

WINTER 2015

NAILSTYLE

THE
INDUSTRY
STANDARD[®]



DREAMWORKS
**KUNG FU
PANDA
3**

ONLY IN THEATERS

gelish[®]
SOAK-OFF[®]
GEL POLISH

MORGAN
TAYLOR[®]
Professional Nail Lacquer



The Colorful Cure for the Winter Cold

don't let the cold winter months get you down, brighten up your days with the DreamWorks Kung Fu Panda 3 Collection from Gelish and Morgan Taylor. Our collection features six matching gel and lacquer shades that will suit the needs of all your clients. Over the last few months, I have been asked "How did you decide that Kung Fu Panda 3 was going to be your next collaboration?" My answer is that besides being a billion dollar global franchise, we work in the business of color and the colors in the movie are fun and bursting with life. I feel like our shade range captures this perfectly. I am also excited about this film because it brings a new character to the series who is all about female empowerment. Mei Mei, the new female panda, is a diva who speaks her mind and I know she would be a nail lover for sure. She is about all things cutesy until she is called on to find her inner strength and save the day. Even heroines need manicures, though, and if Mei Mei could, I bet she would be clawing to get her paws on the Gelish and Morgan Taylor shades. I hope that you all like them just as much!

Danny Haile
Founder/CEO, Hand & Nail Harmony



Cover

KUNG FU PANDA 3 © 2016 DREAMWORKS ANIMATION LLC. ALL RIGHTS RESERVED.

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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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Panda-tastic Tones

the DreamWorks Kung Fu Panda movies are full of fun characters and amazing vibrant color palettes so it was only fitting that the Gelish and Morgan Taylor collection reflect these things. The collection is made up of a mixture of classic cult-favorite shades and fresh funky tones. Nail lovers can choose from sweet pink frosts, a hot red crème, soft periwinkle and a stunning amethyst.

When creating the Kung Fu Panda 3 shades, the team worked tirelessly to ensure that the collection would connect to the themes of the movie and also connect to what nail technicians need. Arguably the most important part of color creation comes directly from fashion and color trends. Working backstage on the nails for New York Fashion Week gives us

a special insight into the colors and tones that will be popular in coming seasons. Breaking down the insight gained, we learned that more romantic shades will be all the rage in the upcoming year. Because of this, you will notice that winter's Kung Fu Panda 3 collection is built heavily around tones of red, pink and purple.

Trends, needs and theme inspiration. These are the three vital pillars of the creative and imaginative process of shade selection. The overall process takes a few months to finalize and throughout the whole experience we always keep you, the Gelish and Morgan Taylor customer, and your needs at the front of our minds.

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TRENDREPORT

Give Winter a Kick in the Sass!

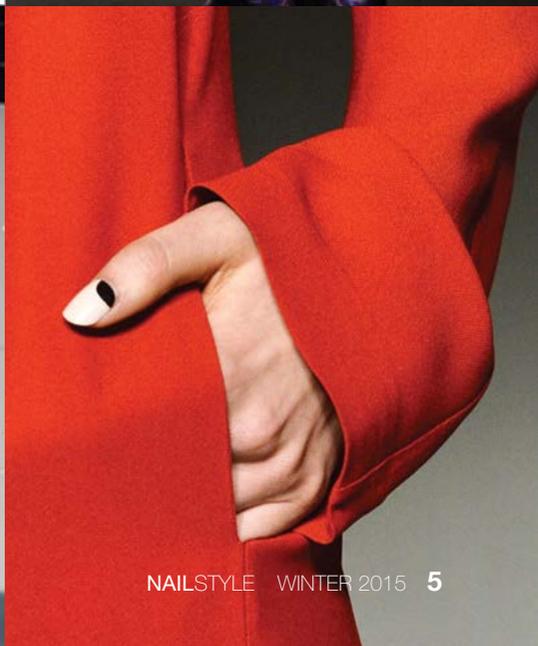
WARM IT UP WITH BRILLIANT COLOR!

warm up under gloves or boots this winter with vivid color! The Gelish and Morgan Taylor Kung Fu Panda 3 Collection includes playful purples (**Extra Plum Sauce** and **Po-riwinkle**), bold berries (**Warriors Don't Wine** and **Kung Fu-chsia**) and toasty red and pink (**Tigress Knows Best** and **It's Gonna Be Mei**) – the perfect accessories to winter's best looks.

