm No Stranger To Love* (rich navy-teal); to alluring *Love Me Like A Vamp* (jeweled black violet); to intoxicating *Want To Cuddle?* (smokey dark taupe); to captivating *Lust At First Sight* (creamy greyish mauve); to graceful *My Nightly Craving* (creamy greyish pink lavender), the colors perfectly paint the picture of the art of seduction.

Texture and embellishments in nail art were essential to this collection. An intricate lace design was meticulously applied to accent fingers on both hands, and nails were perfectly shaped into subtle talons to complete the perfect manicure. 

THE COLORS

Love Me Like A Vamp

My Nightly Craving

Lust At First Sight

A Touch Of Sass

Want To Cuddle?

I'm No Stranger To Love



→
Check out the
promo video
for fall 2013

Model is wearing: Love Me Like A Vamp and My Nightly Craving

WHY
CHOOSE
LED?

BY IRENE CHAO

With the rapid growth of gels in the market, many nail techs have found themselves bombarded with questions regarding gel lamp technology. Traditional standard UV lamps are no longer the only — or best — choice for busy nail techs. Couple that with many scare tactics about the safety of standard UV lamps, and it's your job as a nail tech to make sure you and your clients are educated and confident about the services you provide.

So let's start at the beginning.

WHAT IS UV LIGHT? All light is categorized by its different band of wavelengths. Visible light for humans occurs between 400 and 780 nanometers (nm) on the Electromagnetic Spectrum. UV (ultraviolet) light is electromagnetic radiation with a wavelength shorter than that of visible light — it occurs between 100 and 400 nm. UV operates on a broader spectrum, while LED (light-emitting diodes) operates on a narrower band of 400-410 nm.

WHAT DOES THIS MEAN? Photo-initiators (used to cure gel nail products) are most effective at a specific bandwidth. Because of the different band of wavelengths, the same chemistry that photo-cures in UV may not work with LED. This is why it's extremely important to use the recommended lamp for your chosen gel product. Different photo-initiators may be needed in a specific gel to cure in a UV lamp versus an LED lamp.

WHY CHOOSE LED OVER UV? LED lamps cure gels faster. This is great for several reasons. First, your clients' hands aren't subjected to minutes-long exposure under the UV lights, reassuring them about what they "think" is potentially harmful. (It's important to remember that it's been reported by the *Journal of Investigative Dermatology* that UV lamps do not appear to significantly increase the lifetime risk of skin cancer.) Second, the faster the cure time is, the faster the service is, which is ultimately better for business.

LED lamps typically use less power than standard UV lamps, they're lighter in weight, and one of the coolest selling points — the bulbs last up to 50,000 hours, so you'll never have to replace a bulb again. (Remember with standard UV lamps, you get far fewer hours of functional use out of the bulbs, which normally need to be replaced every two to four months depending on the amount of use.)

WHY CHOOSE GELISH? Gelish is the leader in LED technology. The Gelish 18G LED Light is a scientifically engineered, precisely calibrated authentic LED. It is specially designed for rapid and efficient gel curing, particularly for the high-performance Gelish Soak-Off Gel Polishes. It's important to use Gelish products with the Gelish 18G LED Light because each product in the line is formulated to be cured quickly all the way through at a wavelength of 395-405 nanometers, which falls perfectly in the narrow band of light emitted by the LED lamp.

You — and your clients — can always count on the same results when using the entire Gelish line in combination with the Gelish 18G LED Light. You can expect a high-gloss finish that lasts up to three weeks without any chipping or peeling.

It's a worthwhile investment — for both increased service sales and reputation. Don't be tempted by lower-cost, inferior products on the market. The Gelish 18G LED Light can be your best marketing tool. It will let your clients know their safety and well-being come first. And you'll know that your decreased service time will ultimately lead to more profits in the long run. 📈

GELISH 18G LED LIGHT CURES IN **3 MINUTES AND 10 SECONDS** COMPARED TO OUR COMPETITORS, WHICH TAKES A TOTAL OF 14 MINUTES FOR BOTH HANDS.



