

SPRING 2015

# NAILSTYLE®

THE  
INDUSTRY  
STANDARD

Disney  
**CINDERELLA**  
ONLY IN CINEMAS



©2015 Disney

THE CINDERELLA  
SPRING COLLECTION

FROM **gelish**  
SOAK-OFF®  
GEL POLISH

& **MORGAN  
TAYLOR**  
Professional Nail Lacquer



## Welcome the Magical Shades of Spring

**we are honored** and ecstatic to announce The Cinderella collection from Gelish and Morgan Taylor. This collection has been a true collaboration with Disney as it is inspired by their new live-action film Cinderella in theaters March 13th. Cinderella is a classic story of perseverance and love that appeals to everyone, young and old. To do this tale justice, we wanted to create an iconic selection of colors for both brands. Drawing inspiration from the movie's characters and beautiful wardrobe, we created colors and statement glitters in soft, stunning and playful tones.

From the beginning, developing this collection has been nothing short of a fairytale for us. Looking at how far our brands have come in the last few years is so far beyond belief that I have to pinch myself. I want to take this opportunity to thank The Walt Disney Studios for allowing us to create a spectacular collection inspired by the new film. And as always, I want to thank you, our fans and supporters, for continuing to make everything we do a possibility. 

Danny Haile  
Founder/CEO, Hand & Nail Harmony

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## NAILSTYLE

VOL. 2 ISSUE 1

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BACKSTAGEPASS

# Backstage at NYFW

BUILDING NAILSPIRATION FOR SPRING 2015

**Morgan Taylor** has once again made a splash at New York Fashion Week. In September of 2014 the team made the journey to New York City for the Spring/Summer 2015 runway shows. Creating custom nail looks for nine designers, including Monique Lhuillier and Betsey Johnson, kept everyone busy from start to finish. Great job TEAM! 





## TRENDREPORT

# Budding With Royalty

NO WALLFLOWERS ALLOWED THIS SPRING

**spring has sprung** and the fashion scene is in full bloom with a soft, yet rich color palette this season. From understated bright pinks, nature-toned neutrals, dreamy blue hues to silky, satiny metallics, this fanciful colorway is the perfect complement for any style-setter.

Designers flooded the runways with oversized, flowy silhouettes, solid colors, delicate lace dresses, long tutu skirts, sultry sheer ensembles, smooth summer suedes and flourishing floral prints. The overall theme of spring – from colors to textures – promises nothing but a lovely fashion affair.

The Gelish and Morgan Taylor Cinderella collection is the essence of elegance and royalty with its luxurious shades. From shameless iridescent and glittery blues, lavish hot pink and smooth light pink – every color embodies distinction that will beautify your off the runway look this spring. 📍



