

# NAILS<sub>HQ</sub>

M A G A Z I N E

## The First Interactive Digital Magazine

Available in the iTunes Store

Completely Dedicated to

Nails and Nail Care



NailsHQ Magazine is the world's first nail magazine to connect its readers directly to the nail artists, authors, and top quality nail products available today.

NailsHQ Magazine is a pioneer in the cutting-edge use of multimedia technology to deliver its message.

Each issue is packed with visually enticing nail art photographs with step-by-step tutorials, in depth nail care articles, intriguing nail artist interviews, and **clickable live links** right to its sponsors websites or purchase page!

And because NailsHQ Magazine takes our readers up close and personal with the nail artists, each issue is **loaded** with inspiring nail art photographs, interviews, high quality **tutorial videos**, and **vital information** on natural, healthy nail care from the industry's thought leaders.

# NailsHQ Magazine Preview Issue


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By DOUG SCHOON  
President  
Schoon Scientific +  
Regulatory




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## The Mysterious Cuticle

“The problem is the incorrect usage of professional terminology. Being an American, I may use some words differently than you do, but there are several words that everyone in the Professional Nail Industry should always use correctly. One of those words is **Cuticle**.”

If you asked me, “Doug, what part of the natural nail would you most want to be?” I would never reply, *the cuticle*. I'd never want to be a cuticle!

Why? Because, the poor cuticle is misunderstood by almost everyone! Think about it and you'll see what I mean. During the first part of the manicure, the *cuticle* is being gently massaged with a wonderful smelling *cuticle cream*, it's being softened, moisturized, pampered and well cared for, never cut, kept soft, smooth and clean as can be. Sounds pretty good so far, doesn't it? But, just wait.

During the next step of the manicure or pedicure we apply cuticle remover to break down the cuticle tissue, softening it for quick and easy removal from the nail plate. We strip it away to ensure the nail polish or artificial nail will have a clean surface for proper adhesion. Wait a minute! Should we pamper the cuticles or remove them from the nail plate?

How can we do both? That doesn't make any sense at all! So what's wrong with these two scenarios?

**There's a Word for That**

The reason for this perplexing situation is clear; the problem is the incorrect usage of professional terminology. Being an American, I may use some words differently than you do, but there are several words that everyone in the professional nail industry should always use correctly. One of those words is *cuticle*.

Just what is the cuticle? If you ask different people, you will get different answers. But, I believe all nail professionals should be able to properly identify the cuticle and teach this to their clients. It's important to realize that the living skin at the base of the nail plate is not the cuticle.

By Doug Schoon,  
President  
Schoon Scientific +  
Regulatory Consulting

This skin is called the eponychium; even though it's usually the first place people will point to when asked to identify the cuticle. It is also important to know that the cuticle is made entirely of dead skin. In other words, any skin that's still alive cannot be the cuticle.

# Apple Stats

In 2013, **\$4.5 billion** was spent on in-app purchases, with projections of \$7.8 billion in 2014, and \$14 billion in 2015.



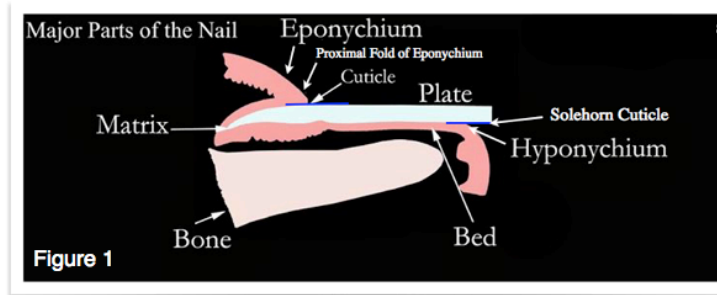
Table 2. Mobile App Store Revenue, Worldwide, 2011-2017 (Millions of Dollars)

	2011	2012	2013	2014	2015	2016	2017
Downloads							
Paid-for	7,139	15,375	20,240	24,314	26,990	27,664	28,935
In-app purchases	712	2,111	4,591	7,856	14,001	23,771	36,887
Advertising	467	1,073	1,851	2,819	4,375	6,772	10,694
<b>Total revenue (millions of dollars)</b>	<b>8,318</b>	<b>18,559</b>	<b>26,683</b>	<b>34,988</b>	<b>45,366</b>	<b>58,207</b>	<b>76,517</b>
Paid-for (%)	85.8%	82.8%	75.9%	69.5%	59.5%	47.5%	37.8%
In-app purchases (%)	8.6%	11.4%	17.2%	22.5%	30.9%	40.8%	48.2%
Advertising (%)	5.6%	5.8%	6.9%	8.1%	9.6%	11.6%	14.0%

