

NAIL STYLE

THE
INDUSTRY
STANDARD

SUMMER 2014

COLORS OF
PARADISE
SUMMER COLLECTION

Profession

PINK AND WHITE, THE NEW BLACK

World Class Nails

EDUCATIONAL WEBISODES WILL
TEACH AND INSPIRE

g^elish[®]
SOAK-OFF[®]
GEL POLISH



Summertime and the living's easy...

summer is my favorite season - the sun is out and there's not a cloud in the sky. It's the perfect time to lay back and relax with a cold drink in hand or play a little golf. For our summer Colors of Paradise collection, I wanted to bring the photo shoot outdoors – and the beach scenery was really the cherry on top. This collection was actually inspired by a trip to a trade show...I was strolling the streets and noticed the most beautiful fabrics in a window display. I wanted to translate the colors into the summer collection and incorporate them into the wardrobe for the photo shoot. The end result? The Gelish Colors of Paradise collection – six brand new colors that have a different twist on the bright colors that are typical of the season. My favorite pick from the collection is definitely “Mali-blu Me Away.”

I think the blue is going to be a huge hit!

Enjoy!

Danny Haile
Founder/CEO, Hand & Nail Harmony

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The New Black
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NAILSTYLE

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On Location

cool, calm water and clear blue skies...no one would've ever known that the photo shoot for the Gelish Colors of Paradise Collection took place in the dead of winter! Shot on the beach in sunny, Southern California, there was a slight chill in the air, but the sun was still out! A selection of hand-picked fabrics were draped perfectly to convey a portrait of blissful paradise, while a rounded-almond shape for the nails was elegant yet fashion-forward. The bright hues in the Colors of Paradise collection combined perfectly with the wardrobe, hair and nails to create summertime magic. 



12pc Counter Display



The Cover

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↓ View the Behind the Scenes




Island Girl

THIS SUMMER'S RUNWAY TRENDS LEAD STRAIGHT TO PARADISE!

BY CLAUDIA GROSSMAN

summer 2014 bursts onto the fashion scene with a paradise of bold, beautiful color. Brilliantly vibrant violets, blues and teals, complemented by rich reds and raspberries, were darlings of the fashion runways, as were vivid, candy-colored pastels.

Designers offered an explosion of looks meant to bring the warm vibrations of this much-anticipated season to life. From breezy crop tops with full, flirty skirts, to maxi dresses in lush tribal prints, to flowy, boho silhouettes, and beaded, sparkly embellishments – the selections were all feminine, fun and ready to play.

Nails, as always, are the accessory of choice this summer, with Gelish Colors of Paradise and Morgan Taylor Island Treasures capturing the tropical, pop-i-cal, paradise palette perfectly. Aquatic hues of turquoise, marine blue and soft blue; shimmery, beachy peach, brilliant coral and lime; and lush purples, magenta and vivid hot pink – these are the shades of summer for island girls (and city girls!) everywhere. 





Colors *of paradise*

PHOTO BY TED EMMONS

Feel the allure of sandy beaches, tropical reefs and exotic flowers. Indulge yourself with the Gelish Colors of Paradise collection. Presenting shades so enticing you won't be able to resist the call of the island.

THE COLORS

Mali-Blu Me Away

Tahiti Hottie

Pacific Sunset

Rockin' The Reef

Rub Me The Sarong Way

Lime All The Time





PINK AND WHITE, THE NEW BLACK

GELISH CREATOR LAUNCHES
PROHESION ACRYLIC LINE.


BY IRENE CHAO PHOTOGRAPHY TED EMMONS

danny haile, award winning nail champion and founder of Gelish Soak-Off Gel Polish, is proving once again that he is an innovator in the business – this time, by reviving the professional nail industry with ProHesion: the next generation of liquid and powder.

“Just when you thought liquid and powder was in need of new life, we’ve decided to breathe new air into it...we want ProHesion to remove boundaries when it comes to nail design,” says Haile. “This innovation allows nail professionals to bring their visions and fantasies to life.”

As a nail technician who has competed all over the globe, Haile understands the needs of the industry, especially when it comes to what the salon owner is looking for when creating the ultimate end result for their clients. “When it comes to nails, you want to be proficient, you want to work fast and you want to make sure it lasts,” adds Haile. “Ultimate speed and control are what everyone is looking for.”

