## NailHealth&Beauty SUMMER 2017 • VOLUME ONE Marilyn Monroe Romances Nail Magician Star of the Spas Spotted Partnering with SNS! **No Ordinary Joe** One Man's Passion for Nail Health & Beauty A Star Is Born **Nail Magic In** The World's 3 Simple Steps Healthiest Gel With the World's First & Finest **Dipping Powders** A Symphony of Colors Perfect Matches for Powders, Gels & Polish SNSNAILS.COM



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A MESSAGE FROM THE PUBLISHER

### **HEALTH IS** BEAUTIFUL!

Welcome to the first edition of Nail Health & Beauty. Everyone here at SNS is excited about the launch of this new magazine for nail professionals.

Our goal is to inspire and inform you about the latest developments in nail fashion. We'll also introduce you to some of the amazing salons and spas that are pioneering the best new approaches to nail design.

Our special passion is to give women an experience of nail beauty that enhances their health. Without a doubt, this is the future of the industry, and we're proud to be leading the way.

Do you have questions? Suggestions? A great story to tell? We'd love to hear from you, so please drop us a line. We're easy to reach at hello@nailhealthandbeauty.com

Meanwhile, we hope you enjoy the magazine.

To your good health and success,

Joe Nguyen

Publisher of Nail Health & Beauty

Founder of SNS

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With the SNS dipping powders, Joe Nguyen went further than reducing damage to the nails: he created a formula that actively improves their health!

Meet Joe Nguyen, salon owner turned industry leader with a passion to make a difference.

Joe cut his teeth spending years as a salon owner in California. He learned the hard way what every salon owner knows: that it's a tough business to attract customers, recruit good technicians, deliver exceptional service and turn a profit.

In the decades since, as a global product manufacturer, Joe has always held a special place in his heart for salon owners. Today, one of his biggest motivations is to lift the fortunes of those small local businesses that are the bedrock of the entire nail fashion industry.

# NO ORDINARY JOE

As everyone knows, there's a hidden cost in traditional nail polish: the toxic ingredients that cause the natural nail to become progressively weaker. Joe refused to accept what others took for granted. In 1996, he launched an industry-changing product: the world's first dipping powders. For the first time, here was a product that actually improved the condition of the nails with each application. Joe went on to introduce a succession of product innovations, all with a single theme: giving women beautiful nails without stealing their health.

#### A TOTAL TURNAROUND

With the SNS dipping powders, Joe Nguyen went further than reducing damage to the nails: he created a formula that actively improves their health!

Founder of SNS

This was achieved by creating a base for the dipping powders that's enriched with no less than 5 nutrients: vitamins A, E, D3 and B5, plus calcium. Customers were amazed to see their nails become stronger and healthier with each application. At the same time, they discovered an unrivalled range of gorgeous colors, with a strong and flexible finish that feels light and natural.

But what has this breakthrough meant for salon owners? That's part of the magic. With the SNS Dipping Powder System, Joe gives salons good reason to charge premium prices—and customers keep coming back for the amazing product experience. For many salon owners, the impact on revenues has been dramatic. By following Joe's guidance, many have doubled or more their annual income.

#### THE NEWEST STAR

Today, Joe is continuing his odyssey of innovation, with the launch of SNS GelStar,™ the world's healthiest nail gel. You'll get to read all about it in this edition of Nail Health & Beauty.

Caring for customers, caring for salon owners...
Joe Nguyen is a business leader who brings both heart and creativity the nail fashion industry.
Explore these pages, and you'll get to see just what a difference this makes.





### JASMINE NGUYEN: NO ORDINARY PARTNER

A good part of the SNS magic springs from the exceptional training the company offers to nail technicians all over the world.

Overseeing this vital contribution is Jasmine Nguyen, the company's trainer-in-chief. With her extraordinary skills, she sets the standard for SNS trainers worldwide. When you watch Jasmine work (as you can on several compelling YouTube videos) it's easy to see why. She combines the precision of a master craftswoman with the freedom of a true artist.



SNS LEADERSHIP

### THE WORLD'S FIRST AND FINEST DIPPING **POWDERS**

Does it have to be a choice—health or beauty? For many women, the answer is yes. They've settled on allowing their bodies to suffer so they can look their best. This hidden cost has haunted the nail fashion industry for generations, with very little challenge from its manufacturers and marketers.

Then SNS burst on the scene, with a new message: You don't have to choose! Your nails can be beautiful AND healthy. In fact, taking care of nail health is the key to ultimate beauty. That was the driving force that is now helping transform an entire industry.



#### **DIP INTO THE BENEFITS!**

Acrylics and gels have their place in the world of nails... but for the ultimate customer experience, nothing compares to the SNS Dipping Powders System

Strong	<b>/</b>	<b>/</b>	<b>V</b>
Flexible	<b>V</b>		<b>V</b>
Durable		<b>'</b>	<b>V</b>
Natural feel			<b>V</b>
No UV light	<b>V</b>		<b>V</b>
Odor free		<b>'</b>	<b>V</b>
Protects real nails			<b>V</b>
Healthy for nail bed			<b>V</b>
Non-allergenic			V

### THE ROAD TO **LEADERSHIP**

#### 1990 **SNS FOUNDED**

Salon owner Joe Nguyen launches a new kind of nail company in the USA, focused equally on health and beauty.

### 1996

#### THE DIPPING POWDER **BREAKTHROUGH**

SNS has taken the industry lead by creating the first and finest pink & white dipping powders.

