

American*Looks*

FALL/WINTER COLLECTION

2003 BEHIND THE SCENES



I've said it before, and I'll say it again – what NCA members have most in common is that we care – about our industry, and our personal and professional communities.

This edition of American Looks provides some amazing examples of that caring spirit. Look Good...Feel Better embodies the positive feelings that our members share for their communities. NCA's new non-profit project, the Salons Against Domestic Abuse Fund is launching "Cut It Out", a program that will open up new opportunities for members to help others – and, in some cases, themselves.

Our industry partners and sponsors "volunteer" in other ways. A dozen top industry executives volunteer their time and corporate resources to help NCA be the best we can be as a part of NCA's President's Advisory Council. Additionally, leading manufacturers and service providers in our industry offer NCA members exclusive discounts and savings programs that help support our efforts. Many examples of their "caring" were featured in last month's American Looks benefits update.

NCA's Design Team and our Americas' and State Education Committee members around the country have always been some of our most caring and generous members. Each year, these

save the date...

July 12-14, 2003

Chicago's O'Hare Marriot

**NCA's Americas and State
Educational Committee
Summer Event**

NCA's State Leadership Meeting

Open exclusively to members of NCA's Educational Committees and elected volunteer state leadership. For information contact that NCA office at 312-673-5910, or email NCA1@sba.com.

For Hotel Reservations call 1-888-236-2427



NATIONAL COSMETOLOGY ASSOCIATION

401 North Michigan Ave. Chicago, IL 60611-4267

member services: 312.527.6765 fax: 312.464.6118 email: NCA1@sba.com

Executive Director,
Gordon Miller ext.13303

**“NATURAL
BALANCE”**

AmericanLooks

NCA

FALL/WINTER COLLECTION

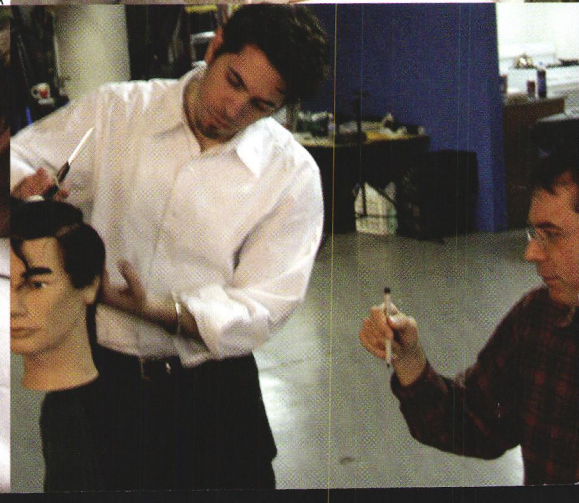
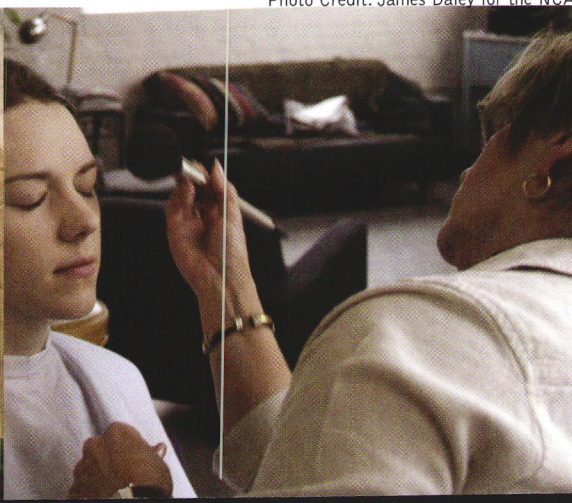
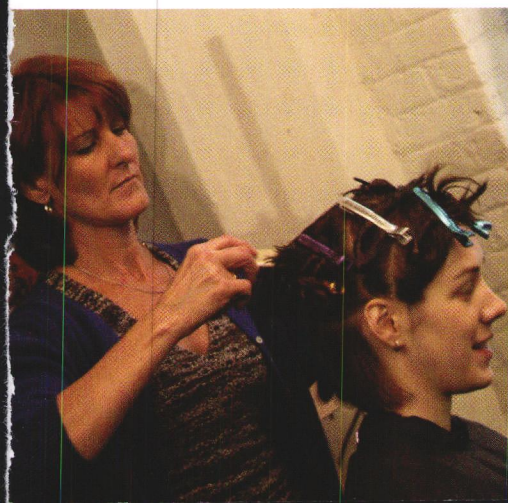
NCA's latest Collection will be sent to all members in early August as a part of our next Studio Fashion Book. Highlights will also be included in upcoming American Looks. Here's a look at just some of the hard work that goes into creating this exclusive member benefit.



NCA Design Team for Fall/Winter 2003

Pictured from Left to Right: Women's Hair Designer **Steven Porter**, Louisville, KY; Nail Designer **Barb Wetzel**, La Grange, IL; Makeup Designer **Diane Cook**, Bluffton, SC; Women's Hair Designer **Peggy Sue Schmoldt**, Westminster, CO; and Men's Hair Designer **Anthony Vozzolo**, Commack, NY.

Photo Credit: James Daley for the NCA



AmericanLooks



Salons Against Domestic Abuse

Cut It Out: Salons Against Domestic Abuse

NCA, Clairol Professional and Southern Living At HOME, rally the salon industry with a new program to raise awareness about domestic abuse – and you can be a part of it!

NCA and Clairol Professional announced recently that they are partnering with *Southern Living At HOME* on **Cut It Out** a program of NCA's new **Salons Against Domestic Abuse Fund** dedicated to raising awareness and training salon professionals to combat the epidemic of domestic abuse in this country.

"In the salon industry, we hear and see things other people don't," said Jeanne Matson, General Manager of Clairol Professional. "Because of the close relationship between salon professionals and their clients, salon professionals are often the first to see that a woman is being abused. We joined this partnership because we believe that the salon is a natural environment for clients to become more aware of the issue and to learn how to get help."

"As an organization representing all salon professionals, NCA is aware of the opportunity that salons present to reach out into communities to help women (and some men) who are victims of this terrible social phenomenon," said NCA President Robert James. "We know that the salon is a haven for clients who want to get away from everyday stress. We plan to educate salon professionals about the warning signs of abuse and teach them to safely provide information. We believe that this program will truly make a positive contribution to the lives of many victims and potential victims of domestic abuse."

Cut It Out was initiated in 2001 in Alabama by The Women's Fund of Greater Birmingham. "We are delighted to participate in the national expansion of **Cut It Out**," said Dianne Mooney, Grants Allocation Chair of The Women's Fund and Executive Director of *Southern Living At HOME*. "To date, approximately 500 Alabama salons have participated in training on domestic abuse. Each is now equipped to provide local resources and information to help abused clients."

Cut It Out will begin its national rollout following the introduction of an educational awareness program at NCA's upcoming State Leadership Program in Chicago later this month. Educational brochures that address domestic abuse and provide the phone number for the National Domestic Violence Hotline (1-800-799-SAFE) are already available through the program. This number is toll-free from anywhere in the U.S., Puerto Rico, or the U.S. Virgin Islands and is staffed by trained counselors around the clock. Its services are bilingual (English and Spanish).

The **Cut It Out** brochures are available to salons in sets of 25 for distribution in salon reception areas and dressing rooms. Brochures are bilingual (English/Spanish). To order **Cut It Out** brochures, call 1-800-383-0210. For information on how you can participate as a Cut it Out volunteer, call the NCA office at 312-673-5760.

About Clairol Professional:

Clairol Professional has been a leader in salon haircolor for over 70 years. Its flagship brand, Miss Clairol Professional®, is carried in more salons than any other permanent haircolor product. Clairol Professional also leads the professional lightener category with its family of lighteners (Basic White®, BW2®, and Kaleidocolors®). Other Clairol Professional brands include Second Nature®, Complements®, Beautiful Collection® and Textures & Tones®. Clairol Professional is owned by P&G. P&G markets approximately 250 brands and employs nearly 106,000 people in more than 80 countries worldwide. The P&G beauty business had approximately \$7.3 billion in global sales in fiscal year 2000/01, making it one of the world's largest beauty companies. Its beauty brands span all categories including hair care and color, skin care, and cosmetics.

About Southern Living At HOME

Southern Living At HOME, is the direct selling division of Southern Progress Corporation, a division of Time Inc. and is the fastest growing party plan business in the history of direct sales. With a mission of fostering the Spirit of Generosity, *Southern Living At HOME* is proud to sponsor this important program that empowers women and protects their safety.

american **salon**

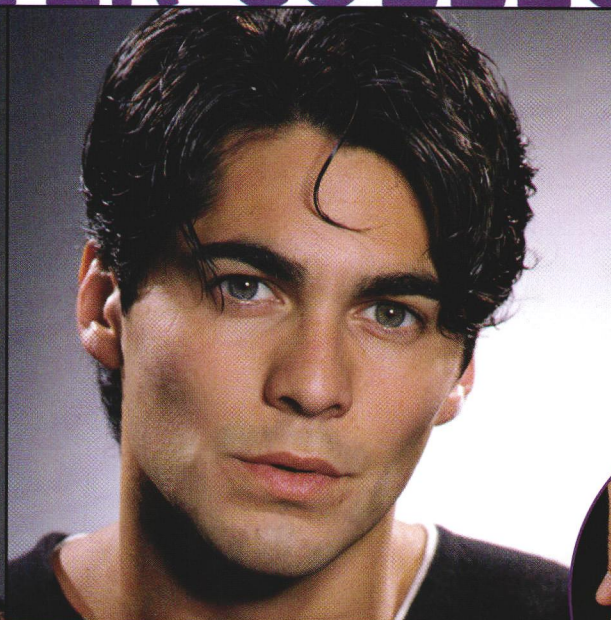
BEAUTY FIRST

AUGUST 2003

presents...

American*Looks*

FALL/WINTER COLLECTION



AmericanLooks



TAKING THE LEAD

ROBERT JAMES, NCA PRESIDENT

Beginning in September, NCA will offer a new membership option to all new and renewing members.

As I've often said, NCA members share one attribute more than any other - we care. We care about our profession, our careers, our communities and one another. In years past, that caring most often showed itself in the volunteer activities and programs that occurred at NCA's local and state affiliate levels.

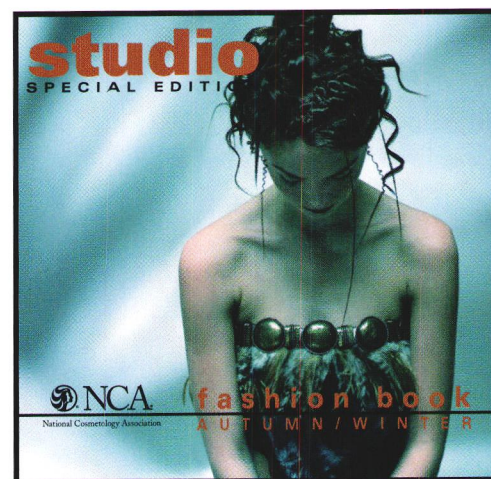
Over the course of time, however, life for many has become so busy that they find little to no time to be involved directly. This causes many members to question their reason for belonging - as NCA for most has always meant "being involved".

In recognition of this change, NCA's Delegates voted to institute a "national membership" category. This provides a reduced dues rate for those who choose not to receive state and local benefits while continuing to support their national association.

National members will continue to receive benefits provided directly by the national office - including American Salon Magazine, free trade show admission to the Chicago Midwest Beauty Show and IBS New York, as well as the Studio Fashion books, our partner discount programs (featured in last month's American Looks), and much more.

watch your mail...

Fall/Winter Studio Fashion Book



Scheduled for mailing to all NCA members in mid-August.



