

Best of

Nail Health & Beauty

SUMMER 2021



Nail Health & Beauty

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
The World's Healthiest Gel

Europe Rising
Taking a Stand for Nail Professionals

MasterMatch™
NEW! Color Coordination Across Product Lines

Boost Your Profits
Become an SNS Exclusive Salon

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

S|N|S
HEALTHY NATURAL NAILS
SNSNAILS.COM

“This magazine from SNS is about making healthful beauty possible for women everywhere. Together, let’s transform the world of nails for clients, technicians and salons!”
Joe Nguyen, Founder of SNS

HEALTHY NATURAL NAILS
S|N|S



HERE ARE 12 REASONS WHY

Nails Love SNS!

- 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 Gelous 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.

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A MESSAGE FROM THE PUBLISHER

HEALTH, BEAUTY, AND YOUR SUCCESS

Dear Reader

When I started SNS over 30 years ago, I was doing very well as a salon owner. But I saw that my clients and technicians were suffering harm from toxic products. I decided to do something about it, and that meant creating a completely different kind of nail technology.

Today, SNS is the industry leader in dip powders. We're known and loved by salons and their clients throughout the world. With the SNS Nutri-Plus™ dip powder system, we've helped millions of women enjoy stunning-looking nails while caring for the natural nail bed.

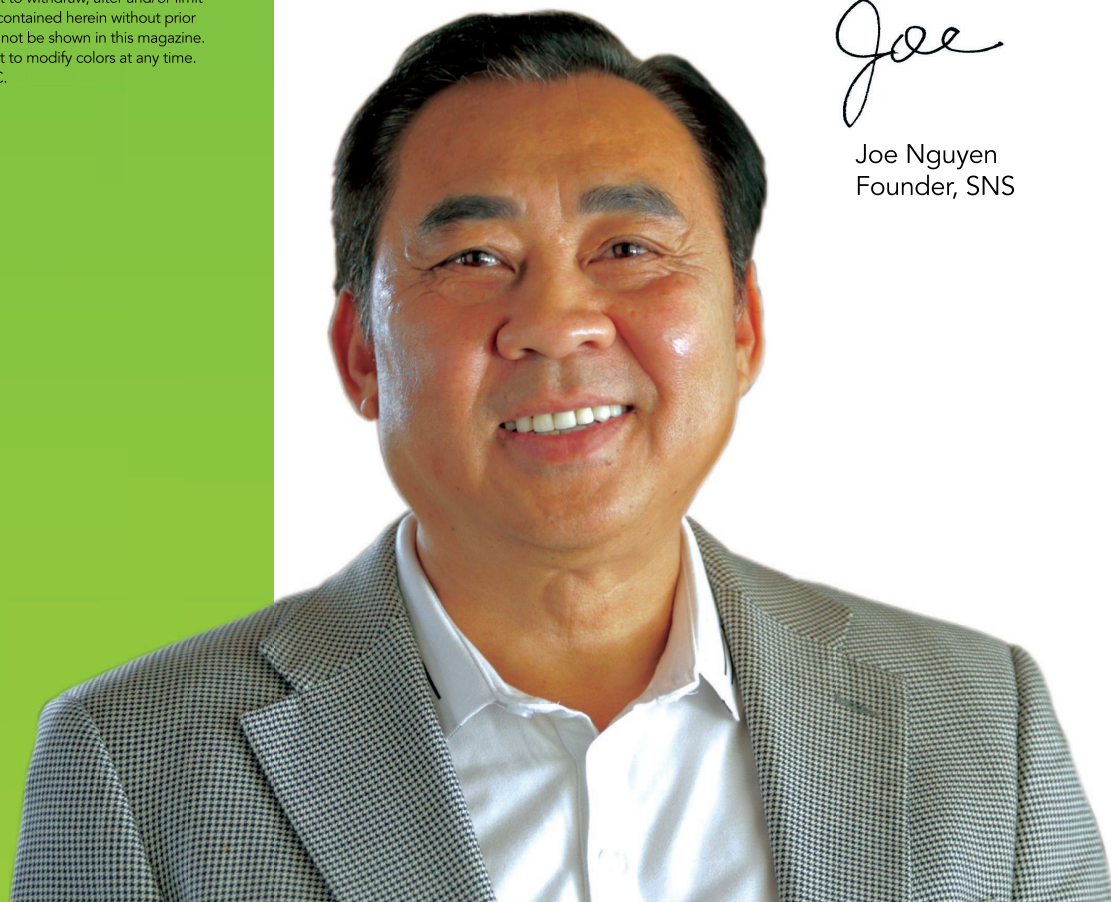
And we haven't stopped innovating. As you look through these pages, you'll see that we're constantly inventing new ways to create the ultimate delight: nail health and beauty!

