

Nail Health & Beauty

SUMMER 2019 • VOLUME THREE

Dazzling Speed

NEW! **DAZL™** by SNS
Halves Service Time

Being Sensitive

NEW! **SNS SenShine™**
for Sensitive Skin & Eyes

The Poetry of PROSE

Redefining the Modern
Nail Salon

Marble Marvel

NEW! **SNS Dolo™**
for a Perfect
Marble—Fast!

Giving Back

Food for Hungry
Kids with Every
SNS Basics 1+1™

S | N | S
HEALTHY NATURAL NAILS

SNSNAILS.COM



A MISSION TO SERVE

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.

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

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A MESSAGE FROM THE PUBLISHER

MAKE IT NEW!

Welcome to our world of nail health and beauty. It’s a world of constant change, and at SNS we aren’t waiting for change to happen. We are making it happen.

Today, fashion-forward women are looking for fresh colors, better looks, original ideas... At the same time, there’s a huge growth of interest in personal health and care.

Yoga, diets, nutrition, mindfulness... Wherever you look, you see women paying more attention to their own wellbeing.

SNS was the first to recognize this trend, when we brought healthy dipping powders to the nail industry back in 1990.

Today, we’re leading again with some of the industry’s most exciting innovations.

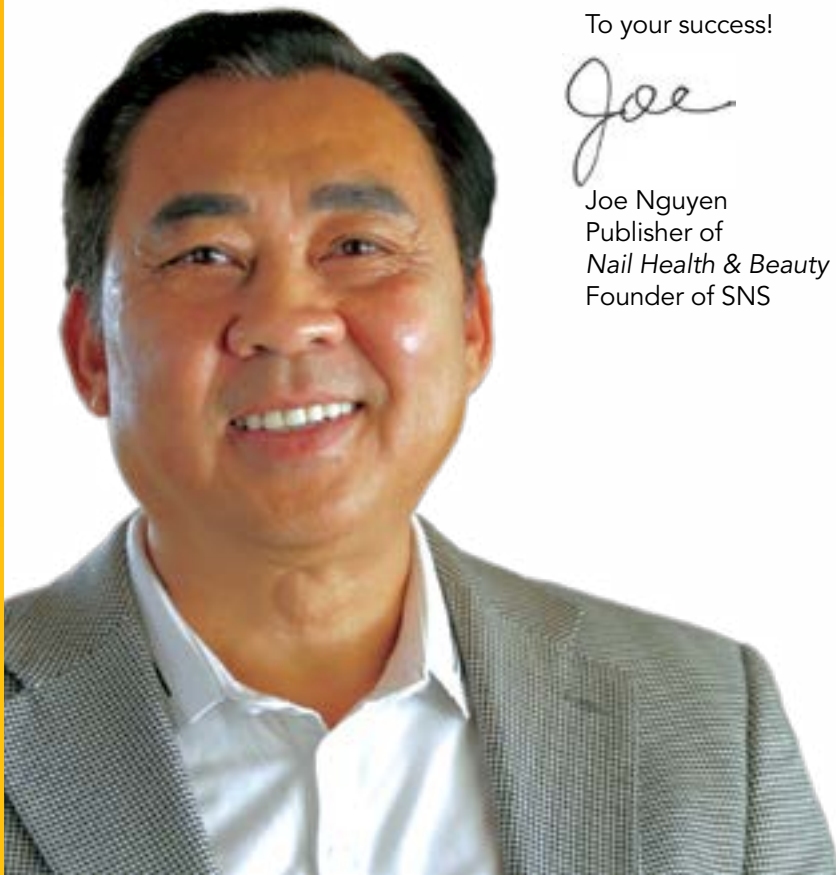
In these pages, you’ll discover DAZL™, which halves the time of the dipping powder service, SenShine™ for women with sensitive skin and eyes, and Dolo™ our fun new instant marble product. And that’s just to start with.

Our SNS laboratories are working harder than ever on your behalf. In the coming months, watch out for more breakthroughs in nail health and beauty from your favorite nail product company!

To your success!



Joe Nguyen
Publisher of
Nail Health & Beauty
Founder of SNS





Patent Pending

1

SenShine™

For Clients with Sensitive Skin & Eyes
See page 12

Blazing the Trail



Patent Pending

4

DOLO™
 MARBLE NAILS

Fabulous Marble in
 Just a Few Seconds
See page 7



Patent Pending

**AIR
 OMBRE™**

New Spray-On Dipping
 Powder Technology
See page 15

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2

SenShine™ MATT TOP

The First Dipping
Powder Matt Top to
Last 3 Weeks or More!
See page 14

Patent
Pending



Dipping Powder Service
in HALF the Time
See page 8



3

Patent
Pending

Six exciting new products from SNS



6

BASICS 1+1™

The Affordable Starter
System from SNS
See page 16



The Poetry of PROSE



HOW DAVE CRISALLI'S FRANCHISE SYSTEM IS REDEFINING THE MODERN NAIL SALON

To founder Dave Crisalli, PROSE is more than an upstart nail boutique franchise. It's a total reinvention of the nail industry for the 21st century.