NATIONAL COSMETOLOGY ASSOCIATION

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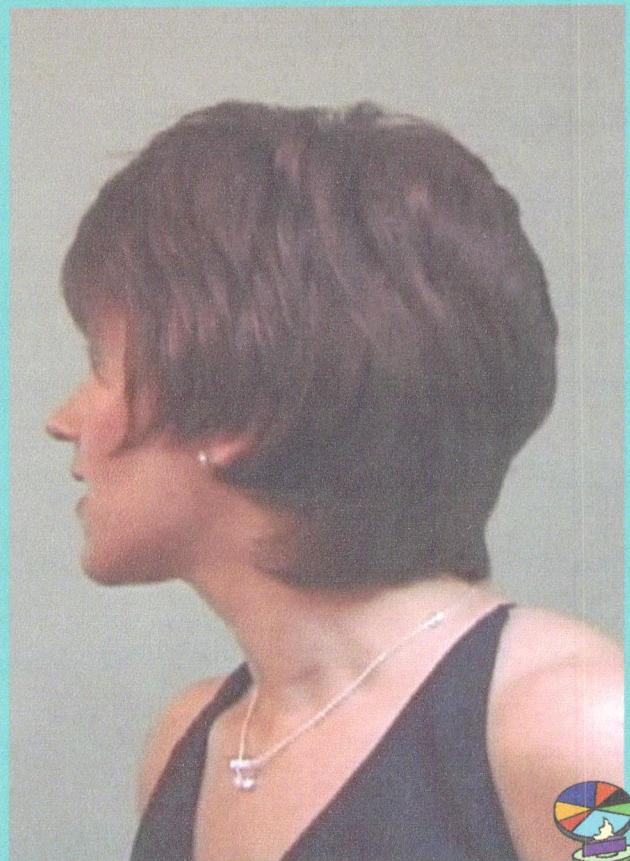
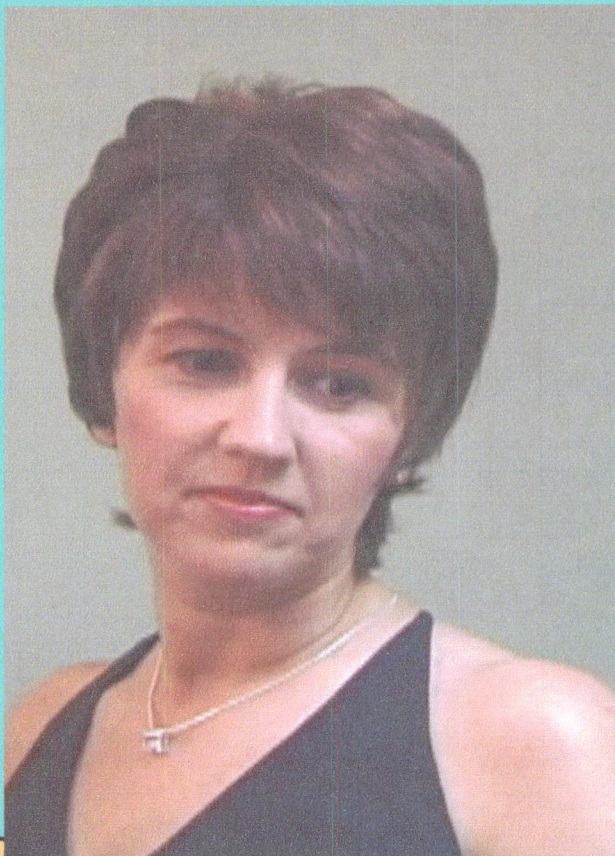
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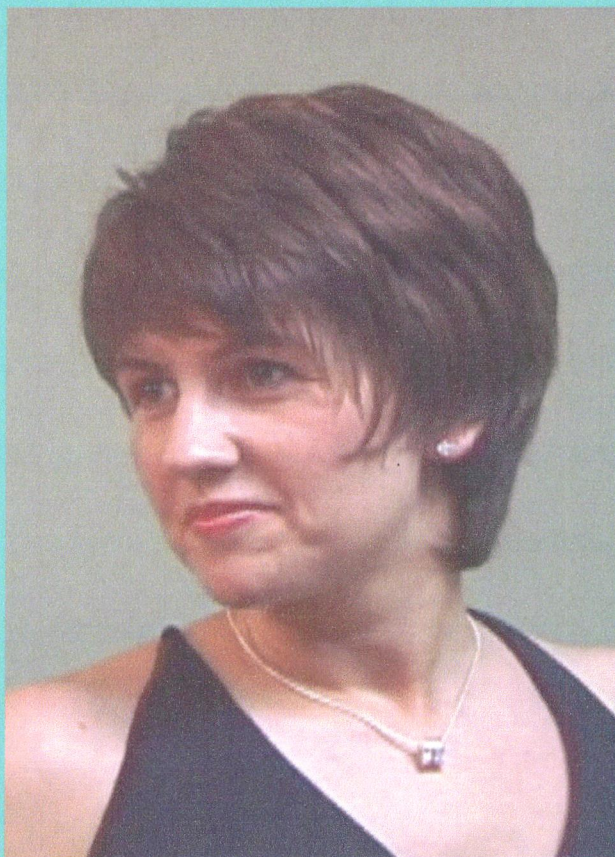
Office Manager
Kathy Broemmel ext.14935

Insurance Services

Ladies' Short Hair



Ladies' Short Hair



SES

Ladies' Mid Length Hair



SES

Ladies' Mid Length Hair

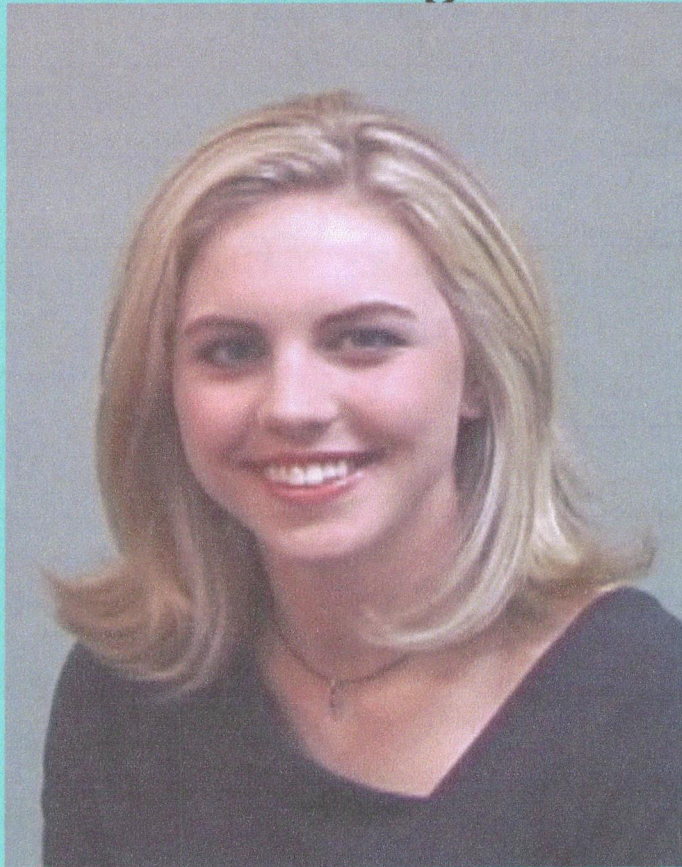


SES

Ladies' Long Hair

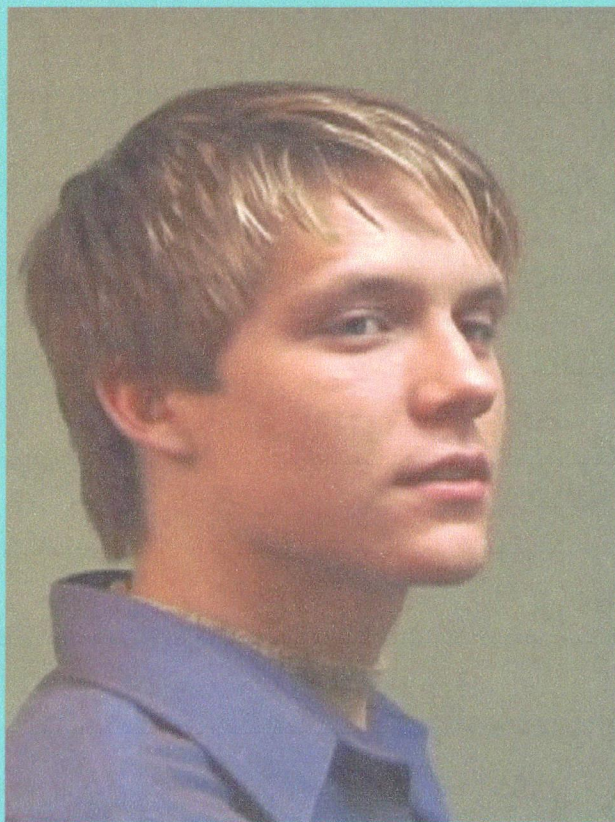


Ladies' Long Hair



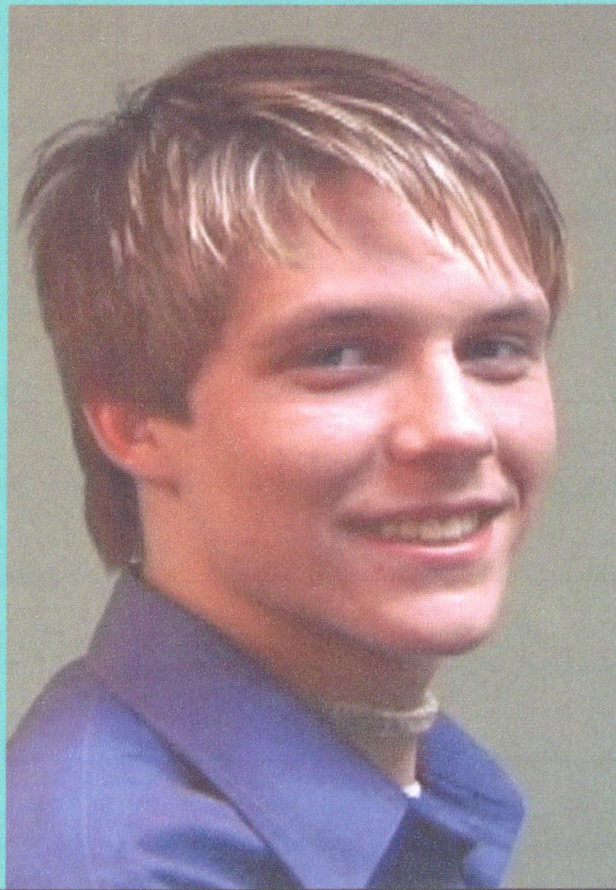
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Men's Short Hair



SES

Men's Short Hair



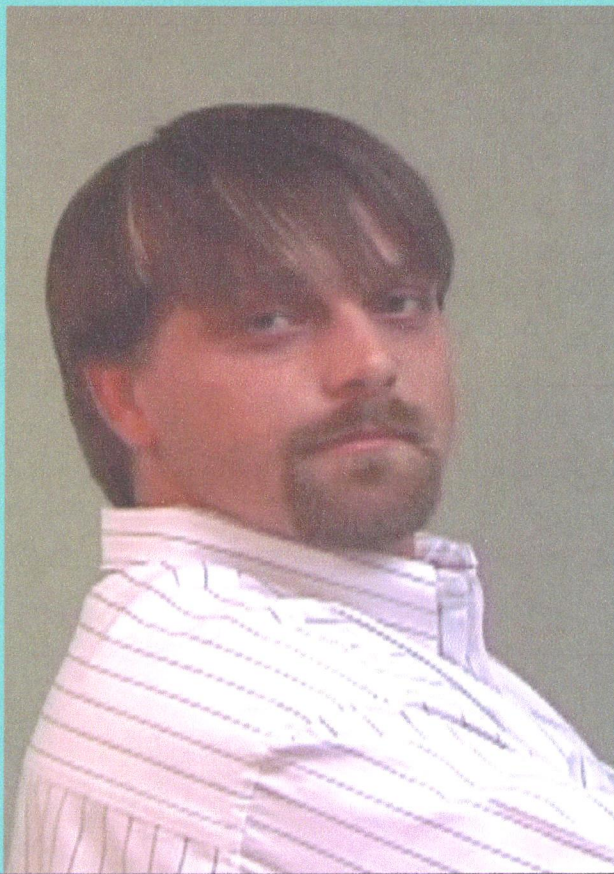
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Men's Mid Length Hair



