

SPRING 2016

# NAILSTYLE®

THE  
INDUSTRY  
STANDARD




gelish®  
SOAK-OFF  
GEL POLISH

MORGAN  
TAYLOR®  
Professional Nail Lacquer



# ESSENTIAL... What does it mean to me?

to me, essential means something that you absolutely need. Oxygen is essential to survive. Water is essential for plants to grow. Quality products are essential for nail technicians to maintain their businesses. Why, you ask, am I thinking so deeply on the meaning of one word? Because...

This year Morgan Taylor is launching a full range of prep, finishing and removal products that will help you provide the perfect manicure. When we were naming this line, the idea of these products being essential really stuck with me. As someone who has spent countless hours in the salon performing services, I have learned through trial and error what it takes to create the best salon manicure. That knowledge was applied directly to this new line of products, which I came to call Morgan Taylor Essentials. As with Gelish and Morgan Taylor, quality products that make the life of the nail technician easier were my main concerns. Through hard work and dedication from our entire team we have managed to bring those two things together. I cannot wait for you to be able to bring this line into your salon and make Morgan Taylor even more a part of your world. 

Danny Haile  
Founder/CEO, Hand & Nail Harmony

# Contents

- 3 On Location
- 4 Trend Report
- 6 Backstage Pass
- 7 What's App With You?
- 8 The Collection
- 10 How do you Bloom?
- 12 Master Technique
- 13 Product Spotlight
- 14 Educator Spotlight
- 16 Go Green
- 18 Global News



## The Cover

**ON MODEL**  
Prim-Rose And Proper  
**NAILS** Thao Nguyen  
**PHOTOGRAPHER** Lindsey  
**MODEL** Amy for 2M  
**MAKEUP/HAIR** Army for  
Rex Agency  
**WARDROBE** Lisa for  
Rex Agency  
**PROPS** Eddie Inda

# NAILSTYLE

VOL. 3 ISSUE 1

Danny Haile  
**CEO & FOUNDER**

David Daniel  
**PRESIDENT**

Gari-Dawn Tingler  
**VICE PRESIDENT**

David Trocker  
**CHIEF MARKETING OFFICER**

© 2016 NAIL ALLIANCE  
BREA, CA 92821 - GELISH AND HAND & NAIL HARMONY  
ARE REGISTERED TRADEMARKS OF HAND & NAIL HARMONY, INC.  
45-10254 HM-5037

# Color Blooms This Season

**spring was in the air** for this season's Botanical Awakenings shoot. The team spent a blissful Sunday at the botanical gardens, basking in warm sunshine and being inspired by the heady scent of roses, peonies, and lilacs wafting on gentle breezes. Softly strumming a guitar, our model showed off long, almond-shaped nails, which were painted in various hues in the collection's fresh, floral palette and accented with 3-D botanical nail art. Her flowing boho dresses and cowboy boots, soft makeup, and loose, wavy tresses woven with sweet blossoms captured the essence of this season's colorful, nature-inspired nail looks. 





## TRENDREPORT

# Flower Empowered

PETAL INTO THE PRETTIEST SPRING!

**spring 2016 awakens** a spirit of beauty in bloom – a fresh feeling in style and color. Material and ethereal girls alike will adore the looks that designers sent down the runways – a pretty profusion of floral prints; lingerie-inspired creations in satin and lace; sunny, hippie-chic looks mixing patterns, fabrics and colors; spring-sexy bare shoulders and ruffles; and divine denim.





The Gelish and Morgan Taylor Botanical Awakenings Collection captures spring's playful, feminine, boho-meets-NoHo vibe. These petal-perfect shades – coral and pink (**Rose-y Cheeks** and **Don't Pansy Around**); sweet blush and taupe (**Prim-rose** and **Proper** and **I Or-chid You Not**); vivid magenta and red (**Warm Up the Car-nation** and **What's Your Poinsettia?**) – blossom with possibility.

Time for a spring fling. 