The former CEO of Massage Envy grew up in a hardworking Italian family in upstate New York. "I have tremendous respect for immigrants that come over to our great country and contribute to humanity in amazing ways," Dave explains. "I have a special feeling for what the Vietnamese community has brought to the nail industry. With PROSE, I want to honor that contribution and them—and build a trusted and thoughtful brand."

Massage Envy was all about redefining the massage industry, by elevating the customer experience and—just as important—by raising the value of massage therapists and bodywork. Now, with the launch of PROSE, Dave Crisalli has embraced another noble mission for the nail industry. "I have been a health and fitness believer from my earliest days," he recalls. "I appreciate how the consumer is constantly seeking to make better, healthier choices."

Nails were a natural progression, once Dave decided to retire from Massage Envy after 12 years and make space for new thinking and leadership. "I've always enjoyed pedicures and how they made me feel," he says. "I quickly saw an opportunity for great change. So I spent the best part of a year simply listening and learning,

visiting salons and talking to owners, nail techs and customers." This painstaking process revealed a disjointed industry where tens of thousands of nail techs labor in difficult conditions to deliver the best service they can to clients.

A Deeper Purpose

"At the most fundamental level, the consumer just deserves a healthier and more consistent experience," Dave reports. "A much cleaner and safer experience—but also a much more enjoyable sensorial experience." There was something equally important that struck him. "I looked closely at the nail technician experience—these wonderful, talented people working eight or nine hours a day intently focused on the most detailed craftsmanship. I didn't feel they were sufficiently honored for the important work they do. And I saw them wearing masks, because of the toxic air. These are women, moms... some may be pregnant. That's not appropriate. I decided to do something about that and take action and build a smart brand."

Creating lasting change is a slow and difficult process, and Dave has no illusions about how long it may take. "The consumer has been getting nail services a certain way for decades. And we're creating a sea change: innovation, not iteration. Ours is a brick-by-brick approach. We begin with what kind of incredible benefits can we give the customer, where can we take the customer, and work backward from that to create the experience we know they will highly value."

Even the terminology has to change. "We think our people are more 'artists' than 'technicians.' It's a small step towards building a culture of respect. The nail



artist's relationship with the consumer is critical." To cultivate that relationship, PROSE has installed a monthly membership model. Customers purchase a membership at their chosen frequency level, allowing them to return again and again for nail services. "At PROSE we're building a personal connection between our team and franchise owner and the customer, because hands and feet need continual care!"

Designing the Difference

The boutique environment is also critical. "One of the hardest things in creating important change is saying 'No'. To be true to our purpose, we had to reject acrylics—to protect our nail artists, and to create an inviting environment for our customers." There was another reason for Dave to banish the smell of acrylics from PROSE boutiques. As a long-standing consumer of pedicure services, he saw a huge untapped market in men. "PROSE is a family brand," he observes. "Today, we have fathers and daughters enjoying our services together and that's the embodiment of the experience we have designed."

In that spirit, the look of the PROSE boutique interior is exceptionally clean, modern and spacious. Beautiful wooden furnishings are balanced by fresh white surfaces and ergonomic chairs. "Great design inspires," Dave explains. "And we've designed every detail of the experience, right down to handy phone chargers, botanical beverages and soothing music. All of this is as much for the nail artists and team members as for the consumer. We especially want our artists to stay with us long-term, and to invite their friends into the industry."

A Healthy Partnership

Needless to say, the choice of nail products is central to the PROSE ethos. "There are hundreds of product companies out there," Dave observes. "So we have a lot of choices. But for us, we're looking for partners who will help us innovate and create exceptional product experiences. And of course, we're seeking an alignment of values—especially our focus on health and innovation."

Those criteria made SNS a natural fit. "Here's a nail product company with a three-decade record of innovation," Dave shares. "And it's a brand our customers are asking for by name. 'SNS' today is synonymous with dipping powders, and rightly so—it's the category leader. Most of all, SNS founder Joe Nguyen has been on the frontlines of bringing health to an industry that for too long has only looked at beauty. PROSE + SNS—that's one exciting partnership!"

The bigger purpose at PROSE goes beyond nails, Dave reveals. "We see ourselves as the champions of hands and feet—those marvelous, hardworking parts of the body that do so much for us, yet get so little care and attention. PROSE exists to help people enjoy a healthier, more beautiful life, and our goal is to bring healthy and beautiful relief to every hand and foot in the world. That's a bold vision, but we're building it one woman at a time, one man at a time, one child at a time. And that's how we plan to elevate this industry, for the good of consumers and nail artists alike."



SNS Exclusive Salon

How to Become an SNS Exclusive Salon

An SNS Exclusive Salon offers only SNS nail services. Why would you choose that? Because SNS is the most admired name in nail products—and the most profitable.

You'll stand apart from every salon in your neighborhood, owning the SNS Exclusive Salon title in a 3-mile radius.