Source: Gartner (September 2013)

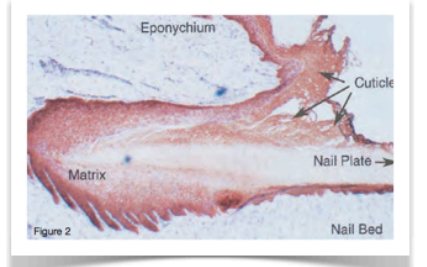
- Since its introduction April 3, 2010, Apple has sold **170 Million iPads**.
- The iPad is **selling 3 times more** than the iPhone at the same point 3 years in—and it's **accelerating**.
- In 2011, Apple created a special section of the appstore, called the **Newsstand**. It's a special place on the **home screen** of everyone's IOS device just for magazines.
- Apple has every iPhone and iPad user's **credit card on file** and they're spending billions of dollars in-apps.
- In 2013, there have been 102 billion App Store downloads globally, \$26 billion in sales, with 17% from in-app purchases [source: Gartner]
- In 2013, **\$4.5 billion** was spent on in-app purchases, with projections of \$7.8 billion in 2014, and \$14 billion in 2015.

NailsHQ Magazine App is Free, with single issue, quarterly and annual subscription options available in the application.



The cuticle is the dead tissue on the nail plate, not the living tissue that surrounds the nail plate.

**So Where Is The Cuticle?**  
Here are the facts: the cuticle actually comes from the underside of the eponychium, where this living tissue presses against the newly forming nail plate (see figure 1).  
Interestingly, the cuticle is one of the stickiest tissues on the entire body. Imagine that! The cuticle tissue is so sticky, it tightly bonds to the freshly created, growing nail plate, making it rather difficult to remove.  
As the natural nail plate continues to grow, it pulls off a thin layer of skin, detaching it from the underside of the eponychium and dragging it away. In other words, the detached dead tissue rides on the nail plate, appearing to grow from under the living skin. This thin layer of colorless tissue is the cuticle (see Figure 2).



A cross-section of an actual human finger nail, showing the cuticle attached to the nail plate and being pulled from the underside of the eponychium.

The underside of the eponychium is constantly shedding thin layers of this colorless tissue. Why? This shed skin creates a very important barrier that helps prevent infectious organisms from invading the nail matrix area, the birthplace of the nail plate.  
Infections of the nail matrix can lead to deformity or loss of the nail plate, so nail professional and home manicurist must always carefully work in this area, to prevent this from occurring. Carefully handling the eponychium and cuticle is very important to prevent infections and keep the natural nail plate healthy.  
During a properly performed manicure or pedicure, the eponychium is softened, moisturized and then very gently pushed back to expose the dead cuticle tissue on the nail plate for easier removal. Always take proper care while working in this sensitive area. Improperly performed, this part of the service can cause problems for clients.

For example, applying artificial nail products over the cuticle will block adhesion and cause the artificial nail to lift from the natural nail plate. The same is true for nail polish. Many wasted hours of valuable time are lost performing repairs caused by careless removal of the cuticle. For the home manicurist, improper removal of the cuticle leads to early polish lifting or peeling in the cuticle area, since polish does not bond well to skin.

Also, improper removal of the cuticle can lead to potentially serious nail infections or deformities, it is very important to avoid overly aggressive removal techniques and never dig back underneath the living skin.  
It is acceptable to **gently** push back the living eponychium, but do not place any instrument underneath the skin itself, since this can damage this critical protective barrier, thereby increasing the risk of injury and/or infection.

**Never Cut Living Tissue**  
Sharp instruments can inflict serious injury; so avoid them during manicures and pedicures. It is important to remember, never cut any living skin around the nail plate. This practice can lead to a wide variety of infections, including warts.

Finally, follow manufacturer's directions when using cuticle removers, taking care to use them only as directed. These products can be potentially irritating and may cause skin and nail damage if not used correctly. If the cuticle remover causes redness or a burning sensation, discontinue use immediately.  
Always remember, it is important for nail professionals and home manicurists to respect both the cuticle and eponychium. Together, they form an important barrier that helps to protect the nail matrix.

