

NAILSTYLE®

THE
INDUSTRY
STANDARD

WINTER 2013

Trends®

THE FASHION OF NAIL ART

gelish®
SOAK-OFF®
GEL POLISH



Mission Accomplished

every year, our team spends relentless hours diligently preparing for Cosmoprof North America. Our goal is to consistently raise the bar from the previous year in order to produce and present the most innovative products for marketing that set industry standards. I'm proud to report that we successfully accomplished our mission this go-round!

Collections featured at the show included: Under Her Spell (fall), Breast Cancer Awareness collection, Snow Day Escape (winter), and Winter Reds (holiday) — all of which were well received. The selection of unique trend-based colors was popular among distributors, professionals, and press alike. New products, which included our 5-45 Kit and Matte Top It Off, stole the show, generating major buzz while gaining approval from our industry peers.

Job well done to my entire Gelish family!

This edition of NAILSTYLE is primarily dedicated to Trends — our brand-new, innovative line of gel-polish that is inspired by current fashion trends. Nails are a woman's best accessory, so it made perfect sense to create a line that literally places "Fashion at Your Fingertips." I look forward to seeing the industry's reaction to Trends and I'm highly confident that it will be a game changer.

Enjoy!

Danny Haile
Founder/CEO, Hand & Nail Harmony

Contents

- 3 Backstage Pass
- 4 Snow Escape
- 6 Trend Report
- 8 Trends
- 10 Nail Art 2.0
- 12 In The Spotlight
- 15 Master Technique
- 17 International News
- 18 Gelish News

NAILSTYLE

VOL. 1 ISSUE 2

Danny Haile
CEO & Founder
David Daniel
PRESIDENT
Gari-Dawn Tingler
VICE PRESIDENT

Liza Samala
ART DIRECTOR
April Jones
BEAUTY AND FASHION EDITOR
Irene Chao
MANAGING EDITOR
Christian Ruvalcaba
ASSOCIATE EDITOR
Ted Emmons
PHOTOGRAPHER


Stan Kurianski and Scott Stacer
CREATIVE DIRECTORS
Amy MacGregor
BRAND MANAGER
Candace Gibbs, Paula Toro and Brandon Tran
GRAPHICS
Curtis David, Jerome Rideaux and Jon Shaw
VIDEOS
Fabian Nino
WEB

© 2013 HAND & NAIL HARMONY
BREA, CA 92821 - GELISH AND HAND & NAIL HARMONY
ARE REGISTERED TRADEMARKS OF HAND & NAIL HARMONY, INC.
14-10000 HM-2762



On Location

BY APRIL JONES

lights, camera, nail art, and FASHION! Gelish set a new standard in the nail industry with the TRENDS pre-launch photo shoot. Inspired by the multifaceted finishes and multi-dimensional color combinations from the TRENDS fashion-forward range, the wardrobe, accessories, makeup, and nail artistry selected all brought the brand new line to life through photography. Stylish, long, almond-shaped nails were meticulously crafted and polished to perfection using various shades from the selection. Contemporary accessories were paired with various nail art techniques in shots where fashion and nail design were married to provide inspiration. The atmosphere in the studio was reminiscent of backstage at Betsey Johnson's Fashion Week show or on set at a *Harper's Bazaar* editorial shoot. Sit back and relax as we bring the runway to your nails. 



In the lab with Trends

PHOTO: SCOTT STACER

The Cover

NAILS
Thao Nguyen

PHOTOGRAPHER
Ted Emmons

MODEL
Mikayla, Hollywood Model Management

MAKEUP
Dana Delaney

HAIR
Nicole Chew

WARDROBE
Monica Cargile





NAILS
Denny Haile
MODEL
Lenka, Hollywood Model
Management
MAKEUP AND HAIR
Dora Kim



Check out the
promo video for
winter 2013



Sledding in Style

Let's Hit the Bunny Slopes

Wanna Share a Lift?

THE COLORS

Race You to the Bottom

I Heart My Instructor

360 Black Flip

The Snow Escape Collection

FROM SHIMMERS TO GLITTERS, THIS COLLECTION HAS THE PERFECT SHADE FOR YOUR SNOW ESCAPE ADVENTURE.

