

SPRING 2017

# NAILSTYLE®

THE  
INDUSTRY  
STANDARD



PG  
PARENTS STRONGLY CAUTIONED  
Some Material May Be Inappropriate for Children Under 13

Beauty and the Beast © 2017 Disney

THE BEAUTY AND THE BEAST  
SPRING COLLECTION

FROM

gelish®  
SOAK-OFF  
GEL POLISH

&

MORGAN  
TAYLOR™  
Professional Nail Lacquer



# spring

has sprung and 2017 is underway. It's a time for resolutions and cleaning. A time to refresh and rejuvenate. This spring we are doing all those things and more! Gelish and Morgan Taylor are kicking off 2017 the right way with the brand new Beauty and The Beast collection in collaboration with Walt Disney Studios. Pastels and pops of color fit the movie perfectly and are sure to make any manicure the center of attention, or the Belle of the ball, dare I say.

And I am very excited to announce that there will be exciting new things happening with the Gelish brand. Coming in the first half of the year, these new changes are just the next step in keeping our gold standard even more one of a kind. 🌸

Danny Haile  
Founder/CEO, Hand & Nail Harmony

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## The Cover

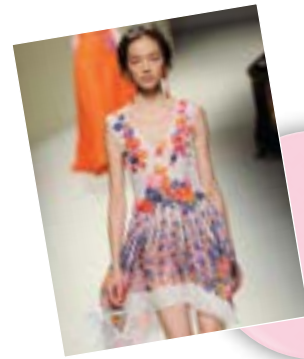
Beauty and the Beast © 2017 Disney

# NAILSTYLE

VOL. 4 ISSUE 1

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**ALL ABOUT THE PRINTS**  
 Whether delicate or bold, floral prints abound on a bevy of frothy, floaty, sexy spring dresses.  
**Nail color: Plummette with Excitement**

# Spring Head-First

INTO 2017'S MUST-HAVE TRENDS

*they say* that beauty is in the eye of the beholder; this spring, we behold beauty in fashion's must-have trends – made all the more beautiful when worn with the sweet, spirited Beauty & the Beast shades by Gelish and Morgan Taylor.



**LACY DOES IT**  
 Not just for brides, white lace walked the runways in dresses, blouses, and skirts.  
**Nail color: Potts of Tea**



**BLACK & WHITE & CHIC ALL OVER**  
 Like yin and yang, these classic opposites attract – and attract major attention.  
**Nail color: Be Our Guest**



**EM-BELLE-ISHED & EMBROIDERED**  
 Bold, colorful embroidery is everywhere – from romantic peasant blouses to boho dresses to full, ruffy skirts.  
**Nail color: Days in the Sun**



**THE SHIRT OFF HIS BACK**  
 The classic men's white button-down shirt, magically transformed to enhance any woman's style.  
**Nail color: Enchanted Patina**