What to wear with that colorful mani or pedi? Winter wraps include capes and coats, ponchos and puffers, shearing jackets and sweater dressing. From turtlenecks to tweeds, winter florals to black-and-winter-white knits, fur accents (faux, please) to very Victorian velvet and ruffles, winter fashion is rich in texture and style.

Whether braving another East Coast deep freeze or just getting a little bit cozier in LA, you can keep out the chill while still looking on trend.

Color your winter fabulous! 📌



DREAMWORKS KUNG FU PANDA 3

ONLY IN THEATERS

Brave the furious winter with the Kung Fu Panda 3 Collection. Kung Fu Panda 3 introduces Mei Mei - a fearless yet fun-loving panda who adds just the right amount of "Panda-ista" to this adventurous collection. Featuring six spunky shades that will unleash your inner warrior.



Morgan Taylor 12-Piece Display



Gelish 12-Piece Display



TIGRESS KNOWS BEST

WARRIORS DON'T WINE

IT'S GONNA BE MEI

PO-RIWINKLE

EXTRA PLUM SAUCE

KUNG FU-CHSIA

MATCHING COLORS AVAILABLE IN MORGAN TAYLOR AND GELISH

PANDA LOVE

they're adorable – and adored. Cuddly and big-eyed, they are the star attraction of any zoo they live in. Plus, they wear classic black and white, a combination that is so Coco Chanel. It's no wonder why pandas have found their way into our hearts.

But beyond that outer beauty – because it's never just about outer beauty – pandas are both a historic and cultural touchstone. From diplomacy to pop culture to a billion-dollar-plus movie franchise, pandas represent a lot of good things to all of us.

It's as clear as black and white.

PANDA AMBASSADORS

Native only to China, pandas are a natural treasure to their homeland in more ways than one. The idea of panda diplomacy – China loaning pandas to other nations as a gesture of goodwill – is a centuries-old tradition. In fact, when China finally opened its doors to the West after President Nixon's historic visit to the People's Republic of China in 1972, it was with two pandas gifted to the U.S., Ling-Ling and Hsing-Hsing, who then resided in the National Zoo in Washington, D.C., for many years.

These days, pandas found in zoos around the world are actually "leased" from China and any panda cubs born in captivity are also considered the property of China.



Pandas are an endangered species – there are fewer than 2000 left in the wild.

POP! Goes the Panda

If there's any doubt about the panda's popularity in today's pop culture, just take a look at Hashtag the Panda, Jimmy Fallon's furry, funny mascot on late-night TV. Hashtag really knows how to bust a move, causing audiences to go wild each time he appears. A constant ball of off-the-wall antics, Hashtag the Panda is a star. Talk about utter panda-monium.



BLACK & WHITE WITH A COLORFUL STORY

Wild pandas are native only to China, and live in cool, dense, wet bamboo forests in the country's western central mountains.

Bamboo comprises 99% of a wild panda's diet (26 - 84 pounds of it per day!).

Although pandas are bears, they do not hibernate. Most of their day is spent looking for food and eating (it takes a lot of time to eat that much bamboo); resting and sleeping fill the remaining hours.



the ART of the PANDA

this winter, let Mei Mei show you the way with beautiful "Panda"-inspired nails, using the brilliant shades of the Gelish and Morgan Taylor Kung Fu Panda 3 Collection. Shape, design, and embellish nails to bring out the warrior in you!



