

SUMMER 2017

# NAILSTYLE

THE  
INDUSTRY  
STANDARD



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

**MORGAN  
TAYLOR**  
Professional Nail Lacquer



3 trend TALK

8 4 THE collection

10 MASTER technique

12 POLYGEL

your best NAIL-FIE

contents

14 selfie-est VACATION SPOTS

15 IN THE spotlight

16 17 product SPOTLIGHT

GLOBAL news

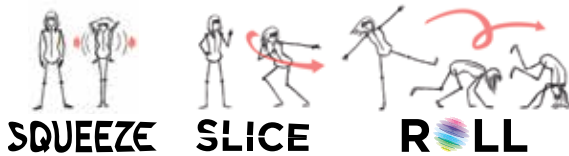
# summer is here

and the time for selfies is now. That is why I am excited to introduce our new summer collection Selfie! Summer is my favorite season for visiting new places and making new memories, and what's better than capturing those memories with pictures. This is what inspired me to think of selfie as a theme for our Gelish and Morgan Taylor summer collection. The more people I spoke to, the more certain I became about the idea selfies are the universal way we share what matters to us across the globe. We all may speak different languages, but who really needs words when a picture is worth a thousand of them!



In the same vein of making memories, a very big launch is coming that is going to change the way the industry views nail enhancements. Like Gelish, this product, known as PolyGel™, is very near and dear to my heart and has been a labor of love to create. This summer it will begin rolling out to distributors around the world and I could not be more excited for nail technicians everywhere to get their hands on it. For now, I'll leave you with this little hint about the product...

It's as easy as



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# express

yourself with the styles and colors that let you shine – and the trends that are hot, hot, hot. A must-have? Selfie Summer from Gelish and Morgan Taylor – six shades so vibrant they were born for summer days and nights. It's okay to be selfie-ish when the choices are this good – so find your faves and strike a pose.

## sweet heat

From raspberry to peony, sunshine to citrus, bright pinks and yellows are the shades to crave. Summer sugar. **NAIL COLOR: Pretty as a Pink-ture**



## walk the talk

Slogan tees speak volumes about your style. Word up. **NAIL COLOR: Me, Myself-ie, And I**



## sheer thing

See-through layers in dresses, skirts, and peek-a-boo tops see you through the season. Fiercely feminine. **NAIL COLOR: All About The Pout**



## beaucoup bouquets

All-over florals in full bloom – with piles of petaled patterns cascading from tip to toe. Flower fever. **NAIL COLOR: Woke Up This Way**



## stripe hype

Brights stripe it rich, from beachwear to city suiting. Get linear. **NAIL COLOR: No Filter Needed**



## aBRA cadaBRA

Pretty and playful, summer's bra tops flirt with floaty skirts, sexy shorts. Fresh fun. **NAIL COLOR: Best Face Forward**



morgantaylorlacquer.com



MODELS ARE WEARING FROM LEFT TO RIGHT  
WOKE UP THIS WAY; ALL ABOUT THE POUT;  
NO FILTER NEEDED

# SELFIE

Sharing summer moments just got more fun and vibrant. Gelish and Morgan Taylor introduce the **Selfie** Summer 2017 collection. This collection is filled with neon corals, pinks and purples to help you nail that manicure and the ultimate shot!

NO FILTER  
NEEDED

BEST FACE  
FORWARD

WOKE UP  
THIS WAY

PRETTY AS  
A PINK-TURE

ALL ABOUT  
THE POUT

ME, MYSELF-IE  
AND I

# SELFIE



12-PIECE DISPLAY



6-PIECE DISPLAY



MINI 4 PACK



TWO OF A KIND



**STEP 1** After completing your Gelish nail prep, apply dots randomly using ME, MYSELF-IE AND I. Do not cure.



**STEP 4** Using an oval brush blend all colors together. Cure for 30 seconds in the 18G PLUS LED LIGHT.



**STEP 5:** With ARCTIC FREEZE and a MINI GEL STRIPER BRUSH, start drawing a star. Continue drawing the star shape. Flash cure for 5 seconds.