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Men's Mid Length Hair

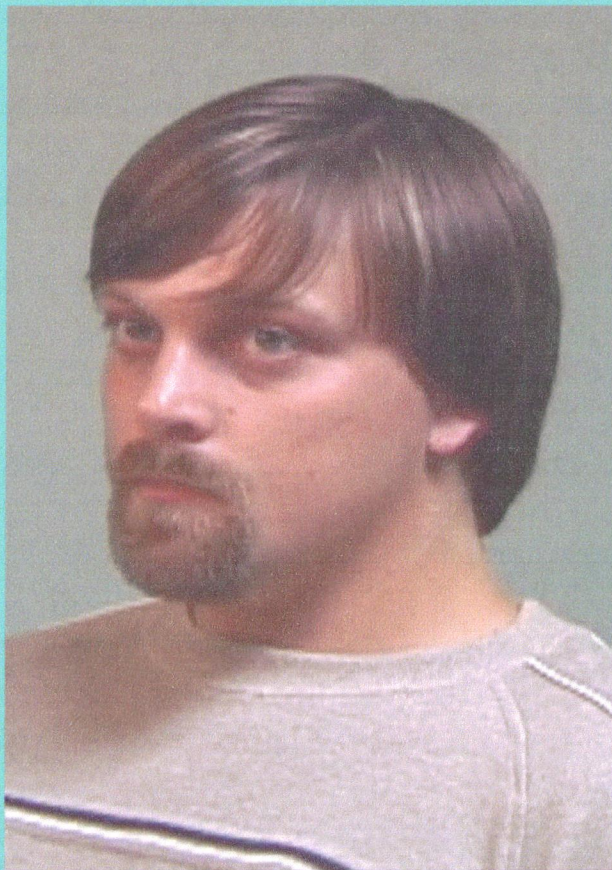


SES

Mens' Long Hair

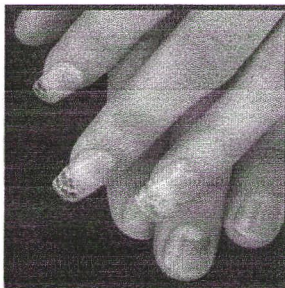
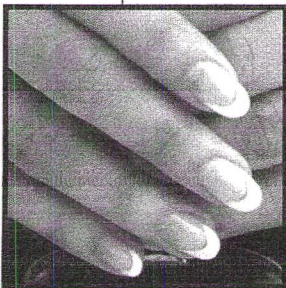
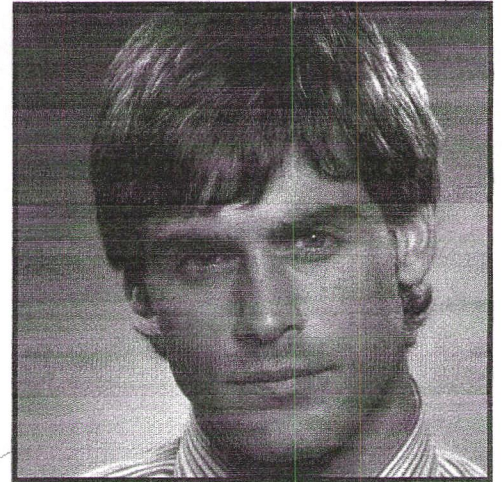
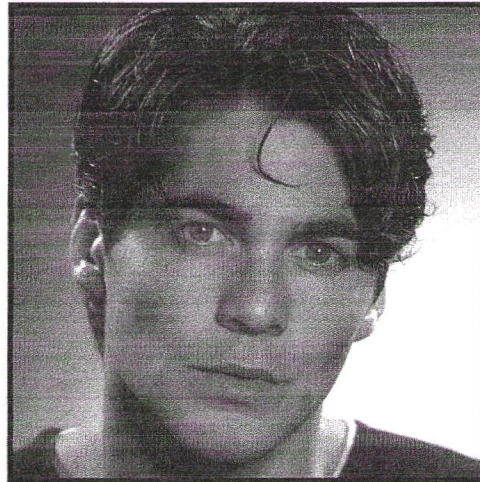
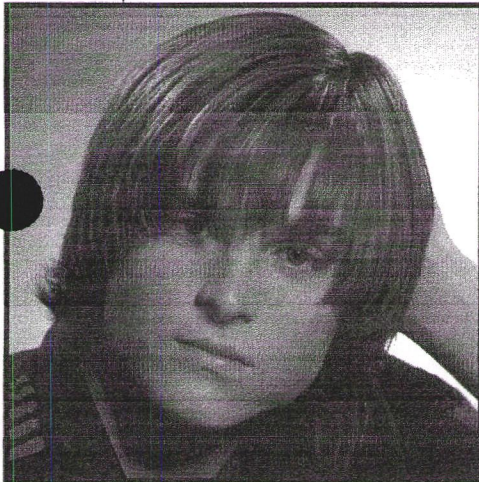
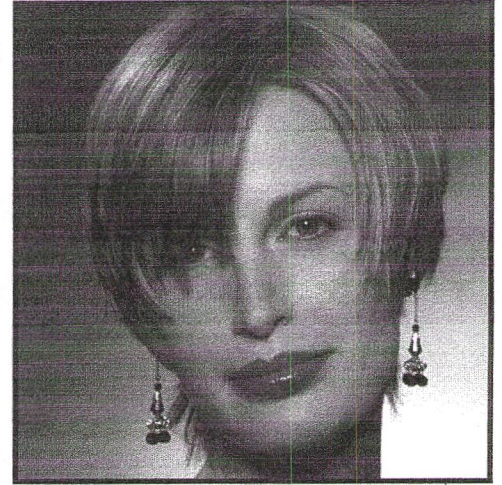


Men's Long Hair



SES

NATURAL BALANCE

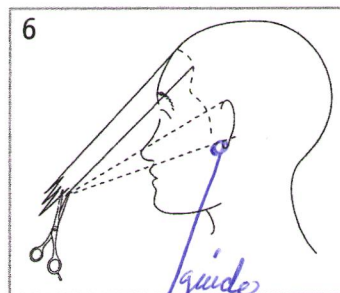
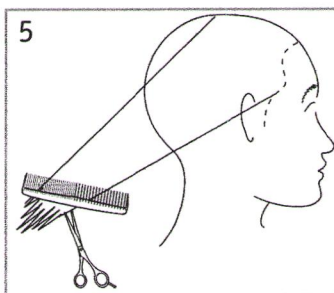
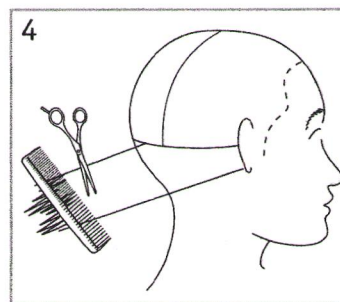
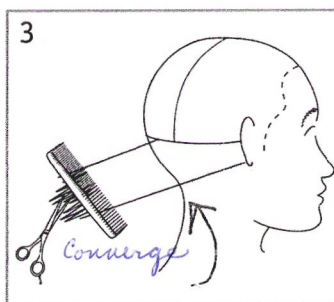
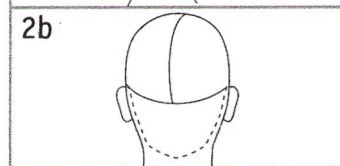
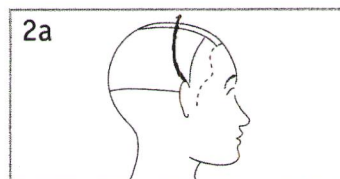
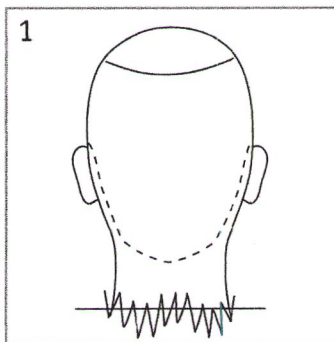


NCA 2003
Fall/Winter
Collection
Design Team

LADIES LONG



1. Comb hair into natural fall. Establish horizontal perimeter length, at least 6" below the nape hairline.
2. Section from the front hairline back to the occipital bone. Vertically section the frontal area from the high point of the head to the front of each ear, and from in front of each ear, horizontally, across the occipital bone.
3. Comb the entire nape section up to a horizontal line parallel to the occipital part. Using the hair from the nape as a guide, texture cut 2/3 of the hair remaining beyond this guide. (1/3 for fine or thin hair).
Converge toward center
4. Still holding this section, texturize by removing 1/3 of the hair at the top of this section, 2/3 out from the occipital part. Point cut with shears.
5. Release the right crown section. Comb hair to the same plane as the previous section (horizontal at the occipital part). Texturize by removing 1/3 of the hair from the bottom of this section, 2/3 out from the occipital part. Point cut using shears. Repeat on the opposite side.
6. Comb both sides of the frontal section horizontal to the mouth. The side pieces form a guide. Point cut this guide. If desired, remove density by parallel blading.

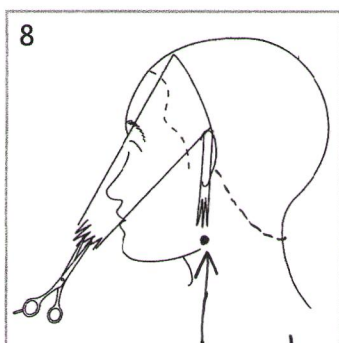
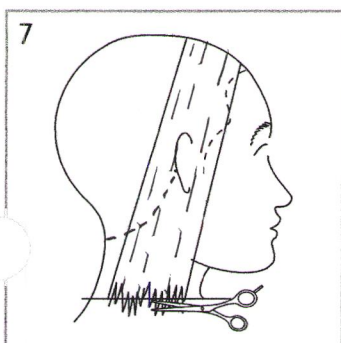
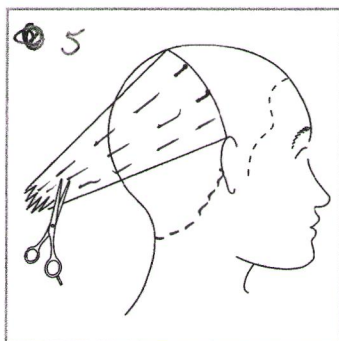
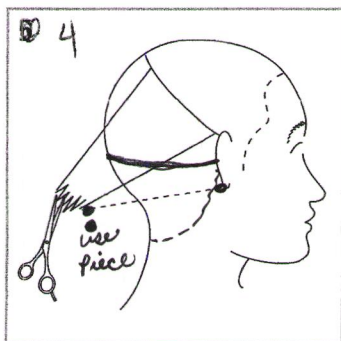
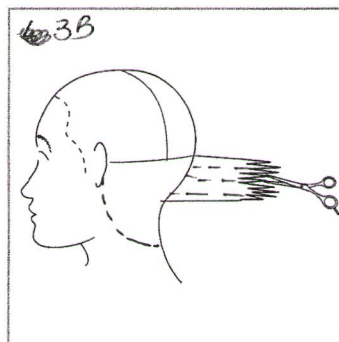
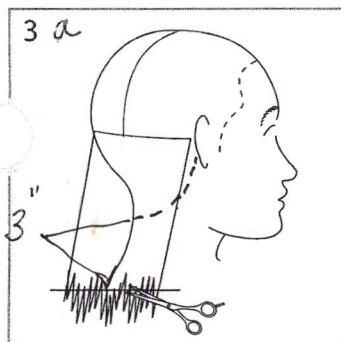
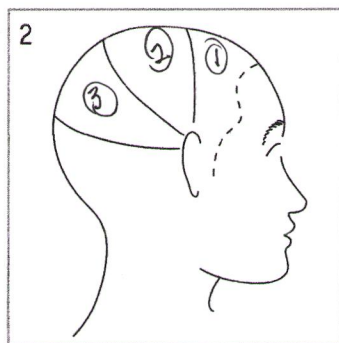
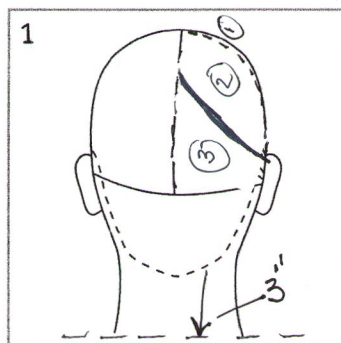


COLOR

1. Using two cream-based colors, apply the first color 1" around the hairline and 1/2" on either side of the part line.
2. Working horizontally down one side of the part line, pick up a 1/4" panel and apply the second color using the hands to work it in. Lay this panel over the top of the head. Pick up a second 1/4" panel and repeat.
3. Apply the first color to two 1/4" slices, and lay over the top of the head. (Two 1/4" slices are used instead of one 1/2" slice to get better saturation.)
4. Alternate down the side, ending with the same color around the hairline as was used around the face. Lay the sections back down the side of the head and repeat on the other side.
5. Work across the crown, starting with a 1" section of the same color that was used on the part and around the hairline. Alternate colors down the back in the same manner. Process using normal time.