01 After completing your Gelish nail prep, apply a thin coat of IT'S GONNA BE ME! 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 With KUNG FU-CHSIA, fill in 1/3 of the nail making sure to cap the free edge. Cure for 30 seconds and repeat for desired coverage.



03 Using BLACK SHADOW and a GEL STRIPER BRUSH, draw a swirl design in the center of the nail following the Kung Fu-chsia line.



04 Add swirl details until desired look is achieved. Cure for 30 seconds.



05 Apply TOP IT OFF to the entire nail making sure to cap the free edge. Cure for 30 seconds.



06 With NAIL SURFACE CLEANSE and WIPE IT OFF lint-free wipes, cleanse the inhibition layer of the nail. Finish your look by massaging NOURISH CUTICLE OIL into the skin surrounding the nail plate.



01 After completing your Gelish nail prep, apply a thin coat of PO-RIWINKLE to 3/4 of the nail making sure to cap the free edge. Cure for 30 seconds in the 18G LED LIGHT. Repeat for full coverage.



02 With KUNG FU-CHSIA, draw two small lines on the smile line. Cure for 30 seconds and repeat for desired coverage.



03 With a MINI STRIPER BRUSH and Kung Fu-chsia, create a small diamond shape at the middle tip of the nail.



04 Using Kung Fu-chsia, create two additional small diamond shapes for the petals of the lotus. Cure for 30 seconds and repeat for desired coverage.



05 Continue creating the lotus by following the design using Kung Fu-chsia. Cure for 30 seconds and repeat for desired coverage.



06 With BLACK SHADOW, outline the lotus design. Cure for 30 seconds. Apply TOP IT OFF to the entire nail making sure to cap the free edge. Cure for 30 seconds. With NAIL SURFACE CLEANSE and WIPE IT OFF lint-free wipes, cleanse the inhibition layer of the nail. Finish your look by massaging NOURISH CUTICLE OIL into the skin surrounding the nail plate.



01 Apply a thin coat of TIGRESS KNOWS BEST to 1/3 of the nail making sure to cap the free edge. Apply a second coat of Tigress Knows Best for full coverage.



02 With Tigress Knows Best, fill in 1/2 of the nail. Repeat for full coverage.



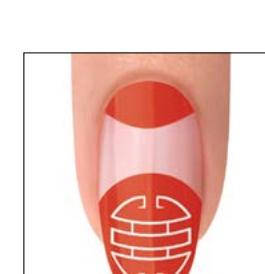
03 Using a STRIPER BRUSH and ALL WHITE NOW, draw four thin straight lines.



04 With All White Now create a rectangle shape with the two middle lines.



05 On the two remaining lines, add curved lines using a striper brush.



06 Lastly, finish the nail art design by connecting the lines together. Apply a thin coat of MAKE IT LAST top coat for a high gloss shine.



01 Apply a thin coat of ALL WHITE NOW to the entire nail making sure to cap the free edge. Apply a second coat of All White Now for full coverage.



02 Apply a thin coat of WARRIORS DON'T WINE to 1/3 of the nail and apply a thin coat of PO-RIWINKLE to 2/3 of the nail.



03 Using an OVAL BRUSH slowly blend the WARRIORS DON'T WINE and PO-RIWINKLE shades together. Apply another thin coat of WARRIORS DON'T WINE and PO-RIWINKLE for full coverage. Slowly blend the two shades together using the oval brush.



04 With a MINI STRIPER BRUSH and LITTLE BLACK DRESS, draw small line cracks to the top and bottom of the nail.



05 Using LITTLE BLACK DRESS and the mini striper brush, create the head and body of the panda.



06 Finish the nail art design by adding the nose, eyes, mouth to the head of the panda. Apply a thin coat of MAKE IT LAST top coat for a high gloss shine. 🐼

Vu Nguyen Joins Nail Alliance

CONVERSATION WITH: VU NGUYEN

continuing a stellar and very colorful career as artist, top competitor, and educator, Vu Nguyen has joined Nail Alliance to oversee international education and contribute to product research and development. He reveals his vision for the future and how he plans to make nail art accessible to all nail techs.