With over thirty years experience as a research scientist, international lecturer, author and educator, Doug Schoon is a leading authority in the cosmetic, beauty and personal care industry.  
Schoon has a wide range of experience, including 19 years as Vice President of Creative Nail Design's Research and Development and is also a strong advocate for salon product safety, often representing the entire industry on scientific and technical issues in Canada, Europe, Australia and the United States as co-chair of the Nail Manufacturer's Council (NMC) of the Professional Beauty Association.  
Schoon is the author of many books, video and audio training programs, as well as, hundreds of magazine articles. He often serves as an expert witness in legal cases involving cosmetic safety and health issues and dermatologists frequently call upon Schoon to assist them in writing books and scientific papers concerning cosmetic products.  
As a writer and speaker, Mr. Schoon is especially popular because of his unique ability to simplify complex chemical theories into easy to understand information.  
He holds a Masters Degree in Organic Chemistry from the prestigious University of California-Irvine. He currently resides in Dana Point, California.



Some may believe it's doesn't matter if we use the correct terminology, but I don't understand this thinking. Just like we teach small children the correct words to represent things and feelings, one of the hallmarks of any profession is the use of proper terminology.  
Would you want your blood drawn by a nurse who didn't know the difference between your veins and arteries? How much faith would you have in a plumber who constantly referred to the dishwasher as a toilet?  
Of course, we would find it difficult to respect them, despite their skills. Using proper terminology prevents confusion and misunderstanding. It also raises professional standards. It's up all of us to understand and use proper terminology.  
So, next time you're applying that oil or lotion and pushing back the skin, stop and think... are you working on the eponychium or the cuticle? **NHQ**

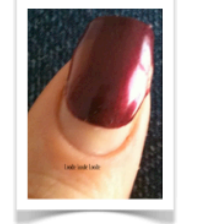
## How To Stop Polish From Chipping

By Ana Seidel

By the end of this article, you'll understand how I figured out why I kept getting chipped nail polish—and you'll discover the solution.  
Two years ago, after writing and publishing my book, *What You Don't Fix ...Your Kids Inherit*, I was tired. It had been a two year labor of love and I needed a break.  
I was drained and only had one question on my mind: "*How Do I Stop Getting Chipped Nail Polish When I Shower?*"  
What I didn't realize was my simple little question to eliminate chipped nail polish would lead me into a 14 day, 6 hour-a-day obsession. I had discovered the vast online world of nail polish and nail art bloggers.



**The Journey**  
I started asking the Almighty Internet 8-Ball (Google) all sorts of nail related questions. Google eagerly dished up the answers. One page would lead me to another. One video would lead to another, etc.  
Sadly, I found a lot of crap—completely wrong advice, old wives tales, bloggers who can't spell worth beans, and horrendous videos that were blurry, boring and too long. You can totally relate, right?  
**Where's The Answer?**  
While weeding through the mire, I also found tons of great information—little pearls of wisdom and other gems hidden in the thousands of pages I waded through. But still, no one had answered my question, "How do I stop getting chipped nail polish when I take a shower?"  
Then, I discovered the first college textbook that I would willingly buy and read without being enrolled in college! Nail Structure and Product Chemistry by Doug Schoon.  
As I learned about nail structure and how the nails absorb water, the lightbulb went on!  
**The Reason**  
Nails absorb water from both sides—through the nail bed and from the nail plate surface. All exposed areas of the nail plate absorb water.  
As I wrote in my article about preventing peeling nails, healthy nails are a perfect blend of 18% water and 5% oil.  
Bare nails can hold almost one-third of their own weight in water. Water molecules are so small that they easily pass through and around the 100 layers of keratin cells.  
Nail polish is a coating over the top of the nail. Although it looks solid, it is not. Water and oil can penetrate through polish, but at a significantly slower rate than when nails are bare.  
Nail polish also protects the nail plate from losing water and oil through evaporation and extensive hand washing, especially when using soap.  
**But... !!!**  
Like most of you, I use base coat and topcoat. I cap my free edges with polish and topcoat. Now the top of my nails are protected. But... the underside of my nails were bare—unsealed.  
**What Happens In Water**  
We all have a natural curve to our nails. Once nail polish has dried, it has dried to the same curve. But in water, bare nails soak up water like a sponge causing the nail's curve to flatten out. Although polish has plasticizers to keep it flexible, the polish is forced into a different shape. That alone might be ok, but there is another problem.  
**Water Travels Through the Nail**  
In a 10 or 15 minute shower, excess water travels through the bottom to the top of the nail plate. The water breaks the bond with the polish—especially around the edges—which have received wear and tear from daily life  
With the combination of hardened polish bending and excess water traveling through the nail plate, the bond is broken between the polish and the nail plate surface. The result? Chipped nail polish!  
Anna at LoodieLoodieLoodie has a great example of this in her crab feast blog post. Her nails were saturated from 2 hours of cracking open crabs. She thought her manicure would survive but look what happened to the right! Her entire coat of polish just slid off in one sheet. Water absorption had completely broken the polish to nail bond.