#### 2009

#### **GLOBAL EXPANSION**

**DIPPING** 

SNS has entered multiple Asian and European product line exclusively for Australia.



**NEW PRODUCTS FROM SNS** 

### A PASSION FOR INNOVATION

With its mission to take the lead in combining health with beauty, SNS is constantly bringing fresh ideas to the market. These are more than new products—they are new concepts, based on intensive work by SNS scientists around the world.

Here's a quick overview. You can learn more about each of them in later sections of Nail Health & Beauty.

#### **SNS GELOUS COLORS**

Over 400 unique and irresistible dipping powder colors

#### SNS FRENCH DIPPING SYSTEM

The world's first and best pink & white dipping powder system

#### SNS GELSTAR™

The healthiest—and most beautiful—gel on the market

#### **SNS NAIL LACQUERS**

For your pedicures: nail lacquers that perfectly match other SNS products

#### **SNS BASES & SEALERS**

A uniquely nourishing base and top, with other essentials for your dipping powders

#### **SNS ACCESSORIES AND PACKAGES**

Fabulous accessories to ease and speed your nail treatments

Now you can match 150 sizzling colors in THREE different SNS systems:

- SNS Gelous Colors
- SNS GelStar™
- SNS Nail Lacquers!

#### 2010 **SNS GELOUS COLORS**

than 400.

#### 2015

#### PRE-BONDED FORMULA

#### 2017 SNS GELSTAR™

SNS launches the world's E and calcium.

#### 2018

#### WATCH THIS SPACE!

leadership through



# MARILYN MONROE: THE RISING SPA

Nail Health & Beauty (NH&B) conducted a Q&A with Jim Lewis, CEO of the new and fast-growing Marilyn Monroe Spas.



Jim Lewis, CEO Marilyn Monroe Spas

#### NH&B: Jim, tell us first about Marilyn Monroe Spas.

**Jim Lewis:** Sure. The company was launched in 2014 by Niki Bryan, supported by a team of former Walt Disney executives. The vision was a one-stop solution for consumers seeking a higher quality of beauty care in a safe and hygienic environment. And then there's Marilyn Monroe herself—owning the right to use her name and image is a huge asset. She's the timeless icon of beauty, sex appeal, style and vitality. And by the way, millennials make up 85% of her fan base today. We currently have 13 locations, including our community spas in shopping malls and five resort spas for Hyatt Regency hotels. That's just the beginning: we anticipate rapid growth over the coming years, and not just in the USA. We're about to enter India, with 250 units planned over the next 10 years, and we expect more international expansion.

#### NH&B: How did your own background prepare you to take the role of CEO with Marilyn Monroe Spas?

**Jim Lewis:** I have a pretty diverse business history. I began with a master's degree in international finance, and I'm a CPA. I first worked for Price Waterhouse, and then I migrated to the corporate world, with a senior position at Pepsi Co. But it's my years with the Walt Disney Company that connected me to this new adventure. I was with Disney for 15 years and became president of the Disney Vacation Club, which I ran for eight years. I worked with some amazing people at Disney, several of whom are now part of the Marilyn Monroe Spas executive team. One of them is Niki Bryan, our founder, who ran Disney's own spas for several years. Another is Al Weiss, the chairman of Marilyn Monroe Spas, who was president of worldwide operations for Walt Disney Parks and Resorts.

#### NH&B: What convinced you to accept the invitation to become **CEO of Marilyn Monroe Spas?**

**Jim Lewis:** For one thing, I was bored! That may seem odd, because at the time I was running Walmart's operations in Florida, a \$9 billion dollar business with 35,000 associates. But I was ready for something completely new, and the invitation to lead an exciting startup was an opportunity I couldn't resist. Not that I didn't research it first. I did some secret shopping at Marilyn Monroe Spas, and I asked my wife and women friends of ours to do the same. The reports that came back confirmed my own experience: this was something truly special.

#### NH&B: What does Marilyn Monroe Spas bring to the industry that's not already on offer?

Jim Lewis: This is a growing industry, but a very fragmented one, with some 30,000 spas in the US. Most importantly, there's no major national player offering all the services people want in one location. If you're looking for true quality, you'll be going to the hairdresser in one place, a nail salon somewhere else. and then more driving for a facial or to get a massage. We see a huge opening for delivering high-end services in all these areas under one roof.



#### NH&B: Why did you decide to introduce SNS products into **Marilyn Monroe Spas?**

Jim Lewis: We have a serious commitment to the wellness of our customers. Most of our products are natural and many are organic. And as I mentioned, we pay special attention to hygiene in everything we do. Now with nails, that presents a challenge. Acrylics, as you know, involve many toxic chemicals, and the fumes are harsh. So we decided to exclude them from our services. But that meant foregoing around 11% of the nails market—and disappointing women who are seeking that kind of manicure. SNS gives us the perfect solution: a product that we can offer in place of acrylics, without the odor, and with a positive health outcome for our quests.

#### NH&B: How are customers at your spas responding to the SNS products?

Jim Lewis: It's early days, but so far they love their SNS nails. I personally look at every piece of quest feedback. Every Monday morning starting at 10 o'clock, I read every Yelp review, every comment card, and the online survey that we have across our system. Consumers are telling us: "This is great—now I have an alternative to acrylics. I'm going to be a regular customer at Marilyn Monroe Spas." That's the response we were anticipating, and we've no doubt it will lead to tremendous referral business. Of course, it's also good for our other services, because when someone comes to us for SNS nails, they'll learn that we also provide top quality hairdressing, as well as the best in facials and massage.





