

SUMMER 2016

NAILSTYLE®

THE
INDUSTRY
STANDARD



gelish®
SOAK-OFF
GEL POLISH

MORGAN
TAYLOR®
Professional Nail Lacquer



Feel the Beat...

the street beat that is! This summer our collection is inspired by all things funky-fresh and street style related. Summer is about standing out, making a statement and most importantly, living life to the fullest. These new shades are so fun and bright that I know your nails (and you too) will be the life of the party all season.

This summer is also an exciting time because we are expanding the Morgan Taylor brand with the release of **BareLuxury**, a complete pedicure and manicure system. This new line is especially close to my heart; I have spent countless hours working with our team to ensure that every product, formula and scent is second to none on the market. Keep reading to learn all about BareLuxury and what makes it

such a unique pedicure system. I cannot wait until

you are able to try the products for yourself and fall in love with the products like I have.

Until next time, stay bright and have a colorful summer! ☺

Danny Haile
Founder/CEO,
Hand & Nail Harmony



Contents

- 3 Trend Talk
- 4 On Location
- 6 The Collection
- 8 Master Technique
- 10 Street Art Saves Neighborhoods
- 12 Street Chic
- 13 5 Things to Try This Summer
- 14 Product Spotlight
- 16 Educator Spotlight
- 18 Global News



The Cover

NAILS Vu Nguyen
PHOTOGRAPHER Lindsey
MODEL Magda for 2M
MAKEUP/HAIR Amy for
Rex Agency
WARDROBE Kat for
Rex Agency

NAILSTYLE

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Danny Haile
CEO & FOUNDER

David Daniel
PRESIDENT

Gari-Dawn Tingler
VICE PRESIDENT

David Trocker
CHIEF MARKETING OFFICER

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Vivid, Luscious, Irresistible.

IF YOU'RE TALKING TRENDS THIS SUMMER, YOU'RE TALKING COLOR

from street style to runway couture, the looks are edgy; the patterns, abundant; the details, alluring; – and the colors, pure energy. Gelish and Morgan Taylor Street Beat shades nail the trends with hip hop hues filled with sunshine and attitude. Get your colors on. Find your beat. Boom.


SHOULDER SMOLDER Show a hint of skin with a dress or top in a bold hue that bares your shoulders. It's flirty, fun, fierce. Nail color: **Street Cred-ible**

SILVER GIRL Shine some icy cool silver and bright color on a hot summer day. Unexpected and so sexy. Nail color: **B-Girl Style**

LINGERIE GOES DAY Redefine street style with pretty shades of lingerie worn for day. Slide sandals and a backpack keep the look not-too-sweet. Nail color: **Cou-tour the Streets**

RUFFLED EDGES Watch for dangerous curves ahead with brilliantly colored ruffles that flutter and flirt with every move. Nail color: **Hip Hot Coral**

STRUT THOSE STRIPES Stripes in bright graffiti colors are just one of this summer's street-savvy graphic patterns. Nail color: **Tag, You're It**

STREET VIBE Old-school meets new summer in this 90s-but-better trend. Slouchy, colorful track jackets, tailored tanks, tiny gym skirts, and sneakers heat up the streets. Nail color: **Give Me a Break-dance** 





ONLOCATION

THE STREET BEAT

collection photo shoot took place at our corporate headquarters in Brea, California. The uber colorful shoot's shining star was a giant mural painted on the side of one of our very own buildings. The mural was designed by Nail Alliance's own artist extraordinaire, Vu Nguyen. The mural took a total of three days and a whole art team of 15 people to complete. Their hard work paid off in spades as the mural brought the entire shoot to life giving our lovely model an amazing background to play off of. The model's nails were decked out in vibrant tones from cuticle to free edge and there was no shortage of color or nail art to be had! Wardrobe and hair for the shoot were kept very youthful and fun with, you guessed it, tons of color. Vivid pinks and greens brought the look together and the model rocked it out! Overall it was an amazing photo shoot and one we surely won't forget any time soon! 📸



GLOBAL TEAM WORK BY:
NICOLE HOFFMAN
SOUTH AFRICA
CHARLI JEPSON - UK
MARINA CHECHNYOVA
AZERBAIJAN



THECOLLECTION

STREET BEAT

It's time to start feelin' the street beat!