**DENIM, DARLING**  
 From ripped to wrapped, frayed to beaded, classic to edgy.  
**Nail color: Gaston and On and On**

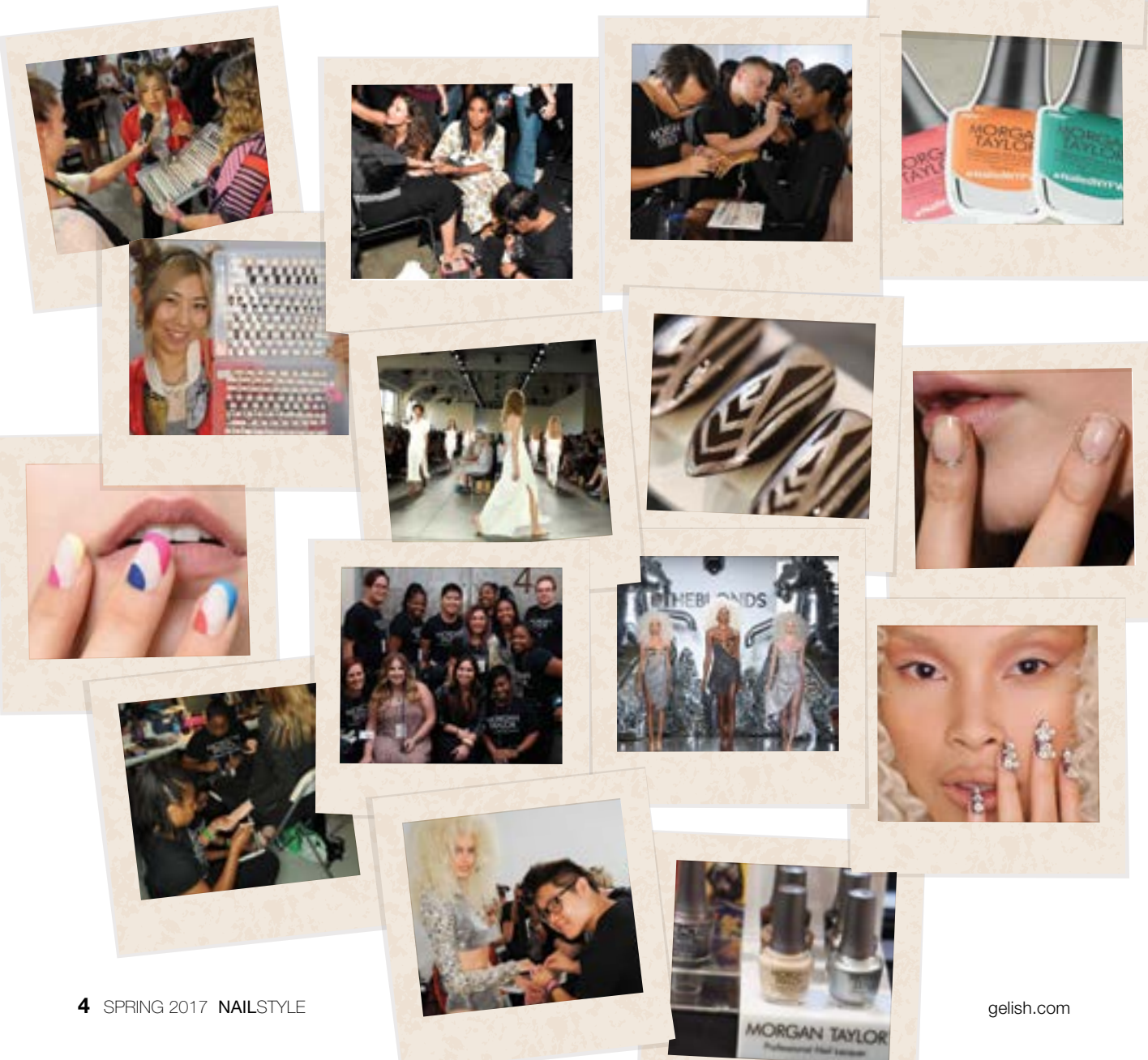


**KICKY KHAKI**  
 In utility jackets, softly tailored trousers, and trench coats, khaki kicks style up a notch.  
**Nail Color: The Last Petal** 🌸

# New York Fashion Week

GO BEHIND THE RUNWAYS FOR A LOOK BACKSTAGE AT NYFW WITH MORGAN TAYLOR.

**another new york** fashion week has come and gone. Like all the rest it was a blur of beauty tests, manis, pedis and runway shows. Unlike previous seasons, Morgan Taylor had the opportunity to partner with new designers including the ultra-luxe and wildly fun duos that make up Rodarte and The Blonds. Returning favorites included Tanya Taylor, Creatures of the Wind and Zero + Maria Cornejo. The nails were bigger, brighter and more buzz worthy than ever!



# Not Your Mother's Spring Break

STANDARD VACATION SPOTS ARE A THING OF THE PAST. WE'RE READY FOR SOME NEW DESTINATIONS.

**spring break** used to mean taking a break from hitting the books for hitting the beach and nonstop partying – big crowds, lots of drinking, and virtually no limits.

Fast forward to now and you probably would love to take a break from work and get away to someplace wonderful – but without the partying crowds (or the wet t-shirts). Here are some suggestions for the kind of spring break you've earned.



**KAUAI** The Hawaiian island of Kauai ("The Garden Island") is the perfect spot if you're seeking breathtaking natural beauty, romantic settings, and tranquility. Nowhere near as touristy, and a bit more low-key than other islands, Kauai makes for a restorative getaway. If you can pull yourself away from the gorgeous beaches, check out Waimea Canyon, and drive the Na Pali Coast for an unforgettable look at the coastline from the cliffs. Aloha.



**VICTORIA** This jewel of a small city on Vancouver Island, in British Columbia, Canada, makes for a wonderful escape from the everyday with its charm and its British influence. Satisfy your love for color with an afternoon spent at Butchart Gardens, one of the world's most magnificent garden spaces. Victoria is also home to some of the world's best whale watching. And don't miss afternoon tea at the legendary Fairmont Empress. So scrumptious.



