

Nail Health & Beauty

SUMMER 2022 • VOLUME FOUR

Powerful Protection

New! Enhanced
Antibacterial Formula
In SNS Dip Powders

Collecting Beauty

Three Stunning New SNS
Dip Powder Collections

Train for the Top

SNS Academy Live
is Boosting Nail
Artist Careers

Nourish Those Nails

The Award-Winning
SNS Vitamin Oil

Shop in Style

The SNS Website Gets
a Major Makeover

A Passion for PROSE

The Innovative Salon
Franchise Three Years On

HEALTHY NATURAL NAILS

S | N | S

SNSNAILS.COM



SERVICE IS OUR MISSION

SNS was founded with a shining purpose: to give women both health and beauty. For too long, the nail industry promoted good looks at the cost of damaged nails. SNS saw a better way. Women should have the best of beauty and the best of health.

For years, SNS stood alone, promoting healthy dipping powders to an industry that wasn't yet ready. Then the tide turned.

Today, SNS has imitators all over the world.

But women know best. They still walk into salons asking for "SNS." They realize that only SNS cares for their health and beauty in equal measure.

SNS is now forging ahead with new and exciting products that continue to serve our original mission: the ultimate experience of nail health and beauty!

HEALTHY NATURAL NAILS

S | N | S

CONTENTS

SNS At a Glance.....	2
Eight to Celebrate	4
The Gentle Revolution.....	6
SNS Pink & White	8
SNS Gelous Color Dip Powders	9
Hybrid UV/LED Lamp.....	10
A Passion for Beauty.....	11
Say Yes Collection.....	12
Candy Sprinkles Collection	13
Satin & Lace Collection.....	14
The Perfect Partnership.....	15
Why SNS?	16
A Cleaner Way.....	17
How to Apply Dip Powders	18
Safety First	18
The 100% Mindset	19
What People Are Saying	20
SNS Vitamin Oil.....	21
SNS Air Ombre™	22
SNS DOLO™ Marble Nails.....	23
SNS Bases & Sealers	24
SNS Nutri-Plus™	25
SNS SenShine™	26
Conquering Chicago.....	27
The New SNS Pro Website.....	28
Beauty Sells	30
For Distributors	31
SNS Academy Online.....	32
SNS Academy Live	33

Nail Health & Beauty is published by SNS Nails, LLC.
4500 Seaboard Rd., Suite C, Orlando, FL 32808
Phone: (888) 445-2786
Email: hello@NailHealthandBeauty.com

Copyright ©2022 SNS Nails, LLC. All rights reserved. Printed in U.S.A.

This material is provided solely as a service to our customers. It is provided as is, without warranty to its content. Consequently, SNS expressly reserves the right to withdraw, alter and/or limit offers, or product descriptions contained herein without prior notice. All available colors may not be shown in this magazine. SNS expressly reserves the right to modify colors at any time. Copyright 2022. SNS Nails, LLC.

@snsnailsofficial



A MESSAGE FROM THE PUBLISHER

The Joy of Nails

Welcome to this new edition of *Nail Health & Beauty*!

It's been a tough couple of years – for nail professionals and their clients. Today, millions of people are looking for the fun they've missed. Dressing up, going out, seeing friends, feeling good...

For most women, one of the keys to happiness is a beautiful set of nails.

That's what SNS is here to provide. You could say that our mission is to spread more joy. So we keep advancing our product line with extra features and inventing new ways to create amazing nail art.

Matching fingers and toes has become especially important, and we're excited to offer 100's of colors in SNS Dip Powders, SNS Lacquers and SNS GelStar™ – all with a guaranteed 98% match!

Now, there's not much fun in life without good health. That makes us proud of our latest innovation, the Enhanced Antibacterial Formula that we've added to all our dip powder products.

Take a look at what's new from SNS in this colorful new magazine...

And share the joy!

Joe Nguyen
Publisher of
Nail Health & Beauty
Founder of SNS



S | N | S

At a Glance



Gels & Polishes

MasterMatch™

Gel & Polish
Base & Top
98% Color Match

Nail Art Kits

Air Ombre™ | DOLO™
Chrome

Dip Bases & Sealers

Nutri-Plus™
SenShine™

Dip Powders

Gelous Color Collections

Pink & White | Gelous Core Colors
New Gelous Color Collections

SNS Academy

Learn In-Person and
Get Your SNS Certificate

Accessories

New UV/LED Lamp
Files & Buffers
New French Dip Mould



2020
READERS
CHOICE
NAILPRO

Dolo™ Marble

Nailpro Magazine Best New Product 2020

Create one-of-a-kind works of nail art with this surprisingly easy-to-learn marbling technique. Multiple color combinations give you infinite creative choices.

See page 23

2021
READERS
CHOICE
NAILPRO

Vitamin Oil

Nailpro Magazine's Best Vitamin Product 2021

For stronger, healthier nails, this all-natural formula is enriched with botanical oils, including emollient-rich safflower, silk protein, vitamins A, D3, B5, and E, and calcium.

See page 21



Eight To Celebrate



GelStar™ Ultra Shine UV Gel Top

Achieve a Brilliant Mirror Finish for Any Gel

Take your GelStar applications to a new level with this dazzling high-gloss top. This winning product can be used with any gel application.

See page 15



MasterMatch™

Healthy UV Gel and Lacquer

GelStar is the healthy gel from SNS, with vitamin E and calcium to nourish the natural nail bed. Now you can pair GelStar with SNS Lacquers for matching manicures and pedicures. 98% match!

See page 15



Air Ombre™

*Beautiful Spray-On
Nail Art in Seconds*

Imagine creating nail art by SPRAYING from a bottle! This breakthrough dip powder product creates stunning ombre designs in an endless array of colors.

See page 22



GelStar™ Matte UV Top

*A Strong Matte
Finish for UV Gels*

This exciting new addition to the SNS product line adds strength and longevity to GelStar and any UV gel application.

See page 15

S | N | S Featured Products 2022



SenShine™ Bases & Sealers

For People With Sensitive Eyes & Nose

This special line of dip powder bases and sealers was created for sensitive clients and now features UV protection from sun damage.

See page 26



Nutri-Plus™

With Enhanced Antibacterial Protection

Nutri-Plus is the celebrated line of Bases & Sealers that ensures the healthiest nails with SNS dip powders. Now Nutri-Plus features enhanced antibacterial protection, laboratory tested for maximum efficacy.