#### NH&B: What does the inclusion of SNS products mean for your technicians?

Jim Lewis: They're loving it—in fact, they've told us this is overdue. With the SNS products, they're staying busier, and that means they earn more because they have a bigger book of business. Our staff are excited that we found an alternative for nails that fits perfectly into the Marilyn Monroe Spas concept.

#### NH&B: How has it been to work with SNS executives on this project?

Jim Lewis: They've been great. Their goals are the same as ours in wanting to deliver an outstanding service, so they've been very responsive in training our people in the SNS process. Quality training is critical for us to stay competitiveespecially with so many millennials wanting nail art, which is a sophisticated process. I've found that the people at SNS totally stand behind their product in the way they support us. They provide great service to us, and because of that we can turn around and provide great service to our customers. It's early days, but we're loving this relationship so far. We think it can only grow, as SNS and Marilyn Monroe Spas also continue to grow. The future looks good!

Dreaming of your own spa business? Call Marilyn Monroe Spas at 561-207-8519 to learn about the franchise opportunity.



**NEW FROM SNS** 

### SNS GELSTAR™: THE WORLD'S HEALTHIEST GEL

The mission of SNS is to give women beautiful and healthy nails, the way they want them. While millions are turning their attention to SNS Dipping Powders, some still prefer using gels.

So SNS has developed a proprietary formula to meet their needs. It's called SNS GelStar™—a totally new kind of gel.

SNS GelStar<sup>™</sup> has all the benefits of gels, with far less damage to the nail bed.

> There are already 150 scintillating colors in the SNS GelStar™ lineup. And they ALL fit into the amazing MasterMatch™ System, which means you can use them with SNS Gelous Colors and SNS Nail Lacquers.

See next page for the SNS GelStar™ colors. There's more about the MasterMatch™ System later in the magazine.

For customers, technicians and salons, there's only one word for SNS GelStar™...WOW!

- Healthier Nails
- Durable 14-Day Wear
- Includes Vitamin E and Calcium
- Brilliant, Mirror Surface
- Easy Application
- No Alcohol Needed for Top
- Fast Removal

For SNS GelStar<sup>™</sup> colors, see SNS MasterMatch™ on page 28.



GELSTAR<sup>™</sup>

1-STEP GEL

SNS

15ml - .05 Oz.

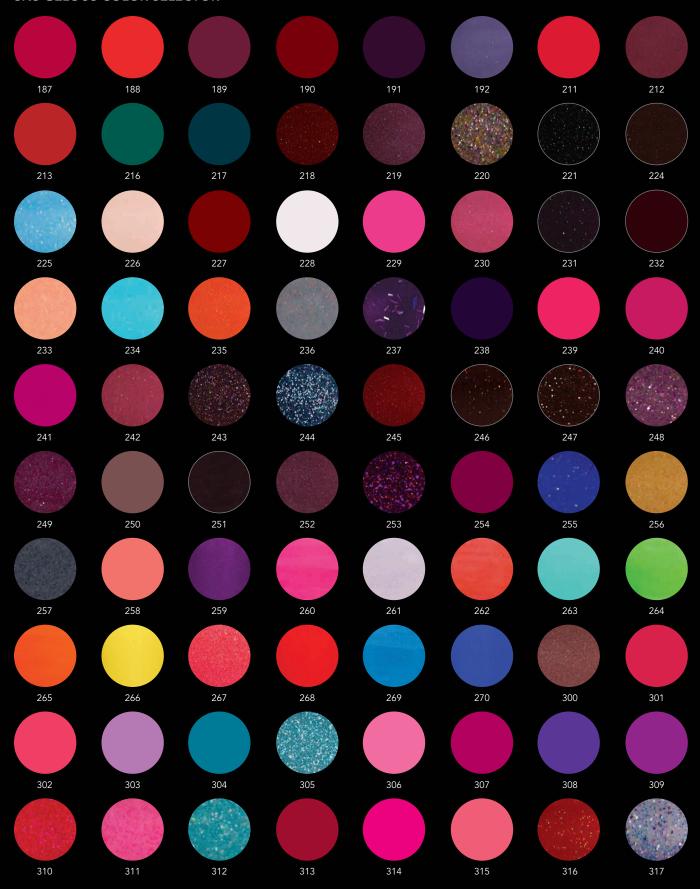




Choose From Over 400 Fabulous Dipping Powders









HOW TO ORDER: Salons: Find a Distributor at SNSNails.com
Distributors: Download an Order form at SNSNails.com

#### FROM JASMINE:

### TWO IMPORTANT TIPS

- Always stir your SNS Dipping Powders before use. Colors may settle during shipment, and stirring will ensure consistent color application.
- Color finishes may vary according to the application technique used. We strongly recommend that you follow all SNS guidelines and training videos.

#### A SYMPHONY OF COLORS

# THE COLLECTIONS: FAVORITE FAMILIES OF SNS GELOUS COLORS

The joy of nail fashion is choosing the perfect color for your mood and occasion. The SNS Gelous Color Collections make your decisions easy. Our designers have carefully grouped some of our finest hues to suit a particular style or theme.

#### **BRIDAL COLLECTION**

Romantic, beautiful and celebratory — the perfect look for anyone in the mood for love.