# THE CINDERELLA SPRING COLLECTION

FROM

gelish®  
SOAK-OFF  
GEL POLISH

&

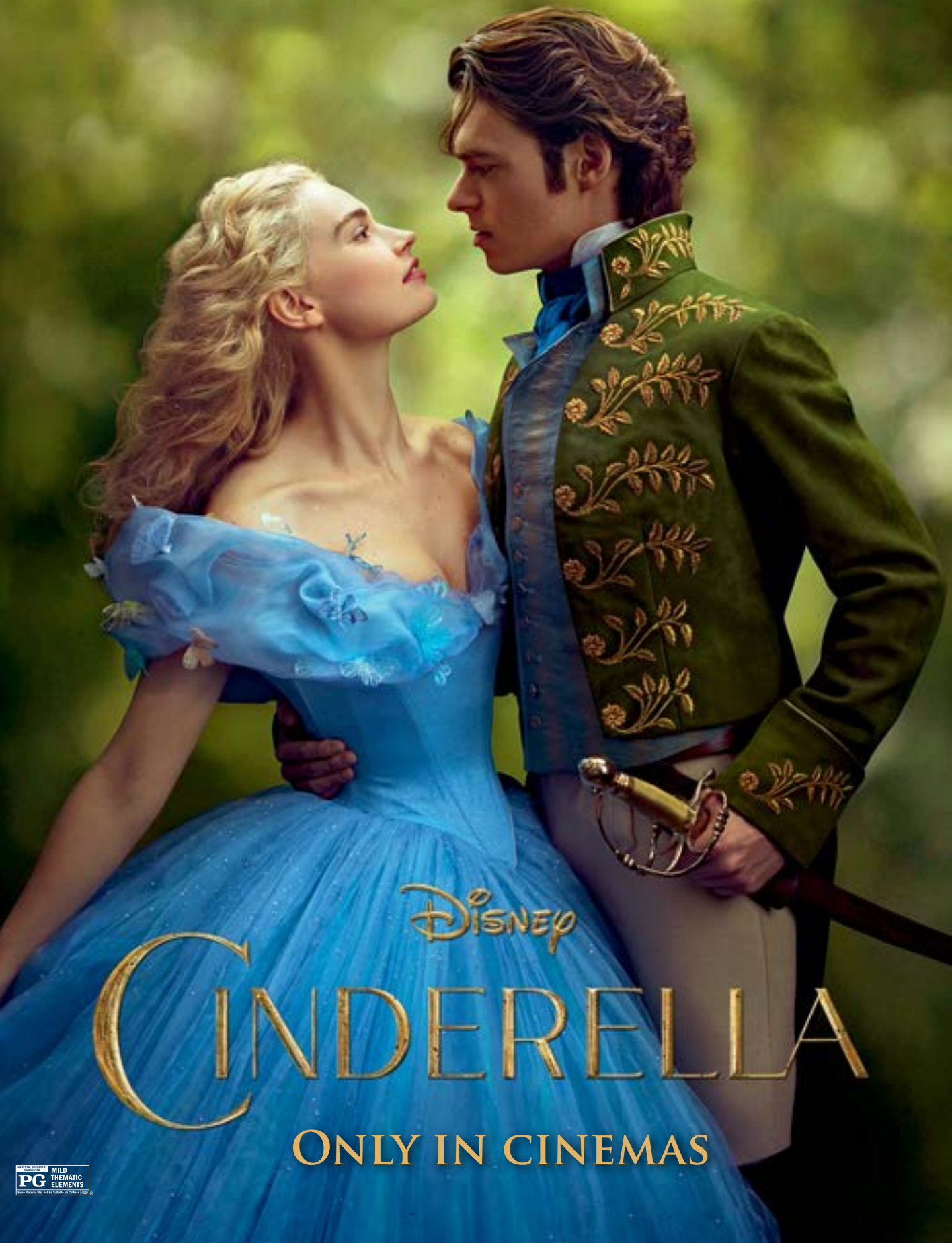
MORGAN  
TAYLOR™  
Professional Nail Lacquer

This spring will be filled with magic and fantastical colors as Gelish and Morgan Taylor introduce the Cinderella 2015 collection. Teaming up with The Walt Disney Pictures for the new live-action release of Cinderella, the collection showcases a unique palette inspired by the movie to spark anyone's fancy. With six whimsical crème to sparkly shades, the collection also includes an assortment of packs: a trio of glitters from the Gelish TRENDS line, matching shades for Gelish and Morgan Taylor Two of a Kind duo packs, select Morgan Taylor duo packs, and the NEW Morgan Taylor MINI 4 pack.



©2015 DISNEY

ELLA AND THE PRINCE



Disney

# CINDERELLA

ONLY IN CINEMAS

PG PARENTS STRONGLY CAUTIONED  
MILD THEMATIC ELEMENTS

## THE COLLECTION

# COLORS

For the Cinderella collection, we wanted to create an array of colors that highlight iconic moments and characters from this beloved fairy tale story. From the fanciful glitters to striking bright tones, each shade is soaring with personality to fall in line with the movie.

Morgan Taylor collection includes:

- Party At The Palace** – Iridescent teal
- My Carriage Awaits** – Coral crème
- Watch Your Step, Sister!** – Hot pink crème
- If The Slipper Fits** – Light blue glitter
- Ella Of A Girl** – Light pink crème
- Best Ball Gown Ever** - Iridescent periwinkle

Gelish collection includes:

- Party At The Palace** – Iridescent teal
- My Carriage Awaits** – Coral crème
- Watch Your Step, Sister!** – Hot pink crème
- If The Slipper Fits** – Light blue glitter
- Ella Of A Girl** – Light pink crème
- Live Like There's No Midnight** - Dark blue shimmer

Gelish TRENDS:

- Stepsisters Rule!** – Red magenta glitter
- A Moment Of Magic** – Gold glitter
- I'll Make It Fit** – Multicolor glitter

If The  
Slipper Fits

Watch Your  
Step, Sister!