BY APRIL JONES


PHOTOGRAPHY BY STAN KURIANSKI

The days are shorter and the air has a slight chill, making winter the perfect season to indulge in a vacation getaway complete with snow activities by day and resort relaxation with gorgeous mountain views by night. This collection was inspired by the chic, fashion-forward girl who partakes in competitive winter sports while still maintaining her stylish appearance. She's always draped in sleek designer snow apparel and fur accessories whether she's snowboarding, hopping off a ski lift, or lacing up her ice skates. But her most important accessory is her favorite shade from the Snow Escape Collection by Gelish.

The color palette developed for Winter 2013 presents a unique combination of



gorgeous shades including the stylish "Sledding in Style" (a chic multi-colored glitter), the glitzy "360 Black Flip" (a black with prismatic silver glitter), the elegant "Race You to the Bottom" (a dashing emerald shimmer), the charming "Wanna Share a Lift?" (a deep red ruby glitter), the classic "I Heart My Instructor" (a deep navy crème), and the classy "Let's Hit the Bunny Slopes" (a greige cream).

In normal Gelish fashion, an extra touch of glitz and glam was integral when designing the nail art for this collection. The campaign imagery showcases a chic greige manicure accented with the application of "blinged out" rhinestones. 

Model is wearing
Let's Hit the Bunny Slopes by Gelish

Trends®

READY-TO-WEAR NAIL FASHION

BY APRIL JONES
PHOTOGRAPHY BY TED EMMONS

in recent years, nails have established a more prominent role on catwalks — playing an equally important part as the hair, makeup, and wardrobe looks. In preparation for their shows, prominent designers work with various nail brands and celebrity nail artists to design custom looks that complement the featured collection that season. Nails and fashion are a dynamic duo and the once-unassuming manicure has become a fashion staple — and in many cases — the most conspicuous fashion accessory.

Inspired by top designers' runway presentations, Trends soak-off gel-polish is ready-to-wear nail fashion for every woman. The stylish array of customized shades suits every persona from avant-garde to demure and everything in between. Trends allows women to step outside of their comfort zone and showcase trendy nail looks that make their own statement. The textured shades are perfect for adding a touch of dramatic dimension, while the French manicure can be transformed from traditional to non-conventional with a glitzy half-moon design, using a glamorous glitter. Nails are now a conversation piece, the more intriguing the better. Rather than admiring women inquiring about celebrities' hair, discussions regarding their nails are commonplace.

Establishing a new standard in the industry, Trends captures the niche market of nail professionals and consumers who share an appreciation and understanding for fashion trends as well as nail art. In the future, fashionistas everywhere will base their wardrobe and accessory choices on what shade of Trends they're currently wearing. 📌

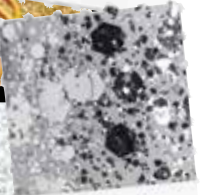




ROUGH AROUND THE EDGES
01851



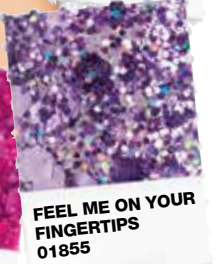
LIFE OF THE PARTY
01852



AM I MAKING YOU GELISH?
01853



ALL THAT GLITTERS IS GOLD
01854



FEEL ME ON YOUR FINGERTIPS
01855



LET ME TOP YOU OFF
01861



CANDY SHOP
01860



LOTS OF DOTS
01859



CONCRETE COUTURE
01858



ARE YOU FEELING IT?
01857



TOO TOUGH TO BE SWEET
01856



Trends®

FROM THE RUNWAY TO YOUR NAILS

BY APRIL JONES

PHOTOGRAPHY BY TED EMMONS

makeover your manicure with Trends — the contemporary line of soak-off gel-polish inspired by the current fashion trends featured on the runway and in fashion magazines. Fierce, fabulous, and fun, Trends places fashion at your fingertips through exclusive colors, multifaceted finishes, multidimensional glitters, show-stopping shimmers, and trendy patterns and effects. Innovative and unprecedented, they can be used alone for instant nail fashion, or as an overlay in combination with the Gelish shade of your choice. Feeling fancy? Intermix a selection of Trends shades to create nail couture through stylish designs. Your nails will receive a standing ovation. 