#### **CLEOPATRA COLLECTION**

These rich, strong colors for the woman who's ready to take on the world!



#### **DESIGNER COLLECTION**

A stunning mix of fashion-forward colors, both solid and speckled, for the ultimate in chic.



#### **DIVA COLLECTION**

Pure drama and delight: a range of colors to show the world you're unstoppable.



#### **EASTER COLLECTION**

Soft, joyful hues that open the heart for a gentle celebration of life.



#### **FAIRYTALE COLLECTION**

Amazing colors to reveal your magical spirit and indulge your wildest dreams.



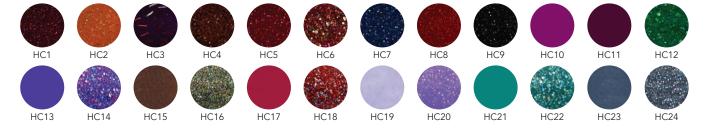
#### **GLITTER COLLECTION**

A dazzling collection of glitters that aren't shy about their amazing beauty.



#### HOLIDAY COLLECTION

For festivities of every kind, these are colors to awaken the party spirit in everyone.



#### MATTE COLLECTION

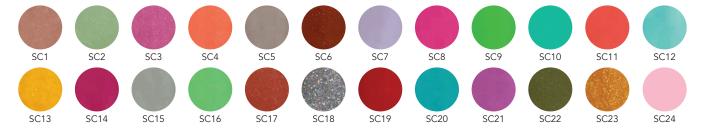
Romantic, beautiful and celebratory — the perfect look for anyone in the mood for love.



HOW TO ORDER: Salons: Find a Distributor at SNSNails.com
Distributors: Download an Order form at SNSNails.com

#### SIGNATURE COLLECTION

Expressing the height of elegance, these classic hues create a uniquely individual look.



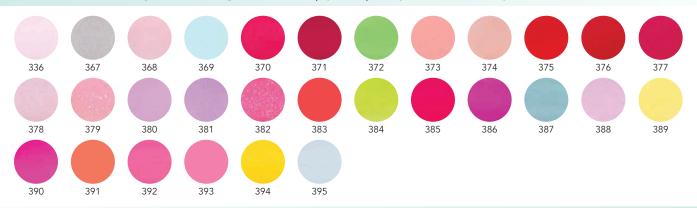
#### SPRING COLLECTION

Happy days are here again with these youthful and lively colors!



#### HAWAIIAN DREAMING COLLECTION

Vibrant and scintillating, these sizzling colors will help you express your natural vitality.



#### **EUROPEAN NUDE COLLECTION**

Lovely flesh tones and natural pastels, with new shades inspired by European fashion.



**Salons:** Find a Distributor at SNSNails.com **Distributors:** Download an Order form at SNSNails.com



**FRENCH TIP FEVER!** 

# SNS PINK & WHITE DIPPING POWDERS.

SNS takes the French Tip to a whole new level with these fabulous Pink & White Dipping Powders. This exciting system delivers ultimate style and healthier nails with one exclusive product line.





# SNS PINK & WHITE PRODUCT SELECTOR WHITE DIPPING POWDERS

All available in 2oz, 4oz and 16oz



#### **FRENCH WHITE**

Give your nails a breathtaking smile. This pure white will create the look of a perfect freehand French manicure.

#### Recommended Use:

Use in combination with one of our pink powders to create the look of a French Manicure.



#### **AMERICAN WHITE**

Born in the USA, this patriotic blend is just like the nation itself: strong, healthy, enduring. Add a French twist to create the perfect smile for your all-American girl nails.

#### Recommended Use:

Use in combination with one of our pink powders to create the look of a French Manicure.



#### **FRENCH GLITTER F3**

The beauty and innocence of pure white. This color will develop a French Manicure with glitter and sheer for a stunning white tip.

#### Recommended Use:

Use as a second coat of French White.

#### SNS PINK & WHITE PRODUCT SELECTOR

### PINK DIPPING **POWDERS**

All available in 2oz, 4oz and 16oz



#### PINK GLITTER F1

Looking for just a hint of color? This will give you a smiling French Manicure with just a touch of pink and a more glittery finish.

Recommended Use: Use as a second coat of a French Manicure.



#### **NATURAL PINK**

The pink bursting out of an April forest or dancing across the water from the reflection of a summer sunset, for a strong, natural nail.

Recommended Use: Use in combination with one of our white powders to create the look of a French Manicure.



#### **PINK GLITTER F2**

Enhance the look of a French Manicure with this strong pink hue that requires less glitter.

Recommended Use: Use as a second coat of a French Manicure.



#### **DARK PINK**

Lil' Miss Popular. Make it pretty in pink with this perfect French Manicure color that happens to be our clients' favorite.

Recommended Use: Use in combination with one of our white powders to create the look of a French Manicure.



#### NATURAL PINK GLITTER F3

Treat yourself to a natural look. This French Manicure delight has less glitter, so your true beauty will be all that glistens in the light.

Recommended Use: Use as a second coat of a French Manicure.



#### X-DARK PINK

Give your nails the X factor. Think of it as an extra shot in your French Manicure dip for a bold, beautiful kick of dark pink.

Recommended Use: Use in combination with one of our white powders to create the look of a French Manicure.

"No woman should have to choose between beauty and the health of her nails."