# NailsHQ Magazine Stats

## In The First 24 Hours

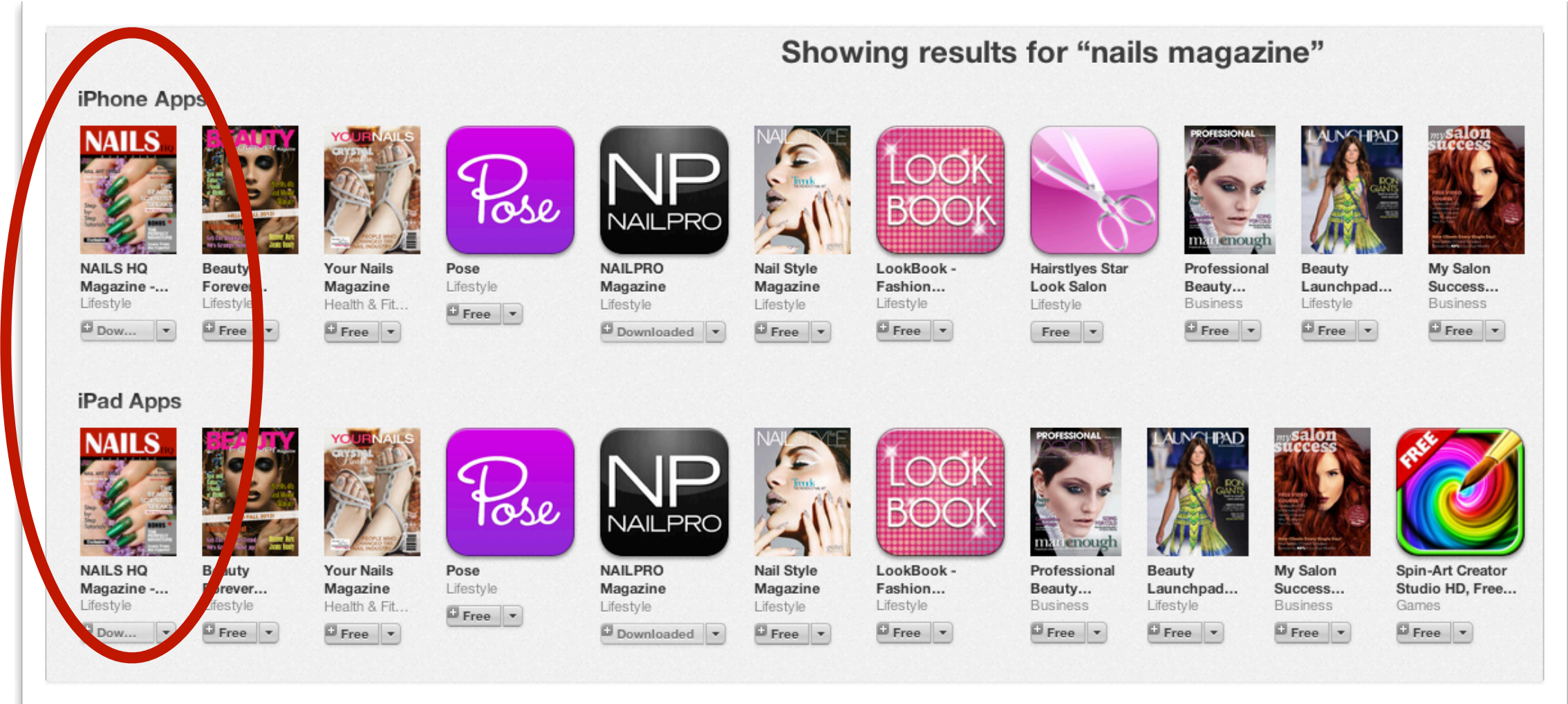
- NailsHQ Magazine achieved the first position when searching for “nails magazine” in iTunes.

## Within 48 Hours

- The magazine received 1,077 downloads from readers all over the world.
- Achieved 30th position under Top Free iPhone Apps in the Newsstand —beating out powerhouse magazines like *Good Housekeeping*, *InStyle*, *Vanity Fair* and *Entertainment Weekly*.

## Within 4 Days

- The magazine had received 2147 downloads, averaging 530 downloads per day!



1st Position in Only 24 Hours!

## Steps To Stop Polish From Chipping

### The Solution

In order to help prevent chipped nail polish in the shower, prepare your nail plate properly before polishing for ideal adhesion, then completely wrap your nails in base coat and topcoat to slow down water absorption.

