

FALL 2016

NAILSTYLE[®]

THE
INDUSTRY
STANDARD

gelish[®]
SOAK-OFF
GEL POLISH

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



FLYING HIGHER

it's time to fall for our most epically glam collection yet. This fall we are introducing the Gelish and Morgan Taylor Sweetheart Squadron collection as an homage to the inspirational female pioneers of the aviation industry. Everyone knows the stories of the men who are responsible for the aviation industry as we know it. Everyone has heard of the Wright Brothers and Charles Lindbergh, but can you name a female pilot besides Amelia Earhart? Well, this collection and issue of Nail Style are dedicated to those brave women, because in addition to being pioneers, I know they would have loved to fly in style. I hope you love the colors and the collection just as much as I do. 🌍

Danny Haile

Danny Haile
Founder/CEO,
Hand & Nail Harmony

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NAILSTYLE

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Fashion Takes Flight

STYLE SOARS ON WINGS OF ADVENTURE

fall 2016 looks exude the kind of confidence and empowerment that turns heads, with colors that are strong, sophisticated and spirited. Fearless fashion rules the runways, propelling you into this season of no boundaries.

VERY VELVET

In brilliant tones of sapphire, ruby, onyx.
Nail color: Looking For A Wingman

FUR BEYOND

Fur (we choose faux) in bold patterns and unexpected colors.
Nail color: Perfect Landing

SUITED UP

With pinstripes borrowed from the boys, the look is purely female.
Nail color: Put A Wing On It

IN THE TRENCHES

The classic trench coat takes it to the limit in vivid colors, fresh textures.
Nail color: Oh Para-chute!

RIVETING METALLICS

Shimmering platinum and silver, gleaming gold and charcoal.
Nail color: Rule The Runway

SHEARLING, SHE SAID

Shearling-trimmed aviator jackets à la Amelia.
Nail color: Up In The Air-heart 🌍



ONLOCATION



gelish SOAK-OFF GEL POLISH
MORGAN TAYLOR Professional Nail Lacquer

ROUND UP THE SQUADRON

last fall in Southern California, the Gelish and Morgan Taylor teams began prepping for their day at the Sweetheart Squadron photo shoot. The collection was inspired by the female pilots and pioneers of the early aviation industry and the glamour of their time. The shoot took place at the Historic Flabob Airport in Riverside, California where vintage period planes lined the landscape and set the scene perfectly for the shoot. With any shoot, wardrobe is important, but even more

so with a theme that is time period specific. Clothing for the day took on a glamorous feel pulling inspiration from the 1930s, 40, and 50s. Bomber jackets, trousers and feminine fabrics mixed together to create the perfect juxtaposition of the soft and strong. Makeup was minimal and hair was styled in the soft brushed-out waves reminiscent of the period. The nails, of course, were eye-catching in an elongated almond shape clad with the various sultry fall shades from the collection. The whole look came together flawlessly and the shoot went off without a hitch! @

✈️
UP IN THE
AIR-HEART

THE COLLECTION

✈️
PERFECT
LANDING

SWEETHEART SQUADRON

spread your wings and take flight with the Sweetheart Squadron collection from Gelish and Morgan Taylor. Inspired by the courageous female pioneers of the aviation industry, the collection features six adventurous new shades including a dusty coral, fiery red, slate gray and more! This palette will have you zipping up your flight jacket and climbing into the pilot's seat.

✈️
PUT A WING
ON IT

✈️
LOOKING FOR
A WINGMAN

✈️
OH,
PARA-CHUTE!

✈️
RULE THE
RUNWAY

MATCHING COLORS AVAILABLE IN
MORGAN TAYLOR AND GELISH

MODEL IS WEARING
LOOKING FOR A WINGMAN



SWEETHEART SQUADRON



12-PIECE DISPLAY



6-PIECE DISPLAY



12-PIECE DISPLAY



MINI 4 PACK



UP IN THE AIR-HEART



PERFECT LANDING



PUT A WING ON IT



FASHION ON THE FLY



DARING DARLINGS



ALTITUDE WITH ATTITUDE



LOOKING FOR A WINGMAN



OH, PARA-CHUTE!



RULE THE RUNWAY

TWO OF A KIND
MATCHING GELISH AND MORGAN TAYLOR COLORS



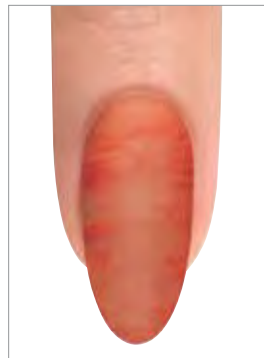
Flying Colors

Guide yourself to fabulous and fun nail art with our colorful compass.