Model is wearing
#PartyGirlProblems and
Girls' Night Out by Gelish

NAILS
Thao Nguyen
MODEL
Mikayla, Hollywood
Model Management
MAKEUP
Dana Delaney
HAIR
Nicole Chew
WARDROBE
Monica Cargile



EDITORIAL

ART NAIL 2.0

BY IRENE CHAO
NAIL ART BY DALLAS SAUERS

NAIL ART HAS SEEN ACCELERATED GROWTH IN THE PAST DECADE — from airbrushed acrylics and French manicures to custom designs, which include (but aren't limited to) ice cream cones, Swarovski crystals, and diamond-infused polish



for a one-of-a-kind look. While the demand for intricate, custom-designed nail art has risen through the roof, it can be difficult to keep up with the times. Does one need to be an expert artist to offer nail art? What are the best ways to show off a portfolio of work? How should nail art be priced? Don't worry, we have the answers.

NOT AN ARTIST? NO PROBLEM!

A common misconception is that you have to be a talented artist to offer nail art in your salon. "This is completely untrue," says Gelish CEO & founder Danny Haile. "There are so many innovative new products these days that make it easy and convenient to offer nail art to your clients." Taking note of this, Gelish decided to launch Trends, a new line of instant nail art that is offered in different colors and textures such as dots, glitters, and flakies. The best part? It lasts up to three weeks. Layer Trends with traditional Gelish colors or wear them alone. It instantly updates a one-color manicure into a fun look that your clients will love...and it's easy for the nail technician to apply.

VISUAL NAIL-SPARATION

Looking for nail art inspiration? Can't quite figure out how to apply rhinestones? The answer is YouTube. Talented nail technicians often take their skills to YouTube to offer both novices and experts advice on step-by-steps for basic skills. The site is not only perfect if you're looking for advice, but it's always ideal for showing off your skills to the public. Think about it like this: Imagine the YouTube website visitors as potential clientele. Use this as your platform to give them a glimpse of your capabilities and show off what you can offer them.


MARKET YOURSELF

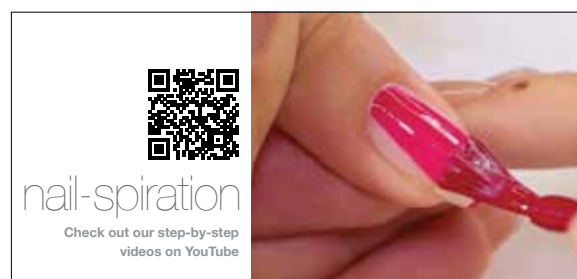
Create a portfolio of all your work and set up social media sites for both you and your salon — brick and mortar or mobile. Nail art is visual and this is the perfect way to show your clients what you can offer them. And the best part? It will cost you close to nothing to set up these sites for yourself. With the rapid growth of social media, salon visitors often turn to the Internet to seek out the nail art they want, which means you can easily capitalize on this. Lastly, be sure to follow your favorite nail brands and take a

look at how they're marketing their products. Social media pages such as Facebook and Twitter can often offer insight into new product launches.

MAKE THAT MONEY

Nail art rule #1: Do not undercharge for your nail art! "Often, I find nail technicians don't charge enough for their nail art," says Gelish Dean of Education MaeLing Parrish. "This is your time and energy that you are investing into your client and you deserve it!" At Parrish's salon, Nail Sensation in Reynoldsburg, Ohio, she charges \$1 per minute for nail art on each finger. And if the client decides she wants nail art on all 10 fingers, Parrish offers a discount. For acrylic nail art, Parrish starts at a base price of \$50, with each additional acrylic color costing \$5 extra. "A great way to merchandise your nail art in the salon is to display nail art pops with designs and include the pricing on the pops," adds Parrish. "This way, clients will know that if they decide on a flower or ombre design that takes 10 minutes, they'll also understand that it will cost them an extra \$10."

Nail art is great way to add additional income to your salon, but the first rule of thumb is to always be passionate about what you do and have confidence in your work. This way, you'll shine bright in front of all your clients, no matter what's on trend or what's in style. 