### How to Prevent Chipped Nail Polish

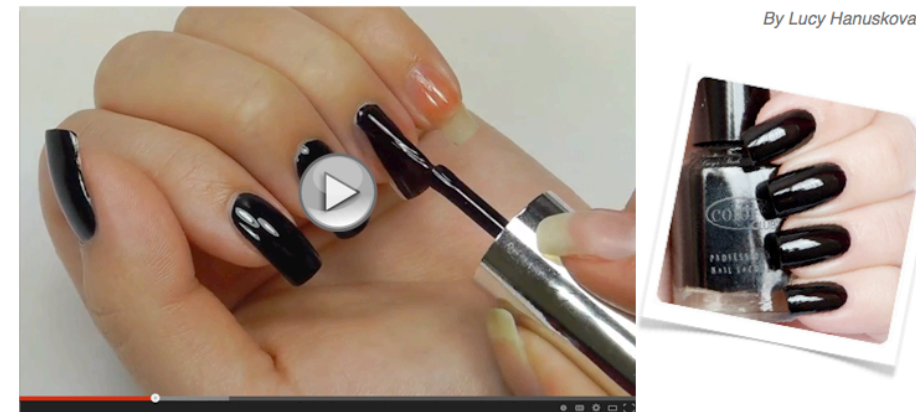
Use the following tips to help you prevent chipped nail polish:

- Wipe your nails with rubbing alcohol as your first step. This removes the surface oils and dirt from your nails.
- Use a good base coat, wrapping it around to the underside of your nail (not just capping your tips).
  - Base coat is formulated to bond to the NAIL surface.
  - Color nail polish is formulated to bond with base coat—not nails.
- Apply 1 - 3 thin coats of colored nail polish. Let each layer dry thoroughly for 3 to 5 minutes. When you can't smell the solvents any more, the polish is dry.
- Then completely wrap your nails with topcoat all the way to the underside.
  - A good topcoat is also formulated to bond ONLY to nail lacquer (polish and base coat) and add a high gloss shine.
- Using acetone and a stiff makeup or artist brush, clean up your polish along the cuticle line.
  - This creates a smooth, flush line with your nail. Excessive polish around your cuticle line also contributes to chipped nails.
- Rehydrate your cuticle lines and surrounding skin with a high quality, jojoba based Nail and Cuticle Oil
- Apply a new layer of topcoat daily or every-other day, wrapping it around your tips. Apply Nail Oil two or more times per day. More applications may be necessary during summer and winter.

TIP: The ingredients that make a good topcoat bond to nail polish and have an incredible shine make it a horrible base coat! Steer away from any product labeled as basecoat AND topcoat. It will do neither one well.

## How To Polish Like a Pro

By Lucy Hanuskova



- Prepare your nails with basecoat first. Place a drop of polish in the middle of the nail near the eponychium (cuticle line).
- Push the drop carefully toward the eponychium leaving a small gap. This will create a naturally arched shape.
- Swipe the brush down the nail towards the tip, painting the entire middle section of the nail.
- Go back to the eponychium and carefully place the brush along the right side about 2 mm away from the skin.
- Pull the brush along side the curve of the sidewall until you cover the entire side portion of the nail.
- Now the entire right side of the nail and middle of the nail have been covered with two complete strokes.
- Repeat Step Four: Place the brush near the left side of the eponychium.
- Repeat Step Five: Pull the brush along side the curve of the sidewall until you cover the entire side portion of the nail.
- Wrap The Tips: Wipe excess polish from the brush. Paint the free edge of the nail tip. This step helps prevent chipping and tip wear.
- Clean Up: With a stiff eye-makeup brush dipped in pure acetone, clean excess polish from skin. Seal your polish with topcoat for added shine and strength.

Lucy's Stash

## DIY Nail Art Tools

By Anutka



- Push pins - these can create very fine dots, just be careful not to pin yourself in the process
- Toothpick or wooden barbecue skewer
- Plastic dental pick
- Mechanical pencil (0.5mm) - I actually use this a lot even when I have a dotting nearby
- Mechanical pencil (0.7mm)
- Paper clip
- Old pen—it might not work afterwards, so don't try with a pen you love
- Small flat head pin - stuck into the eraser end of a pencil to prevent painful pricks
- Round head pin - also stuck into an eraser
- Brush handle tip

Wacky Laki

## Time to Clean Up!

By Anutka

The difference between the look of a professional manicure and an amateur manicure is tidiness. But most of us haven't spent hours polishing like nail professionals have. The solution for those the rest of us? An easy clean up process that only takes a few minutes.

### Supplies

#### 100% Pure Acetone

When I clean up a manicure, I prefer to use pure acetone. This is what works best for me, but this technique will work with other nail polish removers, if you are not an acetone fan.

#### Eyeliner Brush

I have tried different brushes for clean up and find that the shape and flexibility of this type of brush works best for me. However, I suggest experimenting with different brushes to find one that works best for you.