Women everywhere are asking for SNS. When they see that you're a 100% SNS salon they will come to you—and no one else.

Marketing Support

SNS will give you top-level marketing support to help you drive business growth using our name, with beautiful SNS Exclusive Salon marketing tools and expert marketing advice.

Extraordinary Training

To protect the SNS name, we require owners and staff of an SNS Exclusive Salon to be fully trained and SNS Academy Certified in the correct use of SNS products and exceptional standards of customer care. That's good news for you, because your nail techs will be trained by the world's top experts in dipping powder services.

Only for the Few

Not every salon can be exclusive! There are special requirements to become an SNS Exclusive Salon. Learn all the details and submit your application at SNSNails.com/Exclusive.

Here are just some of the benefits that can follow:

Dominate your area for SNS services

Leverage the popularity of the SNS name

Attract and keep more clients

Massively grow your revenues

Enjoy special training & support from SNS

DOLO™
MARBLE NAILS

DOLO™ CREATES BEAUTIFUL MARBLING IN SECONDS!

MARBLE MIRACLE



Dolo™ is the amazing new Instant Marble product from SNS. With Dolo™ it takes just seconds to create a stunningly professional marbling service. Yet these lovely nails last for up to 3+ weeks.

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

Dolo is completed in three quick 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

It's that easy to create a marble miracle!



THE BIGGEST DIPPING-POWDER BREAKTHROUGH IN 20 YEARS!




Dipping Powder Service in Half the Time

DAZL™ is probably the most exciting innovation from SNS since the introduction of dipping powders. This remarkable new system creates a whole new way to apply dipping powder—way faster than before.

For busy clients, that means a shorter trip to the nail salon for all the same benefits. For salon owners and technicians, it means you can **DOUBLE** your revenues by providing twice the services you could before.



Patent Pending



Two years in development, SNS DAZL™ allows you to apply dipping colors with a quick, brush-on technique. To learn how, be sure to attend the next SNS Academy Live training!

Makes dipping powder service 50% faster!

Healthy to use: no UV light

Long lasting—three+ weeks

Brilliant mirror finish

150 new, ravishing colors

Odorless and fast drying

Leaves the natural nailbed healthy

S | N | S

DAZL™

150+ Brilliant Colors!

Refer to the SNS Products Color Guide to see the complete list of DAZL™ colors.



DZ001
Aberdeen



DZ002
Abuja



DZ003
Accra



DZ004
Alexandria



DZ005
Algiers



DZ006
Amsterdam



DZ007
Athens



DZ008
Bangkok



DZ009
Bangui



DZ010
Barcelona



DZ011
Beijing



DZ012
Belfast



DZ013
Belgrade



DZ014
Belize City



DZ015
Berlin



DZ016
Bern



DZ017
Birmingham



DZ018
Bogota



DZ019
Brazzaville



DZ020
Brussels



DZ021
Bucharest



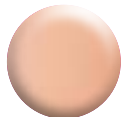
DZ022
Budapest



DZ023
Buenos Aires



DZ024
Busan



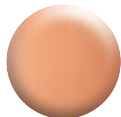
DZ025
Cairo



DZ026
Cali



DZ027
Cape Town



DZ028
Caracas



DZ029
Cartagena



DZ030
Chiang Mai



DZ031
Copenhagen



DZ032
Cordoba



DZ033
Daegu



DZ034
Dakar



DZ035
Dhaka



DZ036
Djibouti



DZ037
Dubai



DZ038
Dublin



DZ039
Dundee



DZ040
Edinburgh



DZ041
Fortaleza



DZ042
Frankfurt



DZ043
Freetown



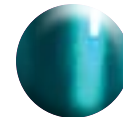
DZ044
Gaborone



DZ045
Geneva



DZ046
Georgetown



DZ047
Jerusalem



DZ048
Gothenburg



DZ049
Guadalajara



DZ050
Guatemala City



DZ051
Hangzhou



DZ052
Hanoi



DZ053
Nazareth



DZ054
Havana



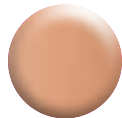
DZ055
Helsinki



DZ056
Ho Chi Minh



DZ057
Hong Kong



DZ058
Hyderabad



DZ059
Incheon



DZ060
Istanbul



DZ061
Jaipur



DZ062
Jakarta



DZ063
Juba



DZ064
Kampala





SenShine™

NEW!

FOR CLIENTS WITH SENSITIVE SKIN AND EYES

When we think of dipping powders, we naturally think of the powders themselves. But for SNS, half the magic lies in the bases and sealers that make dipping powders possible.

It was the revolution in bases and sealers that enabled SNS to create products that are good for the natural nail, instead of doing harm.

Now SNS is once again pushing the boundaries of nail health and beauty. With SenShine™, you have a complete system of bases and sealers exclusively designed for women with highly sensitive skin and eyes.

Of course, that's good news for sensitive nail technicians, too. The SenShine™ story is as simple as ABC...