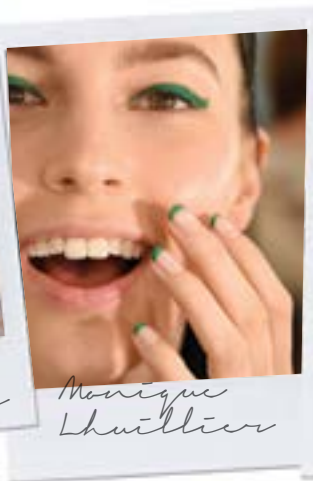


## BACKSTAGEPASS




# New York Fashion Week

**spring/summer 2016** reinvented itself as it was the first season that New York Fashion Week runway shows were held at the historic Skylight at Moynihan Station on Manhattan's West Side. To accent the huge change in location, everything was bigger and louder, including the nails! With nail art in high demand for Betsey Johnson and Jonathan Simkhai and classic French twists on the table for Monique Lhuillier and Zero + Maria Cornejo, the nail team spent the week tirelessly painting and designing away. Fashion Week flew by smoothly but it wouldn't have without the incredible dedication and skill of our wonderful team of nail technicians. Thank you to the entire Morgan Taylor nail team! 📍



# What's App With You?

**every nail brand** seems to have an app these days, but what does that mean for you? How can you put an app like this to work for you? The answer is that with most apps, you cannot. With the Morgan Taylor Virtual Salon app, however, you definitely can!

Have you ever had a client who comes in to the salon and says that they need a nail polish color to match their favorite sweater or perhaps they're going to be in a wedding party and they need the perfect shade of pink to match their bridesmaid's dress? The Morgan Taylor app has the features you need to be able to satisfy even the most color-choosy client. Simply take a photo of the item to match or choose from your photo library and let the app do the rest. Within seconds you will have color recommendations to give your clients the exact shade they're looking for. Not only will this make your clients happier than ever, but it will save you valuable time searching through your stash of shades. Talk about making an app work for you! 



THE COLLECTION

# BOTANICAL *awakenings*

It's time to pick your favorite flowers with Gelish and Morgan Taylor's breathtaking Botanical Awakenings Collection. With six brand new shades including a lively, light coral, pink pearl, classic taupe, radiant hot red, and more, this assortment of delightful colors is budding with personality fit for anyone.



Morgan Taylor 12-Piece Display



Gelish 12-Piece Display

ROSE-Y  
CHEEKS

WHAT'S YOUR  
POINSETTIA?

DON'T PANSY  
AROUND

WARM UP THE  
CAR-NATION

I OR-CHID  
YOU NOT

MATCHING COLORS AVAILABLE IN  
MORGAN TAYLOR AND GELISH

PRIM-ROSE  
AND PROPER





MODEL IS WEARING  
PRIM-ROSE AND PROPER

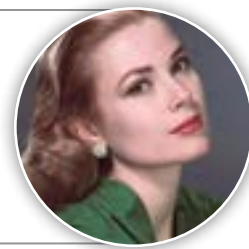
# how do you BLOOM?

**almost every** woman has a favorite flower. Whether she's the send-me-three-dozen roses type or a wildflowers-in-a-mason-jar kind of girl, she loves how her favorite flowers make her feel. Because spring 2016 seems to be all about the florals, let's take a look at some of the most popular flowers and what they say about those who love them. We'll even do a bit of gilding the lily – recommending the nail colors we think would be perfect for each “petal personality.”



## roses

The timeless bloom often sent by the dozen in a long white florist box, roses are the favorite of so many women because of their lush, velvety petals and beautiful fragrance. Red roses represent passionate love, and the woman who favors them has classic style. What better nail color for her than a true red crème, in shades of ruby, crimson, or cherry. INSPIRATION: Grace Kelly



## gerbera daisies

If pop art had a flower, it would be the gerbera daisy. In bold crayon shades including hot pink, vivid orange, sunny yellow, and poppy red, gerberas stand out wherever they are and can't help but put a smile on your face. Appropriately, they represent cheerfulness – and the woman who favors them is joyful and creative. Her nail color recommendations are as bright as her flowers – brilliant pink and orange, sky blue and pistachio. INSPIRATION: Drew Barrymore





