

WINTER 2016

# NAILSTYLE<sup>®</sup>

THE  
INDUSTRY  
STANDARD




g<sup>elish</sup>  
SOAK-OFF<sup>®</sup>  
GEL POLISH

MORGAN  
TAYLOR<sup>®</sup>  
Professional Nail Lacquer



# Winter is coming...

and after the epic heat we had in California this year, I am hoping it's going to be a cold one. Ok, maybe not cold, but at least cool. Being on the West Coast, we don't get much snow, but who says you can't make your own snow, right? While we were planning for our winter photo shoot for *The Great Ice-scape*, I decided that is exactly what we would do. We brought a snowy forest to life complete with fir trees, fuzzy coats and ice skates. It was an exciting shoot for one of my favorite color collections we've ever created. So whether you'll be traveling on a winter getaway or staying home and curling up by the fire, I hope you will let us take you on a *Great Ice-scape*. 

Danny Haile  
Founder/CEO, Hand & Nail Harmony

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# NAILSTYLE

VOL. 3 ISSUE 4

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# Ice-scape Into Fashion

A CHILL MAY BE IN YOUR FUTURE BUT THAT'S NO REASON TO COOL ON WINTER TRENDS.

wherever you ice-scape to this winter, escape the ordinary with colors and accessories that bring a luxurious warmth to the season's chill. Rich, cozy shades from The Great Ice-scape by Gelish and Morgan Taylor perfectly complement the season's must-have pieces, letting you skate through winter with nary a slip. Glide on, gorgeous girl.



### TALL ME ABOUT IT

Platform shoes and boots in satin and leather, animal prints and metallic, strappy and striped. Give 'em a whirl (and a twirl).

**Nail color: Hey, Twirl-friend!**



### HAUTE HIKING

Hiking-inspired boots done in leather and laces, made for hitting the chic streets. And the trend trail.

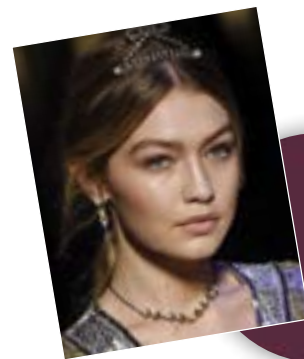
**Nail color: Lace 'Em Up**



### VINTAGE TO GO

Flirty little purses big on luxe touches of velvet, brocade, pearls, fringe, and more. Dainty does it.

**Nail color: Flirt in a Skating Skirt**



### HAIR-ESS APPARENT

Break some hearts this winter with hair adornments – brooches, bands, bows, barrettes – that sparkle and shine. Extra points for tiaras.

**Nail color: Figure 8s & Heartbreaks**



### TRUE GLOVE

Glam gloves rule – in the softest leathers and suedes, embellished with studs, beads, and jewels, or patterned to perfection. Too pretty to take off.

**Nail color: N-ice Girls Rule**



### LAYER CAKE

Pile it on, Princess – layers and layers of chains, charms, pearls. Make the queen jealous.

**Nail color: Ice Queen Anyone?** 



# Looking For An Escape?

**Look no further** because we've got The Great Ice-scape coming your way! For this brrr-worthy photo shoot our creative team transformed a warehouse loading dock (yes you read that right) into a snowy forest getaway. Fir trees, a snow-lined floor, and a "frozen" pond for ice skating completed the winter vibe and helped our model feel like she had been transported deep into an icy forest. 📍



## FROSTY DESTINATIONS:



**CHAMONIX, FRANCE:** If skiing is your winter sport of choice then you've got to hit the slopes in Chamonix. Novices beware because these inclines are steep!



**GSTADD PALACE, SWITZERLAND:** Founded in 1913, this architectural masterpiece is actually a functioning hotel. Over the years, famous guests have included Grace Kelly, Elizabeth Taylor and even Princess Diana.



