

# NAILSTYLE

THE  
INDUSTRY  
STANDARD<sup>®</sup>

WINTER 2014

THE BIG CHILL  
GELISH WINTER COLLECTION

MIDNIGHT  
MASQUERADE  
MORGAN TAYLOR  
WINTER COLLECTION

FAN NAIL ART

DEAR GELISH



gelish<sup>®</sup>  
SOAK-OFF<sup>®</sup>  
GEL POLISH



## Saying goodbye and looking ahead...

**as another year** comes to an end, I can't help but wonder where the time has gone. It seems to go by more quickly with every passing year. Even so, I have been taking the time lately to reflect on what an amazing year 2014 was for both Gelish and Morgan Taylor. With hard work from our team, and continued support from you, we were able to launch even more vibrant collections and products that you love while continuing to bring new nail technicians to the Gelish and Morgan Taylor families this year.

This holiday season, I wanted to introduce a range of shades from chilling shimmers to warm cremés within each collection. With The Big Chill from Gelish and Midnight Masquerade from Morgan Taylor, each collection reflects elements of winter that will suit anyone's winter style.

We hope you enjoy and share this edition of NAILSTYLE magazine with family and friends, as we highlight holiday nail colors, forecast fashion trends, and more!

Have a wonderful holiday season and a great New Year! 

Danny Haile  
Founder/CEO, Hand & Nail Harmony

# Contents

- 3 Backstage Pass
- 4 Trend Report
- 6 Midnight Masquerade
- 8 The Big Chill
- 12 Master Technique
- 14 Fan Nail Art
- 15 Global News
- 18 Product Spotlight
- 19 Ask Gelish

## NAILSTYLE

VOL. 1 ISSUE 6

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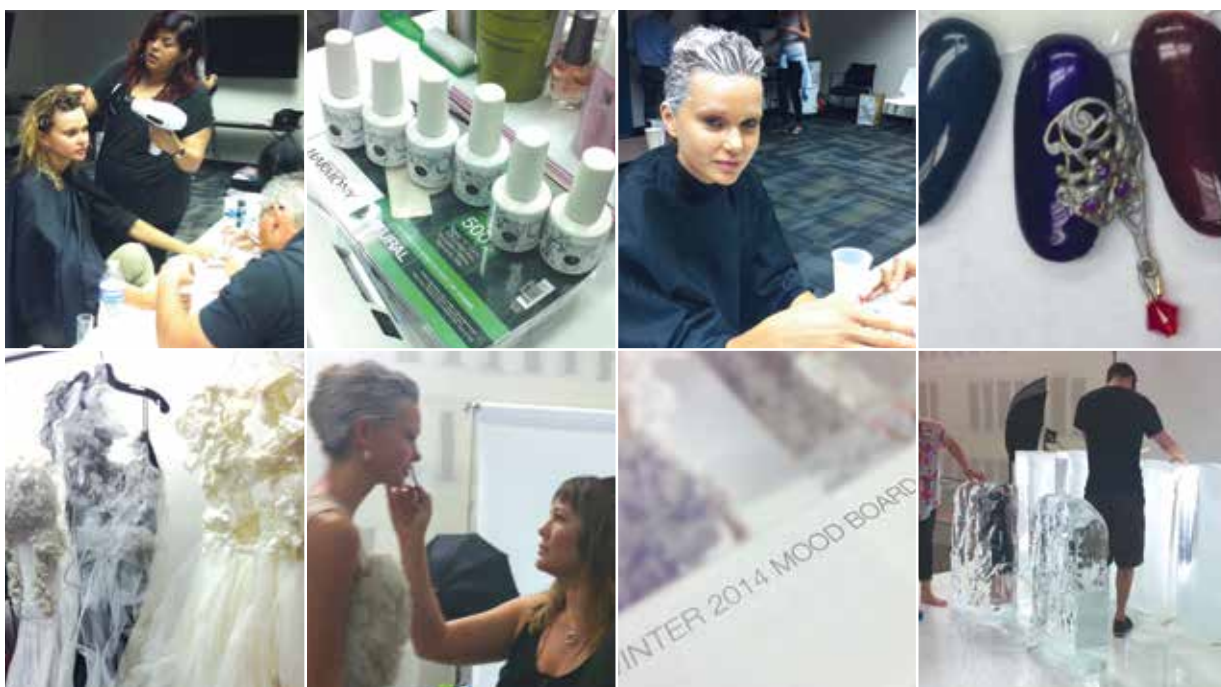
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# On Location