#### Contact Lens Case

Any small, airtight container should work. I happen to have lots of contact lens cases around, so I dedicated one to manicures. This allows me to reuse the acetone for multiple manicures. I just keep adding pure acetone when it runs low and I like that I don't have to waste it after each clean up because it has a cap.

The right side of my contact case has acetone and the left side has water. I use the water to rinse the acetone off the brush after using it. This helps extend the life of the brush.

#### Cuticle Pen

This is my favorite way to moisturize the cuticles after pure acetone. I use the El® Nourishing Cuticle Pen that I get for \$1 at Target. It has a stiff tip that allows me to apply the oil while the polish might not be completely dry yet without ruining the manicure.



# Calendar

NailsHQ Magazine will be published quarterly through 2014. We will re-assess in the Fall 2014 whether to move to a bi-monthly or monthly publishing schedule.

## Ad Dimensions

Full Page Ads: 768 x 1024 pixels

Half Page Ads: 768 x 512 pixels

Marketplace Ads: 384 x 341 pixels

Indie Classified Listing: 360 x 113 pixels

# 2014 ADVERTISING DATES

	CLOSING	MATERIALS	ADS DUE	ON SALE
Preview Issue [FREE]	4/22/14	4/29/14	5/6/14	6/3/14
Spring Issue	1/21/14	1/28/14	2/4/14	3/4/14
Summer Issue	4/22/14	4/29/14	5/6/14	6/3/14
Fall Issue	7/22/14	7/29/14	8/5/14	9/2/14
Winter Issue	10/21/14	10/28/14	11/4/14	12/2/14

**Materials Dates** are for ads that need any design work or changes made. This includes changes being made to an existing ad and designing a new ad from scratch. **Ads Due Dates** are for ads that are completed and require no work.

## Time to Clean Up!

By Anutka

### Brushes

All of these are inexpensive eyeliner brushes and all work equally well. I like the eyeliner brushes because they are flat and easily fit the contour of the nail.

#### Top

This is a Wal-Mart® store brand brush. It is inexpensive, but the bristles fall out extremely quickly (quicker than any other brush I've used). I bought a few at once so I have a new one to show here, but I rarely use this brush now.

#### Middle

An Essence® brush. This brush works very well and so far has held up perfectly to acetone.

#### Bottom

This is a Target® store brand brush. It is my most used and abused brush. I love it.



### Let's Get Started!

Apply a base coat and desired number of coats of nail polish.

Note: I go through the clean up steps prior to adding a top coat, but you can choose to apply a top coat before the clean up.

I find that cleaning up before the top coat works better for me for two reasons:

1. While I'm doing the clean up, the nail polish has time to dry and the topcoat doesn't bubble as much as it does over fresh polish.

2. The top coat is more stubborn to remove so it makes the clean up process longer.



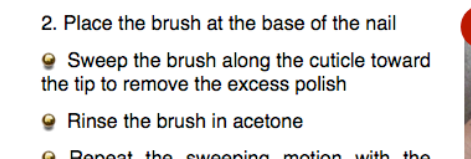
## Time to Clean Up!

By Anutka



1. Pour some acetone into a small container (it is slightly pink from a previous manicure).  
Dip the brush into acetone.

Run the brush along the side of the container to get rid of excess acetone. This helps ensure that the cuticles don't get flooded with acetone and ruin the manicure.



2. Place the brush at the base of the nail.

Sweep the brush along the cuticle toward the tip to remove the excess polish.

Rinse the brush in acetone.

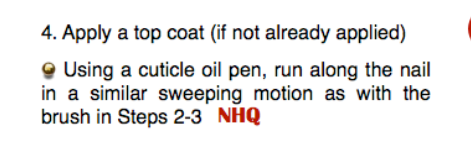
Repeat the sweeping motion with the brush if needed until all of the excess polish is removed.



3. Starting at the base again, run the brush along the other side of the nail.

I turn my nails to face me so that the brush is never blocking my view of the nail.

Rinse the brush and repeat as necessary until the cuticle lines are clean.



4. Apply a top coat (if not already applied).

Using a cuticle oil pen, run along the nail in a similar sweeping motion as with the brush in Steps 2-3. **NHQ**



Wacky Laki

# NAIL ART!

Nautically Dotted →

Diamonds Are A Girls Best Friend →

Sultry Blue →

Sand Tropez →

Mermaids Tails →

Meet The Cover Artist →

One of the easiest forms of nail art is glitter and dots, which we're introducing in this Preview Issue.

We will bring you more interesting and challenging nail art techniques in future issues!