# peonies

Layers and layers of silky ruffles – that’s what a peony looks like. Adored by girly-girls, peonies are most often seen in a rainbow of pink shades, ranging from palest blush to brilliant lipstick-pink. The perfect nail colors for the woman who loves these blossoms are romantic shades of true pink, berry, and mauve. INSPIRATION: Taylor Swift



# orchids

A rare combination of delicate and exotic, the purple orchid has come to symbolize royalty and admiration, while the white bloom represents dignity and elegance. The woman who admires orchids is a lover of luxurious simplicity – think cashmere, suede, and sleek lines. Her ideal lacquer shades are rich nudes – from shades of pink-beige to taupe to caramel. INSPIRATION: Donna Karan



# dahlias

Dahlias are big and beautifully bold, symbolizing long-term commitment and happiness. In shades of dark red, deep purple, and black, they are strikingly dramatic in a “film noir” kind of way, appealing to a woman who is confident in her style and her power. The nail shades that appeal to dahlia darlings are vampy shades of black-red, darkest sapphire, and deepest charcoal metallic. INSPIRATION: Lauren Bacall



# gardenias

Lush ivory in color with a fragrance romantic enough to make you swoon, gardenias have long been the flower of choice for southern belles, no matter where they are from. Gardenias traditionally symbolize secret love. The women who un-secretly love them are romantic and unapologetically feminine – with an amazing inner strength and determination. What nail colors to offer these steel magnolias? Shades of rose, peach, and violet. INSPIRATION: Reese Witherspoon



## GELISH MASTERTECHNIQUE



### 01

After completing your Gelish nail prep, apply a small piece of circular tape to both sides of the nail to create the design. Apply a thin coat of I-ORCHID YOU NOT to the nails, making sure to cap the free edge. Cure for 30 seconds in the 18G LED LIGHT. Repeat for full coverage.



### 02

With PRIM-ROSE AND PROPER and a MINI STRIPER BRUSH, apply a thin coat to the sides of the nail. Cure for 30 seconds and repeat if necessary.



### 03

Remove the tape from the nail.



### 04

Using ARCTIC FREEZE and a DOTTING TOOL, place small dots around the nail by following the 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. Enjoy your finished look.

## MORGANTAYLOR MASTERTECHNIQUE



### 01

Apply a thin coat of ALL WHITE NOW making sure to cap the free edge. Apply a second coat for full coverage.



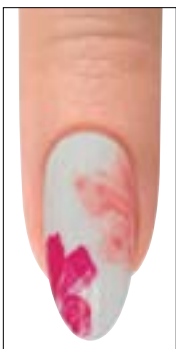
### 02

Using ROSE-Y CHEEKS and a nail art brush, paint a flower on the nail plate.



### 03

Before the flower dries, apply small amount of MAKE IT LAST top coat on the edge of the flower, using an oval brush. Gently tap and blend MAKE IT LAST top coat on the flower to make it look like a watercolor design.



### 04

Using DON'T PANSY AROUND paint an additional flower onto the nail plate. Repeat the top coat blending process mentioned in the previous step.



### 05

Apply WARM UP THE CAR-NATION on the middle of flowers. Blend with top coat again.



### 06


Using ALL WHITE NOW, add small dots and thin lines on the flowers with a mini striper brush. Apply gold foil around the flowers. For a high-shine long-lasting manicure, apply a coat of MAKE IT LAST top coat. 📌



# essentials

## THE PERFECT MANICURE

**the secret** to professional manicures and pedicures that last is proper preparation and products that work for the nail technician by providing instant, quality results. Morgan Taylor offers the perfect balance of these two principles with Essentials; a line of the most high efficacy products with fast-acting and mild formulas.

Coming to stores near you March 2016. Visit [morgantaylorlacquer.com](http://morgantaylorlacquer.com) for more information. 

# A Dedicated Leader

GET TO KNOW DANIELLE CANDIDO, MASTER EDUCATOR AND LEAD STYLIST FOR MORGAN TAYLOR AT NEW YORK FASHION WEEK, AS SHE SHARES HER PASSION FOR NAILS.