**OJAI** If you're ready to get your "om" on, then Ojai, about a 2-hour drive from Los Angeles, is your perfect destination. Soothing to both the body and soul, Ojai resonates with a creative, New Age vibe. It is home to world-class spa experiences; a wealth of small shops and galleries, and cozy restaurants offering delicious cuisine. Mountains and fruit orchards are part of the town's natural beauty, and the magical Pink Moment at sunset is not to be missed. Namaste.



**PARIS** There's a reason that springtime in Paris is so special. From the Eiffel Tower to the Louvre, love is in the air. Visit the Left Bank for its bohemian side and its chic, upscale Boulevard Saint-Germain. Browse the bookstalls along the Seine or picnic at the Luxembourg Gardens. On the Right Bank, stroll the fabulous Champs Élysées, starting at the Arc de Triomphe, to visit some of the world's most luxurious boutiques. You'll want to spend plenty of time at Paris' numerous outdoor cafes, where you can relax and watch the world go by. Bon voyage.

THE COLLECTION

POTTS OF TEA WITH ENCHANTED PATINA COAT

POTTS OF TEA

THE LAST PETAL WITH ENCHANTED PATINA COAT

DAYS IN THE SUN WITH ENCHANTED PATINA COAT

THE LAST PETAL

DAYS IN THE SUN

BE OUR GUEST WITH ENCHANTED PATINA COAT

GASTON AND ON AND ON WITH ENCHANTED PATINA COAT

BE OUR GUEST

GASTON AND ON AND ON

PLUMETTE WITH EXCITEMENT WITH ENCHANTED PATINA COAT

ENCHANTED PATINA

PLUMETTE WITH EXCITEMENT

THE BEAUTY AND THE BEAST SPRING COLLECTION

FROM

gelish SOAK-OFF GEL POLISH

& MORGAN TAYLOR Professional Nail Lacquer

Be our guest and fall under the enchantment of Gelish and Morgan Taylor's Beauty and The Beast collection in collaboration with Walt Disney Studios. Before the last petal falls you'll be in love with our enchanting shades.



Disney BEAUTY AND THE BEAST

IN THEATRES MARCH 17



Beauty and the Beast © 2017 Disney

# Disney BEAUTY AND THE BEAST

IN THEATRES MARCH 17



16-PIECE DISPLAY



16-PIECE DISPLAY



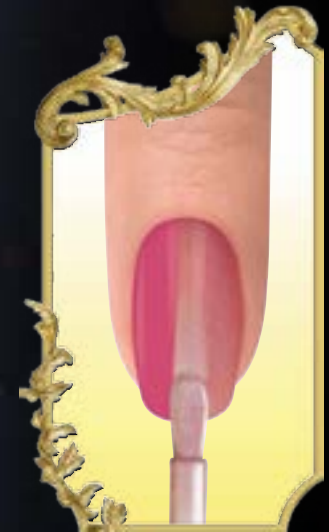
7-PIECE DISPLAY



MINI 4 PACK



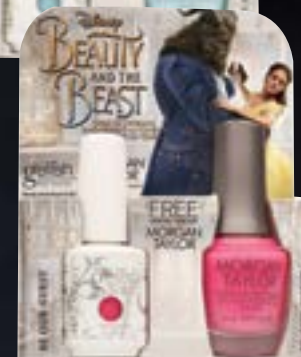
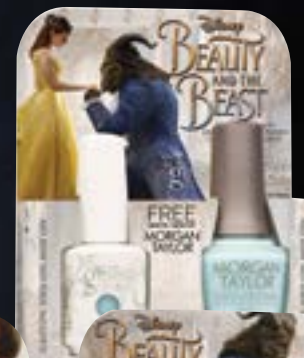
DUO PACKS



ENCHANTED PATINA APPLIED OVER BE OUR GUEST

## ENCHANTED PATINA

Transform any lacquer to an enchanting antique finish with just one coat of Enchanted Patina



TWO OF A KIND  
MATCHING GELISH AND MORGAN TAYLOR COLORS

Beauty and the Beast © 2017 Disney



01

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



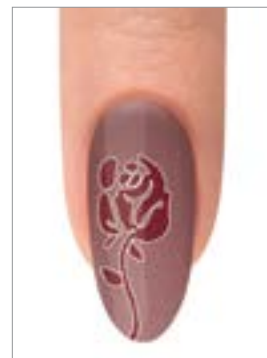
02

Apply ENCHANTED PATINA to the entire nail and do not cure.