Pros Of Using The Gelish 18G LED Light

- Fastest complete cure time in the industry
- Cures Gelish Foundation Base Gel in only 5 seconds
- 4x's faster than the competitors
- Lightweight
- Energy-efficient
- No bulb changes
- Consistent power and performance
- Patented eye shield

EDUCATION



the philosophy at Hand & Nail Harmony is that being a nail technician is not just a job, it is a vocation that has huge possibilities and the potential to be a very satisfying career, both professionally and financially! We have constructed our PhD Education Program to develop, support, and help nail technicians achieve their individual goals, at all levels, across the globe.

Embarking on the Harmony Educational Journey and joining our PhD Program begins with our 101 Courses – these are our entry level classes that are designed to get the student up and ready to start building your future as a successful nail technician.

This can be followed by taking part in our PhD Courses that build and technically advance each student in your skills to become the best nail technician you can be.

Once a nail technician has successfully completed our PhD Education Program, you will be invited to complete our online written evaluation and earn the prestigious "PHILOSOPHY OF HARMONY DOCTORATE Nail Artist Certificate" to proudly display as a symbol of genuine personal achievement. To receive this certificate is a true sign of dedication and a passion for being the best that you can be in the nail industry.

We recognize that any individual who has achieved this goal has huge potential and could be ready to train with us to join our growing team of distinguished 1st class Harmony educators around the world.

Because everyone deserves a little Harmony in their life... 

FOUNDATION EDUCATOR TRAINING SCHEDULE FOR 2013/2014

US TRAININGS

July 18-21, 2013
November 7-10, 2013

MASTER EDUCATOR TRAINING

Los Angeles: January 2014

INTERNATIONAL TRAININGS

Cyprus/Middle East: Fall 2013
Spain: October 2013
Scandinavia: Fall/Winter 2013
Russia: Fall/Winter 2013
USA: January 2014
Netherlands/Belgium: Spring 2014
Asia: 2014
UK: May 2014
Italy: Summer 2014

For a list of confirmed dates and locations please email intlevents@nailharmony.com

WE WANT YOU TO JOIN OUR FAMILY!

Bored sitting behind your nail table?

Looking to stretch your repertoire of nail applications?

Love to travel?

Then this is the place for you!

Join the Harmony team and share your knowledge as an educator with the leading gel-polish manufacturer in the world.

Please email your résumé and pictures of work to maeling@nailharmony.com or for international contact kristina@nailharmony.com

First Look

Gelish U.S. Dean of Education MaeLing Parrish utilized her background in art to establish herself as one of the top nail educators in the U.S. Find out what makes her tick in the one-on-one interview below.

BY AMY MACGREGOR PHOTO BY SCOTT STACER



What is your favorite nail art to do and why? My favorite will always be 3-D acrylic flowers. I love creating super-thin multi-layered flowers.

Tell us about your first educator training where you were the trainee: To preface this story, a “jelly-bean” nail looks like a jelly bean cut in half length-wise and stuck on top of the nail. It’s pretty much a wide, fat, humped nail.


When I attended my first educator training, I didn’t know what to expect because I was only familiar with “salon-style” sculptured nails and not “professional-style” sculptured nails. I was asked to apply a pink-and-white sculptured acrylic on our practice partner, which I thought I did a pretty darn good job on. Gari-Dawn Tingler, who was the dean of education at the time, took one look at it and sarcastically said, “Nice jelly bean,” and walked away. As my eyes filled with tears, my partner said to me, “Don’t cry!” I thought to myself: “Really? Like telling me not to cry is going to stop the tears from coming!” Gari-Dawn and the director of education for the distributor looked over and saw my distress. The director explained to Gari-Dawn that I had never seen or performed this style of nail before. She walked back over to me, looks at my nail again and said, “Oh...that looked pretty good.” Ever since then, we always have a good laugh when that story gets brought up!

What is your favorite Gelish color and/or collection? My favorite is the Gelish Aurora Collection. I have a fetish with my toes and I like to create a teal-mermaid design, which I always layer with one of the colors from the Gelish Aurora collection.

How is your job fulfilling? My job as a nail tech is very fulfilling because it led me to be an educator. I never

knew that I wanted to be an educator for a nail company – I actually fell into it by accident. It lets me help other technicians hone their skills and learn new techniques. I love that one moment when a student gets it and the light bulb goes off in her head.

