

FALL 2015

NAILSTYLE[®]

THE
INDUSTRY
STANDARD





It's Time To Cowgirl Up!

since i was a child, Country music and Western movies have always held a special place in my heart. For a long time I've been wondering how to take the Wild Wild West and make it work for nails. Then, I finally saw the fashion trends for Fall 2015. The colors ranged from romantic to sultry, and the textures combined feminine chic and rustic charm. I knew that there wasn't a better time than now to launch the Urban Cowgirl Collection. Wherever you're from I hope that you love this collection and that you allow Gelish and Morgan Taylor to put in a little country-western flair in your style. 

Danny Haile
Founder/CEO, Hand & Nail Harmony



The Cover

ON MODEL Tan My Hide
NAILS Thao Nguyen
PHOTOGRAPHER Ted Emmons
MODEL Xian for LA Models
MAKEUP Dana Delaney
HAIR Grissel Esparza
WARDROBE Lizette Pena

Contents

- 3 On Location
- 4 Trend Report
- 6 Urban Cowgirl Collection
- 10 Master Technique
- 12 Backstage Pass
- 13 Two of a Kind
- 14 Global News
- 16 Product Spotlight

NAILSTYLE

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Danny Haile
CEO & FOUNDER

David Daniel
PRESIDENT

Gari-Dawn Tingler
VICE PRESIDENT

David Trocker
CHIEF MARKETING OFFICER

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On Location

it was a great day on set at the photo shoot for the Urban Cowgirl Collection. The sun was shining, the nails were gorgeous and the horses were out to play. That's right, the horses! For the shoot our team spent the whole day at a ranch right here in Southern California to get the perfect city meets girl country feel. Our model, decked out in her cowgirl hat and boots rocked some seriously fabulous western themed nail art done by nail technician and Regional Educator, Thao Nguyen. Overall, the day was a great success and we hope you love the collection enough to become your own Urban Cowgirl! 📸



TRENDREPORT

City Chic Meets Frontier Fabulous!

COLORS FOR THE URBAN COWGIRL IN YOU!

This fall, fashion bridges city chic and frontier bold with a panorama of sophisticated, empowered style. The story is texture – lots of cozy shearling and fur (we prefer faux), leather and lace, tweed and brocade. It's "city girl meets cowgirl" with delicate slip dresses under long duster coats; rugged blanket plaids with satin skirts; wide leather belts, fringe, and jeweled detailing. All in strong modern neutrals with glimpses of orange, rose, and amethyst.





The Urban Cowgirl Collection by Gelish and Morgan Taylor brings cityfied shades of nature's palette to nails – sage-green **Holy Cow-Girl!** and luxe taupe **From Rodeo to Rodeo Drive**; dusky purple **Plum Tuckered Out** and coppery pink **Tex'as Me Later**; black-brown **Pumps or Cowboy Boots?**, pale nude **Tan My Hide**, and ruby-red **A Touch of Sass**; silvery **Chain Reaction** and shimmery burgundy **Seal the Deal**.

City girl or cowgirl? Who says you can't be both?!

A Touch of Sass – Morgan Taylor only.

From Rodeo to Rodeo Drive – Gelish only. 



THE COLLECTION



URBAN COWGIRL

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

TEX'AS
ME LATER*

PUMPS OR
COWBOY
BOOTS?*

TAN MY
HIDE*

THE COLLECTION



PLUM
TUCKERED OUT*

HOLY
COW-GIRL!*

A TOUCH
OF SASS*

FROM RODEO TO
RODEO DRIVE**

*COLORS AVAILABLE IN MORGAN TAYLOR & GELISH
**ONLY AVAILABLE IN GELISH

URBAN COWGIRL



MINI 4 PACK



12-PIECE DISPLAY



DUO PACKS

The Gelish and Morgan Taylor Urban Cowgirl 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. 🐾



12-PIECE DISPLAY



6-PIECE DISPLAY



Holy Cow-Girl!



Plum Tuckered Out



Tex'as Me Later



Tan My Hide



Pumps or
Cowboy Boots?