Turn up your boom box with Gelish and Morgan Taylor as we introduce a bold and eye-catching array of bright colors for the Summer 2016 collection – **Street Beat**. With six new shades including a crisp, striking coral, powerful pink pearl, fierce teal, wild style yellow orange crème, and more, this assortment of vibrant colors will make the street beat style worth your while. 🎧

TAG,
YOU'RE IT

GIVE ME A
BREAK-DANCE

COU-TOUR
THE STREETS

HIP HOT
CORAL

STREET
CRED-IBLE

B-GIRL
STYLE

MATCHING COLORS AVAILABLE IN
MORGAN TAYLOR AND GELISH



Physix

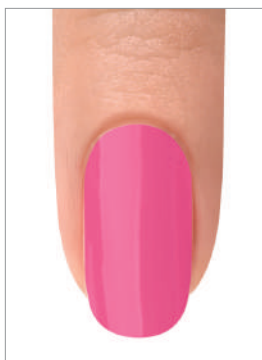


Block Party

Color blocking gets a fresh perspective with monochromatic pinks and bright pops of contrasting tones.



BY Vu Nguyen
Education and
Sales Support



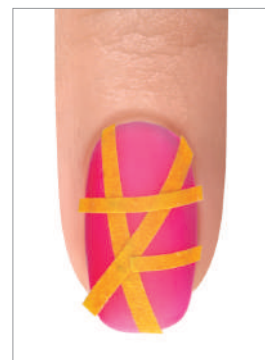
01

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



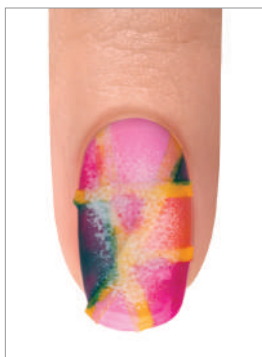
02

With NAIL SURFACE CLEANSE and WIPE IT OFF lint-free wipes, cleanse the inhibition layer of the nail. (You will remove a small amount of color)



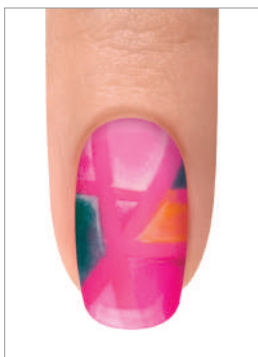
03

Apply STRIPING TAPE to the nail.



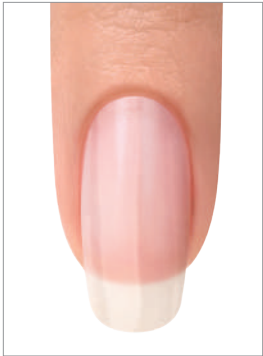
04

Sponge COU-TOUR THE STREETS, B-GIRL STYLE, TAG, YOU'RE IT, STREET CRED-IBLE and GIVE ME A BREAK-DANCE onto the nail. Highlight with ARCTIC FREEZE. Do not cure.



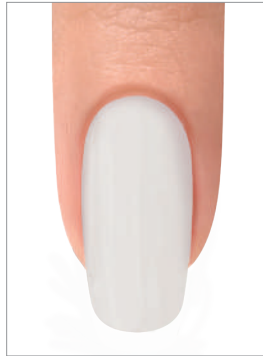
05

Remove striping tape. Cure for 30 seconds in the 18G LED Light. 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. ☺



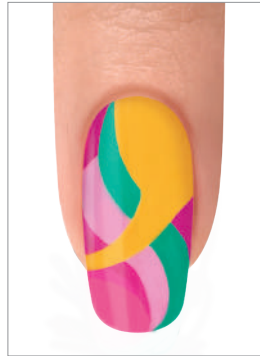
01

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



02

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



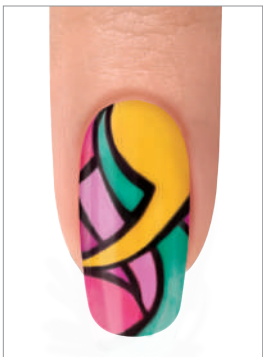
03

Using STREET CRED-IBLE, GIVE ME A BREAK-DANCE, COU-TOUR THE STREETS, HIP HOT CORAL, and TAG, YOU'RE IT, create thick swirl designs on the nail.



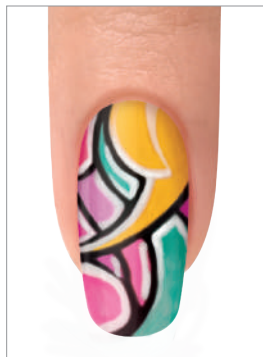
Street Stylin'

Can't pick one color for your nails? No problem, just swirl them all together for a funky, fabulous manicure!



04

Using LITTLE BLACK DRESS and a Mini Striper Brush, outline the shapes on the nail.