**prepare yourself**, there's a chill coming — The Big Chill, that is. This season's collection was inspired by Danny Haile's vision of an Ice Queen. No, not the villainous and cruel kind most envision, but a fiercely beautiful woman who is unmistakably strong yet also has a soft side. For the shoot, we focused on draping our lovely queen in whimsical light fabrics and bold jewels to add a layer of eye-catching appeal. Once she was decked from head to toe in her Ice Queen gear, our model posed with several huge blocks of ice brought on location for an authentic winter feeling. ❄️



12pc Counter Display



## The Cover

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↓ View the Behind  
the Scenes






# Comfy Luxe

FOR THE STREET  
STYLE GIRL WITH  
HIGH FASHION TASTE.

BY HEATHER LIGGINS

**winter is here**, and it's time to bring out festive nails to polish off any warm-weather outfit. Inspired by soft-toned cozy knits, shiny metallic overcoats, and the sporty-chic look for the woman on-the-go, designers have lined up color palettes to suit every fashion maven's needs.

This season, designers ushered in pieces to thrill, highlighting bold style and retro selections. From comfort to luxe, printed dresses paired with cool, comfy sneakers and shimmery metallic outfits gliding across the runways, designers offered a look to suit any taste. And, no look is complete without showing off your main accessory: your nails. Morgan Taylor's Midnight Masquerade winter collection will highlight any dashing wintry ensemble, effortlessly. From warmly muted pinks and saturated metallics to rich jewel-toned green and burgundy shades, these are the perfect colors selects to polish off any winter style, anywhere. 



Balmain



Celine



Valentino



Prada





Missioni



Isabel Marant



Marni



Chanel



Marchesa



Anna Sui



Fendi

# THE COLORS

Vixen in a Mask

Jest-er Kidding

Flirting with the Phantom

Don't Rain on My Masquerade

My Kind of Ball Gown

The Big Reveal



# MIDNIGHT MASQUERADE



Ready your gown and slip on your mask for the Morgan Taylor Midnight Masquerade collection. Inspired by the mystery and intrigue of a Masquerade Ball, this color palette features deep sensual shades balanced by opulent and adventurous tones. 🎭

PHOTO BY SCOTT STACER



THECOLLECTION



MORGAN  
TAYLOR™  
Professional Nail Lacquer  
Vernis à Ongles | Esmalte de Uñas  
Nagellack

# THE BIG CHILL

The Big Chill is coming... but do not worry; Gelish will keep your fingers cozy. This icy collection features sultry glitters and deep shimmers that will ensure you're feeling snug and warm all season long.


**PHOTOS BY TED EMMONS**



THE COLLECTION



# STYLING THE ICE QUEEN

iced out nail bling and fierce oval shapes were the orders of the day when Gelish CEO and Creator, Danny Haile, created the nail look for The Big Chill's beautiful Ice Queen. The nails, created with the ProHesion Acrylic System, were filed and shaped into long oval talons befitting of a ferocious Ice Queen. For color, two staple shades from the winter collection were used in the manicure pictured; I'm Snow Angel – a deep red with a subtle gold pearl, and The Big Chill – an icy white gray pearl. To finish off the look of lavish luxury, metal charms and crystals were added as accents on all of the nails. 

## THE COLORS

The Big Chill

Call Me Jill Frost

Snowflakes and Skyscrapers

My Jewels Keep Me Warm

Ice Skate, You Skate, We All Skate

I'm Snow Angel





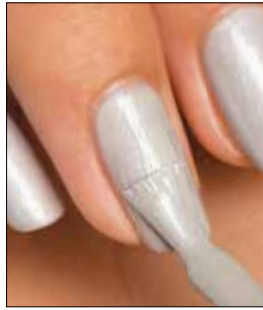


# Stained Glass Winter Mosaic

This winter, use select colors from Gelish's Big Chill collection and shiny foil accents, that will have your nails ready for any festive occasion.