## Nautically Dotted

By Nicole Franklin



### DIRECTIONS

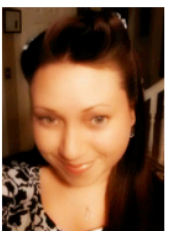
#### INGREDIENTS

China Glaze® First Mate  
OPI® My Boyfriend Scales Walls  
Poshé® top coat  
Dotting Tools: Small & Medium  
Optional  
Konad® Special Red  
Bundle Monster® plate BM-08

I started off with two coats of China Glaze® First Mate, a navy creme, and three coats of OPI® My Boyfriend Scales Walls, a white creme with a grey undertone, to my ring fingers.

With my medium and small dotting tool, I used both First Mate and My Boyfriend Scales Walls to create the dotted line pattern.

For a little something extra, I used Konad® Special Red with Bundle Monster® plate BM-08 for the anchor on my accent nails. I finished with one coat of Poshé® top coat.



Nail Polish Wars

## Preview Issue Advertising Opportunity

When the Spring 2014 issue is published, the **Preview Issue** (featured throughout this Media Kit) will become a **Free sample available to everyone** who downloads the NailsHQ Magazine app, for the life of the magazine.

This will give you exposure to everyone who downloads the app, not just those who purchase the magazine issues.

## 2014 RATES\*\*

		Preview	1x	2x* (save 5%)	3x* (save 10%)	4x* (save 20%)
Full Page 768x1024 px	Run of Book	799	499	474	449	399
	Page 3 - 10	999	624	592	562	499
Half Page 768x512 px	Run of Book	499	311	295	280	249
	Page 3 - 10	599	374	355	337	299
	Marketplace [1/6th Page]	199	124	118	112	99
	Indie Classified Listing [1/18th Page]	99	62	59	56	49

\*\* Introductory Rates are guaranteed through March 2014 and are subject to change as circulation grows.

\* Rate Per Issue

### Diamonds Are a Girl's Best Friend

By Jamie



#### DIRECTIONS

- Two coats of ridge filling base coat. Let dry.
- Two Coats of China Glaze® For Audrey. Let dry.
- Starting half way down the nail, apply OPI® Crown Me Already to the tips. Let dry.
- Using the polish brush, dab more OPI® Crown Me Already to the tips. Let dry.
- With a stiff eye-makeup brush dipped in pure acetone, clean excess polish from skin.
- Seal design with your favorite top coat for a high gloss shine and extra strength.

#### INGREDIENTS

- China Glaze® For Audrey
- OPI® Crown Me Already



The Posh Polish

### Sultry Blue

By AmyGrace



#### DIRECTIONS

- Two coats of ridge filling base coat. Let dry.
- Two Coats of China Glaze® Bermuda Breakaway. Let dry.
- Wipe half of Color Club® Sultry Diva off the brush. Starting at the cuticle line, polish half way up the nail. Let dry.
- Dab more Sultry Diva near the cuticle line. Let dry. Repeat another layer if necessary.
- With a stiff eye-makeup brush dipped in pure acetone, clean excess polish from skin.
- Seal design with your favorite top coat for a high gloss shine and extra strength.

#### INGREDIENTS

- China Glaze® Bermuda Breakaway
- Color Club® Sultry Diva



The Polished Perfectionist

### Sand Tropez

By Marcelina Micek



Most of the time I try to show more complicated designs, but today I'm demonstrating something simple, yet still very pretty.

As my main nail polish I used Essie® Sand Tropez, which is a soft sandy beige, a beautiful neutral shade that anyone can wear.

Recently I'm starting to like glitter polish even more so I added two actually, China Glaze® Glistening Snow, just a tiny amount of it and on the top of it I have Essence® 02 Julia which is so beautiful. I just love how these little silver holographic squares shine!

#### INGREDIENTS

- Essie® Sand Tropez
- China Glaze® Glistening Snow
- Essence® 02 Julia



Marce7ina

### Mermaids Tails

By Lindsey Rivait



#### INGREDIENTS

- China Glaze® DV8
- OPI® Nicole... Spotted!
- OR China Glaze® Atlantis
- Sally Hansen® Hidden Treasure
- OR Essie® Shine of the Times

I love wearing blues and teals on my nails, but sometimes a girl just needs to add a little more oomph to her manicure. China Glaze® DV8 from their old OMG holographic nail polish collection always reminded me of a mermaid's tail, but something was missing—more glitter.

I picked out a few polishes from my nail polish racks, each of a different texture (holographic, glitter, and flakies) to create the sparkly depth in this manicure. Combining different polishes and textures is fun, plus it gives new life to old polishes.