#### SNS PINK & WHITE PRODUCT SELECTOR

# NATURAL DIPPING

All available in 2oz, 4oz and 16oz



#### **NATURAL SET**

Very Natural. The strong, healthy nail you want when there's no color required.

#### Recommended Use:

Use with French White or Gelous Color to create a natural look for the nail or regular SNS Set.



#### **NATURAL FILL**

Designed to use for any SNS regular fill, refill or to repair nail damage from gel or acrylic nails to refresh the appearance of the nail.

#### Recommended Use:

Maintenance for fill in SNS regular set.



#### **NATURAL BALANCE OUT**

Repair. Restore. Refresh. Use this dipping powder to repair a damaged nail bed.

#### Recommended Use:

Repair of damaged nail beds and to cover up damage from biting your nails.



#### **SUNSCREEN**

Put some shades on your nails. This custom designed, high-tech UV protective powder prevents yellowing from the sun and heat.

#### Recommended Use:

To overlay as a topcoat to protect from UV exposure such as bleached and tanning.



#### **NATURAL SET SHEER**

The perfect finish for the perfect nail. Designed to overlay the French Manicure or Gelous Color to bring out the shine and create a strong, healthy nail.

#### Recommended Use:

To use as a topcoat on a French White or Gelous Color.

"Not all dipping powders are the same: only the finest quality product delivers results that customers love."

### HOW TO ORDER: Salons: Find a Distributor at SNSNails.com Distributors: Download an Order form at SNSNails.com

#### FOR EASY ORDERING

# PINK & WHITE KITS













#### THIS KIT INCLUDES:

French White Natural Pink Natural Set

French Dip Moulding Gel Base Gel Top Gelous Base

Sealer Dry Brush-on Glue Brush Saver Vitamin Oil



#### THIS KIT INCLUDES:

French White Natural Pink Natural Set Natural Fill

French Dip Moulding Gel Base Gel Top Gelous Base

Sealer Dry Brush-on Glue **Brush Saver** Vitamin Oil



#### THIS KIT INCLUDES:

French White Natural Pink Natural Set Natural Fill Sunscreen

French Dip Moulding Gel Base Gel Top Gelous Base

Sealer Dry Brush-on Glue **Brush Saver** Vitamin Oil

### LEADING BY SERVING

SNS cares equally for customers, technicians, salon owners and distributors. That's how we're changing the nail industry throughout the world.

When salons switch to SNS, we see their income grow 50% to 100%. -Andy Pham, SNS Distributor, Australia

With its training and support, SNS provides great service to us, and that helps us deliver great service to our customers. -Jim Lewis, CEO Marilyn Monroe Spas

SNS is fantastic for this industry because it's promoting the concept of health for the nails.

- Claudia Santos, SNS Distributor, Portugal

THE APPLICATION ADVANTAGE

### NAIL MAGIC IN THREE SIMPLE STEPS

Fast, easy, simple...that's the key to the SNS Dipping Powder System. A 3-step application overlays directly onto the nail and creates a beautiful, durable finish.

The unique SNS process eliminates almost all allergic reactions as well as the odors and harsh chemicals typically associated with acrylics and gels.







STEP 1 **APPLY GELOUS BASE**  STEP 2 **DIP IN POWDER**  STEP 3 **APPLY GEL TOP** 

Women love finding their beautiful nails are thinner and lighter. And with the addition of four different vitamins, plus calcium, their nails grow healthy and strong.



BY POPULAR DEMAND...FOR YOUR PEDICURES

# SNS NAIL LACQUERS

Salons and customers love the SNS Dipping Powder System. But what if you want to add a pedicure? Dipping powders aren't appropriate, so there's been a challenge to get an exact color match.

#### THE PROBLEM IS SOLVED!

SNS Nail Lacquers provide a beautiful range of polishes that perfectly match the famous SNS Gelous Colors and they match SNS GelStar  $^{\text{TM}}$  colors, too.

That's the beauty of the amazing new SNS MasterMatch™ System. Now fingers and toes are all on the same page! Take a look at the full range of shimmering Nail Lacquer colors in the SNS MasterMatch™ Color Gallery on page 28. MADE IN HEAVEN FOR YOUR SALON!

# THE SNS MASTERMATCH SYSTEM

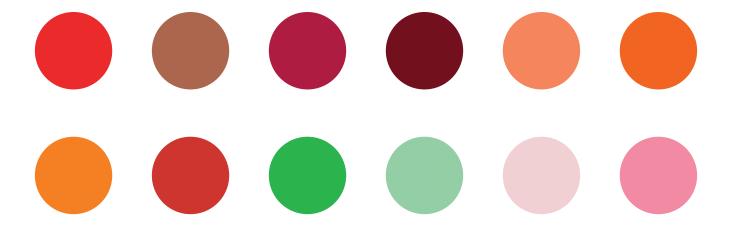
For the first time, SNS introduces 150 identical hues across the whole range of SNS products. Find ALL these fabulous colors in ALL our product lines.

The choice is yours! Now you can perfectly combine all 150 stunning colors from an SNS product—it's a match made in heaven!