Tell us a little about yourself. I love Hello Kitty! I just saw an ad in a nail magazine and the whole nail salon is decked out in Hello Kitty. I’m also a foodie. I love to hang out with my girlfriends over a good dinner and have a couple of cocktails. My favorite color is white. It’s just clean – a clean slate...you can do anything with white. And I love movies – I can see the same movie five times in a row. I love to throw out movie lines all day long and I make my friends guess the movie lines. My favorite movie is “Pride and Prejudice” — the version with Keira Knightley. I love Mr. Darcy!

Who’s the most inspirational person you’ve met and what makes him/her inspiring? The most inspirational person I’ve ever met in the industry is Tom Holcomb, who passed away recently. He was one of those people who could help anyone in the room. It didn’t matter if you were a beginner nail tech or advanced nail tech – he was just uplifting. His ideas...I don’t know where they came from. He would think of things that nobody has ever thought of. He really changed how people think about nail art. Up until Tom Holcomb, there really wasn’t nail art like he did – the 3-D nail art that included crazy designs that rose four inches above the nails. He replicated the New York skyline on a set of nails and it was so exact; with windows and everything. Besides that, he was an all-around great person to be around. There was no “Debbie downer” with Tom; everything was always happy and fun. He will be greatly missed. 

→
View the
full interview



MASTERTECHNIQUE



Lace Seduction

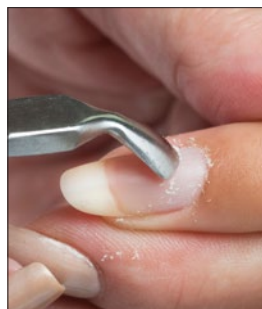
BY MAELING PARRISH

PHOTOS BY SCOTT STACER

lace material and patterning made a huge impact on the runways for the fall season. Here, in this Master Technique, Gelish U.S. Dean of Education MaeLing Parrish shows us how to translate the runway trend into a wearable nail look using colors from the fall 2013 *Under Her Spell* collection.



←
Watch the
step by step



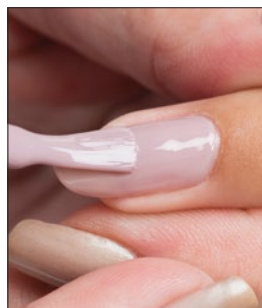
01

Shape the nail using a 240/240 Thin Wooden File. Push back the cuticle and remove any non-living tissue from the nail plate. Remove the shine from the nail plate using the 180-grit side of the Harmony 100/180 grit buffer. Apply Nail Surface Cleanse to a lint-free nail wipe to remove any dust. Apply pH Bond to remove any excess moisture from the nail plate.



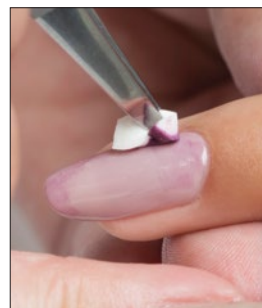
02

Apply a very thin coat of Foundation Base Gel to the entire nail. Cap the free edge. Cure in the Gelish 18G LED Light for 5 seconds (or 1 minute in a 36-watt UV Light). Using a clean dry gel brush, wipe the surface of the cured Foundation Gel to remove excess tackiness.



03

Apply a thin coat of My Nightly Craving to the entire nail. Cap the free edge. Cure in the Gelish 18G LED Light for 30 seconds (or 2 minutes in a 36-watt UV Light). Apply a second coat of My Nightly Craving to the entire nail. Cap the free edge. Cure in the Gelish 18G LED Light for 30 seconds (or 2 minutes in a 36-watt UV Light).



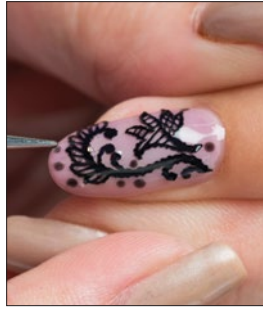
04

Using a small piece of makeup sponge and Tweezers, dab Love Me Like a Vamp onto the nail to achieve a frame effect. Cure in the Gelish 18G LED Light for 30 seconds (or 2 minutes in a 36-watt UV Light). Apply a coat of Top It Off to the entire nail. DO NOT CURE.