Party At  
The Palace

Best Ball  
Gown Ever

My Carriage  
Awaits

Ella Of  
A Girl

Live Like There's  
No Midnight

I'll Make  
It Fit


A Moment  
Of Magic

Stepsisters  
Rule!





# NAIL ART

Nothing says magic more than whimsical nail art. To accompany the Cinderella collection, we created several fairy tale themed nail art looks with Morgan Taylor and Gelish. Turn the page for an in-depth look at two of our favorite designs. 

*Picture top left used Gelish Hard Gel to form the butterflies.*



# Stroke of Midnight



**BY Bryan Vú**  
International Master Educator,  
Hand & Nail Harmony



**01**

After completing the Gelish® nail prep, apply a thin coat of LIVE LIKE THERE'S NO MIDNIGHT. Cure in the 18G LED LIGHT for 30 seconds. Apply a second coat and cure in the 18G LED Light for 30 seconds.



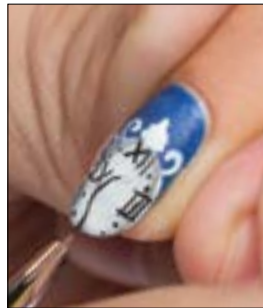
**02**

Using a MINI STRIPER BRUSH and ARCTIC FREEZE apply a round clock shape to the nail near the free edge. Cure in the 18G LED Light for 30 seconds.



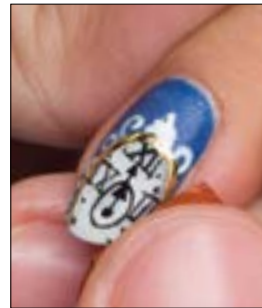
**03**

With the Mini Striper Brush and Arctic Freeze create the curved detailing around the outside of the clock. Cure in the 18G LED Light for 30 seconds. Apply a thin coat of MATTE TOP IT OFF. 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 lint-free wipe.



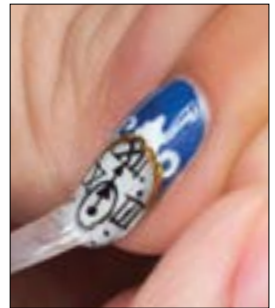
**04**

Using black acrylic paint detail the clock by creating the numbers around the perimeter and a circle with the hands in the center. Allow time for the paint to dry.



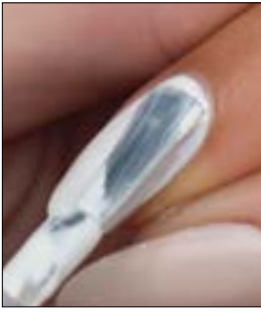
**05**

Using a Mini Striper Brush and MEET THE KING, outline the perimeter of the clock. Cure in the 18G LED Light for 30 seconds. Press gold transfer foil around the outline created with Meet The King.



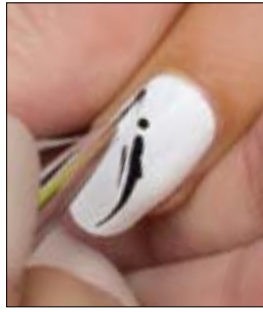
**06**

Apply TOP IT OFF to the entire nail, making sure to cap 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 lint-free wipe. Massage NOURISH CUTICLE OIL into the skin surrounding the nail plate and enjoy your finished nail art look. 🕒



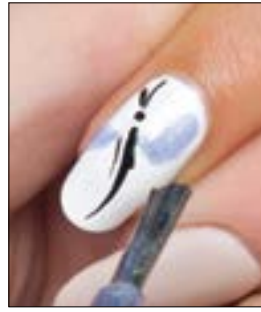
01

After completing your nail prep, apply a thin coat of ALL WHITE NOW making sure to cover the free edge of the nail. Apply a second coat of All White Now for full coverage.



02

Using a MINI STRIPER BRUSH and LITTLE BLACK DRESS create the body of a butterfly in the center of the nail diagonally. Above the body place one dot for the butterfly's head and two lines for the antennae.



03

Using BEST BALL GOWN EVER, create four wings for the butterfly.



## Magical Butterfly

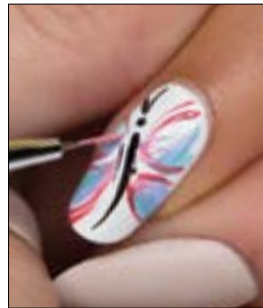


BY Hanna Yakavenka  
Master Educator,  
Hand & Nail Harmony



04

Using PARTY AT THE PALACE, detail the underside of each wing.