**SAPPORO SNOW FESTIVAL, JAPAN:** Every February guests gather for a seven-day festival and contest in Sapporo, Japan. Hundreds of sculptures with a special theme are created for the event, a.k.a. the world's largest ice sculpture contest. 📍

# CAPTURING SNOWFLAKES

IN SCIENCE AND ART

**snowflakes** are one of Earth's most exquisite wonders. The paper snowflakes we so carefully cut out and labor over each holiday do not even come close to the complexity of the real thing. Scientists continue to be fascinated by how no two snowflakes are ever exactly alike, which is part of their allure.

Snowflakes, or "snow crystals" as scientists call them, are formed from water vapor that condenses directly into ice inside of the clouds.

Artists are also captivated by snowflakes; studying their form and patterns.

Simon Beck, snow artist, decorates the Alps with large and elaborate mathematical drawings. Every winter for the past 10 years, Beck creates snow drawings by running through the snow in very careful patterns. He spends about 10 hours a day and traveling up to 25 miles, to create the designs. The impressions end up looking something like a snowflake when viewed from far away. 📍







# THE GREAT ICE-SCAPE

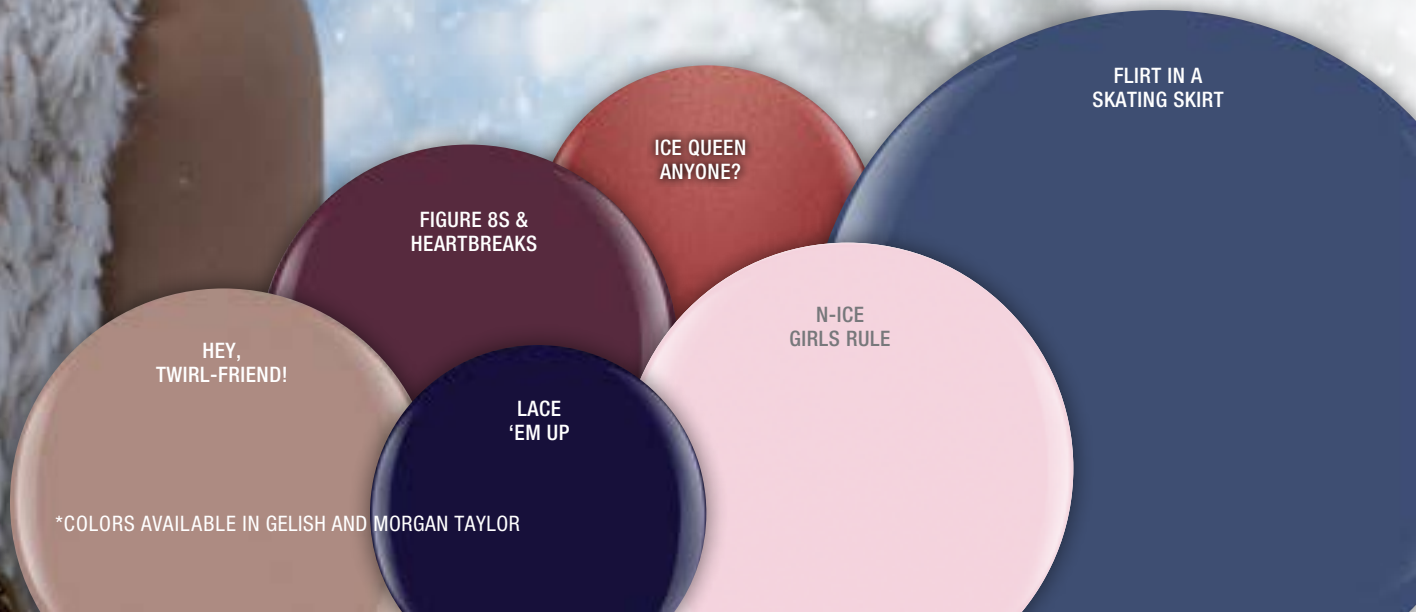
Twirl into the winter season with The Great Ice-scape collection from Gelish and Morgan Taylor. Inspired by the beautiful art of figure skating, the collection offers a soft pink, milky blue, dusty mauve and a copper shimmer to lift your spirits during the winter months.