LADIES MIDLENGTH



1. Section from the front hairline back to the occipital bone. Section the frontal area from the high point of the head, vertically, to the front of each ear, then from in front of each ear, horizontally, across the occipital bone.

2. Subdivide the crown section into 3 diagonal sections, pivoting from the top of the ear.

3. In the nape section, comb hair into natural fall, keeping the head straight up. Establish a horizontal perimeter length, cutting 3" below the nape hairline with zero elevation.

4. Overdirect the right half of the nape section to the center line. Hold vertically at 90° to the occipital part, and remove the corner by point cutting. Repeat on the other side.

5. Release the right lower crown section. Converge the lower section to a horizontal plane at the occipital part. Point cut using a piece from below as a stationary guide. Parallel blade cut to remove 1/3 of the hair density from the ends.

6. Release the middle section, converge to the occipital part and point cut to the same stationary guide. Comb 90° out from the lower part line, and parallel blade cut as in the previous section.

7. Repeat in the top section. Repeat on the other side.

8. Release the right frontal area. Comb down and back. Using the side as a stationary guide, remove excess length. Repeat on the other side.

9. Converge the entire frontal section forward. Where the side pieces drop out, point cut. Parallel blade cut to remove density from the ends.

PARALLEL BLADE CUTTING

Cutting into the ends of the hair with the full shear blade parallel to the strand. This technique allows the blunt line of the ends to be softened and "melted" into the style line.

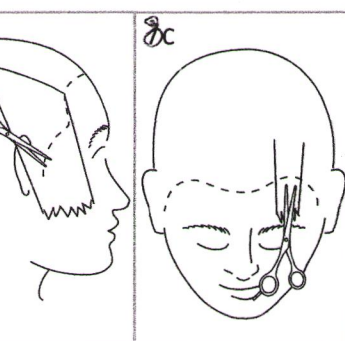
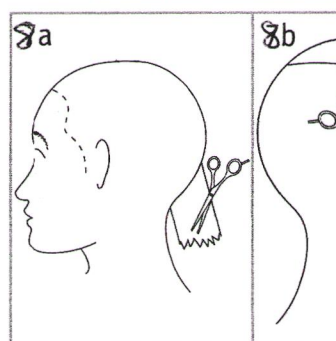
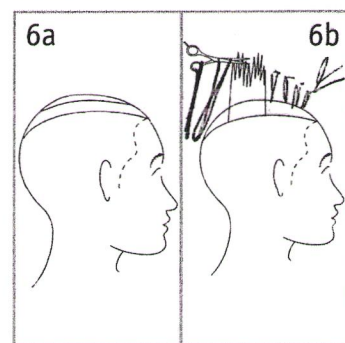
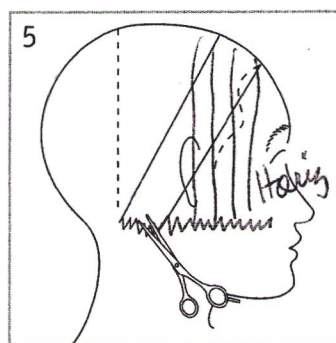
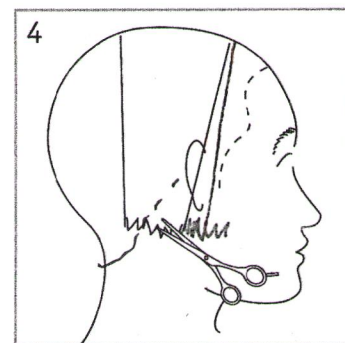
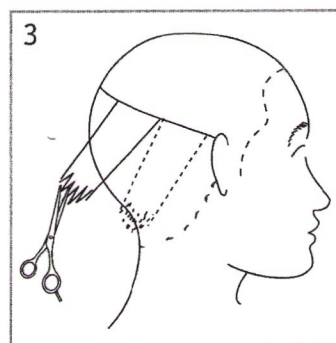
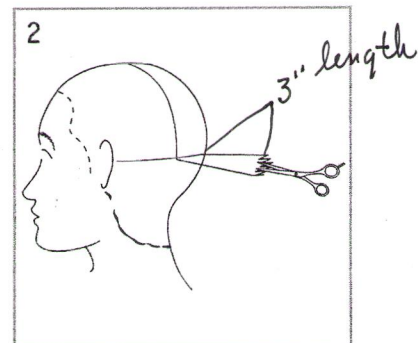
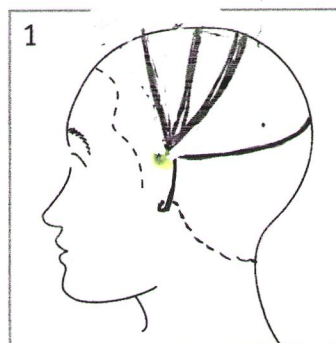
LADIES SHORT



1. Section from the front hairline back to the occipital bone. Section the frontal area from the high point of the head, vertically, to the front of each ear, then from in front of each ear, horizontally, across the occipital bone. Subdivide the crown sections into 3 diagonal sections pivoting from the top of the ear.

*converge to horizontal line
Don't condense*

2. Starting at the right nape, comb hair to 90° from the occipital part, and point cut to 3". This becomes a **stationary** guide. Continue across this section.



3. Comb the top section to its natural fall and point cut parallel to the floor, using the earlobes and the previous section as guides.

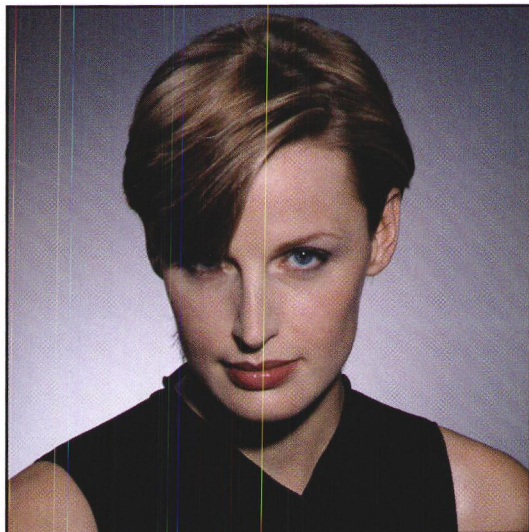
5. Comb the front section to the side and point cut straight across using a piece from the side as a guide. Converge the entire section to the nose, point cutting straight across, using the nose as a guide.

- 6A. Section a 1" panel from the front hairline to the occipital. In the crown area, comb the panel 90° and cut using a guide from the lower crown. Continue working forward using this as a traveling guide.

- 6B. Using the center panel as a stationary guide, comb the sides up and point cut. Work from the opposite side. Repeat on the other side.

8. Slide cut nape and interior for added texture.
ABC.

AmericanLooks

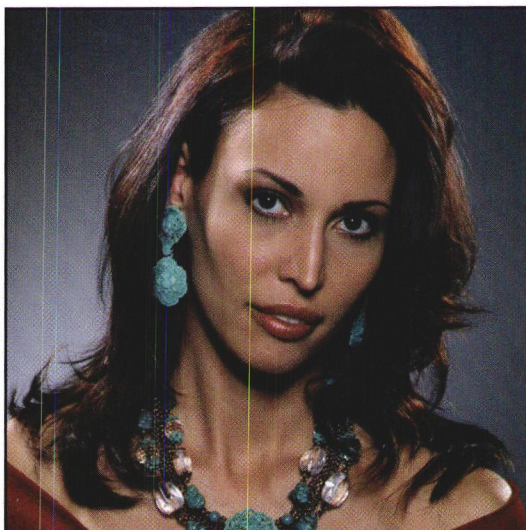
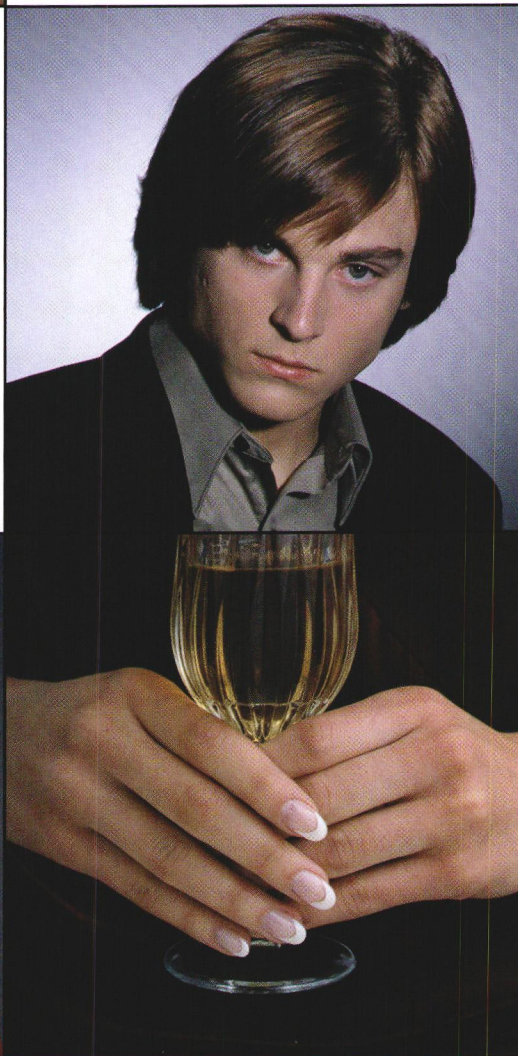


Design Team's "Natural Balance" in Hair & Beauty for Fall/Winter 2003

Inspired by nature's simple application of balance and order, the NCA's Fall/Winter 2003 fashion theme is an appreciation of the beauty in nature that surrounds and comforts us in our everyday lives. We can look as good as we feel with this season's selection of colors and textures that are personalized for every individual.

Nca's "Natural Balance," for a better self, better service to clients and to each other also inspires peace and tranquility during these times of conflict throughout the world and often in our own stressful lives.

Borrowing from eastern influences of balance and harmony, the looks that inspire the NCA members' creativity and the world of global fashion this season are those where outer beauty is a reflection of inner beauty and always in balance with nature.



"MORE" for Fall/Winter 2003. NCA sees more volume to complement the season's body-hugging and sharply tailored shapes and fabrics, and more weightiness in the earth tones and shimmers of copper, platinum and pewter that accent and accessorize hair, make-up and nails. The NCA Design Team also believes that the season's down-to-earth sophistication and elegance present endless options for creating more for each salon client.

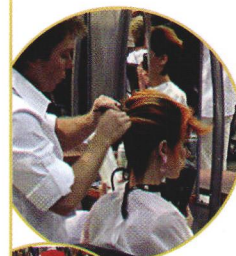
NCA American Looks

COMPETITIONS

PREMIER SHOW - Orlando, Florida
Sunday, August 24, 2003

Following the success of the 2002 World Championships in Las Vegas, NCA has expanded its commitment to providing students and professionals an ongoing platform for creative expression through the art of competition.

As members of the world hairdressing community and the Organisation Mondial Coiffure (OMC), NCA is proud to host a new competitive event during the upcoming Premier Show, August 24, 2003 in Orlando, Florida. Both students and professionals will be showing off their talents at one of the USA's most prestigious shows, attended by well over 30,000 professionals annually.