IN THE SPOTLIGHT

PASSION BREEDS SUCCESS

Q&A WITH GELISH CEO AND FOUNDER DANNY HAILE

BY CHRISTIAN RUVALCABA

PHOTOGRAPHY BY TED EMMONS



Growing up, you spent a lot of your time in nail salons and working with different products. What made you decide to start doing nails? Here's the backstory: I loved playing little league baseball when I was younger. There was a pro-pitcher for the Los Angeles Dodgers who would come into my aunt's salon — he threw an awesome knuckleball. He would always come in and have a piece of acrylic nail put on his thumb to help his knuckleball. So when I was 11 years old, I actually went into the salon and started putting acrylic on my thumb so I would be able to throw a knuckleball. That's how I first got into doing nails.

What was the stepping stone that influenced you to pursue your career as a professional nail technician? My family owned several nail salons around southern California. Initially, I didn't want much to do with the chain of salons, but one day, my aunt asked me if I would go and deposit a check for her at the bank. "Sure," I replied. As I was standing in line at the bank, I looked down at the check and thought to myself, "Wow...this is the kind of money you can make doing nails?" After that, I signed up for beauty school and received my license and started working at my family's chain of salons. →



So that eventually led you to become a world nail champion. What was your first nail competition?

Where did it take place? At that time, there weren't many men working in nail salons, especially ones that were young — so I had to prove that I could do a better job. After I got to a certain point at the salon, I thought, "Maybe I can compete in nail competitions!" The very first competition I participated in was in Riverside, Calif. I didn't know much about the competition circuit and I thought it was pretty neat to be a part of it. In my very first competition, I placed third and made the mistake of not approaching the 1st place winner — Tom Holcomb — to get some insight and look at the winning nails. After that, I always made sure to talk to the other competitors — you'll always learn a lot that way.

Eventually, you did earn many first place titles. Tell us about that first competition where you placed first. What were your feelings at that moment when you won?

One of the competitions that I'm proudest of was the European Cup in Dusseldorf, Germany. What was really neat about that competition was that you got to up on stage and represent each of your countries. The fact that I got the chance to stand up on stage and represent the United States with the flag was pretty neat. It was also great to represent the United States in the competition a year after.

As a world traveler, you've been all around the globe. How did that help create Gelish? What was the process of Gelish developing into a brand and a product?

I've been developing products for the last 25 years in the professional nail industry, and I have to say that Japan is one of my favorite countries to visit. While consulting overseas and training in Japan, I noticed that the soak-off gel there was very time consuming. I decided then and there that I needed to make a product that was more "polish-like" but stayed on like gel. I worked in Japan for nine months to get the idea down and eventually went back to the U.S. and worked on the formulation for Gelish. As part of the application process, we wanted to make sure we achieved a couple things: 1. an easy application like polish and 2. we wanted it to cure in an LED light. It was also important that we got the application process down to 15 minutes.

Why do you think Gelish has been experiencing the success that it has?

Our industry was flat for quite a while so we really shook it up when we introduced

Gelish. We were the first to market, the first to introduce LED technology, and we also created a product for professionals to use in the salon that actually lasts up to 21 days. I think that the biggest achievement is that Gelish removes easily without damaging the natural nails. Adding all those factors together, plus hard work equals a successful brand.


What are you really excited about, product-wise in the upcoming year?

I think that we're going to get better and better at what we do. We already have several formulations we're testing in the lab. Trends is really great: It's a fashion-forward product that is available in a soak-off gel application, which nobody is doing. We're introducing 16 different colors that tie together trends that are taking place in today's market. There are textures, glitters, and dots that look like nail art; but it's fashionable enough that you can wear it every single day. We're really excited about Trends.

What would you say is one of the biggest advantages that you have when it comes to new product development?

Whenever I'm in the lab, developing products, I always have that special and unique feeling that a lot of other manufactures don't. It's because I've worked in the salon, I do nails, and I know how it feels to work in the salon. That's the biggest advantage I have. I always think outside the box and never want to introduce just another "me too" product. I always want to make sure if we are going to come out with something, it will mean something to the industry and that it will also work in the salon.

