

NAILSTYLE

THE
INDUSTRY
STANDARD

FALL 2014

get
COLOR
FALL
COLLECTION

MORGAN
TAYLOR™

TAKES ON FASHION WEEK

TWO OF A KIND
COLOR MATCHES THAT EXCITE

PROHESION™
SALON PERFECT NAILS

gelish
SOAK-OFF®
GEL POLISH



Welcome the next big thing....

morgan taylor Professional Nail Lacquer has been a hit since it launched in 2013, and I am beyond proud of the growth that the brand has experienced in the past year. When I first started in the industry I worked mainly with acrylic, but also with lacquer. There is a special passion in my heart for lacquer and because of that passion I have strived for the past few years to bring out the best quality nail lacquer I could create. I believe this is exactly what we achieved with Morgan Taylor. I want to personally thank every nail professional who has supported the growth of our new brand. We couldn't do what we do without you.

Enjoy!

Danny Haile
Founder/CEO, Hand & Nail Harmony

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NAILSTYLE

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On Location

get ready, get set, get ColorFall! For this season's shoot, we decided to go for a toned-down backdrop here in our Gelish studio. We wanted to focus on the pops of color in the wardrobe and on the nail. In a season that can be filled with dark and dull tones, we challenged ourselves to step away from the usual range and embrace a spectrum of color. Whether your preference is a vibrant red, a sultry magenta or even a soft nude, this collection is guaranteed to have a tone to shake up your fall palette. 



12pc Counter Display



The Cover

NAILS
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NAILS Next Top Nail
Artist Winner 2013
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View the Behind
the Scenes



Season of Enchantment

THIS FALL, MESMERIZE WITH COLOR!

BY CLAUDIA GROSSMAN

PHOTOS BY JENNIFER GRAYLOCK

fall is the season for fresh new beginnings, and this fall's enchanting color palette is a beautiful way to start. Think sophisticated – autumn 2014 is all about muted chocolate, charcoal and black; and lusciously ripe shades of cranberry and merlot.

The *Gelish Get ColorFall* and *Morgan Taylor Enchantment* collections bring autumn's allure to fingertips, creating nails that enchant. Rich wines and berries, cool grey-kissed blues and greens, romantic blush and nude tones, and chocolate shimmer and pearl create an aura of soft sophistication that enhances runway looks perfectly.

From all-out feminine cashmere knits, plush coats and touches of sheer chiffon, to mannish tweeds, plaids and pin-striped tailoring, to whimsically luxe textures, sparkling flourishes and metallic shimmer – fall fashion has something to inspire every woman, in colors meant to mesmerize.

Feel the enchantment! 





Kenneth Cole



Nonoo



Tanya Taylor



Yigal Azrouël



Kaufmanfranco



Thakoon

BEHIND THE SCENES

Morgan Taylor Takes on Fashion Week

BEHIND THE SCENES: NAILS, STYLE AND NEW YORK FASHION WEEK FALL TRENDS ARRIVE

BY HEATHER LIGGINS

PHOTOS BY JENNIFER GRAYLOCK

morgan taylor had all hands on deck to supply sixteen of the top fashion designers with a polished finish during fall 2014 New York Fashion Week. With lead manicurist Gina Edwards constructing elegant mood boards, style was defined to accent each designer's runway collection. This included the likes of Thakoon, Kenneth Cole and Zac Posen. From 70's glam-rock to nude, cool tones, Morgan Taylor kept the models polished with style while taking note of this winter's must-have statement pieces.

Kicking off NYFW, there were several distinctive trends taking over the stage. High-fashion designers were seen displaying soft, earthy palettes across the runway with sleek, billowy silhouettes and delicate tones keeping an essence of a feminine woman afloat. Parting from this whimsical style were vivid colors and daring patterns that created loud outfits suited for the fearless style-setter. From shimmery, form-fitting metallic dresses for holiday soirees, free-flowing ensembles for an applause-worthy entrance, to clean minimalist selections, each designer served up looks to define a wintry style.