### 150 COLORS!

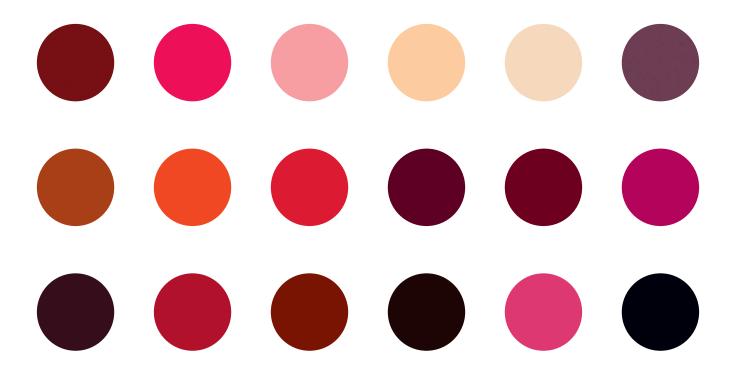






# SNS MASTERMATCH COLOR GALLERY

You'll find the same 150 fabulous colors in ALL three SNS product lines: SNS Gelous Colors | SNS GelStar™ | SNS Nail Lacquers So that means whenever you're using an SNS product, you get a perfect match!





#### SNS MASTERMATCH™ COLOR GALLERY



#### SNS MASTERMATCH™ COLOR GALLERY



HOW TO ORDER: Salons: Find a Distributor at SNSNails.com
Distributors: Download an Order form at SNSNails.com

SNS was launched by Joe Nguyen with one objective: to protect women's health while providing exquisite nail beauty.

At the heart of this mission is the choice of materials that most directly contact the natural nail. While most nail products carelessly apply toxic chemicals, SNS has taken a different approach. The first step is to reduce the chemical load on the nail, by using natural materials wherever possible. But SNS went further, creating a system that is positively good for nails.

#### THE FOUNDATIONS OF NAIL HEALTH

# SNS BASES AND SEALERS



The health secret of the SNS Dipping Powders is a product system that actively nourishes the natural nail. It combines these healthful ingredients:

Vitamin A is an antioxidant that helps the nail bed repel bacteria and viruses, while it also protects against UV damage.

Vitamin E is a nutrient and protector for the nail bed: it helps neutralize free radicals which damage the cells, and strengthens the immune system.

Vitamin B5 (pantothenic acid) has powerful abilities to regenerate the nail bed, making the tissue more solid and elastic, and it also provides a protective barrier against harm.

Vitamin D3 boosts elasticity of the tissues and stimulates collagen production, while helping to replenish the cells and maintain their natural moisture. Calcium is an essential component for cell regeneration and tissue strength; it also has a protective function, stimulating the production of natural antioxidants to preserve cell health.

But what does this mean in practice? The short answer: a dramatic difference in clients' experience.

Sadly, most women accept a gradual weakening of their nails from the repeated use of acrylics and conventional nail gels. The SNS Dipping Powder System produces the direct opposite result: nails become healthier and stronger with each visit to the SNS salon!

### FROM JASMINE...A SAFETY REMINDER FOR YOU

Don't forget! The SNS bases and sealers contain strong adhesives. Use them exactly as you've been trained. If a bottle cap gets stuck DO NOT FORCE IT OPEN! Simply soak the whole bottle, with cap, in hot water for three minutes. Then place a pedicure towel over the cap and gently twist it open.

### **SELECT YOUR BASES & SEALERS**

All available in 0.5oz and 2oz refill



#### **GEL BASE WITH CALCIUM** & VITAMIN E

A liquid gel fortified with Calcium and Vitamin E to help the nailbed grow thicker and stronger.

Recommended Use: Apply Gel Base for Pink & White only.



#### **GEL TOP**

This liquid gel is used to create a brilliant shine and to protect nails from the sun's harmful rays.

Recommended Use: Apply as a final coat to create shine and protect from UV light.



#### **GELOUS BASE WITH CALCIUM & VITAMIN E**

An SNS proprietary gel fortified with Calcium and Vitamin E. Designed to help Gelous Color maintain long lasting wear.

Recommended Use: Apply Gelous Base for Gelous Color only.



#### **SEALER DRY**

Increase the nail's shine with this liquid gel that will also help harden the nail.

Recommended Use: Apply after dip powder application and before Gel Top.



#### E.A. BOND

This adhesive helps promote a tight seal and nourish the nail bed.

Recommended Use: Apply to the nail bed before applying Gel Base or any Dipping Powder

Note: If Pre-Bonded products are being used, E.A. Bond is not required.



#### **BRUSH SAVER**

Maintains a soft and clean brush during applications.

Recommended Use: Use for cleaning brushes between and during applications.



#### **VITAMIN OIL**

All natural formula that is enriched with botanical oils, including emollient-rich safflower; silk protein; Vitamins A, D3, B5, E; and Calcium to help natural nails grow stronger.

Recommended Use: Apply a few drops into a thickened bottle and shake, allow 5 minutes to settle.

The first step is to reduce the chemical load on the nail, by using natural materials wherever possible. SNS



# **PORTUGAL'S** EEN OF NAI

NH&B interviewed Cláudia Santos, the company's top distributor in Europe

"I'm a woman. I like beautiful things—and that includes beautiful nails." That's how Cláudia Santos tells the story of discovering SNS. Today, she's one of the most successful SNS distributors in the world, with operations in four European countries and plans to open in Brazil this year. Yet remarkably, she has no background in nail salons, and never worked as a beauty professional.