You've mentioned that one of the most important aspects about becoming a nail tech is traveling and putting yourself out there. How have your travels impacted the industry?

It's hard to say because every time I go somewhere, I get to learn and experience something new. One of my favorite things to do when traveling is teaching. Going into a new country and introducing them to new products and techniques is the best part of this job. When you travel back to the country, maybe 5 or 10 years later, it's amazing to see what kind of impact education has had on their industry. That's definitely something that I'm proud of. I also love it when you see how passionate different places in the world are about nails, and to know that you played a part in that — it's an awesome feeling. 

→
View the
full interview





01

Shape the nail using a 240/240 Thin Wooden File. Push back cuticle and remove the shine from the nail plate and remove any non-living tissue. 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.



02

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 #6 Gel Brush, wipe the surface of the cured Foundation Gel to remove excess tackiness.



03

Apply a thin coat of Gelish I Heart My Instructor to the entire nail, making sure to cap the free edge. Cure in the Gelish 18G LED light for 30 seconds. Apply a second coat of I Heart My Instructor to the entire nail. Cap the free edge. Cure in the Gelish 18G LED Light for 30 seconds. Apply a thin coat of Top It Off to the entire nail.



Cold as Ice

Create an icy cold manicure with decorative rhinestones that is perfect for a frosty day on the slopes or cuddling by the fire at night. Grab your snow gear and prepare your nails for colors that will warm you right up.



04

Using the rhinestone applicator, place several rhinestones along the free edge of the nail. Cure in the Gelish 18G LED Light for 30 seconds.



05

For the second nail art look, repeat the prep and color application steps mentioned earlier. Next, using the rhinestone applicator place several rhinestones along the nail plate near the cuticle.



06

To seal, apply a thin coat of Top It Off to both nails, making sure to cap the free edge. Cure in the Gelish 18G LED Light for 30 seconds. Apply Nail Surface Cleanse to remove the tacky surface. To finish, massage Gelish Nourish Cuticle Oil into skin surrounding the nail plate. 📌



Thao Nguyen
Regional Manager of Education for Hand & Nail Harmony

→
View the
step-by-step



MASTERTECHNIQUE



Suit & Tie

Take a hint from the boys this season and wear this suit and tie-inspired look on your nails using Gelish Trends: A Pinch Of Pepper. The black and white textured gel-polish offers a feminine twist on the traditional two-toned tuxedo look, which is perfect for the winter and holiday season.



Thao Nguyen
Regional Manager of Education
for Hand & Nail Harmony



←
View the
step-by-step



01

Shape the nail using a 240/240 Thin Wooden File. Push back cuticle and remove the shine from the nail plate and remove any non-living tissue. 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.



02

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 #6 Gel Brush, wipe the surface of the cured Foundation Gel to remove excess tackiness.



03

Using Gelish Trends of choice (shown here is Gelish A Pinch of Pepper), apply a coat of Trends from cuticle to free edge. Cure in Gelish 18G LED for 30 seconds or 2 minutes in a 36-watt UV light.



04

Apply second thin coat of Gelish Trends from cuticle to free edge, using a dabbing motion to distribute dots if needed. Cure in Gelish 18G LED for 30 seconds or 2 minutes in a 36-watt UV Light.



05

If desired, apply a third coat of Gelish Trends for enhanced coverage, also using a dabbing motion to distribute dots. Cure in Gelish 18G LED for 30 seconds or 2 minutes in a 36-watt UV light.



06

Apply a coat of Gelish Top It Off to the entire nail, making sure to cap the free edge. Cure for 30 seconds in the Gelish 18G LED light or 2 minutes in a 36-watt UV light. Remove the tacky layer using a lint-free wipe and Gelish Nail Surface Cleanse. Apply Gelish Nourish cuticle oil and massage into nail plate. 📌

BY IRENE CHAO



Jason Smedley
Georgie Smedley

LONDON ↑

Gelish Gives Back

As a way to give back to the professional nail community, the team at Nail Harmony UK has launched Gelish Gives Back, a campaign to help 10 lucky youths break into the nail industry. "We've spent our lives, immersed in the professional nail industry and we've gained so much from it," says Director of Nail Harmony UK Georgie Smedley. "This is our way to give back to an industry that has inspired us throughout the years." Nail Harmony UK will be offering free training to five well-deserving 16- to 25-year-olds in London, and five in north England. These young people, who will be hand-picked based on their applications, will receive two days of free training with Nail Harmony Educators, a qualification in manicure and Gelish gel-polish, and full kits, including an 18G LED light, 12 Gelish shades, and all the tools they need to propel themselves into a nail career they may not have had the opportunity to have thus far.