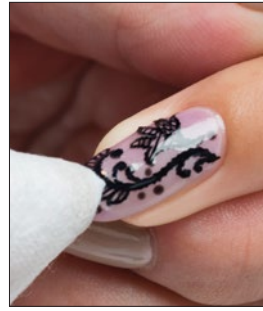
05

Place your lace design onto the nail in the desired location using Tweezers. Cure in the Gelish 18G LED Light for 30 seconds (or 2 minutes in a 36 watt UV Light). Apply a coat of Top It Off to the entire nail. Cap the free edge. Cure in the Gelish 18G LED Light for 30 seconds (or 2 minutes in a 36-watt UV Light). Using a clean #6 square gel brush, wipe off excess product from the nail.



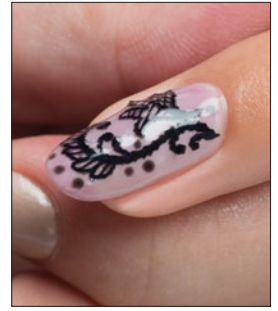
06

With the extra fine end of a marbleizing tool and Black Shadow, add extra dots to emphasize the designs on the nail. Cure in the Gelish 18G LED Light for 30 seconds (or 2 minutes in a 36-watt UV Light).



07

Apply a coat of Top It Off to the entire nail. Cap the free edge. Cure in the Gelish 18G LED Light for 30 seconds (or 2 minutes in a 36-watt UV Light). Apply Nail Surface Cleanse to a lint-free nail wipe to remove the tacky surface.



08

Massage Gelish Nourish Cuticle Oil into surrounding skin. 🧴



check list

240/240 Thin Wooden File
 Harmony 100/180 grit buffer
 Nail Surface Cleanse
 pH Bond
 Foundation Base Gel
 Gelish 18G LED Light
 My Nightly Craving
 Love Me Like a Vamp
 Top It Off Sealer Gel
 #6 Square Gel Brush
 Lint-free Nail Wipe
 Black Shadow
 Marbleizing Tool
 Nourish Cuticle Oil
 Tweezer
 Lace
 Cuticle Pusher

MASTERTECHNIQUE



Artful Texture

Create the look of multi-dimensional texture combined with an artful touch in this Gelish Master Technique by Gelish West Coast Regional Education Manager Sandy Borges Combs.



Sandy Borges Combs
Regional Education Manager

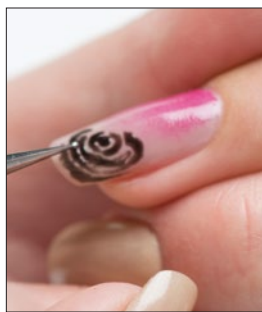


←
Watch the
step-by-step



01

Shape the nail using a 240/240 Thin Wooden File. Push back the cuticle and remove any non-living tissue from the nail plate. Remove the shine from the nail plate using the 180-grit side of the Harmony 100/180 grit buffer. Apply Nail Surface Cleanse to a lint-free nail wipe to remove any dust. Apply pH Bond to remove any excess moisture from the nail plate. Apply a very thin coat of Foundation Base Gel to the entire nail. Cap the free edge. Cure in the Gelish 18G LED Light for 5 seconds (or 1 minute in a 36-watt UV Light). Using a clean dry gel brush, wipe the surface of the cured Foundation Gel to remove excess tackiness.



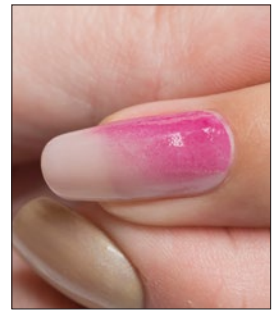
04

Using a marbling tool and Black Shadow create a lace flower on the nail. DO NOT CURE. Using a gel striper brush and Black Shadow, add lace detail to the nail. Cure in the Gelish 18G LED Light for 30 seconds (or 2 minutes in a 36-watt UV Light).