As for the client, ProHesion is perfect for creating current nail shapes and designs that are in demand. “Most of the time, your clients come into the salon with an idea of exactly what they want,” says Haile. The beauty of ProHesion is that it satisfies the needs of the client by providing ultimate flexibility and workability for the nail technician – it’s a win-win for both parties.

With the introduction of ProHesion, Haile knows that the nail industry will be brought to a new standard. “We want to up the [liquid and powder] game and bring it to the next level,” says Haile. “The time is right now and if you work with the medium, this product is for you.” 

ProHesion.com



International Flair

GHENNA GONZALEZ SHARES
HER TECHNIQUES WITH TECHS

BY TAYLOR DANIEL PHOTO BY TED EMMONS

How did you get started in the nail industry? When I was younger I was interested in architecture and industrial design. After studying at university for a while I decided that I was actually more interested in beauty as a career so about 10 years ago my sister and I took our first class together.

Tell us about your first competition experience.

I did my first competition in Las Vegas when I was 22. I remember entering the fantasy competition. I didn't know that most artists spend months working on their designs. I started preparing the night before and of course by the competition the next day I forgot what I had practiced. I did horrible in the competition but it was a great learning opportunity for me. The next year I went back ready to compete and I came in 3rd in the 3-D category.

Do you have a favorite Harmony product that you like to use for your designs?

When I first started with Harmony I was 100% acrylic and it took me a few years to try anything else. I remember when I first started using Gelish and I wasn't sure how it was going to work because I was so used to designing with acrylic. Now I love incorporating Gelish into my designs. One of my favorite techniques is something I call "Acrylish" which is acrylic mixed with Gelish.

What do you draw design inspiration from?

Inspiration can come from anywhere. Sometimes it can be as simple as walking down the street and seeing a fabric that I like in a store window. I also think that it is good to create designs around the products that I am using. It's amazing what you can create when you really know the products.

How did you become an educator with Harmony?

I was working as a freelance artist and was ready to quit




FOR ME, JOINING THE HARMONY TEAM WAS ALMOST LIKE BEING BORN AGAIN IN THE NAIL INDUSTRY.

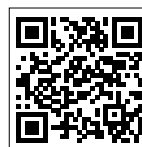
the industry because I was having a hard time finding work. Luckily on a trip to Spain I met Danny and Gari-Dawn and everything changed. We talked about starting to develop education in Mexico and from there the rest is history. For me, joining the Harmony team was almost like being born again in the nail industry.

What do you enjoy most about teaching nail techs?

My favorite part of teaching is sharing everything I know with my students. When I first started as a student I remember wanting to know everything I could, so this is something I try remember when I am teaching. I also like to develop relationships with my students by giving them as much positive feedback and advice as I can.

My favorite piece of advice to give students is that they must always learn from their mistakes and keep practicing. 

→
View the
full interview





01

Shape the nail using a 240/240 thin wooden file. Push back the cuticle and remove the shine from the nail plate with the Harmony 100/180-grit buffer. Apply Nail Surface Cleanse to remove any dust. Apply pH Bond to remove excess moisture. Apply a thin coat of Foundation Base Gel to the entire nail and 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.



02

Apply one coat of Gelish Up in the Blue, making sure to 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 Gelish Up in the Blue, making sure to cap the free edge. Cure once again in the Gelish 18G LED light for 30 seconds or 2 minutes in a 36-watt UV light.



03

Using the Mini Gel Stripper brush, pick up Gelish Arctic Freeze and create the outline of a floral design using short, quick strokes. Pick up more Gelish Arctic Freeze and create inner petals of the flower. Continue with the same technique and move inward toward the center to complete the outline of the floral design.



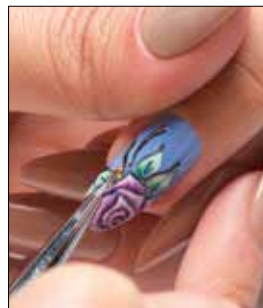
Floral Fantasy

Stripper brushes enable detail in this lovely design by Ghenna Gonzalez.



04

Using the Mini Gel Stripper brush once again, pick up more Gelish Arctic Freeze and create leaves around the floral design. Wipe off the Mini Gel Stripper brush and pick up Gelish Black Shadow and outline the white floral design. Create hanging branches that extend from the floral design using more Gelish Black Shadow.



05

Using Gelish Stand Out, enhance the inside of the floral design using short, quick strokes. Using Gelish Copa Cabana Banana and A Runway for the Money, outline, detail and enhance the leaf design. Using Gelish Oh What A Knight!, outline the floral design to create an enhancing glitter effect. Using Gelish All That Glitters is Gold and a clear #7 Gel Brush, add a glittering effect to the design.