PROUD SPONSORS



hair cuttery.

it's all inside:

JCPenney's salon



TONI&GUY
HAIRDRESSING

VIDAL SASSOON

HOSTED BY

NCA

premiereorlando2003

COMPETITION SCHEDULE • Sunday, August 24, 2003

STUDENTS

Ladies Cut, Color and Design (includes Color Award)*
Competition begins 12:00pm

Ladies Bridal Design on Long Hair*
Competition begins 2:15pm

Ladies Ethnic Evening Design on Long Hair*
Competition begins 3:30pm

PROFESSIONALS

Technical Consumer and Color Award (Test One)
Competition begins 8:30am

Hair by Nite (Test Two)
Competition begins 10:15am

Fashion Cut and Style (and Color Award)
Competition begins 1:00pm

Chignon on Long Hair
Competition begins 2:30pm

Black Trophy – Fashionable Evening Style
Competition begins 9:00am

* On mannequins. See official rules for instructions.

SPECIAL ANNOUNCEMENT

NCA is holding the Prestigious "American Zone" (OMC) Competition for member countries USA, Canada and Puerto Rico, Central America and South America. During the Chicago Midwest Beauty Show 2004 in Chicago, Illinois.

**February 28 -
 March 1, 2004**

Chicago Midwest
Beauty Show
America's Beauty Show

OVER \$10,000 IN CASH AWARDS AND SCHOLARSHIPS!

For more detailed information on schedules and registration requirements go online to www.premiershows.com or www.pivot-point.com. To request a copy of the competition rules and/or registration form, call the Premier Show at 800.335.7469. For additional information regarding the rules or competitions, call the NCA office at 312.673.5760.

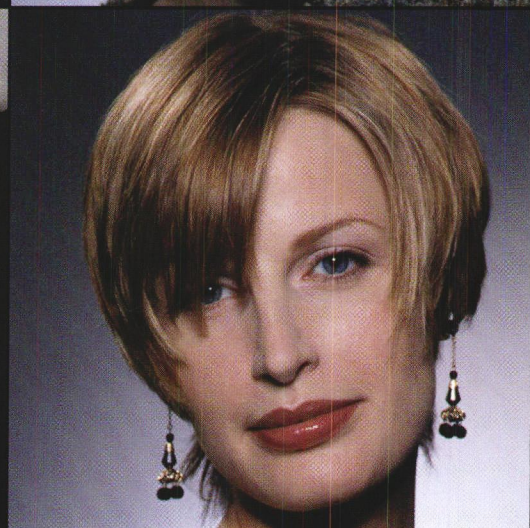
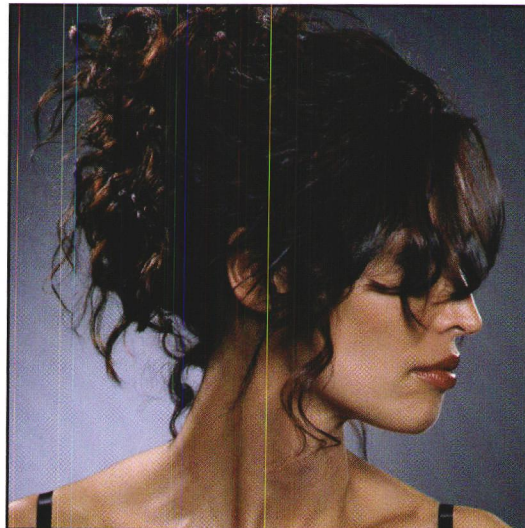
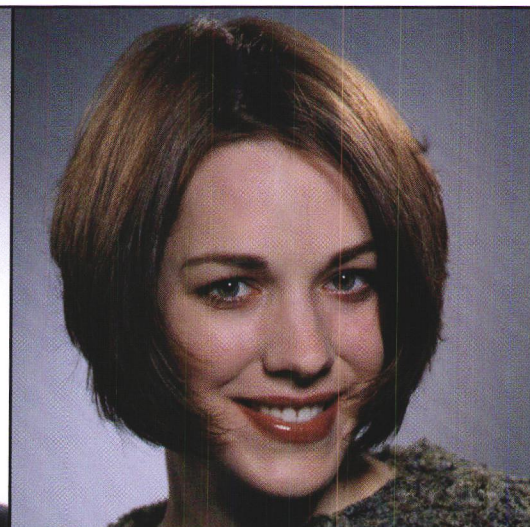
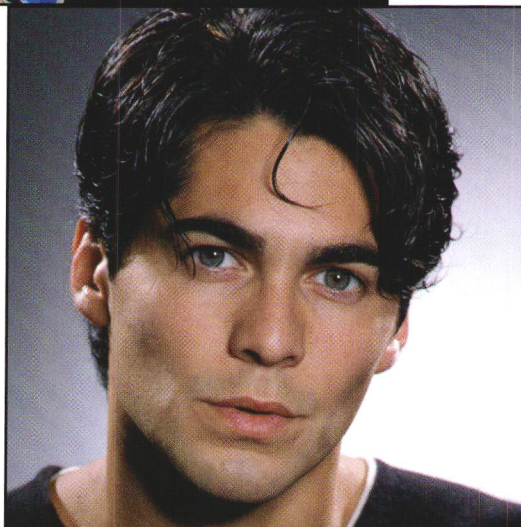
AmericanLooks



NCA Design Team for Fall/Winter 2003

Pictured from Left to Right: Women's Hair Designer **Steven Porter**, Louisville, KY; Nail Designer **Barb Wetzel**, La Grange, IL; Makeup Designer **Diane Cook**, Bluffton, SC; Women's Hair Designer **Peggy Sue Schmoldt**, Westminster, CO; and Men's Hair Designer **Anthony Vozzolo**, Commack, NY.

More FreeStyles, RomanticStyles and StrongStyles than ever will give every client a chance to express his or her own natural balance in his or her fashion choices.



Co-sponsors of the NCA Fall/Winter 2003 Collection are Clairol Professional, Sally Beauty Company and The Joseph L. Weir Trust.

The collection is featured in a special member edition of *STUDIO*, sent free to all NCA members to share with and inspire their clients.

AmericanLooks

CUT IT OUT

Salons Against Domestic Abuse Fund

CUT IT OUT is a program of the NCA's Salons Against Domestic Abuse Fund and is dedicated to mobilizing salon professionals and others to fight domestic abuse in communities across the United States. This program was created in partnership with Clairol Professional and Southern Living at Home.

To help launch this important new program, a poster is being produced for use in salon restrooms and dressing rooms. The goal of the poster is raise awareness of National Domestic Violence Hotline as a resource for those in need.

Signs that a client or someone you know may be abused:

One sign does not prove abuse. However, a combination of them, or repeated signs, may indicate abuse.

- Bruising in different stages of healing, especially if the bruising is in areas not usually seen by others, such as the scalp
- Bald spots indicating hair has been torn or pulled out
- Frequent injuries, especially with unusual explanations
- Injuries not seen but indicated by general mobility difficulties due to soreness, tenderness, bruising
- Isolation from friends and family
- Low self-esteem, a sense that she doesn't deserve better treatment
- Self-blame or unrealistic guilt ("It's my fault, I shouldn't have made him mad.")
- Partner always accompanies client to appointments or waits outside in the parking lot
- Fear of the partner, insecurity about his actions

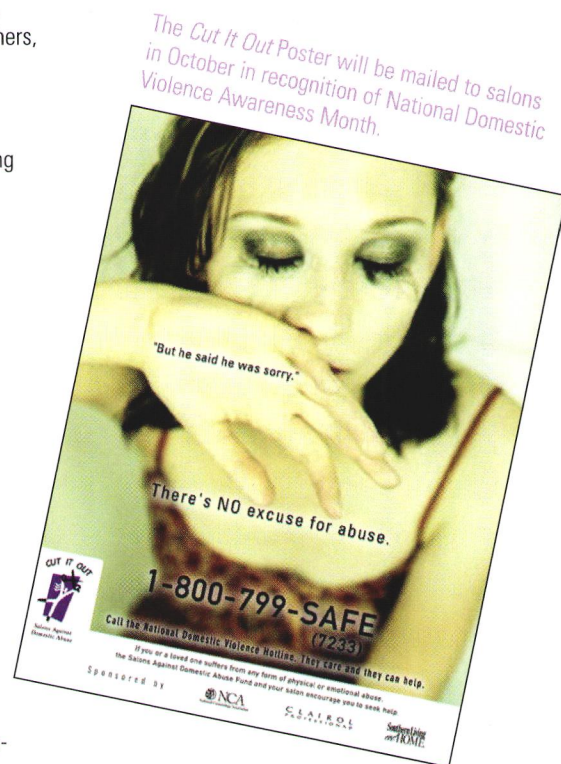
You may also notice the following behavior:

- The partner dictates the frequency of her salon visits
- The partner will not allow her to change her hair color or style
- The partner is controlling or excessively jealous

What can you do if a client or someone you know is being abused?

- **Believe** the person who tells you that she is being abused. Her abuser may have her convinced that she is at fault or that she doesn't deserve better treatment.
- Keep whatever she tells you **confidential**. Her life may be at stake.
- Gently **guide her to find help**. Suggest that she contact her local domestic violence agency or call the **National Domestic Violence Hotline (1-800-799-SAFE)**. Suggest that she needs to consult a qualified, objective third party.
- **Don't try to fix the problem** for her or become her counselor – your local domestic violence agency is staffed with trained personnel to counsel victims and help to ensure their safety. All have access to a shelter or safe house. Don't put yourself in harm's way or increase the danger for the victim by getting in the middle.

Help others to understand that domestic violence is absolutely, totally unacceptable and usually escalates over time. Have the number of your local agency or the **National Domestic Violence Hotline number (1-800-799-7233)** readily available.



National Resources

Family Violence Prevention Fund
www.endabuse.org (link)
383 Rhode Island Street, Ste. 304
San Francisco, CA 94103
(415) 252-8900

Sanctuary For Families
www.sanctuaryforfamilies.org
P.O. Box 1406
Wall Street Station
New York, NY 10268
(212) 349-6009

National Network to End Domestic Violence
www.nnedv.org (link)
660 Pennsylvania Ave, SE, Ste. 303
Washington, D.C. 20003
(202) 543-5566