03

Using a MINI GEL STRIPER BRUSH begin to carve out a rose design. Finish carving out the rose and cure for 30 seconds.



04

Paint the outline of the rose using PLUMETTE WITH EXCITEMENT and a Mini Gel Striper Brush. Cure for 30 seconds.



05

Continue to add in more detail and 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. ☺

## Enchanted Rose

Make nail art magic this season and be sure to fall in love before the last petal falls.



01

After prepping your nails, apply a thin coat of STICK WITH IT base coat. Apply a thin coat of DAYS IN THE SUN to the entire nail making sure to cap the free edge. Apply a second coat for full coverage.



02

Apply one coat of ENCHANTED PATINA to the entire nail.



03

Using BE OUR GUEST and a Mini Striper Brush, create the shape of a rose in the center of the nail.



04

With GASTON AND ON AND ON and a Mini Striper Brush, paint two small leaves on the side of the rose.



05

Using PLUMETTE WITH EXCITEMENT and POTTS OF TEA, create square and pentagon shapes around the rose. Continue creating additional square and pentagon shapes using Days In The Sun.



06

With the Mini Striper Brush and LITTLE BLACK DRESS, outline the rose petals and leaves. Using Little Black Dress and the Mini Striper Brush, outline the square and pentagon shapes. Apply a coat of NEED FOR SPEED top coat. ☺



## The Rose Knows

You won't be able to hide your love for nail art because the rose always knows.



# Spring Cleaning, Salon Style:

CLEAN OUT THE CUPBOARDS, CLEAR OF YOUR STATIONS, AND USHER IN THE NEW YEAR.

it's the time of year again for opening windows and enjoying the spring sunshine. It's also time for refreshing your knowledge of how to keep your salon at its cleanest and most inviting.

It's hard to over-emphasize how important salon cleanliness is to your business. A clean, safe salon is a number-one concern of most of your clients. You want your clients to feel comfortable in your salon so that they will return – and you want to feel comfortable, too, knowing that the salon environment you have created is a positive one.

Where to start? Each state has its own guidelines and regulations for cosmetology and salon sanitation and

safety – Google your state board's information online (or you can find a list of all 50 state boards and their websites at [www.nailpro.com/state-boards](http://www.nailpro.com/state-boards)).

OSHA (Occupational Safety and Health Administration) also offers a set of guidelines on how to stay safe and healthy while giving manis and pedis. Check it out and download at [www.osha.gov](http://www.osha.gov)

Clean, germ-free salon instruments and equipment are at the top of the list; here are a few hotspots to be aware of:

- Pedicure foot spas – whether whirlpool foot spas, air jet basins, pipeless foot spas, or non-electric foot spa basins or tubs – require cleaning and disinfection after each client, at the end of each day, or at least once during the week. Check with your state board for details about the cleaning procedures and types of cleaning products required for each.
- Nail implements such as stainless steel nippers, cuticle pushers, and crystal nail files must be sanitized and disinfected (or sterilized) according to state regulations. Implements like nail files, emery boards, orangewood sticks, and toe separators are meant for one-time, single-client use and should be disposed of after one use.
- Reduce the risk of spreading germs by having both nail techs and clients wash their hands before any service.
- Keeping your salon free of dust, dirt, and debris goes (almost) without saying – but one space you might not think about? Your retail displays. Dust shelves and rotate products regularly to keep your areas attractive and clean.

Today's salon clients are savvy in terms of what they need to ask or look for – so the better prepared you are to answer their questions about salon cleanliness and safety, the more comfortable and confident they will be.