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 nail wipe and Gelish Nail Surface Cleanse. Apply Gelish Nourish Cuticle Oil and massage into the nail plate. 📧



Ghenna Gonzalez
Dean of Education and
Director of Education
for Latin America





Moroccan Nights

Follow MaeLing Parrish's lead in creating this colorful on-trend design



MaeLing Parrish
Dean of Education
United States

→
View the
step-by-step



01

Shape the nail using a 240/240 thin wooden file. Push back the 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

Using a clean dry #6 Square Gel Brush, wipe off the inhibition layer from the nail surface and the free edge. Apply a thin coat of Arctic Freeze, making sure to cap the free edge and cure in the 18G LED light for 30 seconds or 2 minutes in a 36-watt UV lamp.

Apply a second thin coat of Arctic Freeze, making sure to cap the free edge and cure in the 18G LED light for 30 seconds or 2 minutes in a 36-watt UV lamp.



03

Apply a thin coat of Champagne from cuticle to free edge and cure in the 18G LED light for 30 seconds or 2 minutes in a 36-watt UV lamp.

Load a small amount of Arctic Freeze, Copa Cabana Banana, After Dark, purple, orange, pink and green to a palette and pre-blend Arctic Freeze and Copa Cabana Banana to make a lemon yellow. Pre-blend Arctic Freeze and After Dark to make a light blue.



06

Using the marbleizing tool and light blue, create dots along the light blue arch. Using the marbleizing tool and purple, create dots along the purple arch and continuing towards the cuticle. Cure in the 18G LED light for 30 seconds or 2 minutes in a 36-watt UV lamp.



07

Using the marbleizing tool and green, fill in the purple arch and tear drop. Using the Mini Stripper, fill in the light blue arch with pink.



08

With Arctic Freeze, create dots inside the light blue and purple arches. Cure in the 18G LED light for 30 seconds or 2 minutes in a 36-watt UV lamp.



04

Using a customized striper and lemon yellow, create a curving wedge from the free edge towards the cuticle. Using the light blue, outline the right side of the wedge. Using purple, outline the left side of the wedge. All the stripes will be wider at the free edge and get thinner toward the cuticle and cure in the 18G LED light for 30 seconds or 2 minutes in a 36-watt UV lamp.



05

Using a marbleizing tool and light blue, make three dots to create a scallop. Using the custom striper and light blue, create an arch outline above the scallops. Using the custom striper and purple, create an arch and a tear drop outline on the left side. Cure in the 18G LED light for 30 seconds or 2 minutes in a 36-watt UV lamp.




09

Using the custom striper and After Dark, create a thin line outlining the lemon yellow. Using the marbleizing tool, create dots along the perimeter of the design using After Dark, green and pink. Cure in the 18G LED light for 30 seconds or 2 minutes in a 36-watt UV lamp.



10

Apply a thin coat of Gelish Top It Off Sealer, making sure to cap the free edge. Cure in the 18G LED light for 30 seconds or 2 minutes in a 36-watt UV lamp. Remove tacky residue with Nail Surface Cleanse and a lint-free wipe. Massage Nourish Cuticle Oil into the skin surrounding the nail plate. 



Educational Webisodes Will Teach and Inspire


Is education the same in every country? Gelish Soak-Off Gel Polish unites nail professionals with a new video series called “World Class Nails”, eight webisodes that bring together five global Gelish Deans of Education. Throughout the season, the



(From left to right) Antonio Sacripante, Ghenna Gonzalez, Najet Hamila-Strand, Antony Buckley, and MaeLing Parrish

experts come together to answer fans’ questions about Gelish product and proper application, share their newest design inspirations and give easy tips for nail art success.

“Education is the key. Through education, nail technicians can continue to expand their talent and develop their design techniques,” says Danny Haile, CEO of Gelish. “The forum was inspired by my experience teaching classes internationally and the way that nails transcend borders.”

The webisodes are a must-see for any nail professionals looking to improve their design skills! Be sure to subscribe to the Gelish/Harmony YouTube page to make sure you don't miss a single episode. 

→
Watch
the video.