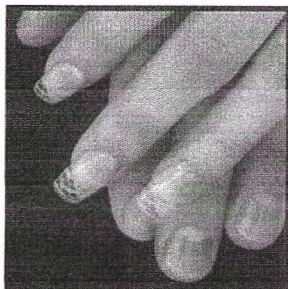
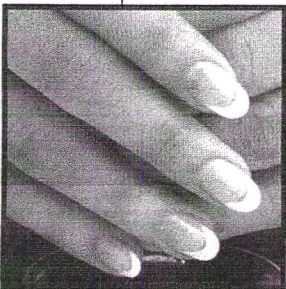
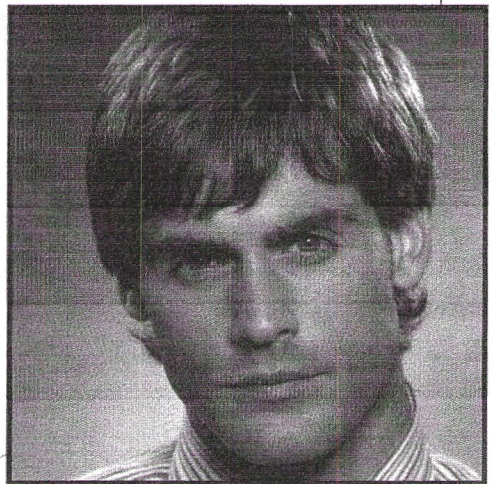
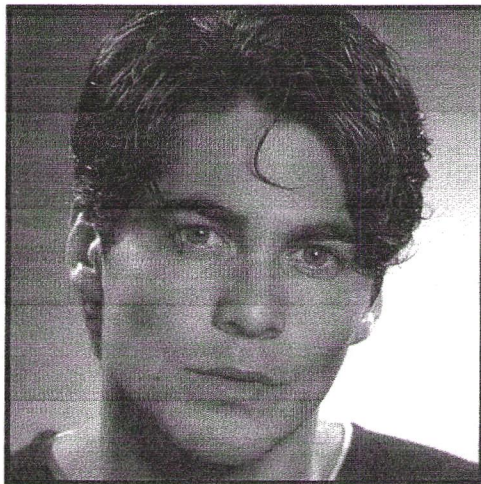
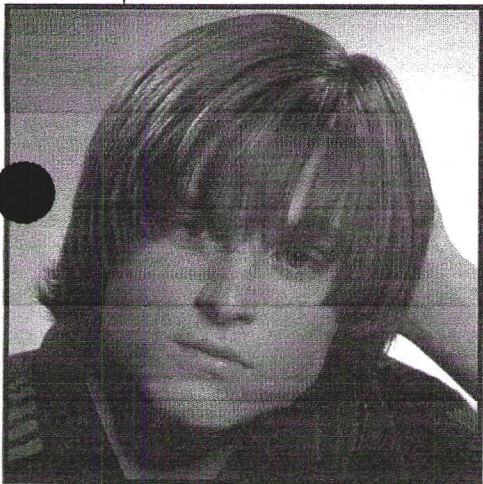
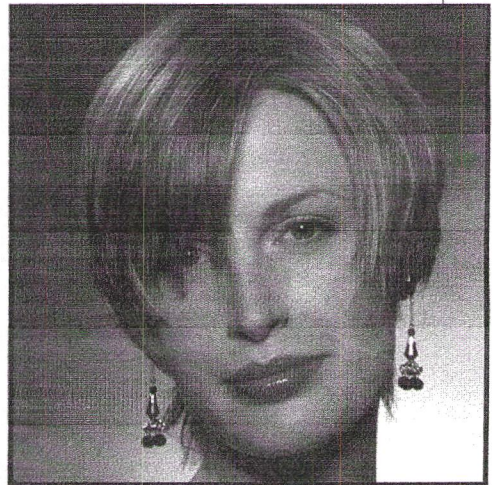
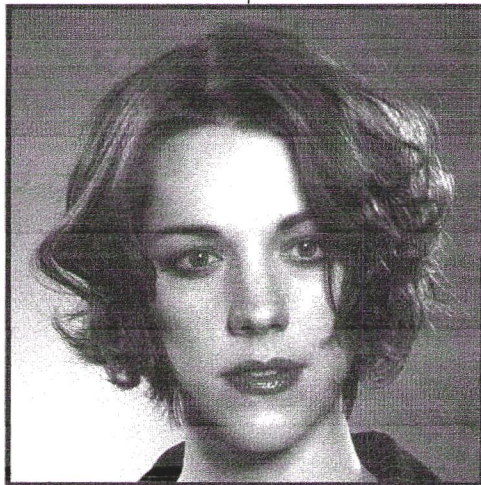
National Domestic Violence Hotline
www.ndvh.org (link)
P.O. Box 161810
Austin, TX 78716
(512) 794-1133
800-799-SAFE (7233) Hotline

sponsored by:



2003 FALL/WINTER COLLECTION

NATURAL BALANCE



NCA 2003
Fall/Winter
Collection
Design Team

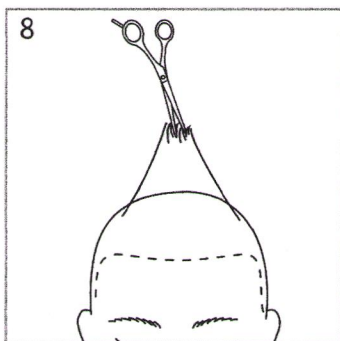
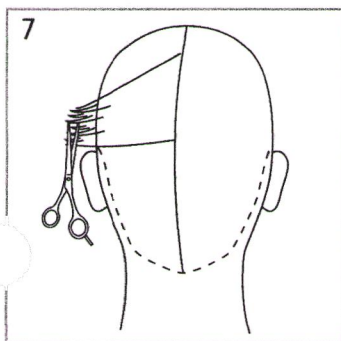
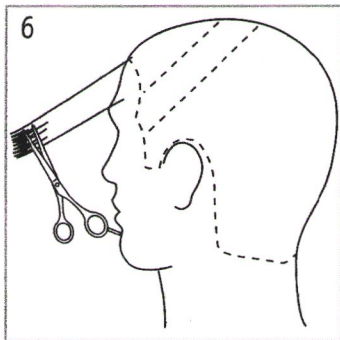
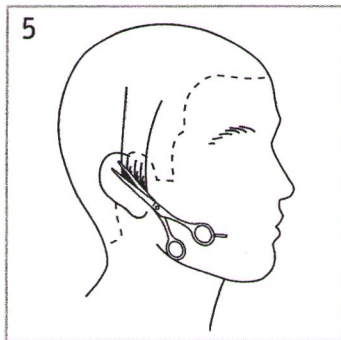
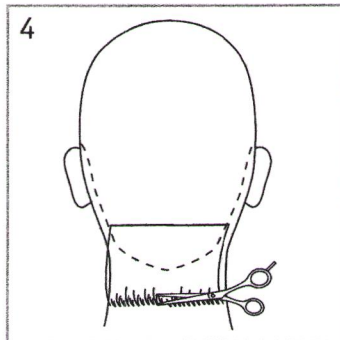
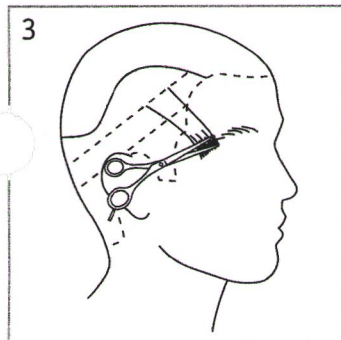
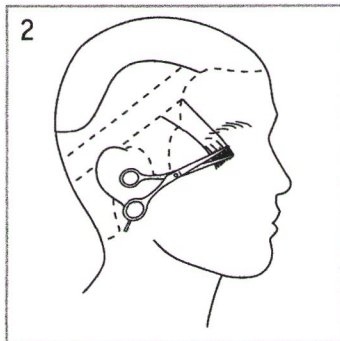
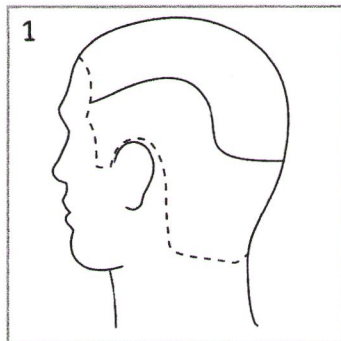


• www.salonprofessionals.org



MEN'S LONG

A solid perimeter, 1" below the hairline at the nape, below the ears at the sides, and to the bridge or tip of the nose at the front with a slightly layered interior.

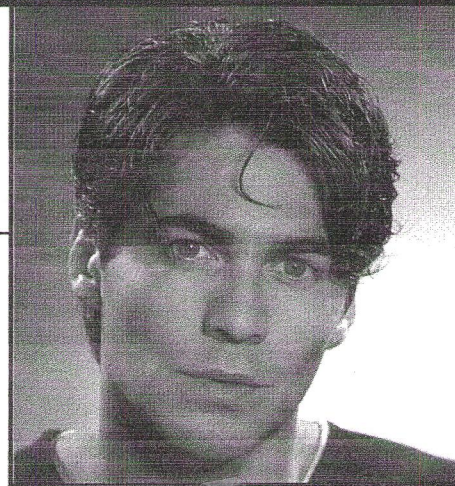


1. Part a curved section beginning at the front crest hairline to the occipital area behind the ear on each side. Continue the part across the occipital area.
2. Beginning at the front hairline, direct diagonal sections forward, and cut at the center of the eye, following the diagonal part.
3. Continue with diagonal sections, elevating at 45°, and cut until you reach the center nape. Repeat on the opposite side.
4. Define the nape and side areas.
5. Release the top section & part down the center. Beginning at the front hairline, part diagonally from the front hairline to the crest area. Use the previously cut hair at the crestline as a guide.
6. Continue through the crown area in the same manner, using the previously cut hair as a guide. Your hands will shift due to the shape of the head.
7. At the top, elevate the hair and cut to remove the "point".
8. Texturize to blend the weight lines and enhance the desired shape.

COLOR

Section a diamond shape at the center top of the head. Along the outside perimeter of the diamond, pick up small triangular sections (point at the part line) and place in foil. Use color or lightener.

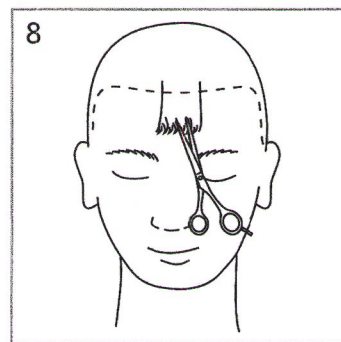
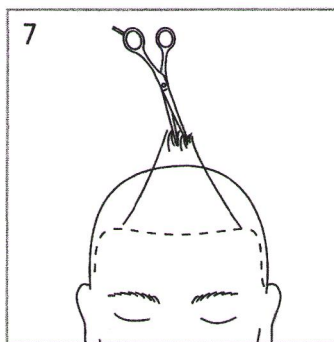
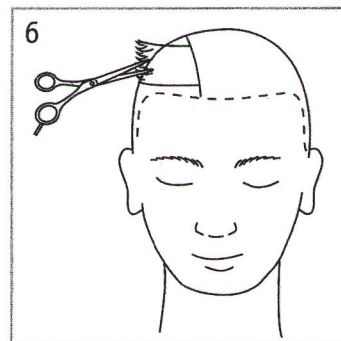
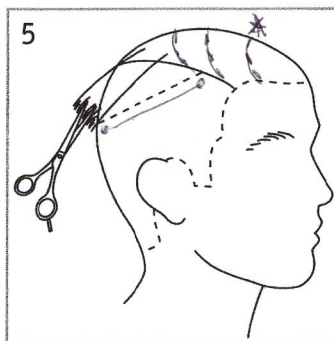
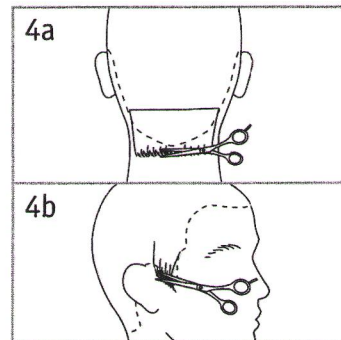
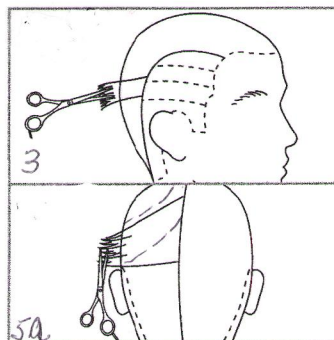
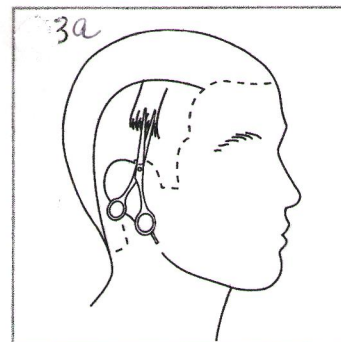
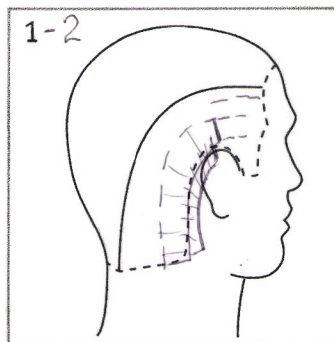
MEN'S MIDLENGTH



Cut to approximately 1" throughout nape just touching top of ear at sides, and bridge or tip of nose at the front. A great option for someone who wants 'long', but not messy hair.