Today, our industry is ready to rebound from a long and challenging period. At this time of rapid change, I promise that SNS will do everything we can to accelerate your success.

Warmest wishes,



Joe Nguyen
Founder, SNS





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 "Summer Getaway," "Bare to Dare," "Cozy Chalet," "Happy Honeymoon," "LumiGlam," and "Harvest Moon." 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.

HOW HEALTHY NAILS BECAME THE CONSUMER'S #1 PRIORITY

THE DIP POWDER REVOLUTION

Since SNS introduced dip powders in the 1990s, the world has changed. We've seen a massive growth in everyday health trends, from yoga to ketogenic dieting to mindful meditation. A new generation of women are putting their health first.

The new "health surge" is having a huge impact on beauty products of every kind. One result: dip powders are the fastest growing and most popular trend in nails. The message SNS launched back in the last century has now become an industry mantra: women can enjoy nails that are healthy AND beautiful.

SNS—Still the Leader

Dozens of brands have jumped on the dipping powder bandwagon, but as everyone knows, SNS dip powders are by far the best.

That's because SNS is constantly developing product innovations, all with one goal: to give women a fabulous experience of nail health and beauty.

Unequaled Choices

No dip powder brand compares with SNS for the sheer scope of product choices:

400+
FABULOUS
SNS GELOUS
COLORS

15+
UNIQUE SNS
COLLECTIONS

A TOTAL
RANGE OF
SNS PINK &
WHITE



Health First

SNS is always researching new ways to increase the health-giving qualities of its dip powder products.

An innovative new formula, SNS Nutri-Plus™ now adds nutrients to the color powders along with the SNS bases and sealers. These powerful ingredients are known to give the natural nail greater health and resilience.

SNS has also developed SenShine™ a whole new range of bases and sealers for sensitive skin that uses breakthrough technologies from the medical world. SenShine™ provides safe bonding that's even kinder to the skin and nail



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.

The SNS Pink & White products give you all the same advantages as the SNS Gelous Colors: stunningly beautiful hues...vitamins and calcium for health...odorless application...strong and flexible nails...light and natural feel.



FOR EASY ORDERING

PINK & WHITE KITS



THIS KIT INCLUDES:

STUDENT
KIT 3

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
UPGRADE 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
UPGRADE 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 nourish and support the health of the natural nail bed. How is this possible? The answer is SNS Nutri-Plus™ a complete system that adds essential nutrients for nail health to our dip powders and our unique bases and sealers.

SNS bases and sealers bind the color to the nail, provide a beautiful mirror-finish, and with SNS Nutri-Plus™ 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 SNS Nutri-Plus™
- 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 Nutri-Plus™ that nails actually become stronger and healthier with each application of SNS bases and sealers!



Feeding Healthy Nails

Thanks to SNS Nutri-Plus™ our 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 and Zinc

These minerals are essential components for cell regeneration and tissue strength. Calcium stimulates the production of natural antioxidants to protect cell health, while zinc helps nail proteins grow and remain strong.

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 dip powder.

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



GEL BASE WITH CALCIUM, ZINC & VITAMIN E

A liquid gel fortified with Calcium, Zinc and Vitamin E to help the nail bed grow thicker and stronger.

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



GELOUS BASE WITH CALCIUM, ZINC & VITAMIN E

An SNS proprietary gel fortified with Calcium, Zinc 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

An all-natural formula that is enriched with botanical oils, including emollient-rich safflower; silk protein; Vitamins A, D3, B5, E; plus Calcium and Zinc 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.



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+**

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!



EVERYTHING'S INCLUDED!



HERE'S WHAT STUDENTS ARE SAYING:

"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

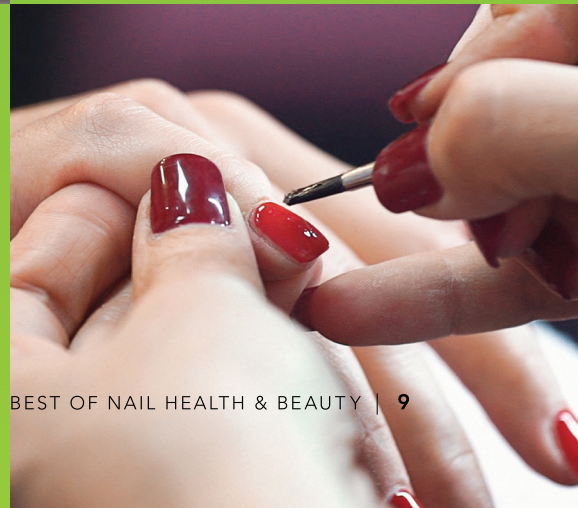


"SNS stays on my nails for well over three weeks without chipping. My nails still look as beautiful as they did when I had them done three weeks later! With SNS, my nails are the healthiest they have been in my entire life."