See page 25



The Gentle Revolution

How PROSE is Changing the Nail Industry

For several years, PROSE has been quietly redefining the nail salon. Today this unique franchise models the future of the entire industry. Three factors set PROSE apart: its commitment to “clean, healthy and beautiful”, its welcoming membership program, and its consistent celebration of nail professionals.

Vice President Lisa Williams calls the PROSE idea a “revolution”, pointing out that no one before has created a successful franchise that embraces these defining values. The PROSE difference is visible the moment you step into a salon, with its elegant contemporary designs balanced by soft, light-colored natural wood. There’s also a fragrance in the air that separates PROSE from the familiar salon odor of harsh nail chemicals. Rejecting acrylics, the franchise makes a point of its air-cleaning technologies and essential oil aromas.

Captivating the Customer

The key to PROSE’s success is the membership experience. A monthly “Unlimited” subscription secures PROSE members as many visits and services as they like, and there are lower-priced subscriptions for regular monthly treatments. PROSE nail artist and trainer Anna McGraw observes how hard it is for many people to give time to their own self-care. PROSE membership takes away the effort: a budget has been set, and it’s easy to show up for a regular pampering. Just as important, membership means belonging — seeing familiar faces and building relationships with the friendly PROSE staff.

As for the services, they’re all about celebrating and nourishing hands and feet — the most hardworking parts of ourselves, and often the most neglected. With bath

bombs, deep foot massages and even facials, PROSE goes way beyond the traditional menu of manicures and pedicures. That’s because its mission is to lift the lives of everyone who steps through a PROSE Nails door. “Our purpose,” says Lisa Williams, “is for each individual we touch to become the best of themselves.”

SNS: The Perfect Fit

“Clean, healthy and beautiful” is easy to say but takes constant vigilance to realize. PROSE goes out of its way to select only the products that meet its stringent criteria. This goes beyond saying no to acrylics. Each brand partner’s line is carefully vetted for the absence of harsh chemicals and the presence of healthful ingredients.

Not surprisingly, SNS was an early choice as the new franchise evolved. Not only did SNS originate the dip powder category — it remains the brand most committed to both health and beauty.

Lisa Williams observes that the exceptional quality of SNS products was just part of the story. She explains: “For us it’s a relationship — with founder Joe Nguyen, with his executives, and with the customer service team. We’ve been inspired by their attention to detail and their desire to see us succeed.”

SNS dip powders have played an important role in the PROSE salons since early on. “They’re the perfect alternative to acrylics. Anna McGraw explains. “And they are so versatile. They’re great for shorter nails and or if you want to grow them longer. And they can last for weeks.” She’s also noticed how PROSE members using SNS dip powders have maintained healthy nail beds.

Expanding the Offering

Now PROSE is excited about adding SNS GelStar to their line. “We’re in love with GelStar,” says Anna’s colleague Ashlye Begay. “Gels have been a growing trend but GelStar is way better than the others. It’s stronger, and it doesn’t wrinkle when you apply it. Plus, there are so many colors! It’s great how you can match GelStar with SNS dip powders for pedicures.”

Today, the franchise brand is expanding its services further, with a relaunched beauty bar called Bloom with PROSE. Here, licensed cosmeticians offer facials with gentle, aromatic products featuring natural ingredients.

Artists – Not Techs

Perhaps the most truly revolutionary aspect of PROSE is the way the company sees its people. “We use the term ‘nail artist’ for a reason,” Lisa Williams says. “These are amazing individuals. We honor their craft, their knowledge, their creativity, their ability to relate and communicate.” This attitude means the world to young people like Anna and Ashlye, who’ve come into the industry to express themselves and help clients feel beautiful. They are treated as professionals, not “technicians”.



The respect given to PROSE nail artists creates a culture unlike any normal salon. Members benefit because staff turnover is low and there’s a happy, family atmosphere that’s easy to relax in. On a practical level, PROSE nail artists have the possibility of a real career, not just a job. They can rise to the status of trainer, and grow to take responsibility not just for a single location but an entire region, like Anna and Ashlye. To support this career path, PROSE provides constant programs of continuing education.

Listening to Lisa Williams, who not only serves as Vice President but sits on the PROSE board, it’s clear that the company’s commitment to its nail artists is more than an idea: this is a heartfelt mission. “Without the nail artists, there is no PROSE. They work so hard, with such skill, and traditionally they’ve had very little recognition. That’s why we devote so much energy to nurturing them and supporting their careers.”

Shaping the Future

With its unique combination of product values, membership experience and care for the nail professionals, PROSE is destined for more than conventional success. This is a brand that is gently revolutionizing the nail industry for the benefit of everyone involved. And there’s poetry in that!

“Without the nail artists,
there is no PROSE”

-Lisa Williams, Vice President, PROSE



Classic Elegance

SNS PINK & WHITE DIP POWDERS



SEE THE SNS PINK & WHITE DIP POWDER COLLECTION



There's a timeless beauty in the French tip manicure that continues to attract millions of salon clients.

SNS Pink & White Dip System was our very first product, and it's what launched the dip powder category 30 years ago. Since then, SNS has continuously advanced the beauty and healthfulness of these enduring products.

Today, SNS offers the finest quality Pink & White powders, ensuring the most naturally brilliant finish and the strongest, longest-lasting nails.

Feast Your Eyes!

Take a look at our SNS Pink & White catalog. You'll find an exciting choice of light, dark and glitter pinks, three beautiful shades of white, and a whole range of natural finishes.

The best news is, SNS Pink & White includes the unique SNS Nutri-Plus™ System, with health-giving nutrients and our Enhanced Antibacterial Formula.

Be sure to check out the generous SNS Pink & White Kits, with bundled discounts when you purchase the powders with their SNS Bases & Sealers.

COLOR MY WORLD

SNS GELOUS COLOR DIP POWDERS

2018
READERS
CHOICE
NAILPRO

2019
READERS
CHOICE
NAILPRO

2020
READERS
CHOICE
NAILPRO



The perfect nail color can transform a woman's looks. That's why there is so much demand for finer colors and more choices.

Today, we're meeting that challenge with over 400 fabulous SNS Gelous Color dip powders. You'll find everything from the subtlest nudes to the classiest sparkles to the brightest glow-in-the-dark.

Quality Counts

SNS powders have a finer grain than any imitators, with colors that are richer, brighter and more consistent. And only SNS dipping powders are enriched with nutrients that nourish the natural nail.

We've named our SNS design team "Color Genius." You'll quickly see why from the dazzling choices on offer. Take a look at the next generation of eye-popping hues.