From subtle and classy to dauntless and fearless, Morgan Taylor topped off every look flawlessly. Cool gray to nude polishes added an extra layer of warmth and softened up chic outfits. Bold rich nail colors, chunky gold flakes and glittery shades were the perfect accessory for all adventurous threads. It's time to start building your winter wardrobe with cozy coats and brilliant polish to highlight your style statement. 








Rake In The Green

get COLORFALL

PHOTO BY TED EMMONS

inspired by the season's changing palette, this collection features deep hues and rich pops of color reminiscent of beautiful fall landscapes and skies. Clean Slate (blue grey crème), Rake in the Green (grey green crème), Berry Buttoned Up (magenta pearl), Hello, Merlot! (berry crème), Whose Cider Are You On? (chocolate brown pearl) and Do I Look Buff? (nude crème) will have you ready to break free from drab colors and be captivated by the bold. 

Clean Slate

Hello, Merlot!

THE
COLORS


Berry Buttoned Up

Whose Cider Are You On?

Do I Look Buff?

THE Enchantment COLLECTION

PHOTO BY SCOTT STAGER

this season prepare to be mesmerized by Morgan Taylor's *The Enchantment Collection*. These six whimsical shades were inspired by all things magical and magnificent. Hocus Pocus (dusty mint crème), Who-Dini? (blue grey crème), I'm The Good Witch (pink copper glitter), Magician's Assistant (soft mauve crème), Now You See Me (chocolate brown shimmer), and Simply Spellbound (nude crème) are so dazzling you won't be able to resist their allure. 

THE COLORS

I'm The Good Witch

Magician's Assistant

Hocus Pocus

Who-Dini?

Now You See Me



Simply Spellbound



Salon Perfect Nails

BY MAELING PARRISH

PHOTO BY TED EMMONS

creating the perfect set of salon pink and whites is no easy feat. Here, Gelish U.S. Dean of Education MaeLing Parrish uses the ProHesion Acrylic System to do just that. Follow the steps to create your own salon perfect nails.



View the
step-by-step



prep:

Push back the cuticle and shape the free edge. Buff the surface of the nail to remove shine and wipe away dust. Apply pH Bond to the natural nail from cuticle to free edge. Apply a thin coat of ProBond to the entire nail plate.



02

Saturate a Pro 9 brush in ProHesion Sculpting Liquid and pick up a medium sized bead of ProHesion Vivid White sculpting powder. Place the bead at the junction of the natural nail and the form. Distribute the white ball side to side toward the nail groove to form the preliminary smile line. Curve the smile line, lightly stroking to evenly distribute and smooth. Tap the brush on the side of the dappen dish to pick up a tiny amount of sculpting liquid. Pick up a tiny dry bead of white and apply on the natural nail at the point of the smile line and stroke to blend forward. Carve to perfection. Repeat on the opposite side.



01

Remove the ProHesion nail form from the backing and place the center tab underneath to stabilize. Hold the form between the fingers and thumbs and roll it to create a curve. Holding the curve in, slide the form under each sidewall and rock it back onto the finger to adhere it. Using your thumbs, press the tabs together and make sure the C-curve is even down the entire barrel of the form.



03

Pick up a medium sized bead of ProHesion Elegant Pink sculpting powder and place halfway between the cuticle and the smile line. Press across to evenly distribute and stroke forward. Pick up a smaller bead of ProHesion Elegant Pink sculpting powder and apply to the cuticle area, stroking forward to blend.



04

Mold the C-curve, starting at the nail body and down to the smile line - rolling and lifting to get a consistent curve down the whole body of the nail. Press the free edge around the Harmony C-Curve Stick to enhance the C-curve.



05

Start with the 150/150-grit file and shape the free edge, side walls and lower arch. Switch to the 180/180-grit file and repeat. Contour and surface shape using the 180-grit file. Make sure the C-curve is consistent from side to side.