International Training Convenes at Harmony Headquarters

Hand & Nail Harmony recently hosted the PhD Select Training at its headquarters in Brea, CA. The training, which included attendees from all over the globe, was open to technicians who already completed the Harmony PhD Program and tested through to the next level. Instructors included top educators and Deans of Education Maeling Parrish (USA), Antonio Sacripante (Italy), Nayet Hamila-Strand (Sweden), Antony Buckley (UK) and Ghenna Gonzalez (Mexico).

During the 3-day training, the classes reviewed product knowledge, nail critiquing and perfecting of application. Additional topics included hands-on pink and white Gelish Hard Gel applications with nail bed extensions, hands-on natural tip with Gelish Structure Gel Overlay and French Gelish and acrylic nail design.

The attendees were treated to a special sneak peak of ProHesion, the new liquid and powder launch from Hand & Nail Harmony - which will be available May 2014. The sneak peek also included hands on work, which included sculptured pink and white competition-style with nail bed extension, the stiletto nail design and use of color and contrast.

→
Watch
the video.





LEBANON ↓

Ship-Shape Booth Debut

Fadi Sawaya SAL, Middle East distributor of Gelish and Morgan Taylor Nail Lacquer, exhibited the brands with a beautiful booth and attractive displays at the In Shape Health, Beauty and Fitness fair held at the BIEL in Beirut, Lebanon on March 7 to 10. The InShape exhibition is known to be the mirror of the Middle East, and showcases all the newest and most up-to-date fashion and beauty trends in the region. The booth also included international educators that flew in from Europe and the United States to provide on-the-spot demonstrations: Rebecca Lal and Anneke Van Der Sar helped highlight the amazing quality and easy use of the products. The event was a huge success and proved that Gelish and Morgan Taylor are the industry leaders in the professional beauty market.

LONDON ↓

Techs-in-the-Making

In October 2013, Nail Harmony UK launched the Gelish Gives Back competition to give 10 girls between the ages of 16 and 25 the opportunity to win the chance to attend a Nail Harmony/Gelish course. After sifting through hundreds of applications, Nail Harmony UK finally decided on the lucky winners. The girls won a 3-day beginners' Gelish course that the students attended over 3 consecutive weeks. Six of the winners attended from the South of England and 5 winners from North England. The lucky winners also received a full Gelish kit that included a 18G LED light and a range of colors. All of the students showed huge potential and really impressed Head of Education for Nail Harmony Jan Soar, who held the training. With the "Gelish Gives Back" initiative, Nail Harmony UK continues to be committed to spreading awareness in regards to the importance of training and education.





IRELAND ↓

Beauties All Around

Held on March 9th and 10th at the RDS Simonscourt in Dublin, Ireland, the Irish Beauty Trade Show featured a beautiful booth that hosted both Gelish and Morgan Taylor, and a very special guest: Miss Ireland Aoife Walsh. The red-headed beauty joined the Nail Harmony Ireland team to have Gelish Hard Gel and Gelish applied to her nails.

In other news, the biggest Irish Soap Opera “Fair City” will be setting up a dedicated nail bar added to their show. The official sponsors? Gelish & Morgan Taylor!



POLAND ↓

Tricked-Out Trade Shows

Nail Harmony Poland distributor Euro Fashion continuously works to organize different ways to promote both the Gelish and Morgan Taylor brands; whether it's product presentations, fashion shows, trade shows or educational workshops, they are always making sure that both brands are in the forefront at all events. They recently participated in the biggest trade show in the region, the Beauty Forum show in Warsaw, Poland. With more than 10,000 visitors and 243 exhibitors, this is one of the largest and most important trade shows for professionals in Poland. Nail Harmony Poland also hosted an event for International Women's Day, where free Morgan Taylor manicures and gift bags were provided for all the female attendees.



UKRAINE ↓

Show Spectacular

Nail Harmony Ukraine presented its new show booth at Estet Beauty Expo that was held in Kiev in the middle of March. The new booth turned out to be a great success, with its pure white background, beautifully stocked Gelish and Hand & Nail Harmony products and bright lights. At the Estet Beauty Expo, Nail Harmony Ukraine also hosted seminars and training by Harmony's educators Nataliia Baranovska, Krasimira Petrova-Krumova and Gala Starenko. The Nail Harmony Ukraine team showed the perfect example of how the nation's nail market should be: with professional products, exceptional management, thorough marketing and through-the-roof sales!