Matching Fingers & Toes

All SNS Gelous Colors can now be matched with SNS GelStar™ and SNS Lacquers — with 98% color accuracy guaranteed. That means you get to pair your dip powder choice with a gel or polish any time you need it. Perfect for combining manicures and pedicures.

SCAN HERE TO SEE
THE ENTIRE GELOUS
COLOR RANGE



Drying Gels the Smarter Way

The New Upgraded SNS Hybrid LED/UV Lamp

S | N | S
PRO™



SNS has launched an exciting new version of the popular SNS Hybrid LED Lamp.

The only one of its kind, this powerful light delivers the ultimate drying experience:

- Flexible
- Faster
- Safer

SEE THE NEW
SNS HYBRID
LED LAMP:



More Lamp Beads with More Power

The SNS Hybrid LED Lamp now comes with 33 newly engineered dual-source lamp beads, giving total coverage to all nails. This elegant new device delivers omnidirectional drying for almost all UV and LED gel polishes — including of course SNS GelStar™!

With 58 watt power output, the new and stronger light works even faster, delivering almost instant drying. You can choose 30-, 60- or 90-second drying times, and there's an automatic sensor with LED display to give you total control of the process.

Health, Safety and Convenience

The stylish casing of the SNS Hybrid LED Lamp completely protects you and your clients from any harmful light. This makes the drying process totally safe for skin and eyes.

The detachable base is easy to remove and clean, to ensure sanitary operation at all times.

The built-in lithium battery makes the cordless SNS Hybrid LED Lamp extra convenient, with up to 10 hours of continuous use before recharging.



A Passion For Beauty

SNS Gelous Color Collections

The mission of SNS is to deliver health and beauty to the world, one nail at a time. Nothing expresses this commitment more dramatically than the famous SNS Collections of Gelous Color dip powders.

Every new Collection from SNS sets off a fresh wave excitement among salons, nail artists, and their clients.

Making Health Beautiful

Our Color Genius design team works for months to craft each Collection, creating a unique thematic character combined with a rich choice of original, exciting colors.

Because health is as important to SNS as beauty, every new color includes SNS Nutri-Plus,™ our potent formula for protecting and nourishing the natural nailbed.

SNS Nutri-Plus now includes our Enhanced Antibacterial Formula to give all users total confidence with every application.

The Ultimate Color Match

As well as dip powders, every SNS Collection color is offered as an SNS GelStar™ and SNS Lacquer. The color match is guaranteed to be at least 98%! That gives the professional a huge range of choices for combining manicures and pedicures.



Say Yes

COLLECTION

When you've finally found
"The One".

COLOR MATCH
98%
GUARANTEE



Polish & UV Gel
SY02

Dipping Powder
SY02

With Enhanced Antibacterial Formula



SY01
Himalayan Salt



SY02
Girl Of My Dreams



SY03
Mystic Pink



SY04
Mail Order Bride



SY05
Bridal Veil



SY06
Get Toasted



SY07
Pearly Whites



SY08
Don't Be Coy



SY09
Sugar Sugar



SY10
It's Just Perfect



SY11
Are You Ready



SY12
Blushing Bride



SY13
My Little Pumpkin



SY14
Age Is Just A Number



SY15
Champagne Brunch



SY16
Pink Mimosa



SY17
Catch The Bouquet



SY18
Jumping The Broom



SY19
Pinkish My Heart



SY20
Calla Me Lilly



SY21
Pink Sandz Of Time



SY22
Dahlighen Me



SY23
Lemoncillo Later



SY24
Faded Blu Santorini

Illustrative images only. Actual colors may vary from those shown here.

candy SPRINKLES COLLECTION



Dipping Powder
CS01



Polish & UV Gel
CS01

98% Color Match Guarantee



CS01
Pink League
Chew



CS02
Pixie's
Sticks



CS03
Sugar Rush



CS04
Call Me
Kandy



CS05
Hard Rock
Candy



CS06
Jeepers
Peepers



CS07
Red Hearts
of Fire



CS08
I Like Nerds



CS09
Lavender
Kisses



CS10
Blue Razz



CS11
Coral
Gumdrop



CS12
Sweet Tooth



CS13
Thai Tea



CS14
Spearmint
Green



CS15
Banana
Taffy



CS16
Grasshopper
Menthe



CS17
Blue Baby
Whales



CS18
Atomic
Strawberry



CS19
Taro Boba



CS20
Giant Blue
Gumball



CS21
Peep Show



CS22
Candy Apple
Crush



CS23
She's a Hot
Tamale



CS24
Radioactive
Lemondrop

Illustrative images only. Actual colors may vary from those shown here.



Satin AND LACE COLLECTION



Dipping Powder
SL10



Polish & UV Gel
SL10

With Enhanced Antibacterial Formula



SL01
Strappy
Slingback



SL02
So Charming



SL03
Scintillating
Silk



SL04
Dive Into
Ecstasy



SL05
Totally
Seductive



SL06
Buttercup
Baby



SL07
Amuse Me



SL08
Georgia On
My Mind



SL09
Wistful
Memory



SL10
Fantasy
Cosplay



SL11
Romper
Room



SL12
Dream
Maker



SL13
Lacy
Bustier



SL14
She's All
Bass



SL15
Bodacious
Babe



SL16
Isle Of
View



SL17
Sexytime



SL18
Come
Hither



SL19
Linger In
Lingerie



SL20
Mysterious
Allure



SL21
Lovehoney



SL22
Deep
Plunge



SL23
Stay The
Night



SL24
Two Lips
Locked

Illustrative images only. Actual colors may vary from those shown here.

The Perfect Partnership

SNS MasterMatch™ 2-in-1 Gel & Polish Combo

Your client asks you for a manicure plus pedicure. Great! But how do you perfectly match fingers and toes?

Here's the answer: SNS MasterMatch 2-in-1 Gel & Polish Combo.

In each single-color package, you get the hugely popular SNS GelStar™ plus SNS Lacquer, our beautiful conventional polish.

Each color is guaranteed to match 98% — to the naked eye, that counts as perfect!

Your Healthiest Gel: SNS Gelstar

SNS Healthy GelStar stands apart from any other gel because it contains vitamin E and calcium to nourish the nail bed. It's also "10 Free" so it doesn't contain harsh chemicals such as formaldehyde, toluene and parabens.

Use SNS GelStar with our safer, and newly upgraded SNS Hybrid LED/UV lamp, and your client will receive the healthiest UV gel treatment.