NS: What do you bring to the nail industry that is both unique and valuable?

VN: I have a diverse background in the arts — from fine art airbrushing and painting to tattooing. As a teacher, I am able to break down the steps of a difficult design so that anyone can learn new skills they can use immediately.

NS: You are attracted to the unusual and outrageous. Do you have any ideas for Gelish that challenge the traditional?

VN: I plan to create exciting new approaches to working with Gelish's amazing shade range and push boundaries with out-of-the-box textural effects. I will be assisting the research and development side by creating new ways to use the products and chronicle our product testing so that each approach is documented, duplicable and relevant to real salon situations.

NS: How do the vision and products at Gelish mesh with your own nail design philosophy?

VN: The company was founded by nail techs, for nail techs. The owners are also accomplished nail techs, so they understand what working nail techs want and need. I am very excited to have great mentors to work with. It will be an incredible learning experience.

NS: How do you unwind after a long day's work?

VN: I pour my favorite drink and get into a little video gaming, or spend time with my beautiful fiancée!

NS: What would be on your music playlist as a backdrop for designing nails?

VN: I love classic rock. Some Guns N' Roses or Bon Jovi does it for me. My music preferences are definitely influenced by my tattoo life! 🎧



THERE IS NOTHING MORE REWARDING THAN SHARING MY ARTISTIC KNOWLEDGE WITH THE INDUSTRY AND HELPING EVERY NAIL TECH DISCOVER THEIR INNER ARTIST. — Vu Nguyen

Find Your STYLE, Find Your NAIL SHAPE

it's not just nail color that defines style. Shape is an important factor in defining your look and fitting your lifestyle. Identify your style below, and then see what nail shape is best for you.



SPORTY

Your style icons are Katharine Hepburn and Maria Sharapova. You keep running shoes in your car and can usually be seen sporting a cute jog bra and leggings or the latest track suit. You prefer to keep things simple: wash-and-go hairstyle, moisturizer and lip gloss, and easy-to-maintain nails.

Your nail shape: ROUND

The round shape is low maintenance and creates a softer, more natural look because the shape mirrors the natural contours of the nail.

How to file: File the sidewalls straight out, and then round out the edges into a nice curved shape. The finished round nail should be slightly tapered and extend just past the tip of the finger.



CLASSIC/SOPHISTICATE

Your style icons are Lauren Bacall and Halle Berry. You never just "buy" clothing; you invest in timeless pieces that work well together and will last for years. You love a polished classic hairstyle, Ralph Lauren, and French manicures.

Your nail shape: SQUARE OR SQUOVAL

The square nail is the staple shape for a French manicure and is great for longer, narrower nail beds, but can be difficult to pull off when the nail bed tends to be shorter and wider. The squoval— with the length of a square nail but the softer edges of an oval — is a beautiful compromise. Squoval nails add versatility, enabling short, wide nail beds to carry the length without appearing oversized.

How to file: To file into the classic square, shape the free edge and side walls first. File the sidewall straight up and then change the angle to blend. Repeat on the other side. Use angles to lightly feather and bevel the nail and to sharpen corners. For squoval, begin with the square. Once the sidewalls are straight, tilt the file underneath the corners and file back and forth to take the corners off.



HIPPIE CHICK

Your style icons Marianne Faithfull and Vanessa Hudgens. You love to wake up to green tea, yoga, and incense. You prefer Boho-chic clothing made from natural fabrics like organic cotton and hemp, and your nails reflect your laid-back lifestyle.

Your nail shape: OVAL

The oval shape is an attractive and versatile nail shape for most women's hands. It can work on long nail beds and short ones as well, and it can add length to a nail while retaining the softer curves of the round shape.