**STEP 6** Using a HARMONY MARBLING TOOL add in details 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.



ME, MYSELF-IE AND I



**STEP 2** Apply another set of dots randomly to the nail using BEST FACE FORWARD. Do not cure.



**STEP 3** Repeat steps using NO FILTER NEEDED and PRETTY AS A PINK-TURE. Do not cure yet.



**STEP 1** Apply thin coats of the BEST FACE FORWARD and NO FILTER NEEDED diagonally onto the nail near the cuticle. Before the lacquer starts to dry, blend the two colors with a sponge.



**STEP 2** Apply a thin coat of WOKE UP THIS WAY diagonally onto the nail. Blend the color with a sponge before the lacquer dries.



**STEP 3** Next, apply a thin coat of ME, MYSELF-IE AND I diagonally onto the nail. Before the lacquer starts to dry, blend the color with a sponge.



**STEP 4** Then apply a thin coat of ALL ABOUT THE POUT diagonally onto the nail. Blend the color with a sponge before the lacquer dries.



**STEP 5:** Apply a thin coat of Best Face Forward diagonally onto the nail. Before the lacquer starts to dry, blend the color with a sponge.



**STEP 6** Using All White Now and a Mini Striper Brush, paint a heart in the center of the nail. Next, paint "ME +". Then create a Wi-Fi design. Finish with NEED FOR SPEED top coat.

# ALL ME, all the TIME



WOKE UP THIS WAY

# Move over Acrylic and Hard Gel THE FUTURE IS HERE

Not an acrylic, not a hard gel, Gelish® PolyGel combines the best of both in a revolutionary all-in-one system that's undeniably better!

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STRONGER THAN HARD GELS  
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NO AIRBORNE DUST  
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COVER PINK

LIGHT PINK

SOFT WHITE

BRIGHT WHITE

NATURAL CLEAR

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No Ratios



No Chasing



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Playtime



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# getting your best

These days it's not enough that your client gets to enjoy her magnificent nail art for as long as it lasts; it's practically your duty to capture an image and share it online for all the world to see. But if your nail art photos are lacking a bit of luster, you may benefit from a few pointers.

# Nail-art

## posing the HANDS

There's no shortage of ways to position the hands. You can even add props, like jewelry, if they don't distract from your design.

Here are some popular hand poses:



**ONE HAND ON TOP OF THE OTHER:** This pose displays the art well, but the angle can make fingers and nails look short and wide.



**HANDS STAGGERED:** A classic pose — just make sure the top hand doesn't cover any of the nails on the bottom hand.



**THE INSET:** If you have photo editing capabilities, you can use this workaround so the thumbs don't get lost.

## GETTING the shot

Yes, most cell phone cameras allow you to get within a few inches of your handiwork, but you're better off pulling back just a little to get an even clearer shot. Focus your phone's camera on the nails — as opposed to other objects in the shot. If your hands are not the steadiest, you might want to invest in a small tripod so images don't turn out blurry.

As for the hands themselves, make sure they're relaxed and don't look rigid. Fingers shouldn't be bunched up or splayed too far apart. You can tweak the fingers gently with an orangewood stick so they are evenly spaced and nails face the same direction. Then try taking the shot from a few different angles.

One thing that separates the pros from the amateurs is a clean cuticle area. Fingers should be free of cuticle oil, which can produce a visible shine. Washing and drying the hands after applying cuticle oil will do the trick.

## LIGHTing

Lighting can make or break your photo. **Rule #1: Make sure there's plenty of light, whether it's natural light from the windows, overhead salon lighting, or desk lighting. You could even take your shoot outdoors and see what sunlight does for your photos.**

Unfortunately, the more light you have, the more glare and shadows can become a problem. If glare from the overhead light is making detail hard to see, have someone hold tissue paper or a white cloth over your art to diffuse the light. Similarly, if you're using desk lighting, you can reduce glare by placing a white piece of paper in front of your light source. Or try pointing your lamp upward so the light bounces off the ceiling, rather than the nails. If you notice shadows, you can use a second phone's flashlight to get rid of them.