Even Healthier Ingredients
Even Less Odor
Even Easier on the Skin & Eyes

There's a SenShine™ product for every step of the SNS dipping powder service:

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

PLUS, exclusive to the SenShine™ line is the new SNS Matt Top that lasts for two weeks or more!



Patent Pending

MATT TOP BREAKTHROUGH

A DIPPING POWDER MATT FINISH THAT LASTS 3 WEEKS!

Matt Tops Are Cool, Classy and Chic...

Not surprisingly, many women love matt tops, but they also love dipping powders. And that's a challenge. Other brands have been trying for years to create a matt top that lasts more than a few days.

Trust SNS to meet the challenge.

The new **SNS Matt Top** lasts 3 weeks or more! Just like our other strong and beautiful tops.

You'll find **SNS Matt Top** is part of the exciting new **SenShine™** product line, the SNS system for clients with sensitive skin and eyes. Get your hands on **SNS Matt Top** as soon as you can...and amaze your clients with a dipping powder matt top that lasts and lasts.



Patent Pending

A TOTALLY NEW SPRAY-ON TECHNOLOGY FOR DIPPING POWDERS

S|N|S AIR OMBRE™

Imagine using dipping powder by SPRAYING from a bottle! That's the new technique SNS has created for SNS Air Ombre.™ It's super easy and fast— with no special skills needed.

We're applying this amazing technique to create the world's finest and fastest ombre nail art. Air Ombre™ is designed for dipping powder services with SNS Gelous Colors, but you can also use it with SNS Lacquers and SNS GelStar.™

Easy Application

Prep the nail then follow these three steps:

- 1) Spray Air Ombre™ onto the edge of the nail tip
- 2) Dip the nail into SNS Gelous dipping powder
- 3) Apply SNS Top Coat



Patent Pending



THE AFFORDABLE START TO YOUR SNS EXPERIENCE

S|N|S **BASICS 1+1™**

Sometimes we just need the basics! SNS understands that salons sometimes seek a lower-cost way to introduce the SNS brand to clients.

That's why we created **SNS Basics 1+1™**, a simple and inexpensive system with TWO matching products: **SNS Basics 1+1™ Lacquer** and **SNS Basics 1+1™ Gel**.

Matching Fingers & Toes

The great thing about **SNS Basics 1+1™** is that you can provide manicures and pedicures, confident that the colors will match every time.

Just select from 150 beautiful **SNS Basics 1+1™** colors. Each color comes packaged as a pair, with Gel and Lacquer.

An Extra Touch of Magic

For every **SNS Basics 1+1™** package sold, SNS will buy a meal for a hungry child. Learn more about our chosen cause, **No Kid Hungry®**, on the next page.





SNS has a history of philanthropy as old as the company. Now we're inviting our friends and customers to participate, with a new program to feed hungry children.



TAKING CARE OF THE BASICS

SNS SAYS: "NO KID HUNGRY"



Together We Can Help

SNS has made a commitment to **No Kid Hungry**.[®] Every sale of the **SNS Basics 1+1**[™] product will pay for one child's meal. That can quickly turn into thousands of free meals for kids in need.

It's easy for you to help by purchasing and promoting **SNS Basics 1+1**.[™] And of course, you can always make your own donation to **No Kid Hungry**[®] at their website.

An American Crisis

Astonishingly, one in every six American children goes to bed hungry.

This human crisis is completely unnecessary, because there is plenty enough food in the United States. It takes organization and education to get the food to the children, and that's the mission of our chosen charity, **No Kid Hungry**.[®]

This wonderful organization provides evening meals for kids after school, and daytime meals during the summer vacations. They also teach parents about affordable shopping and cooking.



Thank you
for caring!





LEARN FROM THE MASTERS OF DIPPING POWDER TECHNIQUE

BECOME A CERTIFIED NAIL ARTIST WITH SNS

Great skills reap great rewards — for your entire career. That's why so many nail technicians are earning their credentials as an SNS Certified Nail Artist.

Welcome to SNS Academy Live!

SNS Academy Live provides the industry's best hands-on training in the service that clients love most: SNS dipping powders. The two-day classes are held at the SNS Academy campus in beautiful Orlando, Florida. On successful completion, you walk away with your own Certificate as an SNS Certified Nail Artist — Level 1.

What You'll Learn

This exciting training is filled with practical education from beginning to end. You'll learn from our Master Trainers how to:

Apply SNS Pink & White (natural nail, new set)

Apply SNS Gelous Color (natural nail, new set)

Correctly use the SNS French Mould for Pink & White applications

Correctly use the SNS Brush with SNS Bases and Sealers

Safely soak off dipping powder nails

And lots more!

SNS Master Technicians will explain the exact steps, then guide you through each process as you execute it yourself.



EVERYTHING'S INCLUDED!