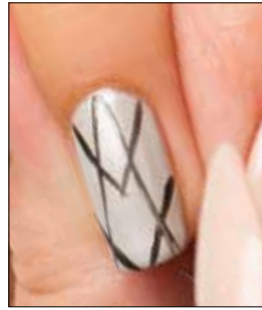


**Sandy Borges Combs**  
Dean of Education



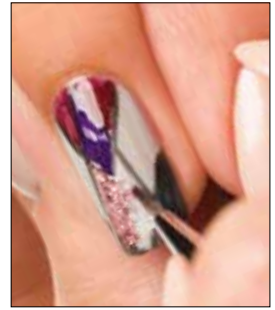
**01**

After completing the Gelish nail prep, apply a thin coat of Foundation and cure for 5 seconds in the 18G LED light. Apply a thin coat of The Big Chill to the nail surface, making sure to cap the free edge. Cure in the 18G LED light for 30 seconds. Apply a second coat of The Big Chill, making sure to cap the free edge and cure in the 18G LED light for 30 seconds.



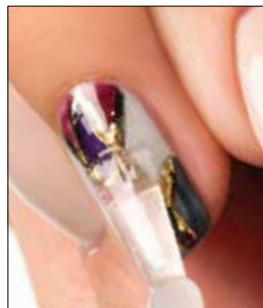
**02**

Using a Gel Striper Brush and Black Shadow, draw thin intersecting deep "V" lines from the cuticle towards the free edge, farther down the nail from the sidewall to free edge, and from the center of the cuticle area to the free edge. Cure in the 18G LED light for 30 seconds.



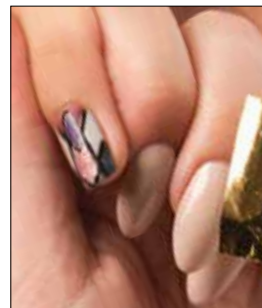
**03**

Using a Mini Gel Striper Brush and Call Me Jill Frost, fill in the top diamond shape created by the intersecting lines. With a clean Mini Striper Brush and Ice Skate, You Skate, We All Skate, fill in the top two triangle sections on the either side of the nail. Using My Jewels Keep Me Warm fill in the center "V" shape just below the diamond. With I'm Snow Angel, fill in the two triangles on either side of the center "V" shape. Using Snowflakes and Skyscrapers, fill in the bottom two triangles. Cure in the 18G LED light for 30 seconds.



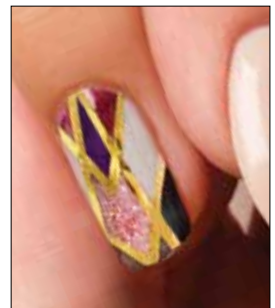
**04**

Apply Matte Top It Off to the entire nail surface and cure in the 18G LED light for 30 seconds. Cleanse the inhibition layer from the nail using Nail Surface Cleanser and a Wipe It Off.



**05**

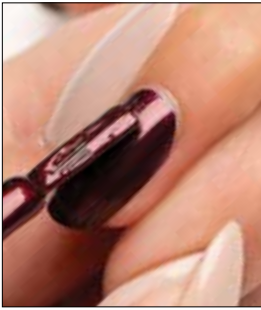
Using a Gel Striper Brush, outline the shapes on the nail with Black Shadow. Cure in the 18G LED light for 30 seconds. Let the nail rest for 30 seconds and then press gold transfer foil over the lines, applying pressure and pulling quickly away leaving the foil only on the lines of Black Shadow.



**06**

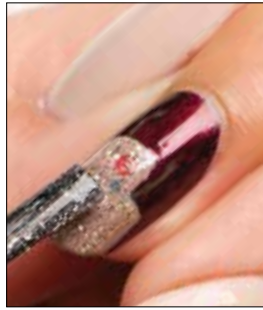
Apply Top It Off to the entire nail, capping the free edge. Cure in the 18G LED light for 30 seconds. Cleanse the inhibition layer from the nail using Nail Surface Cleanser and a Wipe It Off. Massage Nourish Cuticle Oil into the skin surrounding the nail plate and enjoy your finished nail art look. 🎉





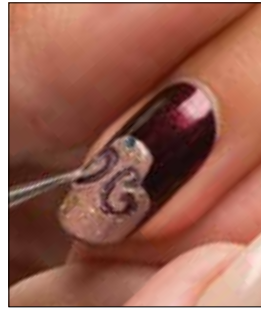
01

Apply one coat of Stick With It base coat to the nail surface and around the edge of the free edge of the natural nail. Apply a coat of Vixen in a Mask to the nail surface making sure to cover the end of the free edge. Apply a second coat of Vixen in a Mask for full coverage.