—Laura T. (Influenster Reviews)



Find your next and nearest training at SNSAcademyLive.com







Our Passion & Purpose

Beauty and health should never be opposed.

True beauty is natural.

True health is beautiful.

Our mission is to offer women everywhere an experience of breathtaking color and radiance that enhances the health of the natural nail.

With SNS, the future of our industry has arrived: health and beauty are one.

HEALTHY NATURAL NAILS

S | N | S



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





SenShine™

BREAKTHROUGH!
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
- Vitamin Oil
- Brush On Glue
- Brush Saver



Patent Pending



HEALTHY NATURAL NAILS

S|N|S

Summer

GETAWAY

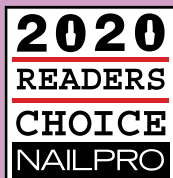
The 2021
Summer
Collection

Escape to a World of Fun
with 24 Exotic Colors

- | | | | | | |
|---|---|--|---|--|--|
| 
SG01
Machu
Picchu | 
SG02
Serengeti
Safari | 
SG03
Sugarloaf | 
SG04
Miracle
Garden | 
SG05
Flamenco
Dress | 
SG06
Stingray
City |
| 
SG07
Hatteras | 
SG08
Belvedere
Lookout | 
SG09
Fern
Gully | 
SG10
Emerald
Temple | 
SG11
Mandalay
Hill | 
SG12
Iguacu Falls |
| 
SG13
Great
Blue Hole | 
SG14
Blue Lagoon | 
SG15
Love
Letter Pink | 
SG16
Taj
Mahal | 
SG17
Le Jardin
Secret | 
SG18
Eternal City |
| 
SG19
I Heart NY | 
SG20
Silver
Pagoda | 
SG21
Rosy Pink
Sapphire | 
SG22
Heirloom
Pearls | 
SG23
Green
Moonstone | 
SG24
Lemon
Meringue
Jewels |

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

All Summer Long...
Enjoy Healthy,
Beautiful Nails!



SG13

Nailpro Magazine
Best Dip Powder
Three Years Running

snsnails.com

HEALTHY NATURAL NAILS

S|N|S

BASICS 1+1™

Simple Beauty in a Box

150
Stunning
Colors



Create Matching Pedis
& Manis Every time

1 Lacquer
+ 1 Gel
In Every
Single-Color Box



For Matching Manicures & Pedicures



Perfect Flo
Love Dip Powders?
Go With The Flo!



Fabulous Dip
Yay! A Fun New Dip
Powder Line

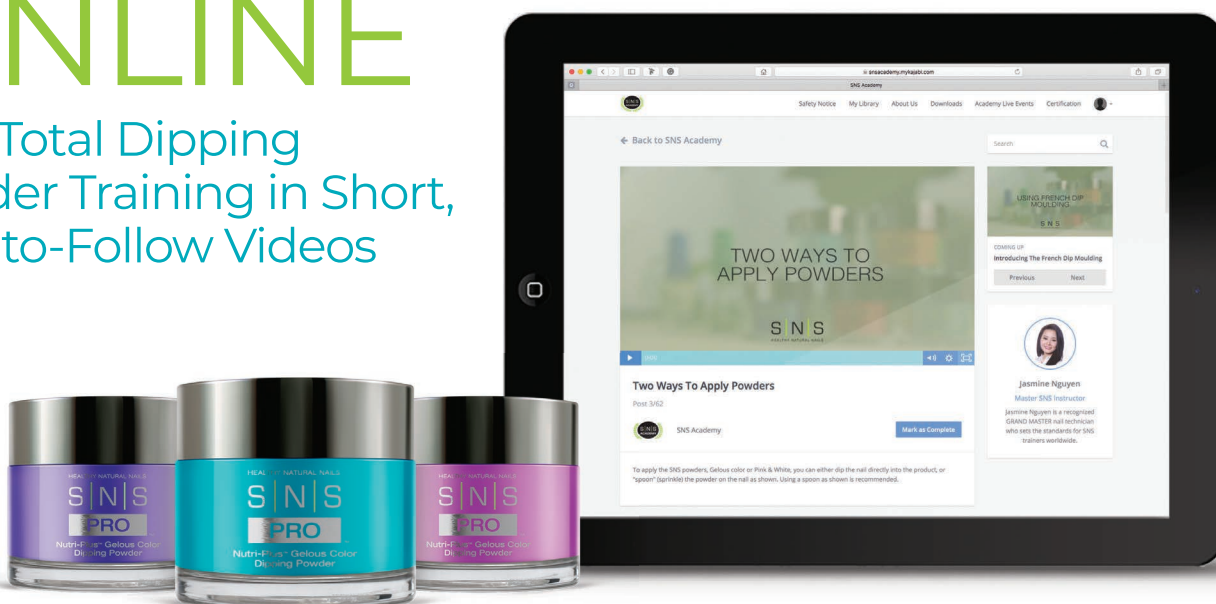
SNSNAILS.COM

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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

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!