Chain Reaction



Seal The Deal

TWO OF A KIND
Matching Gelish and
Morgan Taylor Colors

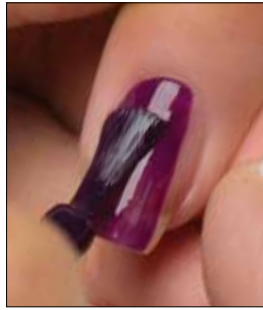
GELISH MASTER TECHNIQUE



Cowgirl Style

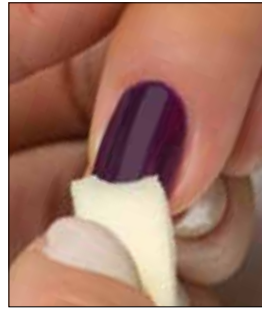


BY Thao Nguyen
Regional Manager of Education
for Hand & Nail Harmony



01

After completing your Gelish nail prep, apply a thin coat of PLUM TUCKERED OUT to the entire nail making sure to cap the free edge. Cure for 30 seconds in the 18G LED LIGHT. Repeat for full coverage.



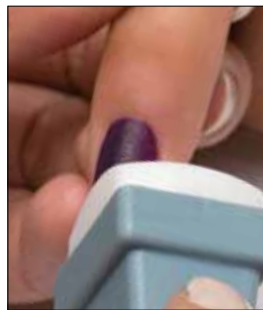
02

Using MATTE TOP IT OFF and a sponge, dab different areas on the nail plate to create texture. Cure for 30 seconds. Repeat if needed.



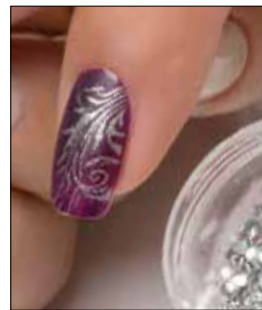
03

With NAIL SURFACE CLEANSE and WIPE IT OFF lint-free wipes, cleanse the inhibition layer of the nail.



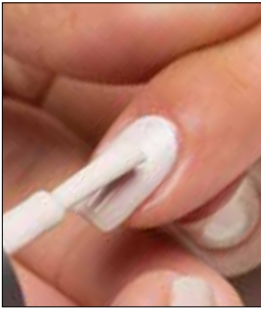
04

Next apply a thin coat of CHAIN REACTION onto the stamping design. Using a stamping tool, slowly press the design onto the nail to create the design. Cure for 30 seconds in the 18G LED light and remove the inhibition later by using Nail Surface Cleanse and Wipe It Off lint-free wipes.



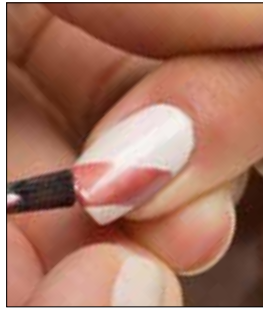
05

Using nail glue, place rhinestones around the edges of the nail. Allow time for the glue to set and finish your look by massaging NOURISH CUTICLE OIL into the skin surrounding the nail plate. Enjoy your finished look. 🌟



01

Apply a thin coat of TAN MY HIDE making sure to cap the free edge of the nail. Apply a second coat of Tan My Hide for full coverage.



02

Apply a thin coat of TEX'AS ME LATER making sure to cover half of the nail at an angle. Apply a second coat of Tex'as Me Later for full coverage.



03

Apply coat of COULD HAVE FOILED ME on a chosen stencil board. Place the stamp over the color.

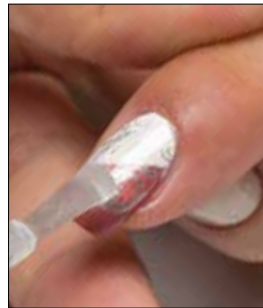


Urban Metals



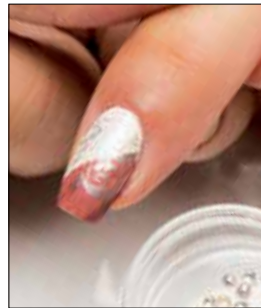
04

Place the stamp on the nail to transfer the chosen design.



05

Apply MAKE IT LAST top coat over Tex'as Me Later section of the nail. This will allow the metal beads to stay in place.