←
For more information

IRELAND ↓

Rock the Runway

For a recent beauty industry awards show held at The Convention Centre in Dublin, Ireland, Gelish Ireland distributor Creative Academy presented nail looks for all the top models who appeared in the awards and runway show - which featured accredited designed Fyodor Golan. With a Japanese-inspired theme, the Gelish team really let their imaginations run wild. The nails were long, pointed, and stiletto — with extremely decadent and ornate nail art. Creative Academy also has been providing Gelish manicures for Irish TV personality Glenda Gilson, who is a huge fan of Gelish. Gilson has worn numerous Gelish colors while interviewing celebrities such as international boy band One Direction and industry jet-setter and host of "X-Factor" Simon Cowell.



BY IRENE CHAO



NAILING IT AT COSMOPROF

The three-day event held in Las Vegas at the Mandalay Bay Convention Center was filled with innovative and new product offerings from Gelish that brought excitement to the professional nail industry. Debuting a brand-new booth, Gelish also launched new collections for the upcoming year that included Snow Escape and Winter Reds, and the 5-45 LED light. “This year’s Cosmoprof show has been one of the best yet,” says Gelish CEO & Founder Danny Haile. You can be sure that the entire Gelish team is looking forward to blowing everyone out of the water in 2014!

Let's Be Friends

Gelish has reached a monumental 23,000+ followers on Facebook! This number makes Gelish one of the most ‘liked’ and popular gel-polish brands on the social media site — reaching not only followers in the United States, but Gelish fans all around the globe who interact with the brand on a daily basis. The social media sites, which include Facebook, Twitter, YouTube, Pinterest, and Instagram, offer the most recent product information, behind-the-scenes access to photo shoots, nail swatches, and daily interaction with the Gelish fans. Be sure to follow and join in on the fun!

facebook.com/GelishOfficialPage
pinterest.com/gelishofficial/boards
instagram.com/gelish_official
twitter.com/Gelish





BE ONE WITH OUR COMMUNITY

BY CHRISTIAN RUVALCABA

If you haven't checked out the official Gelish YouTube page, what are you waiting for? In recent years, Gelish has created a 360-degree experience through several social network sites, including YouTube. The core of the brand is education and the primary goal through YouTube is to make sure that each Gelish customer knows how to properly use the product. From the novice to the experienced, the Gelish YouTube page offers something for everyone. Connect with the world of Gelish through behind the scenes videos, informative product tutorials, and interviews — be sure to subscribe now!



↑ youtube.com/handandnailharmony

It's A Site To See

Gelish is proud to introduce the newly redesigned website that integrates new product information and up-to-date social media feeds to the public. The website is designed to be completely interactive, providing customers with the most recent news and products from Gelish. Not only does the site debut new product launches, but it also highlights the core of what Gelish is all about: education. This section houses all the step-by-step and behind-the-scenes videos for visitors who are looking to learn new techniques. gelish.com

gelish[®]
SOAK-OFF[®]
GEL POLISH



*Winter
reds*

Model is wearing
Gelish in Red Roses

THIS HOLIDAY MAKE THEM GELISH!

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 with Gelish[®] Soak-Off Gel Polish, the gift that keeps on giving, 21 days later.



STAND
OUT
01337



RED
ROSES
01343



GOOD
GOSSIP
01363



ROSE
GARDEN
01369



HOT ROD
RED
01412



QUEEN OF
HEARTS
01419



gelish.com

Performs like Gel, Applies like Polish™

Ask your local distributor for genuine Gelish today

Made in the USA 714. 773. 9758

Follow us on:



Scan • Watch • Learn