CENTRAL EUROPE ↓

Have Harmony, Will Travel

The Nail Harmony Central Europe team has been traveling and teaching! Led by Dean of Education Krasimira Petrova-Krumova, the team traveled recently to Ebils, Georgia and Slovenia to educate and introduce nail technicians in the region to Nail Harmony products. Petrova Kramova was most grateful for all the attendees who came out and showed their upmost dedication and interest in the brand. A total of 70 attendees showed up to the Ebils, Georgia training – which was a huge success! 🌍



Making Waves


Going Native

Take Me To Your Tribe

ISLAND TREASURES

BY MORGAN HAILE

The Morgan Taylor 2014 Summer Collection, Island Treasures, is inspired by the natural palette of the tropics. These six hues are handcrafted shades inspired by blue skies, turquoise seas and vibrant sunsets. Going Native (tranquil turquoise crème), Take Me To Your Tribe (adventurous light blue crème), Sarong But So Right (chic shimmering magenta), Making Waves (vibrant bright blue crème), Tropical Punch (fruity pink crème) and Beach Babe (dreamy soft peach with shimmer) create a palette that transports you to the islands.

Discover the island's natural treasures with Morgan Taylor Summer Trio sets. These sets capture the tropical blues and the warmth of the islands sunsets; Tropical Seduction includes 1 each of: Going Native, Making Waves and Take Me to Your Tribe. Sun Kissed Sands includes 1 each of: Beach Babe, Sarong But So Right and Tropical Punch. Indulge in a palette that captures the natural beauty of island treasures. 

THE COLORS

Sarong But So Right

Beach Babe

Tropical Punch

CELEBRITY WATCH

Morgan Taylor shades exemplify these celebs' styles.



BEYONCE
Take the Lead



DEMI LOVATO
Little Black Dress



BETSEY JOHNSON
Fame Game



KATY PERRY
Sweet Escape

Dear Gelish

WE OFFER EXPERT ADVISE ABOUT LIFTING, BRUSH CURLING, AND MORE.

ILLUSTRATION BY NICOLE GERARDO

Q. My client keeps experiencing peeling and lifting! What's going on? What am I doing wrong?

A. Don't fret, we've got your answers! First off, start with a dry manicure – shape the nail and remove the shine with a 180-grit buffer. We do this to remove oils and create a scruffy surface for the products to adhere to. Gelish pH Bond is the next step, and just a thin coat will do. Now comes the most important part...applying thin (we cannot stress "thin" enough!) layers and making sure to cap your free edge. Foundation, Gelish color of choice and Top It Off all need to be applied very thin and cured for the correct amount of time (check your light manufacturer recommendations). Over-curing the foundation can make the Gelish chip and peel. Follow these tips for a beautiful, shiny manicure that your clients will adore!


Q. Help! My brushes keep curling up inside of my bottle. What is going on?

A. At your station, make sure that the bottle and brush are kept on the opposite side of the light that you're using to cure when performing a Gelish manicure. Often, people don't realize that their bottles are sitting right next to the light – when it comes time to cure, it's also curing the product and brush inside the bottle. Also, if you're sitting in a sunny spot near a window, the natural light filtering through the window might also be curing the product and the brush. And as always, store bottles away from any source of light – artificial or natural. A cool, dark place is the best place to keep your Gelish bottles!

Q. My Gelish 18G LED light stopped working today! Help!

A. Your LED light might have switched from the automatic to manual setting. Try these steps: Put your hand in the light so it's on, unplug the power lead and then plug it back in. It should now operate with the buttons on the back. To set it back to automatic just unplug and then insert the plug again without your hand in the light. If you're still experiencing issues, don't worry, the Gelish 18G LED light has 1 one-year warranty!

Q. How do I use Gelish with Hard Gel?

A. After you've sculpted, cured and filed, using no softer than a 180-grit file, your Gelish Hard Gel, you can apply your Gelish color of choice directly onto the hard gel nail extension and follow with the rest of the Gelish application steps – no need to apply pH Bond or Foundation because gel adheres to gel! 



tip for success ↑

Do not overcure your product! The recommended cure times in the Gelish 18G LED light are 5 seconds for Foundation Base Gel, 30 seconds for Gelish color of choice and 30 seconds for Top It Off Sealer. If you're not using the Gelish 18G LED light to cure each step, be sure to check your light manufacturer's recommendations before getting started.



Trends

gelish
SOAK-OFF
GEL POLISH

FROM THE RUNWAY
TO YOUR NAILS

TRENDS — Soak-off gel
polish inspired by the
current fashion trends.
Fierce, Fabulous & Fun,
TRENDS puts Fashion
at Your Fingertips.



Performs like Gel, Applies like Polish™



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