

NAILSTYLE®

THE
INDUSTRY
STANDARD

SPRING 2014

ONCE UPON A DREAM

SPRING COLLECTION

ON THE GO

The Business of Mobile Manicuring

PRESIDENT'S MEETING

Gelish & Beauty Systems Group Celebrate

gelish®
SOAK-OFF®
GEL POLISH



Unstoppable

always on trend, always innovative, and always one step ahead. We pride ourselves on being consistent whether it is in the technology sector of the industry or staying on top of trends. Our goal here at Gelish is to make sure you are as excited as we are about the brand and our products. And as always, the team and I will make sure to produce only the best, which is exactly what you deserve!

In this edition, we will be featuring some amazing new products that are sure to excite, including our new spring 2014 collection, Once Upon A Dream. Our Once Upon A Dream collection is inspired by the romantic and feminine fashion found on the runways for Spring 2014.

Thank you all for your support and special thanks to the entire Gelish family for keeping this brand unstoppable.

Enjoy!

Danny Haile
Founder/CEO, Hand & Nail Harmony

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NAILSTYLE

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On Location

fairytales did come true for us on the set of the Once Upon A Dream shoot! Inspired by the soft pastels of the collection, the outdoor scenery was perfectly set with flowers, soft makeup, wardrobe and the perfect storybook accessory - a crystal chandelier. Every element, especially the nail looks, came together to create a dreamlike atmosphere. The model elegantly donned pretty pastel Gelish shades on long, almond shaped nails. The nail art was kept simple with just a light accent of crystallized fairy dust. For the very first on-set location photo shoot, the Gelish team successfully captured the essence of the fairytale theme! 🧚



12pc Counter Display



The Cover

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Ted Emmons
MODEL
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Model Management
MAKEUP
Dana Delaney
HAIR
Dora Kim
WARDROBE
Anthony Bradshaw

View the Behind the Scenes




A Modern Romance

FOR THE OLD-SCHOOL PRINCESS WHO LIVES IN TODAY'S FAST-PACED WORLD

BY IRENE CHAO

inspired by the fairytales that fascinate everyone at a young age, the Once Upon A Dream collection combines soft, delicate, barely-there colors – including pink, lavender, rose and baby blue – and marries them with classic inspirational elements such as floaty chiffons, gentle organza ruffles and intricate beading that's sprinkled in like stardust.

The color palette represents the easy elegance of classic pastels, injected with a bit of whimsical metallic to keep the collection unique. Designed to paint the story of the ethereal damsel on a quest to find her one true love, the romantic combination of 6 gorgeous shades includes Kiss Me, I'm a Prince (a tender pastel mint green crème), All Haile the Queen (a whimsical pink lavender crème), Fairest of Them All (an idyllic bright coral red crème), My One Blue Love (a dreamy pastel blue crème), She's My Beauty (an enchanting mauve crème), and Oh What A Knight! (an extravagant metallic copper shimmer). Femininity at its finest, with a dash of lady-like drama for a manicure that will last, even if your prince doesn't! 







ONCE UPON A DREAM

PHOTO BY TED EMMONS

Everyone loves a fairytale. Romantically chic and unique, the Gelish Once Upon A Dream collection creates the fairest manicures of them all. Guaranteed to be your happily ever after.

SHE'S MY
BEAUTY

MY ONE
BLUE LOVE

THE
COLORS

ALL HAILE THE QUEEN
MODEL WEARING

FAIREST OF
THEM ALL

OH WHAT
A KNIGHT!

KISS ME,
I'M A PRINCE

EDITORIAL

ON THE GO

THE BUSINESS OF MOBILE MANICURING

BY IRENE CHAO

between balancing work, kids and life in general, it comes as no surprise that more and more women are looking to mobile manicurists to stop by their homes. The extra pampering and attention to detail is often a welcome change-up and offers a relaxing environment for some much needed unwinding. Owner of Well Manicured and freelance manicurist in Manhattan Beach, California, Melanie McCulley explains to NAILSTYLE how she got started and offers up some tips and tricks if you're looking to hit the road with your own mobile salon.



Here are some important things to remember before you get started with your own mobile manicure business:



Melanie McCulley

CHECK THE LAWS IN YOUR STATE

in regards to starting a mobile manicuring business. In order to be legally called a "mobile manicure," you might be required to work from a vehicle or truck. In other states, a vehicle is not required.

CLEANLINESS IS KEY

To ensure your clients have peace of mind, it's important to make sure their safety comes first. McCulley uses quart-size zippered storage bags to stash used files, buffers and pedicure bowl liners – so used items are easy to throw away later. Everything she uses is disposable.