01

After completing your Gelish nail prep, apply a thin coat of UP IN THE AIR-HEART making sure to cap the free edge. Cure for 30 seconds in the 18G LED LIGHT. Repeat for full coverage.



02

Using a #6 SQUARE GEL BRUSH and RULE THE RUNWAY, create a scratched design going across the nail by brushing side-to-side. Cure for 30 seconds.



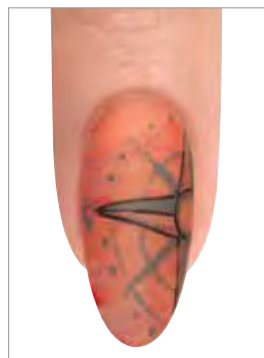
03

Start to create the compass image with OH, PARA-CHUTE! and a MINI STRIPER GEL BRUSH.



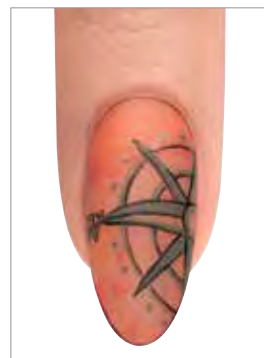
04

Continue the compass design by adding the details. Cure for 30 seconds.



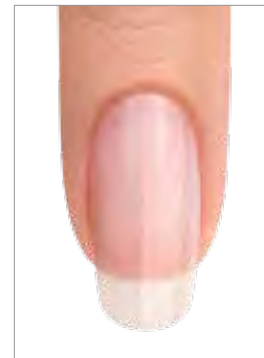
05

Add more detail using BLACK SHADOW and a MINI STRIPER GEL BRUSH. Cure for 30 seconds.



06

Outline the nail with LOOKING FOR A WINGMAN. Cure for 30 seconds. Apply TOP IT OFF 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. Finish your look by massaging NOURISH CUTICLE OIL into the skin surrounding the nail plate. ☺



01

After completing your nail prep, apply a coat of STICK WITH IT base coat.



02

Apply PUT A WING ON IT to the free edge with a V-shaped smile line.



03

With a STRIPER BRUSH and PUT A WING ON IT, create a V-shaped thick line across the nail.



04

Using PUT A WING ON IT and the STRIPER BRUSH, create a V-shaped thick line near the cuticle.



05

Apply a thin line down the center of the nail using LOOKING FOR A WINGMAN and a STRIPER BRUSH. For a high-shine, long-lasting manicure, apply a coat of NEED FOR SPEED top coat. ☺



Fashion On The Fly

Eye-catching chevron stripes and clean lines make finding the runway a breeze.



TOP FLIGHT

For as long as there have been challenges, there have been heroines to meet them. Women who stretch the boundaries of convention. Who do what others say can't be done. Whose possibilities and achievements seem limitless.

the first female aviators were such women. They crossed time zones and oceans, empowering themselves and all the girls and women who came after them to a future where women lead instead of follow.

Theirs was a world where women traded dresses for trousers and leather flight jackets. Where goggles and leather helmets became the must-have accessories. Where altitude defined attitude. And where a smudge of engine oil on the cheek was a badge of honor.

While old photos and Hollywood may celebrate their unique glamour – a red lip worn with leather, a defined brow and loose waves, boldly colored nails on hands at the controls – these women were much more than a sweetheart squadron. It was their fearlessness and their need to exceed their own expectations that turned them into legends – and brought modern women to the helm of commercial, military and space flight.

The heroines appearing in our timeline are just some of those who led the way. Who blazed indelible paths with their daring and innovation, intelligence and sheer guts. Who all strove for – and conquered – the sky.

WINGS UP.

FLYING INTO HISTORY

A timeline of some of women's great accomplishments in aviation.



1911
HARRIET QUIMBY
First licensed female pilot in U.S.



1921
BESSIE COLEMAN
First licensed African-American pilot (male or female)



1929
PANCHO BARNES
First female movie stunt pilot



1931
ANNE MORROW LINDBERGH
First U.S. woman licensed as a glider pilot (also Charles Lindbergh's wife)



1932
AMELIA EARHART
First woman to fly solo across the Atlantic Ocean



1936
BERYL MARKHAM
First woman to fly solo across the Atlantic Ocean from east to west



1942
WOMEN AIRFORCE SERVICE PILOTS
First women to pilot military aircraft throughout the U.S., from factories to military bases, freeing male pilots for combat during WWII



1953
JACQUELINE COCHRAN
First female pilot to break the sound barrier



1963
VALENTINA TERESHKOVA
First woman in space



1983
SALLY RIDE
First U.S. woman in space



1999
EILEEN MARIE COLLINS
First female pilot and commander of the U.S. Space Shuttle

Learn more about Beryl Markham and Anne Morrow Lindbergh in the memoirs *West with the Night* (Markham) and *A Gift from the Sea* (Lindbergh).