At your SNS Academy Live training you'll receive:

The complete two-day training workshop

SNS Academy professional training workbook

**SNS Nail Artist Certificate—Level 1
(awarded on course completion)**

Free salon marketing materials: beautifully designed posters and tent cards

Free healthy lunch included each day

PLUS your own Custom SNS Academy Professional Student Kit, which includes a full range of SNS products and accessories! Total value \$650+



HERE'S WHAT STUDENTS ARE SAYING:

"SNS stays on my nails for well over three weeks without chipping. My nails still look as beautiful as they did when I had them done three weeks later! With SNS, my nails are the healthiest they have been in my entire life."

—Laura T. (Influenster Reviews)

"I'm OBSESSED with SNS nail dipping powder! Don't ever bother getting gel or acrylics again until you do SNS."

—Victoria S. New York, NY

"I would recommend SNS dipping powder service to anyone whose nails chip and peel like mine do. I cannot keep Shellac on my nails and acrylics damage my nails. I can usually keep SNS on for 3+ weeks!"

—Brenna G. Ardmore, OK

"Anytime I go to the nail salon, and 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, FL

INNOVATION FROM SNS

NEW ACCESSORIES

Ask your SNS Distributor about these exciting new additions to the SNS line.



E-File

Precision Japanese Engineering

- Multi-speed (up to 30,000 RPM)
- Cordless & Rechargeable
- Up to 8 Hours on a Single Charge
- Forward & Reverse
- 110V 220 Amp + Adapter

Pedicure Lotions



THE PERFECT PREPARATION FOR YOUR SNS ACADEMY LIVE TRAINING

SNS ACADEMY ONLINE

Your Total Dipping
Powder Training in Short,
Easy-to-Follow Videos



For the best training in dipping powder service, you need live, hands-on training. But you'll get much more from your live training if you first learn the basics online.

That's why we created SNS Academy Online. This exciting program teaches EVERY key dipping powder skill in a series of short training videos—most of them only about a minute long.

Follow the Steps

You'll see the exact steps of each kind of service, executed in detail by a master nail technician. The great thing is, you can watch each video as many times as you like, so you become totally familiar with each service.

Trainings cover:

- SNS Gelous Colors
- SNS Pink & White
- Nail Preparation
- Nail Extensions
- Removal

And much, much more!



Meet Your Online Mentor

Jasmine Nguyen
Master SNS Instructor

Jasmine Nguyen is a recognized GRAND MASTER nail technician who sets the standards for SNS trainers worldwide.

Join the Training FREE at
MySNSAcademy.com

How a Salon Owner Became a Top Nail Art Trainer

For Yvonne Venage-Mohl, founder and owner of Nails on the Boulevard in Dallas/Fort Worth, Texas, the joy of nails is the joy of creation. “I love that someone is walking the planet with my art on their hands,” she explains. “I’ve always felt nails are a key part of fashion. Without a manicure—even if it’s just with a natural look—a woman is not fully dressed.”

As a young nail technician, Yvonne was convinced by an inspiring mentor that she could achieve anything she put her mind to. That’s the spirit that she brought to opening her salon in Dallas/Fort Worth, Texas. From the start, she was focused on the wellbeing of each customer. So when she first spotted SNS at her product supplier, she was struck by the focus on nail health. She discovered that SNS products were odorless, that they’re infused with nutrients, and that there are hundreds of colors to choose from. With the help of a friend, she taught herself how to apply dipping powders, and was soon offering SNS to her clients.

Amazed by Results

“I would take women with damaged nails, give them an SNS service and have them back every two weeks, religiously. The transformation was amazing. I found that SNS was perfect for short nails and extensions, or to help clients grow long nails naturally. You don’t have to file aggressively, and the service is fast. For client after client, the SNS experience has been a wow!”

For the Love of Nails



Yvonne Venage-Mohl

“I love that someone is walking the planet with my art on their hands.”

The impact of SNS on Yvonne’s business has been measurable. “Last year I predicted a 50% increase in revenues. But actually we ended up with 70%.”

From Student to Teacher

Yvonne was so impressed by SNS, she decided to fly to Orlando to be trained at SNS Academy Live. “To be honest, I was skeptical: I had years of experience as a nail tech and salon owner. What more could they teach me?” It turned out, plenty. “I learned all sorts of techniques that have improved my service to clients, so now they’re even happier.”

In fact, several people began asking her: “When are you going to start teaching what you know?” After she’d completed more advanced training at SNS Academy Live, Yvonne joined the team of expert SNS instructors. That’s when she conceived the plan to open her own SNS Academy in Dallas/Fort Worth, Texas. “It will be small, to begin with,” she explains. “Just 7 or 8 students—but that allows me to offer thorough, personal instruction.”

Yvonne’s Keys to Success

In her salon after hours, Yvonne will be teaching dipping powder technique to local nail artists. But she’ll also be sharing the keys to success. “It’s all about the relationship to clients,” she insists. “Get to know their names, and about their families. Follow up your service with a note or thank you card. Most of all, care about their needs. That’s why the quality and integrity of your products is so important. And that’s why I will always recommend SNS.”



Why SNS?

SNS IS THE WORLD LEADER IN DIPPING POWDER SYSTEMS. HERE ARE TWELVE GOOD REASONS.