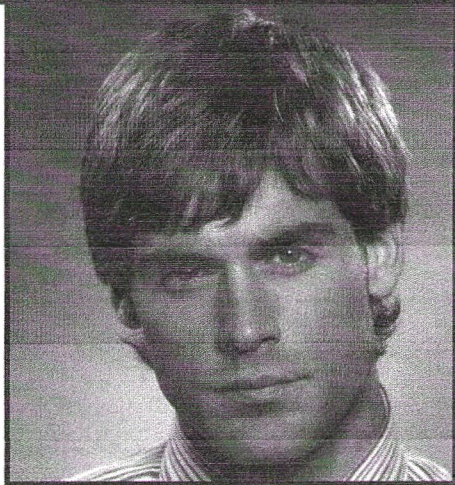
1. Section a curved shape from the front crestline area to the center nape.
2. Begin cutting with horizontal sections at the top of the ear, following the hairline behind the ear.
3. Continue with horizontal sections, following the hairline with slight elevation, until you reach the part line. Repeat on the other side.
4. Define nape and sideburn areas.
5. Release the hair from the top section using *curved partings. Hold hair at low elevation and cut to the established length from the crestline area.
6. Continue cutting the top and crown in the same manner, elevating the hair straight off the head, parallel to the floor.
7. At the center top, elevate the hair 90° and remove the point. Continue in the same manner through the crown and nape areas.
8. Define front hairline perimeter. Texturize to create desired movement.

flatt
all



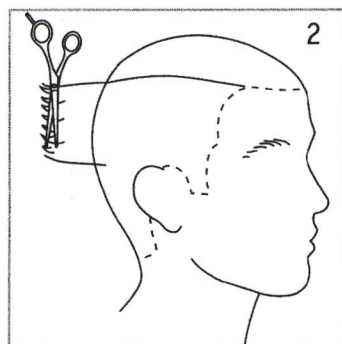
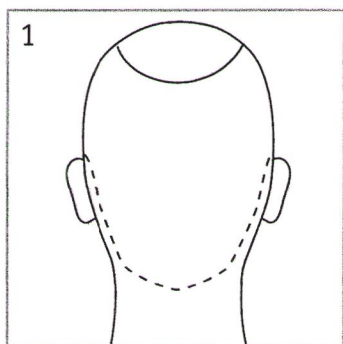
MEN'S MID-LENGTH COLOR

Section a diamond shape at the center top of the head. Along the outside perimeter of the diamond, pick up small triangular sections (point at the part line) and place in foil. Use color or lightener.

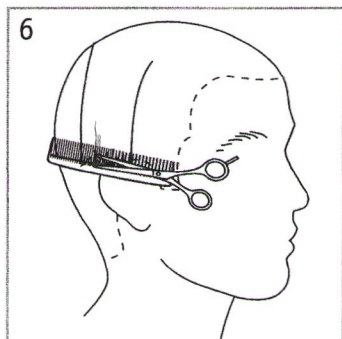
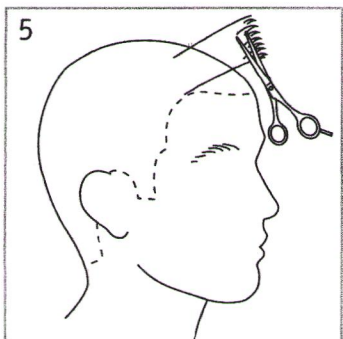
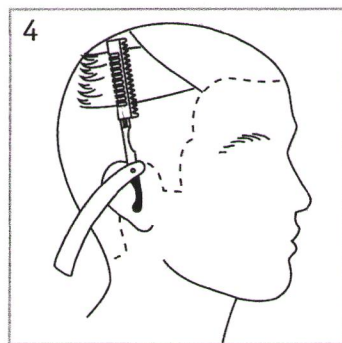
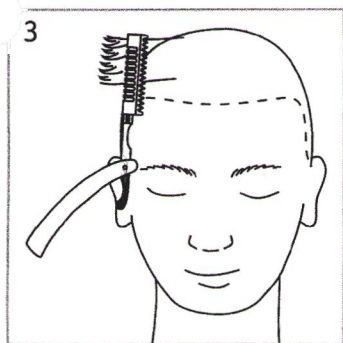


MEN'S SHORT

Use nape/side lengths of 1" – 1-1/2" and top length of 2"- 3" from front hairline to bridge of nose. Cut with a razor to maintain soft movement throughout. Define edges by point cutting.



1. Section hair in a horseshoe parting at the crestline.
2. Beginning in the center back crown, use vertical sections to razor cut to 1/2" in the crown, straight down to the nape.
3. Using a traveling guide, continue the same technique to the front hairline at either side.
4. Release horizontal sections from within the horseshoe and direct the first section to the crestline.
5. Continue through the top, releasing subsections. Using a traveling guide, direct the hair straight off the head (parallel to the floor) until you reach the center part. Repeat on the opposite side.
6. Define the front and perimeter areas with shears. Texturize as needed to enhance the desired shape.



AmericanLooks



Members of NCA of California's Convention Delegation
at America's Banquet



Nominees for 2003 Charles Award for Community Leadership
(l to r: Linda Green, SC; Marcia Blum, MN; Paula Leger, MA;
Charlotte Buster, KY)

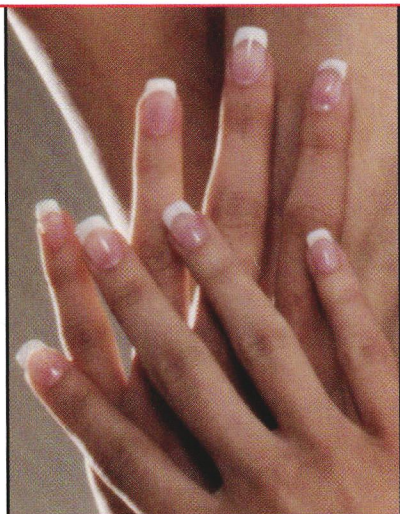


Americas Chairman Barbara McKinnon, EstheticsAmerica Director Irene
Koufalis, and HairAmerica Director Kris Kutcher



Natural By Design Americas' Design Team Members

GEL FRENCH MANICURE OR PEDICURE



Supplies:

U-V Gel Light (or U-V bulb and bulb adapter to work with table lamp)

White gel and clear* U-V gels of choice (*pink gel may be substituted for clear)

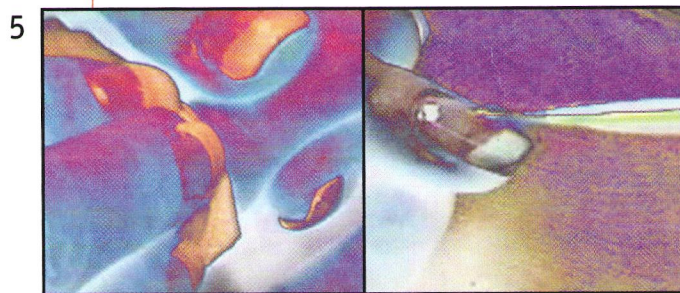
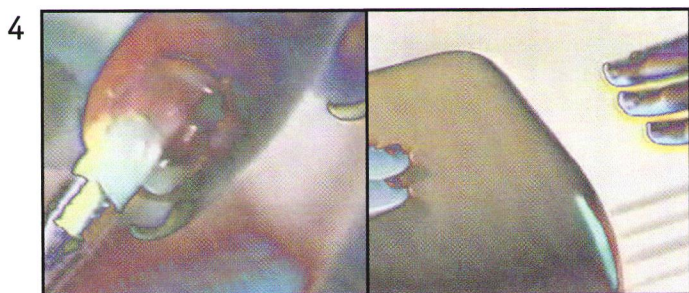
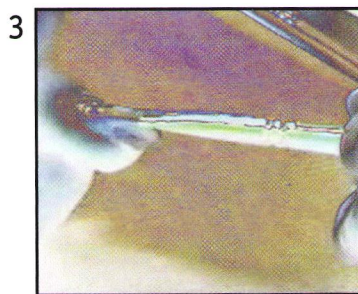
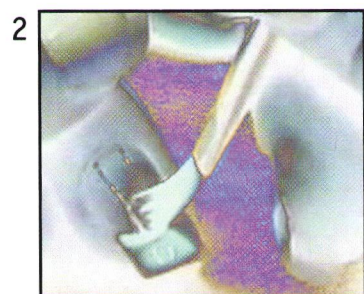
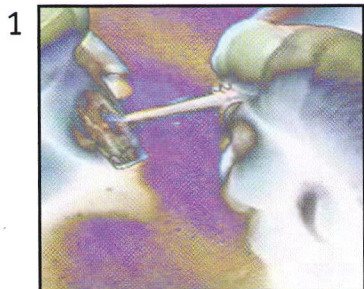
Primer of choice, or a bonding gel, or other adhesive promoter as needed

Tips and/or forms if desired to extend length

99% alcohol or gel cleanser, and lint free wipes

Gel brushes (2)

Normal nail tech station supplies (files, buffers, etc.)



1. Prep nail (Including top application if desired) and apply primer or bonding gel sparingly.
2. Apply white free edge gel and swipe "smile" line. Cure in light.
3. Apply 1st coat of gel thinly to nail bed and cure.
4. Apply 2nd coat of clear gel to entire nail and add arches. Cure. Repeat for 3rd coat layer w/arches and cure again.
5. Wipe gel residue layer from nails. Do finish work and apply gloss coat.

Note for Pedicures: Toes will usually only need 1 or 2 thin coats of clear gel after the white gel, and will usually not need any arching added (unless you are doing corrective enhancements rather than just overlays).

- a. Do normal prep for a pedicure (buff, cuticles, shape toenails, etc.)
- b. Remove shine from entire nail surface.
- c. Apply a primer and let dry or a gel bonding and cure.
- d. Proceed as above for fingernail color gel application.

Color Gels

Fingernails (with gels, wraps or acrylics)

1. After completing application and finish work of enhancements, buff and dust thoroughly.
2. Apply gel similar to clear gel gloss coat application and cure. It may take one or two coats, and some may need a separate gloss gel. Be sure to pull the gel completely out and over the free edge to encapsulate and allow for some shrinkage of the gel as it cures.
3. Cleanse as with other gels.

Color Gels Art

After application of color gel, do not cleanse tacky layer. Apply designs as desired with other colors, and cure. This layer may be sealed with a clear gel, or left as is. To complete, cleanse to remove the tacky surface. Rhinestones, fabric, and other objects may be encased between layers of gel for special effect.

MAKEUP

Eyes: Use the colors of fall foliage, including bronze, rusts, oranges and yellows. Focal point is the eye so keep the lips softer, and in the same color tones as eyes. To add definition to the lash line, apply powder liner with eyeliner brush. For a more defined look, apply wet; or apply dry for a softer look.

Brow: A well-groomed brow is a necessity for men and for women. If necessary, use powder to fill in any sparse places. Powder is softer than pencil. Shape brow according to the facial shape.

Face: Shimmer powders for the face for evening are used only as a highlight, as opposed to all over the face or eye. Use soft and natural blusher to keep the focus on the eye.

Lips: Both matte and sheer, depending on the lip shape. Crème lipstick will not draw attention to lips. Everything is personalized to the individual. Refine what you are using to personalize the look.

Evening/Holiday Color Hues: Earth tones, metals, coppers and bronze. Use colors of precious metals, platinum and pewter. Looks are glamorous, dramatic, smoky and romantic. An illusion of a smoky effect for eyes is beautiful, created with shadows and eyeliner. For more drama, apply more eyeliner.



NAILS

Favored Polish and Fashion Colors: Burnt Orange, Crimson and Dark Fuschia.

Fashion and Polish Accent Colors: Winter White and Beige; undertones of Gold.

SCULPTURED GEL NAILS

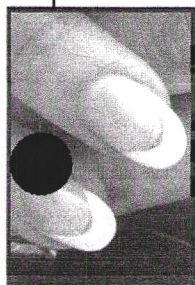
1. Prep nails (shape nails, remove shine, push cuticles, sanitize, prime as needed, and apply nail forms).
2. Apply white sculpture gel to form to build nail free edge; swipe perfect smile lines. "Set" (15 seconds) in U-V light to freeze white gel in position before moving on to next step. ("Set" can be done one or two nails at a time for sharper smile lines.)
3. Apply clear gel on nail beds up to smile line. Cure both the clear and the free edge at one time (90 seconds to 3 minutes depending on gel brand and U-V light).
4. Apply 1-2 additional layers of gel over entire nail (bed and free-edge), adding arches and curing between layers of gel. Remove forms.
5. Cleanse nail of sticky residue layer after final coat cures (wipe with gel cleanser mix on lint free wipe; swipe from cuticle to free edge). Finish work to the sculpted nail as needed. File and/or buff to shape and contour sculpted nails to near perfection. **Hint:** Straight edged clippers work well to remove any stray gel from over-built side-walls.
6. Add thin gloss coat of gel to nails for shine (cure and cleanse).

