

SUMMER 2015

NAILSTYLE

THE
INDUSTRY
STANDARD

**HELLO
PRETTY!**
SUMMER COLLECTION

gelish[®]
SOAK-OFF
GEL POLISH

**MORGAN
TAYLOR**[®]
Professional Nail Lacquer



Have no fear, Summer is here...

ready yourself for sunny skies, carefree times and of course beautiful color! I have said it before and I will say it again, the summer season is my favorite of the year. I have loved color for as long as I can remember and I find myself especially drawn to the bright, bold hues that are worn during the hot months of the year. It was my love for these shades that inspired the Gelish and Morgan Taylor Hello Pretty! collections. The matching collections are themed around creative Japanese street style and feature six brilliantly vivid neon shades that are guaranteed to give your nails the pop of color and fun you need to enjoy your summer to the fullest! 

Danny Haile
Founder/CEO, Hand & Nail Harmony

Contents

- 3 Backstage Pass
- 4 Social Soundbites
- 5 Readers' Choice Awards
- 6 Trend Report
- 8 The Collection
- 12 Master Technique
- 14 Editorial Behind the Scenes
- 16 Global News
- 18 Sneak Peeks

NAILSTYLE

VOL. 2 ISSUE 2

Danny Haile
CEO & FOUNDER

David Daniel
PRESIDENT

Gari-Dawn Tingler
VICE PRESIDENT

David Trocker
CHIEF MARKETING OFFICER

© 2015 HAND & NAIL HARMONY
BREA, CA 92821 - GELISH AND HAND & NAIL HARMONY
ARE REGISTERED TRADEMARKS OF HAND & NAIL HARMONY, INC.
46-50197-1 HM-4308


WHAT PEOPLE ARE BUZZING ABOUT ON SOCIAL MEDIA

Nail Nation
@nailnationltd

The new gelish Cinderella collection is just so girly love it 🍷📈😄 #new #gelish #ontrend...
[instagram.com/p/zx4ODSRtuQ/](https://www.instagram.com/p/zx4ODSRtuQ/)

Monique Lhuillier
@MLhuillier

Excited to be working with @MTMorganTaylor again this season! #nyfw #mbfw #moniquelhuillier #mifall15




So happy with how much my nails have grown! No more acrylics just @Gelish to keep them strong!!

RT @THEFOXBOXSA

Nails Weekly
March 10 at 2:12pm · Edited · 4k

The club is going up on a Tuesday "If the Slipper Fits." And if it doesn't, your nails don't have to wait for the weekend. You can count on Morgan Taylor Nail Lacquer to give you an enchanted manicure. Check out the Cinderella collection on <http://NailsWeekly.com> #morgantaylor #nailpolish #nails #polish #cinderella #fashion #beauty

<http://www.tsu.co/NailsWeekly/45959238>



TSU.co/NailsWeekly Check out the Cinderella collection on <http://NailsWeekly.com>

TSU.CO

Like · Comment · Share

Disney Living
@DisneyLiving

We don't know about you, but we've only got eyes for the gold & blue! #TheDress #Cinderella bit.ly/186wiRG

Hot Topic, MAC Cosmetics, VISA Designs and Morgan Taylor



Disney
CINDERELLA
IN THEATRE
MARCH 13
#CINDERELLA

Saw the movie yesterday! Loved it! And your colors are so SPOT ON representing this movie! Love all the ones I've worn so far!!!



WNDRWMAN88

THANK YOU FOR MAKING US YOUR FAVORITES!

BEAUTY LAUNCHPAD

Top Nail Polish Morgan Taylor
Top Gel System Gelish



NAILPRO MAGAZINE

Best Nail Polish Color Morgan Taylor Nail Lacquer
in Mint Chocolate Chip

Best Soak-Off Polish Gel Polish System
Hand & Nail Harmony Gelish

Best Brush For Enhancement Hand &
Nail Harmony Acrylic Brush

Best Ad/Marketing Morgan Taylor

NAILS MAGAZINE

Favorite Gel (Traditional) System
Gelish Hard Gel

Gelish Top Five finishes:

- Favorite Acrylic (Traditional) System
- Favorite Acrylic (Color) System
- Favorite Brushes
- Favorite Cuticle Treatment
- Favorite Files
- Favorite Implement/Tool
- Favorite Nail Art Supplies
- Favorite Nail Prep Products
- Favorite Pedicure Tool
- Favorite Polish (Gel-Polish or UV-Cured)
- Favorite Strengtheners/Treatment
- Favorite Tips
- Favorite Top Coat
- Favorite New Product ProHesion

Morgan Taylor Top Five finishes:

- Favorite Base Coat
- Favorite Polish (Traditional)
- Favorite Strengtheners/Treatment
- Favorite New Product
- Neon Lights 2014 Collection





TRENDREPORT

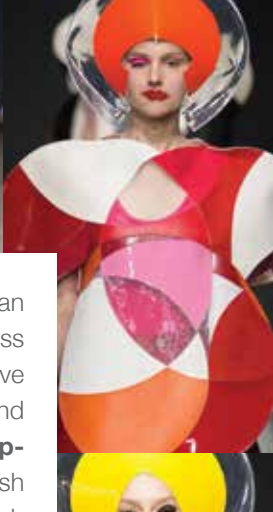
Get Pretty, Fashion Kitty!