I started with two coats of China Glaze® DV8, followed by three coats of Nicole by OPI® Nicole... Spotted! I wish Nicole... Spotted! was a denser glitter, but China Glaze® Atlantis would be a wonderful alternative. On top of the glitter, I added a coat of Sally Hansen® Hidden Treasure, which is a fantastic flake polish that shifts from orange to green. Unfortunately Hidden Treasure is discontinued, but Essie® Shine of the Times is similar and widely available.

Although it seems like a lot of coats, the manicure was quick and easy to execute. Each layer adds to the depth and ethereal fairy tale theme of the manicure.

While wearing this manicure I received a lot of compliments. Friends and co-workers demanded I show them my nails and asked how I achieved this look. I was even told it looked like I had a little treasure chest on my nails!

There you have it—a multi-dimensional glitter manicure that takes on a new life in different lights.



Lindsey's Lacquer

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## Indie Polish Designer Opportunity

When the Spring 2014 issue is published, the **Preview Issue** (featured throughout this Media Kit) will become a **Free sample available to everyone** who downloads the NailsHQ Magazine app, **for the life of the magazine.**

Your Classified Listing will be a **live, clickable link directly to your website or store.**

This will give you exposure to **everyone** who downloads the app, not just those who purchase the magazine issues.

If there was only one place to spend your advertising dollars, being listed in the **NailsHQ Preview Issue Indie Polish Designer Classified** pages is it!

We will offer the Indie Classifieds in every issue, but choosing to advertise in the Preview Issue is an incredible opportunity that **will pay off for years to come.**



### Meet The Cover Artist

By Ana Seidel



#### INGREDIENTS

- Wet n Wild® SaGreena the Teenage Witch
- Wet n Wild® The Gold & the Beautiful
- Loose Gold Hex Glitter



#### How Did You Get Started?

Some time around 12 years old, I asked my mother for nail polish. She said yes—under one condition—that she never saw it chipped. As soon as she saw my polish chipped, she would take it away.

Back in those days... (late 1970s) ...the science of base and top coats didn't exist. So, I only wore color polish and touched up tip wear every night before bed. My mother never saw my polish chipped.

In college, I discovered a wholesale nail supply store in Fullerton, CA. I invested in some water decals and striping tape, but since they were expensive I reserved them only for holidays. Silly me.

Then in late 2010, I discovered the cyber world of nail art and nail bloggers. I was re-bitten by the nail art bug when I discovered water marbling, stamping, glitters and acrylic paint techniques.

#### What Are The Best Tools to Use For Nail Art?

My favorite tool is the dotting tool. I'm so happy about the wide variety of nail art accents available to us today. As a mom of four children who struggles with severe PMS, I've had to work with different medications with interesting side effects. The side effect that has bothered me the most creatively is small tremors. This seriously affected my ability to paint, so I started to embrace the dotting tool.

I created the website SimpleNailArtTips.com because I knew there were others like me who felt challenged with unsteady hands—whether from age, meds, or nubs just starting nail art. With a little practice, everyone can gain control of dotting tools whether commercial or home made.

#### What Is Your Main Inspiration For Getting Started?

Often times, I just grab a few bottles of polish and start painting. Sometimes I get a vision of a design and test it out on a swatch circle. At other times, if I'm feeling uninspired I'll do a Google images search with a few keywords, like "purple nail art." The prolific creativity from other nail artists is enough to trigger a fun idea.

### Meet The Cover Artist

By Ana Seidel



SimpleNailArtTips  
NailCareHQ

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#### How Do You Keep Your Nails and Cuticle Lines Healthy?

In 2010, my research led me to read Doug Schoon's book *Nail Structure and Product Chemistry*. I learned the importance of certain oils' ability to restore balance to the nail plate, with the most important one being jojoba.

All of the commercial cuticle oils that did have jojoba as their first ingredient also contained almond oil—which I'm allergic to. So I created my own oil. Once I applied it, the oil disappeared! It

soaked right in. My nails were very dry from hand washing an using polish removers. I kept reapplying the oil until I felt that it wasn't really soaking in any longer. Three days later my nails were stronger and my hang nails had disappeared.

The photo above was after using my oil for 3 months. My nails just stopped breaking! Once I realized how special my oil recipe was, our business Bliss Kiss™ was born featuring Pure Nail Oil™.

SimpleNailArtTips  
NailCareHQ

### Meet The Cover Artist

By Ana Seidel



#### What is Your Favorite Type of Nail Art?

I'm totally in love with sponged gradients, like this one. For this design I used an open sponge that is used for holding a bar of soap! I just cut off a little wedge, added polish to it and dabbed it on my nails.

SimpleNailArtTips  
NailCareHQ



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