05

With a Mini Striper Brush, WATCH YOUR STEP, SISTER! and ELLA OF A GIRL, outline each of the butterfly's wings.



06

With a MARBLING TOOL place loose glitter on the corners of the bottom left wing and top right wing. Apply a thin coat of MAKE IT LAST top coat for a high gloss finish. 🌟

# TWO NEW COLLECTIONS COMING SUMMER 2015

Amour Color  
Please

Cancan We  
Dance?

Postcards  
From Paris

Escar-go  
To France



# Ooh La La!

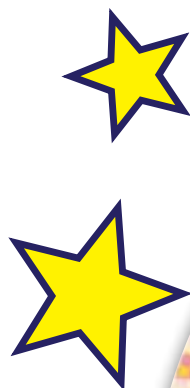
• COLLECTION •

Journey to Paris with the **Ooh La La Collection** from Gelish and Morgan Taylor inspired by all things elegant and sophisticated. All colors are available in both Gelish and Morgan Taylor formulations.



# HELLO PRETTY!

## COLLECTION



Do You Harajuku?


Look At You, Pink-achu!

Anime-zing Color!

Tokyo á Go Go

Pop-arazzi Pose

Manga-round With Me

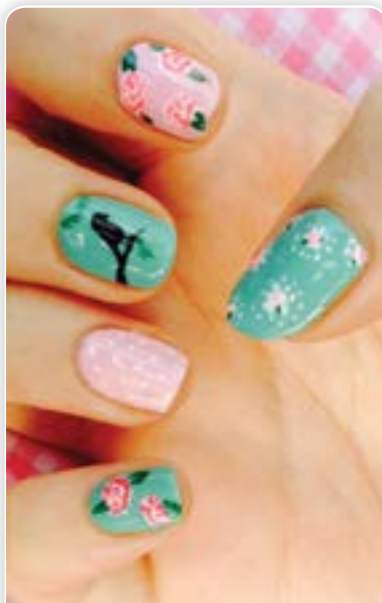
Say konnichiwa to the newest color collection from Gelish and Morgan Taylor. Inspired by Japanese street style, **Hello Pretty!** features bright pops of pink, colorably cute purples and a little bit of fun for everyone. All colors are available in both Gelish and Morgan Taylor formulations. 

# Art Gallery

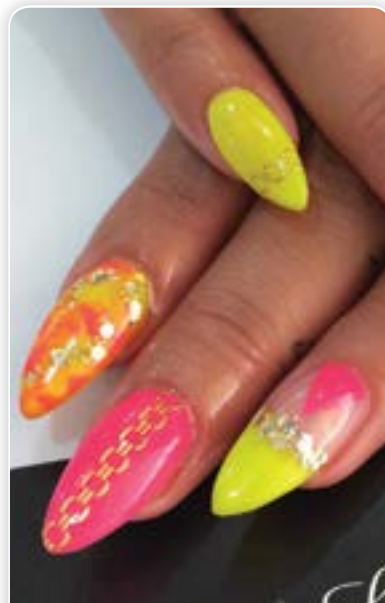
## TOP PICKS OF STUNNING FAN NAIL ART!

**it's time to** bring out nails that are bursting with color and personality! Our fab fans of Gelish and Morgan Taylor Nail Lacquer show us how to kick off spring with nail art that's decked out with everything from classic floral fun to on-trend negative space designs!

Follow Gelish and Morgan Taylor on social media to submit your nail art for a chance to be featured for the next issue of NAIL STYLE Magazine!