TSA tips

CUSTOMIZE YOUR KIT TO MAKE AIR TRAVEL A BREEZE.



mysterious white powder?

Strong-smelling acetone? And don't get us started on that e-file. Learn how to navigate through airport security with all your vital nail tech supplies.

WHAT IS ALLOWED ON BOARD? The U.S. Department of Transportation (DOT) will allow small amounts of nail polish, nail polish remover, and aerosols in carry-on baggage so long as they are capped and fit within a quart-size sealable plastic bag. When it comes to implements, anything sharp outside of nail scissors would be suspect, so it's best to not carry them. UV and LED lamps are sometimes allowed onboard, depending on where you're departing from. Check with your specific airline and/or airport before your flight.

"Bubble wrap everything," advises Winnie Huang, this year's NTNA winner and owner of The Rawr Shop in Vancouver, British Columbia. "Bring the least amount of monomer you can, because it tends to leak no matter how well you pack it." Huang purchased various size containers to keep her products snug and immobile.

ARE THERE LIMITS ON QUANTITIES? For carry-on, containers must be 3.5 oz. or smaller. Since most nail polish bottles are less than one ounce, they're fine. Fit everything you can into a quart-size sealable plastic bag and you're good to go.

WHERE CAN I FIND MORE INFORMATION ON TSA RULES?

There's a wealth of knowledge online from government resources such as www.tsa.gov and www.faa.gov including charts and QR codes. The TSA also has a blog (blog.tsa.gov) that answers questions and gives examples. One of the content feeders for the blog are questions tweeted to the administration (@TSA). Following the TSA on Twitter and staying in touch via social media is another helpful and up-to-date option. 📱

checklist for common nail supplies

A list of nail products and tools that can be carried on board or that must be in checked baggage. Remember the 3.5 oz./quart-size plastic bag rule always applies! (Don't count on slipping through the cracks, it's an expensive gamble.)

ITEM	CARRY-ON	CHECKED	NOT ALLOWED
Nail polish	+	+	
Implements (hand files, cuticle nippers, etc.)		+	
Acetone-based nail polish remover	+	+	
Pure acetone			+
Liquid & powder acrylic system		+	
Gel products		+	
E-file		+	
UV/LED lamps	+	+	

Meet Kelly Latimer, SPACESHIP TEST PILOT

last year, Kelly Latimer, NASA Armstrong Center's first female research test pilot, joined Virgin Galactic as their newest spaceship pilot. A retired lieutenant colonel of the U.S. Air Force, Latimer has logged more than 6,000 flight hours and 1,000 test flight hours during her work with NASA, the Air Force, and Boeing. She also served as senior advisor to the Iraqi Air Force, flew more than 90 sorties in support of Operation Enduring Freedom and Operation Iraqi Freedom, and served as the 418th Flight Test Squadron commander. We caught up with this dynamic and accomplished pilot to find out more.

When did you first know you wanted to be a pilot?

I began flying because I wanted to be an astronaut. My first flying experience was when I was at the US Air Force Academy. In the summer after my freshman year, I was in the gliding program where you learn to fly gliders and go for a solo flight at the end of the program. From the first few seconds of that solo flight. I knew I would fly for the rest of my life.

What do you love most about flying? I love the challenge of flying. Every flight is unique, and it gives me the feeling of leaving the ordinary world for a brief time to do something really special. Plus, you can't beat the view.

You are a veteran and retired US Air Force Lieutenant Colonel. Can you tell us a bit about your experiences?

The experience I gained in the Air Force — flying high-performance jets and large multi-engine cargo aircraft all over the world — laid the foundation for everything I have been able to do in my career. Flying combat resupply missions in the Middle East is some of the most important flying I have accomplished. It also left me with a deep respect for all of the military aircrew I had the privilege to fly with.



How has being a woman affected your career as a pilot?

Being a woman makes me stand out, because there still aren't that many professional women pilots. Being the only woman on an aircrew or within a flying organization allows me to bring a different perspective and demeanor to the group.