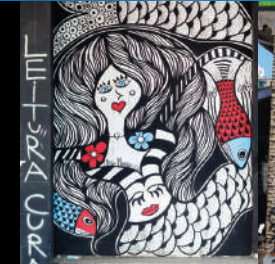
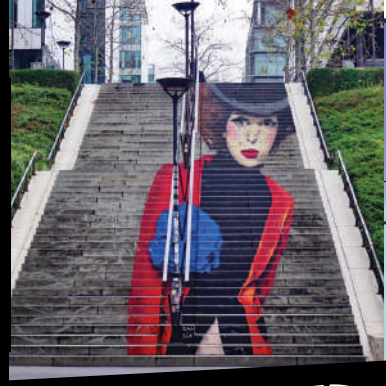
05

With a Mini Striper Brush and All White Now, add an outline around the design. For a high-shine long-lasting manicure, apply a coat of MAKE IT LAST top coat. 🌟



BY Vu Nguyen
Education and
Sales Support

STREET ART SAVES NEIGHBORHOODS



CAN ART SAVE THE WORLD? MAYBE NOT, BUT IT CAN RECLAIM A SENSE OF IDENTITY AND HOPE.

driving along the freeways that encircle U.S. cities, one seldom sees the web of streets that course through neighborhoods. Some are pristine tree-lined avenues and others are have a little more character.

No matter what their condition, streets are a vital part of the community. For artists, streetscapes have become a canvas and their work is dramatically transforming many parts of the city, in very positive ways.

The city of Los Angeles is an intriguing canvas for various forms of street art. Since the 1970s, when graffiti began appearing in urban areas, street artists risked arrest as they expressed themselves with paint and distinctive typography. During that time, Chaz Bojorquez, one of LA's first street writers, got his start tagging. He then traveled the world



RHOODS



to study how graphics and letters connote a sense of cultural identity. His work, and the works of many of the early street writers and artists, is now recognized as an important contribution to contemporary art.

Beyond tagging, though, are large murals rising from the blight in vivid color and staggering detail. They appear all over the city, on sides of buildings, in alleyways, and adorning freeway ramps. Scenes of history, pop culture, portraits, and abstract patterns bring brilliant color to dreary areas. The Mural Conservancy of Los Angeles is currently restoring several historic murals, many of which are in poorer neighborhoods.

Artist Jason Ostro, owner of Gabba Gallery in downtown LA, formed a public art initiative recently called The Alley Project, this mural-making collaborative is bringing artists from around the world to paint the alleys of Los Angeles, turning what were once eyesores into places people want to walk through and linger. Other cities like Atlanta, St. Louis, and Asheville have asked Ostro to help launch similar projects for them.

“The whole idea,” Ostro says in a recent LA Times article, “was turn blight into bright.”



STREET CHIC

VISIT FOUR OF THE COOLEST U.S. CITIES TO SEE HOW STREET STYLE HAS BECOME AN INTEGRAL PART OF THE SCENERY.

style is shared across the world, and the streets are where creativity, culture, and background can be expressed simply through what people are wearing. In the U.S. we have great style from coast to coast, yet each city is distinct. Join us on a trip through some of best.

SAN FRANCISCO, CALIFORNIA

Modern yet quirky, artistic yet technological, and urban yet surrounded by nature. This city's style is all about comfort, sustainability, and effortlessness. Drawing influences from its hippie population from the '60s and its current high-tech ventures, San Francisco style often mixes color and patterns with clean lines and modern shapes.

NEW YORK, NEW YORK

Living in a premiere fashion capital of the world, New Yorkers must have style. The key is sporting a lot of black while still keeping outfits interesting and dynamic. New Yorkers sport trends before any other place in the world. No matter the occasion, the style savvy have the accessories, brands, and designs of the moment, and each with their own impeccable style.



AUSTIN, TEXAS

Deemed the "Live Music Capital of the World," Austin, is a funky, artsy city, home to some of the most creative. Austin has always been unconventional, maintaining its laid-back vibe, which shows in its street style. Expect to see bohemian patterns, natural colors, and vintage pieces. The street style is bold and heavily inspired by the artistic and musical population, always "keeping Austin weird."

BOSTON, MASSACHUSETTS

Boston may be America's oldest city, but it's one of the most modern as well. This smart city, attracts the world's finest minds that also bring the best style — a style that is "sophisticated fun." Boston brims with casual sophistication and whimsy, creating the most interesting outfits. It's all about mixing classic with funky and layers, layers, layers. Boston is proof that being stylish is just plain smart. ☺

5 THINGS TO TRY THIS SUMMER

THE SUN IS OUT, THE SKY IS BLUE ...
TIME TO TRY SOMETHING NEW!

summer is upon us. Warm, sunny days stretch into golden evenings, and there's more time than ever to try something you've never done before. Exploring new activities and shaking up your routine can give you something to look forward to; it can also do wonders for your health and creativity. Take a look at these ideas and put one or two on your calendar today.