Avoid using the flash, if possible, since it pales everything and can add glare and shadows in the process. If you do opt to use the flash, experiment with it. Test it out from different angles and in different light conditions.

## BACK-ground

Backgrounds shouldn't detract from what's in the foreground — namely, your nail art. Try shooting over a white table top, on a plain white sheet of paper, or consider using a step-and-repeat displaying your salon name or social media handle.

Another way to make sure you get the credit for your work is to watermark your photos prior to posting them or shooting with your business card in the background.



**THE CLAW:** It's nice to be able to see the thumbnail, but that's about the only good thing you can say about this position.



**THE GRIP:** A good pose if you want to photograph your own nails.

# selfie-est vac spots

The best selfies call for the best settings – and these vacation locations make for some of the most colorful, exciting, and unique backgrounds to your photos. Take a look, then get ready to pose and post.



## GRAND CANYON, ARIZONA

Truly magnificent, the Grand Canyon offers 227 breathtaking miles of stunning rock formations in a range of beautiful colors, including shades of pink and violet, orange and gold, magenta and amethyst. Whether you visit the North, South, or West Rim, the views are simply extraordinary. And so are the selfies you'll take.



## FOURTH OF JULY FIREWORKS, NEW YORK CITY

When it comes to fireworks, few shows can compete with the one along the East River in New York City. This spectacular display, choreographed to music, is absolutely awesome in scope and brilliance. The show lasts for almost a half-hour, with tens of thousands of pyrotechnic shells set off – making for a very illuminated selfie.



## FENWAY PARK, BOSTON

It's baseball season and if you're visiting Boston, we recommend seeing the legendary Fenway Park, home to the Red Sox – and the Green Monster. The stadium's iconic, green left-field wall stands more than 37 feet tall and is recognizable by baseball fans everywhere. Make it the background of your selfie – just be sure not to wear a Yankees cap!



## RUSSIAN HILL, SAN FRANCISCO

In the city by the bay, hills are a way of life. For an especially pretty selfie backdrop, pose at the base of the Russian Hill neighborhood, with crooked Lombard Street directly behind you. The street twists its way downhill, with hairpin turns curving impossibly around beautiful garden beds. You can't help but smile – and snap.



## CHICAGO RIVER CRUISE, CHICAGO

If you appreciate architecture, you should visit Chicago. The city is famed for its skyline, and a sightseeing cruise on the Chicago River is the best way to see it all. Pose for an on-deck selfie with the city's renowned buildings behind you – but be sure to take in the amazing view of gems like the Wrigley Building, the Chicago Merchandise Mart, the very modern Aqua, and more.

# nail trifecta:

## TECHNICIAN, EDUCATOR, SALON OWNER

Dallas Sauers is living proof that achieving your dreams might not be easy, but it certainly is worth it. Starting young as a self-taught nail technician she saw a future of possibilities. Jump ahead 10 years and she runs her own salon, seeks knowledge as an educator, and pursues her passion for nails every day.



### Tell us a little bit about yourself.

My career as a nail stylist began at age 14, where I worked in a non-standard salon in walking distance from my childhood home. I learned to do nails by watching and practicing on myself and friends. I didn't agree with the salon practices so at age 21, I decided to leave and work for myself. I rented a small house which I operated out of for almost 3 years before opening my first salon. Now, almost 5 years later I have a full service salon and a staff of 19.

### What first made you decide to start doing nails?

I began to do nails when my boss was in dire need of more help during the summer rush. I always planned on attending college, not doing nails as a career. I went to college and tried "normal" jobs but doing nails were my always passion.