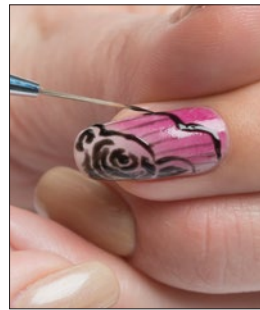
02

Apply a thin coat of My Nightly Craving to the entire nail. Cap the free edge. Cure in the Gelish 18G LED Light for 30 seconds (or 2 minutes in a 36-watt UV Light). Apply a second coat of My Nightly Craving to the entire nail. Cap the free edge. Cure in the Gelish 18G LED Light for 30 seconds (or 2 minutes in a 36-watt UV Light).



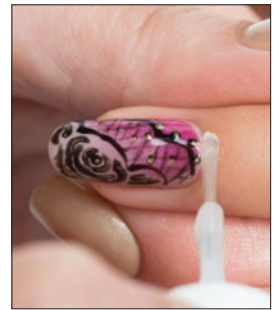
03

Apply a drop of A Touch of Sass and Black Shadow to the nail plate. Using a small piece of makeup sponge and Tweezers, dab A Touch of Sass onto the nail to achieve a gradient effect from the top of the nail to the middle, at an angle. Cure in the Gelish 18G LED Light for 30 seconds (or 2 minutes in a 36-watt UV Light).



05

Add more detail to the lace design using a gel striper brush until your desired look is achieved. Cure in the Gelish 18G LED Light for 30 seconds (or 2 minutes in a 36-watt UV Light). Accent the lace design with Meet the King by applying highlights to the lace rose and design. Cure in the Gelish 18G LED Light for 30 seconds (or 2 minutes in a 36-watt UV Light).



06

Apply a coat of Top It Off to the entire nail. Cap the free edge. Cure in the Gelish 18G LED Light for 30 seconds (or 2 minutes in a 36-watt UV Light). Apply Nail Surface Cleanse to a lint-free nail wipe to remove the tacky surface. Massage Gelish Nourish Cuticle Oil into surrounding skin. 🕒



Gelish® Hard-Gels

Gelish® Hard-Gel contains an advanced oligomer formula with LED Gel Suspension Technology (GST) for sculpting the perfect natural-looking extensions or enhancements.

The self-leveling gel smooths imperfections and requires minimal filing for any extension, resulting in a beautiful bubble-free finish. With LED cure times of only 30 seconds, you save time in the salon. **Gelish® Hard-Gel** offers total control for ease of workability while sculpting and shaping the nail.

Our UV brighteners and stabilizers ensure bright brilliant shine and vibrant colors. Superior adhesion to the natural nail makes **Gelish® Hard-Gel** last longer for durability and elegant every day wear.



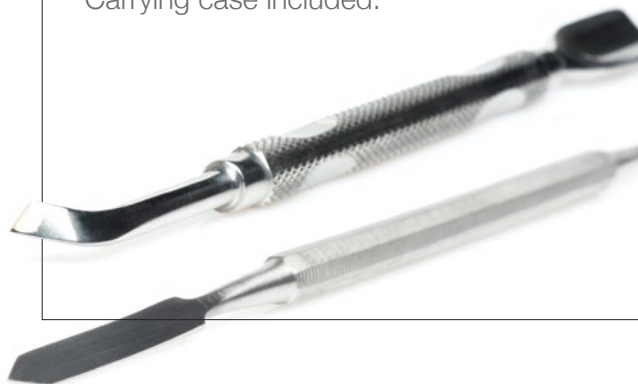
Gelish® Winter Reds – Holiday 2013

Tis' the season to be Gelish! Give your clients a delectable dose of holiday glitz and glamour Gelish style with this fabulous selection of reds. Make a statement this winter with Gelish Soak-Off Gel Polish, the gift that keeps on giving, 21 days later.



PROFESSIONAL TOOLS

Consolidate your nail kit and make it easier to travel and sanitize with the brand new Hand & Nail Harmony Professional Series Tools. Now you can have all of the necessities for creating the perfect C-curve, cleaning up cuticles, and mixing colors wrapped up in four ergonomically designed, double-ended manicurist tools. Each of the Hand & Nail Harmony Professional Series Tools have a stainless steel, easy-to-disinfect surface. Complete your nail kit with Hand & Nail Harmony Professional Tools. Carrying case included.