TRY ZIPLINING Back in 2012, 101-year-old Dorothy Custer celebrated her 101st birthday by ziplining over the Snake River in Twin Falls, Idaho; if she could do it, you can too! Find zipline tours all over the world and in most U.S. states where you can go for the glide in varied locales that range from a Costa Rican rainforest to an underground limestone mine in Kentucky.

ATTEND A MUSIC FESTIVAL From classic rock to folk to jazz, there's something for everyone at the many music festivals taking place all over the country (and the world) in summer 2016. Visit MusicFestivalWizard.com to find a venue near you.

GO WINE TASTING Even if you don't live in wine country, there are plenty of ways to get your sip on. Local restaurants often hold tastings, which is a great way to try new wines and expand your palate. Become an amateur oenophile by taking a local continuing education class where you'll get to taste some great wines, learn how they're made, and how to pair them with food. Or host an intimate wine party yourself; just provide the hors d'oeuvres and assign a different wine varietal for each guest to bring.



DO A MUD RUN Get down and dirty with one of these messy races. Recruit your friends to create a team and train together ahead of time (or just wing it for fun). Talk about photo ops! Find races at MudRunGuide.com.

VISIT A NATIONAL PARK Now is the perfect time to take advantage of The U.S. National Parks system's Centennial Celebration; fees are waived at all parks that charge admission on many dates in 2016. Lace up your hiking boots or grab the family and pack a picnic for a fun-filled day in nature. You can find a national park near you by searching FindYourPark.com. 

BareLuxury™

NOW IT'S PERSONAL

DRAMATIC, PROFESSIONAL RESULTS SERVED UP IN CONVENIENT, SANITARY PACKETTES. A COMPLETE 4-STEP SYSTEM IN EVERY BOX.

THE 4-STEP SYSTEM INCLUDES THE FOLLOWING:



step 1
PURIFYING
SOAK




step 2
DETOXIFYING
MASQUE



step 3
BUFFING
SCRUB



step 4
MASSAGE
BUTTER

The most refreshing innovation in professional foot and hand care! In four extraordinary aromas that will make over your client's mood as fast as you can make over their feet and hands. Just the right amount of product for maximum profit. A new ingenious layering process for no-mess, non-staining, clean-rinse formulas. A product system that helps detox and nourish the skin. A service approach that saves time, space and the need for expensive inventory. We thought of everything. 



CALM: Soothe your senses while gently coaxing your feet & hands into perfection.

MOOD: SOOTHED



ENERGY: Revive your senses while re-booting your energy.

MOOD: ELEVATED

DETOX: Detoxify dull, depleted feet & hands while reviving your senses.

MOOD: RECOVERED

RENEW: Restore depleted feet & hands while refreshing your spirits.

MOOD: REFRESHED



The Whiz Kid of Nails

BRYAN VU COMES FROM A FAMILY OF MORE THAN 40 NAIL PROFESSIONALS AND HAS BEEN DOING NAILS SINCE HE WAS 11 YEARS OLD. GET TO KNOW THIS HARD-WORKING, TALENTED HAND & NAIL HARMONY DOCTORATE PROFESSOR.

What inspired you to start doing nails? I believe that sometimes the occupation chooses you. I have been doing nails for more than 13 years. I am Vietnamese, and I come from a family in which 40 family members also do nails. Between the ages of 11 and 17, I went to my parents' salon every day after school to help out. I was surrounded by nails, but it wasn't until I went to my first Harmony educator training and studied with MaeLing Parrish and Sandy Borges that I became passionate. They guided me through everything, took time to help me and believed in me from the beginning. After seeing each demo nail I was so mesmerized that it ignited a fire inside me that I had never felt before. I knew I had developed a passion for something for the first time in my life.

What is it like to be a part of the Nail Alliance education team? It's like being part of a family that really understands me. Before joining the team, I felt lonely at times when I just wanted to talk about nails and do nails all day long. Now I am able to be around others like myself who eat, breathe, and sleep nail art and have a dedicated passion for the nail industry as well.