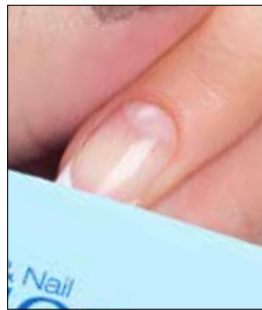
check list

- pH Bond
- ProBond
- ProHesion Nail Form
- C-Curve Stick
- Pro 9 Brush
- ProHesion Sculpting Liquid
- ProHesion Vivid White Sculpting Powder
- ProHesion Elegant Pink Sculpting Powder
- 150/150-Grit File
- 180/180 Grit File
- Wipe It Off
- 100/180 Buffer
- Gelish Nourish Cuticle Oil
- Eco Shiner Buffer
- 220/280 Buffer




06

Wipe the dust off with a dry clean Wipe It Off lint-free nail wipe before switching to the 100/180-grit buffer. Repeat using the 220/280-buffer. Wipe the nail with a dry, clean Wipe It Off lint-free nail wipe to remove dust between buffers.



07

Buff with the blue side of an Eco Shiner. Turn it over and repeat with the white side to reveal a high shine. Apply Gelish Nourish Cuticle Oil and remove the excess with a Wipe it Off Lint-Free Nail Wipe. 



MASTERTECHNIQUE



Scalloped Lace French Design

Ryoko Garcia
NAILS Next Top Nail Artist
Artist Winner 2013



01

Shape the nail using a 240/240 Thin Wooden file. Push back cuticle and remove any non-living tissue. Buff the nail plate with the 220-grit buffer and remove dust with Nail Surface Cleanse and a Wipe It Off lint-free wipe. Apply pH Bond to remove excess moisture. Finish nail prep by applying ProHesion Pro-Bond primer.



02

Apply the ProHesion acrylic form, making sure to customize for fit if needed. Using ProHesion Crystal Clear powder, Nail Sculpting Monomer and a Pro 9 brush, create an oval shape. Pinch the nail with a Harmony C-Curve stick.



03

Using the 150/150-grit file, shape the free edge, side walls and lower arch. Repeat with the 180/180-grit file. During this process, double-check that the C-curve stays consistent. Finish shaping by buffing the nail surface with the 220-grit buffer. Remove any file dust with a Wipe It Off lint-free nail wipe.



04

Apply a thin coat of Gelish Do I Look Buff? to the nail plate, making sure to cap the free edge. Cure in the 18G LED light for 30 seconds. Repeat this step. Using Gelish Berry Buttoned Up, apply a French tip, making sure to cap the free edge. Cure in the 18G LED light for 30 seconds. Repeat for full coverage.



05

Using the Gelish Mini Striper brush and black acrylic paint, begin the lace design by laying down two curved lines in the middle of the nail plate. Directly under the bottom line, create horizontal scallops across the nail plate. Create two additional rows of horizontal scallops, moving down the nail plate toward the free edge. Connect the bottom of the scallops to the French tip with slightly curved vertical lines.



06

On the top half of the nail, create two curved lines starting at the side wall and looping up and around. On both sides, create two additional curved lines moving in toward the center of the nail. Fill in the entire center of the design with small scallops. Using a clean mini striper brush and Gelish Berry Buttoned Up, create a half moon shape at the cuticle. Cure in the 18G LED light for 30 seconds. Repeat if needed.



07

Apply a thin coat of Top It Off, making sure to cap the free edge. Cure in the 18G LED light for 30 seconds. Apply Nail Surface Cleanse to a Wipe It Off lint-free wipe to remove the tacky surface. Massage Nourish Cuticle Oil into the skin surrounding the nail plate, and enjoy your finished nail art look. 📺

→
View the
step-by-step



2 OF A KIND

double the color...

double the fun! Gelish and Morgan Taylor have paired together to create the “Two of a Kind” matching color set. One’s a gel and one’s a lacquer, and together they are the ultimate color solution for your manicure and pedicure. This “Two of a Kind” set includes Gelish® Soak-Off Gel Polish (0.5 fl. oz.) and a Morgan Taylor Professional Nail Lacquer (0.5 fl. oz.) match.