12-PIECE DISPLAY



12-PIECE DISPLAY



FLIRT IN A SKATING SKIRT

ICE QUEEN ANYONE?

FIGURE 8S & HEARTBREAKS

HEY, TWIRL-FRIEND!

LACE 'EM UP

N-ICE GIRLS RULE

MODEL IS WEARING N-ICE GIRLS RULE

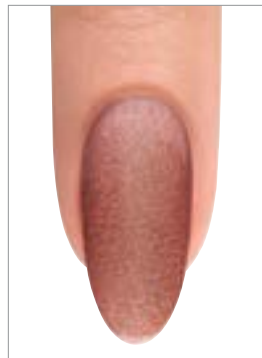
\*COLORS AVAILABLE IN GELISH AND MORGAN TAYLOR





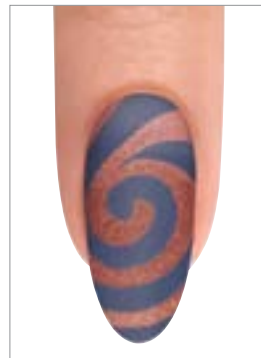
## Winter Wonderland

Wander down the path to a Winter Wonderland.



01

After completing your Gelish nail prep, apply a thin coat of ICE QUEEN ANYONE? 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 FLIRT IN A SKATING SKIRT and a GEL STRIPER BRUSH draw a swirl design onto the nail; do not cure.



03

Next, use the Harmony MARBLING TOOL and etch out a line in the center of the swirl design. Cure for 30 seconds.



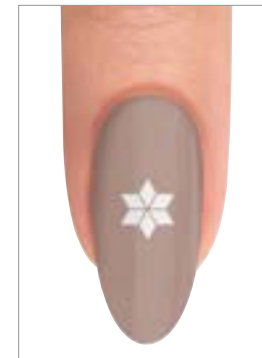
04

Using ARCTIC FREEZE and a marbling tool add in dots around the swirl design. Cure for 30 seconds. Apply TOP IT OFF to the entire nail making sure to cap the free edge. Cure for 30 seconds. Using 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. ☺



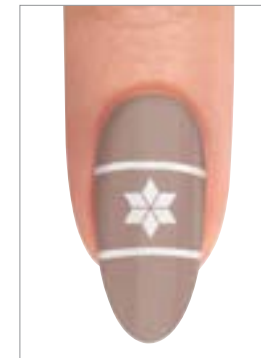
01

Apply a thin coat of HEY, TWIRL-FRIEND! to the nail making sure to cap the free edge. Apply a second coat for full coverage. With ALL WHITE NOW and a MINI STRIPER BRUSH, create a small diamond shape in the middle of the nail.



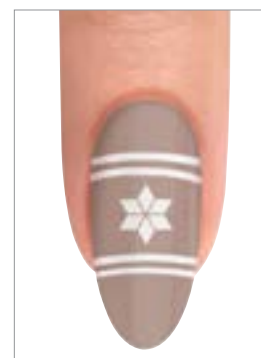
02

Using the MINI STRIPER BRUSH and ALL WHITE NOW, draw five additional diamonds to create a flower.



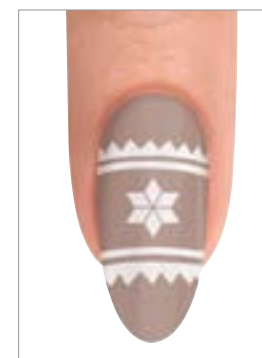
03

With ALL WHITE NOW and a STRIPER BRUSH, create two thin horizontal lines above and below the flower shape.



04

Using the STRIPER BRUSH and ALL WHITE NOW, draw two additional straight lines.



05

With ALL WHITE NOW and the STRIPER BRUSH, create a lace design by adding small triangles to the outer lines.



06

Using ALL WHITE NOW and a DOTTING TOOL, apply two small dots on each side of the flower. Next, add small dots in between the lace design. For a high-shine, long-lasting manicure, apply a coat of NEED FOR SPEED top coat. ☺



## Winter Fantasy

Give in to a snowflake fantasy this winter.