FRENCH VARIATIONS: Winter Wedding "Inter-lace"

(Embedded lace in sculpted clear free-edge):

1. Combine steps 2 and 3 from Sculptured Gel Nails above, and build the free-edge completely with clear gel. Cure gel completely, but do not cleanse.
2. Apply pre-cut pieces of lace to free-edges of nails. **Hint:** Pick up lace with extra gel in your brush, and pat into place. "Set" each nail for 15 seconds in U-V light to prevent the lace from slipping.
3. Continue with steps 4-6 from above instructions. **Hint:** Be careful not to file into the lace when doing finish work on the nail.

Note: Above can also be done over clear nail tips.



“NATURAL BALANCE”

This seasons make-up collection is all about personalizing , seeking that “Natural Balance”. Apply make-up according to facial features, focusing on the eyes. **“Eyes” can be a woman’s most expressive feature.** They are the windows of the soul. When emphasizing the eyes, illusion of shape always comes from the lash line. If you are going to highlight the eyes, that’s where you’re going to start.

“Make-up is the expression of one’s personality”

Things to consider when applying make-up:

Lifestyle

Personality

Situation or occasion

Time of day

Bone structure

Hair color

Eye color

Brow color

Skin tone

Eye shape, proportion and design

“Make-up is the expression of one’s personality”

Things to consider when applying make-up:

Lifestyle	Personality	Situation or occasion
Time of day	Bone structure	Hair color
Eye color	Brow color	Skin tone
Eye shape, proportion and design		

“BROWS THAT SUIT YOUR FACE SHAPE”

- Long Face** A straighter brow with a gentle, sloping arch and a soft taper will flatter your face more
- Square Face** If you have a strong jaw, keep brows full to divert attention from the chin and toward the eyes. Keep arch at far corner of iris so the tapered end is shorter and lifted outward
- Round Face** Demands a strong brow. Keep brows as long as possible. A high arch compliments face. Let brow taper off with a slight downward slope.
- Heart Face** A natural full brow. Be careful not to let brows get too full or they could overwhelm the face. Start the arch directly above the middle of the iris to give the ends extra length.

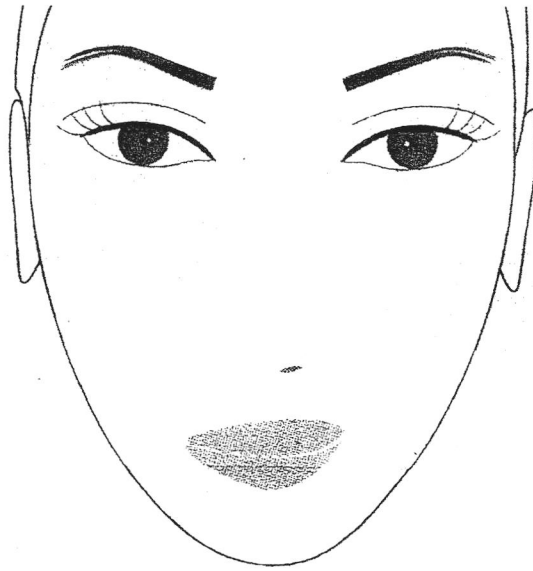
“WORKING WITH EYE SHAPES”

(proper eyeliner treatment for each eye shape)

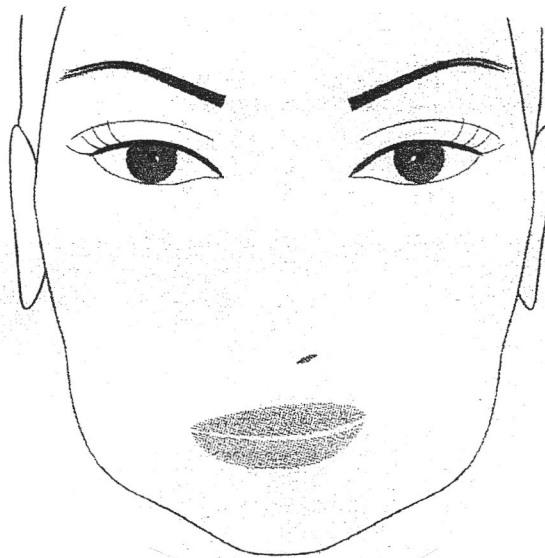
- Almond** This shape can handle just about look.
Daytime—lightly mark entire top lash line and use neutral shadow on lid.
Evening----trace top and bottom lines and smudge for a smoky effect.
- Asian** To accentuate, draw a pencil line from the middle of the upper lash line to the outer corners and all along the bottom lids. Use a highlighting shadow on the center of the lid and blend it out on both sides. Curl lashes and use mascara.
- Small** Line the inner rim of the lower lid with a white or light blue liner. Adding more whiteness around the eye makes it look bigger.
- Round** Line the outer two thirds of the upper and bottom lash line and join them at the outer corner. Line should be a little thicker at the outer corner and turn slightly up at the end. This will elongate the eye.
- Close-set** Keeping emphasis on outer corners, use a dark liner on the outer quarter of the top and bottom lash lines. This gives illusion of space between the eyes
- Wide-set** Use darker liner on the inner corners and a slightly lighter color for the rest of the eye. Avoid sweeping shadows out to temples. Let shadow fade out before it reaches the end of the eyes.

“Brows that suit your face shape”

Long A straighter brow with a gentle, sloping arch and a soft Taper will flatter your face more.

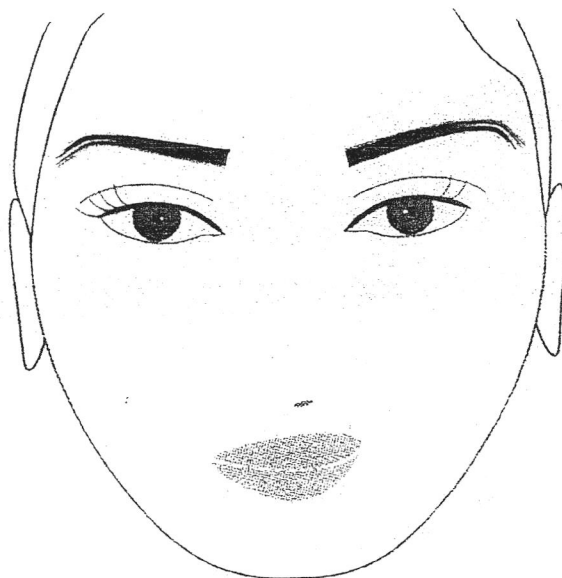


Square If you have a strong jaw, keep brows full to divert Attention from the chin and toward the eyes. Keep arch At far corner of iris so the tapered end is shorter and Lifted outward.

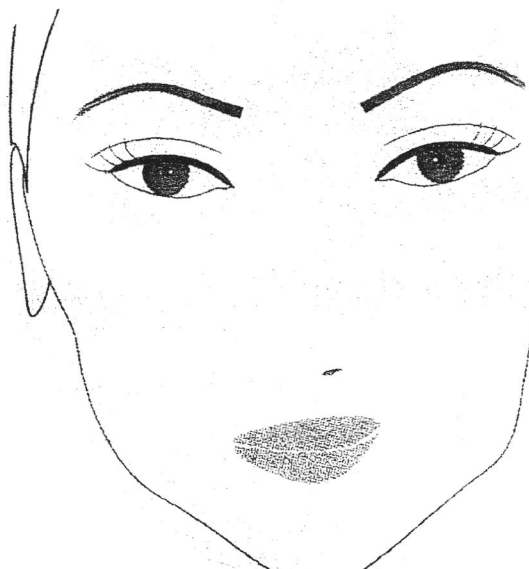


“Brows that suit your face shape”

Round Demands a strong brow. Keep brows as long as possible. A high arch compliments face. Let brow taper off with a slight downward slope.



Heart A natural full brow. Be careful not to let brows get too full or they could overwhelm the face. Start the arch directly above the middle of the iris to give the ends some extra length.



“Working with Shape”

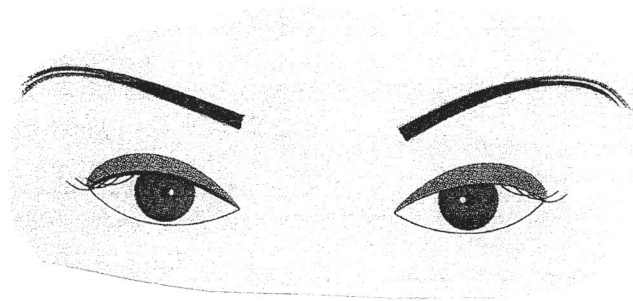
the eye on the left shows proper eyeliner treatment for each

ALMOND

This shape can handle just about any look.

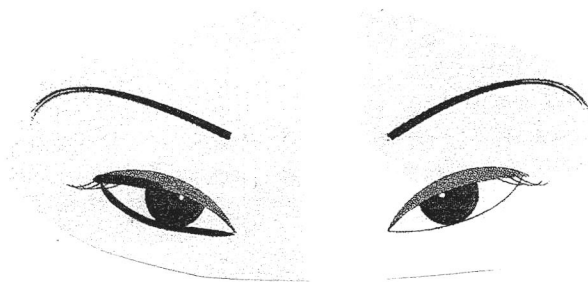
Daytime- lightly mark entire top lash line and use neutral shadow on lid.

Evening- trace top and bottom lines and smudge for a smoky effect.



ASIAN

To accentuate, draw a pencil line from the middle of the upper lash line to the outer corners and all along the bottom lids. Use a highlighting shadow on the center of the lid and blend it out on both sides. Curl lashes and use mascara.



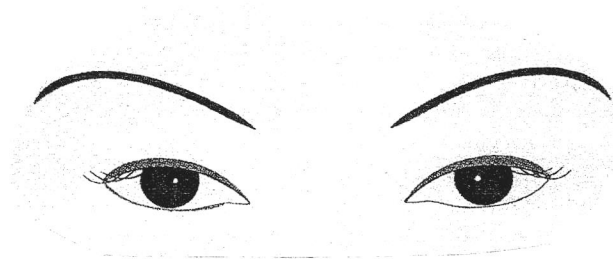
“Working with Shape”

the eye on the left shows proper eyeliner treatment for each

SMALL

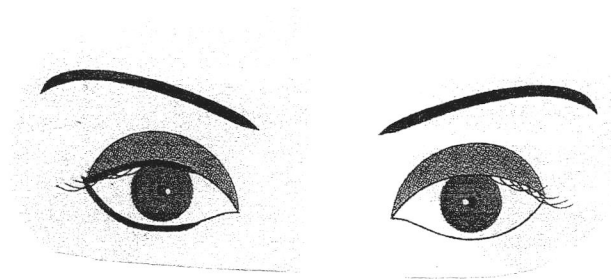
Line the inner rim of the lower lid with a white or light blue liner.

Adding more whiteness around the eye makes it look bigger.



ROUND

Line the outer two thirds of the upper and bottom lash line and join them at the outer corner. Line should be a little thicker at the outer corner and turn up slightly at the end. This will elongate the eye.

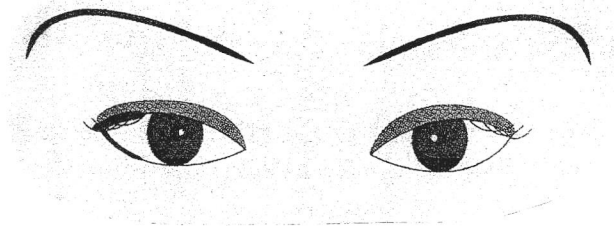


“Working with Shape”

the eye on the left shows proper eyeliner treatment for each

CLOSE-SET

Keeping emphasis on outer corners, use a dark liner on the outer quarter of the top and bottom lash lines. This gives illusion of space between the eyes.



WIDE-SET

Use darker liner on the inner corners and a slightly lighter color for the rest of the lash line. Avoid sweeping shadows out to temples. Let shadow fade out before it reaches the end of the eye.