1. HEALTHY:

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

2. ODORLESS:

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

3. NON-ALLERGENIC:

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

4. MORE COLORS:

SNS offers over 400 SNS MasterMatch™ colors—a wider range than any other major brand.

5. FAST:

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

6. MIRROR FINISH:

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

7. FLEXIBLE & STRONG:

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

8. LASTING:

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

9. LIGHTWEIGHT:

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

10. STAINLESS:

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

11. GREAT NAIL ART:

You can create amazing nail art with SNS—just look at the examples in this magazine.

12. EASY TO APPLY:

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

WE'RE SERIOUS ABOUT YOUR HEALTH

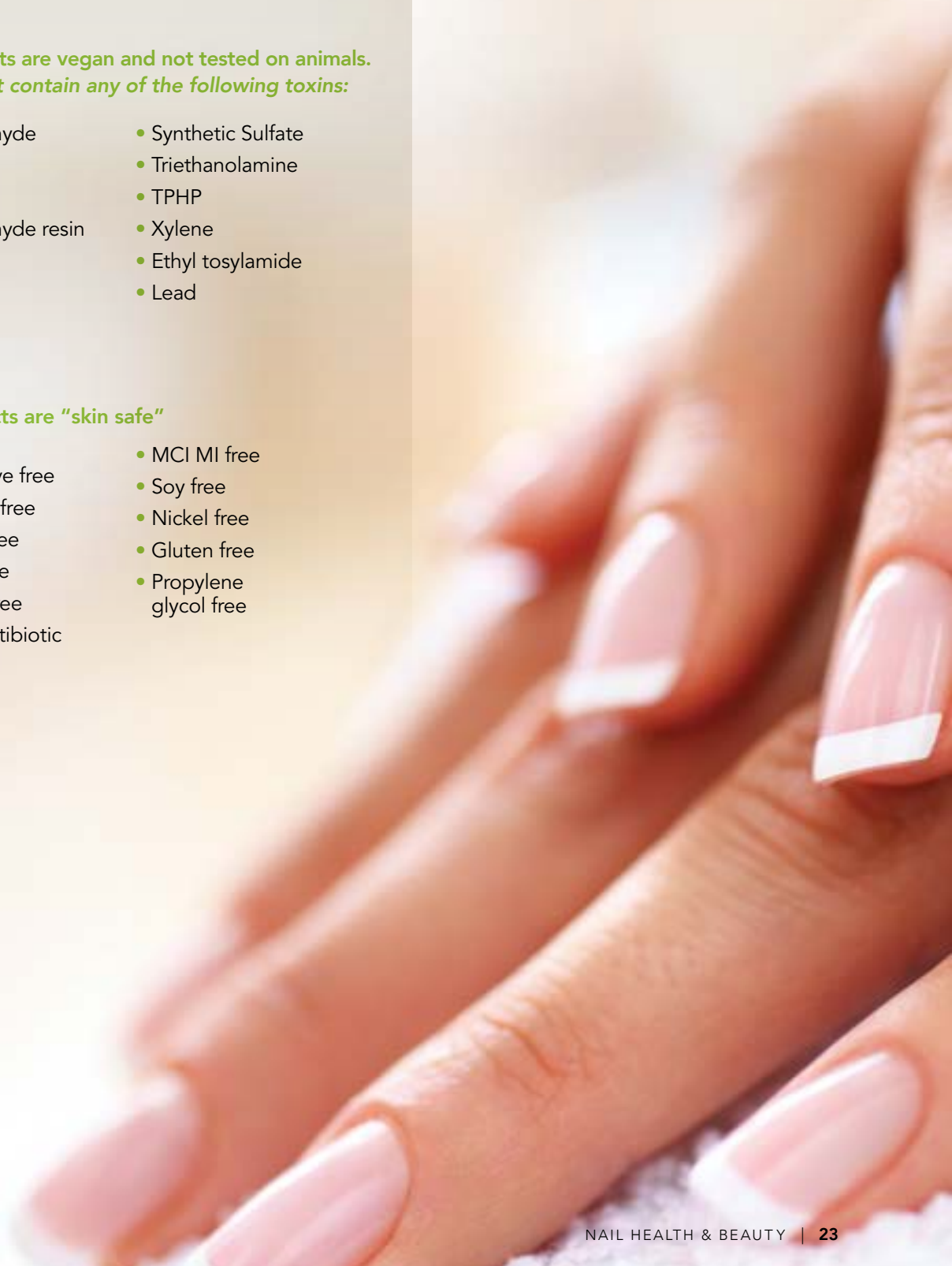
A CLEANER WAY

SNS products are vegan and not tested on animals.
They 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 "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



NOW IN 42 gram JARS:
THE WORLD'S LEADING DIPPING POWDERS

SNS GELOUS COLORS

With a spectacular choice of over 400 colors, SNS has created the highest quality dipping powders in the world.

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.