## **When did you join the Harmony team and how did that come about?**

Prior to working with Harmony I was an educator with another major beauty industry manufacturer. As an educator, I am always seeking classes and training to increase my skills. I was at one such training during the summer of 2009. Danny Haile and Gari-Dawn Tingle introduced Harmony Acrylic to the attendees and I was hooked. I approached Gari-Dawn after the class and asked her how I could become an educator for Harmony. I was asked to join the Harmony team in January 2010 as one of the first five U.S. educators for the company, and the rest is history.

## **What's it like working New York Fashion Week? How long have you been doing it?**

I joke that I have had a long-standing love/hate relationship with NYFW. Working NYFW is the hardest, most physically, mentally, and emotionally demanding, high-pressure job that you will absolutely LOVE. I was among the first technicians to work the fashion shows back in 2007. A friend of mine was a lead tech and asked me to help fill out her team. I figured it would be easy money so I agreed. Boy was I wrong! That was the hardest \$75 I ever earned. But the rush of working in the frenetic environment with all the other stylists and seeing it all come together at the last second as the models rushed out onto the runway was addicting. I have watched the influence of the nail industry on fashion, and it is wonderful to see how the designers and their teams have come to regard nails as the finishing punctuation to their fashion statements. I am privileged to represent the most fashion-forward professional nail lacquer brand on

the market. And I get to work with the most talented, hardest working, and the most extraordinarily dedicated nail professionals in the industry.

## **Who is your favorite fashion designer that you've worked with?**

My all-time favorite designer to work with is Betsey Johnson. She's fun, fabulous, and incredibly down-to-earth! Everything she does is with such joie de vivre, it's contagious — you can't help but get caught up in her eccentric energy. The entry door to her work studio is covered in drawings done by her grandchildren, and the most prized piece of jewelry adorning her neck is the macaroni and yarn necklace made by her granddaughter. How could you not absolutely love her? And I do!

## **What's your best advice for a nail tech who wants to become a top educator?**

Practice, practice, practice, and take every class, seminar, and training you can get your hands on. A large part of educating involves standing in front of people and speaking, so try a public speaking course or seminar as well.

## **What are some other fun facts about you?**

I have loved roller skating since I was a teenager and still skate every Tuesday night when I'm not traveling. I used to be on a roller derby team and my derby name was Polish'er Off. I can whistle louder than just about anyone else I know, clearly a result of having four children who needed to be called home for dinner before everyone had cell phones. 📞



WORKING WITH  
BETSEY HAS BEEN  
THE HIGHLIGHT OF MY  
CAREER SO FAR, AND  
I IMAGINE IT WILL BE  
TOUGH TO TOP.

— Danielle Candido

# GOING GREEN IN 2016

## HOW THE NAIL INDUSTRY CAN OFFSET ITS CARBON FOOTPRINT

**if you're concerned** about how the nail industry affects the environment, you'll be glad to know that "greening" your salon is easier than you think. Try these eco-friendly ideas to help you offset your carbon footprint.

### GREEN energy

Consider replacing all of your salon's conventional light bulbs with compact fluorescent bulbs (CFLs). They use 75% less energy and last up to 10 times longer than incandescent bulbs. Remember to turn off break room and bathroom lights when not in use; remembering to shut down and even unplug computers and other equipment at the end of the day will save a lot of energy too.

Upgrading HVAC (heating-ventilation-air conditioning) systems saves energy and money. Energy Star-qualified programmable thermostats make it easy to automatically adjust temperature settings and save energy when your salon is closed.

### GREEN building

Use eco-conscious materials and products in your salon decor and remodeling projects.

If you're repainting or doing touch-ups, look for low- or zero-VOC (volatile organic compound) paints. As a bonus, these environmentally friendly paints are also low-odor. Another idea for healthy and sustainable building and remodeling is installing floors and countertops made from composite materials like post-consumer recycled paper or plastic resins. These formaldehyde-free products mimic the look of conventional materials but don't release harmful levels of VOCs into the atmosphere.