How to file: Begin by filing from the side of the nail toward the top, using smooth, arching motions with the file. From there, work the angles on both sides and around the free edge. The finished oval should have a nice balance between the cuticle shape and the free edge.



GLAMOUR GAL/FEMME FATALE

Your style icons are Marilyn Monroe and Sofia Vergara. Your look is soft and sensual. You love retro, pinup-style clothing, and you can wear bright red lipstick and sexy form-fitting dresses with confidence.

Your nail shape: ALMOND, BALLERINA/COFFIN

Almond nails create a long, lean, feminine look, and work especially well for women with thicker fingers. Ballerina/Coffin Nails are a softer version of the extremely pointed stiletto shape, but easier to wear and maintain.

How to file: To file the almond shape, find the center the nail at the tip. File toward center of the nail at an angle from both corners, to create a soft point. Make sure angles are the same on both sides. Blend edges with a finer grit. To file the Ballerina/Coffin shape, start with a square. File each corner down, starting where the free edge begins. File straight across the tip so it is blunt on the top.



EDGY

Your style icons are Nicki Minaj and Pink. You are adventurous with fashion and you love to be at the center of what's happening right now. New York, Paris, and Milan are your dream destinations, and you've been known to start your own trends.

Your nail shape: STILETTO, LIPSTICK

Stilettoes can make hands and nail beds look long and lean; and create an extreme statement on an already long nail bed. Lipstick nails are a variation on stilettoes and a fun shape to try for something different and attention grabbing.

How to file: To file the stiletto, come straight out from the sidewall, making sure to file in straight lines, and file tip to an extreme point. To file lipstick nails, file straight out from sidewall, and then file a slant/triangle at the tip.





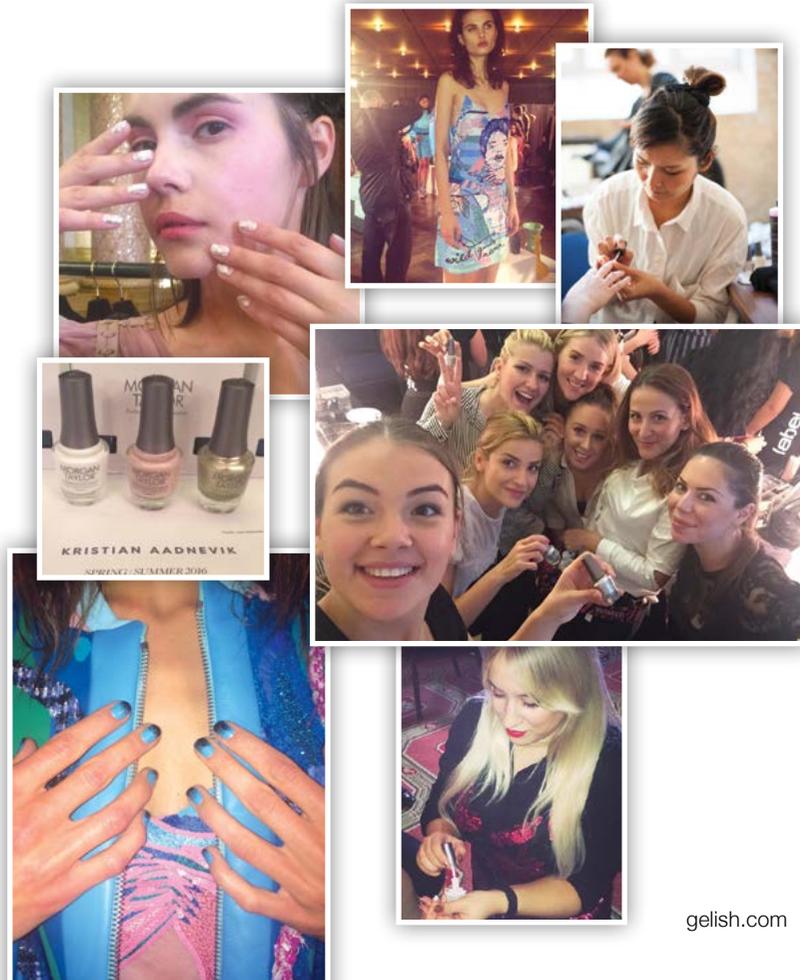
←
VELDEN,
AUSTRIA

World Championships!