COLORS SO PRETTY THEY POP!

summer style is all about expressing yourself in your own unique way – mixing patterns, textures, colors and styles to create your authentic look. This season, pretty does it – in colors, fashion and attitude.

Pretty with a pop of happy – candy-colored pastels, grown-up gingham patterns and little white sundresses, plus easy neutrals, laser cuts and a swing of fringe. Darling runway looks were unexpectedly fresh and fun – delicate lace and utility chic; adorable crop tops over billowy, embroidered skirts; bold, luscious florals paired with striped menswear fabrics.





The colors of **Hello Pretty!** from Gelish and Morgan Taylor inspired by the high-spirited, colorful cuteness of Japanese pop culture – are the season’s must-have accessories. Pop-up purples (**Tokyo à Go Go** and **Anime-zing Color**), pretty-as-a-picture pinks (**Pop-arazzi Pose** and **Look at You, Pink-achu!**), plush pistachio (**Do You Harajuku?**) and precious peach (**Manga-Round with Me**) make expressing through dressing even more fun this summer. 



THE COLLECTION



**TOKYO Á
GO GO**

**ANIME-ZING
COLOR!**

**MANGA-ROUND
WITH ME**

HELLO PRETTY!

SUMMER COLLECTION

SAY KONNICHIWA!

to the newest color collection from Gelish and Morgan Taylor. Inspired by Japanese street style, Hello Pretty! features bright pops of pink, adorably cute purples and a little bit of fun for everyone. Now you can have the same summer color in Morgan Taylor Lacquer that matches your Gelish Soak-Off Gel Polish.

MATCHING COLORS AVAILABLE IN MORGAN TAYLOR AND GELISH

POP-ARAZZI
POSE

DO YOU
HARAJUKU?

LOOK AT YOU,
PINK-ACHU!




THE COLLECTION



12-PIECE DISPLAY



THE GELISH AND MORGAN TAYLOR HELLO PRETTY! COLLECTIONS ARE AVAILABLE

in several different offerings to suit your needs! Gelish displays include the 6pc and 12pc, while Morgan Taylor is available in a 12pc display. Morgan Taylor also offers three unique duo packs with fun color pairings as well as a mini pack with four of the collection shades. Best of all, Gelish launches six matching Two of a Kind packs that include corresponding Gelish and Morgan Taylor shades. 



MINI 4 PACK



DUO PACK

THE COLLECTION



12-PIECE DISPLAY



6-PIECE DISPLAY



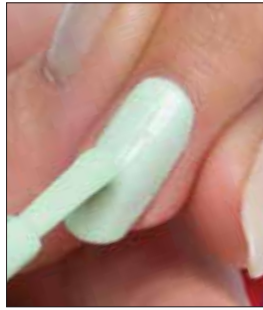
TWO OF A KIND Matching Gelish and Morgan Taylor Colors

SAYONARA
(BYE BYE)

GELISH MASTER TECHNIQUE

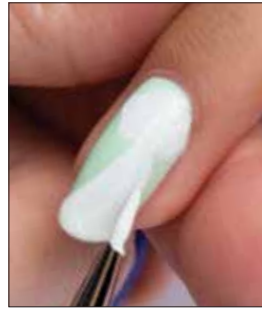


Chase The Rainbow



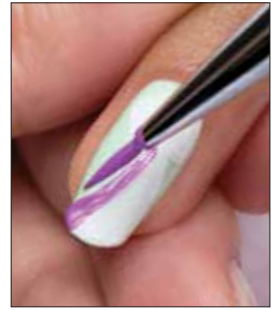
01

Before beginning make sure to complete the proper nail preparation. Apply DO YOU HARAJUKU?, making sure to cap the free edge. Cure for 30 seconds in the 18G LED LIGHT and repeat for full coverage.



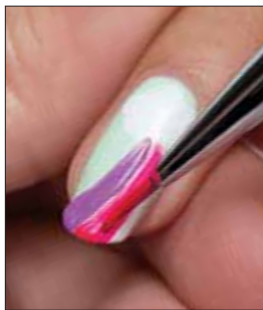
02

With a MINI STRIPER BRUSH and ARCTIC FREEZE create the shape of a rainbow and clouds. Cure for 30 seconds in the 18G LED Light and repeat for full coverage.