- Lasts up to 14 days
- Faster and easier removal
- No alcohol needed for top
- Hypo-Allergenic and Skin-Friendly
- Cruelty-free and vegan
- 10-Free to avoid harsh chemicals
- Fortified with vitamin E and calcium
- Ideal when used with SNS LED/UV Hybrid Lamp



100's
of Dazzling
Colors!

SNS Lacquers for Prettier Pedicures

Women everywhere love the SNS brand, because of our uncompromising product quality. In the same tradition, SNS Nail Lacquers provide a complete range of polishes for beautiful pedicures, with 100's of dazzling colors that match SNS GelStar and SNS Gelous Color Dip Powders.

Fingers & Toes Rejoice!

MasterMatch 2-in-1 Gel & Polish Combo brings these two fabulous product lines together in matching colors for the best in nail health and beauty.

SCAN THE CODE TO
SEE THE FULL RANGE
OF COLORS



1

HEALTHY

With every application, the SNS dipping powder system builds the health and strength of the natural nail.

2

MORE COLORS

SNS offers 100's of MasterMatch™ colors—a wider range than any other major brand.

3

MIRROR FINISH

SNS creates a smooth and dazzling nail surface that makes women love how they look.

4

LONGER LASTING

The treated nails last 14 days or more in the rough and tumble of everyday use.

5

NATURAL FEELING

The SNS nail feels light and natural, which gives women greater confidence in their nails.

6

STRONG & FLEXIBLE

The resulting nail is both strong and flexible, while protecting health and ensuring beauty.

Why SNS?

Twelve Reasons SNS Leads the World in Healthy Dip Powders

7

EASY APPLICATION

With a little training, any nail technician can apply SNS dipping powders quickly and easily.

8

LOW ODOR

There's virtually no odor with SNS, and that's a huge advantage in the salon environment.

9

FAST DRYING

Drying is almost instant—and with SNS dipping powders, no UV light is required.

10

NON-ALLERGENIC

Consumers and technicians with allergies consistently prefer SNS for its non-allergenic ingredients.

11

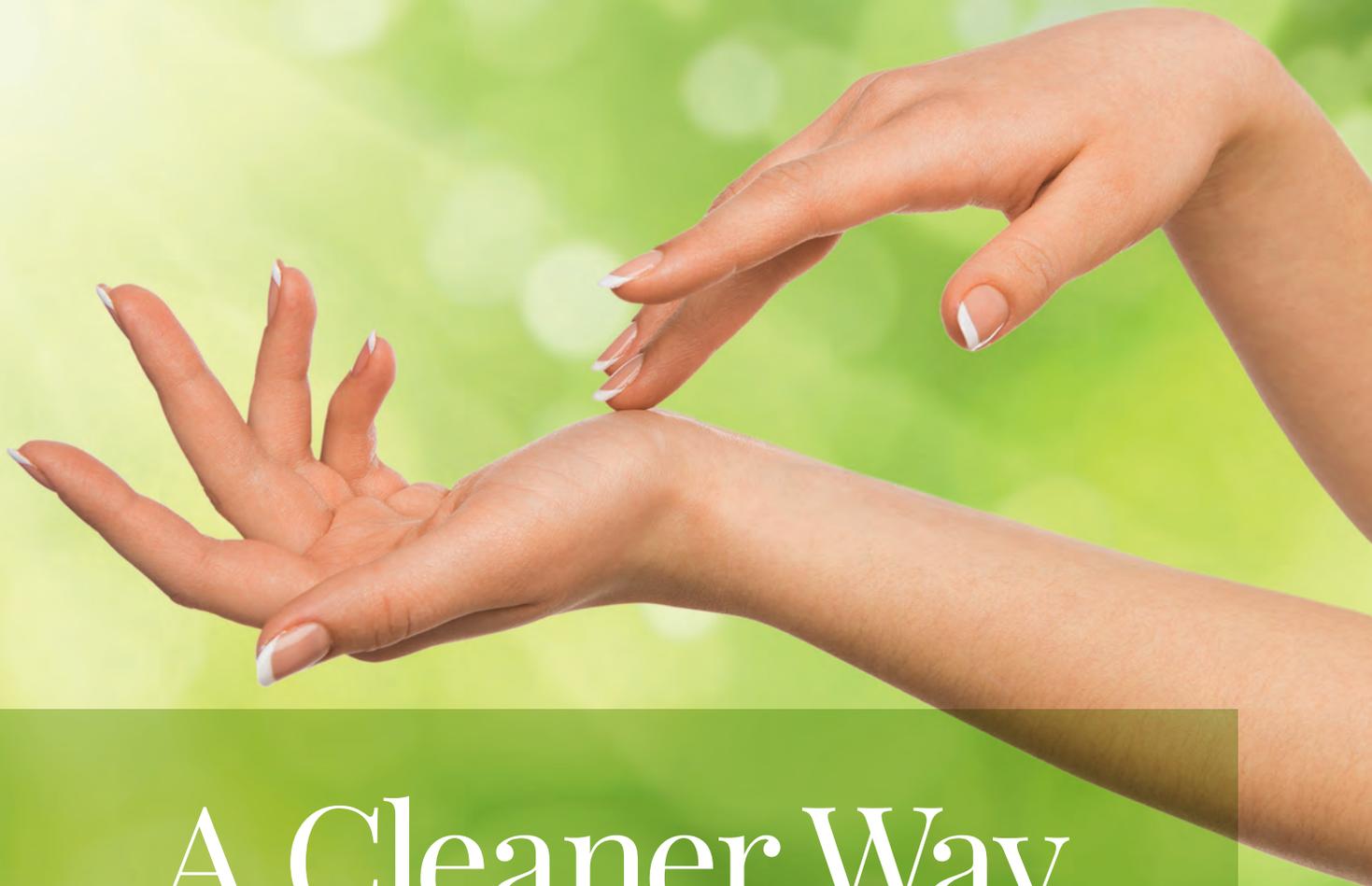
STAINLESS

The nail doesn't stain: that's a big deal for hair colorists and others who work with dyes.

12

NAIL ART

You can create amazing nail art with SNS—to express your creativity and give joy to your clients.