The 4th World Nail Championships were held this September in Velden, Austria. For the competition, nail technicians crafted beautiful extensions in the classic style, one hand pink and white and the other painted with a hot red shade. Nail Harmony educators Pepi Ivanova and Anamarjia Saric took part in the competition with Pepi placing 4th and Anamarjia placing 6th. Great job ladies and thank you for representing Nail Harmony on the global competition stage.

→
LONDON
Fashion From
Across The Pond

Morgan Taylor hit the runways for the London Fashion Week Spring/Summer 2016 Shows. Local distributor Louella Belle pulled off an amazing showing for the week getting Morgan Taylor featured on the runways of seven designers including Palmer Harding, PPQ, Judy Wu and Kristian Aadnevik. Top trends from the runways included soft metallic golds and silvers and sweet neutral nudes and mauves. Match these trends at home or in the salon with Morgan Taylor shades like Could Have Foiled Me, Give Me Gold, In the Nude and Must Have Mauve.



→
NEW YORK CITY

Morgan Taylor Takes Time Square!

You know what they say, location, location, location. Building awareness is all about getting as many people familiar with your brand as possible. Morgan Taylor is doing this in a huge way, as the brand is changing it's Jumbotron Time Square screen to one that is front and center for the world to see. Starting on December 1st, Morgan Taylor ads will run on the giant screen at 43rd and Broadway every hour, of every day. If you will be watching the ball drop this New Year's Eve, keep an eye out because you might just catch a glimpse of Morgan Taylor.



←
Watch Our Ad



←
CALIFORNIA

Spring Has
Sprung – Almost!

Even though it's winter, we're thinking spring here in Southern California – the location of our photo shoot for Botanical Awakenings, our Spring 2016 collection for Gelish and Morgan Taylor. Botanical gardens provided the beautiful backdrop for these sweet and stunning shades, each inspired by the prettiest of petals. Coming soon!

WHAT PEOPLE ARE BUZZING ABOUT ON SOCIAL MEDIA



Metallic over nude nails by @mtmorgantaylor at Noon by Noor. See more #NYFWnails on our Snapchat (NailsMagazine) now! #nailednyfw #mtmorgantaylor

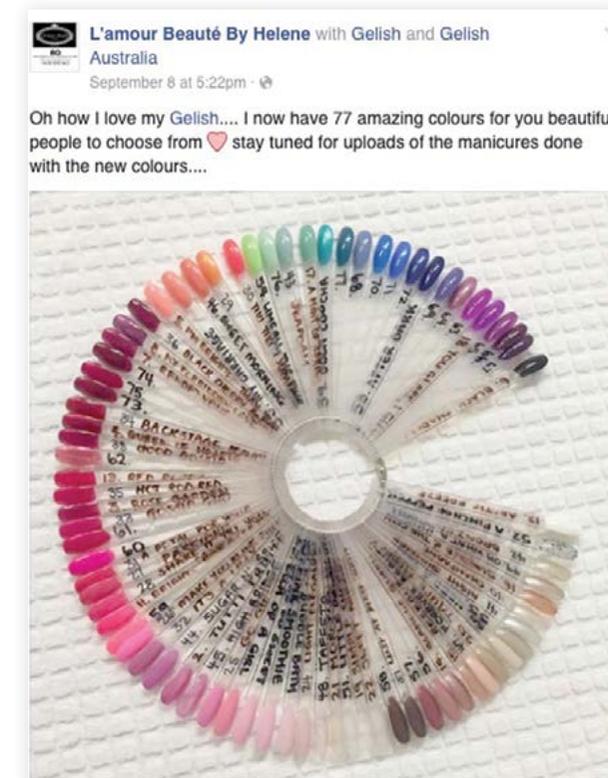


NAILS MAGAZINE



Gelish lasting 22 days #makethemgelish

BEAUTY BY EMMA @BEAUTYBYEMMAEP



Oh Look! I've had my nails done again. This colour is so nice in real life, very pale with a hint of blush #TanMyHide #makethemgelish #nailperfectionbreaston @melgunn123 #notd