“Two of kind” features the following colors: 01930- Arctic Freeze & All White Now, 01931- Gossip Girl & Sitting Pretty, 01932- A Petal for your Thoughts & Hot Hot Tamale, 01933- Tiger Blossom & Sweet Escape, 01934- Hot Rod Red & Pretty Woman, 01935- Queen of Hearts & Wonder Woman, 01936- Plum and Done & Royal Treatment, 01937- Black Shadow & Little Black Dress, 01938- Vegas Nights & Fame Game.



PRODUCT SPOTLIGHT



MORGAN TAYLOR HOLIDAY: Home for the Holidays

Celebrate what matters most with Morgan Taylor's Home for the Holidays collection. Inspired by the memories made during the holidays, these six luxurious shades will have you catching the festive spirit in no time. You may not get everything you want under the tree, but with its cremes, glitters, and shimmers this collection ensures you'll have the perfect manicure to help you look your best through the Holiday season.

GELISH HOLIDAY: Haute Holidays

Celebrate this season with the Haute Holidays Collection, brought to you by Gelish. Whether you're sneaking kisses under the mistletoe, sipping your favorite bubbly or dreaming of sugar plum fairies, these six glamorous glitters and shimmers will keep your manicure shining all through the holidays. 🍷



NEW YORK ↓

Morgan Taylor on Broadway

Don't look now... but guess who hit the big time? Morgan Taylor has taken over New York City's Times Square with a new ad featured on the iconic Geoffrey Tron on Broadway. The Morgan Taylor team is thrilled to have this opportunity to grow brand awareness. The ad has already been spotted on Nick Lachey's new VH1 show *Big Morning Buzz*.



Solstice in Times Square

On June 21st, 2014, the first day of summer and the longest day of the year, yoga lovers flocked to Times Square for an all-day yoga event. Over 8,000 people came together to find peace and tranquility in one of the world's most chaotic environments. This year, Morgan Taylor was honored to be a sponsor for the Solstice in Times Square. Namesakes of the brand, Morgan and Taylor, flew to New York to participate in the event by spreading the word about Morgan Taylor Professional Nail Lacquer and giving out nail lacquer to participating yogis.

The most exciting part of the day was looking up at the jumbo tron and seeing the yoga-themed Morgan Taylor ad for the event. The ad, pictured above, was created to celebrate peace and serenity on the first day of summer.

Keep a look out for what Morgan Taylor will be doing next!



←
LONDON

Best Trainers in the UK

Having the best trainers in the United Kingdom is no small thing but, according to *Scratch Magazine*, the Nail Harmony UK team has accomplished this feat. The Nail Harmony team was honored to receive its latest recognition at this year's Scratch Stars Awards. Congratulations to Georgie, Jason and the entire Nail Harmony UK team of educators.



→
HONG KONG

Investing in the Future

After the recent Sisters Beauty Show in Hong Kong, Harmony distributor T-Nail hosted a PhD Foundation Educator Training. The four-day training included 25 attendees from four different countries: Hong Kong, Malaysia, Taiwan and Thailand. Dean of Education MaeLing Parrish, assisted by Hong Kong's own Doctorate Educator Camby Tang, instructed trainees on the basics of their application and technique. It wasn't all work and no play though....The students were able to create some of the exquisite nail art seen above.



→
MALTA

Fashionably Gelish

Antonio Sacripante with his Nails & Beauty team and Nick Erodotu, Harmony Sales Manager for Western Europe & Africa, attended this year's Malta Fashion Week. The group presented a Gelish-sponsored award for Malta Fashion Week's Nail Technician of 2014 to Elysia Farrugia. Nail Harmony is proud to have been represented by such a great team at Malta Fashion Week!



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JAPAN

Disney Mania

Harmony's Japanese distributor Nails Unique shined with its Disney-themed products at the BeautyWorld trade show in Tokyo. Hand & Nail Harmony CEO and Founder Danny Haile attended the show along with International Sales Manager Jorge Ruvalcaba. Both were impressed with the buzz created. Through their partnership with Gelish, Nails Unique has been able to launch the Minnie Mouse, Winnie the Pooh and Disney Princess-themed kits pictured. 📍





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Professional Nail Lacquer
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Color Shown: **Wonder Woman**
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