"I'm a businesswoman," she explains. Then she laughs: "And so is my husband." Together they've built SNS to be Portugal's most famous name in nails, spreading from there to Spain, France and Switzerland. It was their business instincts that inspired Cláudia and Tony to seize on SNS. They recognized the unique opportunity in a radical new approach to nail fashion. In particular, they understood the appeal of "healthy nails", as women are becoming increasingly concerned about the toxic ingredients of many beauty products. The inclusion of vitamins and minerals that promote nail growth intrigued Cláudia, and she also recognized the value of dispensing with UV lights. Another point that struck her: many people are allergic to common acrylic polishes. The non-allergenic properties of SNS products would clearly widen the market.

#### A PASSION FOR QUALITY

Cláudia's first step was to contact Joe Nguyen, founder and director of SNS. She invited him and his team to travel to Europe and help her make a start. The invitation was accepted, and the Santos organized a series of free trainings for salon owners. SNS was launched in Portugal with a bang. Once the launch was under way, Cláudia and her husband were all in. Beyond the trainings,

they invested heavily in national advertising, both in magazines and on television. "We sell products only to salon owners," the entrepreneur explains. "But the focus of our advertising is entirely on the end consumer." This strategy worked — and continues to deliver today, with an expansion into social media. Women began showing up at salons, asking for SNS. Owners felt the pressure to provide the product, and they reached out to Cláudia's team for help.

## "But the focus of our advertising is entirely on the end consumer."

This led to the second, crucial, step in the strategy. Cláudia refuses to sell SNS products to anyone who has not been trained in their use. "That's why we have success," she explains. "People have tried other dipping powders and given up on them. Those copycat products are inferior, and without the application techniques you cannot give the customer a great experience." Today, there are at least four SNS trainings in Portugal every month, each of them lasting 3 days. Slightly shorter trainings are now provided elsewhere in Europe.

The latest development is to open an SNS exclusive salon, where consumers will experience the product and professionals can be trained. Like the true business people they are, Cláudia and her husband are relentlessly focused on growth. But there's no shortage of joy in the business. "I just love SNS," Cláudia laughs. "We all do...me and all my clients!"

THE GENIUS TEAM BEHIND OUR MAKEOVER

## YOUR SNS... **BRAND NEW!**



SNS GelStar™...SNS Nail Lacquers...the SNS MasterMatch™ System...Clearly SNS is entering a new phase in its exciting history of industry leadership.

The company is celebrating this milestone with a fabulous new brand look, masterminded by, SNS Director of Business Development Monte Taylor and Marketing Consultant Jon Ward, along with one of America's most talented creative agencies, Summation Design.

When it came to the new logo, Summation presented SNS executives with a real challenge: there were so many stunning solutions to choose from! Eventually, the decision was made: a look that combines contemporary style with timeless classical elegance.

#### A PASSION FOR QUALITY

Next the brilliant creators at Summation turned their attention to the packaging of each and every product. The new look delivers one clear message about SNS products: Quality!

You'll notice another lively design touch in the new SNS look: a dramatic contrast of black-and-white glamor shots with the brilliant colors of the SNS products.

SNS has always been committed to helping women show their true beauty to the world. Now, it's the turn of SNS itself!





JOE NGUYEN



JASMINE NGUYEN





KARIN SANTANA



MONTE TAYLOR



JENNIFER TRIEU



**BRAHVO NGUYEN** 



THE HIDDEN HEROES OF TEAM SNS

## THE PEOPLE BEHIND THE **PRODUCT**

Every great product depends on a great team. Get to know the friendly people of SNS.



# TAKING AUSTRALIA

When Andy Pham watched the nail business get started in Australia, he realized he could easily expand on his skills as a hairdresser, so he used his spare time to learn how to do nails. It didn't take him long to open a salon, but the real jump came when he decided to focus on distributing nail products. Visiting a trade show in the United States, he ran across SNS, and the dipping powders instantly impressed him. "This product was new and exciting, it was easy to do, and above all it was healthy for the customer," he recalls. Andy met with Joe Nguyen and asked to become the SNS distributor for Australia. Joe agreed, and shortly afterwards flew to Australia to help him launch the business there.

"At first it was hard," Andy admits. "Customers weren't expecting the product, and salon owners were wary. In fact, some people laughed at me and told me that I wouldn't get anywhere with SNS. But I felt I had to put the product on the market. So I persisted."

#### ONE EXPERIENCE FOR A LIFETIME CUSTOMER

A few salon owners recognized the power of the SNS products and came on board. Andy poured his energy into supporting his salon owners, with the help of the SNS team back in the US. Growth began to accelerate. Once women experienced the SNS product, they didn't want to go back to acrylics. Salons without SNS began losing customers. "If they lost a couple, they didn't care," Andy smiles. "But when they had 10 customers a day demanding SNS, they called me up and asked to be trained on the product."

Today, SNS is used by nearly every nail salon in Australia—all thanks to Andy Pham's determination.

Nail Health & Beauty talked to SNS distributor Andy Pham



Nguyet Vu, Thi Dang, Andy Pham, and Khiem Huynh

In Andy's view, a combination of factors has driven this extraordinary growth. First the product itself. Not only is it healthy, the SNS powders are finer than the copies that have begun to appear, meaning they give a more beautiful, long-lasting finish. Price is another benefit for salon owners, because people will pay more for the SNS experience than they will for acrylics. Then there's the referral effect. "It's word of mouth," Andy explains. "People love SNS and they bring their family and friends. I've seen salons increase their income between 50% and 100%, depending on how many of their customers switch from acrylics to SNS."