**Brooke**  
Gelish



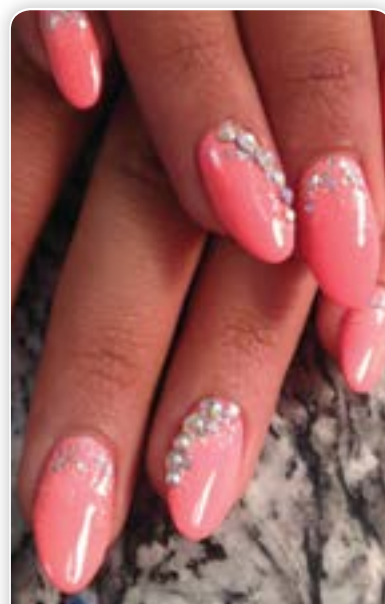
**Latimah Bin Hitam**  
Gelish



**Edina Rigó**  
Morgan Taylor



**Anne Husby**  
Morgan Taylor



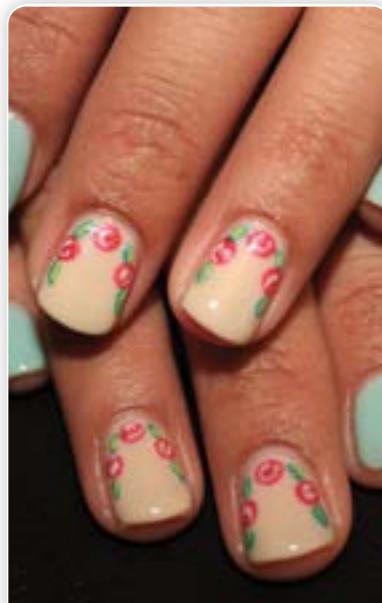
**Loan Nguyen**  
Morgan Taylor



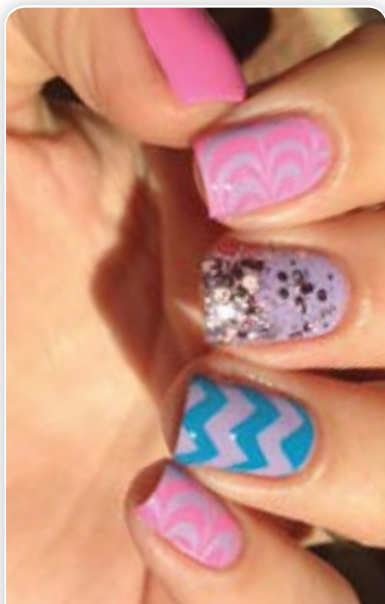
Vickie Baker  
Gelish



Carrie-Anne Fuller  
Gelish



Samantha Borde  
Morgan Taylor



Jennifer Morgan  
Morgan Taylor



Patrycja Przerada  
Morgan Taylor



Marianne Mouroulis  
Morgan Taylor



# CALIFORNIA

## A Virtual Salon At Your Fingertips!

**This app has many great features including:**

- **VIRTUAL SALON** - Users can “try on” the 100 plus shades of Morgan Taylor by selecting a customizable skin tone, nail shape and length.
- **MATCH A COLOR** – Morgan Taylor fans can snap a picture of anything that inspires them, open it in the app and select the particular area of the picture they find most inspiring. The app will generate a range of Morgan Taylor shades that matches the image, allowing users to instantly accessorize with color like never before.
- **WHAT’S NEW** – In addition to a core collection of 100 plus shades, Morgan Taylor introduces several seasonal collections every year that can also be “tried on” within the app.
- **VIDEOS** – The videos tab shares behind-the-scenes looks at the Morgan Taylor’s participation in Fashion Week, where the brand creates nail looks for some of the biggest names on the runway.
- **SOCIAL** – Connect with Morgan Taylor across all of the brand’s social platforms in order to stay up-to-date on the latest news and nail trends.

The Morgan Taylor iOS App is now available for download in the iTunes App Store.



# LITHUANIA

## Gelish On-The-Go



Gelish has gone mobile in Lithuania! Hand & Nail Harmony distributor Nagavita showcased their new Gelish wrapped vehicle in November of 2014. The vehicle is not just an awesome work of art, it will serve as a means of transport for Harmony educators to attend events and trainings. Not only does it serve a practical function, but it also helps raise the brand awareness in Lithuania. Absolutely amazing! Keep makin’ them Gelish!





# CALIFORNIA ↑

## The Future Is Bright

2014 was a great year for Hand & Nail Harmony's educators. During the training held at corporate headquarters in Brea California, four domestic educators showcased their ever-growing skills and were promoted within the Harmony education system. In January, Sandy Borges was recognized with the highest honor of becoming a Dean of Education. Also being promoted were Danielle Candido, Thao Nguyen and Jesse Bruner who all qualified to become Master Educators. Congratulations to all! Hand & Nail Harmony thanks you for your continued hard work and dedication. 📧



SANDY BORGES



DANIELLE CANDIDO



THAO NGUYEN



JESSE BRUNER

# PaintBox Nail Studio

NOT YOUR TYPICAL NAIL SALON

**located at** 17 Crosby Street in New York City, Paintbox is the brainchild of Eleanor Langston, former beauty editor of *Self* and *Cosmopolitan*. Paintbox takes the manicure experience to the next level with the seasonal looks they create to showcase Langston's favorite brands and hues, as well as mild-to-wild design options.