EMMA.HELLOCAKE

GLOBALNEWS

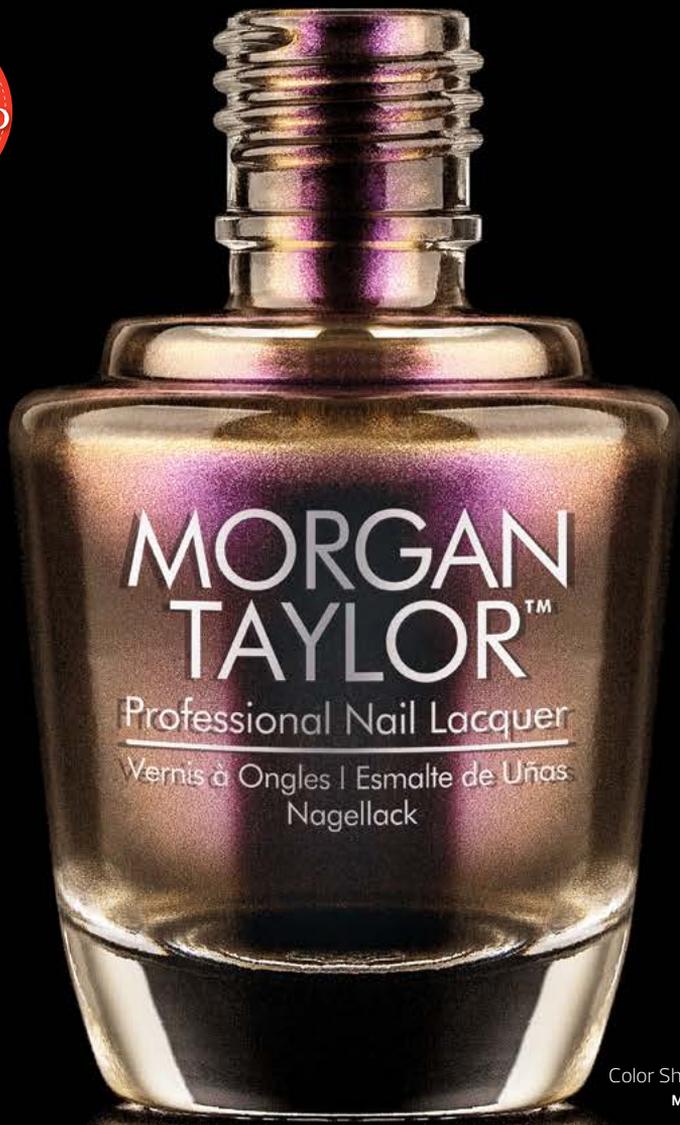
← ANOTHER YEAR IN THE BOOKS!

As another year comes to an end we look back at the great memories and moments of 2015. From trade shows to trainings and meetings to premieres, it has been a spectacular year for Gelish and Morgan Taylor. New entertainment partnerships like Cinderella and The Rocky Horror Picture Show brought with them beautiful color inspiration and increased brand awareness. Loyal customers and supporters made every trade show an awe-inspiring event. Our educators took advantage of each training to further their knowledge of the craft and prove that they won't be satisfied with anything less than perfection. All those involved in the Gelish and Morgan Taylor families made 2015 a year never to be forgotten. Thank you to everyone; we couldn't do this without you!





Voted Favorite
Nail Lacquer
by Salon
Professionals



Color Shown: **Something To Blog About**
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