Ready? Spring forward. ☺



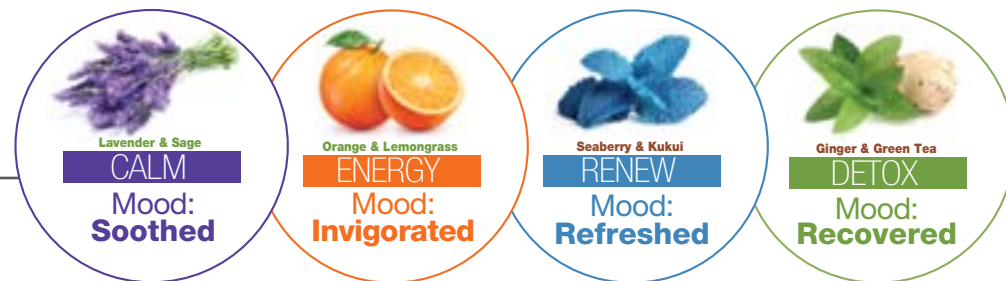
# Pedi Season IS HERE AGAIN

Spring is here and that means it is slowly warming up. Summer will be here before you know so don't get caught unprepared. Routine pedicures during the spring months are a great way to ensure that your feet will be in their best shape by the time you're ready for open-toed shoes. With BareLuxury you'll get dramatic, professional results served up in convenient, sanitary packettes. Each box is complete

with our 4-step system so it is easier than ever to keep feet in tip top shape.

We know pedicures are a very personal experience so we've introduced four extraordinary aromas that cater to your needs. Feeling stressed from a long day? Try our calming Lavender & Sage scent. In need of a quick pick me up? Get the energy boost you need with Orange & Lemongrass.

What's Your MOOD?



# Expanding Education

**last year** was a great year for the Nail Alliance Education team. Not only did we host several education events around the globe, but we added a whole new team of educators to help with growing new market needs. Welcome to the team!



CHRISTINE TRAN



HANNAH VU



KEN NGUYEN



KIM PHAM



LILY NGO



LINDA TRAN



LOUISIANA PHAM



NHU LAN NGUYEN



TINA VU



## 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 wearing manicures and stronger nails with the ability to bounce back from life's daily bumps.

### 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





PRODUCTSPOTLIGHT

## 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.



# daily ELIXIR

TRULY FIXES PROBLEMS LIKE  
NO OTHER PRODUCT.

NATURAL NAIL KERATIN

CROSS LINKED BOND

KERATIN PEPTIDES



- 20% active ingredients
- Immediate results
- 7-FREE Formula
- Resurfaces and strengthens nails with powerful hydrolyzed keratin peptides

With 20% active ingredients for unheard of results, keratin peptides target and correct breaks, splits, and peeling nails by bonding with your damaged nail keratin to instantly repair and protect.



# SELFIE

Now there's another reason to smile big in those summer selfies; Gelish and Morgan Taylor introduce Selfie Summer 2017 Collection. Get ready to snap and share those summer moments. This collection is filled with neon corals, pinks and purples; you'll need sunglasses to stare! Summer is all about fun in the sun and capturing every moment with your phone. We'll help you nail that manicure so you can nail the ultimate shot!



ALL ABOUT THE POUT

ME, MYSELF-IE AND I

WOKE UP THIS WAY

PRETTY AS A PINK-TURE

NO FILTER NEEDED

BEST FACE FORWARD



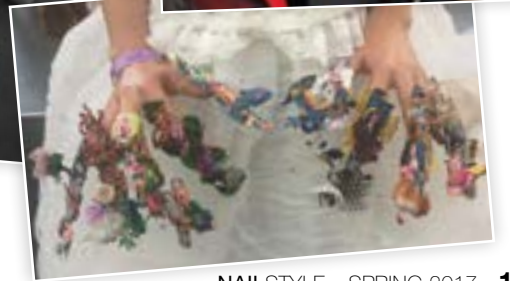
## CALIFORNIA ← The World's Best

Nail Alliance recently welcomed some of its best and brightest educators to Southern California for a 5-day extensive training. As they trained on refresher courses in Gelish and ProHesion Acrylic, the educators also got a sneak peek at all the new products launching in early 2017. After their tireless work all day in class they worked even harder to complete individual "homework" assignments to present the next day. As a reward and to show appreciation for their hard work, the educators were treated to a day of fun and a celebratory dinner at Disneyland!



## UNITED KINGDOM! ↓ London Calling

This past October was a very exciting time for our very own Morgan and Taylor of Morgan Taylor. The duo was asked by Alex Fox of Scratch Magazine to participate in the Nailympia Competition as judges. Morgan and Taylor flew to London to take part in the competition which saw competitors from around the world competing in categories from Liquid and Powder to Fantasy Nails. While helping in many categories of judging, Morgan and Taylor's laundry list of experience at New York Fashion Week helped the girls through their main category of Runway Nails. It was an experience like no other and one the girls won't forget any time soon!





Unique long-wear  
formula for the  
best chip  
resistant wear.



Voted favorite  
3 years in a row



Color Shown: Sweet Surrender  
MORGANTAYLORLACQUER.COM



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