06

Place metal beads on the nail plate over the Tex'as Me Later color. Apply a thin coat of MAKE IT LAST top coat for a high gloss finish. 📸



BACKSTAGEPASS

MORGAN TAYLOR GOES BACKSTAGE

NEW YORK FASHION WEEK FALL 2015

morgan taylor is quickly becoming a veteran presence at New York Fashion Week. Highly requested and extremely sought after, the Fall 2015 season saw the brand featured on the runways of designers such as Thakoon, Angel Sanchez and Monique Lhuillier. While trends and nail looks are ever-changing, the Morgan Taylor team is not. This great group of nail technicians pulled together to create eight stunning nail looks all while navigating the amazingly chaotic backstage environment of New York Fashion Week! 📍

2 OF A KIND

Matching Gelish and Morgan Taylor Colors

Does your client love Gelish on their nails but prefer lacquer on their toes? If so, then we have the solution to guarantee that you will never again have to worry about having your manicure not match your pedicure. Gelish Two of a Kind duo packs include your favorite Gelish shades and their Morgan Taylor lacquer counterparts. The Two of a Kind matching duo packs are now available in over fifty shades!* And best of all, the lacquer is free so if you haven't experienced the quality of Morgan Taylor this is your chance. Find your perfect pair today.

*Go to Gelish.com and check out all of the matching colors!



SWEET ESCAPE

TIGER BLOSSOM

MINT CHOCOLATE CHIP

KISS ME I'M A PRINCE

WONDER WOMAN

QUEEN OF HEARTS



←
UNITED
KINGDOM

Victorious Again!

Once again, congratulations are in order for Harmony UK whose team has just been recognized for having the “Best Consistent Education & Training” at the Scratch Stars Awards 2015. This is the second year in a row that Nail Harmony UK has been awarded for their achievements in education and training. Their extremely high standards are second to none and their team sets the bar for skills that nail technicians should strive to match. Amazing job to the entire team and to their fearless leader, Georgie Smedley!

→
MIDDLE EAST

**Congratulations
*Scratch Magazine***

Scratch Magazine has officially launched its Middle East edition and we could not be happier to be a part of the support for one of our favorite international nail publications. Gelish and Morgan Taylor have launched new campaigns in *Scratch Middle East* to help grow the brands and raise awareness in the region.



BREA, CA ↓

NEW! Get the App on Android! Available now on iOS!

Download now in iTunes App Store or Google Play Store

GREAT FEATURES INCLUDING:

- **VIRTUAL SALON** - Users can “try on” the 100 plus shades of Morgan Taylor and select the skin tones, nail shapes and lengths that best suit them.

- **MATCH A COLOR** – Morgan Taylor fans can snap a picture of anything that inspires them, open it in the app, select the particular area of the picture and the app will generate a range of Morgan Taylor shades that matches. Now users can instantly accessorize with color like never before.



- **WHAT'S NEW** – In addition to a core collection of 100 plus shades, Morgan Taylor introduces 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.



USA

Morgan Taylor goes on Tour!

This summer Morgan Taylor went on tour with the world’s favorite boyband, **One Direction!** Morgan Taylor videos ran before every concert on their 17 city “*On the Road Again*” US tour. Brand namesakes Morgan Haile and Taylor Daniel couldn’t have been more excited saying, “We were absolutely thrilled when we heard about this opportunity! As fans of One Direction we love the idea of being able to partner with music to help spread brand awareness for Morgan Taylor.”



THE ROCKY HORROR PICTURE SHOW



All White Now
Arctic Freeze*

Pretty Woman
Hot Rod Red*

Little Black Dress
Black Shadow*

Glow In The
Dark Top Coat

THE ROCKY HORROR PICTURE SHOW

In celebration of the 40th Anniversary of The Rocky Horror Picture Show, the greatest cult film and longest running theatrical release of all time, Gelish and Morgan Taylor launch their Halloween 2015 Collections. The Gelish collection includes three Two of a Kind duos that perfectly color match with Morgan Taylor lacquer shades. The timeless set of colors – white, red, and black, will have nails ready to highlight any style. Morgan Taylor launches a collection featuring a mini 4pack with three classic shades – white, red, and black, and a NEW glow-in-the-dark top coat (that's also available as a 0.5 oz. bottle), to ready nails for the creatures of the night of midnight mayhem.



* Gelish Color Names

PRODUCTSPOTLIGHT



CHROME BASE IT, COLOR APPLIQUÉ, AND GO!

