SPONSORED PROTALK

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NAILPRO
THE ART AND BUSINESS OF NAILS

A Sponsored Pro Talk is your opportunity to educate over 40,000 opted-in subscribers on your brand, demonstrate thought leadership and build confidence with nail professionals. You can provide in-depth information on your products, such as the benefits and best practices, or tell your story and how you have impacted the industry.

Rates

- Full Page/Pro Talk/Supplied = **$3,400**
- Full Page/Pro Talk/Interview = **$4,000**
- 2-Page Spread/Pro Talk/Supplied = **$4,890**
- 2-Page Spread/Pro Talk/Interview = **$5,790**

The full-page options will include one featured image.

The two-page spreads will include two featured images.
Additional images may be required depending on the interview format.

ADVERTORIAL

RED IGUANA
RED-IGUANA.COM
SILICONE PRACTICE HANDS

Silicone hands are the perfect model. Need to film a video, but you have no model? You have hands. Afraid to start working with clients? Start on super realistic silicone hands to get a better feel. Have the urge to try something new in the middle of the night? Silicone hands are here. Slow day but still want to create? Silicone hands never nath you. Want to try crazy designs, but your clients are not ready for it? Silicone hands are open to any ideas.

Named after her red iguana, Margo, April Ryan created Red Iguana to provide customers with the best nail products made from the best ingredients. "I understand that it is not easy to find really high-quality products in the U.S. market, and this is what inspired me to start my own product line."

Ryan always wanted to be in the beauty industry, and nails served as the best avenue for her because her hometown did not have any beauty schools.

"When I was just a nail art video creator, I needed a model for my videos, so I made copies of my real hands and started to make video with them. But then my followers wanted to get them, too, [so] I started to sell them."

Red Iguana hands are replicas of April Ryan's hands.

- Available in Regular (100% silicone, fully flexible and soft), or Poseable (mostly silicone with armature inside to allow you to fix the finger in a specific pose)
- Six different skin tones
- Left or right hands or a set of left or right hands
- Full or half hands or single fingers

PRODUCTS TO USE WITH SILICONE PRACTICE HANDS

- Red Iguana Acrygel
- Red Iguana Base & Build Gel
- Builder gels

DO'S AND DON'TS FOR USING SILICONE PRACTICE HANDS

- Because silicone is a sensitive material, **do** treat them like real hands.
- **Do not** cut the cuticles.
- **Do not** rip off the nails.
- **Do not** turn the fingers too much.

THE FUTURE IS IN HER HANDS

"We launched new products: Acrygelx, Base & Build, new top coats and French gels. In [the] near future, we expect art gels, gel polishes, acrylic, tools, etc. This year will be full of new products."

RED IGUANA • SILICONE PRACTICE HANDS

28 | NAILPRO SEPTEMBER/OCTOBER 2021

Interview Examples

- Q&A
- How-to/step by step (videos and/or photos)
- Story style (with subheadings and pull quotes)

If you choose the interview option, we will schedule a kickoff meeting to discuss your objectives and how to align your vision with the magazine. During this call, we can also talk about other interview options.

Note: *Nailpro* has the right to edit all content as needed (including the supplied copy).

PRO TALK | BY JAN ARNOLD

The Mani-Pedi Dilemma

HELP GUIDE CLIENTS OUT OF THE PANIC AND INTO THE POSSIBILITIES WHEN SELECTING THEIR COLOR COMBINATIONS AND ART.

It's probably one of the most stressful decisions we need to make: deciding how to approach the mani-pedi in terms of color and design. I sit in my local salon, Glamour Nails, where 40 active nail pros are doing mani-pedis every hour on the hour. I watch carefully when it's time to make the fateful choice of color and design. Should I match the two? Should I go high contrast? Should I do nail art on one or on both? Once the reality of this urgent decision presents itself, nine out of 10 times, the client says, with both relief and resignation, "Let's just do what we did last time."