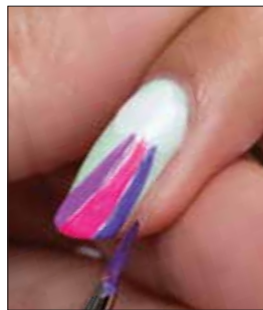
03

With a Mini Striper Brush and TOKYO Á GO GO, paint over Arctic Freeze to fill in one section of the rainbow. Cure for 30 seconds and repeat for desired coverage.



04

With a Mini Striper Brush and POP-ARAZZI POSE, fill in the second section of the rainbow. Cure for 30 seconds and repeat for desired coverage.



05

Next use ANIME-ZING COLOR! to fill in the third part of the rainbow. Cure for 30 seconds and repeat for full coverage.




06

Using a Mini Striper Brush and BLACK SHADOW outline each section of the rainbow and the clouds and create a happy face in the center of the cloud. Cure for 30 seconds and repeat if needed.



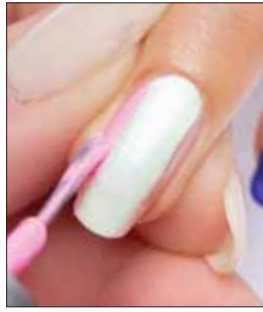
07

Apply a thin coat of TOP IT OFF sealer gel, making sure to cap the free edge and cure for 30 seconds in the 18G LED Light. Remove the inhibition layer with NAIL SURFACE CLEANSE and a WIPE IT OFF lint free wipe. Massage NOURISH CUTICLE OIL into the skin surrounding the nail plate. 



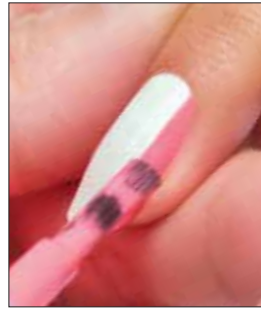
01

After completing your nail prep, using DO YOU HARAJUKU?, paint a vertical line down the middle of the nail bed covering approximately half of the nail surface. Allow time to dry and apply a second coat for full coverage.



02

With LOOK AT YOU, PINK-ACHU!, create a thin vertical line on one side of Do You Harajuku?. Allow time to dry and apply a second coat for full coverage.



03

With MANGA-ROUND WITH ME, create a thin vertical line on the other side of side of Do You Harajuku?. Allow time to dry and apply a second coat for full coverage.



Cartoon Panda



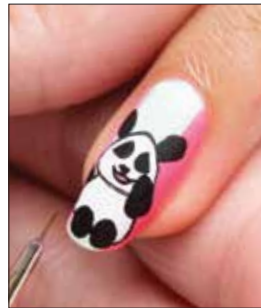
04

With a MINI STRIPER BRUSH and ALL WHITE NOW create the base of the panda's head and body.



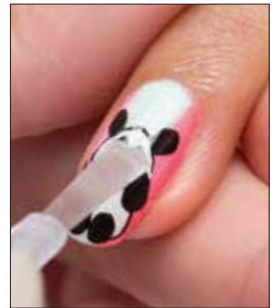
05

With the Mini Striper Brush and LITTLE BLACK DRESS, outline the white base of the panda's head and body.



06

Next add the ears, paws, eyes, nose and smiley face with the Mini Striper Brush and Little Black Dress. Use pink acrylic paint to fill in the panda's mouth.



07

Apply a coat of MAKE IT LAST top coat making sure to cap the free edge. 📌



NAILPRO MAKES MORGAN TAYLOR THE BELLE OF THE BALL!

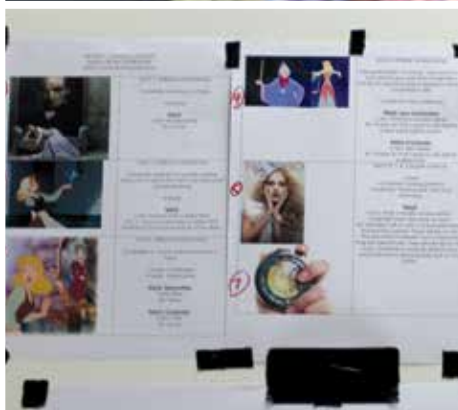
PHOTOS COURTESY OF NAILPRO

When **NailPro** Executive Editor, Stephanie Lavery, approached us about helping the magazine with their Cinderella inspired Spring Color Story we all but jumped at the chance!