EFFICIENCY AND TIME MANAGEMENT

are very important, especially when you're in someone else's space. Get in and out as quickly as you can, while maintaining the same level of professionalism you would in a regular nail salon.

Working in an affluent neighborhood, McCulley had built a list of steady clientele that came into her salon on a regular basis for manicure and pedicures. After casually talking with her clients about her on-set and freelance work she does in Hollywood, a couple of her clients began to ask her if they too, could have McCulley come to their homes. The reasons would vary from client to client as to why they requested in-home services - ranging from childcare issues to health issues (not being able to leave their home) to simply the sheer luxury of having their nails done at home. There was no doubt it was becoming more popular. "Word spread very quickly in the community and soon everyone wanted a mobile manicure," McCulley says. "I would spend a whole day visiting different clients in their homes."

In addition to manicures and pedicures, each client was offered the option to purchase her own pedicure bowl, tools and polish that would stay at her home. "I saw this as an opportunity for a retail sale," McCulley says. "But doing this also offers the client peace of mind that no one else is using their bowl or tools and shows that you're willing to accommodate the client."

After moving to Southern California, McCulley was looking for work on Craigslist and found a great company that was doing personal manicure and pedicure appointments for weddings, on set work and magazine work. McCulley was quickly signed by an agency, and, from that point on, she started doing on-set celebrity work and used a mobile nail kit, which was separate from her in-salon nail kit. Everything, such as nail files, buffers and liners, was one-time use.

Working with such affluent clientele while on set, McCulley took the opportunity to talk about her business as much as possible. "I passed my business cards out to everyone I met," McCulley says. "You really have to be good at self-promoting in order to be successful in this business...If you don't talk about it, no one will know what you offer!" Offering in-home pampering for events such as birthdays, holidays and girls' nights out is a great way to grow your business and expand your clientele. 

The Inspired Artist

WITH A BACKGROUND AS A TALENTED ARTIST, SANDY BORGES COMBS TRANSLATES HER TALENTS - THROUGH NAILS

BY AMY MACGREGOR PHOTO BY SCOTT STACER



How did you get into the professional nail business?

I got into the nail industry professionally after I lost the tip of a finger in an accident. The top quarter inch of my middle finger was gone, and the nail started growing in crooked. I started buying kits from the store to try and make it look straight, and eventually, I got really good at it. So good, in fact, that my friends started asking me to do their nails. One day I was doing my nails at home and my boyfriend comes in and says, "You're doing your nails with one of those kits again? With all the money you waste on those, we could just send you to nail school." Ding! A light went on! That was almost 13 years ago.

Tell us a little bit about yourself. I've been an artist ever since I was a kid. I'm kind of a contradiction in a way, I look all soft and pretty and I have a huge tattoo, and I love to listen to really heavy music. I also belly dance with a local troop in Walla Walla, Washington. I've been performing with them at local events for about 8 years now.

What inspires you to come up with different designs of nail art? I'm inspired by absolutely everything. I have a really good friend who's a great tattoo artist, so I take techniques used in tattoo art and use those in my designs. I also am inspired by clothing textures, and even carpet in hotel rooms — literally everything.


Could you imagine yourself in any other industry? I absolutely love the nail industry. I wanted to be an art teacher when I was younger but couldn't afford the schooling for that, so I became a nurse's aide instead. But I didn't get to feed my creativity, so I became a nail technician and started getting some of that back. I still got to deal with people on a different level.

How has Gelish changed the landscape of the professional nail industry? Gelish has completely revolutionized the nail industry. Danny creating Gelish made it possible for nail technicians to bring those women back into the salon to increase their income. The ability to use LED technology to cure the product alone shaved at least a good 10 to 15 minutes off of curing times. Allowing technicians to get more people in during the day creates more revenue for their business.

How does the team of Harmony educators push themselves to be the very best? The team of Harmony educators really push themselves to be the best. We feed off each other's creativity - it's a great energy.

How do you find your job fulfilling? As far as feeling fulfilled as an educator, it's that ability to share my passion and knowledge with someone else and see them recreate what I was teaching them. I love to see others be so excited about the new technique or nail art design they learned and know that it's going to make them a better technician in the salon for it.

Why is it so important to you to continue your nail education? If you don't continue to learn new techniques and keep up with product innovations then you'll go stale and stagnant. I aspire to inspire others to find their passions and run with them.

My name is Sandy Borges Combs, and I am the West Coast Regional Manager of Education for Hand & Nail Harmony. 

→
View the
full interview





01

Before applying the enhancement, prepare the natural nail. Apply one coat of pH Bond, one coat of Pro Bond Acid Free Primer and apply a Perfetto Nail Form - customizing the fit as needed.