It's interesting that this choice is so difficult, because nail color choice is, after all, a temporary decision unlike hair color or permanent makeup. Just wait a few weeks, and it's time to change again. So why not throw caution to the wind, and try all the combos and colors options out there? There are hundreds of colors and thousands of combinations after all.

For all our clients, color choice harmonizes personally with style, life and career. Color and design are self-expression and security. What makes us feel good in that moment and what flatters our skin the best as seasons change requires professional guidance. The nail professional who addresses this challenge will need an arsenal of ideas to take the ordinary mani-pedi into an adventure of possibilities.

I've turned to two amazing experts, Tamara DiLullo and Tax Nguyen to get their insights on the situation.

Tamara DiLullo | Tax Nguyen

SHOULD THE MANI-PEDI MATCH?

Tamara DiLullo (TD): I don't believe mani-pedis should match; although, classic colors always look great matching and are still very popular. Most of our clients love to express themselves with playful nail art and opt for two colors when they visit the salon. If they opt for nail art, it is most common on the hands, and we pull our favorite shade onto the toes in a solid.

Tax Nguyen (TN): The mani-pedi should not have to match. Now that clients are more confident and bold with their choices, they are much more willing to mismatch colors to suit their style and personality. Some express with bold color on toes, and others are the opposite. They want those Zoom calls to be all about bold fingernails. Vive la différence!

SHOULD MANI VS. PEDI BE HIGH CONTRAST IF SO, HOW?

TD: There are two types of nail color combos that reach best: tonal and complimentary.

Tonal is a great approach, where two different shades are used, such as pink. When we go tonal, the flatter color usually is on the toes because people are more prone to flash on their toes and get something more subtle on their hands.

Complimentary is another great approach, where opposite colors on the color wheel complete the look. Many of our clients will choose the wilder of the two for toes. This is already more fun than a matching or tonal pairing and is usually very popular choice for vacationers!

TN: I've always reminded my clients that we express with our hands. But don't forget, toes become "wow" in a fabulous pair of open-toed stilettos.

SHOULD YOU DO NAIL ART ON ONE OR ON BOTH? IF SO, HOW?

TD: Ninety percent of our clients will opt for nail art on their hands because they want it to be seen, especially if they are investing in it.

Clients who are not allowed to sport nail art for reasons like their profession will then go for it on the toes, and it falls more into the "personal" nail art lover. When nail art is "personal" or intimate, people usually tend to have fun on their toes because they are easily hidden (e.g., my cool boys!)

I personally love nail art on all fingers, and then I repeat the most pronounced element on the big toe only. I then pull my favorite color from my design for the rest of the toes.

TN: In my salon, nail art is a must for every client. I always tell clients that art is an expression of you, so let the world know who you are.

ONCE THE REALITY OF THIS URGENT DECISION PRESENTS ITSELF, WHAT DO CLIENTS DO?

TD: They take our advice. Clients will usually go with a tonal pairing or pair their toenail shade to match the primary nail art color from their hands.

We have also noticed that clients are much more decisive since the pandemic, as their visits became less frequent and therefore more important to them.

TN: I always make nail art a complimentary gift if it's their first time with me. It gives the conservative or shy clients an opportunity to play outside of their comfort zone.

ANY OBSERVATIONS TIED TO CLIENT LIFESTYLE OR PROFESSION?

TD: Most nail art enthusiasts are fun creatives by nature, so they are comfortable rocking nail art on their hands; however, there are some die-hard nail art fans that just can't wear it on their hands, including nurses, lawyers and people with recurring roles on TV.

A mani masterpiece will just nail art on all nails. Those flirting with art will choose one or two accent nails for art to keep it tame.

TN: In my salon, I've noticed my younger clients go wild on toes. My veteran clients love the idea of their fingers being the conversation starter.

A MYSTERY SOLVED

So, there you have it. Mystery solved with great advice and real-world ideas to turn the mani-pedi dilemma into a world of opportunity!

Jan Arnold is the co-founder and style director of CND. She is also a member of Nailpro's 2021 advisory board.

30 | NAILPRO MAY/JUNE 2021

MAY/JUNE 2021 NAILPRO.COM 31