A Cleaner Way

We're Committed to Healthy Nails

SNS Products are "Skin Safe"

- Common preservative-free
- Fragrance-free
- Paraben-free
- Lanolin-free
- Coconut-free
- Topical Antibiotic
- MCI MI-free
- Soy-free
- Nickel-free
- Gluten-free
- Propylene glycol-free

SNS products are healthier because of the vitamins and minerals we add. They're also healthier because of what we leave out. Our products do not contain any of the following toxins:

- Formaldehyde
- Toluene
- DBP
- Formaldehyde resin
- Camphor
- Parabens
- Phthalates
- Synthetic Sulfate
- Triethanolamine
- TPHP
- Xylene
- Ethyl Tosylamide
- Lead



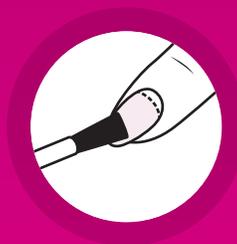
SNS products are 100% vegan and not tested on animals.

As Simple as 1,2,3

How to Apply SNS Dip Powders

Salons and their clients love SNS dip powders because the application is clean and simple. There's almost no odor, no UV light, and no allergic reaction.

The results are stunning, with a brilliant mirror finish and a strong, flexible, natural-feeling nail. And best of all, the added nutrients mean that SNS dip powders support a healthy natural nail bed.



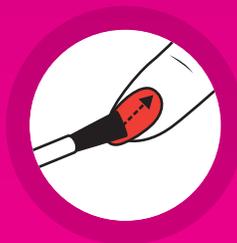
STEP 1

Apply base



STEP 2

Dip nail in powder,
or sprinkle it on



STEP 3

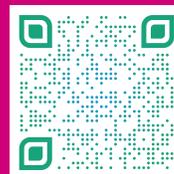
Apply top



LEARN FROM THE MASTERS

Even the simplest process needs skill and training. Learn the best dip powder skills from the world's leading experts at SNS Academy Live.

SNS ACADEMY LIVE
FIND A CLASS!



Safety First

The SNS Bases & Sealers contain strong adhesives. Please use them carefully. 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.



The 100% Mindset

Beauty Depot Super Nail Supply

“Whatever I do, I’m totally into it,” says Andrew Tran, owner of Beauty Depot Super Nail Supply. He’s a man energized by a tough beginning and a courageous mother. She brought him to the US as one of the legendary boat people, escaping the Vietnam war. The experience left an indelible mark: “I treasure my life and my freedom,” he says. “I take nothing for granted. I’m thankful for everything America has given me.”

While he was still a schoolboy, Andrew attended lessons when his mother trained to be a nail tech. A few years later, he acquired his own license. After working in his mother’s salon for several years, he joined her brothers in their nail supply operation.

Selling by Not Selling

Today Andrew runs his own nail supply company, a flourishing 17,000 square-foot operation in Texas that’s enormously popular with the salons and professionals he serves. “I understand what they want — great product at a low price — because I’ve worked on the salon side of the business.”

The key to success, in Andrew’s eyes, is not to sell but to inform. “Make sure they fully understand the product. I don’t want them to buy and come back the next day because they had a bad experience. And be totally honest with your customers. If the product is good, tell them. If the product isn’t good, tell them that.”



The Rise of Dip Powders

Over the years, Andrew has watched the changing fashions in nail products. “It took several years for dip powders to take hold, because techs had to learn a new skill,” he recalls. “Thanks to SNS, the dip powder category now runs neck and neck with acrylics.”

Andrew saw the potential from the beginning. “I love SNS,” he says. “I always believed in this company. In fact, I was probably the first to bring SNS to the Houston market. They had a very creative approach with the quality and choice of colors they offered. Today, their products fly off my shelves, every hour of every day.” Asked why SNS dip powders have risen to such prominence, the nail-tech-turned-distributor is quick to answer. “More colors... odorless... easy to apply... easy to remove.”

Spreading Confidence

Over the years, Andrew has seen imitators of SNS come into the market. But none of them has measured up in terms of quality or color choice. He’s excited that SNS now offers matching colors in dip powders, gels and polishes, a big win with his professional customers.

But for Andrew, it all comes back to the end-consumer, the salons’ own clients. “Nails are the fastest path to beauty — easier than putting together a new outfit or changing hairstyles. For any woman, perfecting her nails is the surest way to feel great about how she looks. And that’s what we’re all here for.”

What People Are Saying



“SNS Dip powders make a thin, light weight, natural-looking nail all my clients love!”

Sharon Bowen, Salon Owner

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

Claudia Santos, Distributor

“SNS dip powder is so easy to use. Loads of beautiful colors. Healthier for the nails and amazing feedback from my customers.”

Georgiana Dumitru, Nail Technician

“Anytime I go to the nail salon, I always get the SNS nail service. The SNS color selection is excellent. SNS keeps my nails healthy, and I love how long SNS last.”

Rachel P. Kissimmee, Client

“For client after client, the SNS experience has been a wow!”

Yvonne Venage-Mohl, Salon Owner



NAIL BEAUTY: THE INSIDE STORY

S | N | S Vitamin Oil



VOTED BEST VITAMIN PRODUCT 2021
By Nailpro Magazine's 60,000
Professional Readers

SNS Vitamin Oil

Every step of the SNS dip powder process is designed to enhance nail health. But there's one product that stands out for its health-giving power: SNS Vitamin Oil.

Nourish Those Nails

SNS Vitamin Oil was created to make nails as beautiful on the inside as they are on the outside. This potent all-natural formula is enriched with natural cell-building nutrients:

- Emollient-rich safflower
- Vitamin B5
- Silk protein
- Vitamin E
- Vitamin A
- Calcium
- Vitamin D3

Together these ingredients support healthy nail growth, protect the cuticles, and help keep nails strong, youthful and flexible.

The lightly scented citrus formula of SNS Vitamin Oil feels great on the nails, and it's safe to use as often as you like.

ALSO AVAILABLE FOR
SENSITIVE EYES & NOSE

SenShine™
Vitamin Oil



Suggested Use

Brush SNS Vitamin Oil generously onto cuticles after each nail service, and gently rub in.

Advise clients to use twice daily to keep cuticles supple and nails strong.

PRO TIP

SNS Vitamin Oil is a hot retail product for your salon customers!

There's Beauty in the Air

AIR OMBRE™



SCAN HERE TO SEE
THE AIR OMBRE KITS



Now you can create stunning ombre effects with no special skills — by simply SPRAYING from a bottle!

Experience SNS Air Ombre — the brilliant new nail art technology from SNS.

Whatever your level of expertise, you'll find that SNS Air Ombre is exceptionally easy to apply using SNS Dip Powders.