Morgan Taylor's Chrome Collection features a unique system that combines a chrome base coat and color appliqués for a gorgeous metallic look. This palette of six vivid, striking and bold hues can be used with one color, a blend of shades or even custom nail art on top of the chrome base to achieve a gorgeous metallic finish every time.



For how-to videos go to
MorganTaylorLacquer.com

Sunset Yellow
Appliqué

Amber Rush
Appliqué

Cherry
Appliqué

Royal
Appliqué

Ultramarine
Appliqué

Ivy
Appliqué

Fire Cracker*

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!

HOLIDAY PRODUCT SPOTLIGHT

RED MATTERS

Standout with distinction this holiday with nails dressed to the nines thanks to 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 this season. Also included are a lavish selection of holiday gift sets including Festive Winter Socks, a custom Gelish Coffee Mug, and a Crystal Gold and Black Enamel Bracelet. All make for perfect stocking-stuffers and for gifting to friends.



* Morgan Taylor Match



gifted WITH Style

Spreading holiday joy won't be a problem this year with Morgan Taylor's Gifted with Style 2015 Holiday Collection. With six festive colors, 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. The joy doesn't stop there because the collection also includes gift packs with color and free Mittens, a custom Morgan Taylor Sleep Mask, Gold Finished Bracelet, Cosmetic Bag, and even a lacquer shaped Morgan Taylor Luggage Tag to help you travel in style.



Ruby Two-Shoes*

I'm So Hot*

A Little Naughty

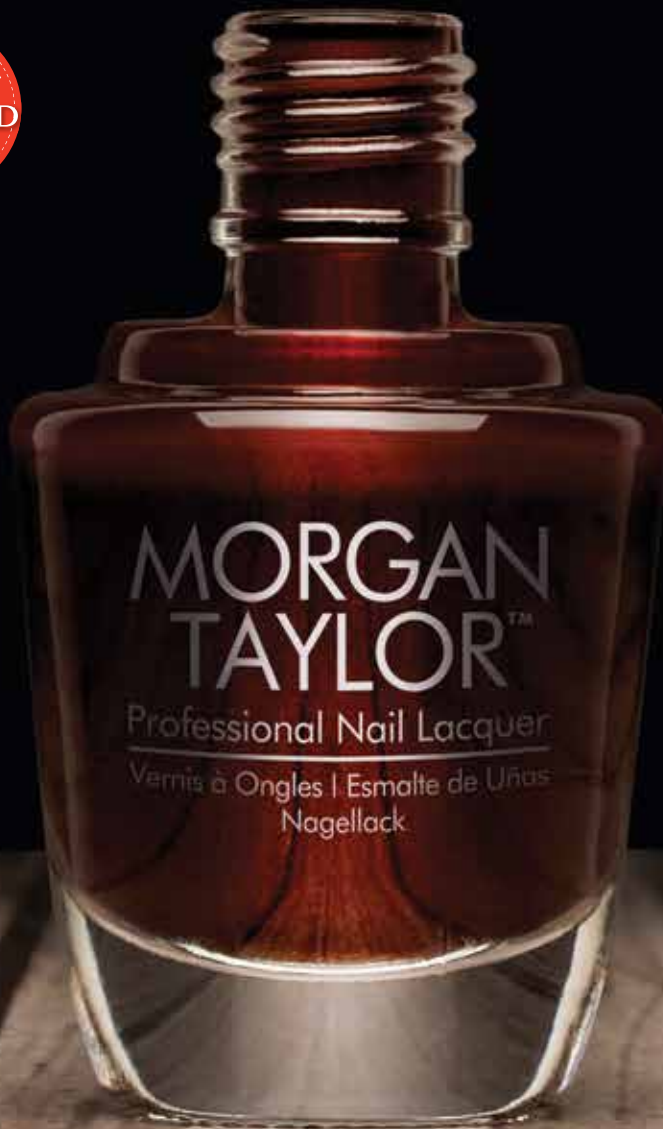
All Wrapped Up

Tinsel My Fancy*

Gifted In Platinum

* Gelish Color Match

Voted Favorite
Nail Lacquer
by Salon
Professionals



Color Shown: A Touch Of Sass
MORGANTAYLORLACQUER.COM