Using Harmony Pro 9 Acrylic brush for the first application, pick up a small bead of Sheen, Bispectrum and Speckle from Reflections of Harmony to create a 3-color fade.



02

Using the Maestro brush, first dip the brush into Vivid White and then into Wavelengths to create a two-toned acrylic bead for the floral design. Repeat this step, but use Rhythm and Zeus to create the leaves. Cap nail in clear to build structure.



03

Remove the Perfetto Nail Form, mold C-curve with the C-curve Sticks, and file the nail to desired shape, using the Harmony 180-grit file.



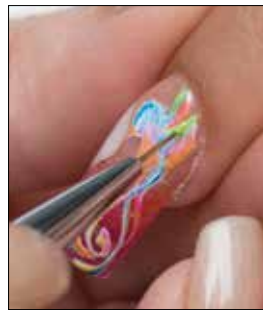
Birds of a Feather

This spring, let your imagination take flight with this look that incorporates acrylics and Gelish for a fanciful look.



04

Apply Top It Off and cure in Gelish 18G LED Light for 30 seconds or 2 minutes in a 36 watt UV light. Use a mini striper brush and Arctic Freeze to create a bird shape. Cure in a Gelish 18G LED Light for 30 seconds or 2 minutes in a 36 watt UV light.



05

Using a clean mini striper brush, apply colors from the Candy Land and All About the Glow collections to create the details of the bird. Outline using Black Shadow and cure in a Gelish 18G LED Light for 30 seconds or 2 minutes in a 36 watt UV light.



06

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



Sandy Borges Combs
West Coast Regional Education
Manager

→
View the
step-by-step



MASTERTECHNIQUE



Spring is in the Air

Re-create this inspired and stunning look by Hand & Nail Harmony Master Educator Nataliaia Baranovska using Reflections of Harmony Colored Acrylics and acrylic paint. The possibilities are endless, so let your imagination be your guide.



Nataliaia Baranovska
Hand & Nail Harmony -
Master Educator at Nail
Harmony Ukraine



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. Place Harmony Perfetto Nail Forms and apply pH Bond to remove any excess moisture from the nail plate and Pro Bond to ensure proper adhesion of the acrylic to the natural nail plate.



02

Create the elongated almond/stiletto-like nail with Renew Pink Powder. Remove nail forms and pinch the C-curve into the nail.



03

With a very thin layer of Sodium colored acrylic (from the Elements Reflections of Harmony Collection) to create a flat tear-like element as shown on the photo. Repeat this step with the Nitrogen color from the collection.



04

Cap the nails with True Clear Powder to build your arch location and bring strength to your acrylic nail. Once the acrylic has polymerized, file and buff the nail with Harmony 150/150, 180/180 files and 100/180 buffer. Buffing is essential to remove all demarcations left from the coarse files. Remove dust with a manicure brush.



05

With Gelish colors Arctic Freeze and After Dark, complete the hand-painted design. Use a small painting brush to draw the lines with Gelish and remember to cure before changing from color to color. When done, cure for 30 seconds in a Gelish 18G LED Light.



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. 🕒

GELISH NAILS IT AGAIN



Every year, NAILS Magazine and Beauty Launchpad Magazine compile their favorite products throughout the year for their annual Readers' Choice Awards. What makes both these awards so meaningful is the fact that the products chosen aren't "editor's favorites," but they are all the winners that have been selected by nail technicians who use these products on a daily basis.

The following Gelish and Hand & Nail Harmony products were voted "Top 5" in the categories below for the Nails Magazine Readers' Choice Awards:

| | | | | | |
|----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |  |
| Favorite Acrylic (Traditional) System: Hand & Nail Harmony Acrylic System | Favorite Acrylic (Color) System: Reflections of Harmony Colored Powder Collections | Favorite Base Coat: Gelish Foundation Base | Favorite Brushes (For enhancements): Hand & Nail Harmony 2-Piece Pro 9 Brush | Favorite Cuticle Treatment: Gelish Nourish Cuticle Oil | Favorite Files: Hand & Nail Harmony 100/180 Buffer |

AN ALL-AROUND FAN FAVORITE, VITAGEL ALSO PLACED IN THE "TOP 20 FAVORITE NEW PRODUCTS" CATEGORY

| | | | | | |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|  |  |  |  |  |  |
| Favorite Gel (Traditional) System: Gelish Hard Gel | Favorite Implement or Tool: Hand & Nail Harmony C-Curve Sticks | Favorite Nail Prep Products: Harmony Pro Bond | Favorite Strengthenor or Treatment: VitaGel | Favorite Polish (Gel-Polish or UV-Cured Polish): Gelish Soak-Off Gel Polish | Favorite Top Coat: Gelish Top It Off Sealer |