Not only is the manicure top notch, but Langston thought of all the little nuances to help elevate the experience. Complimentary Grady's Cold Brew iced coffee, champagne, tea, etc.; phone recharging outlets at each manicure station; late hours; banquette seating to accommodate groups of friends.

The best part? At the end of your mani, your nail art is photographed and sent to your email, which can be shared on social media with all of your friends. Search #paintboxmani on Instagram to see some of their work. 📧



Eleanor Langston

## Paintbox

For more information on Paintbox nail studio visit their website at [paint-box.com](http://paint-box.com).

WHAT PEOPLE ARE BUZZING ABOUT ON SOCIAL MEDIA

The nail polish is so stunning and it lasts longer than the other brands I used to USE.... Hmmmmmmm I'm loving it. It was beautiful on my cousins wedding!!



MANTOA MAJWALE



So impressed my first time using @Gelish @NailHarmonyUk my clients nails are still shiny & chip free after 2 weeks! #impressed #thebest **DIAMOND BEAUTY**

Use GELISH then you are NEVER helpless



JANICE CHASAN

We've found the nude nail polish to end all nude nail polishes: @MTMorganTaylor New School Nude. **PUREBEAUTYMAG**



Obsessed with my #mtmorgantaylor mani - colour: No Way Rose #americasnexttopmodel **ROMI STOCH**

This super awesome, super sparkly polish that my quick iPhone shots do no justice for is Morgan Taylor's Fame Game! Pretty in pictures but drop dead gorgeous in real life. #beauty #instabeauty #nails #nailpolish #famegame #morgantaylor #glitter #sparkly #silver #notd



SULTRYSUBURBIA

# Dear Gelish

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

**Q: Monica Mazzeo Vaccarelli: Sometimes I get a thin line of gel under my nail when I cap the free edge. How can I prevent this from happening?**

**A.** This happens when the gel is being applied too thickly. With gel polish it is important to remember to always work in thin coats. This also applies when you are capping the free edge. Whether you are using Foundation, Gelish color or Top It Off cap free edge first with a thin coat of product and then apply the product to the nail plate.

**Q: Jem Star Nails by Sonia: My Top It Off has started yellowing on the nails? Why is this happening?**


**A.** In order to maintain breathability and ease of removal, Gelish was developed as a porous formula. In the same way that air can penetrate your manicure so can chemicals from everyday items such as makeup, self-tanners and cleaning supplies. Sometimes these can cause a slight discoloration of the Top It Off. We recommend decreasing the direct contact of these chemicals. If you're applying makeup or self-tanner always wash your hands and remove excess product and be sure to wear gloves when working with house-hold cleaning chemicals.

**Q: Davinia Whu Chalkley: What is the difference between ProHesion and other acrylics?**

**A.** ProHesion is the new acrylic line from Hand & Nail Harmony, developed by CEO & Founder Danny Haile. The ProHesion Sculpting Powder was established with Cross Link Technology, which allows for total strength and durability for the client while also maintaining the ability to self-level in application for the technician. The ProHesion Nail Sculpting Liquid is an unparalleled

monomer developed with optimized hybrid molecules that pair with the ProHesion Sculpting Powder for a faster setting application that maintains an ultimate bond to the natural nail. The best part, the system is formulated without harsh acid primers that can irritate your client's hands.

**Q: Gemma Perkins: What is the best way to apply glitters and Trends colors like Lots of Dots? I find I can't apply this in thin layers to get the dots spread evenly.**

**A.** While application techniques may vary between nail technicians, one of the most effective ways to apply glitter is what is commonly known as "The Dabbing Method". This method is exactly what it sounds like, instead of starting at the cuticle and pulling the product towards the free edge you will simply dab or press the glitter gel onto the nail plate. The Dabbing Method will allow you to decide the exact amount of coverage that you would like in your glitter manicure. Once you have dabbed your glitter into place be sure to smooth out the gel base of the color to ensure an even cure. As always, don't forget to cap the free edge.. 





Voted Favorite  
Nail Lacquer by  
Salon Professionals



[MorganTaylorLacquer.com](http://MorganTaylorLacquer.com)  
Available at Fine Salons

Color Shown: **Prettier In Pink**

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