What was your first educator training like? I came knowing only what I was taught in a salon all my life. To be learning sculptured nails and hard gel extensions and being tested was nerve-wracking. I still remember the late nights after class with all the homework we had to do and turn in the next day. I felt as if it was much harder for me because I had not done any of the techniques before or dealt with what actual professional products felt like. Instead of going to dinner with everyone, I knew that if I really wanted this I would have to go above and

beyond, and that's exactly what I did. I practiced the techniques and used the products for the first time in my life, staying up till 5 a.m., forcing it into my brain. I was so determined that my want and need for it burned through being sleepy or hungry. After the training and testing I waited for the results and I was shocked that I had made it as Hand & Nail Harmony's Bachelor Educator. One year after that, I tested again and received the role of Valedictorian of the training and Master Educator.

How do you find inspiration for different nail art designs? I believe that art is all around us; we're surrounded by art every single day. I get inspiration from wallpaper, carpet patterns, and nature. Something that I learned through Harmony's education was how to transfer my inspiration from my head to my nails. A well-composed design will show organization. This is especially important for the extra-long nails I make.

If you weren't in this industry, what else would you be doing for a living? If I wasn't doing nails I would definitely be a chef. I love food! That's why I can lose weight and gain it all back super fast! And I love the artistic presentation of food as well. I would say I am someone who eats with their eyes first.

What is your favorite Gelish color and/or collection? One of my favorite Gelish colors has to be Champagne. Even the name sounds fancy! That color is always in my educator kit because I can always find a way to use it. It's a very, very fine white iridescent shimmer that is almost like fairy dust. It can be mixed or layered with any color to enhance its look and you can never go wrong with a bit of bling! 

A black and white portrait of a young man with dark hair, wearing a dark button-down shirt. He is looking slightly to the right of the camera with a gentle smile. The background is a plain, light-colored wall.

I knew I had
developed a
passion for
something for
the first time
in my life.

—Bryan Vu



LITHUANIA!

Ready, Set, Gelish!



February 2016 marked a major event for Hand & Nail Harmony Dean of Education, Krasimira Petrova-Krumova, as she coordinated three huge educational and promotional events in Lithuania. The events took place in the major cities of Klaipeda, Kaunas and Vilnius with over 300 people in attendance. At the events, fans of Gelish were able to interact with Krasimira while learning more about the product, watching interactive application demonstrations and getting a sneak peek at some of the new collections. Great job Krasimira and thank you to everyone in Lithuania who planned and attended the events!



DENMARK!

Team Harmony is the World's Finest

Congratulations to Team Harmony Denmark who smashed the competition at the Danish Championships in Copenhagen, Denmark. The team took both 1st and 2nd place in the Hard Gel Pro Division, 1st place in the Soak-Off Manicure Division, 1st place in Acrylic Sculpture Division and 3rd place in the Fantasy Nail Art Division. Amazing job team! We are proud of your hard work and dedication. Keep up the great work!

BULGARIA!

Blagodarya (Thank You) from Nail Style

Premium Beauty Partners from Bulgaria is a great distributor of Hand & Nail Harmony, Gelish and Morgan Taylor. Their commitment to the brands truly blows us away. We would like to share some exciting news from Bulgaria; Nail Style is now available translated and printed in Bulgarian! We just love that Nail Style is global and we can't wait to see where it ends up next!





BREA, USA↑

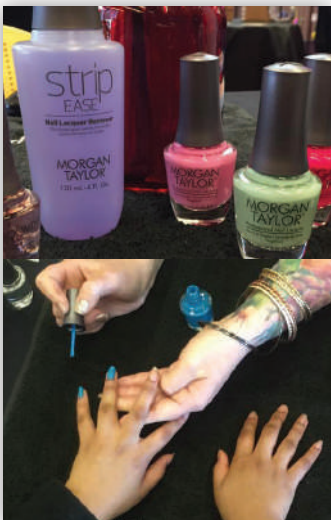
Bring in the A-Game Art!

When we first announced the Gelish and Morgan Taylor Street Beat collection for Summer 2016, we tasked our educators to come up with some amazing nail art to match the collection. We knew that our team of talented artists would dream up the funky, the fresh and the downright fabulous. Take a look and get inspired to create a beat of your very own!

NORTH CAROLINA, USA↓

Morgan Taylor Makes a Difference

March was a great month for Morgan Taylor as the brand was involved in the 2016 Prom Project founded by the Girl Talk Foundation, Inc. The drive took place on March 6th, where over 400 girls from the local community gathered to pick out their perfect prom dress and accessories all free of charge. The event also included a 90-minute seminar where the girls learned about Prom Night etiquette and safety from law enforcement experts. During their special day of dream dress shopping, the girls were treated to a Morgan Taylor manicure to sweeten the deal. We are honored to have been part of such a great event that gives back to well-deserving girls! 📍



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 **gelish** SOAK-OFF® GEL POLISH Infused Technology™