SELECTED AS ONE OF THE FAVORITE NAIL CARE/GEL PRODUCTS IN BEAUTY LAUNCHPAD MAGAZINE

ZOOMING PAST THE COMPETITION

During the month of October and November, Gelish Soak-Off Gel Polish and Bellacures Salons joined together to put Gelish manicures in the driver's seat. Billboards, used for decades by retailers, banks and insurance companies, are a fresh new way for salon brands to promote innovative manicure technology to a wide variety of consumers. The recently constructed billboards on Santa Monica and Beverly Glen Boulevard in Los Angeles, California were seen by countless consumers each day. This innovative advertising strategy will put Gelish polish in the fast lane as the go-to manicure of today.





Danny Haile, Gari-Dawn Tingler and David Daniel with Beauty Systems Group President John Golliver

Duck Hunting at Beauty Systems Group President's Meeting

For the 2013 President's Meeting held at the Hilton DFW Lakes in Dallas, Texas, Gelish pulled out all the stops for an all-out fantastic presentation for Beauty Systems Group. Highlights of the evening included a cocktail hour, sales presentation, a dance routine, a bit by comedienne Anjelah Johnson and the presentation of the "2013 Professional Partner of the Year Award," which went to John Golliver, president of Beauty Systems Group. One of the best parts of the evening? When Gelish sales manager Don Kittleson appeared onstage dressed as Phil Robertson from the A&E hit reality-TV series "Duck Dynasty." A special thank you goes out to Beauty Systems Group for a fun-filled, informational evening!



→
Watch
the video.



John Golliver speaking to the audience



The Harmony group poses for a photo

PHOTOS: SCOTT STACER



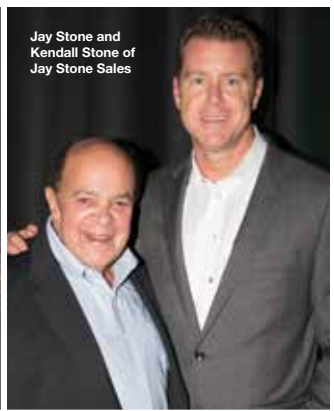
Comedienne Anjelah Johnson gives an all-star performance



Sales Manager Don Kittleson dressed up as Phil Robertson from "Duck Dynasty"



Gari-Dawn Tingler and Stacy Gaspard, Vice President of Merchandising, AMLP



Jay Stone and Kendall Stone of Jay Stone Sales



The audience gets into the groove



David Daniel pumping up the crowd



Sales Manager Don Kittleson busts a move



Hip hop dancers perform



The stage, set for an evening of fun



MEXICO ↓

Expo Beauty Show a Huge Success

Held in Mexico City, Mexico, the Expo Beauty Show hosts only the best of beauty for their international customers. The Nail Harmony Mexico team were on hand to provide the attendees with demonstrations, showcases and product knowledge, and because of their hard work, it's no surprise that Gelish is #1 in the gel polish category in Mexico - and has been leading the market ever since it was introduced 3 years ago. Led by Nail Harmony Master of Education Ghenna Gonzalez, Gelish also hosted 2 classes – foundation training and nail art.



JAPAN ↓

Doctorate Program Launches

Japanese Gelish distributor Nails Unique recently published a comprehensive 111-page book dedicated to educating the nail professional about proper Gelish techniques, including preparing the nail, application, removal and product knowledge. The instructional book also includes popular nail art styles in Japan, with themes such as “peacock” and “gradation,” where each step is broken down and explained.

With the introduction of the Gelish instructional book in Japan also brings the initiative to drive the Gelish doctorate's program that has done so well in the United States and Europe. To complement the launch of the book, Gelish hosted a 2-day training course, which taught new techniques and tips and tricks to attendees who traveled near and far for a chance to learn and experience Gelish.



IRELAND ↓

Gelish & Harmony are Favorites Worldwide

Your Nails Magazine, an Irish nail industry publication, has named the winners for its first-ever Readers' Choice Awards. Gelish/Harmony ran away with just about every category! Congratulations to the Nail Harmony Ireland team for doing such an amazing job promoting Gelish.