How It's Done

SNS Air Ombre is fast and easy. First you prepare the nails as you normally would. Then you follow three simple steps:

- 1 Spray Air Ombre onto the edge of the nail tip
- 2 Sprinkle the nail with your chosen SNS Dip Powder — and watch the ombre form
- 3 Apply SNS Top Coat

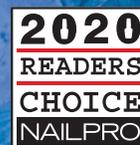
Multiple Uses

SNS Air Ombre introduces a totally new spray-on technology to create beautiful ombre nails. It works with a wide range of products, including:

- SNS Dip Powders
- SNS GelStar™
- Basics Acrylics and Dips

If you're looking for a better way to do ombre nails quickly and beautifully, here's the answer:
SNS Air Ombre!

“BEST NEW PRODUCT OF THE YEAR”



There's a reason Nailpro magazine's 60,000 readers named SNS Dolo the Best New Product the year it was launched. No other product makes it so easy to create stunning nail art in seconds.

Marbling has always been a popular specialty, but for the nail artist it can be tricky to create a consistently beautiful result. There's quite some skill required to execute a traditional marbling application.

Now SNS Dolo makes marbling a breeze. There are just 3 steps:

- 1** Apply the special **Dolo Base**.
- 2** Add two or three **Dolo colors** to create instant marble.
- 3** Allow to dry and finish with **Dolo Top Coat**.

Power Up Your Creativity

Every Dolo nail is a unique, one-of-a-kind creation. And with TEN color options, your creative possibilities are endless.

Dip powders are the obvious way to use Dolo, but you can also use it for fabulous marbling with gel, polish, and acrylic.

SNS Dolo is another breakthrough innovation from your favorite nail product company... and another reason why nails love SNS!





Health is the Foundation

SNS BASES & SEALERS



SNS leads the industry in the products that underpin the dip powder process: SNS Bases & Sealers.

These essential products bind the color to the nail, provide a beautiful mirror-finish, and most of all, ensure the health of the natural nail.

SNS Bases & Sealers are Designed for Health

SNS is unique in providing Bases & Sealers that leave the natural nail bed as healthy—or even healthier—than before. Here's how we do it:

- Natural materials used wherever possible
- Healthful ingredients to nourish the nails
- No toxic odors in the salon
- Minimize allergenic effects
- Colors that are brilliant and consistent
- Provide a light, strong and flexible nail
- Nails protected against UV light
- Easy to apply... and remove

SNS Bases & Sealers are fortified with SNS Nutri-Plus™ with enhanced antibacterial protection. Read all about SNS Nutri-Plus on the next page.

Choose Your Products

SNS takes care to explain the function and value of each product it offers. Visit our website to learn about SNS Bases & Sealers:

- EA Bond
- Gel Base with Calcium & Vitamin E
- Gelous Base with Calcium & Vitamin E
- Sealer Dry
- Gel Top
- Vitamin Oil
- Brush Saver

SCAN THE CODE TO SEE HOW EACH PRODUCT IS USED



SNS is committed to the health and beauty of every woman. That's why we designed the industry-leading SNS NUTRI-PLUS system.

SNS NUTRI-PLUS
nourishes and protects
the natural nail bed by
delivering essential
vitamins and minerals
with every application.

Vitamin A

Helps the nail bed repel bacteria and viruses and protects against UV damage.

Vitamin E

Helps neutralize damaging free radicals and strengthens the immune system.

Vitamin B5

Helps regenerate the nail bed, making the tissues more solid and elastic.

Vitamin D3

Boosts elasticity of the tissues and stimulates collagen production.

Calcium and Zinc

Stimulate antioxidant production and help nail proteins grow strong.

These powerful nutrients are added to each component of the SNS system: SNS Dip Powders, SNS Bases & Sealers, and SNS Vitamin Oil. The result: complete support for optimum nail health.

Health And
Beauty Are
One

S | N | S
Nutri-Plus™
Now with Enhanced Antibacterial Protection



New! Enhanced Antibacterial Protection

SNS dip powders have always helped kill harmful skin bacteria on contact. Our new Enhanced Antibacterial Formula increases that protection significantly.

This new SNS formula has been laboratory-tested on five common organisms that are known to cause skin infections:

- Escherichia coli
- Streptococcus pyogenes
- Corynebacterium minutissimum
- Corynebacterium xerosis
- Staphylococcus aureus

The safety of the formula is well established, with regulatory approvals for the key ingredient by authorities in the USA and Europe.

Now, with every application of SNS Dip Powders, you get health, beauty, and peace of mind!



Sensitive Eyes & Nose? We Have You Covered.

SenShine™

Some clients — and some nail artists — have exceptional sensitivity, even to the finest quality nail products.

That's why we've created SNS SenShine — a complete system entirely for users with sensitive eyes and nose.

There's a SenShine product for every step of the dip powder service:

- EA Bond
- Gel Base
- Gelous Base
- Sealer Dry
- Gel Top
- UV Protection Top
- Vitamin Oil
- Brush On Glue
- Brush Saver

If you or your clients are extra sensitive, SenShine gives you a complete system of Bases & Sealers to meet your needs.

SNS SenShine

- Even Healthier Ingredients
- Even Less Odor
- Even Easier on the Eyes & Nose



EA Bond

Gel Base

Sealer Dry

Gelous Base

Gel Top

UV Protection Top

Vitamin Oil

Brush On Glue

Brush Saver



SCAN TO SEE
HOW EACH
PRODUCT IS USED

Conquering Chicago

Lynamy Beauty Supply



“I thought I knew all about nails,” says Maia Q Tran, recalling her first steps into the nail product business. “In reality I didn’t know anything!” As owner of the most successful nail supply operation in the Midwest, she can look back with amusement at her early stumbles.

Today, salon owners, nail techs and even consumers flock to her 8,000 square feet showroom to select from a vast array of products and seek guidance from her expert staff.

Bold Beginnings

Born in Vietnam and trained in Dallas as a cosmetologist, Maia’s original focus was hair, and for some 15 years she ran a successful hair salon. But increasingly she set her sights on owning a product supply business. Moving to Chicago, she noticed the huge number of nail salons in the city, and the paucity of suppliers. She purchased a property next to a supermarket and began to build her new company, learning the quirks and challenges of the nail industry as she grew.

“Those early years were hard,” she recalls. She feels lucky to have had the support of her husband, a gifted engineer. Today, both he and their daughter play key roles in the thriving company.

First with SNS

Word of mouth, more than advertising, grew the young business. A major turning point occurred when Maia met Joe Nguyen, founder of SNS, at a trade show. At the time, no one was carrying SNS products in Chicago, and Maia negotiated an exclusive agreement.

“Joe is a great person,” Maia says. “He’s super smart and very supportive. In those early days he came to Chicago every month to give product demonstrations at our showroom.”