BY IRENE CHAO

ITALY

Global Gathering Entertains & Educates

Held in Bologna, Italy, during Cosmoprof 2013, Hand & Nail Harmony Doctor Professor and Nails & Beauty owner Antonio Sacripante presented the Gelish Grand Gala, which was all about education with “innovation” as the theme of the event. With Global Educators Antony Buckley (United Kingdom), Ghenna Gonzalez (Mexico), and Jang In Hee (Korea) in attendance, the group introduced new techniques and collections to a captivated crowd of more than 300 people. In addition to educational segments presented by top Gelish educators, the Gelish Grand Gala also included a stunning and futuristic 3-D mapping presentation of the Gelish bottle.



←
Watch the 3-D
mapping presentation.



Gari-Dawn Tingler and Antonio Sacripante



Danny Haile and Antonio Sacripante



David Daniel and Antonio Sacripante



N&B Italy Team (left) and Hand & Nail Harmony Team (right)



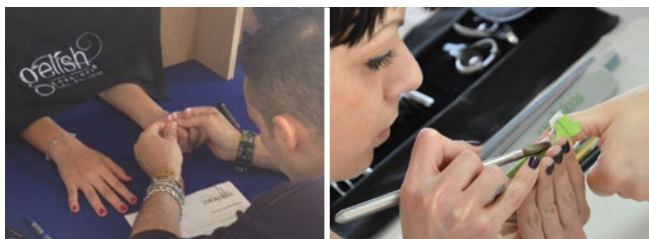
Thomas and N&B Italy team



POLAND ↑

Education Is the Key to Success

Euro Fashion®, the nail industry leader in the professional European market, held a five-day Hand & Nail Harmony® educator training from April 10-14 at their headquarters in Pruszcz Gdanski, Poland. Classes were very intensive and rich in knowledge, according to Kamila Lehmann-Pietrzyk, education and sales manager of Euro Fashion. In addition to learning about proper application and nail art techniques, the 50 students in attendance also enjoyed the group atmosphere and were already interested in attending more classes.



MALTA ↑

Competition Is the Name of the Game

The Malta Hand & Nail Harmony team recently hosted a nail competition, which included the following categories: Gelish Soak-Off Gel Polish application, Gel Nail Art, and French & Acrylic. The same team was also invited by Charles & Ron, top fashion designers in Malta to participate in their summer 2013 fashion show. Gelish colors used on the 19 runway models included: Danny's Little Helpers, He Loves Me, He Loves Me Not, A Mint of Spring, and Sweet Dreams.

JAPAN ↓

Animated Nostalgia Meets the Beauty Industry

Beautyworld Japan, the largest beauty and spa trade show in Tokyo, Japan, recently hosted Gelish Soak-Off Gel Polish at the Tokyo Big Sight International Exhibition Center with a record-setting number of 58,564 attendees. At the show, specialty collections such as the Gelish Peanuts® and Disney® boxed sets were displayed for an excited audience that couldn't wait to get their hands on the custom-blended colors.



CELEBRITY WATCH

Gelish Soak-Off Gel Polish is increasingly becoming the go-to gel polish brand for A-list celebrities and their nail technicians. The exceptional fashion-forward color range has become a regular on the red carpets domestically and internationally, all while creating a buzz via various social media outlets.



AWARDS

In the past three years, Gelish has grown exponentially – from just a mere thought into the leading, #1 soak-off gelpolish in the world. This wouldn't have been possible without the help from each of our teams at our headquarters here in sunny southern California, who make it happen on a daily basis. Additionally, we wouldn't be where we are today without our global Gelish team and talented educators who do so much to support the brand and make sure that Gelish is always positioned as the best in the professional nail industry.



NICOLE RICHIE
My Forbidden Love



GABRIELLE UNION
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Gossip Girl &
Rose Garden



RITA ORA
Black Cherry Berry



GINNIFER GOODWIN
Rendezvous



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