Have you ever been frightened while flying and if so, how do you maintain your composure?

Some of the most stressful flying has been test flying where you are taking the aircraft to the edge of its controllability and combat missions flying into unknown territory. In the end I just rely on my training, make sure I am proficient, know the aircraft procedures, and have confidence in myself.

How did you come to be NASA Armstrong Center's first female research test pilot?

I had previously applied to NASA Armstrong for a test pilot job when I was a new test pilot, fresh out of USAF Test Pilot School, and did not get selected. So I spent the next five years building up my test and operational flying experience. When I was getting ready to retire from the USAF, Armstrong was advertising two new test pilot jobs. I applied again and was selected.

Have you always wanted to go to space? What excites you most about it?

I have wanted to go to space ever since I can remember wanting to do anything. The most exciting thing about it is being able to look out and see the entire planet in one view. 🌍

For more information <https://www.facebook.com/AirForceGrads/videos/1252315988114467/>

NEW!



18G PLUS

WITH SAFELIGHT™ TECHNOLOGY

The Best Gets Better

- NEW On-Off feature
- NEW Digital touch screen display
- Scratch and acetone resistant screen
- Illuminated comfort pad
- Improved sensor performances
- NEW countdown feature
- Magnetic tray for effortless, thorough sanitizing
- 36 watt LED light
- Patented eyeShield™ (limits light exposure) US PATENT 8,739,431
- Safelight™ Technology
- Meets standard safety compliances world-wide

Dia de Los Muertos and Gelish Glow Soak-Off Gel

Celebrate Halloween this year by helping Gelish and Morgan Taylor honor Dia de los Muertos, or Day of the Dead. Sugar skulls, marigolds calaveras face makeup and glowing nails are in order for this year's gatherings. Don't be caught without festive nails to match! Gelish introduces the FIRST EVER Glow In The Dark Soak-Off Gel, perfect for nail art accents or an all over glow. Morgan Taylor's mini 4-pack includes our best-selling ghoulish shades in limited-edition mini packaging to give you the perfect Dia de los Muertos manicure.

NEW!



First Ever



GELISH Brush On Structure

Adding STRUCTURE to the natural nail has never been so easy! All the benefits of our tech-favorite Structure formula are now available in a fool-proof brush-on application! Add strength to the natural nail to promote growth. For the serious nail artist, Structure can be used to encapsulate and protect your 3-D nail art. An all-in-one formula, so easy to apply, and the Gelish quality you trust. What's not to love?

BCA

Never underestimate the power of a woman. This October it's time to stand up and fight like a lady. The BCA 2016 Fight Like a Lady mini 4-pack features best-selling pinks in limited-edition mini packaging. The purchase of this pack will help support the Mommy & Me Cancer Foundation whose mission is to financially and emotionally support young mothers battling breast cancer.





← NEW YORK
Indulging in Luxury

This past April, over 35 magazine editors and bloggers gathered at the historic Crosby Street Hotel in New York City to be pampered by Morgan Taylor. They were treated to a manicure and pedicure using new BareLuxury™ Complete Pedicure and Manicure system from Morgan Taylor. The women chose a scent based on the mood they wanted to achieve and a nail color from one of our new collections. It was a great two-day event filled with plenty of luxury and relaxation all around.

← DUBAI, UAE
Global Growth

May was an incredible month for Gelish and Morgan Taylor. The brands traveled to Dubai to participate in several PR events as well as the Beauty World Middle East trade show. Over the six-day trip, many events including a dessert safari, salon visit day and a beauty influenced club event were planned to help grow both brands' presence in the Middle Eastern market. Special thanks to our distributor, Fadi Sawaya and his team for making it a great week of growth and fun for Gelish and Morgan Taylor.



FLORIDA↑
Quite the Premiere

Summer began with a bang as Gelish and Morgan Taylor made a splash at the Orlando Premiere Show. Before the show began, the annual Nail Tech Networking Social kicked things off right! Techs and friends came together to reconnect and check out the new Street Beat collection. Over the next few days, Street Beat was the hit of the show as shoppers came in waves to get their hands on the collection. There was even a DJ playing at the booth during the day to make sure spirits were high and the fun never stopped. Talk about keeping the party going!



NEW!

REACT™

We just made every **lacquer**
you own better.



- Works with ANY lacquer system
- Quantum shine
- No LED light needed
- Up to 10 days of wear
- Soak-free removal

React Top and Base Coat with **g_{elish}** SOAK-OFF GEL POLISH Infused Technology™