Today Andy Pham has launched a new initiative: he's opening his own "SNS Exclusive" salons, to show owners that they can afford to let go of acrylics and offer SNS products only. His first three salons are growing at a spectacular rate, doubling income in a few months of opening. "I'm not competing with the other salons, I'm showing them what can be done. I price my services way higher than they do, but I still have more business. I want other salon owners to be inspired by what's possible with SNS." If Andy's story can be taken as a guide, anything is possible!

#### **BEAUTIFUL WAYS TO GROW YOUR SALON**

## SNS EMPOWERS YOUR MARKETING





For salons and distributors, SNS has created a stunning new range of marketing materials to help grow your business.

An exciting set of posters and tent cards has been freshly created, under the direction of the master designers at Summation.

It's easier than ever to get these beautiful materials for your business: just go to SNSNails.com and follow the links for online ordering.

The latest print-on-demand technology makes it easy for you to request exactly the tools you want, when you want them — delivered directly from the printer to your business address.





# HOW FEEL-GOOD NAILS

Nail Health & Beauty talked to salon owner & SNS master trainer Donna Nguyen

"The nail school called me," Donna Nguyen recalls. "They said: We have this new product we'd like you to look at. I headed over to the school and saw the new SNS dipping powders. This was something totally different. I tried the product and loved it immediately. There was no smell. And it felt so comfortable on my nails. I immediately decided to use SNS in my salon."

That was 2008, and Donna was the owner of one of Orlando's most successful salons, Wilshire Nail Spa. Her customer base was and is today—remarkably diverse: African American, Anglo, Spanish, Brazilian...Many of these customers were price sensitive, and that made it hard to entice them to try the new nail product. They were used to paying \$17 for a complete set of acrylic nails. Asking more for an unfamiliar nail experience met resistance. So Donna told them: "If you're not happy, I'll give your money back." Customers began to try the SNS dipping powders. The results were spectacular.

"I had customers who had used acrylics for 20 years. One application of the SNS dipping powders, and they never went back to acrylics again."

It's largely because of how the nails feel, Donna explains. This is what she noticed herself when she initially tried the SNS dipping

powders. "They feel so light and natural. With acrylics, when you first use them, you feel pain in your finger tips—and even years later, there's always this tight feeling on the nails. The dipping powders are so different, you hardly feel them at all. It's like your own nails."

#### SALON SUCCESS...GUARANTEED

And then there's the smell—or rather lack of it. Three years after introducing SNS products, Donna stopped using acrylics altogether. "People love coming in to my salon. It doesn't have that harsh acrylic stench."

Of course, the highest priority for customers is beauty. With the SNS product, they notice how smooth and natural the nail surface looks. And that's with minimum use of a buffing machine. "If we use the machine at all, it's very lightly," Donna explains, "Because that's one way nails get damaged."

But what about the business? For Wilshire Nail Spa, it's a double win. First, there's been a massive increase in customers, requiring Donna to almost triple her staff of technicians. That's for two reasons. Women love the SNS experience, so they keep coming back. Not only that, they bring their friends, too. The second win is profitability. Donna explains how a little dipping powder goes a long way, dramatically reducing product cost.

And what about that guarantee? Has she ever had to give a customer's money back? Donna smiles: "Never! Not even once."

## THE COURAGE TO DREAM



"They're willing to come back every month and wait up to three hours if they have to."

Nail Health & Beauty talked to Michelle Lam, owner of the Dream Nail Salon in Gastonia, North Carolina.

"I always wanted a career in beauty," says Michelle Lam. "I have an artistic background, and there's so much opportunity to create a flexible and financially rewarding life for me and my family."

Michelle's dream came true in 2009, when she opened her nail salon. Just two years later, she started with SNS products. At first, she only used the SNS Pink & White Dipping System. She was captivated by the simplicity of the process, and the beautiful results. "Often with normal pink and white, you need a tool to get the white smile perfect. When I saw how the SNS product works, I thought 'That's crazy!' It's so easy—you just dip the finger in the powder. I tried it on my own nails first, and loved it. Immediately I brought it into the salon."

Just two years ago, Michelle started using the SNS Gelous Colors, too. This is when her business really took off, with a 20% per annum increase in income and profits growing, too. The reason was clear: customers love the product. Echoing other salon owners we've talked to, Michelle said: "Everyone who ever tries it once is sure to come back." And, like other owners, she notices they bring new customers with them.

#### SETTING THE STANDARDS

Loyalty to the SNS experience can be intense: Michelle has one customer who drives four hours from South Carolina every month to have her nails done. "Customers come to me because they can't find anywhere near them to get the SNS experience," Michelle explains. "They're willing to come back every month and wait up to three hours if they have to."

SNS has been great for the technicians, too. More customers means more money for them, of course. But Michelle takes care to emphasize: training is critical, and she personally trains every one of her technicians. "You have to maintain the highest standards," she insists. "When you know what you're doing, and you apply the product correctly, the customer will come back."

Happiness is at the heart of success, in Michelle's eyes. "Have faith in God," she advises, "Honor truthfulness, be creative, work hard, and deliver a great result. Then your customers will be happy, and so will you!"

#### SUPPLYING BEAUTY AND HEALTH

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**EMAIL US TODAY:** hello@NailHealth and Beauty.com



#### VISIT OUR NEW ONLINE HOME

As part of our 2017 makeover, SNS has launched a brand new website. It's more beautiful and easier to navigate than ever before. Better still, we've included new tools and resources for consumers, salons and distributors.

Check us out today at SNSNails.com



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