# GREEN disposal

Setting up a recycling program for old magazines, glass, plastic, cardboard, and other paper items is one of the easiest ways to green your salon. Contact the company that handles your trash pick-up and ask about recycling options. You may need to explore your recycling options for other salon items, such as partially full polish bottles, batteries, and e-waste.




# GREEN education



Finally, it's important to educate employees and share your knowledge with other nail techs. *The Salon & Spa Sustainability Guidebook* is available from The National Association of Eco-Friendly Salons & Spas ([www.naefss.org](http://www.naefss.org)). This guide helps take the mystery out of terms such as sustainability, eco-friendly, green, and eco-consciousness.

# GREEN products

Look for paper towels that contain recycled or Forest Stewardship Council (FSC)-certified fiber, or use cloth towels to eliminate paper waste. Use recycled paper for salon menus and fliers, and post your menu on your website. Replace bottled water with filtered water, and offer your clients beverages in glass and ceramic instead of wasting plastic cups or water bottles. Switch to free trade and/or non-toxic cleaning products such as Simple Green. Look for "formaldehyde-free" and "paraben-free" on the labels.

You can also help make changes to the environment just by changing your clothes. The fashion industry leaves a hefty carbon footprint, using more water than any other aside from agriculture, and it uses at least 8,000 different chemicals to convert raw materials to synthetic textiles. When purchasing salon uniforms and aprons, look for natural, organic fabrics like organic cotton, hemp, bamboo, and even seaweed. 



# NETHERLANDS!

## The Training of the Year

November 2015 marked the biggest educational event of the year for Nail Alliance. Roughly 100 people attended the training that took place in Eindhoven in The Netherlands. Nail Alliance educators from over 25 countries journeyed from far and wide to attend the 4 days of training and education. In Eindhoven, they honed their skills with Gelish Soak-Off Gel Polish, Gelish Hard Gel and ProHesion Liquid + Powder. The training focused on everything from refining application techniques to creating intricate works of nail art. In addition to the days of education, nights were filled with dinners and an awards banquet that was held to honor Nail Alliance distributors worldwide. Awards handed out included Best Overall Distributor, which was presented to Nail Harmony UK, and Best Marketing which was given to Sparkle Cosmetics from South Africa. Thank you to all of the educators and distributors around the globe who came together to make this a stunning success. An extra special thank you goes out to the very gracious hosts of the entire event, local Netherlands distributor Duvado Beauty Systems.



# ← COLUMBIA

## Hola Columbia!

We are thrilled to announce that Morgan Taylor has now landed in Columbia. In December of 2015 the brand launched with a store party in the city of Medellin. The Colombian market is known for having a deep love of all things color. That same love also runs all throughout the Morgan Taylor brand. We are so excited to see what the future holds for Morgan Taylor in Columbia!



# CALIFORNIA↑

## Celebrations Around At Headquarters

December of 2015 marked the Fifth Annual Nail Alliance Christmas Party at corporate headquarters in sunny Brea, California. The owners and founders of Nail Alliance, Danny Haile and David Daniel took the opportunity to address the company's many employees and thank them for the tireless hard

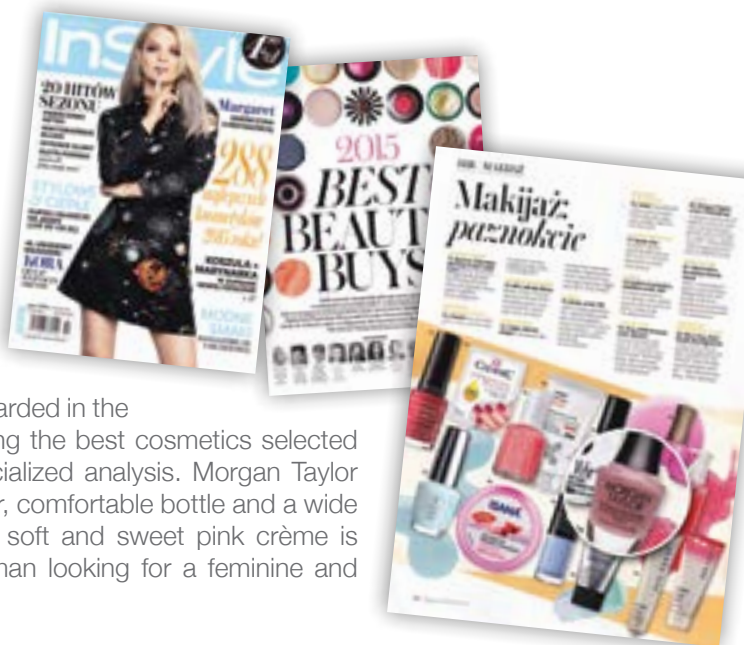
work and dedication that make the Nail Alliance a continually growing success. Spirits were bright as attendees dined and reminisced over the fun memories of the past year. Gifts were exchanged, raffles were had and the mood was very merry indeed.