# anne POWERS

CREATING ART BOTH ON AND OFF THE ICE

As a nail artist, you find inspiration from many different sources. That inspiration can often come from studying the work of other artists who create in completely different mediums. We recently caught up with former professional figure skater Anne Powers, who melds skating and visual art by creating paintings with — what else? — an ice skate blade.

**What is your background as a figure skater?**

I'm from Oshawa, Ontario, Canada, and I started skating at four years old, first as a singles skater, then as a pairs skater. My partner and I competed both nationally and internationally and were members of the Junior National Team.

**How does your skating influence your visual art?**

The ripple of a crisp edge cutting through the ice is a sound and feeling that I hold most dear to my heart. Skating creates tracings on the ice that produce patterns and designs; these designs become art, each with their own unique meaning, shape, and curve. Through painting, I have expanded these on-ice tracings and transformed their movement and interpretation to a canvas.

**How did you get the idea to paint with a skate blade?**

This is a question that I frequently get asked! I was in my basement one day and noticed an old pair of skates that happened to be sitting beside a blank art canvas. As I stared at the skates and canvas, the idea came to me to use my skates as brushes.

**What is your advice to other artists about inspiration and innovation?**

My best advice is to trust yourself and to go with your gut. Listen to and channel your inner creative self. Do not let self-doubt or outside factors diminish your artistic spirit. Learn to let go of achieving perfection, and draw inspiration from your connections with friends, family, and your surroundings. 🗣️

See more of Powers' work at [www.notwithbrush.com](http://www.notwithbrush.com)





# wrapped in *Glamour*

This season Gelish and Morgan Taylor are giving the gift of fabulous nails with the **Wrapped in Glamour** Holiday 2016 collection. Introducing six luxe shades full of the glitz and shimmer that the festive Holiday season requires.



12-PIECE DISPLAY



12-PIECE DISPLAY



MODEL IS WEARING  
**YOU'RE SO ELF-CENTERED!**



GIRL  
MEETS JOY

YOU'RE SO  
ELF-CENTERED!

WHO NOSE  
RUDOLPH?

LET'S GET  
FROSTY

ROCKING MY  
STOCKING

JUST NAUGHTY  
ENOUGH

\*COLORS AVAILABLE IN GELISH AND MORGAN TAYLOR



wrapped in  
**Glamour**



6-PIECE DISPLAY



TWO OF A KIND  
Matching Gelish and Morgan Taylor Colors



THAT'S A WRAP KIT  
FREE Infinity Scarf



COMFORT & JOY  
FREE Gelish Mug



FESTIVE AND  
FABULOUS DUO  
FREE Charm Bracelet



SPARKLE, SHIMMER,  
SHINE DUO  
FREE Loose Glitter



DECK THE NAILS  
FREE Glass Nail Art Palette



DON'T GET YOUR  
TINSEL IN A TANGLE



THE SANTA FILES DUO  
FREE Crystal File



MINI 4 PACK



9PC BEAD PEN DISPLAY



MANI MUSTS  
MINI 3 PACK



GLITTER & GLITZ  
MINI 4 PACK



FAVORITE EIGHT MINI PACK

**NEW!**



REACTmax™

New Morgan Taylor REACTmax™ Nail Strengthener Base Coats create strong, flexible nails that work (and play!) as hard as you do! PolyElastin™ Complex increases nail flexibility while strengthening, nourishing and protecting with Calcium, Coenzyme R and antioxidant Marula Oil for nails that bend without breaking. The result is longer, stronger nails with an almost supernatural ability to bounce back from life's daily bumps. Sound too good to be true? We promise it's not.

benefits are clear

- Zero chance of nail over-hardening
- Maximum Strength Formaldehyde-Free Formulas
- Up to 10 days wear with Gelish®-Infused technology
- Wear alone or with lacquer
- Removes like lacquer
- A finish to suit every need



**NEW!**

# treatment Refill kits

Morgan Taylor introduces Treatment Refill Kits in our best-selling base and top coat formulas. Since we care about you and your bottom line, we want to reduce your cost per service with refill sizes. These kits are available in:

- Stick With It Base Coat
- Need for Speed Top Coat
- Make It Last Top Coat
- REACT™ Base Coat
- REACT™ Top Coat



Kit Contains:  
Free 0.5 Fl.oz. Bottle  
4 Fl. oz. Refill Bottle  
Refill Nozzle



**NEW!**

## 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.
- Use 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? Use as a ridge filler for a smooth nail surface



## **NEW!** DESIGNER PLATES Nail Art Stamping Kits

Put your own stamp on nail art with the Morgan Taylor Designer Plates Nail Art Stamping Kit. Create easy, customizable nail looks using your choice of transfer designs and our exclusive clear stamper. Available in Floral, Geometric and Celebration themed kits, Designer Plates give you the tools to create precise, detailed art every time. 📌

### Tips for Using Designer Plates:

#### **DO'S**

- Use Plenty Of Product
- Work Quickly. Lacquer Dries Quickly
- Use Crèmes and Metallics
- Clean Stampers with Scotch Tape

#### **DON'TS**

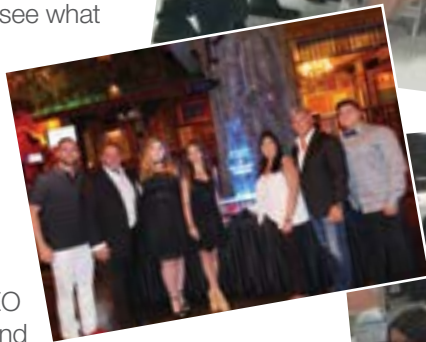
- Use Product Sparingly
- Take Your Time
- Use Chunky Glitters
- Use Acetone to Clean Stampers



# LAS VEGAS

## Cosmoprof North America

Cosmoprof has come and gone again and what a year it was! Distributors, salespeople and even bloggers from all over the country (and world) made their way to Las Vegas to see what the coming year would bring from Gelish and Morgan Taylor.



"The coming year will be filled with new products and important launches from both Gelish and Morgan Taylor," stated CEO & Founder Danny Haile. And boy he is right! With the new REACTmax and Professional Refills from Morgan Taylor and the 18G PLUS from Gelish, it's going to be a busy last couple months of 2016. Cosmoprof attendees were also treated to sneak peeks of what 2017 will hold.

# RIO DE JANEIRO, BRAZIL

## Gelish Goes For Gold

Gelish has always been the gold standard of gel polish in our industry. Now it's become the gold standard amongst athletes as well! In a recent interview with Healthy Magazine, Great Britain's Olympic swimmer Jazz Carlin admits that her secret to staying glam in the pool is Gelish. "I've also discovered Gelish – it's the first nail treatment I've found that stays on in the pool. It's always nice to add a bit of glamour, even when I'm training."



## CALIFORNIA! Here Comes the Bride

This past August marked a momentous occasion as Morgan Haile of Morgan Taylor became a Mrs! Morgan and her longtime partner Tony, tied the knot at a beautiful rustic theater in sunny Southern California. The bride and groom could not have looked more in love as they said their vows and sealed their union before family, friends and nail industry power hitters. While we all love a good love story, I know what you're all thinking... So what did her nails look like?!

The short answer; they look absolutely fabulous! Morgan's nails for her big day were dreamed up and done by her father Danny Haile. The beautiful sculpted acrylics were the perfect length to make a statement without overpowering the look. Sweetly shaped squovals were topped with a blush pink shade of Gelish, created especially for the big day. Of course, no wedding nails would be complete without a bit of pop, so Danny used the NEW Morgan Taylor Designer Plates to layer silver and white filigree on two accent nails. The finished look was nothing short of elegant.





THE BEST JUST GOT  
**BETTER**  
NEW 18G PLUS



Digital Touch Screen Display

**18G PLUS with SAFELIGHT™ TECHNOLOGY**

**NOW WITH:**

Large Digital Touch Screen Display

On/Off Feature for Manual Start and Stop

Illuminated Comfort Pad

... and all the great features that make the 18G an industry favorite