Now, for greater salon convenience, SNS is supplying its famous Gelous Colors in new 42 gram jars. Another small step from SNS to better serve our loyal customers!



S | N | S

MASTER MATCH™

3-in-1
Color System

GOOD NEWS FOR
FINGERS & TOES...

400+ COLORS!



SNS MasterMatch™ solves a problem every dipping powder fan must face: how to match fingers and toes.

Dipping powders are perfect for manicures, but what about pedicures? SNS MasterMatch™ was created to provide matching products across THREE product lines:

- SNS Gelous Color—our famous dipping powders
- SNS GelStar™—the world's healthiest gel
- SNS Nail Lacquers—our conventional nail polish

Every color comes in a beautiful boxed set of the three products, to make it easy for salon use.

Now, in response to massive demand, SNS has expanded the matching colors to over 400.

Guaranteed Match

SNS guarantees a 98% color match and will accept returns of any non-matching products in the system.

Here's an important note: the thickness of application can affect the color tone differently for liquids and powders. Even with the magic of MasterMatch™, SNS reminds nail technicians that skill is required to achieve a perfect match. Another good reason to check out SNS Academy Live!

MasterMatch™ is yet another innovation from SNS, as we seek to find new ways to provide women everywhere with nail health and beauty!



SALONS LOVE THESE UNIQUE COLOR GALLERIES

SNS COLLECTIONS

SNS assembles its famous **Collections** with the help of top nail fashion designers.

Each beautiful gallery is named for a theme, such as "Fairy Tale," "Cleopatra," "Bridal," "Blooming Meadow," "Birds of Paradise" and "Best of Spring." New **SNS Collections** are constantly appearing.

With a total of over 400 SNS colors to choose from, nail salons find the stunning **SNS Collections** make their decisions fast and easy.

HEALTH IS THE FOUNDATION

THREE SIMPLE STEPS TO THE PERFECT MANICURE

Dipping powder service with SNS is fast, easy and simple. Our 3-step application creates a stunningly beautiful and durable finish.

There's no odor in the salon, no UV light, and no allergic reaction.

Women love having beautiful nails that are lighter and more natural feeling. And with the addition of four different vitamins, plus calcium, their nails grow healthy and strong!

LET OUR MASTER TRAINERS SHOW YOU HOW TO MAKE MAGIC WITH DIPPING POWDERS!

Attend the next training with SNS Academy Live.

Learn more at
SNSAcademyLive.com



1



STEP 1
APPLY BASE

2



STEP 2
DIP NAIL IN POWDER,
OR SPRINKLE IT ON

3



STEP 3
APPLY TOP

SALONS LOVE THESE UNIQUE COLOR GALLERIES

SNS PINK & WHITE



Nearly 30 years ago, SNS changed the nail industry with the world's first Pink & White Dipping Powder System. Today, SNS continues to lead the industry with the ultimate French tip manicure.

When it comes to Pink & White, SNS offers the finest quality powders, the most naturally brilliant finish, and the strongest, longest-lasting nails. There's a generous choice of light, dark and glitter pinks, three beautiful shades of white, and a whole range of natural finishes.

And the best news is, every application of **SNS Pink & White** leaves the nail healthier than before!

FOR EASY ORDERING

PINK & WHITE KITS



STUDENT KIT 3

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

STUDENT KIT 4

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

STUDENT KIT 5

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

HEALTH IS THE FOUNDATION

SNS BASES AND SEALERS

SNS is famous for products that leave the natural nail bed as healthy—or even healthier—than before. How is this possible? A large part of the answer is **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.

Years of research and development have led SNS to create a range of Bases & Sealers unlike anything in the nail industry. Here's how we do it:

- Natural materials used wherever possible
- Nourishing the natural nail with healthful ingredients
- 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

It's because of **SNS Bases & Sealers** that nails actually become stronger and healthier with each SNS application!



Feeding Healthy Nails

SNS Bases & Sealers contain carefully selected nutrients that are known to nourish the nail bed:

Vitamin A

An antioxidant that helps the nail bed repel bacteria and viruses, while it also protects against UV damage.

Vitamin E

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

Vitamin B5

Has powerful abilities to regenerate the nail bed, making the tissue more solid and elastic; B5 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

An essential component for cell regeneration and tissue strength; Calcium also has a protective function, stimulating the production of natural antioxidants to preserve cell health.



SELECT YOUR BASES & SEALERS

All available in 0.5oz and 2oz Refill



E.A. BOND

Recommended for oily nail beds to promote a tight seal and nourish the nail.

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.



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: Use Gel Base for Pink & White services only.



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: Use Gelous Base for Gelous Colors services only.



SEALER DRY

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

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



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.



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 generously to cuticle after service. Advise clients to use twice daily to improve nail health.



BRUSH SAVER

Maintains a soft and clean brush during applications.

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

SAFETY FIRST!

The SNS bases and sealers contain strong adhesives. Please 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.



ONLY FROM SNS

THE SAFER, SMARTER UV/LED LIGHT

To support SNS GelStar™, SNS has introduced a new Hybrid UV/LED Light, with special features for extra safety and performance.