Asked why she gives a special place to SNS in her product line, Maia is quick to point out that SNS launched the dip powder category. Even today, with many competing imitators, SNS is still the best in her view. “They have a huge choice of colors. And my customers love that they have matching gels and polishes.”

It’s not just SNS dip powders that are selling well for Maia. She’s finding a growing demand for Air Ombre™, the spray-on nail art innovation from SNS. “People are buying the whole collection!”

A Future with Heart

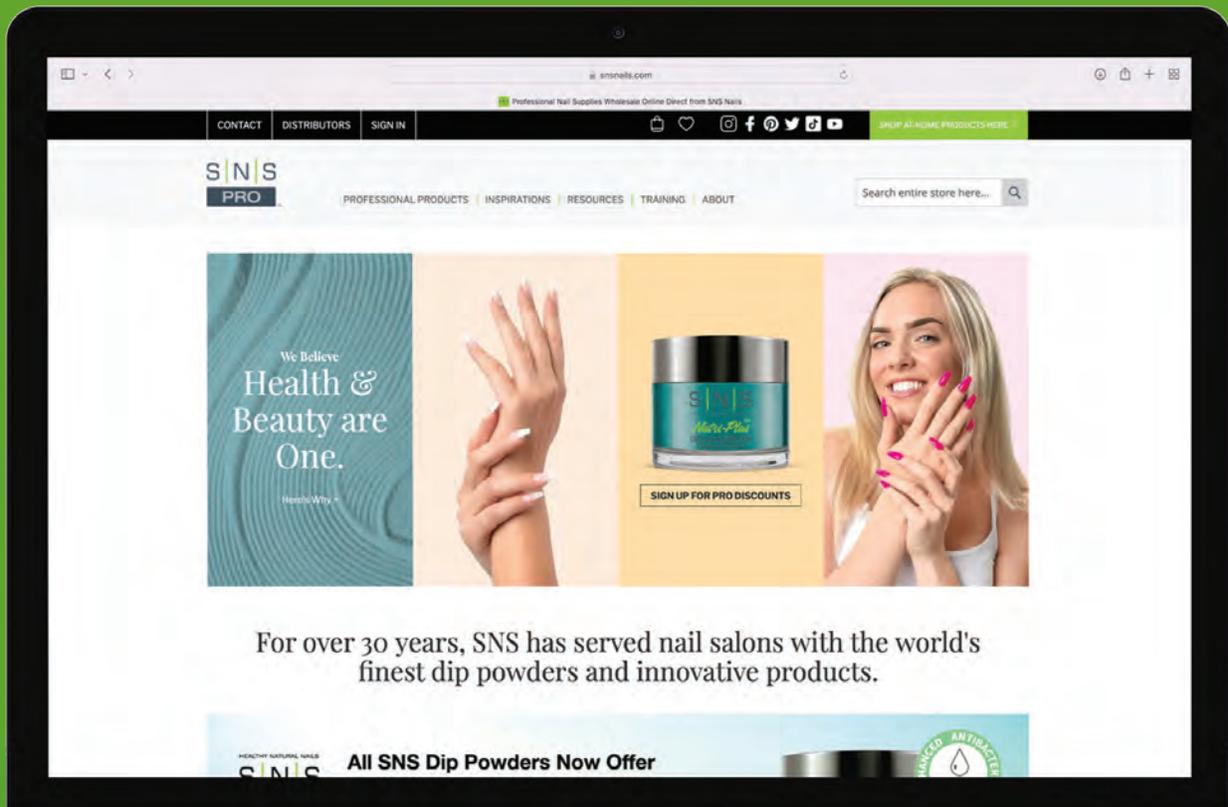
The future looks exciting for Lynamy Beauty Supply. Since the pandemic, nail salons have been booming. “I honestly don’t know why,” says Maia, “but I think nails are bigger than hair. For a woman today, getting her nails done at a salon is pure therapy. It’s not just that professionals do a better job than she can. Women love all that pampering.”

Now her company is remodeling their premises, almost 40,000 square feet in total with showroom and warehouse. However large she grows, though, Maia will always focus first on customer service.

“The secret to success is simple,” she explains. “Be friendly, be honest, and be sincere.”

FAST. EASY. INFORMATIVE.

The New SNS Professional Website





With a stunning new website just for you, we've transformed the shopping experience for licensed professionals.

It's easy to register at the new SNSNails.com. Just show us a copy of your license, and you get full access to:

- Permanent 10% off all products site wide
- A huge choice of SNS professional products
- Clear and detailed information on every product
- New – Search by Color Feature
- Frequent special offers
- Fast & friendly customer service
- Free Marketing Materials for your Salon
- Get more customers by adding your salon to "Salon Finder"
- SNS TV & Newsletter
- Get featured on our "Inspirations" page
- Fast and easy distributor finder

Why wait? Take a look at the new SNS professional site right now. It's mobile friendly and fun to explore!

VISIT THE NEW EXCLUSIVE SITE FOR PROS



JUST FOR PROS



Everyone is drawn to beauty: that's why SNS nail products are so successful. It's also the reason we create truly beautiful marketing tools to help your business.

As a nail professional, you have special access to our fabulous posters, rack cards and color swatches.

Beauty Sells!

SNS Marketing Tools



QUICKLY SEARCH THE WHOLE CATALOG OF SNS MARKETING TOOLS HERE:



For Distributors — Ordering Made Easy

New Online Distributor Portal

At SNS, we have a special appreciation for our accredited SNS Distributors. Worldwide, you make it possible for us to deliver our products to a far wider range of nail salons.

Ultimately, it's the women receiving an SNS service who benefit from your efforts, and we thank you for that.

A New Way to Order

Now is the time to visit the new SNS Distributor Portal at SNSNails.com. We've made it far easier for you to create your order. Our goal is to save you time, so you can focus on growing your business.

The Easiest Way to Apply

If you haven't applied to be an authorized SNS distributor, go to the distributor portal and complete the application form. Once you are approved, you'll receive your login details for the SNS Distributor Portal.