02

Apply a round jewelry shape from the center of the nail to the free edge using Flirting with the Phantom. Apply Jest-er Kidding on top of the Flirting with the Phantom shape.



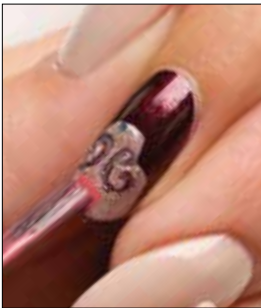
03

Using the small side of the Harmony TA02 marbling tool, etch a "C" shape on the right side and a backwards facing one on the left side through to the Vixen in a Mask layer.



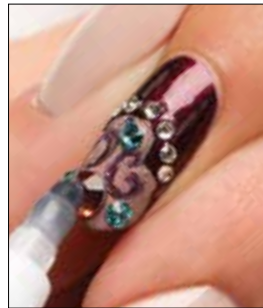
## Masquerade Jewels

For a manicure filled with mystery and charm this season, use Morgan Taylor's Midnight Masquerade collection and colorful crystals for an alluring nail design.



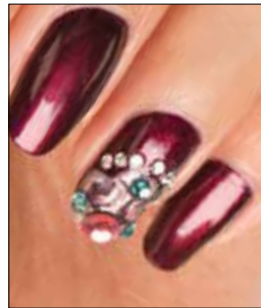
04

Using the large side of the Harmony TA05 tool and My Kind of Ball Gown, create an oval shape in the center of the jewelry shape. Apply one coat of Make It Last top coat over the entire nail surface and cap the free edge of the nail.



05

Apply small dots of ProHesion Secure Nail Adhesive on the outside perimeter of the jewelry shape. Using a wax pencil, apply the Crystal SS3 Swarovski crystals to those dots. Next apply Secure Nail Adhesive to the top of the rounded shape and to either side, apply light turquoise SS7 Swarovski crystals to those dots. Apply Secure Nail Adhesive to the center of the My Kind of Ball Gown oval and apply the Indian Pink SS14 Swarovski crystal to the dot.



06

Allow your nails time to dry and enjoy your finished nail art look. 📸



**Sandy Borges Combs**  
Dean of Education

# Art Gallery

TOP PICKS FROM  
FANS THAT NAIL'D IT!

gelish and morgan taylor hosted a nail art submission contest asking fans to submit their best designs using either polish. From the amazing turnout, we are excited to showcase another round of top nail art by our fans for the Spring 2015 issue. Follow us on Gelish Official Page and Morgan Taylor Lacquer Facebook to keep up with the latest collections, contests, giveaways and more!



**Jeannette Vazquez Alfaro**  
Morgan Taylor



**Gari Harmison**  
Morgan Taylor



**Wendy Weston**  
Gelish



**Ieva Kavaliauskaite**  
Gelish



**Karen Doyle**  
Gelish





Patice Gore  
Morgan Taylor



# LAS VEGAS↑

## Celebrating with Danny Haile

Hand and Nail Harmony CEO and Founder, Danny Haile, celebrated his fiftieth birthday this past August at a special party in Las Vegas amongst friends and family. The surprise party was carefully planned by his long term business partners and friends — David Daniel and Gari Dawn Tingler, which was filled with laughter, fun and memories. As the evening wound to end, Haile made a heart-warming speech thanking all of his industry friends for joining in his celebration, and dedicating all of his success to his best friend and wife of over 20 years, Sheila Haile.



Tina Thomas  
Gelish

# LONDON!

## International Distributor Conference

Hand and Nail Harmony hosted its 5th Annual International Distributor Conference in London, England during September 2014. The conference welcomed distributors from over twenty-seven countries throughout Europe, Russia, Middle East, and South Africa. During the all-day event, distributors of Gelish, Morgan Taylor and ProHesion were given a sneak peek of exciting things to come for the brands in 2015.



## Nailympia London 2014

This September marked the 10th annual Nailympia Competition in London, England. During this international event, the world's best came together to compete. We are very proud of our Nail Harmony team from around the world who participated in this event and took home medals in their categories.

Great job, Team! You rock!