- Best Acrylic Brush** Harmony Pro 9 2 Piece Brush
- Best Gel Brush** Harmony #6 Gel Oval Brush
- Best Acrylic System** Harmony Fusion Acrylic System
- Best White Gel** Gelish Hard Gel French White Paint
- Best Implement/Tool** Harmony Spoon Pusher & Remover
- Best New Product** VitaGel
- Best Top Coat** Gelish Top It Off
- Best LED/UV Cured Polish** Gelish Soak Off Gel Polish
- Best NON LED/UV Cured Polish** Morgan Taylor Nail Lacquer



UKRAINE ↓

Amazing Achievements at the Intercharm Show

Nail Harmony Ukraine was recently awarded the Intercharm Golden Medal for its dynamic development and effective marketing policy for nail products in the industry. The Intercharm Show, which is a yearly trade show that hosts up to 3,000 brands at different cities all around the globe, presents this award to exhibitors who make a significant impact on the development of the Russian beauty market. This is an amazing achievement, mainly because Nail Harmony Ukraine has only been in the nail industry for 2 years. This award is a result of hard work from the Nail Harmony sales managers, educators, marketing team and, of course, the clients.



BULGARIA ↓

Nail Harmony Leads the Charge at Nailympics London

Held during the Olympic Beauty Show in London on September 21- 22, the Nailympics London showcases the emerging nail skills from elite competitors from all around the globe – this includes 17 different teams from 22 countries that came together for a total of 450 competitors. Krasimira Petrova Krumova, Dean of Education and Central/Eastern Europe Regional Sales Manager, trained a team of 16 competitors for this year's event. The result? 3 first places, all from Bulgaria, 6 second places from Bulgaria and Russia and 6 third places from Bulgaria and Russia. "All our efforts, sleepless nights and hard labor are compensated by this great feeling of winning these awards," Krumova says. "You would be crazy to not take advantage of an opportunity to participate in a competition like the Nailympics!" Congratulations to an amazing team of international competitors!



PRODUCT SPOTLIGHT

WIPE ON, WIPE OFF

Made of 100% soft absorbent cotton, these lint-free nail wipes provide exceptional performance for all professional services. Ideal for removing nail lacquer, gel residue and for cleaning acrylic nail art brushes, Gelish Wipe It Off Lint-Free Nail Wipes are completely sanitary and textured for speedy, superior removal.



Trends®

SPRINKLE A LITTLE STARDUST

Gelish Introduces Spring Trends

Like the perfect accessory, Gelish Trends completes looks with striking glitter and multi-faceted finishes. Just in time for spring, Gelish introduces 4 brand new Trends – make a statement with a non-conventional look with just a touch of glitz and glam. Customize your look by layering Trends above a Gelish color, or simply wear Trends alone. The final look is yours to imagine and create!

gelishPROkit

ERGONOMIC, SPACE SAVING & BUDGET-FRIENDLY!
With all of the essentials to create a perfect Gelish manicure, the Gelish PRO Kit is designed specifically for hairdressers and hairstylists looking to get into Gelish nails or manicurists on a budget. Save time and money with this kit, which features the brand new Gelish LED 5-45 Curing Light and full sizes of all your favorite Gelish necessities. Offer your clients the best in the professional nail industry with the Gelish PRO Kit.



PRODUCT PHOTOS: SCOTT STAGER



fashion FORWARD

Morgan Taylor Makes a Splash at New York Fashion Week

After launching a professional lacquer line in May 2013, Morgan Taylor made its debut at New York Fashion Week for the Spring 2014 collections, teaming up with 14 designers, including Carolina Herrera, Zac Posen and Thakoon. “Fall was all about bold, glossy, and highly pigmented colors, but for Spring 2014 nail trends are moving more towards subdued pastels,” according to Morgan Taylor celebrity nail pro Gina Edwards. That doesn’t mean artful embellishments and textural details have gone the way of the Walkman, though. “The nail forecast is still going to be edged with graphic manicures,” Morgan Taylor Creative Director Alesia Lanzo confirms, ensuring that there’ll be something for everyone—and every finger.



SANITIZE BETWEEN CLIENTS

The Gelish 18G Replacement Tray provides maximum efficiency while maintaining the professional quality expected from Gelish. Acetone resistant and magnetized for sanitation purposes between clients, the Gelish 18G Replacement Tray is quick and easy to replace because we understand that cleanliness is a priority. Additionally, the light-reflecting finish on the tray allows for maximum exposure, while the finger-stopper guides the hand for proper placement and a flawless finish, every time.



Colors *of paradise*

COMING SOON FOR
Summer 2014...

ROCKIN' THE REEF
01618

PACIFIC SUNSET
01619

TAHITI HOTTIE
01620

RUB ME THE
SARONG WAY
01622

MALI-BLU ME AWAY
01621

LIME ALL THE TIME
01623



Performs like Gel, Applies like Polish™



gelish.com

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