The SNS UV/LED Light is available in three stylish colors to complement any salon décor.

- LG Hybrid LED
- Smart Design for Protective Shield
- 54w High Power Output
- Pause/Low Heat Function
- Wireless/Extended-Life Batteries Included
- Fast Recharging

THE WORLD'S HEALTHIEST GEL

SNS GELSTAR™

SNS GelStar™ stands apart from every other gel, because of the SNS commitment to healthy nails.

This exciting product line contains Vitamin E and Calcium to nourish the natural nail bed. Application of **SNS GelStar™** is fast and easy, and no alcohol is needed for the top.

Thanks to **SNS MasterMatch™**, this advanced gel product comes in over 400 spectacular colors—and they all match **SNS Gelous Colors** dipping powders!

Durable
14-Day
Wear

Easy
Application

No Alcohol
Needed
For Top

Healthier
Nails

Brilliant,
Mirror
Surface

Fast
Removal





FOR THE PERFECT PEDICURE

S | N | S NAIL LACQUERS



Women everywhere love the SNS brand. But as everyone knows, dipping powders aren't appropriate for pedicures. That makes for a challenge: how do you create a matching manicure and pedicure?

Here's your answer...**SNS Nail Lacquers!**

SNS Nail Lacquers provide a complete range of polishes for beautiful pedicures. And because of the unique **SNS MasterMatch™** system, they perfectly match SNS Gelous Colors.

Over 400 Dazzling Colors

The color choices for **SNS Nail Lacquers** have grown massively over the past year. Now every one of 400+ MasterMatch™ colors is available as an **SNS Nail Lacquer**. That means a client can choose any color she wants for her dipping powder service—and still have toes to match!

MEET THE PEOPLE BEHIND OUR
WORLD-FAMOUS PRODUCTS

TEAM SNS



JOE NGUYEN



JASMINE NGUYEN



STEVEN NGUYEN



KARIN SANTANA



MONTE TAYLOR



JENNIFER TRIEU



HANNAH NGUYEN



JOSE SANTANA



MICHELLE PHAM



PENNY TAYLOR



LEE OKUBO



DUBRASKA BLANCO



IERINI GUIRGUIS



ADRIANA MUÑOZ



ANNA PARVATOVA



BAO KIM



NEARY HUANG



HAI LE



WILLANIE SANCHEZ



SNS ON INSTAGRAM & FACEBOOK

LET'S GET SOCIAL!

SNS is going big on social media. Our followers have swelled to thousands in the past few months. Don't miss out! Join the fun and meet us on Instagram, Facebook and Pinterest.

Share your SNS stories and nail art images. Ask your questions, offer your tips, and tell us what you love about SNS. We're easy to find on Instagram, Facebook and Pinterest: [@snsnailsproduct](#)

You're also welcome to email socialmedia@snsnails.com

Find Us on YouTube

Subscribe to our growing YouTube channel:
SNS Nails Corp



POWER TOOLS FOR YOUR MARKETING

SNS MEANS BUSINESS: YOURS!

SNS makes the classiest, most attractive marketing tools to help your business grow. Ask to see the latest display racks, posters, tent cards and more.

JOIN THE ELITE...

SNS VIP DISTRIBUTOR



Would you qualify as an **SNS VIP Distributor**? This new elite status gives you bigger discounts, more support, and privileged access to new products.

Here are just some of the benefits you can look forward to as an **SNS VIP Distributor**:

- 1. Bigger Discounts:** You'll always get a **BIGGER discount** on every SNS product.
- 2. Customer Support:** We'll **ALWAYS** replace or give credit for SNS product returns.
- 3. Perfect Flo and Dipstar:** Get **MASSIVE** discounts on these exciting product lines.
- 4. SNS Outlet Colors:** GET **MASSIVE** discounts on 100 super colors—a VIP exclusive.
- 5. AU Collection:** 70 unique colors, **ONLY** available in the US to VIP Distributors.
- 6. Promotional Products:** Beautiful SNS Nail Files and Pedicure Towels **FREE** to you.
- 7. SNS Collections:** Get **EARLY PURCHASE ACCESS**—2-3 weeks ahead of the market.
- 8. Social Media Support:** Free professionally-created social media ads created for you.
- 9. Special Designation:** VIP Distributor listing on our SNS website and in this magazine.
- 10. On-Site Training:** SNS Master Trainers will stage a live show **AT YOUR PREMISES** within 3 months of your becoming an SNS VIP Distributor!

Make no mistake, becoming an **SNS VIP Distributor** puts you on the fast track to huge success! This is the next step for your business, raising your status in the eyes of customers and giving you fantastic financial advantages at the same time.

Contact SNS to learn how you can qualify as an **SNS VIP Distributor**.

S|N|S

THANK YOU 61,000 NAILPRO READERS

YOU VOTED SNS THE INDUSTRY'S
BEST DIPPING POWDER SYSTEM



2018
READERS
CHOICE
NAILPRO