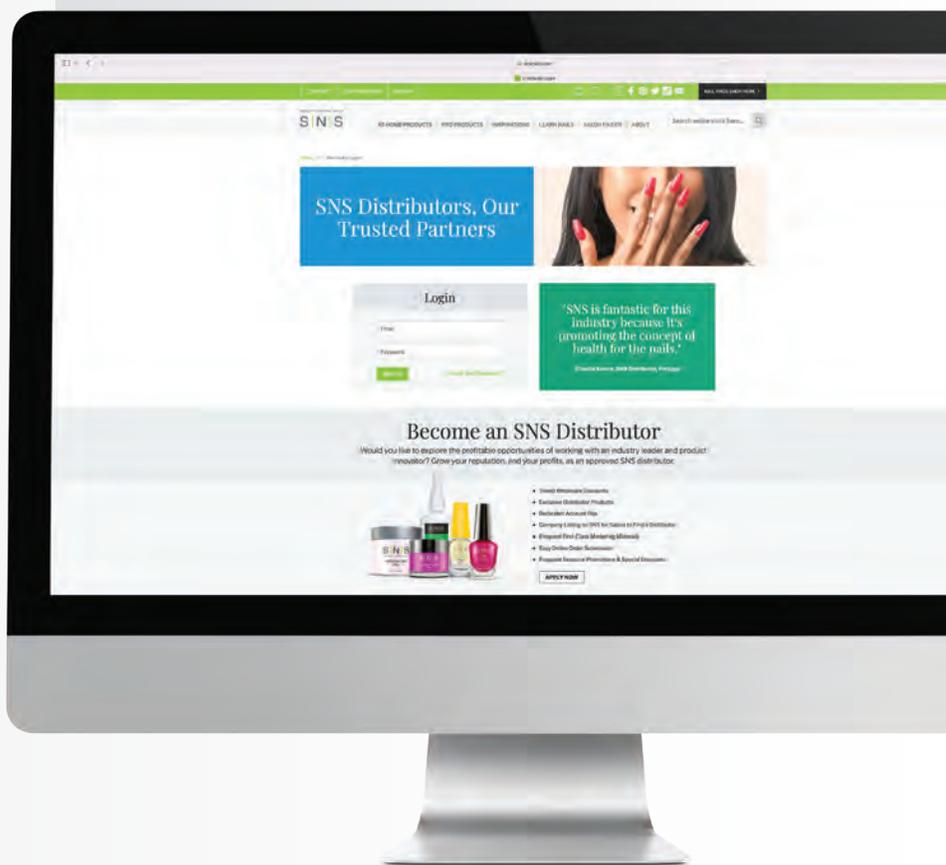
VISIT THE SNS
DISTRIBUTOR
PORTAL HERE:



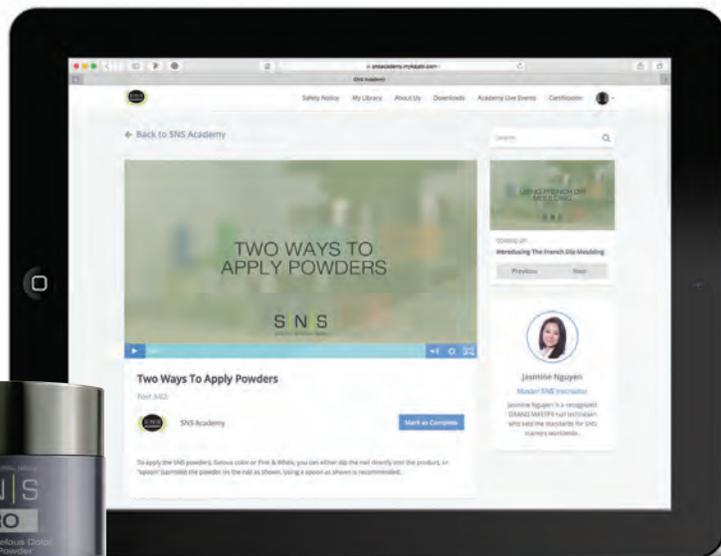
Five Quick Steps

Here's how to order with the new, faster method:

1. Sign into the SNS Distributor Portal.
2. Quickly find and list your chosen products.
3. Your list will be automatically sent to your dedicated SNS Representative.
4. Your SNS Representative will contact you to complete the order.
5. Your products are delivered.



Over 60 short,
easy-to-follow
videos!



Learn in Comfort Watch Free Videos on MySNSAcademy.com

No question — the best way to learn dip powder technique is a hands-on training session with SNS Academy Live. There's nothing like in-person education to quickly master these important skills.

If that's not yet possible, you can pick up your phone (or your laptop or tablet) and study online at MySNSAcademy.com. You'll find a wealth of detailed instruction that you can apply today. And you'll be superbly prepared for when you attend SNS Academy Live.



*Teaching is directed by
SNS Grand Master Nail
Artist Jasmine Nguyen.
New videos are frequently
added, and the great thing
is you can watch each
video as often as you like!*

Video Training at MySNSAcademy.com

Here's what you'll find at our online training center:

- Over 60 short, easy-to-follow videos!
- Detailed instruction on EVERY important dip powder skill
- Complete services shown from beginning to end
- Nail preparation skills
- SNS Gelous Color applications
- SNS Pink & White services
- Nail extensions
- Special master-level techniques
- Exciting nail art applications

**MySNSAcademy.com is
a FREE training center.**

Scan the QR code and
take a look:



Learn to Earn SNS Academy Live In-Person Training



Your career depends entirely on your knowledge and skills. The more services you offer, the more clients you attract. Today, there are few services more essential than SNS dip powders.

These extraordinary products deliver more color choices, healthier nail beds, longer lasting results, and easier removal... No wonder so many customers are walking into salons asking for SNS.

Are you ready to satisfy them?



Enroll
Today!



Transform your professional future:
scan the QR code and register for
the next SNS Academy Live.



Learn from the Best

For your career's sake, you need to master SNS dip powder application. With SNS Academy Live, you'll learn from the best in the business: the creators of the dip powder category.

Here's what you'll get in two action-packed days of live training:

- SNS Nail Artist Certification
- Learn every step of the dip powder service
- Personal hands-on guidance from SNS Master Nail Technicians
- SNS Instruction Book
- Lots of FREE product
- Membership in the exclusive SNS graduate Facebook group
- Lifetime graduate discounts on all SNS products



The Pros Have Spoken

Nail professionals know great when they see it. They'll always choose original over imitation. They only settle for the best — for their clients and themselves.

That's why 60,000 professional readers of Nailpro, the industry's top magazine, keep naming SNS for the highest awards.



SNS DIP POWDERS

Nailpro readers picked SNS three years in a row!



SNS DOLO™

They proclaimed DOLO the best new product.



SNS VITAMIN OIL

Now those 60,000 pros have named SNS Vitamin Oil the best in class.



HEALTHY NATURAL NAILS



Pros trust pros. That's why SNS continues to lead the field. Visit the new SNS professional website and see for yourself!