### When did you decide that you wanted to be a salon

**owner?** When I opened my salon I worked alone for a year and had no intentions of expanding. Then I attended a Gelish Educator training in California at age 21 and became a Bachelor Educator. That's when I knew I wanted to expand my career and salon. I knew that I had what it takes to be a great teacher and run a business.

### Tell us a little bit about the experience of opening a new salon.

Opening a new salon is not for the faint of heart. For me, it was about saving everything I could in order to open the salon of my dreams. I am proud to say I've never taken out a loan for either of my salons.. SAVE SAVE SAVE! The high risks come with high rewards though! If you can commit your every day and night to renovations, researching products and techniques, and educating your staff then you can do it.

### If you had to give one piece of advice to aspiring salon owners, what would it be?

Be different. Pave your own way and be well-known for your own quirks. Find what makes you stand out and go with that! For Dallas Beauty Lounge, we like to stand out by volunteering a ton, having a super chic salon design, and having the newest innovations for beauty in Pittsburgh.

### What is it like to be a part of the Nail Alliance education team?

Being a part of the Nail Alliance education team has propelled me to pursue every goal of my career. I am grateful to learn from some of the best nail stylists around world who have more than 20 years of experience. At our trainings we get to learn the latest techniques, test new products, and meet the faces that keep our brand growing. Every training is so inspiring.







# Gelish Dip

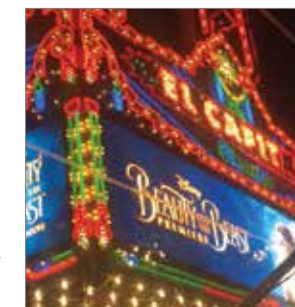
If you've been on the search for an Acrylic Dip System like no other, you're in luck!

Introducing the Gelish Dip System, a new Dip System brought to you by Gelish. Now the soak-off gel polish brand you trust is bringing you a high-quality Acrylic Dip System you can rely on for great results every time. The Gelish Dip System is available in 120 colors, including crèmes, glitters, shimmers, metallics and 5 French shades. So no matter what your style or personal color palette, you're covered. All colors are matching to Gelish and Morgan Taylor shades too!



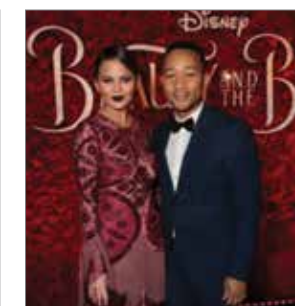
## LET THE BEAUTY BEGIN! The Big Apple Gets Beauty-ful

**NEW YORK, NEW YORK** Beauty and The Beast hits the big screen. Okay, not the big screen you're thinking of. The Good Morning America jumbotron is the big screen we're talking about! In February, the Beauty and The Beast collection video along with a trailer for the film, premiered on the jumbotron for all the city-goers to see. We sure are glad we could bring a little more beauty to the Big Apple.



## The World Premiere!

**HOLLYWOOD, CALIFORNIA** March 2nd was a magical evening for all, as it marked the World Premiere of Beauty and The Beast in beautiful Hollywood, California. The premiere was preceded by a night of fun, food, and even manicures! Yes, that's right! Morgan Taylor sponsored manicure tables so that party guests could have their nails painted with the Beauty and The Beast collection shades before seeing the film. The collection was a hit and a great night was had by all! Apple.





## CosmoProf Opens in Mexico

**MEXICO CITY, MEXICO** In February 2017 professional beauty chain CosmoProf Beauty expanded to open its doors in Mexico City, Mexico. The grand opening kicked off with an ultra-luxe launch party where guests mingled and were given early access to browse the store. Cosmoprof Mexico carries all Nail Alliance brands including Gelish Soak-Off Gel Polish, Morgan Taylor Nail Lacquer, ProHesion Liquid & Powder, and more!