Patent Pending

BEST NEW PRODUCT

2020

READERS

CHOICE

NAILPRO





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.

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9. LIGHTWEIGHT:

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

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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

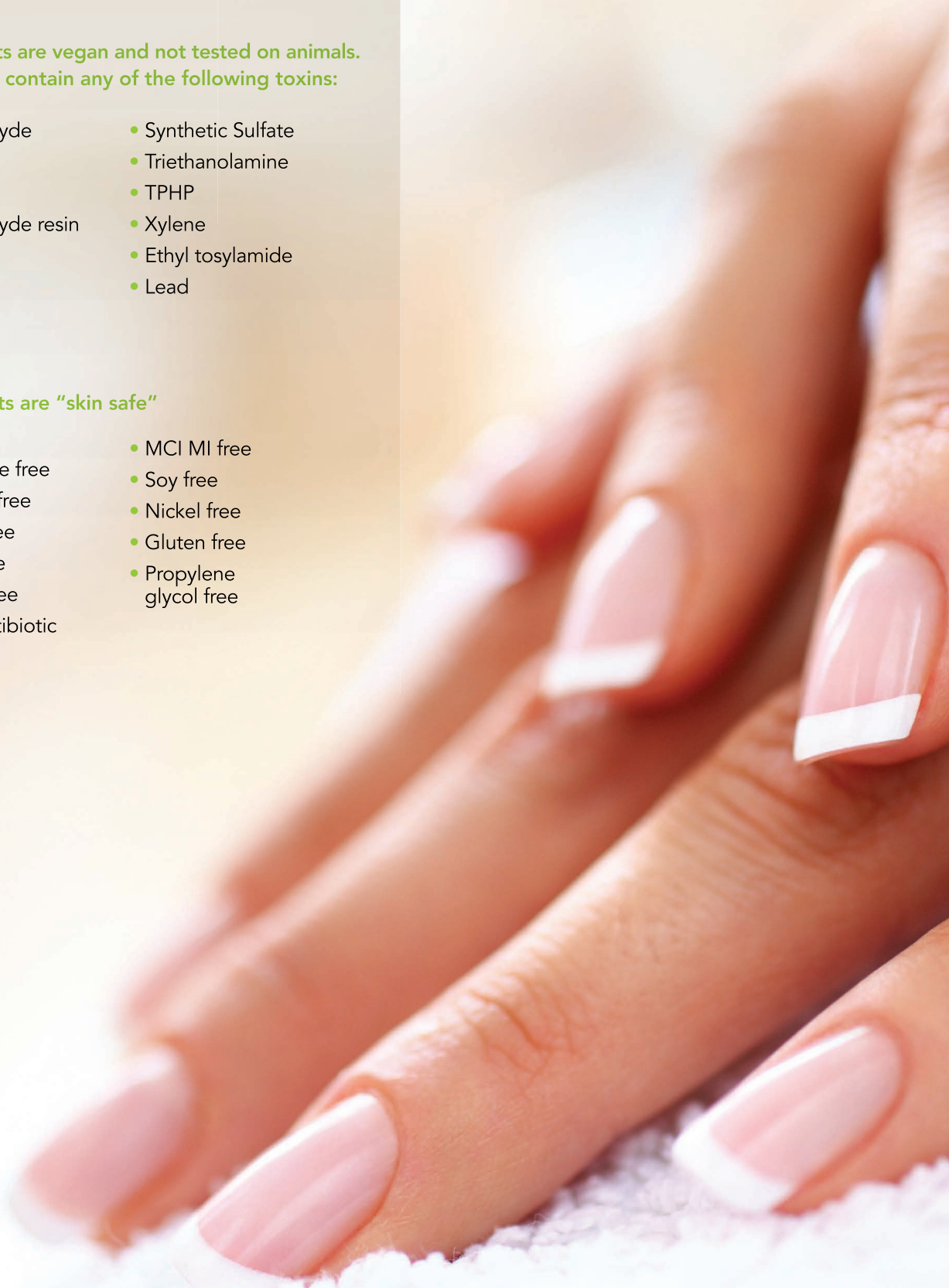
A CLEANER WAY

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



HEALTHY NATURAL NAILS

S | N | S

NailPro Magazine's 60,000+ readers say,
"Yes — SNS dipping powders are the **BEST**. No question about it."

BEST DIPPING POWDER SYSTEM

2018
READERS
CHOICE
NAILPRO

2019
READERS
CHOICE
NAILPRO

2020
READERS
CHOICE
NAILPRO



2020
READERS
CHOICE
NAILPRO



AND...
**2020 BEST
NEW PRODUCT**

DOLO INSTANT MARBLE