After having a creative meeting to discuss the direction of the Cinderella story photoshoot Hand & Nail Harmony CEO & Founder Danny Haile and educator Thao Nguyen, set to work creating lavish looks to bring the fairytale to life. The 12-plus hour shoot kept Haile and Nguyen busy creating signature looks with ProHesion Acrylic and Morgan Taylor Nail Lacquer. Despite the grueling day Haile said, "We were honored to be asked to contribute and couldn't be more proud of how the final looks turned out. They were truly nails meant for a princess. 🧡"

View the Behind the Scenes





PHOENIX, AZ



VIRGINIA BEACH, VA



NOVA SCOTIA



LA HABRA, CA



GRAND PRIZE WINNER
ARLINGTON HEIGHTS, IL

TEXAS, USA↑

Cinderella stands out on shelf!

This spring, when the Cinderella Collection hit CosmoProf shelves, each store was challenged to create a beautiful Cinderella themed end cap to announce the launch of the collection. The challenge, of course, was issued with the promise of a prize for the lucky winning store.

Our winners, from the CosmoProf store in Arlington Heights, IL, were flown to Beauty Systems Group headquarters in Denton, TX for a few days of fun and pampering. These lucky ladies also saw *Cinderella* before it was officially in theaters. Regional winners, who received movie tickets, included stores from La Habra, CA; Virginia Beach, VA; Phoenix, AZ; Halifax, Nova Scotia. Thank you to our winners and to all of the stores who participated in the contest!

Special thanks to Beauty Systems Group's very own Pamala Roach, who designed a one of a kind Cinderella cake that was an exact replica of the winning end cap. The cake featured edible Gelish and Morgan Taylor Cinderella displays and bottles. Amazing job, Pamala!





DENMARK↑ Harmony Educators win big!

Hand & Nail Harmony educators once again proved their dedication and skills at this year's Danish Nail Design Championships in March. We are proud to announce that the educators placed in several categories using Gelish Soak-Off Gel Polish, ProHesion Liquid and Powder and Gelish Hard Gel. Congratulations to all of our winning competitors!

MASTER DIVISION

1st Place: Marlene Bech - ProHesion

2nd Place: Anamarija Saric (Master Educator) - ProHesion

3rd Place: Dennis Broe Leth - ProHesion

STUDENT DIVISION

1st Place: Lea Nina Seider - ProHesion

SOAK-OFF GEL MANICURE

1st Place: Anamarija Saric (Master Educator) - Gelish

2nd Place: Marlene Bech - Gelish

3rd Place: Tessa Kamper Abraham - Gelish

SCULPTURED GEL

1st Place: Marlene Bech - Gelish Hard Gel

2nd Place: Anamarija Saric (Master Educator) - Gelish Hard Gel

FANTASY NAIL ART

1st Place: Anamarija Saric (Master Educator) - ProHesion, Gelish Hard Gel, Gelish

3rd Place: Marlene Bech



IRELAND↓

Creative Academy is a hit in Dublin!

The Irish Beauty Professional Trade Show held in the RDS Dublin on March 8th and 9th was a great success for Hand & Nail Harmony distributor, Creative Academy and the Gelish and Morgan Taylor brands.

Lines formed early on as the nail technicians of Ireland could not wait to get their hands on the new Cinderella Collection. The collection was met with excitement and the Two of a Kind Duos were praised as fantastic business tools for salons. The whimsical packaging was eye-catching and helped create new customers

for the brands. Creative Academy President, Karen O'Neil said about the show, "The hype at the stand was not matched anywhere else throughout the show and all the team at Creative Academy Ireland really enjoyed being involved in the Irish launch of the new Cinderella Collection."

"The hype at the stand was not matched anywhere else throughout the show and all the team at Creative Academy Ireland really enjoyed being involved in the Irish launch of the new Cinderella Collection."



URBAN COWGIRL

Pony up and stay ahead of the style curve this fall by adding the Urban Cowgirl collection filled with shades to suit any independent, rugged woman with a feminine touch.



RED MATTERS

Stand out with distinction this holiday with nails dressed to the nines thanks to the Gelish Red Matters Holiday 2015 collection. This season Gelish introduces six stunning red shades and a trio of metallics and glitters from the TRENDS line that will turn nails into a striking accessory.



Fire Cracker

SNEAKPEEK

Tinsel My Fancy

All Wrapped Up

Gifted in Platinum

Ruby Two-Shoes

I'm So Hot

A Little Naughty

GIFTED WITH STYLE

With Morgan Taylor's festive Gifted With Style Holiday 2015 collection, there is no denying that this season will be filled with cheer and sassy style. From sultry red crème and lush dark purple to blinding silvery shimmer, every shade will make your nails the life of any celebratory occasion. 🎁



Scandalous

Ruby Two-Shoes

Man of the Moment

I'm So Hot

Red Alert

My Secret Santa

Tinsel My Fancy

Put A Bow on It!



Voted Favorite
Nail Lacquer
by Salon
Professionals



Color Shown: Pop-arazzi Pose
MORGAN TAYLORLACQUER.COM