## PolyGel Goes Global

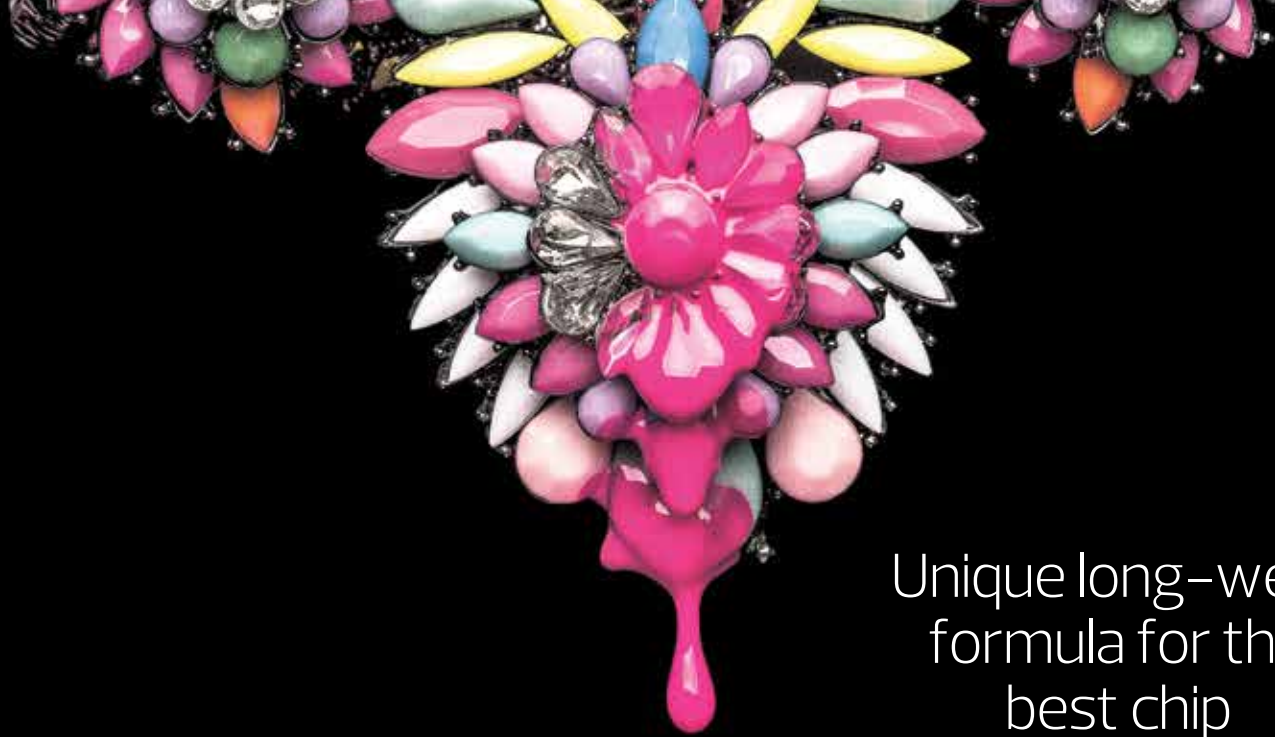
**BELGIUM** The cat is officially out of the bag... Gelish PolyGel Nail Enhancements have launched in Belgium. The first ever launch of PolyGel took place at a super exclusive training event hosted by Nail Alliance distributor ASAP Nails & Beauty. Owner Sofie Devliefer organized for guests to see product demonstrations from top educators and even learn about the product from Danny Haile himself. Attendees were also given goody bags filled with brand new PolyGel swag. The event was a smash success and the guests were fired up about bringing this new innovative product back to their salons.



## South Africa Gets Dipped

**CAPE TOWN, SOUTH AFRICA** South African distributor Sparkle Cosmetics launched Gelish Dip in a big way, planning a press event for beauty editors and influencers alike. Guests included everyone from the Glamour South Africa beauty editor to local radio hosts, and bloggers. While at the event, guests were treated to manicures using the Gelish Dip system in the colors of their choice. The best part, guests were so excited at the prospect of being able to wear their current favorite Gelish shades in this new formulation. Great job to the South African team and congratulations on a successful launch event!





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