### SALON NAILS

#### Division 2

1st Diana Spasova – Bulgaria

#### Division 3

1st Anamarija Saric – Denmark

### SOAK OFF GEL MANICURE

#### Division 2

2nd Diana Spasova – Bulgaria

### ACRYLIC SCULPTURE

#### Division 3

2nd Sarah Gingell - UK

### MIXED MEDIA

#### Division 1

3rd Robyn Soar – UK

### GEL TIP OVERLAY

#### Division 2

3rd Diana Spasova – Bulgaria

### STILETTO

#### Division 2

3rd Diana Spasova – Bulgaria







# COSMOPROF NORTH AMERICA ↑

## Breaking New Boundaries

Dedicated work and preparation paid off once again at Cosmoprof North America 2014. Distributors from all over the States and Internationally, reunited again for the annual trade show in Las Vegas this past July. The three-day event filled with non-stop meetings, allowed Hand and Nail Harmony's sales and marketing teams to cultivate and grow relationships face-to-face, an unwavering notion that the company aspires to have with all of its customers.

# → BULGARIA

## The Next Generation


In late July, nail technicians and distributors gathered from all over Eastern Europe to participate in the highly anticipated Gelish Foundation Educator Training. The four day event took place from July 26<sup>th</sup> through July 29<sup>th</sup>, and covered the foundational elements of Harmony products — from brand history to application techniques. The participants who traveled from Estonia, Hungary, Serbia, Montenegro and Romania were instructed by two of Harmony's prized educators — Deans of Education Krasimira Petrova Krumova and Antony Buckley. 📍



# The Answer To Stronger Nails

FIGHT BACK AGAINST WINTER WEATHER WITH VITAGEL!

the cold winter months can do some serious damage to your nails and as far as we're concerned, that's a real problem. VitaGel Strength and Recovery are the perfect solutions to repairing weak, thin, brittle and damaged nails during the coldest time of the year. These formulas can be worn on their own or under any nail lacquer, to encourage healthy nails and flawless wear. Strength and Recovery are the ideal treatments to use after the removal of all nail enhancements. VitaGel's protective and strengthening properties reinforce nail growth while guarding the natural nail from peeling, splitting and chipping.

The result? Beautiful, healthy, strong nails and long lasting manicures. 





# Dear Gelish

WE OFFER EXPERT ADVICE ABOUT  
NAIL ART, LAYERING COLOR AND MORE!

ILLUSTRATION BY NICOLE GERARDO

**Q: When doing a Gelish application do you put free hand nail art under or over the Top It Off?**

**A:** Depending on the medium being used, nail art can be applied many ways. If you're using Gelish polish, loose glitter, or transfer foil then it is best to apply the design before the Top It Off finish. If you're using a sticker, striping tape, watercolor or water-based acrylic paint then the method is slightly different. In those cases, it is best to apply your Top It Off, cure, buff and then apply your art. After you have laid down the nail art, you would then seal with a second application of Top It Off.


**Q: If applying a coat of white under pale or pastel colors really makes the color pop, what color would you recommend applying under dark colors?**

**A:** Unlike some lighter shades, dark colors have pigments that generally do not benefit from having a base color underneath. If you want to add extra pop of excitement to your dark hue you can find a glitter in similar shade and apply a coat (or two) underneath. This simple trick will add extra depth to the shade and a beautiful shimmer to your manicure.

**Q: Can you apply polish over the Gelish Nail Strengthener VitaGel?**

**A:** Absolutely! VitaGel is well-known for its nail strengthening benefits, but it can also act as a super extended wear base coat for your nail lacquer. After applying VitaGel, and cleansing to seal, you can jump straight into your nail lacquer application. The best part is that with VitaGel as your base coat, you'll get a 10-day chip free, gorgeous lacquer manicure.

**Q: Why do the instructions say cure 30 seconds but the timer on the light goes for 45 seconds on LED lights?**

**A:** As the Gelish line has grown, we have created several different LED lights to meet the various needs of our clients. The most commonly used Gelish light is the 18G LED light, which has a cure time of 5 seconds for Foundation and 30 seconds for color. The cure times for the 5-45 LED light and Pro45 LED light are slightly different. Always make sure you read the directions that come with your specific light to ensure that you are curing for the correct amount of time. 





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Industry



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Nagellack

Color Shown: **Scene Queen**  
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