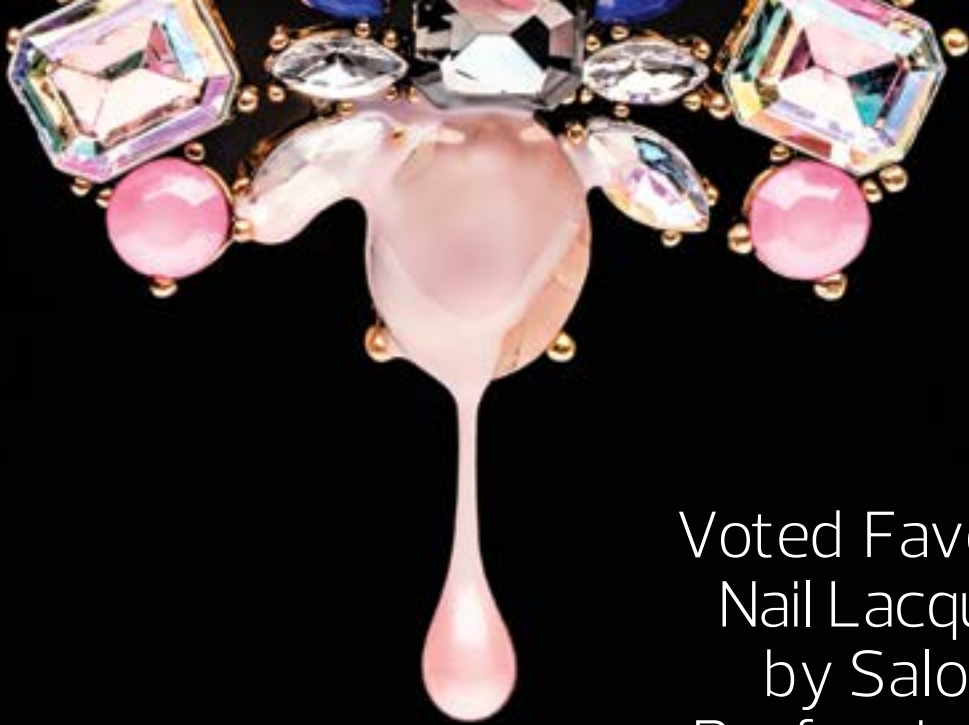
→

# POLAND

## Get "Polished Up" in Poland!

Morgan Taylor's Polished Up has been named one of Poland's Best Beauty Buys of 2015 by Instyle Magazine! Klaudia Nowakowska from Morgan Taylor's regional distributor Euro Fashion stated about the recognition, "The lacquer was awarded in the category of makeup and nails, placing itself among the best cosmetics selected by Polish experts on the basis of tests and specialized analysis. Morgan Taylor was appreciated for its quick drying, beautiful color, comfortable bottle and a wide brush ideal for painting." There you have it, this soft and sweet pink crème is a must have and the perfect shade for any woman looking for a feminine and sophisticated manicure.





Voted Favorite  
Nail Lacquer  
by Salon  
Professionals



Voted favorite  
2 years in a row



Color Shown: **Sweet Surrender**  
MORGANTAYLORLACQUER.COM